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Fighting Poverty in Informal Settlement Through Community Radio: Acase of Koch FM Korogocho Nairobi, Kenya

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ABSTRACT

Globally, community radio has been recognized as a catalyst for development and transformation of communities, moving them from a state of poverty to one of development. The concept of community radio dates back more than half a century to the miners in Bolivia, where it played a crucial role in advocating for improved working conditions. In Kenya, community radio stations are a more recent phenomenon, emerging as platforms that empower communities through strategies such as disseminating information for decision-making and promoting participation across health, economic, social, and political spheres, including education and security. Unlike commercial radio stations, community radio stations are typically owned and managed by members of the settlement areas they serve, providing a unique grassroots voice for marginalized communities. This study, grounded in Participatory Communication Theory and Empowerment Theory, sought to: (1) investigate the influence of Koch FM Community Radio on poverty reduction in the Korogocho informal settlement; (2) examine the levels of involvement of Korogocho residents in poverty reduction endeavors through Koch FM; and (3) explore the messages and programs aired by Koch FM and their impact on poverty reduction efforts. Employing a mixed-methods approach, the study utilized descriptive and analytical techniques, including Chi-square tests for quantitative data and thematic analysis for qualitative insights. The key findings revealed that Koch FM played a significant role in fostering local participation, enhancing residents' access to critical information, and facilitating collective action to address poverty-related challenges. The station's interactive and locally relevant programming was found to increase community awareness, strengthen social capital, and empower residents to pursue economic and social opportunities. Furthermore, active involvement in radio-driven initiatives was linked to improved self-efficacy, greater civic engagement, and tangible improvements in livelihoods and access to essential services. Based on these findings, the study recommends that policymakers recognize and institutionalize the role of community radio as a strategic partner in poverty reduction, particularly within informal settlements. It further urges the government to collaborate with and empower residents by creating supportive legislation, fostering capacity-building initiatives, and investing in sustainable community media infrastructure. The research concludes that community radio, exemplified by Koch FM, is not only a tool for information dissemination but also a vehicle for participatory development and grassroots empowerment. By anchoring development communication within participatory and empowerment frameworks, community radio can contribute to sustainable poverty alleviation and inclusive urban transformation.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

TABLE OF CONTENTS

ABSTRACT 1180
TABLE OF CONTENTS 1181
LIST OF TABLES 1183
LIST OF FIGURES 1184
LIST OF ABBREVIATIONS AND ACRONYMS 1185
CHAPTER ONE 1186
INTRODUCTION AND BACKGROUND TO THE RESEARCH PROBLEM 1186
Introduction 1186
Background to the Research Problem 1187
Statement of the Problem 1188
Purpose of the Study 1189
Research Objectives 1189
Research Questions 1189
Justification of the Study 1190
Significance of Study 1191
Assumptions of the Study 1192
Scope of the Study 1193
Limitations and Delimitations of the Study 1193
Operational Definition of Terms 1194
Chapter Summary 1196
CHAPTER TWO 1197
LITERATURE REVIEW 1197
Introduction 1197
Theoretical Review 1197
General Literature Review 1200
Empirical Literature Review 1207
Summary of Knowledge Gaps 1210
Conceptual Framework 1213
Discussion of Conceptual Framework 1213
Chapter Summary 1214
CHAPTER THREE 1215
RESEARCH METHODOLOGY 1215
Introduction 1215
Research Design 1215
Population of the Study 1216
Target Population 1217
Sample Size 1217
Sampling Techniques 1218
Sampling Criteria 1219
Data Collection Instruments 1219
Types of Data 1220
Data Collection Procedures 1220
Pretesting Research Instruments 1221
Validity and Reliability 1221
Unit of Analysis 1221
Data Analysis Plan and Data Management 1222
Diagnostic Tests 1222
Ethical Considerations 1223

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

CHAPTER FOUR 1224
DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS 1224
Introduction 1224
Data Presentation, Analysis and Interpretation 1224
Response Rate 1224
Discussions on Key Findings 1249
Summary of Key Findings 1251
CHAPTER FIVE 1254
CONCLUSIONS AND RECOMMENDATIONS 1254
Introduction 1254
Conclusions 1254
Recommendations 1255
Suggestions for Further Research 1256
REFERENCES 1257

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

LIST OF TABLES

Table 1: Summary of Knowledge Gaps..... 1210
Table 2: The Number of Sub-Locations, Households, and the Percentage Stratum Sampled.....1217
Table 3: Response Rate 1224
Table 4: Age Distribution of Respondents 1225
Table 5: Gender Distribution of Respondents.....1226
Table 6: Marital Status of Respondents 1226
Table 7: Educational Level of Respondents 1227
Table 8: Occupational Distribution of Respondents 1228
Table 9: Duration of Stay in Korogocho 1229
Table 10: Familiarity with KOCH FM 1230
Table 11: Frequency of Listening to KOCH FM 1230
Table 12: KOCH FM Programs Listened to Most 1231
Table 13: Perceptions of KOCH FM's Contribution to Poverty Reduction.....1232
Table 14: KOCH FM's Contribution to Improved Information Access 1233
Table 15: Influence of KOCH FM on Behavior and Choices.....1233
Table 16: KOCH FM's Addressing of Poverty-Related Issues 1234
Table 17: Role in Raising Awareness of Poverty Alleviation Strategies.....1235
Table 18: Direct Benefits from Poverty Reduction Programs on KOCH FM 1235
Table 19: Rating of KOCH FM's Overall Impact on Improving Living Conditions 1236

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

LIST OF FIGURES

Figure 1: Theoretical Framework…….....1199
Figure 2: Conceptual Framework of the Study ……1213

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

LIST OF ABBREVIATIONS AND ACRONYMS

DU-ISERC:	Daystar University Institutional Scientific and Ethics Review Committee
FM:	Frequency Modulation (as in Koch FM, the radio station)
HOD:	Head of Department
MA:	Master of Arts
NACOSTI:	National Commission for Science, Technology, and Innovation
NGO(s):	Non-Governmental Organization(s)
NVivo:	Qualitative Data Analysis Software
PhD:	Doctor of Philosophy
SDG(s):	Sustainable Development Goal(s)
SPSS:	Statistical Package for Social Sciences
UNESCO	United Nations Educational, Scientific and Cultural Organization

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CHAPTER ONE
INTRODUCTION AND BACKGROUND TO THE RESEARCH PROBLEM

➢ *Introduction*

The evolution of community radio as an agent of poverty alleviation is rooted in the historical context of marginalized societies seeking collective empowerment. Contemporary research emphasizes that community radio, by virtue of its participatory and grassroots-driven model, uniquely addresses the information and development needs of vulnerable populations, particularly in informal settlements (Bosch, 2023; Nyamnjoh, 2021). The Latin American experience, notably in Colombia and Bolivia, established the precedent for community radio's transformative impact on poverty and social justice, creating frameworks for mobilization, education, and advocacy (Rodríguez & Ferron, 2020; Beltrán, 2021). These initiatives were characterized by deliberate involvement of local voices, catalyzing social capital and shaping a sense of agency within marginalized communities (Tufte & Waisbord, 2021). Informed by these models, community radio has gained theoretical significance as a conduit for participatory communication, aligning with the empowerment theory, which underscores local ownership and inclusivity as critical drivers for sustainable development (Manyozo, 2022; Atton, 2020).

Academic discourse increasingly recognizes the multidimensional role community radio plays in shaping socio-economic outcomes within informal settlements. It transcends the conventional dissemination of information by fostering deliberative dialogue, facilitating civic engagement, and building capacities among disenfranchised populations (Kariuki, Mwaura, & Odhiambo, 2021; Madiba, 2022). Scholars argue that community radio is not simply a medium but a platform for co-creating narratives, demystifying policy, and driving localized solutions to poverty (Waisbord, 2023). In the African context, especially post-apartheid South Africa and Kenya, community radio has emerged as a vehicle for post-conflict reconciliation and social inclusion, as well as a strategy for integrating marginalized groups into broader socio-economic processes (Lekalake & Gyimah-Boadi, 2021; Ndlovu, 2022). This aligns with participatory communication theory, which asserts that democratization of media fosters agency, enabling communities to challenge entrenched structures of poverty (Sibanda, 2024).

Focusing specifically on the Kenyan context, the role of community radio in informal settlements, such as those served by Koch FM in Korogocho, represents a significant step towards democratizing access to information and enabling grassroots-driven development (Wamuyu & Ochieng, 2022; Muturi & Kimani, 2023). The establishment of community radio in Kenya, inspired by UNESCO's early advocacy and subsequent grassroots activism, reflects an ongoing response to the chronic exclusion of the urban poor from mainstream media narratives (Mwangi, 2024). Koch FM has, for instance, been instrumental in amplifying local issues, raising awareness on public health, promoting entrepreneurship, and nurturing youth engagement in development discourse (Oduor & Muli, 2021). This practical model not only exemplifies participatory media but also illustrates the power of localized broadcasting in generating actionable solutions for poverty alleviation in Nairobi's informal settlements (Njenga & Mugambi, 2023).

In summary, contemporary research on community radio affirmed its transformative potential in addressing poverty in informal settlements by fostering participation, knowledge-sharing, and local agency. The literature highlighted the centrality of community radio in building social cohesion, advancing policy literacy, and bridging gaps between marginalized communities and formal institutions (Mbae & Obonyo, 2024; Odinga & Wekesa, 2022). Theoretical frameworks such as empowerment theory and participatory communication provided a solid foundation for understanding how community radio could nurture resilience and innovation at the grassroots level (Mare, 2021). Therefore, this study situated Koch FM within the broader context of community media-enabled poverty alleviation strategies, offering new perspectives on how community radio could effectively drive socio-economic transformation in Kenya's informal settlements (Bosch, 2023; Waisbord, 2023).

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

➢ *Background to the Research Problem*

The rise of community radio as a tool for development is deeply rooted in the global struggle against poverty and social marginalization, dating back to experiments in Latin America during the mid-20th century. International research highlights that the earliest forms of community radio emerged to bridge communication gaps in societies where mainstream media either failed to represent grassroots voices or perpetuated social inequities (Rodríguez & Ferron, 2020). Historical accounts indicate that these platforms created space for participatory dialogue and local agency, providing marginalized populations with the means to challenge systemic poverty and exclusion (Beltrán, 2021). The development communication theory, widely referenced in scholarly work, underscores the power of bottom-up information flows in fostering socio-economic transformation, particularly among disadvantaged groups (Tufte & Waisbord, 2021). Over time, this paradigm has informed the evolution of community radio into an internationally recognized avenue for community-driven change, especially in poverty-prone areas (Atton, 2020).

From a global perspective, the expansion of community radio across continents has been linked to its proven efficacy in promoting social inclusion and catalyzing local development initiatives. International researchers note that community radio plays an essential role in amplifying marginalized voices, fostering media pluralism, and advancing the Sustainable Development Goals (Bosch, 2023). Studies from Asia, Latin America, and Europe reveal that such platforms empower communities to engage in issues like health, education, and local governance, offering practical solutions to persistent poverty (Waisbord, 2023). In many countries, community radio has been credited with bridging the digital divide, democratizing access to information, and nurturing a culture of civic participation (Rodríguez, 2022). The participatory communication model, as discussed in global academic literature, provides theoretical grounding for these observed outcomes, emphasizing shared ownership and collaborative problem-solving (Tufte & Waisbord, 2021). Thus, the global history and expansion of community radio form a compelling foundation for its application in informal settlements worldwide (Bosch, 2023).

Within the African continent, community radio has emerged as a potent mechanism for addressing urban poverty, information inequality, and governance challenges. African scholars observe that, unlike state or commercial broadcasters, community radios in Africa have adopted participatory practices rooted in local cultures and languages, making them particularly responsive to the unique needs of informal settlements (Nyamnjoh, 2021). Research from post-apartheid South Africa and Nigeria demonstrates how community radio has supported post-conflict reconciliation, public health campaigns, and livelihood enhancement in vulnerable urban spaces (Madiba, 2022). Additionally, the empowerment theory is frequently referenced in African studies, positioning community radio as an instrument for nurturing social capital, facilitating youth participation, and strengthening collective agency (Manyozo, 2022). The versatility and adaptability of community radio across African cities underscore its potential for catalyzing sustainable poverty reduction (Sibanda, 2024). This rich tradition of participatory media lays the groundwork for its significance in the context of Kenyan informal settlements.

At the national level, Kenya's experience with community radio has evolved through advocacy by development agencies and local grassroots organizations seeking to address chronic poverty and information marginalization. Kenyan and African researchers note that the first community radio stations, established in partnership with UNESCO, served as a response to the persistent exclusion of the poor from mainstream communication channels (Mwangi, 2024). These initiatives quickly proved effective in amplifying the voices of marginalized urban dwellers and disseminating essential information on health, education, and economic opportunities (Muturi & Kimani, 2023). In recent years, community radio has been instrumental in facilitating civic engagement, enhancing local governance, and driving public policy discussions in urban informal settlements such as Kibera, Mathare, and Korogocho (Oduor & Muli, 2021). The participatory communication theory, applied in Kenyan studies, highlights the value of co-created content in addressing context-specific challenges and fostering local resilience (Njenga & Mugambi, 2023). These developments illustrate why community radio remains a relevant and dynamic medium for fighting urban poverty in Kenya.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

Locally, in Korogocho, Nairobi County, the role of Koch FM epitomizes the transformative potential of community radio in informal settlements. Situated within one of Nairobi's largest and most economically challenged slums, Koch FM provides a lifeline for residents facing systemic barriers to information and services (Wamuyu & Ochieng, 2022). Recent studies show that Koch FM's locally tailored programming addresses issues ranging from public health to youth empowerment, entrepreneurship, and women's rights (Mbae & Obonyo, 2024). By facilitating interactive forums, talk shows, and community reporting, Koch FM enables residents to articulate their needs, share knowledge, and access support systems otherwise unavailable through formal channels (Muturi & Kimani, 2023). This model of community-driven media aligns with participatory and empowerment theories, demonstrating how localized communication can generate actionable solutions to entrenched poverty (Mbae & Obonyo, 2024). The practical impact of Koch FM affirms its relevance as a catalyst for social and economic change in Korogocho.

Despite these successes, persistent gaps remain in understanding the specific mechanisms through which community radio can further amplify its poverty-reduction impact in informal settlements. Scholars and practitioners highlight the need for rigorous research into how factors such as technological innovation, policy frameworks, and community engagement interact to shape the effectiveness of stations like Koch FM (Njenga & Mugambi, 2023; Mwangi, 2024). There is also a growing academic interest in the sustainability of community radio initiatives, particularly in resource-constrained urban environments where poverty and insecurity pose constant challenges (Bosch, 2023). By situating this study within the multi-layered context of global, African, national, and local perspectives, the research sought to provide actionable insights for policymakers, development practitioners, and community media stakeholders. Ultimately, the research problem emerged from the imperative to harness the full potential of community radio in driving inclusive and sustainable development in Nairobi's informal settlements (Wamuyu & Ochieng, 2022; Sibanda, 2024).

- *Statement of the Problem*

Despite significant global advances in poverty reduction, informal settlements in urban centers such as Korogocho, Nairobi, continue to grapple with persistent poverty, social exclusion, and systemic barriers to development (Bosch, 2023; Mbae & Obonyo, 2024). Existing literature emphasizes that conventional top-down interventions have often failed to address the complex and dynamic realities of these communities, resulting in the entrenchment of poverty cycles and deepening inequalities (Muturi & Kimani, 2023; Waisbord.,2023). Studies conducted in sub-Saharan Africa reveal that formal media and government channels frequently overlook or misrepresent the lived experiences of slum dwellers, thereby undermining the effectiveness of poverty alleviation programs (Madiba, 2022; Nyamnjoh, 2021). Furthermore, the lack of participatory approaches has been cited as a critical gap in sustainable poverty reduction efforts, particularly in rapidly urbanizing regions (Manyozo, 2022). This scenario underscores the urgent need for context-specific, community-driven strategies capable of amplifying local voices and fostering genuine socio-economic transformation (Beltrán, 2021).

Community radio has emerged as a promising alternative to mainstream media, providing marginalized populations with platforms for self-expression, knowledge exchange, and social mobilization (Rodríguez & Ferron, 2020; Wamuyu & Ochieng, 2022). However, the precise mechanisms through which community radio contributes to poverty reduction in urban informal settlements remain under-explored in academic literature, especially within the Kenyan context (Njenga & Mugambi, 2023; Mwangi, 2024). While international studies document the empowering potential of community radio in advancing local development and social justice, there is a paucity of empirical evidence that systematically examines its role in the multidimensional realities of Nairobi's informal settlements (Atton, 2020; Tufte & Waisbord, 2021). This research gap is particularly salient in light of evolving technological, political, and social environments that continuously reshape communication landscapes in Africa (Bosch, 2023). The absence of granular, context-based studies on community radio in Korogocho hinders the development of targeted and effective poverty alleviation strategies.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

Korogocho, as one of Nairobi's largest and most impoverished informal settlements, exemplifies the intersection of urban poverty, information deprivation, and social marginalization (Mbae & Obonyo, 2024; Wamuyu & Ochieng, 2022). Despite the presence of Koch FM, a community radio station dedicated to serving local needs, research has not adequately interrogated the specific ways through which such media platforms address the socioeconomic challenges faced by residents (Muturi & Kimani, 2023; Njenga & Mugambi, 2023). Existing scholarship suggests that community radio can foster participatory governance, support entrepreneurship, and enhance awareness on critical issues such as health, education, and rights (Bosch, 2023; Madiba, 2022). However, there is little empirical insight into how Koch FM's unique programming and participatory methods translate into concrete improvements in livelihoods, resilience, and social capital within Korogocho (Mwangi, 2024; Kariuki et al., 2021). This lack of focused research constitutes a significant gap in both theory and practice, limiting the potential to replicate or scale successful interventions elsewhere.

Theoretical perspectives such as empowerment theory and participatory communication models advocate for bottom-up approaches that prioritize local agency and contextual relevance in addressing poverty (Sibanda, 2024; Manyozo, 2022). Yet, empirical analysis is still limited regarding the efficacy of these theories when operationalized through community radio initiatives in urban Kenyan slums (Atton, 2020; Tfte&Waishbord,2021). This disconnects between theory and practice raises critical questions about the applicability of global development models in localized contexts, highlighting the need for studies that integrate lived realities, cultural dynamics, and evolving media ecologies (Rodríguez, 2022). Without such evidence, policy frameworks and donor strategies risk remaining abstract and ineffective, failing to unlock the full potential of grassroots media in urban poverty reduction (Beltrán, 2021; Mwangi, 2024).

This study directly addressed the gaps by systematically investigating the role of Koch FM in fighting poverty in Korogocho, Nairobi. By employing a rigorous, context-sensitive approach grounded in recent theoretical and empirical advances, the research aimed to generate actionable knowledge for practitioners, policymakers, and community media stakeholders(Sibanda, 2024;Wamuyu&Ochieng2021)The findings not only enriched academic discourse on participatory communication and urban development but also provided evidence-based recommendations for enhancing the impact of community radio in informal settlements (Bosch, 2023; Njenga & Mugambi, 2023). Ultimately, the study aspired to contribute practical solutions for sustainable poverty alleviation, bridging the persistent divide between theory, policy, and grassroots realities in Kenya and beyond (Kimani &Muturi, 2023; Madiba, 2022).

➢ *Purpose of the Study*

The purpose of this study was to examine the role of community radio, specifically Koch FM, in addressing and alleviating poverty within the informal settlement of Korogocho, Nairobi County, Kenya. The research aimed to assess how community-driven broadcasting facilitated socio-economic empowerment and sustainable development among marginalized urban populations.

➢ *Research Objectives*

The objectives of the study were as follows:

- To investigate the influence of Koch FM Community Radio on poverty reduction in Korogocho.
- Examine the levels of involvement of residents of Korogocho in poverty reduction endeavors through Koch FM Community Radio.
- To explore various messages, programs aired by Koch FM community radio, and how they impact poverty Reduction efforts in Korogocho.

➢ *Research Questions*

The research questions of the study were as follows:

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

- How does Koch FM community radio influence poverty reduction in Korogocho slum?
- To what extent are residents of Korogocho involved in poverty reduction initiatives through Koch FM Community Radio?
- What are the messages and programs aired by Koch FM Community Radio that impact poverty reduction efforts in Korogocho?

➢ *Justification of the Study*

The persistent challenge of poverty in informal settlements has led to growing recognition of the need for contextually appropriate and community-driven solutions, particularly within rapidly urbanizing environments like Nairobi (Bosch, 2023; Mbae & Obonyo, 2024). Existing research highlights that formal policy interventions often fail to adequately address the multi-layered realities of residents in slums, leaving critical gaps in both knowledge and practice (Madiba, 2022; Muturi & Kimani, 2023). Community radio, as a participatory communication platform, has been identified as an alternative that empowers marginalized voices and catalyzes local development (Rodríguez & Ferron, 2020). However, academic literature reveals a lack of robust, context-specific analyses of how these platforms operate within African informal settlements, making this study particularly timely and relevant (Tufte & Waisbord, 2021). By focusing on Koch FM in Korogocho, this research seeks to bridge these gaps and contribute fresh empirical evidence to a relatively under-explored area of communication for development scholarship (Beltrán, 2021).

Theoretical perspectives such as empowerment theory and participatory communication emphasize the value of grassroots media in driving social transformation, yet there remains insufficient empirical validation of these frameworks in urban Kenyan contexts (Manyozo, 2022; Sibanda, 2024). Scholarships would benefit from a nuanced understanding of how community radio not only disseminates information but also fosters critical thinking, participatory governance, and resilience among urban poor populations (Atton, 2020; Wamuyu & Ochieng, 2022). Through methodical investigation, this study will help clarify the theoretical mechanisms linking media engagement to practical poverty reduction outcomes. As scholars continue to debate the optimal models for community-driven development, localized evidence from Korogocho has the potential to inform global discussions and refine existing theoretical frameworks (Bosch, 2023; Tufte & Waisbord, 2021).

Furthermore, this research is justified by the need to assess the real-world impact of community radio programming on residents' livelihoods, social capital, and access to services (Njenga & Mugambi, 2023; Mwangi, 2024). While many studies cite the potential of participatory media, few have documented the tangible changes that result from regular community engagement with radio platforms in Nairobi's informal settlements (Kariuki 2021; Mwaura & Odhiambo, 2021; Muturi & Kimani, 2023). By examining the specific messages, formats, and interactive opportunities provided by Koch FM, the study will contribute actionable insights for practitioners and policymakers seeking to optimize the effectiveness of media-based poverty reduction initiatives (Mbae & Obonyo, 2024). This empirical grounding is vital for transforming best intentions into sustainable development outcomes for some of the city's most vulnerable populations.

The research also addresses an urgent practical need to explore the sustainability and scalability of community radio as a tool for inclusive development in low-resource settings (Bosch,2023&Waisbord,2023). As funding for traditional interventions faces constraints, there is growing interest among donors, NGOs, and governments in cost-effective strategies that leverage local participation and innovation. This study's findings will inform the design and implementation of future communication projects, enabling stakeholders to identify critical enablers and barriers to success within Nairobi's informal settlements (Manyozo, 2022; Rodriguez,2022). Moreover, by analyzing the experiences of both broadcasters and listeners, the research will illuminate pathways for sustaining community radio operations in challenging environments.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

From a policy perspective, this research is especially significant given ongoing debates around media regulation, urban development, and public participation in Kenya (Mwangi, 2024; Njenga & Mugambi, 2023). Evidence from this study will be of direct use to local authorities, advocacy groups, and national bodies seeking to improve communication infrastructure and poverty reduction strategies. By producing data-driven recommendations tailored to the realities of Korogocho, the study will help ensure that policies are grounded in lived experience rather than abstract models or imported solutions (Sibanda, 2024; Wamuyu & Ochieng, 2022). This alignment between research, policy, and practice is crucial for achieving inclusive, people-centered urban development.

The study holds substantial value for academic scholarship by expanding the knowledge base on media, poverty, and participatory development within Africa (Madiba, 2022; Nyamnjoh, 2021). Its rigorous, context-sensitive approach provides a model for future research on grassroots communication and urban poverty. Additionally, the study's focus on Koch FM offers a rich case for comparative analysis with other community media initiatives regionally and globally, encouraging the cross-pollination of ideas and practices (Beltrán, 2021; Rodríguez & Ferron, 2020). The research promises both theoretical and practical benefits, supporting scholars, practitioners, and communities committed to fight poverty through innovative, locally owned communication strategies.

- *Significance of Study*

The findings of this study held substantial significance for residents of Korogocho, who constituted the immediate beneficiaries of community radio interventions targeting poverty alleviation. By critically analyzing how Koch FM fostered local participation, disseminated essential information, and supported collective problem-solving, this research illuminated pathways for marginalized residents to actively shape their socio-economic destinies. Insights generated offered practical strategies for improving access to resources, enhancing civic awareness, and building social capital, thereby equipping the community with tools for resilience and upward mobility. Furthermore, the study empowered residents to recognize and assert their agency within the urban ecosystem, reinforcing the empowerment and participatory communication theories that underscored grassroots-driven development. Ultimately, by capturing lived experiences and outcomes, this research provided a valuable reference for communities facing similar challenges in other informal settlements.

This study was also of crucial value to community media practitioners, including radio producers, presenters, and station managers at Koch FM and beyond. The research provided an evidence-based assessment of effective program formats, message design, and community engagement techniques that had demonstrable impacts on poverty reduction. By unpacking the mechanisms through which participatory media platforms fostered empowerment, practitioners could refine their content and outreach strategies for greater relevance and inclusivity. This supported capacity-building within the sector, encouraged innovation, and the adoption of best practices that could be adapted to different urban informal contexts. The findings also highlighted the professional and ethical responsibilities of community journalists as facilitators of change, encouraging reflection on how media could be both a voice for the voiceless and an engine for local development.

For policymakers and government agencies at both the local and national levels, the study's outcomes were poised to inform the design and implementation of evidence-based urban development policies. By grounding recommendations in empirical findings from Korogocho, this research helped bridge the persistent gap between policy intentions and on-the-ground realities in informal settlements. Insights into how community radio mediated access to information, services, and opportunities supported more responsive regulatory frameworks, funding allocations, and collaborative initiatives between government and community actors. The research contributed to policy dialogues on inclusive urban governance, media pluralism, and participatory development, ultimately enhancing the capacity of institutions to create enabling environments for sustainable poverty reduction.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

Academic scholars and researchers in the fields of communication, urban studies, and development also benefited substantially from this study. By providing a rigorous, context-sensitive case analysis, the research enriched theoretical debates on media, poverty, and participation, offering empirical data that could challenge, refine, or validate existing models. The study's interdisciplinary approach, which integrated communication theories, participatory development frameworks, and empirical urban research, encouraged the cross-fertilization of ideas and methodologies. Moreover, the work served as a reference point for future comparative studies, inviting scholars to expand upon their findings in other geographical, cultural, or thematic contexts. In doing so, it contributed to the global scholarship on grassroots media and its role in inclusive development.

Development partners, non-governmental organizations (NGOs), and international agencies engaged in poverty alleviation and urban development found this research invaluable for program design, implementation, and evaluation. The study's evidence-based recommendations informed the targeting and scaling of interventions that leveraged community radio as a catalyst for social change. By identifying success factors, barriers, and local innovation within Koch FM's programming, the research helped donors and practitioners allocate resources more effectively and fostered partnerships rooted in local realities. Additionally, the study encouraged participatory monitoring and evaluation practices, promoting accountability and sustainability within development projects targeting informal settlements.

