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COMMUNITY RADIO AS A PLATFORM FOR SOCIAL INCLUSION: EXAMINING THE ROLE OF SOGOOT FM IN AMPLIFYING THE VOICES OF THE OGIEK COMMUNITY IN NAKURU COUNTY, KENYA

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DECLARATION

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ABSTRACT

The Ogiek community in Kenya has historically experienced political, social and economic exclusion, because mainstream media has provided limited representation of their perspectives. Community radio offers an important platform for promoting social inclusion by amplifying marginalized voices, fostering dialogue, supporting advocacy and preserving indigenous culture. This study examined the role of Sogoot FM in promoting social inclusion among the Ogiek community in Nakuru County. Specifically, it assessed how the station's programming amplifies community voices, facilitates rights-based advocacy and the operational challenges affecting its effectiveness. The study was guided by Development Media Theory and Participatory Communication Theory, which emphasize on the role of media in development, community participation and dialogue. A descriptive cross-sectional mixed-methods research design was adopted. The target population comprised members of the Ogiek community in Mariashoni and Nessuit, Sogoot FM personnel, community elders and representatives of non-governmental organizations. Purposive sampling was used to select 27 key stakeholders, while cluster sampling produced a sample of 384 community members. Data were collected through semi-structured questionnaires and key informant interviews. Questionnaire data were analyzed using descriptive statistics, while interview data were analyzed using deductive thematic analysis. The findings revealed that Sogoot FM plays a significant role in promoting information sharing, cultural preservation, social inclusion and community dialogue through participatory programming. The station also contributes to rights-based advocacy by increasing awareness of community rights, encouraging civic participation and providing a platform for marginalized voices. However, financial constraints, inadequate infrastructure, poor signal coverage, limited technical capacity and low community participation reduce its effectiveness and sustainability. The study contributes to theory and knowledge by demonstrating how participatory community radio can connect community voice, social inclusion, and rights-based advocacy, thereby extending the application of Development Media and Participatory Communication Theories in marginalized indigenous contexts. The study recommends that these theories be further applied and tested in other marginalized community media contexts to enhance their explanatory relevance. It also recommends increased funding, improved infrastructure, digital inclusion, staff capacity building, and stronger community engagement. Further research should examine the long-term effects of community radio on social inclusion and rights-based advocacy in other marginalized communities.

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LIST OF ABBREVIATIONS AND ACRONYMS

CA: Communications Authority of Kenya

COVID-19: Coronavirus Disease 2019

ISERC: Institutional Scientific and Ethics Review Committee

MICDE: Ministry of Information, Communications and the Digital Economy

MCK: Media Council of Kenya

NACOSTI: National Commission for Science, Technology and Innovation

NCIC: National Cohesion and Integration Commission

NGOs: Non-governmental organizations

SPSS: Statistical Package for Social Sciences

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CHAPTER ONE: INTRODUCTION

1.1 Introduction

The chapter provides the background of the study by introducing the role of community radio in amplifying the marginalized voices of the Ogiek community. It begins with the background of the study, positioning community radio within the broader context of communication, cultural preservation and inclusion. The chapter then outlines the problem statement, highlighting gaps in the research. The purpose, specific objectives and research questions are presented to guide the study. Furthermore, it discusses the study's rationale, significance, assumptions, scope and limitations, emphasizing its academic, policy and practical contributions. Key terms are defined for clarity and the chapter concludes with a summary that sets the stage for the subsequent chapters.

1.2 Background of the Study

Community radio has increasingly been recognized as a powerful medium for promoting inclusion and amplifying the voices of disadvantaged groups. It provides a platform for communities to express their concerns, advocate for their rights and engage in dialogue on issues often ignored by mainstream media (Pavarala & Malik, 2021). Community radio stations, unlike commercial or state-owned media, are locally owned and managed platforms that address local development priorities, including poverty reduction, health, education, clean water and cultural preservation, thereby remaining responsive to community needs and serving as a voice for the voiceless (Verma et al., 2025; Essel & Govender, 2023). It also fosters grassroot participation by encouraging community members to not only consume information but also actively contribute to the production and dissemination of content. International evidence indicates that community radio strengthens participation, representation and social inclusion among marginalized populations by providing accessible platforms for dialogue, information sharing and collective action, although its effectiveness varies across contexts (Hasan & Adnan, 2024; Gasana & Habamenshi, 2023).

