

CONTENTS

1	Re-imagining Community Radio in Africa	1
	<i>Community Radio: Context and Contestations in Africa</i>	1
	<i>The Diverse Case Studies Approach</i>	6
	<i>Forum for African Women Educationalists FM, Nsawam-Fotobi, Eastern Region, Ghana</i>	7
	<i>Inanda 88.4 FM Radio, Inanda Machobeni Area, KwaZulu-Natal, South Africa</i>	8
	<i>Musanze Community Radio, Northern Province, Rwanda</i>	9
	<i>Readers' Guide</i>	10
	<i>Definition of Key Terms</i>	13
	<i>References</i>	13
2	Community Radio and Communicative Resistance	17
	<i>Introduction</i>	17
	<i>Radio</i>	17
	<i>What is 'Community' in Community Radio?</i>	19
	<i>Community Media: Situating Community Radio</i>	21
	<i>Sub-Saharan Africa: Community Radio in Context</i>	23
	<i>Typology of Community Radio Africa</i>	25
	<i>Sub-Saharan Africa: The Evolution and Development of Community Radio</i>	31
	<i>Ghana: Overview of Community Radio Broadcasting</i>	31
	<i>South Africa: Overview of Community Radio Broadcasting</i>	34
	<i>Rwanda: Overview of Community Radio Broadcasting</i>	38

<i>Bottlenecks and Bumps on the Airwaves</i>	41
<i>Financial Sustainability Challenges</i>	41
<i>Ineffective Enabling Policies and Regulations</i>	43
<i>Human Resources and Capacity Bottlenecks</i>	44
<i>Chapter Conclusion</i>	45
<i>References</i>	45
3 Critical Participation and Agency	53
<i>Introduction</i>	53
<i>Mapping the Terrain: Context and Theoretical Synthesis</i>	53
<i>Critical Reflections on Health Communication</i>	54
<i>Participatory Approaches to Health Communication</i>	55
<i>Significance of Participatory Communication Approaches to This Study</i>	56
<i>Limits of Participatory Communication Approaches</i>	57
<i>The Cultural Turn in Health Communication</i>	57
<i>Culture-Centred Approach to Health Communication</i>	58
<i>Culture-Centred Approach and Pandemic Communication</i>	61
<i>Culture-Centred Approach and Mediated Social Change Communication</i>	61
<i>Culture-Centred Approach and Community Radio's Health Communication Interventions</i>	63
<i>Limitations of the Culture-Centred Approach</i>	65
<i>Chapter Conclusion</i>	66
<i>References</i>	67
4 Community Radio: Critical Participation and Voice in Health Communication	73
<i>Mapping the Terrain: Community Radio and Health Communication</i>	73
<i>Persuasive Health Communication Interventions: A Sisyphean Approach?</i>	73
<i>Community Radio and Health Communication: Making a Case for Participatory Interventions</i>	74
<i>Ghana: Community Radio and Health Communication</i>	76
<i>COVID-19 Communication in Ghana</i>	76

<i>Community Radio and COVID-19 Communication in Ghana</i>	78
<i>Agency: Community Radio and COVID-19 Communication</i>	78
<i>Culture: Community Radio and COVID-19 Communication</i>	79
<i>Structure: Community Radio and COVID-19 Communication</i>	81
<i>Communicating Health via Community Radio Amidst Structure</i>	83
<i>Challenges to Communicating COVID-19 in Ghana</i>	85
<i>South Africa: Community Radio and Health Communication</i>	86
<i>Rwanda: Community Radio and Health Communication</i>	88
<i>Chapter Conclusion</i>	90
<i>References</i>	90
 5 Socio-cultural Model for Communicating Health via Community Radio	 97
<i>Rethinking Measurement of Community Radio's Health Communication Outcomes</i>	97
<i>Intangible Outcomes of Community Radio Imperatives</i>	97
<i>Socio-cultural Model for Communicating Health via Community Radio</i>	98
<i>Access to Community Radio's Health Communication Interventions</i>	102
<i>Community Participation in Community Radio's Health Communication Interventions</i>	105
<i>Social Capital: An Enabler of Community Radio Health Communication Interventions</i>	109
<i>Limitations of the Socio-cultural Model for Communicating Health via Community Radio</i>	112
<i>Chapter Conclusion</i>	114
<i>References</i>	114
 6 Navigating the How	 119
<i>Interpretivist and Social Constructivist Frameworks: A Double Lens View of Knowledge</i>	119
<i>Connecting the Dots in Qualitative Research</i>	120

	<i>Selection of Case Studies</i>	121
	<i>Working with Multi-Sited Community Radio Stakeholders</i>	122
	<i>Combining Techniques</i>	123
	<i>In-depth Interviews</i>	123
	<i>Focus Group Discussions</i>	124
	<i>Ethical Consideration</i>	125
	<i>Making Sense of Data</i>	125
	<i>Limitations and Scope for Future Research</i>	126
	<i>Chapter Conclusion</i>	127
	<i>References</i>	127
7	Ghana Case Study: Interrogating Community Radio for Health-Related Social Change Communication	129
	<i>Introduction</i>	129
	<i>Applying the Social-Cultural Model for Communicating Health via Community Radio to FAWE FM, Ghana</i>	131
	<i>Interrogating Access</i>	131
	<i>Manifestations of the Freeway</i>	132
	<i>Navigating Philanthropy, Sustainability, and Voice</i>	136
	<i>Interrogating Participation</i>	139
	<i>Locating Health Programming</i>	139
	<i>Strategies for Participation</i>	141
	<i>Barriers to Participation</i>	143
	<i>Navigating Barriers</i>	147
	<i>The Social Capital Turn in Community Radio</i>	149
	<i>Access and Participation Through Social Capital</i>	150
	<i>Suggestions to Improve Social Capital via Community Radio Activities</i>	154
	<i>Chapter Conclusion</i>	155
	<i>References</i>	157
8	South Africa Case Study: Interrogating Community Radio for Health-Related Social Change Communication	161
	<i>Introduction</i>	161
	<i>Applying the Social-Cultural Model for Communicating Health via Community Radio to Inanda 88.4 FM, South Africa</i>	163
	<i>Access for All</i>	163

<i>Red Light to Volunteering on the Highway</i>	163
<i>From Volunteering to the Driving Seat</i>	167
<i>Next Stop, Participation</i>	169
<i>Motivating the Workforce</i>	170
<i>Green Means Go</i>	171
<i>Red Means Stop</i>	178
<i>Getting the Green Lights Back On</i>	179
<i>Building Social Capital</i>	182
<i>Chapter Conclusion</i>	190
<i>References</i>	191
9 Rwanda Case Study: Interrogating Community Radio for Health-Related Social Change Communication	195
<i>Introduction</i>	195
<i>Applying the Social-Cultural Model for Communicating Health via Community Radio to Radio Musanze, Rwanda</i>	197
<i>The Access Turn</i>	197
<i>Participation Turn</i>	205
<i>Building Citizenship via Social Capital</i>	222
<i>Chapter Conclusion</i>	228
<i>References</i>	228
10 Communicating for Social Change in Community Radio: New Insights	233
<i>Introduction</i>	233
<i>Community Radio Manifestations: Comparisons</i>	234
<i>Community Radio Manifestations: Similar but Different</i>	238
<i>Editorial Control and Staff Members' Recruitment Policies</i>	238
<i>Technology, Access, and Participation</i>	240
<i>Lessons Learnt and Suggestions</i>	240
<i>Summary</i>	248
<i>References</i>	249
Appendices	253
Index	259