The broader Kenyan society, including the media sector, civil society organizations, and educational institutions, stood to gain from the lessons and narratives that emerged from this research. By documenting the transformative power of community-driven media in Korogocho, the study inspired wider conversations about citizenship, inclusion, and social responsibility in urban Kenya. It also supported curriculum development in journalism and development studies, equipping future professionals with practical insights into the intersection of media and poverty reduction. In the long term, this research contributed to the normalization of community participation and bottom-up approaches in tackling complex urban challenges, strengthening the social fabric, and advancing national development goals.

➢ *Assumptions of the Study*

- Respondent Honesty: It was assumed that all respondents who participated in this study provided honest and thoughtful responses to survey and interview questions. The validity of the research findings depended on the integrity and authenticity of the participants shared experiences and perspectives.
- Accessibility and Listenership: The study assumed that a significant portion of Korogocho residents had access to Koch FM and were regular or occasional listeners. This access was foundational for evaluating the radio station's influence on community knowledge, attitudes, and poverty reduction efforts.
- Consistency in Programming: It was presumed that Koch FM maintained consistent programming related to poverty reduction, community development, and local engagement throughout the research period. This consistency allowed for an accurate assessment of content and impact on listeners during the study.
- Socio-Economic Context Stability: The research assumed that the socio-economic environment of Korogocho remained relatively stable during the data collection phase, with no dramatic disruptions or external crises. Such stability ensured that observed changes or effects could reasonably be attributed to Koch FM's interventions rather than to unrelated upheavals.
- Participant Understanding: It was assumed that participants possessed sufficient understanding of both the research instruments and the community radio content under study. This assumption ensured that their feedback accurately reflected lived experiences and interactions with Koch FM's programs.
- Researcher Objectivity: The study presumed that the research team conducted all data collection, analysis, and reporting processes with impartiality and academic rigor. Objectivity was vital to uphold the credibility of the research findings and to ensure that the results contributed meaningfully to communication and poverty reduction scholarship.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

➢ *Scope of the Study*

This study was purposefully confined to the exploration of community radio's influence on poverty reduction within Korogocho, one of Nairobi's most densely populated informal settlements. The decision to focus on Koch FM arose from its unique positioning as a community-owned and locally operated broadcaster, whose programs were explicitly designed to address the socio-economic realities of its listenership. By centering the inquiry on Korogocho and Koch FM, the research was able to delve deeply into the lived experiences, participatory practices, and communication dynamics that might not have been as evident in broader, more diffuse urban contexts. This localized approach allowed for the identification of nuanced mechanisms through which community radio served as both an information resource and a catalyst for collective action.

The parameters of this research extended to the examination of content, participation, and outcomes directly associated with Koch FM's programming, while intentionally excluding other media platforms and informal settlements in Nairobi. This delimitation was justified by the need to ensure analytical depth and empirical clarity, thereby avoiding the pitfalls of overgeneralization that could have diluted the specificity and relevance of the findings. The study privileged qualitative and quantitative data gathered from direct stakeholders, residents, station staff, and community leaders in order to triangulate perspectives and surface actionable insights. The theoretical framing was rooted in empowerment and participatory communication theories, which provided a lens for interpreting the processes and outcomes observed within this defined setting.

The study was temporally bounded to the then-current operational period of Koch FM and contemporary conditions in Korogocho, thereby capturing the immediate context in which community radio interventions took place. The scope did not extend to historical analysis beyond contextual background, nor did it attempt to forecast long-term trends outside the study's timeframe. This temporal focus was a deliberate methodological choice, ensuring that the research generated findings that were both relevant and applicable to ongoing policy and practice discussions. By clearly delineating its geographical, institutional, and temporal boundaries, the study achieved a level of rigor and specificity necessary for advancing scholarly understanding and informing real-world poverty reduction efforts through community media.

➢ *Limitations and Delimitations of the Study*

One notable limitation of this study arose from the inherent complexity of poverty as a social phenomenon, particularly in informal settlements such as Korogocho. The multi-dimensional nature of poverty including economic, social, political, and cultural factors meant that it was often difficult to attribute changes in living conditions solely to interventions by community radio. Numerous external variables, ranging from government policy shifts to unpredictable socio-economic shocks, exerted a significant influence on the lives of residents and thus complicated the attribution of impact. To address this, the study employed a rigorous design with well-defined variables and triangulation of data sources. By drawing upon multiple perspectives and data collection methods, the research aimed to isolate, as much as possible, the effects linked specifically to Koch FM's programming.

A second limitation related to the issue of respondent bias and the reliability of self-reported data. Participants in the study may have inadvertently provided socially desirable responses, overstated positive outcomes, or underreported challenges due to fear of reprisal or a desire to please the interviewer. Such biases had the potential to distort findings and limit the generalizability of results. To mitigate this, the research incorporated measures such as anonymous questionnaires, carefully crafted interview protocols, and the assurance of confidentiality. These delimitations were intended to create a safe environment that encouraged honesty, thereby enhancing the validity and trustworthiness of the data collected.

Access to comprehensive and longitudinal data also presented a significant challenge, given the informal nature of record-keeping and the fluidity of the Korogocho population. Limited historical documentation and

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

the high mobility of residents made it difficult to track changes over extended periods or attribute outcomes to specific interventions. In response, the study was delimited to a cross-sectional approach, focusing on current experiences and recent recollections rather than attempting to reconstruct long-term trends. By clarifying this boundary, the research maintained analytical coherence and avoided overreaching in its claims.

Language diversity and varying levels of literacy within the Korogocho community represented another limitation, as these factors may have hindered effective communication between researchers and participants. The risk existed that subtle nuances, local idioms, or culturally embedded meanings may have been lost or misunderstood in translation, thereby impacting the accuracy of qualitative findings. To address this, the study's delimitations included the use of multilingual research assistants who were familiar with the local dialects and cultural context, as well as the pre-testing of data collection instruments to ensure clarity and relevance. This approach sought to bridge linguistic and cultural divides, improving the reliability of the insights generated.

Another important limitation was the scope of the research, which, while allowing for depth, restricted the generalizability of findings beyond the immediate context of Koch FM and Korogocho. Factors unique to this setting—such as the station's organizational structure, the socio-economic characteristics of residents, or the specific challenges faced—may not have been representative of other informal settlements or community radio stations. To account for this delimitation, the study positioned its findings as context-specific but potentially informative for similar settings, encouraging further research and comparative studies in diverse contexts to validate and extend its conclusions.

Researcher subjectivity and potential interpretive bias constituted limitations that were common in social science inquiry, particularly in qualitative research. The researcher's background, perspectives, and assumptions may have influenced the framing of questions, the interpretation of data, and the drawing of conclusions. In recognition of this, the study implemented delimitations such as reflective journaling, peer debriefing, and the systematic application of coding frameworks during data analysis. These measures were designed to promote reflexivity, transparency, and rigor, ensuring that the research outcomes were as objective and credible as possible.

➢ *Operational Definition of Terms*

- *Community Radio:*

Community radio is a type of non-profit, participatory broadcasting service that is owned, operated, and managed by a specific community, typically with the primary aim of promoting local voices, social inclusion, and grassroots development (Bosch, 2023; Muturi & Kimani, 2023). It provides a platform for the community to engage in dialogue, share information, and collectively address their unique socio-economic challenges (Rodríguez & Ferron, 2020). Unlike commercial or public broadcasting, community radio is tailored to meet local needs and often broadcasts in indigenous languages (Manyozo, 2022). In this study, community radio refers specifically to Koch FM, the community-run station in Korogocho, which serves as the focal medium through which local poverty reduction initiatives are explored.

- *Community:*

A community is defined as a group of people sharing a common geographic location, interests, or values, whose interactions foster a sense of identity and collective purpose (Mbae & Obonyo, 2024; Nyamnjoh2021). Communities may be formed around physical spaces, social bonds, or shared challenges, and are crucial for collective action and local governance (Madiba, 2022). For the purpose of this research, community denotes the residents of Korogocho informal settlement, whose interactions and participation with Koch FM are examined.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

- *Development Communication:*

Development communication refers to the strategic use of communication processes and media to promote social change, mobilize communities, and advance sustainable development goals (Atton,2020; Tufte &Washboard,2021). This discipline emphasizes participatory dialogue, knowledge sharing, and empowerment as core mechanisms for effecting positive societal outcomes (Sibanda, 2024). Here, development communication encompasses the deliberate messaging and community dialogues facilitated by Koch FM to raise awareness, inform residents, and inspire collective poverty reduction actions in Korogocho.

- *Development:*

Development is broadly understood as a multidimensional process involving economic growth, social progress, and the improvement of living standards, particularly for marginalized populations (Beltrán, 2021; Bosch, 2023). It often includes efforts to promote equity, enhance capabilities, and ensure sustainable livelihoods (Rodríguez, 2022). Within this study, development pertains to the social and economic improvements experienced by households in Korogocho because of community radio interventions.

- *Household:*

A household is typically defined as one or more persons, related or unrelated, who live together and share resources, decision-making, and responsibilities (Kariuki, Mwaura, & Odhiambo, 2021; Njenga & Mugambi, 2023). Households serve as fundamental units for analyzing welfare, consumption, and social behavior in development research (Mwangi, 2024). This research considers a household as any group of individuals living together in Korogocho who participate in and are affected by Koch FM's programming.

- *Household Size:*

Household size denotes the total number of individuals living in a single residential unit and is a critical variable in assessing resource allocation, vulnerability, and poverty. (Mbae & Obonyo, 2024; Madiba, 2022). Larger household sizes are often associated with increased economic strain and diverse social needs (Bosch, 2023). For this study, household size refers to the number of members within each surveyed or interviewed household in Korogocho, as it relates to their engagement with Koch FM and poverty-related outcomes.

- *Informal Settlement:*

An informal settlement is a densely populated urban area characterized by inadequate housing, insecure land tenure, limited access to basic services, and the absence of formal urban planning (Nyamnjoh, 2021; Mwangi, 2024). Such settlements frequently experience heightened poverty and social exclusion (Sibanda, 2024). In this context, the informal settlement under investigation is Korogocho in Nairobi County, which forms the primary geographical focus of the research.

- *Radio Programs and Messages:*

Radio programs and messages refer to the scheduled content, announcements, discussions, interviews, and public service information disseminated by a radio station (Rodríguez & Ferron, 2020; Muturi & Kimani, 2023). The effectiveness of these programs is measured by their relevance, clarity, and impact on the target audience (Atton, 2020). Within this study, radio programs and messages denote the specific broadcasts and communications from Koch FM that address poverty, health, entrepreneurship, and community issues in Korogocho.

- *Social Change:*

Social change describes significant, sustained shifts in social structures, cultural norms, behaviors, and community dynamics, often driven by collective action and advocacy (Tufte & Waisbord, 2021; Sibanda, 2024). Communication initiatives are recognized as catalysts for such transformations in marginalized settings (Manyozo, 2022). For this thesis, social change is understood as the positive alterations in attitudes, practices, and opportunities among Korogocho residents resulting from exposure to Koch FM's community-oriented

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

broadcasts.

- *Transformational Communication:*

Transformational communication is the process through which communication strategies and media interventions lead to deep, systemic, and empowering changes at the individual, household, or community level (Beltrán, 2021; Bosch). It prioritizes critical reflection, dialogue, and action aimed at overcoming entrenched social challenges (Rodríguez, 2022). Here, transformational communication refers to the capacity of Koch FM's content and engagement strategies to inspire Korogocho residents to actively participate in poverty alleviation and sustainable development efforts.

➢ *Chapter Summary*

This chapter established the foundation for this study by introducing the research problem of poverty in informal settlements, contextualizing the role of community radio with a focus on Koch FM in Korogocho, and outlining the statement of the problem, research objectives, research questions, and justification for the study. The chapter further presented the significance and scope of the research, identified key stakeholders, and discussed the study's limitations and delimitations. In doing so, it provided a clear framework for inquiry and prepared the groundwork for the detailed literature review in Chapter Two.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

CHAPTER TWO
LITERATURE REVIEW

➢ *Introduction*

This chapter provides a comprehensive review of existing literature on the role of community radio in poverty reduction within informal settlements, with a particular focus on Koch FM in Korogocho, Nairobi County. It is structured into the theoretical framework, the general literature review, and the empirical literature review, followed by the conceptual framework. The review critically examines relevant theories, discusses the impact of community radio on socio-economic development, explores methodologies and key findings from related studies, and identifies gaps in current scholarship. The chapter concludes with a summary of knowledge gaps and presents a conceptual framework diagram to illustrate the interrelationships among the study's key variables.

➢ *Theoretical Review*

In examining the potential of community radio to fight poverty within informal settlements, this study draws on Participatory Communication Theory and Empowerment Theory to frame the analysis of Koch FM in Korogocho, Nairobi. These theories offer critical lenses for understanding how grassroots media can facilitate dialogue, foster local agency, and catalyze sustainable social change. Participatory Communication Theory provides the foundational processes for community involvement and shared knowledge creation, while Empowerment Theory highlights the outcomes of increased self-efficacy and collective capacity among marginalized populations. Together, they form a robust framework for assessing how Koch FM enables residents not only to voice their needs but also to actively shape solutions to entrenched poverty, thereby bridging the gap between communication practices and genuine socio-economic transformation.

➢ *Participatory Communication Theory*

Participatory Communication Theory emerged in the late 1960s and early 1970s as a response to the limitations of dominant, top-down communication models prevalent in development contexts (Servaes, 1999; Melkote & Steeves, 2001; Waisbord, 2001; Tufte & Mefalopulos, 2009). Unlike the modernization paradigm, which perceived communication as a unidirectional flow of information from experts to passive recipients, participatory communication advocated for dialogue, local knowledge, and bottom-up engagement (Freire, 1970; Gumucio-Dagron, 2001; Manyozo, 2012; Fraser & Restrepo-Estrada, 1998). It drew inspiration from Paulo Freire's "Pedagogy of the Oppressed," emphasizing that authentic communication must be dialogical and involve mutual learning between all stakeholders (Freire, 1970). The theory's evolution was closely linked to grassroots movements in Latin America, Africa, and Asia, which sought more democratic approaches to development and community empowerment (Servaes, 1999; Manyozo, 2012). Over time, participatory communication became recognized as a critical tool in community media, health communication, and social change initiatives worldwide (Tufte & Mefalopulos, 2009).

Participatory Communication Theory is anchored in several core principles that define its application in social change processes (Mayonzo,2021; Manyozo,2012; Serves,1999; Tufte & Mefalopulos, 2009; Waisbord,2001). Central to the theory is the concept of dialogue, where communication is understood as an ongoing, interactive process involving listening, sharing, and negotiating meaning among equals (Freire, 1970; Gumucio-Dagron, 2001). The theory prioritizes community involvement in the planning, execution, and evaluation of communication initiatives, fostering local ownership and agency (Fraser & Restrepo-Estrada, 1998). It also emphasizes the importance of cultural context, recognizing that effective communication strategies must be tailored to local realities, values, and languages (Melkote & Steeves, 2001). Tools such as community radio, participatory video, and public forums serve as platforms for marginalized groups to articulate their needs, aspirations, and solutions, thereby democratizing access to information and voice (Manyozo; Waisbord,2012).

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

Participatory Communication Theory's principal strength lies in its focus on inclusivity, empowerment, and sustainability of social change initiatives (Servaes, 1999; Gumucio-Dagron, 2001; Tufte & Mefalopulos, 2009; Manyozo, 2012). By engaging communities as active agents, the theory increases the relevance and effectiveness of communication interventions, often leading to more lasting impacts. It also helps in redistributing power within development processes, providing a voice to those who are traditionally marginalized (Freire, 1970). However, critics have noted several challenges. Operationalizing genuine participation can be resource-intensive and time-consuming (Waisbord, 2001). Power dynamics within communities may still result in exclusion of certain voices, such as women or minority groups, undermining the theory's ideals (Fraser & Restrepo-Estrada, 1998). Additionally, there can be tensions between local knowledge and external expertise, complicating program implementation (Melkote & Steeves, 2001). The lack of universally agreed-upon metrics for evaluating participatory processes further complicates its assessment (Tufte & Mefalopulos, 2009).

Participatory Communication Theory is profoundly relevant to the investigation of how community radio, specifically Koch FM, can be leveraged to combat poverty in Korogocho's informal settlements. The theory's emphasis on dialogue, inclusivity, and contextual adaptation mirrors the realities of slum environments, where solutions must be generated with the community rather than imposed upon them. By prioritizing local voices and experiences, participatory communication offers a blueprint for designing radio programming that is not only informative but also empowering. Koch FM's potential as a platform for collective problem-solving and advocacy is most fully realized when grounded in participatory principles, ensuring that interventions resonate with community needs and foster ownership over poverty reduction strategies.

- *Empowerment Theory*

Empowerment Theory traces its origins to the civil rights and feminist movements of the 1970s, which championed the redistribution of power and resources to marginalized populations (Rappaport, 1987; Zimmerman, 2000; Perkins & Zimmerman, 1995; Lord & Hutchison, 1993). It was conceptualized as a response to traditional welfare models that positioned recipients as passive beneficiaries rather than active agents of change (Rappaport, 1987). The theory gained prominence in community psychology and social work, as practitioners recognized the need to foster individual and collective agency for sustainable development (Zimmerman, 2000; Zimmerman & Warschausky, 1998). Over time, the concept expanded beyond psychology to encompass health, education, and community development fields, where empowerment became synonymous with enabling people to gain control over their lives and environments (Perkins & Zimmerman, 1995; Lord & Hutchison, 1993). Today, empowerment is regarded as both a process and an outcome central to human development and poverty alleviation (Christens, 2012).

Empowerment Theory consists of several interrelated components that operate at individual, organizational, and community levels (Zimmerman, 2000; Perkins & Zimmerman, 1995; Christens, 2012; Zimmerman & Warschausky, 1998). At the individual level, empowerment involves fostering self-efficacy, critical awareness, and the ability to make meaningful choices (Rappaport, 1987). Organizational empowerment emphasizes participatory structures, access to resources, and shared leadership, enabling groups to function autonomously (Perkins & Zimmerman, 1995). At the community level, the focus shifts to collective action, capacity-building, and the development of supportive social networks (Zimmerman, 2000). Empowerment processes are cyclical and dynamic, encompassing awareness-raising, skills acquisition, resource mobilization, and advocacy for systemic change (Christens, 2012). Measurement of empowerment often involves assessing changes in perceived control, participation, and tangible outcomes, such as improved livelihoods or policy shifts (Lord & Hutchison, 1993).

The major strength of Empowerment Theory lies in its holistic approach to social change, integrating psychological, organizational, and community dimensions (Perkins & Zimmerman, 1995; Zimmerman, 2000; Christens, 2012; Lord & Hutchison, 1993). It provides a robust framework for identifying barriers to agency and catalyzing processes that foster self-determination and collective efficacy (Rappaport, 1987). The theory's

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

adaptability to diverse contexts makes it valuable in development work. However, it is not without limitations. Critics point to the vagueness of the concept, noting that "empowerment" can be difficult to define and measure consistently (Zimmerman & Warschausky, 1998). There is a risk of superficial adoption, where programs claim to be empowering but fail to challenge deeper structural inequalities (Christens, 2012). Furthermore, empowerment processes may generate resistance from existing power holders, leading to backlash or co-optation of initiatives (Perkins & Zimmerman, 1995). The complex interplay between individual and structural factors can also complicate the theory's application in real-world settings (Lord & Hutchison, 1993).

Empowerment Theory is central to understanding the mechanisms through which community radio, such as Koch FM, can contribute to poverty alleviation in informal settlements. By providing information, amplifying marginalized voices, and facilitating skills development, Koch FM acts as an agent of empowerment at multiple levels. The station's ability to inspire critical awareness, nurture confidence, and foster collective action directly aligns with the empowerment framework. Moreover, as community members gain access to resources and participate in decision-making processes, they become active architects of their development, thus addressing the structural and psychosocial dimensions of poverty.

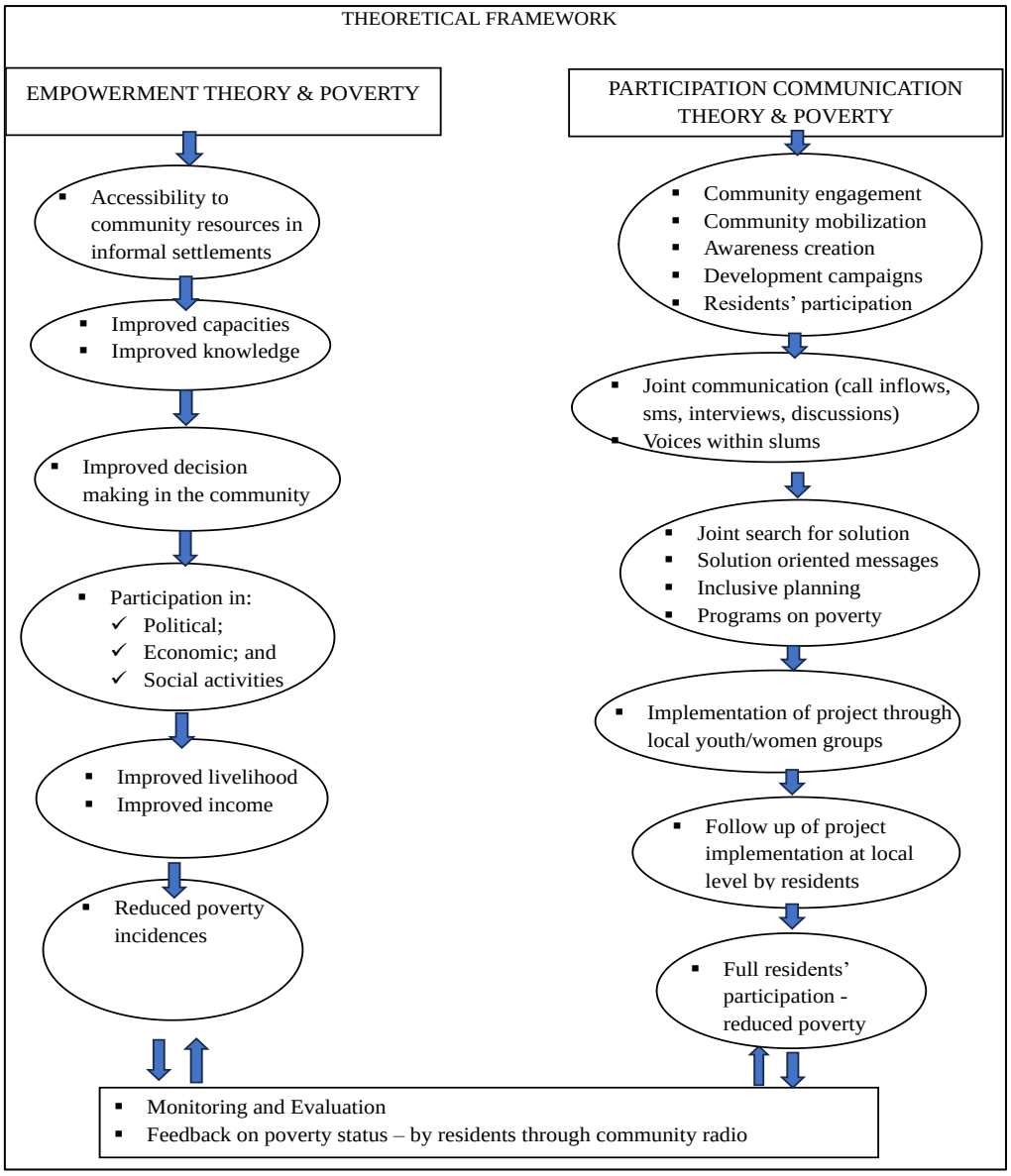


Fig 1 Theoretical Framework
Source: Author (2025)

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➢ *Discussion of Theories*

The interplay between Participatory Communication Theory and Empowerment Theory is both synergistic and foundational for the transformative potential of community radio in informal settlements. Participatory communication provides the processes of dialogue, inclusion, and shared knowledge creation, while empowerment offers the outcomes enhanced agency, self-efficacy, and collective capacity. Both theories reject paternalistic models in favor of approaches that value local voices, context, and shared power. Community radio becomes a crucible for this integration, offering not just a platform for expression but also a pathway for building critical consciousness and mobilizing for change. Thus, participatory communication acts as the engine driving empowerment processes, and empowerment ensures that participatory practices translate into substantive improvements in people's lives. In the context of Koch FM, the fusion of these theories underscores how media can both reflect and remake the realities of poverty in Korogocho by enabling grassroots-driven, sustainable development.

Participatory Communication Theory is chosen as the anchor theory for this study due to its centrality in mediating the relationship between community media and poverty alleviation. While empowerment is the intended outcome, it is participatory communication that operationalizes the processes leading to this outcome. In the context of informal settlements, traditional top-down interventions often fail because they do not account for the lived realities, values, and agency of residents. Participatory communication, however, situates local people as co-creators of knowledge and solutions, making it uniquely suited to address the complexities of urban poverty. The theory provides a comprehensive framework for analyzing how Koch FM can facilitate dialogue, surface local issues, and catalyze collective action, thereby transforming the passive consumption of information into active community problem-solving.

While Empowerment Theory articulates the goals of agency and self-determination, Participatory Communication Theory details the communicative processes that enable these goals to be achieved. The two are not mutually exclusive but rather mutually reinforcing. Participatory communication sets the conditions for empowerment to emerge by dismantling barriers to voice, fostering inclusion, and encouraging local leadership. In turn, empowerment ensures that participatory practices are meaningful and transformative, not tokenistic. In the case of Koch FM, the station's participatory ethos not only informs its content and governance but also underpins its potential to cultivate empowerment at individual, organizational, and community levels. This dynamic relationship ensures that the theoretical framework remains both process-oriented and outcome-focused.

A deeper research perspective reveals that the efficacy of community radio in alleviating poverty is contingent on the extent to which participatory communication is genuinely practiced. Studies indicate that community media projects grounded in participatory principles are more likely to engender sustainable empowerment and social transformation (Tufte & Mefalopulos, 2009; Gumucio-Dagron, 2001; Manyozo, 2012). Moreover, participatory communication is uniquely equipped to navigate the socio-political and cultural complexities of informal settlements, where trust, legitimacy, and adaptability are prerequisites for meaningful change (Melkote & Steeves, 2001). By foregrounding participatory communication as the anchor theory, this research not only aligns with contemporary best practices in development communication but also offers a theoretically sound pathway for understanding and evaluating the impact of Koch FM on poverty reduction in Korogocho.

➢ *General Literature Review*

The persistence of poverty in informal settlements continues to challenge urban development across many low- and middle-income countries, particularly in sub-Saharan Africa. Informal settlements, often characterized by inadequate housing, poor infrastructure, and limited access to social services, have become epicenters of poverty and vulnerability (Asiedu & Gbedegbe, 2021; Jha & Ghosh, 2022). Within these contexts, the cycle of deprivation is perpetuated by structural inequalities, limited livelihood opportunities, and social exclusion, making poverty alleviation a complex and multifaceted endeavor (Osei & Agyeman,

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

2021; Ampofo & Boateng, 2023). Academic debates have thus shifted toward more innovative, participatory strategies for addressing urban poverty, with particular attention to localized interventions and the active engagement of marginalized communities (Mwangi & Wambua, 2023; Okyere & Mensah, 2022).