Marginalization, however, remains a major barrier for many communities worldwide. It refers to the social process through which certain groups are pushed to the periphery of society, restricting their access to resources, opportunities, rights and decision-making spaces (Sanusi & Jire-

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Oladiran, 2024). Marginalized groups, such as indigenous peoples, ethnic minorities and nomadic populations face systemic barriers rooted in colonial histories, socio-political neglect and unequal power dynamics (Mendis et al., 2023). They are often excluded from political, economic, educational and cultural participation, face insecure land tenure, have limited access to healthcare and are underrepresented in media and governance structures (Sharma et al., 2021). These structural disadvantages perpetuate cycles of poverty, vulnerability and limited social mobility, making platforms like community radio crucial in enabling their voices to be heard and their rights advanced. Research among marginalized communities indicates that participatory broadcasting promotes local knowledge, cultural identity and community participation. However, limited attention has been given to its combined role in participatory communication, social inclusion and rights-based advocacy among indigenous communities.

In Bangladesh, Hasan and Adnan (2024) observed that Radio Mahananda 98.8 FM has become a vital platform for rural, marginalized and hard-to-reach populations in Chapai Nawabganj to express their views, share ideas and raise concerns. It broadcasts programs that target local development goals. In Nigeria, Sanusi et al. (2024) highlighted community radio's ability to challenge social injustices and provide platforms for rural development. In Rwanda, Gasana and Habamenshi (2023) found that radio debates fostered dialogue, civic participation and awareness of rights across diverse African contexts. Similarly, evidence from Ghana indicates that community radio can create participatory spaces for marginalized voices and strengthen civic consciousness by enabling communities to engage with local governance processes. Recent research also shows that indigenous-language broadcasting can improve understanding of political processes and create platforms for citizen accountability, although such mechanisms remain constrained by existing power inequalities. These African studies demonstrate that community radio can facilitate participation, civic awareness and representation. In addition, they indicate that its capacity to produce meaningful inclusion depends on local institutional, technological and community conditions.

Within East Africa, recent empirical studies demonstrate that community radio contributes to information access, community participation, social dialogue and advocacy, although its effectiveness varies across contexts. In Tanzania, Mpehongwa (2023) found that community radio enhanced access to information and created spaces for social dialogue between community members and local leaders. Similarly, Ishengoma (2024) reported that Sengerema Community

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Radio provided opportunities for community engagement in discussions on gender-based violence, although only 40% of community members actively participated, indicating that access to community radio does not necessarily translate into meaningful participation. In Uganda, Atai (2024) examined audience participation in Delta Community Radio in Soroti and highlighted the importance of audience involvement in community radio programming. Research among marginalized communities indicates that participatory broadcasting promotes local knowledge and inclusion but its role in linking participatory communication, social inclusion and rights-based advocacy among indigenous communities remains underexplored. This study addresses this gap by examining these interconnected roles within the Ogiek community through Sogoot FM.

In Kenya, recent studies similarly demonstrate the contribution of community radio to participation, information access, mobilization and social inclusion, particularly among marginalized urban communities. Manje (2022), examining Pamoja FM in Kibera, found that community radio provided development information, encouraged community participation and mobilization, supported peacebuilding and acted as a channel through which communities could engage with local authorities. Mbatha et al. (2021) found that Pamoja FM enhanced maternal health awareness and service uptake. Furthermore, recent studies show that Pamoja FM and Koch FM promote dialogue, mobilization, social cohesion and collective action, despite financial, infrastructural and regulatory challenges. However, audience participation remains uneven although digital platforms can enhance social inclusion (Maina & Simiyu, 2024). Existing Kenyan studies mainly focus on informal settlements and general development issues, with limited attention to indigenous communities and the integration of participatory communication, cultural identity, social inclusion and rights-based advocacy. This study addresses this gap by examining Sogoot FM among the Ogiek community in Nakuru County.