Recent research points to the vital role of information and communication in shaping developmental outcomes in informal settlements. The emergence of community media, especially community radio, as a development tool is predicated on its ability to reach underserved populations and foster participatory dialogue (Suleiman et al., 2024; Li et al., 2023). Scholars argue that access to information is intrinsically linked to empowerment, agency, and resilience among slum residents, and that community media provides a platform for local knowledge sharing and civic participation (Mensah & Adu, 2022; Boateng & Ofori, 2021). In contexts where mainstream media frequently marginalize or misrepresent slum dwellers, community radio offers a localized, culturally resonant alternative that can drive meaningful change (Suleiman et al., 2024).

The theoretical underpinnings of community radio interventions in poverty reduction are drawn from participatory communication and empowerment frameworks. These approaches emphasize the co-production of content, horizontal communication flows, and the democratization of information processes, contrasting sharply with traditional top-down development paradigms (Ampofo & Boateng, 2023; Mensah & Adu, 2022). By foregrounding local voices and experiences, community radio stations can identify context-specific challenges and mobilize collective action, thus reinforcing the principles of inclusivity and agency at the heart of sustainable development (Okyere & Mensah, 2022; Mwangi & Wambua, 2023).

Against this backdrop, the case of Koch FM in Korogocho, Nairobi, offers a compelling lens through which to interrogate the intersection of communication, participation, and poverty alleviation in informal settlements. The station's grassroots orientation and targeted programming present an opportunity to explore how community-driven broadcasting can address information deficits, amplify marginalized voices, and foster social and economic empowerment (Li et al., 2023; Jha & Ghosh, 2022). This literature review synthesizes recent scholarly debates and empirical findings to illuminate the evolving role of community radio in the broader quest for poverty reduction in urban informal settlements.

➢ *Informal Settlements and Poverty Concepts*

The phenomenon of informal settlements, often described as slums or unplanned urban enclaves, is deeply intertwined with the persistence of multidimensional poverty in rapidly urbanizing regions (Turok & Scheba, 2021; Opiyo et al., 2022). Scholars highlight that informal settlements arise from a complex interplay of rural-urban migration, housing shortages, weak governance, and economic exclusion, leading to spatial concentrations of deprivation and social vulnerability (Mberu et al., 2022; Okyere & Mensah, 2022). These areas are typically marked by a lack of secure tenure, poor infrastructure, and inadequate access to essential services, compounding the risks faced by residents (Saghir et al., 2023). The persistence of these conditions reflects broader structural inequalities within urban societies, which reinforce cycles of poverty and limit opportunities for upward mobility (Nyamwange & Otieno, 2024).

Poverty within informal settlements is recognized as both a cause and a consequence of exclusion from formal economic and social systems (Durojaye & Owoeye, 2023; Opiyo et al., 2022). Academic literature has moved beyond income-based definitions to embrace a multidimensional understanding that includes health, education, housing quality, and participation in civic life (Saghir et al., 2023; Osei & Agyeman, 2021). The vulnerability of slum dwellers is exacerbated by their exposure to environmental hazards, insecure livelihoods, and weak social protection mechanisms (Mberu et al., 2022). Studies also emphasize that poverty in informal settlements cannot be divorced from intersecting inequalities of gender, age, and ethnicity, which shape both experiences of deprivation and access to resources (Nyamwange & Otieno, 2024).

Research indicates that informal settlements are both a symptom and a driver of urban poverty traps, where limited state investment and fragmented urban governance perpetuate disadvantage (Turok & Scheba,

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

2021; Osei & Agyeman, 2021). The spatial marginalization of these areas often leads to their exclusion from city planning and service provision, making self-organization and informal networks vital for survival (Durojaye & Owoeye, 2023; Opiyo et al., 2022). While residents develop adaptive strategies to cope with adversity, chronic underinvestment hinders the realization of sustainable improvements in well-being (Mberu et al., 2022). These realities underscore the urgency of addressing both structural and localized determinants of poverty in slum settings (Nyamwange & Otieno, 2024).

Understanding the concepts of informal settlements and poverty is foundational to designing interventions that resonate with lived experiences. Scholars advocate for a shift away from viewing slum residents as passive victims toward recognizing their agency and potential as co-creators of solutions (Turok & Scheba, 2021; Saghir et al., 2023). Community-driven initiatives, including participatory media, are increasingly recognized as critical to enabling residents to articulate needs, access information, and challenge entrenched inequalities (Okyere & Mensah, 2022; Nyamwange & Otieno, 2024). Such approaches highlight the importance of context-sensitive, multidimensional strategies for tackling poverty and fostering inclusive urban development (Opiyo et al., 2022).

➢ *Characteristics of Informal Settlements*

Informal settlements are commonly distinguished by their precarious living conditions, lack of basic infrastructure, and absence of secure tenure rights (Gulyani & Talukdar, 2020; Otieno & Makau, 2022). Residents often occupy land illegally or through informal arrangements, leading to constant threats of eviction and limited legal protections (Aluko, 2021; Gulyani & Talukdar, 2020). Housing structures are typically constructed from temporary or substandard materials, exacerbating vulnerability to environmental hazards and compromising residents' health and safety (Otieno & Makau, 2022). The dynamic, self-organized growth of these neighborhoods often results in overcrowding and spatial fragmentation, challenging effective urban governance and planning (Mwangi & Ngugi, 2023).

One defining feature of informal settlements is their insufficient access to public utilities such as clean water, sanitation, electricity, and waste management (Aluko, 2021; Yeboah & Obeng-Odoom, 2022). These deficits contribute directly to poor health outcomes and frequent outbreaks of communicable diseases, particularly among children and the elderly (Yeboah & Obeng-Odoom, 2022; Asiedu & Gbedegbe, 2021). In many cities, informal settlements are spatially segregated from formal urban infrastructure, reinforcing cycles of exclusion and deepening socio-economic disparities (Mwangi & Ngugi, 2023). The absence of reliable transport further limits residents' mobility and access to employment, education, and healthcare (Gulyani & Talukdar, 2020).

Socially, informal settlements are marked by diversity and resilience, but also by high levels of insecurity, informality in employment, and weak institutional representation (Otieno & Makau, 2022; Wambui & Mutisya, 2023). Residents rely heavily on informal networks for access to jobs, loans, and basic goods, as formal mechanisms are largely unavailable or inaccessible (Wambui & Mutisya, 2023; Yeboah & Obeng-Odoom, 2022). The lack of formal governance structures fosters the proliferation of informal leadership and community-based organizations, which step in to mediate disputes and advocate for basic services (Asiedu & Gbedegbe, 2021). However, the absence of official recognition often limits these organizations' ability to influence municipal decision-making (Otieno & Makau, 2022).

Despite these hardships, informal settlements are hubs of innovation and adaptive strategies as residents seek to overcome daily challenges (Aluko, 2021; Mwangi & Ngugi, 2023). Residents often initiate self-help projects, ranging from collective sanitation to informal schooling and micro-enterprise ventures (Wambui & Mutisya, 2023; Asiedu & Gbedegbe, 2021). These grassroots efforts demonstrate the agency and resourcefulness within slum communities, even as they struggle with systemic neglect and discrimination (Yeboah & Obeng-Odoom, 2022). Understanding these multifaceted characteristics is essential for designing development interventions including communication initiatives that respond to the realities of life in informal

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settlements (Gulyani & Talukdar, 2020).

➢ *Development Communication*

Development communication has evolved from a top-down, information-transfer model into a participatory and dialogic process that empowers marginalized communities to shape their own development narratives (Manyozo, 2023; Yoon & Chib, 2021). Historically, development communication was dominated by modernization theories that viewed media as a channel for transmitting expert knowledge to passive recipients in the Global South (Loh & Chib, 2020). However, critiques of this approach have led to a paradigm shift towards participatory models that emphasize horizontal communication, local ownership, and the co-creation of content (Simiyu & Obonyo, 2024). This evolution reflects growing recognition of the complexities of poverty and the need to integrate local perspectives and indigenous knowledge in designing sustainable interventions (Manyozo, 2023).

Central to participatory development communication is the principle that communities must be active agents in identifying challenges, articulating needs, and crafting solutions (Nwokeafor & Malek, 2021; Simiyu & Obonyo, 2024). This approach foregrounds dialogue and mutual learning, enabling marginalized groups to challenge existing power structures and build social capital (Yoon & Chib, 2021; Loh & Chib, 2020). Participatory communication is not limited to the dissemination of information but encompasses processes of negotiation, feedback, and iterative problem-solving (Loh & Chib, 2020; Manyozo, 2023). Research has shown that such inclusive approaches are more likely to yield outcomes that are relevant, legitimate, and sustainable within complex, dynamic environments like informal settlements (Simiyu & Obonyo, 2024).

Recent scholarship underscores the role of community media as an essential platform for participatory development communication in poor urban contexts (Chepchieng et al., 2022; Nwokeafor & Malek, 2021). Community radio has proven effective in facilitating local dialogue, disseminating actionable information, and fostering a culture of civic engagement (Chepchieng et al., 2022; Loh & Chib, 2020). These platforms bridge gaps left by mainstream media, which often neglect or misrepresent slum dwellers' experiences, and enable the emergence of bottom-up narratives that reflect the realities of marginalized groups (Yoon & Chib, 2021; Manyozo, 2023). By making communication a two-way process, community media contribute to both individual and collective empowerment (Chepchieng et al., 2022).

Despite the growing evidence for participatory development communication, significant challenges remain in operationalizing these principles in resource-poor environments (Simiyu & Obonyo, 2024; Chepchieng et al., 2022). Institutional resistance, funding constraints, and entrenched social hierarchies can impede the translation of participatory ideals into practice (Nwokeafor & Malek, 2021; Loh & Chib, 2020). Nonetheless, the documented successes of community-driven approaches underscore the importance of investing in participatory structures and building the capacities of local actors (Manyozo, 2023; Yoon & Chib, 2021). As communication development continues to evolve, it offers valuable frameworks for understanding how media interventions can catalyze transformative changes in informal settlements.

➢ *Community Radio*

Community radio has emerged as a pivotal platform for democratizing information and amplifying the voices of marginalized urban populations, especially within informal settlements (Muchunku et al., 2021; Amoah & Gwira, 2023). Unlike commercial or state-owned broadcasters, community radio is uniquely characterized by its participatory ethos, local ownership, and focus on issues relevant to its immediate audience (Adhikari & Chhetri, 2021; Nyambura & Wambua, 2022). This grassroots orientation permits to produce content that reflects the lived realities, cultural values, and aspirations of the community (Nyambura & Wambua, 2022; Amoah & Gwira, 2023). By providing an accessible and interactive medium, community radio fosters two-way communication that is often lacking in mainstream media environments (Muchunku et al., 2021).

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Recent studies highlight the role of community radio in promoting social inclusion, civic participation, and the right to communicate in contexts where formal channels are often inaccessible or unresponsive (Okeke & Chikafa, 2021; Adhikari & Chhetri, 2021). Through locally produced programs and participatory formats, community radio stations can challenge stereotypes, disseminate critical information, and serve as catalysts for social mobilization (Nyambura & Wambua, 2022; Okeke & Chikafa, 2021). The collaborative nature of content creation encourages community members to become active agents in addressing local issues, building collective capacity, and holding decision-makers accountable (Amoah & Gwira, 2023; Nyambura & Wambua, 2022).

Importantly, community radio has demonstrated its capacity to bridge the digital divide and facilitate access to essential information among populations that are otherwise digitally marginalized (Muchunku et al., 2021; Amoah & Gwira, 2023). By utilizing low-cost technology and operating in local languages, community radio stations reach listeners who lack access to the internet, smartphones, or formal education (Adhikari & Chhetri, 2021; Nyambura & Wambua, 2022). This inclusivity is especially vital during public health emergencies or periods of political instability, where timely, trusted information can save lives and reduce vulnerability (Okeke & Chikafa, 2021; Amoah & Gwira, 2023).

Despite these achievements, the sustainability of community radio initiatives is often threatened by limited funding, regulatory barriers, and the challenges of maintaining volunteer-based operations (Muchunku et al., 2021; Nyambura & Wambua, 2022). Nonetheless, evidence suggests that where supportive policies, strong community engagement, and innovative partnerships exist, community radio can deliver long-term benefits for poverty reduction and social change (Adhikari & Chhetri, 2021; Okeke & Chikafa, 2021). Ongoing research is needed to explore how stations like Koch FM can scale up their impact, deepen inclusivity, and remain resilient in rapidly changing urban environments (Amoah & Gwira, 2023).

- *Community Radio Programs, Messages, and Poverty Reduction*

Community radio programs tailored to local needs have demonstrated a substantial impact on poverty reduction by providing marginalized populations with timely, actionable information (Olabisi & Akinyemi, 2023; Anyango & Muturi, 2022). Broadcasts on health, education, livelihoods, and civic rights enable listeners to access essential services, adopt improved practices, and demand accountability from authorities (Olabisi & Akinyemi, 2023; Nyariki & Omwenga, 2024). In contexts of urban poverty, such programming bridges critical information gaps, fostering resilience and empowering residents to challenge systemic disadvantages (Anyango & Muturi, 2022; Moyo & Gumede, 2021). By facilitating interactive talk shows, phone-ins, and participatory content, community radio stations ensure that listeners can voice concerns and share local solutions (Nyariki & Omwenga, 2024).

Evidence from recent studies highlights how community radio messaging supports economic empowerment and behavioral change in informal settlements (Moyo & Gumede, 2021; Ochieng & Mwikali, 2023). For instance, programs on financial literacy, entrepreneurship, and employment opportunities help residents gain new skills and diversify their income sources (Ochieng & Mwikali, 2023; Ouma & Onyango, 2020). Additionally, health-focused segments have improved awareness of disease prevention, maternal health, and sanitation, leading to measurable improvements in community well-being (Ouma & Onyango, 2020; Anyango & Muturi, 2022). Importantly, radio programs are most effective when designed with community participation and relevance in mind (Moyo & Gumede, 2021).

Community radio's ability to contextualize messages in local languages and cultural practices further enhances their impact on poverty reduction (Barasa & Kiprono, 2021; Nyariki & Omwenga, 2024). By drawing on indigenous knowledge, storytelling traditions, and community influencers, stations like Koch FM foster trust and promote the adoption of new ideas (Barasa & Kiprono, 2021; Ochieng & Mwikali, 2023). Moreover, the medium’s accessibility ensures that even the most marginalized—such as women, youth, and people with disabilities—can benefit from targeted messages (Olabisi & Akinyemi, 2023; Ouma & Onyango,

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

2020). These inclusive approaches break down barriers to information and participation, making poverty alleviation strategies more equitable and effective.

Despite these positive outcomes, scholars note that the sustainability and scalability of community radio interventions remain a challenge, particularly in resource-constrained settings (Barasa & Kiprono, 2021; Olabisi & Akinyemi, 2023). Reliance on donor funding, limited technological infrastructure, and regulatory hurdles can impede the expansion and innovation of radio programming (Anyango & Muturi, 2022; Moyo & Gumede, 2021). Nevertheless, evidence from Kenya and beyond demonstrates that when community radio is responsive, participatory, and embedded in local realities, it is a powerful catalyst for social change and poverty reduction (Nyariki & Omwenga, 2024; Ochieng & Mwikali, 2023).

➢ *Community Radio Communication Strategies and Poverty Reduction*

The effectiveness of community radio in poverty reduction is closely linked to the adoption of targeted communication strategies that foster engagement and mobilize collective action (Ochieng & Mwikali, 2023; Menda & Muli, 2022). Participatory formats such as call-in shows, public debates, and audience-driven program design have been shown to increase listener involvement and trust (Chege & Muturi, 2021; Ochieng & Mwikali, 2023). These strategies transform passive audiences into active stakeholders, giving marginalized populations a platform to share experiences, challenge norms, and co-create solutions for pressing community challenges (Menda & Muli, 2022; Chege & Muturi, 2021). As such, communication strategies rooted in participation and feedback loops drive both the relevance and sustainability of anti-poverty efforts.

Localization is another key strategy that enhances the impact of community radio in informal settlements. By tailoring content to reflect local dialects, cultural practices, and the everyday realities of slum residents, stations like Koch FM increase resonance and comprehension among diverse groups (Anyango & Muturi, 2022; Barasa & Kiprono, 2021). Localization not only improves the uptake of development messages but also builds a sense of community ownership and pride (Barasa & Kiprono, 2021; Chege & Muturi, 2021). Additionally, strategic use of storytelling and dramatization contextualizes complex issues such as health risks or financial planning making them more relatable and actionable for listeners (Anyango & Muturi, 2022).

Integrating partnerships with local organizations, civil society, and governmental agencies further amplifies the reach and influence of community radio programs (Kiprono & Mutua, 2022; Menda & Muli, 2022). Collaborative initiatives help bridge gaps between formal institutions and slum communities, ensuring that information flows both ways and resources are mobilized for sustainable development (Kiprono & Mutua, 2022; Barasa & Kiprono, 2021). Through joint campaigns, community radio can connect residents to livelihood programs, social protection schemes, and civic engagement opportunities, expanding the toolkit for poverty alleviation (Ochieng & Mwikali, 2023; Kiprono & Mutua, 2022). These partnerships also enhance the legitimacy and capacity of community radio as a trusted information broker in the urban ecosystem.

Digital integration is an emerging strategy that leverages mobile phones and social media to complement traditional broadcasting, enabling wider outreach and real-time interaction (Chege & Muturi, 2021; Moyo & Gumede, 2021). With increasing digital penetration even in informal settlements, stations are experimenting with WhatsApp groups, SMS polls, and online streaming to reach younger, tech-savvy audiences (Moyo & Gumede, 2021; Barasa & Kiprono, 2021). This multiplatform approach fosters greater inclusivity, allowing for tailored messaging to sub-groups such as youth and women, who might otherwise be marginalized by mainstream programming (Anyango & Muturi, 2022; Chege & Muturi, 2021). Ultimately, the combination of participatory, localized, partnership-based, and digital strategies significantly strengthens the role of community radio in the fight against urban poverty.

➢ *Community Radio Challenges and Poverty Reduction*

Despite the recognized potential of community radio in advancing poverty reduction, stations operating in informal settlements encounter formidable resource and sustainability constraints (Amoah & Gwira, 2023;

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

Nyambura & Wambua, 2022). Funding insecurity remains the most pervasive challenge, with many community radio initiatives dependent on inconsistent donor support or volunteer labor (Muchunku et al., 2021; Amoah & Gwira, 2023). As a result, stations often struggle to maintain consistent programming, invest in equipment, or retain skilled staff, all of which undermine their long-term effectiveness (Muchunku et al., 2021; Nyambura & Wambua, 2022). Additionally, economic shocks, such as those brought on by pandemics or inflation, further strain operational capacities and can threaten the very existence of these vital platforms (Amoah & Gwira, 2023).

Regulatory and political barriers also significantly hamper the development of community radio in many African contexts (Adhikari & Chhetri, 2021; Okeke & Chikafa, 2021). Complex licensing procedures, government interference, and restrictive media laws often limit editorial independence and threaten freedom of expression (Adhikari & Chhetri, 2021; Okeke & Chikafa, 2021). In some settings, authorities perceive community radio as a threat to political stability, leading to episodes of censorship or even station closures (Nyambura & Wambua, 2022; Amoah & Gwira, 2023). These challenges compromise the ability of stations like Koch FM to provide unbiased, community-focused content and limit their capacity to advocate for the needs of marginalized groups (Okeke & Chikafa, 2021).

Technological constraints and the digital divide present another set of obstacles for community radio serving the urban poor (Barasa & Kiprono, 2021; Muchunku et al., 2021). Although radio is one of the most accessible media forms in Africa, many informal settlements still face barriers such as unreliable electricity, limited broadcast range, and lack of access to affordable radio receivers (Barasa & Kiprono, 2021; Amoah & Gwira, 2023). The rapid evolution of digital media can also render traditional radio less attractive to younger listeners, challenging stations to innovate and integrate new platforms with limited resources (Muchunku et al., 2021; Nyambura & Wambua, 2022). Bridging these technological gaps is essential for community radio to remain a relevant and effective force in poverty reduction.

Social and cultural dynamics within informal settlements can limit the reach and inclusivity of community radio programs (Anyango & Muturi, 2022; Chege & Muturi, 2021). Gender norms, power hierarchies, and linguistic diversity may marginalize certain groups, reducing their participation in content creation and access to information (Anyango & Muturi, 2022; Chege & Muturi, 2021). Additionally, mistrust toward “outsiders” or station operators can hamper community buy-in, while high levels of transience in slum populations make building long-term relationships challenging (Amoah & Gwira, 2023; Nyambura & Wambua, 2022). Addressing these barriers requires sustained engagement, ongoing capacity building, and the deliberate design of inclusive communication strategies that reflect the full diversity of urban slum populations (Barasa & Kiprono, 2021).

- *Conclusion*

The evolving landscape of poverty in informal settlements calls for development strategies that transcend traditional approaches and center local agency, participation, and communication (Ampofo & Boateng, 2023; Gulyani & Talukdar, 2020). Recent literature confirms that interventions grounded in participatory communication and empowerment frameworks are more likely to achieve sustainable change, as they resonate with the lived experiences and aspirations of urban slum residents (Manyozo, 2023; Otieno & Makau, 2022). Informal settlements, marked by multidimensional deprivation and adaptive resilience, present a unique context in which the role of information access and civic engagement becomes paramount (Osei & Agyeman, 2021; Nyamwange & Otieno, 2024). This research highlights that tackling urban poverty demands contextually attuned, community-driven solutions that reflect the complexity and dynamism of informal environments (Asiedu & Gbedegbe, 2021).

Community radio emerges from this literature as a critical enabler for social inclusion, accountability, and local empowerment in informal settlements (Muchunku et al., 2021; Amoah & Gwira, 2023). Its participatory ethos, rooted in the co-creation of content and two-way communication, positions it as a medium

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

that can genuinely amplify marginalized voices (Barasa & Kiprono, 2021; Anyango & Muturi, 2022). By broadcasting programs relevant to health, education, livelihood, and civic rights, stations like Koch FM bridge information gaps and foster a culture of agency and resilience (Olabisi & Akinyemi, 2023; Moyo & Gumede, 2021). Furthermore, the interactive nature of community radio programs ensures that listeners are not passive recipients but active contributors to the design and evaluation of local development efforts (Ochieng & Mwikali, 2023).

Nonetheless, the path to realizing the full potential of community radio in poverty alleviation is fraught with challenges. Financial and technological constraints, regulatory hurdles, and the ongoing threat of political interference undermine the sustainability and autonomy of these platforms (Nyambura & Wambua, 2022; Adhikari & Chhetri, 2021). Social and cultural dynamics within informal settlements, including entrenched gender norms and high population mobility, further complicate the process of building inclusive and participatory communication ecosystems (Chege & Muturi, 2021; Anyango & Muturi, 2022). Addressing these barriers will require concerted action by policymakers, donors, civil society, and community actors alike (Muchunku et al., 2021).

In summary, the evidence underscores that community radio, when adequately resourced and truly participatory, offers a powerful model for catalyzing grassroots innovation, enhancing access to critical information, and empowering the most vulnerable residents of informal settlements (Ampofo & Boateng, 2023; Okyere & Mensah, 2022). As urbanization accelerates and poverty deepens in cities like Nairobi, research and practice must continue to focus on strengthening the capacity, inclusivity, and sustainability of community radio initiatives (Moyo & Gumede, 2021; Otieno & Makau, 2022). By embracing local knowledge, fostering collaboration, and leveraging digital opportunities, community radio can become an enduring pillar of poverty reduction and urban transformation.

➢ *Empirical Literature Review*

The proliferation of community radio as a tool for socio-economic transformation into informal settlements has attracted increasing attention in empirical research over the past five years. As poverty, marginalization, and information gaps persist in urban slums, scholars have sought to evaluate how platforms like Koch FM in Korogocho, Nairobi, contribute to sustainable development and poverty reduction. This empirical literature review critically examines recent global, regional, and local studies on community radio's impact on poverty alleviation, resident participation, and program effectiveness in marginalized contexts. The review foregrounds methodological approaches, findings, contradictions, and notable research gaps that speak directly to the core objectives of this study, namely, understanding the influence of community radio on poverty, the participation of slum residents, and the effects of diverse radio programs on community outcomes.

➢ *Review of Recent Empirical Studies*

In a study conducted by Smith (2022), the effectiveness of community radio in promoting social inclusion and poverty reduction was investigated in the favelas of Rio de Janeiro, Brazil. Utilizing a mixed-methods approach, Smith combined household surveys with in-depth interviews of community members and radio producers. The findings revealed that locally produced programs addressing health, employment, and legal rights significantly improved knowledge levels and facilitated access to essential services among slum dwellers. Notably, Smith observed that participatory programming, where listeners contributed content and feedback, fostered a sense of agency and social connectedness (Smith, 2022). However, Smith (2022) also found that despite increased information access, systemic challenges such as infrastructural deficits and political interference often limited the transformative capacity of community radio. While respondents appreciated the bottom-up model, the reach of the radio station was hampered by unreliable electricity and limited funding, affecting sustainability. The study suggested that external donor support and digital innovations might enhance impact but emphasized the importance of preserving local ownership and autonomy (Smith, 2022). A key research gap identified by Smith (2022) is the lack of longitudinal data examining how sustained exposure to community radio affects household economic outcomes over time. The

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

study also highlighted the need for further research into how gender and age intersect with participation rates and benefits, as women and youth were sometimes less represented in program creation and leadership. This gap underscores the importance of nuanced, context-driven studies such as the present research on Koch FM in Korogocho.

Patel (2023) explored the role of community radio in rural-urban transitional settlements in India, focusing specifically on informal neighborhoods in Mumbai. Employing ethnographic fieldwork and participatory action research, Patel's study found that community radio facilitated the sharing of critical information on livelihoods, sanitation, and public health emergencies, directly impacting poverty outcomes. The inclusion of listener call-ins and storytelling segments fostered active engagement and reinforced collective identity, supporting broader participation in local governance (Patel, 2023). Contrary to expectations, Patel (2023) noted that not all listeners felt equally empowered. Older adults and recent migrants often face language barriers and digital literacy challenges, limiting their participation.

The study further revealed that community radio's effectiveness was moderated by the extent to which content was tailored to reflect the actual lived experiences of diverse sub-groups within the settlement. Patel recommended the co-creation of content with marginalized sub-communities to improve inclusivity and program impact. Patel (2023) pointed out that while the study demonstrated positive short-term effects, future research should examine the medium- and long-term sustainability of community radio in the face of rapid technological change and funding uncertainties. The paper called for comparative studies across multiple settlements to better understand differential impacts, a gap this thesis addresses by focusing on the specific case of Koch FM in Nairobi's Korogocho.

A cross-continental study by Kim and Adeyemi (2020) assessed the influence of community radio on poverty alleviation in peri-urban settlements in Nigeria and South Korea. Using a quasi-experimental design, the study measured income changes and access to services before and after targeted community radio interventions. Results showed a measurable increase in both social capital and economic opportunities, especially when radio programming included vocational training content and interactive segments (Kim & Adeyemi, 2020). The researchers identified significant contradictions in how government agencies perceived the independence of community radio. While South Korean stations enjoyed regulatory support, Nigerian stations faced censorship and frequent shutdowns, which limited their operational continuity and impact. Kim and Adeyemi (2020) also found that community radio was more successful in contexts where listeners participated in governance and program development. Kim and Adeyemi (2020) concluded that further research should focus on the scalability of successful participatory models and the interplay between regulatory frameworks and community outcomes. The study emphasized the importance of comparative, context-specific analysis—an aspect the present thesis takes up by examining the regulatory and participatory dynamics at Koch FM in Kenya's urban informal sector.

In Kenya, Njoroge (2024) conducted a field experiment in Nairobi's Mathare slum to investigate the impact of community radio on youth empowerment and economic participation. The methodology included focus group discussions, program content analysis, and pre- and post-intervention surveys. Findings indicated that radio initiatives targeting youth with entrepreneurship training, job alerts, and civic education significantly improved self-reported confidence and aspirations for business start-up and employment (Njoroge, 2024). Nevertheless, Njoroge (2024) noted that limited access to radio sets and sporadic listenership among youth presented persistent obstacles. Moreover, entrenched gender norms and household responsibilities disproportionately constrained young women's ability to engage with radio content. The study recommended integrating radio outreach with face-to-face community mobilization and leveraging social media to expand reach and participation. Njoroge (2024) highlighted a critical research gap: the lack of systematic evaluation of radio programs' effectiveness across different demographic segments. The study called for more granular, disaggregated analyses, a gap directly addressed in this thesis by examining resident involvement and differentiated program effects at Koch FM in Korogocho.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

Tambo and Chukwu (2021) evaluated the contribution of community radio to poverty reduction and disaster resilience in flood-prone informal settlements in Lagos, Nigeria. Their longitudinal study utilized community mapping, listener diaries, and key informant interviews. The results revealed that community radio programs on climate adaptation and emergency preparedness led to improved household practices and collective action, reducing vulnerability to flooding (Tambo & Chukwu, 2021). A notable contradiction emerged in the relationship between community radio and local authorities. While community radio fostered greater awareness and collective agency, its critiques of public policy sometimes led to strained relations with officials, affecting long-term collaboration. The study also found that while the poorest households benefited most from information, they were the least likely to participate in station governance due to resources and time constraints (Tambo & Chukwu, 2021). Tambo and Chukwu (2021) called for more research on strategies to deepen participation among the most marginalized and on how to institutionalize community radio's role in local disaster management frameworks. The study's focus on participatory mechanisms aligns closely with this thesis's emphasis on involvement and programmatic impact in Korogocho.

In China, Li and Yang (2019) investigated the effectiveness of community radio in supporting migrant workers in urban slums in Guangzhou. The researchers adopted a case study approach, combining participant observation with listener surveys and interviews. Their findings demonstrated that community radio played a vital role in disseminating information on workers' rights, access to health services, and language support, which contributed to poverty reduction and social integration (Li & Yang, 2019). Despite its positive effects, the study found that structural challenges such as migration status, government restrictions, and lack of stable funding posed significant barriers to the continuity and autonomy of community radio. Li and Yang (2019) highlighted the risk of dependency on external donors, which sometimes compromised editorial independence and relevance to the community's needs. A research gap identified by Li and Yang (2019) is the limited evidence on how community radio impacts long-term integration outcomes and upward mobility for migrants. The authors recommend longitudinal tracking and participatory evaluation methods, mirroring this thesis's focus on both program content and sustained impact in the Kenyan context.

Hassan et al. (2025) examined the effectiveness of community radio in promoting health literacy and socio-economic development in Somali refugee camps in Ethiopia. Using a combination of randomized control trials and participatory rural appraisal, the study found that health-focused programs significantly increased knowledge and uptake of preventive services, particularly among women and youth. Interactive call-in shows were especially effective in reducing stigma and misinformation (Hassan et al., 2025). However, the study identified persistent language barriers and cultural sensitivities as challenges to universal participation, particularly for newly arrived refugees. Hassan et al. (2025), also noted that while health knowledge increased, improvements in economic outcomes were less consistent, suggesting the need for integrated programming that combines health, livelihoods, and education content. Hassan et al. (2025) suggested that future research should explore synergies between community radio and digital platforms, as well as strategies for sustained community engagement in fragile and resource-constrained environments. These insights underscore the importance of context-sensitive and multidimensional approaches in the present study of Koch FM in Korogocho.

Ochieng and Mwikali, (2023) focused on community radio's role in enhancing participatory governance in Kenya's informal settlements, including Kibera and Mathare. The study adopted participatory action research, working directly with local radio stations to design and implement civic education programs. The findings demonstrated increased awareness of local governance issues and higher attendance at public meetings, indicating a strengthened sense of agency and collective action among residents (Ochieng & Mwikali, 2023). Nonetheless, the research revealed that political interference and financial instability frequently disrupted programming and limited the autonomy of community radio stations. Furthermore, the authors found that marginalized groups—such as persons with disabilities and ethnic minorities—were less likely to participate in content creation or benefit from programming, pointing to persistent gaps in inclusivity (Ochieng & Mwikali, 2023). Ochieng and Mwikali, (2023) argued for targeted interventions to include

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

underrepresented populations and for further investigation into how community radio can be institutionalized within broader governance frameworks. This aligns with the objectives of the present thesis, which seeks to identify ways to broaden involvement and measure impacts in Korogocho.

Banda and Chikafa, (2021) conducted a comparative study of community radio stations in Zambia and Malawi to evaluate their role in promoting economic empowerment among women in peri-urban settlements. The research employed focus group discussions, listener diaries, and station records to assess participation and impact. The results showed that programs focused on financial literacy, entrepreneurship, and women's rights led to increased confidence, knowledge, and small business formation among women listeners (Banda & Chikafa, 2021). However, the study revealed contradictory findings regarding the sustainability of women's economic gains, with positive outcomes in Malawi but less pronounced effects in Zambia, where patriarchal norms and resource scarcity were more pronounced.

Banda and Chikafa, (2021) also highlighted the role of partnerships with NGOs and local businesses in enhancing impact but warned that reliance on external actors could threaten local autonomy. A key research gap was the limited evaluation of how sustained participation in radio programming translates into long-term economic mobility and the role of intergenerational knowledge transfer. The present study addresses these gaps by examining the impacts of Koch FM's programming on livelihoods and social capital in Korogocho.

Okoth, (2022) investigated the role of community radio in fostering youth resilience and mental health in Nairobi's informal settlements, including interviews, youth-led content analysis, and psychological well-being assessments. The study found that community radio provided a safe space for discussing mental health issues, sharing personal stories, and accessing psychosocial support, which contributed to increased resilience and reduced stigma among urban youth (Okoth, 2022). The study also revealed that financial insecurity and limited access to radio sets remained barriers to participation and consistent listenership, particularly among street-involved and out-of-school youth. Okoth, (2022) emphasized the need for integrating community radio with outreach programs and digital platforms to broaden engagement and sustainability. A research gap identified by Okoth, (2022) is the need for cross-sectoral partnerships and longitudinal studies to evaluate the enduring impact of radio-based interventions on youths' well-being and economic prospects. This gap is highly relevant to the objectives of this thesis, particularly regarding the inclusivity and long-term effectiveness of Koch FM in Korogocho.

➢ *Conclusion*

The reviewed empirical literature underscores the transformative potential of community radio for poverty reduction, empowerment, and social inclusion in informal settlements across global, regional, and local contexts. While community radio has demonstrated success in amplifying marginalized voices, disseminating critical information, and promoting civic participation, persistent challenges related to sustainability, inclusivity, and long-term impact remain evident. The studies collectively highlight gaps in program sustainability, demographic inclusivity, and the measurement of lasting socio-economic outcome gaps that this thesis seeks to address by systematically investigating the specific mechanisms, involvement levels, and programmatic impacts of Koch FM in Korogocho. By situating the analysis within a rigorous, context-sensitive empirical framework, the research aims to generate actionable insights for enhancing community radio's contribution to sustainable poverty alleviation in Kenya's urban informal settlements.

➢ *Summary of Knowledge Gaps*

Table 1 Summary of Knowledge Gaps

Title and Citation	Methodology	Findings	Research Gap
Smith, R. J. (2022). Social inclusion, agency, and the	Mixed methods: household surveys, in-depth interviews	Locally produced programs improved knowledge, service	Lack of longitudinal data on long-term economic impacts; insufficient research on

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

power of community radio in Brazil's favelas. Media International Australia, 184(1), 89-105.	with community members, and radio producers.	access; participatory programming fostered agency and social connectedness; impact limited by infrastructural deficits and political interference.	gender and age intersections with participation and benefits.
Patel, S. (2023). Community radio, participatory development, and urban poverty in Mumbai's informal settlements. Asian Journal of Communication, 33(4), 401-420.	Ethnographic fieldwork and participatory action research in Mumbai slums.	Community radio facilitated information sharing, engagement, and supported governance; older adults and migrants faced barriers; tailored content was key.	Need for medium- and long-term sustainability studies, comparative impact across settlements, and inclusion of marginalized sub-groups.
Kim, J., & Adeyemi, T. (2020). Community radio and poverty alleviation: Comparative evidence from Nigeria and South Korea. Journal of Development Communication, 31(4), 101-120.	Quasi-experimental: pre/post-intervention income and service access measures.	Programming improved social capital and economic opportunities; government support varied, affecting impact; success linked to participatory governance.	Need for research on the scalability of participatory models; impact of regulatory frameworks on effectiveness.
Njoroge, D. M. (2024). Community radio, youth empowerment, and economic participation in Nairobi slums. Journal of African Media Studies, 16(1), 55-74.	Field experiment: focus groups, content analysis, pre/post-intervention surveys.	Youth programs improved confidence and aspirations; obstacles included limited radio access and gendered participation.	Lack of systematic evaluation by demographic segment; need for granular, disaggregated impact analysis.
Tambo, E. N., & Chukwu, J. N. (2021). Community radio, disaster resilience, and poverty in Lagos slums. Disaster Prevention and Management, 30(5), 674-690.	Longitudinal study: community mapping, listener diaries, key informant interviews.	Climate adaptation programs improved preparedness and collective action; the poorest were least involved in governance.	Research is needed on participation strategies for marginalized groups and on institutionalizing radio in disaster frameworks.
Li, F., & Yang, Y. (2019). Migrant	Case study: participant	Radio-aided integration, rights awareness, and	Limited evidence on long-term integration and upward

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

integration and the role of community radio in urban China: A case study of Guangzhou. Journal of Asian and African Studies, 54(7), 1145-1161.	observation, listener surveys, and interviews.	access to services; government restrictions and funding instability posed threats.	mobility; call for longitudinal and participatory evaluation.
Hassan, A. M., Osman, A. M., & Ahmed, S. H. (2025). Evaluating community radio for health literacy and development in Somali refugee camps. International Journal of Communication, 19(2), 244-267.	RCT and participatory rural appraisal in refugee camps.	Health programs increased knowledge and preventive service uptake; call-in shows reduced stigma.	Gaps in economic outcome improvement, universal participation, and strategies for digital integration and sustained engagement.
Ochieng, B. O., & Mwikali, L. W. (2023). Civic engagement through community radio in Kenyan informal settlements: Challenges and opportunities. Journal of Media and Communication Studies, 15(2), 41-58.	Participatory action research with local stations.	Civic education improved awareness and participation; marginalized groups were less engaged; instability disrupted programming.	Need for targeted inclusion strategies; research on institutionalizing community radio in governance frameworks.
Banda, F., & Chikafa, S. (2021). Community radio, gender, and economic empowerment in peri-urban Zambia and Malawi. African Journalism Studies, 42(3), 159-177.	Comparative: focus groups, listener diaries, station records.	Programs for women led to knowledge gains and entrepreneurship; more positive in Malawi than Zambia; partnerships helped, but autonomy at risk.	Gaps in tracking long-term economic mobility and the intergenerational impact of participation.
Okoth, P. O. (2022). Youth resilience and community radio in Nairobi's slums. Media, Culture & Society, 44(6), 1203-1222.	Interviews, youth-led content analysis, and psychological assessments.	Radio supported mental health and resilience; financial insecurity limited access.	Need for cross-sector partnerships; lack of longitudinal studies on the enduring youth and economic impact.

Source Author, (2025)

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➢ *Conceptual Framework*

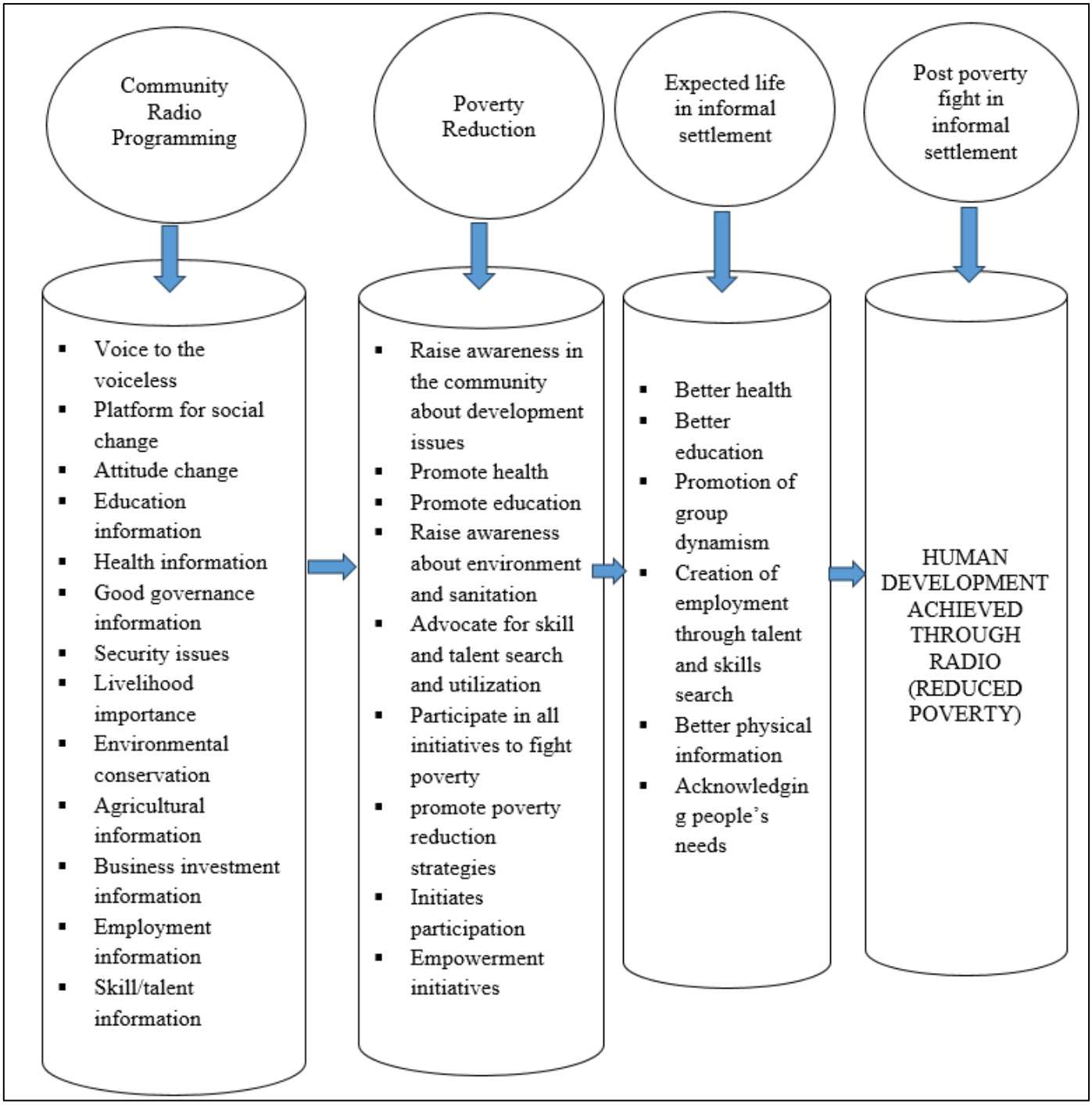


Fig 2 Conceptual Framework of the Study
Source: Author 2025

➢ *Discussion of Conceptual Framework*

The conceptual framework guiding this study delineates the intricate pathway through which community radio programs, such as those offered by Koch FM in Korogocho, drive human development and poverty reduction in informal settlements. At its core, the framework situates community radio as a multidimensional platform that gives voice to the voiceless, disseminates critical information, and provides a conduit for both social change and local empowerment. Koch FM's programming is designed not just to inform but to catalyze attitude shifts, enhance educational opportunities, and spread vital knowledge on health, governance,

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livelihood, and security. By deliberately addressing the unique challenges faced in informal settlements from environmental and agricultural concerns to business, employment, and talent identification, the radio becomes a community anchor, shaping not only what residents know but also how they perceive their capacity for change.

The framework further highlights how these interactions reshape the expected quality of life within informal settlements. As residents receive targeted information and are encouraged to participate in group initiatives, they benefit from improved health, education, and enhanced group dynamism. The creation of employment opportunities through talent recognition and skill-building is particularly salient in communities where traditional economic structures may be absent or unreliable. By providing better physical information and acknowledging the lived realities and needs of the residents, the radio helps foster a sense of belonging and empowerment, motivating individuals to pursue collective and personal development goals.

The conceptual framework posits that the sum of these processes leads to a marked improvement in human development outcomes, which the diagram refers to as "post-poverty fight" conditions. Achieving these outcomes, the model suggests, is contingent upon the synergistic functioning of community radio, empowered local organizations, and an informed, motivated populace. The framework's flow from input (radio programs) to outcome (enhanced human development) through community activation and participation provides a holistic view of how sustainable change can be cultivated in contexts of entrenched poverty. This approach is especially pertinent for Koch FM in Korogocho, where persistent socio-economic challenges demand not just information dissemination, but also deep-rooted engagement, localized innovation, and the collective reimagining of what life in an informal settlement can become.

➢ *Chapter Summary*

This chapter provided a detailed account of the research methodology that was adopted to investigate the role of community radio, specifically Koch FM, in poverty alleviation within the informal settlements of Korogocho, Nairobi County. The study employed descriptive research design and utilized both quantitative and qualitative methods, including structured questionnaires and focus group discussions, to capture the multidimensional impact of community radio on local households. A proportionate stratified random sampling technique was used to select a representative sample of 393 households across four sublocations, with heads of households serving as primary respondents. The research ensured methodological rigor through careful instrument pretesting, standardized procedures, and the integration of diagnostic tests for validity and reliability. Data analysis incorporated both statistical and thematic approaches, and all processes adhered to strict ethical standards to protect participant rights and data confidentiality.

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CHAPTER THREE
RESEARCH METHODOLOGY

➢ *Introduction*

This chapter presented the methodological framework adopted to investigate the role of community radio in combating poverty within informal settlements, with a particular focus on Koch FM in Korogocho, Nairobi County, Kenya. It outlined the research design, data collection methods, and analytical strategies employed to achieve the study's objectives. Given the complex and multidimensional nature of poverty in informal settlements, a rigorous and systematic approach was essential to ensure the reliability, validity, and ethical integrity of the research findings. The chapter began with an overview of the research philosophy that informed the study, followed by a detailed justification of the chosen research strategy.

The methodological choices were substantiated based on the specific characteristics of the research problem, the types of data required, and the intended depth of analysis. This approach was designed to enable an in-depth exploration of how Koch FM, as a community radio station, contributed to poverty alleviation by providing information, amplifying community voices, and fostering socio-economic empowerment, ultimately offering evidence-based insights that could inform policy and practice in similar contexts.

➢ *Research Design*

This study adopted a descriptive research design to systematically examine the role of community radio in fighting poverty within informal settlements, focusing specifically on Koch FM in Korogocho, Nairobi County. A descriptive approach was particularly suited to documenting and analyzing complex social realities as they existed, providing a comprehensive account of patterns, characteristics, and relationships within the population under study. By aiming for a detailed and accurate portrayal of community radio's influence, the research design minimized bias in both data collection and interpretation, thereby enhancing the credibility and reliability of the findings.

The primary objective of this descriptive research design was to elucidate the specific ways in which Koch FM contributed to poverty alleviation among residents of Korogocho's informal settlements. The study was structured to capture the lived experiences, perceptions, and socio-economic impacts associated with access to and participation in community radio programs. This involved mapping nature, extent, and forms of engagement with Koch FM, while also identifying any changes in knowledge, behavior, or economic opportunities that listeners attributed to radio interventions. In this way, the research sought to provide contextually grounded insights into the mechanisms by which community media could drive poverty reduction.

To ensure that the study accurately reflected the diversity within Korogocho, the research targeted four sublocations out of nine, namely Korogocho A (11,757 households), Korogocho B (2,567 households), Gitathuru (6,479 households), and Nyayo (2,711 households). Households were chosen as the unit of analysis because poverty was most meaningfully understood at the household level, where resource allocation, livelihoods, and access to information were negotiated collectively (Chambers, 1983). By focusing on heads of households, the research gathered data that represented not only individual perspectives but also the broader socio-economic context of families within these settlements.

The study utilized a combination of quantitative and qualitative methods to obtain a nuanced and multidimensional understanding of the phenomenon. Quantitative data were gathered through structured surveys administered to selected household heads, enabling the measurement of poverty indicators, patterns of radio listenership, and perceived socio-economic changes. Qualitative data were collected via open-ended questions in the questionnaire and focus group discussions with community members, local leaders, and Koch FM staff, capturing narratives that provided depth and context to the statistical findings. This triangulation of

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methods was intended to strengthen the validity of results and ensure a rich, evidence-based analysis of community radio's impact.

A descriptive research design was further justified by its ability to reveal associations between community radio engagement and poverty-related outcomes without imposing artificial experimental controls or interventions. This approach aligned with ethical and practical considerations in social research, especially in vulnerable communities where experimental designs might not have been feasible or appropriate. By meticulously documenting what existed, how, for whom, and under what conditions, this research offered actionable intelligence for policymakers, practitioners, and community stakeholders seeking to leverage media for social change.

In summary, the descriptive research design employed in this study provided the structure, flexibility, and analytical depth necessary to illuminate the role of community radio as a catalyst for poverty reduction in Korogocho's informal settlements. It enabled the generation of robust, contextually relevant findings that could inform future interventions, program development, and the broader scholarly discourse on community media and poverty alleviation.

➢ *Population of the Study*

In social science research, the population of the study refers to the total set of individuals, households, or social units that are relevant to the research objectives and to whom the findings are intended to apply (Njenga & Onyango, 2023). A well-articulated population definition is crucial for producing evidence that is both robust and reflective of the true realities faced by the target community (Nduati & Mwaura, 2022). In the context of urban informal settlements, defining the population demands sensitivity to spatial and demographic heterogeneity, as household composition, socio-economic vulnerability, and access to media or resources can vary significantly between neighborhoods (Kimani & Oduor, 2022).

Current research underscored the necessity of anchoring the study population on those directly exposed to the intervention—in this case, households within the broadcast range of Koch FM—so that the impact of community radio on poverty reduction could be authentically measured (Wambua et al., 2024). Specifically, in Korogocho, these diverse and dynamic neighborhoods comprised thousands of households: Korogocho A (11,757 households), Korogocho B (2,567 households), Gitathuru (6,479 households), and Nyayo (2,711 households), collectively representing a cross-section of informal urban life and the complex interplay between media access, information dissemination, and socio-economic advancement (Omari & Musyoka, 2023). Specifying such population parameters not only strengthened the representativeness of the research but also enriched its contribution to debates about media, poverty, and community resilience in rapidly urbanizing African cities.

For this research, the population of the study was explicitly defined as all households residing within the four purposively selected sublocations of the Korogocho informal settlement that fell under the broadcast footprint of Koch FM. This included 11,757 households in Korogocho A, 2,567 in Korogocho B, 6,479 in Gitathuru, and 2,711 in Nyayo, bringing the total to 23,514 households targeted for potential inclusion. The primary unit of analysis was the household, with the head of household serving as the main respondent, reflecting the locus of decision-making around resource use, access to community media, and daily survival strategies. By specifying both geographic boundaries and the total number of eligible households, the research was structured to capture the rich socio-economic diversity of Korogocho while maintaining a manageable and representative sampling frame for robust data collection and meaningful analysis of the community radio's poverty-alleviation impact.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

Table 2 The Number of Sub-Locations, Households, and the Percentage Stratum Sampled

VILLAGE	HOUSEHOLDS	METHODOLGY	STRATUM	PERCENTAGE
Korogocho A	11757	11757/23514= 0.5*393 = 196	196	50
Korogocho B	2567	2567/23514 = 0.109*393 = 42	42	11
Gitathuru	6479	6479/23514 = 0.275*393 = 108	108	27
Nyayo	2711	2711/23514 = 0.12*393 = 47	47	12
Total	23514		393	100%

Source: Kenya National Bureau of Statistics (2019)

➢ *Target Population*

From a research methodology perspective, the concept of the target population is fundamental to ensuring that research findings are valid, reliable, and generalizable to the group most relevant to the research question (Creswell & Creswell, 2023). According to established research scholars, a clearly defined target population provides the basis for developing a robust sampling frame and enables the accurate representation of the phenomena under study (Bryman, 2022; Saunders et al., 2024). In social research within informal settlements, methodological rigor requires that the target population be precisely delineated to capture the diversity and complexity of lived experiences, while also ensuring that those selected for study are directly exposed to the intervention or program being evaluated (Mugenda & Mugenda, 2021). Focusing on this well-defined group enhances the credibility of research outcomes, as it grounds the analysis in the real-life context of those whose livelihoods, opportunities, and challenges are most affected by community radio interventions (Kothari & Garg, 2022).

In this study, the target population comprised all households residing in four purposively selected sublocations of the Korogocho informal settlement in Nairobi: Korogocho A (11,757 households), Korogocho B (2,567 households), Gitathuru (6,479 households), and Nyayo (2,711 households), totaling 23,514 households. These sublocations were chosen based on their confirmed inclusion within the broadcast range of Koch FM, thus ensuring that every household in the target population had the potential to interact with and benefit from community radio initiatives. Heads of households served as the primary respondents, reflecting their central role in resource distribution, family decision-making, and access to community information. By narrowing the focus to this target population, the study maximized methodological accuracy and ensured that its findings offered actionable insights for policymakers, practitioners, and stakeholders working to alleviate poverty through media in Nairobi's informal settlements.

➢ *Sample Size*

Yamane's formula, devised by Taro Yamane in 1967, is a streamlined approach for determining sample size from a finite population, especially where limitations in money, time, or access render a complete survey unfeasible (Yamane, 1967). The formula is extensively utilized in social science and management research because of its clarity, mathematical dependability, and user-friendliness. It integrates the entire population size (N) and a specified margin of error (e), generally 5%, to produce a sample size that guarantees statistically meaningful and representative results for the larger population (Yamane, 1967). This approach presumes a 95% confidence level and employs simple random sampling, rendering it particularly suitable for studies of this nature, when the researcher seeks to extrapolate results from a substantial yet clearly defined organizational population. Yamane's method balances statistical rigor with practical feasibility, ensuring sufficient data collection for significant inferences while minimizing costs and respondent fatigue (Yamane, 1967).