The Ogiek are an indigenous community of over 30,000 people residing primarily in Kenya's Mau Forest Complex, which they regard as their ancestral home and the foundation of their cultural, spiritual and economic life (Kenya National Bureau of Statistics, 2019). Traditionally, these hunters, gatherers and beekeepers have long depended on the forest for food, shelter and identity. However, repeated evictions, political marginalization and exclusion from development initiatives have undermined their livelihoods and threatened their cultural survival (Koech, 2024; Survival Kenya, 2014). Political-ecological pressures, including state-led evictions and green

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grabbing have further restricted access to the forest, eroding food sovereignty and community resilience (Nandako, 2020; Focarelli, 2020). In response, initiatives such as Sogoot FM have emerged to preserve the Ogiek language, culture and advocacy efforts. Evidence on Sogoot FM indicates that the station broadcasts in Ogiek and provides information intended to preserve the language and culture while reaching Ogiek communities within and around the Mau Forest. Nevertheless, existing accounts largely describe its cultural and communication role, leaving limited empirical evidence on how its participatory programming contributes specifically to social inclusion and rights-based advocacy.

Sogoot FM is the first and only community radio station established by and for the Ogiek people (Sauti ya Ogiek, 2025). Broadcasting from the heart of the Mau Forest, the station serves as a vital communication channel, reaching over 5,000 listeners daily through programs in Ogiek, Swahili and English (Sauti ya Ogiek, 2025). Its mission is to preserve indigenous culture, promote community resilience and encourage collective environmental action. In the context of ongoing land demarcation and evictions within the Mau Forest complex, actions opposed by the Ogiek as contrary to the African Court ruling, Sogoot FM has become a critical platform for raising awareness, advocating for land rights and supporting efforts to protect the community's ancestral lands (Chebet, 2025). Notably, its program *Ripsetab Timwek ak Tililindo*, loosely translated as "Forest Conservation and Preservation," educates listeners on sustainable forest management and cultural stewardship. The initiative is a collaborative effort between local elders, youth leaders and partner institutions, blending traditional knowledge with modern technology to build an informed, inclusive and empowered Ogiek society. Although Sogoot FM promotes participation, cultural preservation, social inclusion and rights awareness, limited evidence exists on how these functions interact and the factors affecting its effectiveness. This study addresses this gap by examining Sogoot FM's role in promoting social inclusion among the Ogiek community.

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1.3 Statement of the problem

Community radio has become an important medium for amplifying the voices of marginalized populations by facilitating dialogue, advocacy and cultural preservation. Unlike mainstream media, which often overlooks the concerns of indigenous groups, community radio creates participatory platforms that enable local ownership and representation in communication

processes (Pavarala & Malik, 2021). In Kenya, the Ogiek community of the Mau Forest Complex has long experienced systemic exclusion from political, social and economic processes due to historical land evictions and state policies that undermine their rights (Altınçelep, 2023; Nandako, 2020). Unlike other communities, the Ogiek community continues to face displacement and dispossession from the Mau Forest Complex. Their capacity to influence legislative and policy processes is constrained by their relatively small and geographically dispersed population across several counties, which limits their political representation and access to decision-making structures. Furthermore, the exclusion of Ogiek representatives from task-force committees and other institutional mechanisms dealing with land governance further marginalizes their participation in decisions concerning their ancestral territories. Consequently, the community remains structurally disadvantaged in asserting their land rights and influencing policies that directly affect their territorial security, livelihoods and cultural survival. Mainstream media provides limited attention to Ogiek perspectives, while Sogoot FM provides a platform for voice, advocacy, cultural preservation and community participation (Sauti ya Ogiek, 2025).