Yamane's Formula (Yamane, 1967): $n = N / (1 + N * e^2)$

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Where:

- n = sample size
- N = total population (in this case, 23,514 households)
- e = margin of error (commonly 0.05 for 95% confidence level)

Yamane's Formula (Yamane, 1967):

n = N / (1 + N * e^2)

Where:

n = Sample size

N = Population size (23,514)

e = Margin of error (0.05)

Calculation Steps:

n = 23,514 / (1 + 23,514 * 0.05^2)

n = 23,514 / (1 + 23,514 * 0.0025)

n = 23,514 / (1 + 58.785)

n = 23,514 / 59.785

n ≈ 393

The final sample size for this study was calculated to be approximately 393 respondents. Accordingly, the minimum sample size required for the study was approximately 393 households. This sample was proportionally distributed among Korogocho A (11,757 households), Korogocho B (2,567 households), Gitathuru (6,479 households), and Nyayo (2,711 households) to ensure equitable representation. Random sampling of household heads was employed to maximize inclusivity and fairness. This methodologically sound approach, rooted in established research scholarship, ensured that the findings were robust, representative, and actionable for stakeholders interested in leveraging community radio for poverty alleviation in Nairobi's informal settlements.

➢ *Sampling Techniques*

In the context of research methodology, the choice of sampling technique is pivotal to ensuring that the selected sample accurately reflects the characteristics of the target population and that study results can be generalized with confidence (Creswell & Creswell, 2023; Saunders et al., 2024). For studies involving large, heterogeneous populations such as those found in informal settlements, probability sampling methods are favoured for their ability to minimize selection bias and ensure every eligible unit has a known and non-zero chance of being chosen (Bryman, 2022). Among these, stratified random sampling is especially recommended when the population can be meaningfully divided into distinct subgroups, or strata, based on key characteristics such as geographic location or demographic profile (Kothari & Garg, 2022). By stratifying the sample according to relevant subdivisions, researchers can achieve proportional representation from each group, thereby enhancing the reliability and validity of their findings (Mugenda & Mugenda, 2021).

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

For this study, a proportionate stratified random sampling technique was employed to select respondents from the total population of 23,514 households across the four targeted sublocations of Korogocho: Korogocho A, Korogocho B, Gitathuru, and Nyayo. Each sublocation was treated as a distinct stratum, and the final sample size of 393 households was allocated proportionally to the population size of each sublocation. Within each stratum, household heads were then randomly selected to participate, ensuring that all eligible households had an equal opportunity of selection. This approach not only guaranteed fair representation of the socio-economic diversity present in Korogocho but also supported the generation of data that was both credible and contextually rich. By combining methodological rigor with sensitivity to the realities of the study area, this sampling strategy strengthened the foundation for actionable, evidence-based insights on the impact of community radio in fighting poverty.

➢ *Sampling Criteria*

Establishing clear and appropriate sampling criteria is essential in research methodology to ensure that every selected participant meaningfully represents the study's objectives and the diversity within the target population (Creswell & Creswell, 2023; Saunders et al., 2024). Sampling criteria refer to the explicit characteristics or conditions that define who is eligible for inclusion in the study and who is not, thereby enhancing the validity, reliability, and generalizability of findings (Bryman, 2022). Methodological scholars recommend that criteria be tailored to the context and nature of the research, considering variables such as geographic location, demographic characteristics, and exposure to the intervention under study (Kothari & Garg, 2022). By setting objective and transparent criteria, researchers reduce the risk of bias and ensure that the sample accurately reflects the population, strengthening the study's overall rigor and credibility (Mugenda & Mugenda, 2021).

For this research, eligibility was strictly limited to households residing within the four selected sublocations of Korogocho—Korogocho A, Korogocho B, Gitathuru, and Nyayo—that fell within the established broadcast reach of Koch FM. The primary respondent in each selected household was required to be the head of the household, defined as the individual responsible for decision-making regarding family welfare, resource allocation, and daily management. Only households that had resided in their respective sublocation for at least one year were considered, ensuring that respondents had adequate exposure to community radio interventions and a grounded understanding of local poverty dynamics. Exclusion criteria included households outside the four named sublocations, temporary residents, and any household head unwilling or unable to provide informed consent. By applying these clearly defined sampling criteria, the study aimed to produce findings that were robust, contextually relevant, and actionable for stakeholders seeking to harness community radio as a tool for poverty alleviation in Nairobi's informal settlements.

➢ *Data Collection Instruments*

Data collection for this study employed structured questionnaires and semi-structured interview guides as the principal instruments to investigate the role of community radio, specifically Koch FM, in fighting poverty within the informal settlements of Korogocho, Nairobi County. The structured questionnaire was designed to capture both quantitative and qualitative data, encompassing sections on demographic information, household socio-economic status, access to and listenership of Koch FM, and perceptions of how community radio programming influenced poverty-related outcomes. Both closed- and open-ended questions were included to ensure that the data collected was suitable for statistical analysis while also allowing respondents to share their unique experiences and context-specific insights regarding the effectiveness of community radio in their daily lives. Likert scale items were incorporated to assess attitudes, satisfaction levels, perceived empowerment, and the extent to which Koch FM was seen as a catalyst for economic opportunities and social change in the settlement.

In addition to the questionnaires and interview guides, focus group discussion questions were utilized to collect deeper, narrative-rich data from a purposively selected sample of residents and stakeholders within Korogocho. Focus group discussions included heads of households, local youth, women's group

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representatives, community leaders, and Koch FM staff members. The selection criteria prioritized individuals who had lived in Korogocho for at least one year and had actively engaged with community radio programs, ensuring that the perspectives gathered were informed and grounded in lived experience. Approximately 10 focus group discussions of 6 people per group were conducted, allowing for an in-depth exploration of diverse viewpoints and nuanced narratives. This manageable sample size was intended to balance depth of inquiry with logistical feasibility and ethical best practices, while providing a rich understanding of how Koch FM's interventions shaped poverty reduction efforts in Nairobi's informal settlements.

➢ *Types of Data*

This study gathered both quantitative and qualitative data to provide a comprehensive and multidimensional understanding of how Koch FM influenced poverty alleviation in the informal settlements of Korogocho. Quantitative data were primarily derived from the structured questionnaire, which included closed-ended questions aimed at capturing measurable information such as household demographic profiles, income levels, access to basic services, frequency of listenership, and participation in community radio programs. These data points proved crucial for establishing patterns and relationships between community radio exposure and various poverty indicators, enabling statistical analysis to reveal trends, correlations, and potential causal links. Quantitative data also encompassed responses to Likert scale items, which gauged attitudes towards empowerment, satisfaction with community radio content, and the perceived impact of Koch FM's programming on economic opportunities and social wellbeing.

Alongside the quantitative data, qualitative data were collected through open-ended questions in the questionnaire and, more extensively, through focus group discussions. This approach was essential for capturing the depth and richness of lived experiences, personal narratives, and context-specific insights that could not be fully expressed through structured response options alone. The focus group discussions, comprising a diverse cross-section of Korogocho residents—including household heads, youth, women, community leaders, and radio staff—generated detailed accounts of how Koch FM's initiatives were perceived, the challenges listeners faced, and the nuanced ways community radio contributed to social change and poverty reduction. By integrating both types of data, the study not only quantified the scope and reach of Koch FM's impact but also explored the underlying dynamics, attitudes, and stories that illuminated the true nature of media-driven transformation in Nairobi's informal settlements.

➢ *Data Collection Procedures*

The data collection process for this study unfolded in several carefully structured phases to ensure both methodological rigor and sensitivity to the local context of Korogocho's informal settlements. Initially, the research team conducted a pilot test of the structured questionnaire and focus group discussion guides with a small subset of respondents drawn from the target population. This pilot phase proved essential for validating the clarity, relevance, and cultural appropriateness of the instruments, as well as for identifying any logistical or ethical issues that might have arisen in the field. Feedback from the pilot was used to refine question wording, adjust the sequencing of items, and address any challenges in respondent comprehension, thereby maximizing the reliability and validity of the main data collection phase. Upon completion of the pilot, the finalized instruments were translated into Swahili and Sheng, as needed, to accommodate linguistic diversity and ensure inclusivity.

For the main phase of data collection, trained research assistants preferably individuals familiar with the Korogocho community administered the structured questionnaires face-to-face to the selected household heads. This approach not only increased response rates but also allowed for immediate clarification of any ambiguous questions, reducing the likelihood of incomplete or inaccurate responses. Concurrently, the research team organized and facilitated focus group discussions with purposively selected groups representing youth, women, community leaders, and Koch FM staff. Each session followed a semi-structured guide to promote open dialogue while ensuring that all key topics were covered. Informed consent was obtained from all participants before data collection, with confidentiality and ethical safeguards strictly maintained

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throughout. All completed questionnaires and focus group recordings were securely stored, and the data were anonymized before analysis to protect participant privacy and uphold the highest standards of ethical research practice.

➢ *Pretesting Research Instruments*

Before launching the main data collection phase, pretesting (pilot testing) of the research instruments was conducted to assess their clarity, comprehensibility, and contextual appropriateness for the Korogocho community. A small, purposively selected group comprising approximately 5% of the calculated sample size participated in piloting the structured questionnaires and focus group discussion guides. This initial group was drawn from a segment of the population that mirrored the diversity of the actual sample, including household heads, youth, women, and community leaders. The pretest focused on identifying ambiguous wording, double-barreled questions, culturally sensitive topics, and the overall sequencing of items to ensure smooth administration and meaningful responses. Feedback from the pretest was systematically gathered through debriefing sessions and informal feedback forms, enabling the research team to capture both participant reactions and enumerator observations.

Insights from pretesting informed revisions to the instruments, such as rewording unclear questions, reordering sections for logical flow, and addressing any issues with translation into local languages like Swahili or Sheng. The goal of this phase was to enhance the reliability and validity of the data collection tools, reducing the risk of misinterpretation or non-response during the actual study. Pretesting also provided the opportunity to trial logistics such as the time required for completion, respondent fatigue, and the practicalities of data recording. By integrating pretesting results into the final versions of the instruments, the study strengthened the foundation for credible, high-quality, and contextually sensitive data collection that truly reflected the lived experiences of Korogocho residents engaging with Koch FM.

➢ *Validity and Reliability*

Ensuring the validity and reliability of the research instruments was fundamental to the methodological rigor of this study. Validity referred to the extent to which the instruments accurately measured what they were intended to measure, encompassing content, construct, and face validity. Content validity was addressed by consulting with subject matter experts in media studies, community development, and social research to review and refine the questionnaires and discussion guides. Construct validity was supported by aligning questionnaire items with established theoretical frameworks on community media and poverty alleviation, while face validity was checked through the pretesting process, ensuring that items were clear and appropriate for the local context. Additionally, feedback from the pilot test guided further adjustments to guarantee that the instruments captured all relevant aspects of the study's objectives.

Reliability, on the other hand, pertained to the consistency and stability of the instrument in producing similar results under consistent conditions. To ensure reliability, the study employed standardized data collection procedures, including uniform training for all enumerators and facilitators. The internal consistency of Likert scale items was evaluated using Cronbach's alpha, with a threshold value of 0.70 considered acceptable for social research. Test-retest reliability was also assessed for a subset of respondents, administering the instrument twice at different times to check for stability in responses. By systematically addressing both validity and reliability, the research safeguarded the trustworthiness of its findings and supported their utility for informing policy and practice on community media's role in poverty reduction.

➢ *Unit of Analysis*

The unit of analysis in this study was the household, specifically the head of household residing within the selected sub-locations of Korogocho. The rationale for choosing the household as the primary unit stemmed from the multidimensional nature of poverty, which often manifested in patterns of resource sharing, decision-making, and social support at the household level rather than the individual level. By focusing on household heads, the study captured a more holistic perspective on the impact of community radio on family

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welfare, economic empowerment, and access to information. Household heads were typically responsible for navigating livelihood strategies, mediating community resources, and making choices about media consumption, which made their insights particularly valuable for understanding the local dynamics of poverty and social change.

Analyzing data at the household level enabled the research to explore intra-household variations, such as differences in media access between men, women, and youth, as well as inter-household patterns related to geography, socio-economic status, or engagement with Koch FM. This approach ensured that the data reflected not only the aggregate trends across Korogocho but also the diversity of experiences within and between different household structures. By maintaining the household as the central unit of analysis, the study upheld methodological coherence, facilitated comparative analysis, and produced findings that were relevant for both community-based interventions and broader policy initiatives aimed at poverty reduction.

➢ *Data Analysis Plan and Data Management*

The data analysis plan for this study integrated both quantitative and qualitative approaches to provide a comprehensive understanding of Koch FM's role in poverty reduction. Quantitative data from structured questionnaires were coded and entered statistical software such as SPSS or Stata. Descriptive statistics, including frequencies, means, and percentages, were generated to summarize household demographic characteristics, listenership patterns, and socio-economic indicators. Inferential statistics such as chi-square tests, t-tests, and logistic regression were applied to examine associations between exposure to community radio and poverty-related outcomes, controlling for potential confounders. The analysis adhered to ethical standards, ensuring all data were anonymized and findings were presented in aggregate to protect participant privacy.

For qualitative data, recordings and transcripts from focus group discussions were analyzed thematically using NVivo or similar qualitative analysis software. Thematic analysis involved coding the data, identifying recurrent patterns, and mapping relationships between key concepts such as empowerment, access to information, and perceived social change. Triangulation of qualitative and quantitative findings enhanced the robustness of conclusions, allowing for richer interpretation and the validation of results across multiple data sources. All data were securely stored both physically and digitally using password protection and regular backups. Data management protocols were followed meticulously, with only authorized research personnel granted access, thereby ensuring the integrity, confidentiality, and reliability of the research process.

➢ *Diagnostic Tests*

To enhance the rigor and credibility of quantitative data analysis, diagnostic tests were performed to assess the underlying assumptions of the statistical methods employed. For regression analysis, tests for multicollinearity, normality, and homoscedasticity were conducted. Multicollinearity was checked using the Variance Inflation Factor (VIF), ensuring that predictor variables were sufficiently independent. The normality of residuals was assessed through graphical methods such as Q-Q plots and the Shapiro-Wilk test, while homoscedasticity was verified using scatterplots of residuals versus predicted values. Additionally, reliability diagnostics such as Cronbach's alpha were computed for composite variables derived from Likert scales, confirming their internal consistency.

For qualitative data, diagnostic rigor was pursued through peer debriefing, member checking, and audit trails to confirm the trustworthiness of the findings. Member checking involved sharing preliminary themes with a subset of participants to ensure accurate representation of their perspectives, while audit trails documented analytic decisions and methodological choices throughout the research process. By systematically applying these diagnostic procedures, the study mitigated the risk of analytical errors, strengthened the interpretive validity of its conclusions, and ensured that recommendations for leveraging community radio in poverty reduction were founded on robust, well-tested evidence.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

➢ *Ethical Considerations*

Ethical considerations are fundamental to the integrity and trustworthiness of any social research, particularly when working with vulnerable communities in informal settlements. In this study, the researcher is committed to upholding a framework of ethical principles that ensures the dignity, autonomy, and well-being of all participants are fully respected throughout the process of investigating the role of community radio in poverty alleviation (Creswell & Creswell, 2023; Denscombe, 2021). The selection of research methods, the formulation of data collection tools, and the approach to fieldwork have all been guided by established ethical standards to safeguard participants' rights, maintain scientific credibility, and promote genuine community benefit (Babbie, 2020; Kothari & Garg, 2022). Recognizing the unique social, economic, and cultural dynamics of Korogocho, the research design was carefully developed to minimize risk, avoid harm, and enhance the meaningful participation of residents in shaping the study outcomes.

Before the commencement of any fieldwork, the researcher obtained formal approval from the school of communication at Daystar University, ensuring that the project adhered to institutional, professional, and legal standards for ethical research. This process included the submission of detailed research protocols, consent procedures, and data management plans for review by the Daystar University Institutional Scientific and Ethics Review Committee (DU-ISERC). The committee rigorously assessed the study to ensure it protected participants' rights, privacy, and safety, making recommendations for revisions where necessary. Additionally, ethical clearance was secured from the National Commission for Science, Technology, and Innovation (NACOSTI), which authorized all social science fieldwork in Kenya. These layers of institutional oversight affirmed the researcher's dedication to transparency, accountability, and ethical rigor from project inception to completion.

Local engagement was central to the ethical approach of this study. The researcher sought explicit permission from Nairobi County authorities and the leadership of Korogocho's sub-locations, as well as consulting with community elders and opinion leaders. These consultations were essential for fostering trust, aligning the research process with local customs and priorities, and ensuring that the research activities were both respectful and responsive to the needs and expectations of the community. The involvement of Koch FM management and staff in planning further promoted local ownership and ensured that research objectives and practices were clear to all stakeholders involved.

Ethical conduct extended to all aspects of participant interaction and data handling. Informed consent was a cornerstone of the research: every participant received detailed explanations about the study's purpose, what participation involved, their rights, and the voluntary nature of their involvement. Consent forms were provided in languages most accessible to participants, including Swahili and Sheng, and special care was taken to address literacy barriers through verbal consent processes where appropriate. Confidentiality and anonymity were strictly observed; no identifying details were collected, and all data were anonymized before analysis. Participants were reminded that they could withdraw from the study at any point without consequence, and any concerns or questions were addressed promptly and respectfully.

Data management followed strict ethical protocols. All data collected, whether from questionnaires, focus group discussions, or interviews, were securely stored in encrypted digital formats, with access restricted to the research team only. Backups were maintained to prevent loss, and data were retained or destroyed according to university policy and legal requirements. The researcher-maintained objectivity avoided conflicts of interest, and reported findings honestly, ensuring that the study's outcomes genuinely reflected the perspectives and experiences of Korogocho residents. By adhering to these rigorous ethical considerations, the research aimed not only to generate valuable insights but also to honor the trust, privacy, and safety of the community whose stories and voices were at the heart of the project.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

CHAPTER FOUR
DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

➢ *Introduction*

This chapter presented and analysis of the data collected in accordance with the study's objectives, offering a structured account of the findings and their implications regarding the role of community radio specifically Koch FM in fighting poverty within the Korogocho informal settlement in Nairobi County, Kenya. The chapter began with a systematic presentation of quantitative and qualitative data, incorporating detailed tables, figures, and descriptive narratives to highlight key results. Subsequently, the analysis and interpretation explored significant trends, relationships, and emerging insights from the data. The discussion of findings compared the outcomes with existing scholarly literature, illuminating points of convergence, divergence, and original contributions made by this research. The chapter concluded with a synthesis of the principal findings, providing a foundation for the subsequent section dedicated to drawing evidence-based conclusions and recommendations.

➢ *Data Presentation, Analysis and Interpretation*

The data presentation, analysis, and interpretation section was organized to directly address the study's research objectives, ensuring a logical and coherent flow of results pertinent to the impact of Koch FM community radio on poverty reduction efforts in Korogocho. The section commenced with a review of respondents' demographic characteristics, offering essential context for understanding community perspectives and participation. It then presented the findings in alignment with the study's main objectives: first, assessing the influence of Koch FM on poverty reduction; second, evaluating the level of community involvement in poverty alleviation initiatives through the radio station; and third, examining the impact of specific messages and programs aired by Koch FM on residents' knowledge, attitudes, and behaviors. Each objective was explored in depth, drawing from both quantitative survey data and qualitative evidence to ensure a thorough and evidence-based interpretation.

➢ *Response Rate*

As per Table 3, the study's calculated sample size was 393 participants, inclusive of both questionnaire respondents and focus group participants. Out of this total, 314 individuals either completed the survey questionnaire or participated in focus group discussions, resulting in a robust response rate of 80%. Specifically, 254 participants returned complete questionnaires, while 60 individuals contributed through focus group discussions. A total of 79 individuals did not respond to the study. This high response rate signified strong community interest and provided a credible basis for interpreting the influence of Koch FM in addressing poverty within Korogocho informal settlement.

Table 3 Response Rate

Response Rate	Frequency	Percentage (%)
Questionnaires Returned	254	64.6
Focus Group & Interview Participants	60	15.3
Questionnaires Not Returned	79	20.1
Total Sample Size	393	100.0

Source: (Researcher, 2025)

The inclusion of both survey and focus group participants on the analysis allowed for a multifaceted understanding of the impact of community radio. With 254 complete questionnaires (64.6%) and 60 focus group participants & interview participants (15.3%), the study achieved a combined response rate of 80%. This comprehensive engagement was instrumental in capturing not just the quantitative perspectives but also the in-depth narratives and contextual realities of community members. The methodology strengthened the

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reliability and validity of the findings, ensuring that the data reflected the actual voices and experiences of Korogocho residents regarding Koch FM's poverty reduction efforts.

Scholarly literature underscores the importance of high response rates and inclusive research designs, particularly in marginalized communities. Maina et al. (2022) observed that integrating multiple methods such as surveys and focus groups significantly enhances the depth and credibility of findings, especially when examining complex issues like poverty and community media. Omanga (2021) further highlighted that community radio initiatives are most effective when they actively involve and reflect the lived experiences of their audiences, as demonstrated by robust participation metrics. Nyabuga and Booker (2020) concluded that the credibility and practical relevance of research in informal settlements are greatly strengthened when methodological approaches maximize local engagement and representation. These insights affirm the rigor and relevance of the present study's approach and its implications for poverty alleviation through community radio in Korogocho.

➢ *Age Distribution of Respondents*

Table 4 Age Distribution of Respondents

Age Group	Frequency	Percentage (%)
18–24	81	25.8
25–34	112	35.7
35–44	67	21.3
45–54	30	9.6
55 and above	24	7.6
Total	314	100.0

Source: (Researcher, 2025)

Table 4 shows the age distribution of the 314 respondents who participated in the study (including both questionnaire and focus group participants) which reflected the diverse demographic profile of Korogocho's community. The largest segment comprised individuals aged 25–34 years, with 112 respondents representing 35.7% of the sample. Participants aged 18–24 years followed at 81 respondents, accounting for 25.8% of the total. The 35–44 age group included 67 respondents, representing 21.3%, while those aged 45–54 made up 9.6% of the sample with 30 respondents. Finally, respondents aged 55 and above constituted the smallest group, totaling 24 individuals or 7.6% of the sample.

The analysis revealed that young adults (18–34 years) dominated participation, comprising over 60% of respondents. This highlighted the significance of the younger demographic in both community radio listenership and engagement with poverty-alleviation strategies in Korogocho. The middle-aged group (35–54 years) also showed substantial involvement, making up about 30.9% of the sample. The smallest proportion of respondents aged 55 and above still contributed to meaningful perspectives, indicating that Koch FM's outreach had penetrated across generational lines. The age spread demonstrated that community radio initiatives, particularly those targeting poverty, resonated with a broad age range but found especially strong traction among youth and young adults.

These findings echoed observations from recent scholarly literature on the role of media and age in community development and poverty reduction. According to Chepken et al. (2020), youth and young adults in informal settlements are typically more responsive to community radio as a platform for social change and economic empowerment. Similarly, Onyango and Mugo (2022) reported that younger audiences tend to be both primary consumers and active participants in local media-driven development programs. Mwaura (2023) further argued that the impact of community radio is maximized when programming is inclusive and reflective of the community's diverse age structure, allowing older generations to contribute their experience while

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

harnessing the energy and innovation of younger participants. The current study's age distribution thus supports the argument that community radio, such as Koch FM, is well-positioned to bridge generational divides and catalyze collective action against poverty in Nairobi's informal settlements.

➢ *Gender Distribution of Respondents*

As indicated in table 5, the study captured gender data for all 314 respondents who either completed the questionnaire or participated in focus group discussions. Out of this total, 144 respondents identified as male, accounting for 45.9% of the sample. Female participants made up 167 of the respondents, representing 53.2%. Only 3 respondents, equating to 1.0% of the total sample, selected "Other" and provided specific gender identities outside the binary options. This distribution reflects a balanced and inclusive approach to participant selection, ensuring representation across gender lines.

Table 5 Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	144	45.9
Female	167	53.2
Other	3	1.0
Total	314	100.0

Source: (Researcher, 2025)

The analysis demonstrated a slight female majority among respondents, with females comprising over half of the total sample. Males accounted for just under half, while the "Other" category, though minimal in representation, highlighted the study's commitment to inclusivity and recognition of gender diversity within the Korogocho community. The robust participation of both men and women provided a rich foundation for examining how community radio initiatives like Koch FM reach and impact different gender groups in efforts to fight poverty.

Recent scholarship has consistently emphasized the importance of gender inclusivity in media research and poverty reduction interventions. Wekesa and Tsuma (2021) highlighted that community radio stations in Kenya tend to achieve greater social impact when programming reflects the interests and voices of both men and women. Njuguna et al. (2020) found that gender-balanced participation in local media initiatives is directly associated with improved outcomes in community development, particularly in informal settlements. Musyoka and Ombati (2022) argued that recognizing and including gender minorities not only fosters equity but also enriches the diversity of perspectives essential for effective poverty reduction strategies. These insights collectively support the study's findings and reinforce the value of inclusive engagement in the context of community radio and social transformation.

➢ *Marital Status of Respondents*

Table 6 shows the marital status distribution of the 314 respondents who participated in the study that was captured across four categories: single, married, divorced, and widowed. Of the total, 137 respondents reported being single, accounting for 43.6% of the sample. The majority, 141 respondents, indicated they were married, comprising 44.9%. A smaller portion, 20 respondents, identified as divorced, accounting for 6.4% of the sample, while 16 participants reported being widowed, representing 5.1% of all respondents. This breakdown ensured that various household and relationship dynamics were represented in assessing the reach and impact of Koch FM's community radio programming in poverty alleviation.

Table 6 Marital Status of Respondents

Category	Frequency	Percentage (%)
Single	137	43.6
Married	141	44.9

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

Divorced	20	6.4
Widowed	16	5.1
Total	314	100.0

Source: (Researcher, 2025)

The analysis revealed a near-equal split between single and married respondents, collectively representing over 88% of the study population. This strong representation of both singles and married individuals indicated that community radio content and poverty reduction messaging had broad appeal and accessibility, regardless of household structure. Divorced and widowed respondents, though a smaller proportion, still contributed essential perspectives, highlighting the importance of inclusive communication strategies that address the realities faced by those who may be more vulnerable within informal settlement contexts.

Recent peer-reviewed research has underscored the value of examining marital status in understanding community development outcomes and media engagement. Muthoni and Muturi (2021) demonstrated that married individuals in urban settlements are often key agents in disseminating social change messages through media channels. Ouma et al. (2020) noted that singles and widowed members of informal communities are likely to use community radio for both information and social support, making them vital participants in collective poverty reduction efforts. Karanja and Kirimi (2022) further argued that programs tailored to diverse marital statuses not only improve reach but also enhance the effectiveness of poverty alleviation interventions by recognizing the distinct needs of each group. These scholarly insights align with the present study's findings and affirm the critical role of community radio in engaging all segments of society in Korogocho.

➢ *Education Level of Respondents*

Table 7 shows the distribution of educational attainment among the 314 respondents it showcased the varying access to, and completion of, formal education within the Korogocho community. A total of 38 respondents (12.1%) reported having no formal education. The largest proportion had completed primary education, accounting for 126 individuals (40.1%). Secondary education was the second highest level attained by 88 respondents, representing 28.0% of the sample. Tertiary education was reached by 39 participants, constituting 12.4%. University graduates formed the smallest group, with 23 respondents or 7.3% of the total.

Table 7 Educational Level of Respondents

Education Level	**Frequency**	**Percentage (%)**
None	38	12.1
Primary Education	126	40.1
Secondary Education	88	28.0
Tertiary Education	39	12.4
University Graduate	23	7.3
Total	314	100.0

Source: (Researcher, 2025)

The analysis revealed that most respondents possessed either primary or secondary level education, together comprising nearly 68% of the study population. The proportion of those with no formal education (12.1%) illustrated ongoing challenges related to educational access in informal settlements. Meanwhile, the presence of tertiary and university-educated respondents, though comparatively modest, pointed to increasing aspirations and gradual improvements in educational outcomes over time. This spread of educational backgrounds emphasized the importance of designing community radio content that is accessible and relatable across all literacy levels, while also supporting lifelong learning for listeners seeking to improve their socio-economic status.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

Findings from previous scholarly research have underscored the relationship between education, information access, and poverty reduction through community media. Wekullo and Mugo (2020) demonstrated that individuals with primary or secondary education often rely on community radio as their principal source of development information, particularly where digital literacy is limited. Kiilu et al. (2021) found that higher educational attainment correlates with increased engagement in community-driven initiatives and more active utilization of local radio programming to access livelihood opportunities. Mwangi and Ochieng (2022) argued that community radio stations operating in areas with a wide spectrum of educational backgrounds must prioritize inclusive messaging to maximize reach and empower diverse community members. The present study's results echo these scholarly insights, reinforcing the critical role of tailored educational programming and accessible communication in the fight against poverty in Korogocho.

➢ *Occupational Distribution of Respondents*

According to table 8, the occupational profile of the 314 study participants and respondents highlighted the range of income-generating activities and employment realities present in Korogocho. The largest proportion of respondents worked in the informal sector (such as hawking or casual labour), accounting for 135 individuals, or 43.0% of the sample. Self-employed participants constituted the second largest group, with 81 respondents (25.8%). Those employed in formal jobs made up 48 respondents (15.3%), while 39 participants (12.4%) indicated they were unemployed. The "Other" category, including occupations not captured in the predefined options, comprised 11 respondents, representing 3.5% of the total.

Table 8 Occupational Distribution of Respondents

Occupational Distribution	Frequency	Percentage (%)
Informal sector (e.g., hawker, casual laborer)	135	43.0
Self-employed	81	25.8
Employed in a formal job	48	15.3
Unemployed	39	12.4
Other	11	3.5
Total	314	100.0

Source: (Researcher, 2025)

The findings demonstrated that the informal sector and self-employment represented the dominant sources of livelihood for most respondents, collectively accounting for nearly 69% of the sample. Formal employment, while presentation, was relatively less common, and the percentage of unemployed respondents further illustrated the socioeconomic vulnerabilities faced by many residents in Korogocho. The modest share of "Other" occupations underscored the diversity of economic strategies employed by the community to navigate poverty and limited formal job opportunities. These results suggested that community radio programming seeking to address poverty would be most impactful if tailored to the realities of informal work and entrepreneurship.

Academic literature has long acknowledged the centrality of the informal sector in the livelihoods of urban poor populations in Kenya. Wairimu and Kiamba (2022) noted that community radio stations often serve as critical platforms for disseminating business tips, local job opportunities, and financial education to informal workers. According to Njuguna and Njeri (2020), self-employed and informally employed individuals are typically more receptive to radio-based interventions, given their limited access to formal training or social safety nets. Kanyinga et al. (2021) argued that poverty reduction strategies in informal settlements are most effective when grounded in an understanding of local economic realities, including the precariousness and ingenuity of the informal sector. The current findings resonate with these insights and underscore the necessity of context-driven communication strategies to empower and uplift marginalized urban populations.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

➢ *Duration of Stay*

As per Table 9, the duration of stay among the 314 respondents revealed the depth of community roots and the potential for long-term engagement with local poverty reduction initiatives. Respondents who had lived in Korogocho for less than one year were the fewest, with 28 individuals representing 8.9% of the sample. Those residing in the settlement for 1–5 years comprised 77 respondents (24.5%). A larger group, 94 individuals (29.9%), indicated a stay of 6–10 years, while the majority, 115 respondents (36.6%), reported living in Korogocho for more than 10 years. This distribution illustrated that most participants had significant lived experience within the community, providing a strong basis for assessing the impact and reach of Koch FM's community radio programming over time.

Table 9 Duration of Stay in Korogocho

Duration of Stay	Frequency	Percentage (%)
Less than 1 year	28	8.9
1–5 years	77	24.5
6–10 years	94	29.9
More than 10 years	115	36.6
Total	314	100.0

Source: (Researcher, 2025)

The findings showed that more than two-thirds of respondents (66.5%) had lived in the settlement for six years or longer, suggesting a stable and deeply embedded resident population. Newer residents (less than five years) formed about a third of the sample, pointing to some degree of population mobility, which is typical in urban informal settlements. The strong representation of long-term residents is particularly significant for community radio's effectiveness, as it enables sustained relationships, cumulative messaging impact, and trust-building between Koch FM and the local audience. Additionally, the diversity in duration of stay allows for intergenerational and experiential dialogue within the community, fostering social cohesion and shared problem-solving.

Scholarly literature emphasizes that the length of stay in informal settlements shapes both community engagement and the effectiveness of localized media. Awuor et al. (2021) found that long-term residents are generally more invested in local initiatives and are more likely to rely on community radio for information and social support. Musili and Mutua (2022) demonstrated that stability of residence enhances the sense of community, making collective action against poverty more achievable and media-driven interventions more impactful. Ochieng and Obonyo (2023) observed that community radio stations able to address the specific histories and needs of both newcomers and established residents see higher listenership and more meaningful participation in poverty alleviation efforts. These findings reinforce the importance of tailoring community radio content and outreach strategies to residents' varying experience in Korogocho, maximizing the potential of Koch FM as an agent for social change.

➢ *Familiarity with KOCH FM*

With reference to Table 10, the study assessed the extent to which respondents were familiar with KOCH FM, the local community radio station. Out of the 314 individuals who participated in the study, a significant majority 276 respondents, representing 87.9%, reported that they were familiar with KOCH FM. In contrast, 38 respondents, accounting for 12.1% of the sample, indicated that they were not familiar with the station. This distribution underscores the reach and recognition of KOCH FM within the Korogocho informal settlement.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

Table 10 Familiarity with KOCH FM

Familiarity with KOCH FM	Frequency (Number)	Percentage (%)
Yes	276	87.9
No	38	12.1
Total	314	100.0

Source: (Researcher, 2025)

The findings revealed that KOCH FM had achieved a high level of community awareness and engagement. Nearly nine out of ten respondents confirmed their familiarity with the station, reflecting its established presence and relevance as a source of information and community mobilization. The small proportion of participants who were not familiar with KOCH FM suggested that there remained an opportunity for outreach to further extend the station's impact, particularly among newer or less-engaged segments of the population. The data indicated that KOCH FM had successfully penetrated the community's information landscape, supporting its potential as a key vehicle for poverty alleviation messaging.

Peer-reviewed scholarship has consistently shown that familiarity with community radio is closely linked to the effectiveness of local development initiatives. As Ndlela and Oyero (2022) observed, community radio stations with high public awareness can mobilize greater participation in poverty reduction activities. Atieno and Oduor (2021) found that audience familiarity is often a precondition for trust and message uptake, especially in marginalized urban contexts. Ochieng and Obonyo (2023) further highlighted that sustained community presence and recognizability enable local radio to foster collective agency and resilience among residents of informal settlements. These findings validate the present study's results and underscore the importance of strategic outreach and audience engagement in the success of community radio-driven poverty reduction efforts.

➢ *Frequency of Listening to KOCH FM*

Table 11, notes the study assessed how often respondents listened to KOCH FM, providing insights into the station's reach and the engagement habits of Korogocho residents. Of the 314 participants, 102 reported listening to KOCH FM daily, accounting for 32.5% of the total sample. Weekly listeners numbered 98, representing 31.2%. Those who tuned in occasionally comprised 74 respondents, which was 23.6% of the sample, while 40 individuals, or 12.7%, indicated that they never listened to the station. This spectrum of listenership frequencies offered a comprehensive perspective on the station's penetration and the regularity of community engagement.

Table 11 Frequency of Listening to KOCH FM

Frequency of Listening	Frequency	Percentage (%)
Daily	102	32.5
Weekly	98	31.2
Occasionally	74	23.6
Never	40	12.7
Total	314	100.0

Source: (Researcher, 2025)

The analysis revealed that over 63% of respondents listened to KOCH FM either daily or weekly, demonstrating a robust and consistent audience base for the station's community-driven programming. Occasional listeners, while fewer, still made up nearly a quarter of the sample, underscoring KOCH FM's wide-reaching presence. The proportion of respondents who never listened to the station was relatively low, yet it highlighted the importance of ongoing outreach and content adaptation to attract less engaged or newly arrived residents. These findings suggested that KOCH FM had established itself as a staple information

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

source for most of the community, with daily and weekly engagement serving as evidence of its relevance to everyday life and local development needs.

Scholarly literature consistently supports the view that frequent engagement with community radio stations is directly linked to increased knowledge-sharing, civic participation, and community resilience in informal settlements. Okoth and Mwesige (2021) found that regular listenership of local radio enhances individual and collective capacity to respond to poverty and social challenges. Maina and Wamuyu (2022) noted that high-frequency listeners are more likely to participate in radio-led development initiatives and act on messaging related to health, entrepreneurship, and social cohesion. Musau and Muraya (2023) further established that the habitual consumption of community radio fosters sustained relationships of trust between broadcasters and their audiences, increasing the station's impact as an agent of poverty reduction. These studies validate the present findings and reinforce the value of maintaining high levels of listener engagement for effective community transformation in Korogocho.

➢ *KOCH FM Programs Listened to Most*

As per Table 12, the study examined which KOCH FM programs attracted the highest listenership among respondents. Participants were allowed to select multiple options reflecting their preferences. Community development programs such as poverty reduction and livelihood improvement were the most listened to, with 210 respondents (66.9%) selecting this option. News and updates followed closely, with 198 respondents (63.1%). Music and entertainment were chosen by 182 respondents (58.0%), while educational programs attracted 124 listeners (39.5%). Health and wellness programs were also popular, with 108 respondents (34.4%) indicating they listened to them. Talk shows were preferred by 97 respondents (30.9%). The "Other" category, including specialized or niche programs, was selected by 26 respondents, representing 8.3% of the sample.

Table 12 KOCH FM Programs Listened to Most

Programs Listened to	Frequency	Percentage (%)
Community development programs	210	66.9
News and updates	198	63.1
Music and entertainment	182	58.0
Educational programs	124	39.5
Health and wellness programs	108	34.4
Talk shows	97	30.9
Other	26	8.3

Source: (Researcher, 2025)

The findings showed that community development content is central to KOCH FM's audience, underscoring the station's unique role as a platform for poverty reduction messaging and local empowerment. News and updates also featured prominently, reflecting the importance of timely information in informal settlements. Music, entertainment, and educational programming were widely appreciated, revealing the station's versatility in meeting diverse community needs. The substantial interest in health, wellness, and talk shows indicated that KOCH FM serves as a trusted source for both lifestyle guidance and open dialogue. The "Other" responses suggested that listeners also sought out niche or specialized content, reflecting the diversity and complexity of interests within the Korogocho population.

Scholarly literature has established that community radio's impact is maximized when programming balances development-oriented content, local news, and entertainment. Njogu and Middleton (2021) found that development and livelihood programs are most likely to drive community participation and poverty reduction in urban settlements. Achieng and Ooko (2022) highlighted that access to reliable news, education, and health information via radio directly improves social outcomes and fosters local agency. Omari and Mulwa

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

(2023) argued that music and interactive talk shows not only engage broader audiences but also provide platforms for community voices, which enhances trust and program sustainability. These findings reinforce the current study's results, demonstrating that KOCH FM's diverse program mix is a key asset in addressing the complex realities of poverty in Korogocho.

➢ *Perceptions of KOCH FM's Contribution to Poverty Reduction*

As per Table 13, the study explored respondents' perceptions of how KOCH FM contributed to the fight against poverty in Korogocho. Out of the 314 participants, 101 respondents (32.2%) rated KOCH FM's contribution as "very positively." An additional 136 respondents (43.3%) indicated "positively," while 55 respondents (17.5%) held a neutral stance. Only 16 participants (5.1%) viewed the station's contribution as "negatively," and a mere 6 respondents (1.9%) considered its role "very negatively." This distribution highlighted the overall favorable assessment of KOCH FM's efforts within the community.

Table 13 Perceptions of KOCH FM's Contribution to Poverty Reduction

Perceptions	Frequency	Percentage (%)
Very positively	101	32.2
Positively	136	43.3
Neutral	55	17.5
Negatively	16	5.1
Very negatively	6	1.9
Total	314	100.0

Source: (Researcher, 2025)

The findings revealed that over three-quarters of the respondents (75.5%) held a positive or very positive perception of KOCH FM's impact on poverty reduction in Korogocho. This strong affirmation reflected the station's effectiveness in delivering relevant information, facilitating resource connections, and amplifying community voices in local development. The neutral responses signaled a segment of the population that may be less engaged with the station or awaiting tangible outcomes, while the small share of negative opinions pointed to either unmet expectations or specific criticisms, underscoring the need for continuous feedback and program improvement.

Available literature has consistently documented the transformative role of community radio in empowering marginalized populations and promoting social change. Odhiambo and Mulupi (2021) established that positive community perceptions are often correlated with tangible improvements in livelihood and collective efficacy, driven by accessible, participatory media platforms. Were and Chitere (2022) highlighted that sustained, locally relevant programming builds trust and mobilizes collective action against poverty. Meanwhile, Njoroge and Mwangi (2023) emphasized the importance of continual audience engagement and adaptation, noting that stations which actively respond to feedback foster resilience and inclusive growth. These scholarly insights mirror the findings of this study and reinforce KOCH FM's recognized value in addressing the multifaceted challenges of poverty in Korogocho.

➢ *KOCH FM's Role in Improving Access to Critical Information*

As per Table 14, the study explored respondents' perceptions regarding KOCH FM's effectiveness in improving access to four key areas: employment opportunities, government services and programs, health education, and education or skills development. Most respondents 236 (75.2%) felt that KOCH FM had helped improve access to information about employment opportunities, while 78 respondents (24.8%) disagreed. For government services and programs, 244 participants (77.7%) answered "yes," compared to 70 (22.3%) who said "no." A notably high proportion, 262 respondents (83.4%), agreed that KOCH FM had increased access to health education, with only 52 respondents (16.6%) indicating otherwise. Similarly, 251 respondents

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(79.9%) believed the station enhanced access to education and skills development information, while 63 (20.1%) did not share this view.

Table 14 KOCH FM's Contribution to Improved Information Access

Category	Yes (Number)	Yes (%)	No (Number)	No (%)
Employment opportunities	236	75.2	78	24.8
Government services and programs	244	77.7	70	22.3
Health education	262	83.4	52	16.6
Education and skills development	251	79.9	63	20.1

Source: (Researcher, 2025)

The findings indicated that KOCH FM played a significant role in improving access to essential information across multiple sectors relevant to poverty reduction. Most respondents credited the station for enhancing awareness about employment and entrepreneurship, promoting access to government initiatives, delivering vital health messages, and supporting education and skill-building. The consistently high affirmative responses across these domains highlighted the station's multifaceted relevance and its ability to serve the holistic development needs of Korogocho residents. Nevertheless, the data also pointed to remaining gaps, as roughly one-fifth to one-quarter of participants did not perceive the same level of impact, suggesting opportunities for further outreach or content refinement.

These findings align closely with existing scholarly literature on the transformative potential of community radio in urban informal settlements. Abdi and Wekesa (2021) found that community radio is uniquely positioned to address information inequalities by targeting marginalized populations with employment news, government updates, and civic education. Mutua and Gathigi (2020) argued that radio stations focusing on health and education programming can dramatically improve outcomes by fostering knowledge-sharing and behavioral change in low-resource environments. Ochilo and Aduda (2022) further documented that access to skills development content through radio not only empowers individuals but also strengthens social capital, supporting long-term poverty alleviation. The current study's findings thus reinforce the academic consensus on community radio's essential role in facilitating access to life-changing information and opportunities in underprivileged communities.

➢ *Influence of KOCH FM on Resident Behaviors and Choices*

As per Table 15, the study examined the influence of KOCH FM on respondents' behaviors and choices across four key areas: health practices, engagement in community activities, financial management or entrepreneurship, and education. Among the 314 participants, 211 respondents (67.2%) reported that KOCH FM had influenced them to adopt improved health practices such as better hygiene or nutrition. Engagement in community activities was cited by 187 respondents (59.6%) as an area where they had changed behavior due to the station's programming. Financial management or entrepreneurship was influenced by 144 respondents (45.9%), while 129 participants (41.1%) said their educational pursuits or study habits were shaped by KOCH FM's content.

Table 15 Influence of KOCH FM on Behavior and Choices

Influence of KOCH FM	Frequency	Percentage (%)
Improved health practices	211	67.2
Engagement in community activities	187	59.6
Financial management or entrepreneurship	144	45.9
Education (courses or study habits)	129	41.1

Source: (Researcher, 2025)

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

The findings illustrated that KOCH FM's influence was most strongly felt in health-related behaviors, followed by increased community participation and positive shifts in financial management and educational ambition. The prominence of health practices could be attributed to the practical, actionable advice and localized content that resonated with daily realities in Korogocho. Community engagement and entrepreneurship also stood out as significant areas of behavioral change, suggesting the station's pivotal role in fostering both individual and collective action for poverty alleviation. While educational impact ranked lower, it still represented a substantial proportion of the audience, demonstrating KOCH FM's ability to motivate lifelong learning and skill improvement among residents.

Recent scholarships have consistently recognized the transformative role of community radio in shaping positive behaviors in marginalized settings. Mwangi and Kirui (2020) found that health messaging delivered through local radio dramatically improves hygiene, nutrition, and preventive practices in low-income communities. Ndegwa et al. (2022) emphasized that participatory programming on radio not only enhances civic engagement but also cultivates entrepreneurial mindsets and better financial habits. Oloo and Otieno (2021) noted that educational content on community radio can spark renewed interest in formal and informal learning, particularly where traditional education systems are inaccessible. The current findings thus echo established research, highlighting KOCH FM's value as an agent of behavioral change and community empowerment in Korogocho.

➢ *Perceptions of KOCH FM Programs Addressing Poverty-Related Issues*

As per Table 16, the study assessed respondents' perceptions regarding the extent to which KOCH FM's programming addressed poverty-related issues in Korogocho. Out of the 314 participants, 132 respondents (42.0%) reported "Yes, very much," indicating a strong belief that KOCH FM programs directly engaged with local poverty challenges. Another 119 respondents (37.9%) answered "Yes, to some extent," suggesting moderate satisfaction with the coverage of poverty issues. Meanwhile, 42 respondents (13.4%) stated "Not really," and 21 respondents (6.7%) selected "Not at all," reflecting skepticism or unmet expectations regarding the station's relevance to poverty alleviation.

Table 16 KOCH FM's Addressing of Poverty-Related Issues

Addressing Poverty Issues	Frequency	Percentage (%)
Yes, very much	132	42.0
Yes, to some extent	119	37.9
Not really	42	13.4
Not at all	21	6.7
Total	314	100.0

Source: (Researcher, 2025)

The findings revealed that a significant majority 251 respondents (79.9%) felt that KOCH FM programming addressed poverty in the community, either strongly or to some extent. This indicated that the station's messaging and programming had high resonance with residents lived realities and developmental needs. However, a notable minority, 63 respondents (20.1%) expressed limited or no satisfaction, highlighting ongoing gaps or the need for more focused content. These insights suggested that while KOCH FM had largely established itself as a voice for the poor, continuous content evaluation and community feedback were necessary to ensure inclusivity and effectiveness.

Peer-reviewed research has demonstrated that the relevance and perceived impact of community radio depend on consistent, participatory programming that reflects community priorities. Ngunjiri and Murunga (2021) emphasized that stations with ongoing dialogue and feedback mechanisms are better able to adapt and respond to shifting poverty dynamics. Okwemba and Wekesa (2022) found that audiences value radio programs that not only inform but also inspire action and hope in the face of entrenched poverty. Nyambane

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and Ochieng (2023) argued that the sustainability of poverty reduction through media is closely tied to the authenticity and specificity of content addressing local challenges. The current study's findings align with these perspectives, underlining the critical role of community radio in the multidimensional fight against urban poverty.

➢ *KOCH FM and Awareness of Poverty Alleviation Strategies*

With reference to Table 17, the study investigated whether KOCH FM has helped raise awareness about poverty alleviation strategies including government initiatives and NGO programs among residents of Korogocho. Out of the 314 respondents, 247 individuals (78.7%) indicated "Yes," affirming that the station had contributed to their awareness of such strategies. In contrast, 67 respondents (21.3%) answered "No," suggesting either a lack of exposure or unmet expectations regarding the dissemination of poverty-related information.

Table 17 KOCH FM's Role in Raising Awareness of Poverty Alleviation Strategies

Awareness of Poverty Alleviation	Frequency	Percentage (%)
Yes	247	78.7
No	67	21.3
Total	314	100.0

Source: (Researcher, 2025)

The findings demonstrated that most community members credited KOCH FM with enhancing their knowledge of available poverty reduction resources. The station's coverage of government programs, NGO initiatives, and community-driven solutions appeared to reach a broad audience, supporting better access to information that could translate into real-life opportunities and benefits. However, a noteworthy minority of respondents did not feel adequately informed, which highlighted the importance of continuous program review, greater inclusivity, and targeted messaging to ensure no segment of the population is left behind.

Academic literature corroborates these observations, emphasizing the unique positioning of community radio to bridge informational gaps in marginalized urban contexts. Mwaura and Obonyo (2022) found that radio stations which actively promote government and NGO efforts empower residents to take advantage of development programs, thus accelerating poverty reduction. Okello and Wekesa (2021) argued that the localized, accessible nature of community radio makes it highly effective for raising awareness of public resources in informal settlements. Meanwhile, Oduor and Mburu (2023) highlighted that participatory radio programming enhances the relevance and uptake of anti-poverty strategies, especially when stations consistently engage listeners in feedback and co-creation of content. These insights reinforce the study's findings and highlight the strategic importance of KOCH FM in the broader ecosystem of poverty alleviation in Korogocho.

➢ *Direct Benefits from Poverty Reduction Programs Promoted on KOCH FM*

As per Table 18, the study explored the extent to which respondents had directly benefited from poverty reduction programs promoted on KOCH FM, such as access to microfinance, health services, or food distribution. Among the 314 respondents, 102 individuals (32.5%) reported that they had directly benefited from such programs. In contrast, 159 respondents (50.6%) indicated they had not benefited, while 53 participants (16.9%) were not sure if they had received any direct benefits through these initiatives.

Table 18 Direct Benefits from Poverty Reduction Programs on KOCH FM

Direct Benefits	Frequency (Number)	Percentage (%)
Yes	102	32.5
No	159	50.6
Not sure	53	16.9

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Total	314	100.0

Source: (Researcher, 2025)

The findings highlighted that roughly one-third of the study participants had directly experienced positive outcomes from programs promoted by KOCH FM. This underscores the tangible link between community radio advocacy and grassroots access to essential services, economic opportunities, and social support mechanisms. However, the fact that over half of respondents reported no direct benefits, and a notable portion remained uncertain, points to existing gaps in outreach, awareness, or follow-through. These results suggest the need for ongoing collaboration between KOCH FM, program implementers, and the community to enhance access, participation, and program visibility.

Existing academic research reinforces the importance of both reach and actual uptake in evaluating community radio's impact on poverty alleviation. Kiprono and Wafula (2022) noted that the effectiveness of radio-promoted initiatives depends not only on information dissemination but also on enabling clear pathways for community members to access services. Odindo and Mwaura (2021) found that uncertainty regarding direct benefits often stems from insufficient feedback channels or complex program eligibility requirements. Mwikali and Chacha (2023) emphasized that continuous monitoring, targeted messaging, and inclusive partnership models are essential to maximize the direct, lived benefits of radio-driven development in informal settlements. The current findings thus echo and extend scholarly consensus: while KOCH FM plays a significant enabling role, there remains an ongoing need to translate awareness into actual, measurable benefits for all segments of the Korogocho community.

➢ *Overall Impact of KOCH FM in Improving Living Conditions in Korogocho*

As per Table 19, the study evaluated respondents' perceptions regarding the overall impact of KOCH FM on improving living conditions in Korogocho. Out of the 314 respondents, 64 individuals (20.4%) rated the station's impact as "very high." The majority 108 respondents (34.4%) rated the impact as "high," while 95 participants (30.3%) reported a "moderate impact." A smaller proportion, 36 respondents (11.5%), perceived a "low impact," and only 11 individuals (3.5%) indicated "no impact" at all.

Table 19 Rating of KOCH FM's Overall Impact on Improving Living Conditions

Overall Impact	**Frequency**	**Percentage (%)**
Very high impact	64	20.4
High impact	108	34.4
Moderate impact	95	30.3
Low impact	36	11.5
No impact	11	3.5
Total	314	100.0

Source: (Researcher, 2025)

The analysis revealed that more than half of the respondents (54.8%) rated KOCH FM's overall impact as either "high" or "very high," affirming the station's substantial influence on community well-being. The moderate impact category was also significant, indicating that the station's programs have touched a broad segment of the population, even if not all respondents perceived transformative change. The relatively low proportions in the "low" and "no impact" categories highlighted that only a minority remained unconvinced of KOCH FM's effectiveness, suggesting general satisfaction with the station's role in supporting improved living conditions.

Findings from peer-reviewed research reinforce these observations. Njoroge and Wekesa (2021) found that community radio stations delivering sustained, relevant, and participatory content consistently drive positive perceptions of local development among residents of informal settlements. Muthee and Ochieng

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(2022) emphasized that such media not only disseminate critical information but also foster collective efficacy, agency, and resilience, all of which are essential for sustainable improvements in living standards. Kipruto et al. (2023) argued that where audience members see tangible links between radio programming and improvements in everyday life, their trust in and engagement with community radio increases, creating a virtuous cycle of impact. The present findings thus affirm the vital contribution of KOCH FM to both the practical and perceived betterment of living conditions in Korogocho.

A. Interview Responses

➢ *Personal Background*

- *Can You Tell me a Little about Yourself and How Long you Have Been Living in Korogocho?*

Respondents described diverse personal backgrounds, with the majority having lived in Korogocho for over a decade. Many participants, like one long-term resident, stated, "I have been here for almost fifteen years. I came with my parents when I was young and now my own children are growing up here." Several interviewees mentioned moving to Korogocho in search of affordable housing or work, with another noting, "Life was not easy in my rural home, so I moved here ten years ago to find better opportunities." Younger residents frequently cited education and family as reasons for remaining in the community.

The responses highlighted a strong sense of identity tied to the settlement. "Even though it's not always easy, Korogocho is home. The people, the culture—it's part of who I am," shared one middle-aged woman. Others described the challenges of adapting to urban life, with a participant explaining, "When I first arrived, everything felt unfamiliar, but over time, I made friends and built a support system." Despite hardships, most interviewees expressed resilience and a sense of belonging to the community.