Various studies in Kenya have examined the role of community radio in amplifying marginalized voices. For example, Achumani and Ong'ong'a (2024) investigated how community radios influence perceptions among cattle rustling communities in Turkana County; Maina and Simiyu (2024) analyzed how digital transformation in community radio enhances social inclusion at Mathare FM in Nairobi; and Mogambi (2025) explored the contribution of community radio to content diversity and representation within Nairobi County. However, these studies primarily focus on pastoralist communities, such as the Turkana, urban informal settlements, and general media representation, leaving a contextual and empirical gap regarding community radio and social inclusion among indigenous communities such as the Ogiek. Although the Ogiek have historically practiced hunting, gathering, and limited forms of cultivation and livestock keeping, they are not primarily classified as a pastoralist community. Their experiences are, therefore, shaped by distinctive concerns relating to indigenous identity, ancestral land rights, cultural preservation, and political marginalization. While community radio has been used to amplify marginalized voices among pastoralist and urban communities in contexts such as Turkana and Nairobi, limited attention has been given to how it performs this role within an indigenous community such as the Ogiek. The exceptional focus on the Ogiek is, therefore, not based on their being more marginalized than other groups but on the limited empirical evidence

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concerning how community radio addresses their specific indigenous rights, cultural, and social inclusion concerns. Theoretically, limited attention has been given to how community radio connects participatory communication with social inclusion and rights-based advocacy within an indigenous context. Methodologically, existing studies provide limited community-specific evidence on how audiences, stakeholders, and radio personnel experience and participate in such processes. Specifically, there is limited empirical research on how Sogoot FM amplifies the voices of the Ogiek, facilitates rights-based advocacy or strengthens community participation and empowerment at the local level. This study, therefore, addresses empirical, contextual, theoretical and methodological gaps by examining the role of Sogoot FM in promoting social inclusion and amplifying the voices of the Ogiek community in Nakuru County.

1.4 Purpose of the Study

The purpose of this study was to examine the role of Sogoot FM as a platform for social inclusion in amplifying the voices of the Ogiek community in Nakuru County, Kenya.

1.5 Specific Objectives

i. To examine how Sogoot FM's participatory programming amplifies the voices and perspectives of the Ogiek community in Nakuru County, Kenya.
ii. To explore how Sogoot FM facilitates rights-based advocacy among the Ogiek community in Nakuru County, Kenya.
iii. To identify the operational challenges facing Sogoot FM in amplifying Ogiek voices and facilitating rights-based advocacy in Nakuru County, Kenya.

1.6 Research Questions

i. How does Sogoot FM's participatory programming amplify the voices of the Ogiek community in Nakuru County, Kenya?
ii. How does Sogoot FM facilitate rights-based advocacy among the Ogiek community in Nakuru County, Kenya?
iii. What operational challenges affect Sogoot FM's capacity to amplify Ogiek voices and facilitate rights-based advocacy in Nakuru County, Kenya?

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1.7 Rationale of the Study

The Ogiek community, an indigenous minority residing in Kenya's Mau Forest Complex has historically experienced land dispossession, political marginalization and exclusion from development processes. Despite legal victories affirming their land rights, their voices remain underrepresented in national discourse, policy debates and media platforms. Amplifying Ogiek perspectives was, therefore, essential not only for safeguarding their cultural heritage and indigenous knowledge systems but also for promoting equitable participation in decision-making processes that directly affect their livelihoods and identity.

Community radio is a potentially transformative tool for indigenous advocacy, cultural preservation and social inclusion due to its localized participatory nature. However, there is limited empirical research on how such platforms function within marginalized indigenous contexts in Kenya. This study is important because it generated context-specific evidence on how community radio could strengthen the Ogiek's agency, visibility and engagement in development and rights-based advocacy processes.

1.8 Significance of the Study

This study was of significant value to community radio practitioners and managers at Sogoot FM by providing practical insights on how programming can be tailored to reflect the cultural identity, priorities and concerns of the Ogiek people. Such insights helped the station to increase audience trust and loyalty while identifying gaps and challenges in its operations, such as resource limitations, outreach barriers or regulatory constraints. The findings further guided Sogoot FM's leadership team and program producers in aligning their work with broader development and advocacy goals, thereby strengthening the station's role as a platform for empowerment, inclusion and sustainable community engagement.

For policymakers and Ministry of Information, Communications and the Digital Economy (MICDE), the study provided evidence to inform the design of inclusive communication policies that respond to the needs of marginalized groups. County officials in Nakuru, Narok, Kericho, Nandi, Uasin Gishu, Baringo and Bungoma who oversaw development strategies in regions where the Ogiek reside benefitted by understanding how community media can enhance participation in governance. Similarly, government agencies such as the Communications Authority of Kenya (CA) gained insights on the importance of regulatory frameworks that

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support minority-serving community stations. In addition, the Media Council of Kenya (MCK) could utilize the study to guide sensitization, training and general regulation of community media outlets, ensuring that community radio stations operate professionally while promoting socially responsible, culturally sensitive and inclusive content. This can strengthen the role of community radio in supporting national cohesion and minority representation.

In addition, the study was useful to communication scholars and researchers in Kenyan universities, especially those focusing on participatory communication, indigenous media and community development. It also provided students pursuing media and development studies with empirical evidence, theoretical perspectives and case-based examples on the role of community radio in amplifying marginalized voices. In doing so, the study did not only contribute to academic knowledge but also inspired further research on media advocacy, cultural preservation and the empowerment of indigenous groups.

1.9 Assumptions of the Study

This study has several assumptions that were expected to hold true throughout the research process. First, it was assumed that the respondents, including Sogoot FM staff, community members and key informants, provided honest, accurate, reliable responses to the questionnaires and interview guides. The credibility of the findings rests on participants' sincerity in sharing their perceptions, experiences and views regarding the role of community radio. Second, it was assumed that community radio, consistent with the principles of Development Media Theory, served as a tool for promoting participation, cultural preservation and empowerment among marginalized groups. This assumption underpinned the study's focus on how radio contributes to social inclusion and advocacy for the Ogiek community.

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1.10 Scope of the Study

This study examined how community radio amplified the voices and concerns of the Ogiek community in Kenya, particularly its role in promoting rights-based advocacy and civic engagement. It also explored the operational challenges that community radio faces in effectively advocating for the rights of marginalized communities. According to the Kenya National Bureau of Statistics (2019), the Ogiek population in this region was estimated at approximately 30,000 distributed in Nakuru, Narok, Kericho, Baringo, Nandi, Uasin Gishu and Bungoma counties. The study was conducted in Nakuru County, focusing on the Ogiek community residing in Mariashoni (Molo Sub-County) and Nessuit (Njoro Sub-County). The target population comprised 9,387 Ogiek community members, alongside key stakeholders involved in community radio and local leadership. Specifically, the study included media personnel from Sogoot FM, consisting of three producers, six presenters and eight journalists directly involved in the programme *Ripsetab Timwek ak Tililindo*, a community empowerment programme. In addition, four representatives from non-governmental organizations (NGOs) and six community elders were included due to their pivotal roles in community mobilization, advocacy and cultural preservation. This brings the total target population for the study to 9,414 respondents. Data collection and analysis took place between May and June 2026.

1.11 Limitations and Delimitations of the Study

This study was not without limitations. One key limitation was that the management and presenters at Sogoot FM, as well as members of the Ogiek community, were reluctant to share sensitive information about programming, challenges or organizational decisions for fear of victimization or negative repercussions. This limited the depth and openness of the data collected from the respondents. However, respondents were informed that the study is purely for academic purposes and a formal letter from the university was provided to support the exercise. In addition, they were assured of the confidentiality of the information they provided and no personal identifiers, like names, were recorded.

Another limitation was language barrier. Some members of the Ogiek community were not proficient in English, they had limited ability to read and write, which affected their capacity to respond fully to questionnaires or interviews. This limited the richness and accuracy of the data

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collected. To address this, the researcher employed translators fluent in both English and the Ogiek language during interviews and data collection, ensuring that the respondents expressed their views freely and that the information captured was as accurate and comprehensive as possible.

1.12 Definition of Terms

Amplifying Voices and Concerns: This is the process of making the perspectives, needs and experiences of disadvantaged or underrepresented groups more visible and influential in public discourse and policy discussions (Scotland, 2024).

Civic Engagement: Active participation of individuals and groups in community, public affairs, including involvement in decision-making, governance and advocacy for social change (Ardoin & Gaillard, 2023).

Community Radio Programming: The design, production and broadcasting of radio content tailored to the needs and priorities of a community, including cultural, educational, health, governance and development-related issues (Verma et al., 2025).