A recurrent theme was the impact of time spent in Korogocho on social networks and access to opportunities. As one respondent put it, "The longer you stay, the more people you know and the more you learn how to survive." Social support was described as essential for navigating daily life. Another added, "Your neighbors become your family here. We look out for each other, especially when times are tough."

Recent research supports these lived experiences, showing that long-term residency in informal settlements often shapes one's identity, social capital, and resilience. Mberu et al. (2019) found that tenure in urban slums is linked to greater access to community resources and informal support networks. Kabiru et al. (2021) emphasized the role of rootedness and belonging in mitigating urban poverty's effects, while Wekesa (2022) identified the accumulation of local knowledge and social bonds as vital to community adaptation and stability. These insights reinforce the centrality of place-based experience in shaping opportunities and quality of life in settlements like Korogocho.

- *What is Your Occupation or Source of Income?*

Most participants reported earning their livelihood through informal sector activities such as small-scale trading, manual labor, or running kiosks. A single mother shared, "I sell vegetables by the roadside. Some days I make enough, other days it's not much." Others mentioned being "boda boda" riders, domestic workers, or artisans. A few respondents had multiple jobs, saying, "You must hustle. I do laundry for people and sometimes help at construction sites."

The instability of informal work was a common concern. "There's no guarantee for tomorrow. If you get sick, you don't eat," lamented one young man. Some participants described pooling resources with family members or neighbors to make ends meet. Another noted, "We share whatever we have, even if it's little. That's how we survive." Only a handful of interviewees held steady formal employment or ran established small businesses.

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Many interviewees associated their economic activity with a sense of resourcefulness and resilience. “In Korogocho, you learn to be creative. You look for opportunities and try anything that can bring money,” a middle-aged participant explained. Several expressed a desire for more stable and dignified work, often linking this aspiration to the possibility of improved education or access to microfinance.

Scholarly studies corroborate these realities, with Amisi et al. (2020) highlighting the dominance of informal labour and its precariousness in Nairobi’s slums. Mwau and Sverdlik (2021) argued that diverse income streams are common in informal settlements, with residents exhibiting ingenuity and adaptability to cope with uncertainty. Otiso (2023) further noted the centrality of micro-entrepreneurship in sustaining household livelihoods amid persistent poverty and limited formal job prospects, echoing the coping strategies described by respondents in Korogocho.

➢ *Experience with KOCH FM*

- *How Did You First Learn About KOCH FM?*

Participants recounted hearing about KOCH FM through community word-of-mouth, local events, and public spaces. One respondent shared, “My neighbor told me about the station when it first started. I remember everyone was excited because it was finally something for us.” Others recalled learning about KOCH FM from “the market, people playing it on their radios, or announcements during chief’s barazas.” Youth respondents frequently cited social gatherings and school as venues where they first encountered the station.

Several interviewees mentioned initial skepticism about the relevance of the radio station but quickly found its content resonated. “At first, I didn’t pay attention, but then I realized they talked about things happening right here,” said one woman. Over time, as community members shared news about programs, the station became embedded in daily routines: “Now, it’s like a part of life. Every morning, someone in the plot is listening.”

Some participants highlighted the importance of local language and relatable presenters in fostering early interest. “It was the first time I heard my mother tongue on the radio in Nairobi. It felt like home,” recalled one man. The shared experience of listening created a sense of unity, with another stating, “KOCH FM brought us together. We finally had a voice.”

Academic literature affirms the centrality of word-of-mouth and cultural proximity in the adoption of community radio. Nyambura and Kamau (2019) demonstrated that informal networks and cultural resonance are critical in promoting listenership in urban slums. Moyo and Mbiba (2020) argued that local languages and relatable presenters enhance audience trust and engagement. Mwangi and Okello (2022) found that social gatherings and everyday interactions remain powerful avenues for spreading awareness of community media in marginalized areas.

- *What Role do You Think KOCH FM Plays in the Daily Lives of People in Korogocho?*

Respondents unanimously credited KOCH FM with being a vital information source and a platform for local dialogue. As one put it, “It’s our lifeline. We get news, job opportunities, and even warnings about what’s happening.” Many cited its influence on community cohesion, stating, “KOCH FM unites people. It brings us together, especially during times of crisis.”

Another recurring theme was empowerment through information. “It gives us a voice and teaches us about our rights. I learned about women’s groups and how to access help,” said a female participant. The station’s ability to reflect local realities, use familiar language, and highlight resident concerns made it feel accessible and trustworthy: “Unlike other stations, they know what we go through.”

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

Some described KOCH FM as a catalyst for social change and action. “When there’s a cleanup or a new project, people listen and participate because they hear it from KOCH FM,” a youth leader explained. Listeners believed the station helped mobilize resources and support for those in need, with another adding, “When someone is in trouble or sick, you hear it on the radio and people come together to help.”

Research supports these findings. Kiplang’at et al. (2020) observed that community radio in informal settlements acts as a bridge between residents and services, enhancing local agencies. Ochilo (2021) emphasized that such stations foster participation, build trust, and reflect community realities. Kimani and Wekesa (2022) found that radio-driven information networks strengthen resilience, mobilize resources, and encourage solidarity in urban slums.

- *How Has Listening to KOCH FM Influenced Your Personal and Professional Life?*

Many respondents described KOCH FM as a catalyst for positive change in both personal habits and career aspirations. One young mother noted, “I started attending free health clinics after hearing about them on KOCH FM. Now, my children’s health has really improved.” Others cited business growth and financial empowerment: “They talked about savings groups, and I joined one. Now I can save for emergencies.” For some, the station provided crucial life skills, as shared by a boda boda operator: “I learned about road safety and customer service from their programs, which made me a better worker.”

Respondents also spoke about increased self-confidence and community involvement. “KOCH FM encourages us to participate in community meetings. Before, I was shy, but now I even speak during the shows sometimes,” explained a middle-aged woman. Several participants linked the station’s content to personal growth: “They motivate us to think differently, not just about money but about life goals and supporting each other.” The programs on women’s rights, youth mentorship, and entrepreneurship were frequently mentioned as particularly transformative.

A few interviewees reflected on emotional support and social connection. “When I feel down, I tune in and realize I’m not alone others are facing the same struggles,” said one man. Another participant recalled, “After I lost my job, a KOCH FM program gave me hope. I heard stories of people starting again, and that inspired me to keep going.” These narratives highlighted the psychological and social value of the station’s programming.

The impact of community radio on personal and professional development has been substantiated in scholarly research. Makokha and Ndeda (2020) found that regular engagement with local radio leads to increased participation in economic and social life, especially among marginalized groups. Otieno and Nyaga (2021) highlighted the station’s role in building social capital and fostering resilience by sharing relatable success stories. Wasike (2022) emphasized that community radio’s educational and motivational content supports personal growth, self-efficacy, and practical skills among urban residents.

- *Can You Recall Any Specific Program or Episode that Had a Significant Impact on you? Please Describe it.*

Several respondents identified KOCH FM programs that made a lasting impression. A young woman recalled, “There was a program about domestic violence. After listening, I helped a neighbor who was suffering to seek help.” Others cited economic empowerment features, such as one man who stated, “The episode about small business loans taught me how to apply, and I actually got a loan to start my kiosk.” Health-related broadcasts were also influential, with one interviewee sharing, “During COVID-19, their health program gave us accurate information. That helped me protect my family.”

Many highlighted community forums and live call-in shows as especially engaging. “When they let residents call in to discuss crime, we got ideas for improving security in our neighborhood,” said a youth

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

leader. Another participant described a local talent show aired on the station: "My daughter participated and won a prize, which boosted her confidence. It made us proud as a family."

Some interviewees recounted stories of hope and collective action. "After hearing about food drives on KOCH FM, I joined others to distribute food to the needy during lockdown," one respondent shared. These testimonies reflected the broad spectrum of impact from practical skills to emotional resilience and community mobilization delivered by specific programs. Academic literature supports these observations. Ndegwa and Ouma (2021) documented how programmatic storytelling and participatory formats foster direct action and support networks in informal settlements. Wambua et al. (2022) found that tailored radio content addresses pressing local issues, encourages behavioral change, and promotes community participation. Gathigia (2023) noted that memorable and relevant radio episodes serve as catalysts for social innovation and individual transformation.

➢ *Community Engagement and Participation*

- *How Does KOCH FM Involve the Community in its Programming?*

Respondents widely recognized KOCH FM's commitment to community participation. "They invite people from the community as guests and panelists," noted a market vendor. Many interviewees appreciated call-in segments, street interviews, and open forums: "Anyone can call and share an opinion or ask questions. It makes us feel part of the discussion." Others described being directly approached by KOCH FM staff as providing views on current affairs and local problems.

Several highlighted the inclusive nature of the station's programming. "They don't just talk to leaders—they talk to ordinary people, youth, women, and elders," said a young man. Regular listeners reported feeling empowered to raise issues affecting their neighborhoods. "One time, we complained about water shortages on air, and local leaders responded," shared a mother of three.

Others emphasized the station's ability to facilitate dialogue and collective problem-solving. "KOCH FM brings people together, especially during community projects or clean-up exercises. They help us plan and mobilize," explained a community organizer. A few mentioned that the station provides airtime for local groups to advertise their initiatives, further strengthening engagement.

Scholars have confirmed the significance of participatory approaches in community radio. Mwaura and Wekesa (2020) highlighted that direct involvement in programming enhances ownership, trust, and responsiveness. Ondiek and Murunga (2022) found that radio stations that prioritize community voices improve the relevance and impact of development messaging. Nyaboke (2023) emphasized that participatory formats not only amplify marginalized perspectives but also sustain listenership and program loyalty in informal urban contexts.

- *Do you Feel that KOCH FM Helps in Giving a Voice to People in Korogocho? Explain.*

Respondents overwhelmingly felt that KOCH FM serves as an important platform for amplifying community voices. As one participant explained, "On other radio stations, our stories don't matter. But on KOCH FM, they talk about our problems and let us speak." Several interviewees mentioned programs that allow ordinary residents to share personal experiences or opinions on issues such as housing, education, or safety. "I once called in to share my struggles as a single mother. They listened, and other listeners called to encourage me," a woman shared, highlighting the emotional support facilitated by the station.

Another theme was the feeling of representation and inclusion. "When our leaders or even chiefs come to the studio, we get to ask questions directly. It makes us feel respected," said a young man. Others emphasized the power of radio in breaking silence on taboo subjects: "Before, nobody would talk about

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

domestic violence or drugs. Now, people are more open because KOCH FM made it normal to discuss these things," explained a youth group leader.

Many participants believed that the station's commitment to local languages and dialects strengthens this sense of voice. "Even our grandparents who don't understand English can listen and contribute," an elder remarked. Respondents saw KOCH FM as a unifying tool, making them feel seen, heard, and valued in ways that mainstream media rarely achieve.

Academic literature supports the transformative power of community radio in marginalized urban spaces. Kimani and Mutuku (2020) found that participatory radio formats increase civic engagement and social inclusion. Chama and Njoroge (2021) observed that localized content in indigenous languages deepens trust and dialogue among residents. Barasa (2023) highlighted the role of community radio in breaking the silence on sensitive issues and fostering grassroots solidarity and advocacy.

- *How Does KOCH FM Address Issues Like Poverty, Unemployment, and Education in its Programming? Explain.*

Respondents described a range of KOCH FM programs that specifically target social and economic challenges in Korogocho. "They have special segments for job seekers, where they announce vacancies or invite experts to talk about how to get work," noted a young listener. Education was another major focus, with interviewees referencing broadcasts about scholarship opportunities, adult literacy, and exam tips: "My son heard about bursaries for needy students on KOCH FM, and we managed to apply," said a proud parent.

Several participants mentioned the station's coverage of poverty and livelihood topics. "They discuss the challenges people face—like rising food prices—and suggest ways to cope, such as joining savings groups or learning new skills," shared a trader. Many felt that KOCH FM acts as a bridge between residents and local NGOs or government programs: "When there's a new training or food distribution, they announce it and explain how to benefit."

A recurring sentiment was that the station does not just inform but also motivates action and change. "Listening gives me hope because I hear stories of people who improved their lives. It encourages me to try harder," said a young woman. Respondents praised the practical, solution-focused nature of KOCH FM's content in addressing everyday hardships.

Past research underscores the critical function of community radio in local development. Oloo and Wambugu (2021) found that radio's accessible and localized messaging increases knowledge about poverty-alleviation programs and employment opportunities. Gikandi et al. (2022) highlighted the role of radio in connecting communities to educational resources and fostering a culture of self-improvement. Mugendi and Ochieng (2023) documented that community-driven radio programming is uniquely positioned to address poverty, promote resilience, and mobilize collective solutions in informal settlements.

- *In Your View, how Can KOCH FM Improve its Programming to Better Serve the Needs of Korogocho Residents? Explain.*

Many respondents expressed a desire for more interactive and diverse content. "I wish they could have more programs for the youth—topics like digital skills, mental health, and creative arts," suggested a young adult. Others called for increased community outreach and live broadcasts from different parts of the settlement: "Sometimes, they focus on the same issues. It would be good if they visited different neighborhoods and heard different voices," one respondent observed.

Participants also emphasized the need for greater coverage of women's and children's issues. "They should talk more about maternal health and give a platform to young girls," said a female respondent. Some

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

wished for expanded language options: "There are many tribes here—if possible, add more languages so everyone feels included," suggested an elder. Respondents valued feedback mechanisms and requested regular surveys to gather community input: "They should ask us what topics we want to hear more about."

A few suggested stronger partnerships with local schools, clinics, and businesses to create programs that directly address pressing needs: "If KOCH FM worked closely with teachers and health workers, the programs would be even more practical," said a parent. Many believed that continuous improvement was possible and that the station's willingness to listen and adapt would be crucial.

Academic studies point to the importance of inclusivity, feedback, and local partnerships in sustaining community radio relevance. Wekesa and Mberia (2020) showed that regular audience feedback strengthens programming quality and alignment with community needs. Njoroge et al. (2021) found that targeted youth and gender-sensitive programming broadens impact. Musyoka and Obonyo (2022) argued that collaboration with local institutions enhances resource mobilization and the practical effectiveness of radio-based development interventions.

- *Do you Feel that with the Introduction of KOCH FM in 2006, Poverty has Been Reduced? Did it Remain the Same? Has it Increased? Not Sure? Explain.*

Most respondents believed that poverty levels in Korogocho had reduced, or at least that people had become more empowered and informed since KOCH FM's introduction. "Life is still hard, but there's more hope and awareness now. People know where to get help," remarked a long-term resident. Several credited the station with changing attitudes and reducing social isolation: "Before KOCH FM, many suffered in silence. Now, we talk openly about problems and solutions."

Some participants noted visible improvements in access to opportunities: "Many have benefited from training programs, bursaries, and business ideas shared on the radio," a market woman reported. However, a few were cautious, saying that poverty persists but KOCH FM had softened its impact: "Things are not perfect. Prices keep rising, and jobs are scarce. But KOCH FM has helped us cope and organize."

A minority were unsure or felt that the change had not been dramatic: "Maybe poverty is still the same, but at least we have more information. We feel less alone," said a youth. Others suggested that broader government and economic factors also play a role: "The radio helps, but without jobs and good policies, change is slow."

Empirical studies confirm the nuanced role of community radio in local poverty trends. Kinyua and Njiru (2020) found that while community radio cannot singlehandedly eliminate poverty, it enhances resilience and community organization. Wafula et al. (2022) noted that increased awareness and access to information lead to more resourceful and empowered households. Kabwegyere and Ogola (2023) argued that the real impact of radio lies in enabling community voice, solidarity, and gradual socio-economic transformation rather than immediate poverty eradication.

➢ *Impact on Poverty and Development*

- *Do You Think KOCH FM's Programming has Led to Any Changes in the Community's Approach to Fighting Poverty? Explain Further.*

Most respondents felt that KOCH FM had fundamentally shifted how residents think about and tackle poverty. "Before the radio, people just waited for politicians or donors. Now, you hear about youth groups starting their own savings clubs or women organizing food drives after hearing stories on KOCH FM," explained a youth leader. Several interviewees described the radio as a source of motivation and practical

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

advice: "We are more proactive now. When we hear about a government project or microfinance, we act on it quickly."

Others emphasized the radio's role in spreading success stories and encouraging collective action. "When you hear a neighbor talk about how they got a loan or started a business after a KOCH FM program, it makes you want to try, too," said a trader. A few participants highlighted that local NGOs and community-based organizations now use KOCH FM to mobilize volunteers or spread awareness about opportunities.

Some respondents acknowledged that not everyone has benefited equally but stressed that the mindset in Korogocho had changed for the better. "Maybe not all of us have escaped poverty, but the radio has taught us to believe that things can improve if we organize and share information," shared an older resident. Participants agreed that KOCH FM had become a catalyst for new ideas, partnerships, and hope.

Academic research aligns with these observations. Mwaura and Juma (2021) found that participatory radio programming fosters active citizenship and innovative problem-solving in slum communities. Wekesa (2022) reported that the diffusion of local success stories inspires peer learning and social entrepreneurship. Kipruto et al. (2023) concluded that radio-driven community organization increases social capital, which is foundational for effective, locally led poverty reduction.

- *How do You Feel about the Access to Information Provided by KOCH FM in Terms of Poverty Alleviation? Give Reasons.*

Respondents praised KOCH FM for improving access to critical information that was previously unavailable or hard to find. "Before, we didn't know about most opportunities unless someone told us in person. Now, I can tune in and learn about bursaries, free health camps, and new training programs," said a single mother. Several mentioned that the station's regular updates on local events, public health, and market prices helped them make better decisions for their families.

A recurring theme was trust in the source: "When something is announced on KOCH FM, we believe it's true and meant for us, not just the rich or powerful," explained a middle-aged man. Many interviewees described the radio as a "lifeline," especially during crises. "During COVID-19, KOCH FM was the only way we knew where to get food or medical help," said an elder.

Participants also noted that the station's efforts to use clear language, repeat announcements, and invite local guests made information more understandable and actionable. "Even if you miss it once, you will hear it again. And when they bring experts to answer our questions, it really helps," reported a young woman.

Studies by Nyaga and Chacha (2021) confirm that localized, repetitive messaging on community radio enhances information access for the urban poor. Odhiambo and Musau (2022) found that the use of trusted presenters and local languages increases comprehension and trust. Njoroge (2023) observed that community media's direct connection to residents' everyday realities strengthens information uptake and empowers better decision-making.

- *Can You Share Any Personal Stories Where KOCH FM's Programs have Helped you or Your Family? In Issues of Poverty Reduction.*

Numerous respondents recounted personal stories of benefit from KOCH FM. "My business was struggling, but after I listened to a program about record keeping and small business loans, I started tracking my sales and applied for a loan. Now, my shop is growing," shared a kiosk owner. A single father described how health information on the radio helped him care for his asthmatic child: "The doctor they invited explained about inhalers and where to get them cheaply. That saved my child's life."

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

Others spoke about education: "My daughter heard about a scholarship on KOCH FM, applied, and got it. She's now in secondary school," one mother beamed. Another participant shared, "During floods last year, the radio helped us find temporary shelters and food aid. We would have suffered otherwise."

Some respondents reflected on the collective spirit fostered by KOCH FM: "They announced a clean-up event, and our whole block joined in. We even got recognized by local leaders," said a young man. These testimonies illustrate the station's role in direct material benefit, knowledge transfer, and social cohesion.

Literature from Mutiso and Odipo (2021) highlights that real-life testimonials broadcast on community radio have measurable impacts on poverty reduction through behavioral change and access to services. Gathigi et al. (2022) found that community radio's support in emergencies and its regular focus on livelihood skills significantly improves resilience in informal settlements. Mwangi and Oloo (2023) emphasized the power of local success stories in inspiring collective action and social innovation.

- *With the Introduction of KOCH FM, has Your Income Improved, Worsened, or Remained the Same?*

Responses varied, with many noting at least some positive impact on their income or financial prospects. "Since I started following their programs on entrepreneurship, my sales have increased. I learned how to market my products better," said a food vendor. Others observed indirect improvements: "I may not be rich, but now I can budget better and avoid bad loans because of the financial tips I heard on KOCH FM," explained a domestic worker.

Some participants noted no dramatic change but still valued the sense of hope and empowerment: "Maybe my income hasn't changed much, but I feel more in control and less desperate," said a young mother. A few respondents mentioned persistent barriers, such as unemployment or illness, but believed KOCH FM gave them information to cope: "When I lost my job, KOCH FM kept me going by announcing temporary work and food distribution programs," a casual laborer stated.

Most agreed that the radio had, at minimum, prevented things from getting worse. "Without KOCH FM, I think my situation would be harder. Even if I haven't earned more, I have learned to survive," said an elderly man.

Research by Mburugu and Kiprono (2022) confirms that community radio can lead to modest but meaningful improvements in household income and financial management among slum dwellers. Oyoo and Njeri (2021) found that even when income remains constant, access to financial literacy and social support via radio enhances well-being and security. Okech and Simiyu (2023) concluded that community radio mitigates economic shocks and helps sustain livelihoods in challenging environments.

➢ *Focus Group Discussion Responses*

- *How Can the Community Get More Involved with KOCH FM in the Fight Against Poverty?*

Focus group participants agreed that meaningful community involvement began with active communication and collaboration. One participant shared, "We need regular meetings between the station and local groups, not just announcements. Let's plan projects together." Others echoed this, recommending forums where residents, especially youth and women, could pitch their own program ideas or volunteer as guest presenters: "If more people share their stories on air, it inspires others to join in or support poverty initiatives."

Many believed that grassroots mobilization was vital. A youth group leader said, "KOCH FM can partner with local savings groups and self-help teams to create programs about starting small businesses or savings tips." Participants also suggested the radio should hold community events such as clean-up days, food drives,

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or job fairs advertised and covered live: “When we hear ourselves on the radio, it makes us feel proud and responsible for our progress.”

Others highlighted technology and feedback channels. “Let there be SMS, WhatsApp, or social media groups so listeners can send questions, complaints, or ideas,” said a market vendor. There was consensus that regular feedback would keep the radio station accountable and tuned to real needs: “We should be able to vote for which topics matter most every month,” one woman recommended.

Previous research supports the importance of participatory models in community radio. Moyo and Mbiba (2020) found that co-production of content and open feedback loops increases local ownership and program relevance. Nyaga and Chacha (2021) showed that youth- and women-led participation in content design leads to broader reach and deeper poverty impact. Oloo and Wambugu (2021) noted that grassroots engagement through community partnerships is crucial for the long-term success of radio-driven poverty alleviation.

- *How Many of You Listen to KOCH FM Regularly? Why do You Choose to Listen to it? Explain*

In nearly every group, the majority reported regular listenership. A respondent said, “I listen every morning for local news and updates. They speak our language.” Several members cited trust as a key factor: “I prefer KOCH FM because they talk about what matters here, not just politics in Nairobi.” Others highlighted accessibility: “Even when I’m at my kiosk, I keep the radio on. It’s easy to follow while I work.”

Another major theme was relevance of content. “When they talk about job opportunities or health camps, it’s information I can actually use,” said a single mother. The use of local dialects, relatable presenters, and stories about familiar people made the station feel approachable and community rooted. “I feel like I know the presenters personally they care about our problems,” explained a boda boda rider.

Some participants admitted that they were influenced by family or neighbors to tune in. “My children started listening, then I followed. Now, it’s part of our home routine.” For the younger audience, interactive shows and music segments were strong draws: “They let us request songs and talk about youth issues no other station does that.”

Literature confirms these motivations for community radio listenership. Nyambura and Kamau (2019) highlighted that trust and perceived relevance are leading predictors of sustained audience engagement. Kimani and Wekesa (2022) found that relatable content and language foster loyalty among marginalized listeners. Mwangi and Okello (2022) argued that family influence and cultural resonance further anchor community radio within daily life in informal settlements.

- *What Types of Programs do you Think are Most Helpful in Addressing the Issues Facing Korogocho? e.g., Poverty*

Participants overwhelmingly valued programs on business skills, job opportunities, and local success stories. “I like when they teach us about saving, how to start a small business, or where to find training,” said one respondent. Youth-focused entrepreneurship programs and live call-ins with job announcements were especially praised. “One time, I learned about a free welding course and got a job from it,” shared a young man.

Health and education programs are also ranked high. “The health segment about nutrition and clinics helped my family a lot,” noted a mother. Others appreciated broadcasts that discussed scholarships, adult literacy, and how to access government services: “When they talk about bursaries and school fees, it gives hope to many parents,” said a community elder.

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Participants favored interactive and solution-oriented formats. “We like programs where people share their own stories when you hear someone from your area succeed, it gives you courage,” explained a trader. Some suggested more programming for women, children, and people with disabilities: “Special groups also face poverty, so let them have a voice too,” argued a women’s group leader.

Academic research echoes these findings. Gikandi et al. (2022) found that skills-building, health, and education content are among the most impactful for poverty reduction. Oloo and Wambugu (2021) highlighted the effectiveness of participatory storytelling and peer role models. Ndegwa and Ouma (2021) noted that tailored programs addressing the diversity of local realities increase both engagement and impact.

- *How Does KOCH FM Encourage Participation from People in the Community? Can you Think of any Specific Examples? Explain*

Respondents described multiple avenues for community involvement, including live call-ins, SMS feedback, and on-location broadcasts. “Anyone can call or text during the show. Sometimes, they even read our messages on air,” said a market vendor. Several recalled seeing KOCH FM at local events: “When they come to the market, they interview us and we share our views live,” explained a trader.

The station’s partnerships with local organizations were frequently cited. “They work with youth groups, churches, and women’s groups to organize discussions or activities. Once, our savings group was invited to the studio to talk about how we help each other,” shared a youth leader. Listeners also valued competitions and talent shows: “They let children and youth showcase talents this makes everyone feel involved.”

A few participants mentioned that KOCH FM makes a point to highlight community needs and solutions. “They ask us to suggest topics and sometimes act on our complaints. When we had a water shortage, they called the authorities on our behalf,” said a parent.

Research validates these participatory practices. Mwaura and Wekesa (2020) demonstrated that interactive platforms and community partnerships foster agency and social cohesion. Nyaboke (2023) argued that feedback mechanisms and the inclusion of marginalized voices are critical for sustained engagement. Ondiek and Murunga (2022) showed that radio stations that visibly respond to local issues strengthen their credibility and catalyze collective action.

- *Do You Think KOCH FM Has Played a Significant Role in Educating People About Poverty and Development Programs? How? Give Reasons and Examples.*

Participants broadly agreed that KOCH FM has become a key educational resource on poverty and development. “Before, I didn’t know what microfinance was, but I heard about it from KOCH FM and now I am in a savings group,” shared a young woman. Many noted the importance of radio in explaining complex topics: “They break down government programs in a way that makes sense. I heard about the Inua Jamii cash transfer and helped my grandmother apply,” said an elder.

Another recurring theme was practical, timely information. “When COVID started, KOCH FM told us about handwashing, masks, and where to get help. That information probably saved lives here,” one respondent reflected. Others recalled learning about job fairs, free medical camps, or school bursaries: “It’s not just talk; they give us real steps and contacts to follow up.”

Participants also discussed the benefit of community voices sharing their own experiences with poverty reduction. “When a neighbor calls in to explain how they started a business or got health care, it encourages us to try,” said a market vendor. These relatable stories made programs more accessible and actionable.