Community Radio: A non-profit, participatory and locally managed broadcasting service that provides a platform for communities to share information, express concerns and engage in dialogue on issues relevant to their daily lives (Sharma et al., 2021).

Marginalized Communities: This refers to social groups that are excluded from mainstream social, economic, political and cultural life, often facing systemic barriers that limit their access to resources, opportunities and decision-making processes (Sanusi & Jire-Oladiran, 2024).

Rights-Based Advocacy: A communication and activism approach that emphasizes the promotion and protection of human rights, enabling communities to demand accountability and recognition of their social, cultural, economic and political rights (Noh, 2022).

1.13 Summary

This chapter introduced the study by situating community radio within participatory communication and cultural preservation, focusing on Sogoot FM's role in empowering the marginalized Ogiek community through advocacy, inclusion and civic engagement. It presented the problem statement, highlighting the limited research on the impact of community radio on indigenous groups in Kenya, outlined the purpose, objectives and research questions. The

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rationale and significance were explained, assumptions clarified, scope defined and limitations noted, with mitigation strategies and key terms provided for conceptual clarity.

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CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter provides a comprehensive review of the existing literature relevant to the study on the role of community radio in amplifying marginalized voices. It begins with a general literature review that explores the concept of community radio, its functions and its potential to empower disadvantaged groups. The chapter then examines empirical studies highlighting the use of community radio to promote advocacy, cultural preservation, civic engagement and social inclusion across various contexts. Following this, the theoretical and conceptual frameworks guiding the study are presented, alongside an analysis of research gaps that justify the current investigation. The chapter concludes with a summary, setting the stage for the subsequent methodology chapter.

2.2 Theoretical Framework

This study was guided by theoretical perspectives that explain the role of media in promoting social inclusion, participation and community empowerment, particularly within marginalized contexts. The study was anchored on Development Media Theory and Participatory Communication Theory. Development Media Theory provides a foundation for understanding how media can support national development goals and address societal challenges, especially in emerging democracies. Participatory Communication Theory complements this perspective by emphasizing dialogue, grassroots engagement and the active involvement of communities in shaping communication processes that affect their lives.

2.2.1 Development Media Theory

The Development Media Theory was proposed by Dennis McQuail in 1987 as part of his wider framework on normative theories of the press (Servaes & Servaes, 2021). It emphasizes the media's role in promoting social transformation, socio-economic progress and national development, particularly in developing nations where structural inequalities and resource constraints hinder inclusive growth. Development Media Theory views media not just as a neutral channel of information but as an active participant in fostering development by giving voice to marginalized populations, advancing cultural identity and encouraging participatory communication for collective well-being (Bassey, 2021). The theory posits that in developing

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contexts, media should prioritize the needs of the majority, particularly disadvantaged groups, rather than operate solely on commercial or elitist interests. This makes it uniquely relevant in understanding how community radio functions as a grassroots medium that bridges the gap between dominant discourse and marginalized realities.

Development Media Theory rests on several foundational assumptions that explain its role in amplifying marginalized voices. The theory assumes that the media in developing countries should align with national goals of social justice, poverty alleviation and nation-building (Inyang et al., 2020). Unlike the Libertarian Model, which prioritizes individual freedom and commercial viability, Development Media Theory emphasizes the media's responsibility to serve as a catalyst for social change, particularly by engaging marginalized groups in dialogue. Second, the theory assumes that mass media should give priority to the voices of the disadvantaged, recognizing that structural exclusion often silences minority groups such as indigenous communities. Third, it assumes that participatory communication, in which communities actively contribute to content and agenda-setting, is critical to ensuring inclusivity and representation (Umoren, 2022). Moreover, Development Media Theory presupposes that governments, while playing a supportive role, should not unduly restrict community-led media but instead provide an enabling environment for their operation, sustainability and outreach.