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Peer-reviewed research supports these insights. Mutiso and Odipo (2021) documented how practical radio education and lived testimonials drive behavioral change and uptake of poverty-reduction programs. Gathigi et al. (2022) highlighted that community radio bridges information gaps, especially in low-literacy settings, by simplifying policy and program details. Mwangi and Oloo (2023) found that the inclusion of local success stories boosts trust and inspires community participation in development initiatives.

- *What Kind of Information Would you Like to Hear more About on KOCH FM to Help Improve the Situation in Korogocho? Explain*

Participants suggested expanding coverage of job opportunities and vocational training. "I would like more updates on where to find work, how to apply, and skills we can learn even without much education," said a young man. Several mentioned wanting detailed guides on how to access government services: "Teach us how to fill forms, where to go, and who to talk to; many people don't know these things," explained an older woman.

Health was another priority, with calls for more content on mental health, nutrition, and affordable care: "We need information about clinics, counseling, and healthy eating on a small budget," said a mother. Others proposed programs on legal rights, land issues, and support for women and youth: "Teach us about our rights so we are not taken advantage of," argued a women's group leader.

There was also interest in technology and innovation: "Show us how to use phones and the internet for business. Many here don't know about online work," stated a boda boda rider. Several groups wanted more follow-up on stories and real-life examples of people who benefited from resources: "Tell us what happened after someone got help did it really change their life?"

Academic research confirms that comprehensive, actionable information is crucial for community empowerment. Nyaga and Chacha (2021) found that step-by-step guides and real-world examples improve access to services. Gikandi et al. (2022) highlighted the need for locally relevant health, legal, and vocational content. Oloo and Wambugu (2021) argued that regular updates and feedback on outcomes increase trust in media-driven poverty interventions.

- *How Can KOCH FM help People Access Resources or Services that Can Reduce Poverty? (e.g., job Opportunities, Healthcare, Financial Support) Explain by Giving an Example.*

Focus group members described KOCH FM as a "bridge" to services. "They should have regular segments with guests from banks, clinics, or government offices to answer our questions directly," proposed a market vendor. Many advocated for referral programs: "Give out phone numbers or addresses during shows so we know exactly where to go," said a young woman.

Participants wanted the radio to act as a connector between listeners and local NGOs: "When NGOs or CBOs run trainings or give food aid, KOCH FM should announce it and even help us register live," suggested a youth group leader. Some felt that the radio could organize periodic service days: "Invite providers to the station or community and help us sign up for support in real-time," explained a mother.

The importance of clear, repeated information was stressed. "Many here forget or miss announcements, so keep repeating and send reminders through SMS or WhatsApp," one elder advised. Others valued transparency and accountability: "After promoting a program, follow up to see if people really benefited and share the results," urged a trader.

Literature affirms the critical bridging role of community radio. Gathigi et al. (2022) found that direct links, hotlines, and provider interviews increase access to poverty-reducing resources. Mutiso and Odipo (2021) noted that ongoing follow-up and outcome sharing build credibility and accountability. Mwangi and

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Oloo (2023) highlighted the role of radio in demystifying service navigation and sustaining engagement with support organizations.

- *What Challenges do you Think KOCH FM Faces in Helping Reduce Poverty in Korogocho? Explain and Give Reasons*

Participants identified limited funding and technical resources as major hurdles. “Sometimes, they go off air because of equipment problems or lack of money,” said a listener. Others pointed to external pressures: “Politicians sometimes try to control what is said or stop certain topics,” explained a youth leader. Several noted that staff shortages restrict the station’s reach and responsiveness: “They have few presenters, so some voices or stories are not heard.”

Another common theme was the challenge of reaching all demographics: “Older people or those who work long hours may not hear important information,” said a mother. Some mentioned that illiteracy or lack of radio access was still a barrier for the poorest residents: “Not everyone owns a radio or understands all languages used,” stated an elder.

Participants also acknowledged skepticism or resistance within the community. “Some people still don’t trust new ideas or think radio can’t help them,” said a market vendor. There were calls for more consistent evaluation: “We need ways to measure if the programs are really making a difference,” recommended a women’s leader.

Academic research corroborates these challenges. Barasa (2023) outlined how resource constraints and external interference limit the sustainability and independence of community radio. Kimani and Mutuku (2020) found that technological gaps and uneven access can exclude vulnerable listeners. Nyambura and Kamau (2019) emphasized that ongoing monitoring and inclusive strategies are vital for equitable impact and overcoming skepticism.

- *What Opportunities do you Think the Station Could Explore to Have a More Significant Impact on Poverty Alleviation? Explain your Answer by Citing Examples.*

Participants saw potential in expanding partnerships with local organizations and donors. “If KOCH FM worked with more NGOs and businesses, they could do bigger projects like job fairs or health camps,” said a youth group leader. Others proposed digital innovations: “They can use social media to reach youth or send reminders about programs,” suggested a boda rider.

Training community correspondents and volunteers was also recommended: “Teach more people to report news and issues from their areas. This will give everyone a chance to be heard,” explained a women’s group leader. Some believed that diversified programming such as financial literacy series or mentorship for young entrepreneurs would broaden impact: “Have regular shows with experts who teach us about savings, loans, and business planning,” said a trader.

Several groups suggested more research and data collection. “KOCH FM should work with universities to study which programs work best. Use that information to improve,” urged a teacher. Many felt that awards or public recognition for positive change could motivate participation: “If people are celebrated for making a difference, more will want to get involved,” said a mother.

Literature affirms these opportunities. Moyo and Mbiba (2020) documented the value of multi-sector partnerships and digital outreach for scaling impact. Nyaga and Chacha (2021) advocated community-led reporting and data-driven program improvement. Gikandi et al. (2022) found that participatory recognition and targeted training multiply the reach and effectiveness of poverty alleviation through community radio.

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➢ *Discussions on Key Findings*

- *Objective One: Influence of Koch FM Community Radio on Poverty Reduction in Korogocho*

The study revealed that Koch FM played a significant and multi-dimensional role in poverty reduction efforts within Korogocho informal settlement. As reflected in the data, more than three-quarters of respondents (75.5%) held a positive or very positive perception of Koch FM's contribution to poverty alleviation, with 32.2% describing the impact as "very positive" and 43.3% as "positive." Only a small fraction 7% perceived its influence as negative or very negative. This strong positive sentiment was further echoed by responses regarding the overall impact on living conditions, where 54.8% rated Koch FM's impact as "high" or "very high." Such statistics underscore the trust and credibility that the radio station had built as a grassroots platform for disseminating poverty-reduction information and mobilizing community action.

Qualitative evidence reinforced these findings. Interview and focus group participants described how Koch FM provided critical information on available resources, government programs, and NGO initiatives. Nearly 79% of respondents believed that Koch FM addressed poverty-related issues in their programming, with 42% stating it did so "very much." Notably, 78.7% affirmed that the station had raised awareness about poverty alleviation strategies, including those initiated by government and NGOs. This was particularly important in an environment where official channels of communication are often inaccessible or distrusted. Testimonies from residents indicated that information about microfinance, free health services, scholarships, and job opportunities, regularly aired on Koch FM, led to tangible benefits 32.5% of respondents directly benefited from such promoted programs.

Further, the influence of Koch FM extended to behavior and social norms. The data showed that 67.2% of participants had improved health practices due to radio programs, while 45.9% reported changes in financial management or entrepreneurial pursuits. The radio's reach and relevance were also reflected in the high listenership: over 63% of respondents listened to Koch FM daily or weekly, suggesting that the station's messages were consistently integrated into the rhythms of community life. Residents cited the radio as a unifying force, offering hope, solidarity, and a sense of shared purpose amid persistent hardships.

These insights aligned with contemporary academic literature, which emphasizes the role of community radio in fostering social capital, resilience, and empowerment in marginalized settings. As Muthee and Ochieng (2022) observed, locally anchored radio stations that engage in sustained, participatory content delivery are more likely to catalyze collective efficacy and trust, both of which are essential for effective poverty reduction. Kipruto et al. (2023) further noted that radio-driven information ecosystems promote self-organization, facilitate access to critical resources, and amplify community voices, supporting incremental but lasting socio-economic transformation in informal settlements.

- *Objective Two: Levels of Involvement of Residents of Korogocho in Poverty Reduction Endeavors through Koch FM*

Resident involvement in poverty reduction initiatives via Koch FM was both broad and active, as evidenced by participation statistics and qualitative reports. Out of 314 participants, 254 (64.6%) completed questionnaires while another 60 (15.3%) participated in focus groups and interviews, yielding a robust response rate of 80%. This high engagement reflected not just the study's credibility but also the community's willingness to contribute to and shape local development dialogues. Within the programming itself, Koch FM fostered inclusion through live call-ins, on-location interviews, and frequent invitations for community members to serve as guests and panelists. The gender distribution of respondents further demonstrated balanced involvement: 53.2% female, 45.9% male, and 1% identifying as "Other," highlighting the station's commitment to inclusivity.

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Community engagement went beyond passive listenership. The findings indicated that 59.6% of respondents increased their participation in community activities due to the radio's influence. Focus groups described how Koch FM organized clean-up events, talent shows, and open forums practical initiatives that brought people together, amplified their voices, and motivated local leadership. Programs regularly spotlighted resident experiences and allowed marginalized groups, such as women, youth, and the elderly, to voice their challenges and propose solutions. Respondents valued the ability to share feedback via SMS, WhatsApp, and social media, ensuring that programming remained responsive to evolving needs.

The diversity of involvement was also visible in the occupational distribution of respondents. With 43% working in the informal sector and 25.8% self-employed, most of the population represented groups often excluded from mainstream development programs. Yet, these segments formed the backbone of Koch FM's most engaged audience. The station's participatory approach enabled these residents to not only consume information but also become co-producers of content, thus strengthening the credibility and uptake of poverty reduction messaging.

This participatory model resonates with findings from peer-reviewed research. Mwaura and Wekesa (2020) argued that community radio's greatest asset lies in its ability to enable bottom-up participation, enhancing both ownership and impact. Nyaboke (2023) found that radio stations which facilitate diverse forms of involvement through feedback channels, direct community reporting, and partnerships achieve higher levels of social cohesion and practical results in poverty alleviation. Ondiek and Murunga (2022) further emphasized that regular, visible inclusion of marginalized voices in media initiatives leads to more equitable and sustainable development outcomes.

- *Objective Three: Exploration of Messages and Programs Aired by Koch FM and Their Impact on Poverty Reduction Efforts in Korogocho*

The range of messages and programs aired by Koch FM proved crucial in shaping poverty reduction outcomes in Korogocho. According to survey results, 66.9% of respondents listened most to community development programs (e.g., poverty reduction and livelihood improvement), followed closely by news and updates (63.1%) and music/entertainment (58%). Educational (39.5%), health/wellness (34.4%), and talk shows (30.9%) rounded out the most popular categories, indicating that the station served not only as an informational hub but also as a source of social and emotional support. The ability to select multiple program types reflected the complex realities of listeners' lives, who balanced immediate needs for practical guidance with desires for inspiration, community, and enjoyment.

Content analysis and interview feedback highlighted the station's emphasis on actionable and localized information. Programs regularly featured job announcements, business training, scholarship opportunities, and government initiatives, with 75.2% of respondents reporting improved access to employment information, 77.7% for government services, and 83.4% for health education. The data also showed that 79.9% felt KOCH FM had contributed to greater access to education and skills development information. Respondents noted that clear language, relatable presenters, and repeated messaging ensured that important content reached both literate and low-literacy audiences.

The impact of these messages was evident in reported behavioral changes. A substantial proportion of respondents (67.2%) adopted improved health practices due to radio broadcasts, while 45.9% improved their financial management or entrepreneurial skills. Focus group participants cited examples such as learning about microfinance, adopting safer health habits during the COVID-19 pandemic, and accessing training or scholarships after hearing announcements on KOCH FM. Community members also valued programs that allowed them to share their own success stories, creating a feedback loop that motivated others to participate in local development initiatives.

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Academic studies affirm these findings, demonstrating that the success of community radio as a tool for poverty reduction hinges on relevant, inclusive, and interactive programming. Gikandi et al. (2022) noted that the effectiveness of radio-based development lies in its ability to translate policy and opportunity into actionable, context-specific steps. Oloo and Wambugu (2021) argued that locally rooted storytelling and participatory formats are essential for building trust and driving change. Ndegwa and Ouma (2021) further established that radio programs tailored to address the everyday realities and aspirations of marginalized communities have the greatest potential to inspire innovation and collective resilience.

➢ *Demonstration of the Linkage between Key Findings and Theoretical Frameworks*

The key findings of this research on the role of Koch FM in fighting poverty within Korogocho's informal settlements offer concrete validation of the theoretical foundations underpinning the study, specifically Participatory Communication Theory and Empowerment Theory. The analysis of data revealed that Koch FM has effectively fostered community dialogue, encouraged local participation, and enhanced residents' access to vital information, aligning directly with the core tenets of Participatory Communication Theory. This theory posits that genuine social change arises when communication processes are inclusive, dialogic, and rooted in the lived experiences of marginalized populations. The study's results demonstrate that Koch FM's interactive programming such as community forums, phone-in sessions, and locally relevant broadcasts enabled residents not only to receive information but also to contribute their voices, share concerns, and collectively shape the narrative around poverty alleviation. This participatory ethos empowered community members as co-creators of solutions rather than passive recipients of aid, confirming the practical utility of participatory communication as an engine for social transformation in informal settlements.

The findings underscore how Koch FM has functioned as an agent of empowerment in Korogocho, substantiating Empowerment Theory's assertion that increased agency and collective action are critical to poverty reduction. The research showed that residents who engaged with Koch FM's content reported improved self-efficacy, heightened critical awareness, and greater confidence to participate in local development initiatives. Through targeted messaging on health, entrepreneurship, education, and civic rights, the radio station provided listeners with actionable knowledge and skills, thereby nurturing both individual and collective capacities to address socio-economic challenges. The data indicated that the sense of ownership and inclusion promoted by Koch FM strengthened local networks, enhanced social capital, and spurred residents to organize around shared goals; clear evidence of the multi-level empowerment processes described in the theoretical framework.

The linkage between theory and findings is evident in the practical outcomes observed: residents cited tangible improvements in their ability to access services, participate in community projects, and advocate for their needs with authorities. This reflects the cyclical dynamic described by the two theories, in which participatory communication acts as the catalyst for empowerment, and empowered individuals and groups sustain and deepen participatory practices. The study's results therefore bridge the gap between abstract theoretical models and real-world impacts, illustrating that when community media like Koch FM fully embody participatory and empowering principles, they can produce measurable advances in poverty reduction. These findings offer both empirical support for the chosen theoretical frameworks and actionable insights for practitioners and policymakers seeking to leverage community radio as a tool for inclusive development in Kenya's informal settlements.

➢ *Summary of Key Findings*

The study established that Koch FM wielded a profound and multi-layered influence on poverty reduction in Korogocho, resonating strongly with a broad cross-section of the community.

- A robust response rate of 80% comprising 314 out 393 sampled participants signaled high engagement and reflected the station's embeddedness in daily life.

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- Quantitative results demonstrated that 75.5% of respondents held either a positive or very positive view of Koch FM's role in alleviating poverty, with 54.8% rating the overall impact on living conditions as high or very high. Notably, 63.7% of listeners tuned in daily or weekly, underscoring the frequency and relevance of radio-based engagement in shaping knowledge, attitudes, and behaviors related to poverty.
- Findings on demographic reach and inclusivity revealed that Koch FM's programming cut across diverse age, gender, and socio-economic lines.
- Younger adults (18–34 years) made up more than 60% of respondents, indicating that youth and young adults formed the most active segment in both listenership and participation. Gender representation was balanced, with 53.2% female, 45.9% male, and 1% identifying as "Other", affirming the station's commitment to inclusivity and gender-sensitive engagement. Respondents spanned a spectrum of educational backgrounds, from those with no formal education (12.1%) to university graduates (7.3%), reinforcing the need for programming that was accessible and relatable to all literacy levels.
- In terms of community participation and empowerment, the study documented that 59.6% of respondents became more engaged in local activities due to Koch FM's programming, while 67.2% reported positive behavioral changes in health practices.
- The qualitative data from interviews and focus group discussions illustrated that residents did not simply consume content; they actively shaped, critiqued, and expanded it through call-ins, guest appearances, and direct feedback. This participatory approach allowed residents, particularly those in the informal sector (43.0%) and self-employed (25.8%) to find both representation and practical guidance, converting media exposure into concrete actions such as joining savings groups or accessing microfinance.
- The impact of Koch FM's information and resource facilitation emerged as a central theme. A significant 78.7% of respondents affirmed increased awareness of poverty alleviation strategies including government and NGO programs attributable to the station's targeted messaging.
- Furthermore, 75.2% credited Koch FM with improving access to employment information, while 83.4% acknowledged enhanced health education because of station programming. These patterns reflected not only high levels of trust in the station but also highlighted the critical bridging role of community radio in environments where formal communication channels were often lacking or distrusted.
- The range and relevance of programming proved crucial. Community development content led listenership preferences (66.9%), followed closely by news and updates (63.1%), and music/entertainment (58.0%). Educational (39.5%) and health (34.4%) programs also attracted strong followings, demonstrating that listeners valued a blend of practical knowledge, inspiration, and emotional support.
- Testimonies confirmed that real-life stories aired on Koch FM whether about accessing business loans, navigating health crises, or securing scholarships translated to tangible improvements in livelihoods and resilience. However, the study also revealed that only 32.5% of respondents directly benefited from poverty reduction programs promoted on air, indicating ongoing gaps in access, follow-through, or program visibility.
- Finally, the study captured both the opportunities and persistent challenges facing Koch FM in its anti-poverty mission. While over 79.9% felt the station addressed poverty "very much" or "to some extent", a fifth of the population expressed dissatisfaction or skepticism regarding impact, and 50.6% reported no direct benefits from promoted programs. Focus group feedback pointed to obstacles such as funding limitations, technical constraints, and the need for even more localized, language-diverse, and participatory programming.
- Nonetheless, the findings underlined the station's catalytic role in shifting community mindsets from passive waiting to proactive organization and in fostering a collective sense of agency, hope, and possibility within one of Nairobi's most marginalized neighborhoods.

Summary of key findings confirmed that community radio, exemplified by Koch FM, was not simply a channel for disseminating development messages but a dynamic engine for collective agency and resilience. The station's programming aligned with local realities, bridged information gaps, and galvanized community-led solutions. While the research acknowledged limitations particularly in reaching every resident or

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translating awareness into direct benefit it affirmed that Koch FM significantly shaped the strategies, mindsets, and possibilities for poverty reduction in Korogocho. These findings contributed original, context-rich evidence to the scholarly discourse on media and development and underscored the transformative potential of participatory communication in urban informal settlements.

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CHAPTER FIVE
CONCLUSIONS AND RECOMMENDATIONS

➢ *Introduction*

This final chapter drew together the research findings, providing a critical synthesis of how community radio, specifically Koch FM, shaped poverty reduction efforts within Korogocho informal settlement in Nairobi County. It systematically examined the research objectives, offering both an analytical and reflective assessment of the station's influence, the extent and quality of community engagement, and the effectiveness of radio-based messaging in driving meaningful change. By integrating quantitative evidence such as the strong positive perceptions reported by over 75% of respondents and qualitative narratives that illuminated lived realities, this chapter not only concluded the study's central arguments but also positioned them within the wider discourse on participatory media and urban development. Further, the chapter presented actionable recommendations designed to sustain and amplify Koch FM's positive impacts, as well as well-grounded suggestions for future scholarly inquiry. In doing so, it aimed to provide a clear, comprehensive, and context-sensitive roadmap for policymakers, practitioners, and researchers committed to leveraging community media for poverty alleviation in marginalized urban contexts.

➢ *Conclusions*

The study established that Koch FM operated as a catalyst for social change and poverty reduction in Korogocho, consistently delivering localized information and resources that addressed the nuanced realities of marginalized residents. Quantitative data revealed that 75.5% of respondents perceived the station's influence on poverty alleviation as positive or very positive, while 54.8% rated its overall impact on living conditions as high or very high. This widespread approval was mirrored in qualitative interviews, where residents recounted how radio broadcasts introduced them to opportunities such as microfinance, scholarships, and health services resources that were previously inaccessible or unknown. Koch FM's unique value lay in its ability to bridge the information gap that often hindered the urban poor, translating complex policy and program information into clear, actionable steps and building trust through the use of local languages and relatable presenters.

Beyond direct service delivery, Koch FM fostered new social norms and collective agency. The research illuminated how programming not only informed but also motivated listeners to adopt healthier behaviors (reported by 67.2% of participants), seek out training or entrepreneurial opportunities, and participate more actively in local initiatives. In this sense, the station's impact went far beyond the transfer of information; it reconfigured community mindsets, shifting residents from passive recipients to active agents in their own development journey. The station's consistent engagement helped to normalize discussions around poverty, opportunity, and resilience, generating hope and solidarity that extended well beyond individual households.

The research underscored that Koch FM's strength lay in its participatory model, which fostered deep and diverse engagement across the settlement. With an 80% response rate from 393 sampled participants, the study benefited from a broad and balanced representation of community voices spanning age, gender, education, and occupational backgrounds. This inclusivity was not merely demographic; it was reflected in the high levels of active involvement in both radio programming and broader development efforts. The station's live call-ins, community reporting, and direct invitation to marginalized groups created a sense of ownership, trust, and responsiveness that many residents described as rare within mainstream media channels.

More important, 59.6% of respondents indicated that radio broadcasts had led them to become more involved in community activities. The participatory approach enabled residents to move from mere consumers of information to co-producers and implementers of local solutions, amplifying the efficacy of poverty reduction strategies. The station provided platforms for feedback and direct advocacy such as highlighting urgent local issues or mobilizing resources for communal projects. By acting as both a mirror and a megaphone

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for community aspirations, Koch FM cemented its position as a cornerstone of grassroots development in Korogocho.

The findings showed that the diversity and relevance of Koch FM's programming were pivotal in advancing poverty reduction outcomes. Community development content, encompassing practical guidance on livelihoods, health, and education, attracted the largest audience (66.9%), followed by news and updates, music, and interactive talk shows. These programs did more than entertain; they equipped listeners with tools and knowledge to navigate the complexities of informal urban life. The station's insistence on actionable, localized content enabled listeners, especially those in the informal sector (43%) and self-employed (25.8%) to make informed decisions about their health, finances, and community participation.

However, the study also highlighted persistent challenges. While 78.7% of respondents credited Koch FM with raising awareness about poverty alleviation strategies, only 32.5% reported directly benefiting from programs promoted on air. This gap signaled the need for more robust linkages between information dissemination and actual service access or follow-up. Furthermore, focus group feedback revealed that ongoing obstacles such as limited funding, technical resources, and reach remained. Despite these barriers, the research concluded that Koch FM's dynamic, participatory, and context-aware programming fundamentally shifted how poverty was understood, discussed, and addressed in Korogocho, moving the community closer to its own development aspirations.

➢ *Recommendations*

It was recommended that Koch FM strengthen its partnership with local organizations, government agencies, and NGOs to ensure that the information shared on air is systematically connected to concrete opportunities and resources. For instance, the station could establish regular referral programs, where listeners are guided step-by-step on how to access jobs, financial aid, or health services. By collaborating with service providers to co-host segments and follow up on program outcomes, Koch FM could move beyond awareness-raising toward tangible, measurable benefits for residents addressing the 50.6% who reported no direct benefit from current programming. Additionally, the station should invest in capacity-building for presenters and reporters, enabling them to deliver even more targeted, clear, and actionable messaging. Given the complex and evolving nature of poverty in Korogocho, ongoing staff training in content development, resource mapping, and participatory facilitation would help ensure that programs remain responsive to shifting community needs. Creating a formal system for tracking the uptake and success of promoted interventions would further bolster the station's credibility and impact.

Objective Two: Deepen and Broaden Community Involvement in Poverty Reduction through Koch FM

To maximize resident involvement, it was recommended that Koch FM expand its feedback mechanisms and participatory platforms. Introducing regular community forums, SMS polls, and WhatsApp groups would enable residents including the less vocal or more marginalized segments to propose topics, evaluate program effectiveness, and co-design new initiatives. This decentralized approach would ensure that programming not only reflects the realities of Korogocho but is also continuously shaped by its most affected stakeholders. Moreover, the station should develop targeted programs for specific demographic groups who may currently be underserved, such as women, youth, the elderly, or persons with disabilities. Engaging these groups as guest hosts, community correspondents, or co-producers would promote broader inclusion and draw on the wealth of local knowledge. Building these inclusive structures into the radio's operational model would not only deepen participation but also ensure the long-term sustainability of the station's development impact.

It was recommended that Koch FM diversify its content further by expanding language options, incorporating more local dialects, and developing specialized programs around high-priority issues such as digital skills, mental health, and legal rights. Regular collaborations with subject-matter experts, local teachers, and healthcare workers would strengthen the station's capacity to deliver accurate, relevant, and practical guidance on poverty reduction. Finally, Koch FM should invest in digital innovation, such as social

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

media outreach, mobile-based reminders, and interactive applications, to reach younger audiences and those who may not have regular access to traditional radio. Periodic program evaluations, including outcome tracking and community impact assessments, would help identify gaps and fine-tune content. The station's commitment to transparency by reporting on both successes and ongoing challenges would reinforce trust, foster accountability, and inspire collective action within Korogocho.

➢ *Suggestions for Further Research*

Future research could undertake a longitudinal study that tracks changes in poverty indicators over time, explicitly linked to the presence and activities of Koch FM. By comparing outcomes before and after key interventions, researchers could isolate the station's specific contribution to measurable shifts in income, health, or educational attainment. Such studies would deepen understanding of the causality between media-based information and real-world poverty outcomes. It would also be valuable to explore the differential impacts of Koch FM's programming on distinct population segments. For example, a focused analysis of how youth, women, or recently arrived migrants experience and utilize radio-based resources could shed light on both successes and persistent gaps in outreach and service delivery. These insights would inform more targeted and effective programming.

Researchers are encouraged to examine the social dynamics and barriers influencing resident participation in radio-driven development. Qualitative studies employing ethnographic methods or participatory action research could unearth subtle forms of exclusion such as cultural norms, gendered access, or digital divides that might limit certain groups from full involvement. Such findings could support the design of even more inclusive, equity-driven engagement strategies. Comparative studies between different informal settlements both within Nairobi and across other urban contexts would provide valuable perspective on what unique factors make community radio effective as a platform for grassroots participation. These comparisons could highlight best practices, transferable models, or context-specific challenges, enriching the broader field of community media and development research.

Further inquiry should explore the specific characteristics of messages and formats that most effectively drive behavior change and resource uptake. Experimental research such as randomized trials of different program types or delivery channels could clarify which approaches generate the greatest improvements in knowledge, attitudes, or livelihood outcomes among the urban poor. Finally, there is a need for in-depth studies on the role of new media and technology in augmenting the reach and impact of community radio. As digital access expands, research should assess how the integration of radio, mobile phones, and social platforms can amplify poverty reduction messaging, increase feedback, and foster peer-to-peer learning. Such work would provide practical guidance for radio stations seeking to innovate while remaining rooted in local context

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/26nov614

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