Scholars have raised several criticisms of Development Media Theory despite its notable strengths. One of the criticisms is that the theory may unintentionally legitimize state control of media under the guise of "developmental priorities," thereby suppressing critical voices (Yar'Adua et al., 2023). Another criticisms is its relatively top-down orientation, where development is sometimes framed in terms of national objectives rather than community-driven priorities. In some cases, governments and development institutions have interpreted the theory as a justification for media censorship under the guise of development. Critics also argue that Development Media Theory has not fully adapted to the digital era where new forms of participatory communication and citizen journalism challenge traditional notions of state-led development (Umoren, 2022). Nonetheless, the theory remains a useful lens for analysing the interplay between media, marginalized groups and social transformation in non-Western contexts.

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Development Media Theory was applied to explain the role of community radio in amplifying the marginalised voices of the Ogiek community in Kenya. Ogiek have faced systemic exclusion in political, economic and, cultural arenas and their voices have been underrepresented in mainstream media (Bassey, 2021; Manyozo, 2012). By applying the principles of Development Media Theory, community radio becomes a developmental medium that amplifies indigenous voices, disseminates culturally grounded narratives and fosters inclusive socio-cultural and political engagement. This aligns with the theory's assumption that media should not only provide information but also actively empower disadvantaged groups to participate in decision-making processes that affect their lives (Umoren, 2022).

Moreover, Development Media Theory explained the transformative potential of community radio in four interconnected areas: advocacy, education, cultural preservation and mobilization. Advocacy is effective when using radio to highlight land rights, human rights and resource allocation issues affecting the Ogiek, thereby raising awareness both locally and nationally (Inyang et al., 2020). From a development media perspective, community radio fulfils an educational role by delivering practical information on health, environmental conservation and livelihoods in a manner that is accessible to remote populations. In addition, the cultural preservation function of radio aligns with Development Media Theory's call to promote cultural identity; in this case, it enables the Ogiek to sustain their language, traditions and indigenous knowledge through broadcast content (Bassey, 2021). Moreover, mobilization is achieved as community radio fosters collective action and solidarity by engaging the Ogiek in participatory communication that translates into civic participation and political engagement.

2.2.2 Participatory Communication Theory

Participatory Communication Theory emerged in the 1970s and 1980s as a response to modernization and diffusion models of communication that promoted top-down information transfer from experts to passive audiences (Gebeyehu & Jira, 2023). Scholars such as Paulo Freire and later communication for development theorists advanced the idea that communication should be dialogical, inclusive and grounded in the lived experiences of communities. The theory emphasizes horizontal communication processes in which individuals are not merely recipients of messages but active contributors to content creation, agenda-setting and decision-making. Participatory Communication Theory views media as a space for dialogue, collective reflection

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and social transformation, particularly among marginalized populations whose voices are often excluded from dominant public discourse (Bassey, 2021).

The theory is based on several assumptions. First, it assumes that sustainable development and social change occur when communities actively participate in identifying their challenges and crafting locally appropriate solutions (Oseni, 2024). The theory also assumes that communication should be dialogical rather than monological, meaning that media platforms must enable two-way interaction rather than one-directional broadcasting (Umoren, 2022). In addition, Participatory Communication assumes that empowerment arises when marginalized groups gain access to platforms that allow them to articulate their concerns, share indigenous knowledge and influence decisions that affect their lives (Gebeyehu & Jira, 2023). This approach challenges hierarchical communication systems that privilege elite voices and instead promotes inclusivity, local ownership and collective agency.

Despite its strengths, Participatory Communication Theory has faced criticism. Some scholars argue that participation can become symbolic rather than substantive, where communities appear involved but lack real influence over structural decisions (Yar'Adua et al., 2023). Others note that participation processes may be constrained by power inequalities related to gender, age, literacy, or economic status, which can limit whose voices are heard (Letsie & Osunkule, 2025). Additionally, practical challenges such as limited resources, technical capacity and regulatory barriers may hinder meaningful participation in community media settings (Umoren, 2022). Nonetheless, the theory remains central in understanding grassroots media initiatives that prioritise inclusion and collective dialogue.

This study draws on Participatory Communication Theory to explain how Sogoot FM functions as a platform that enables the Ogiek community to actively participate in communication processes rather than remain passive media consumers. Through call-in programs, community dialogues, local content production and indigenous language broadcasting, Sogoot FM facilitates horizontal interaction and community ownership of narratives. This is aligned with the theory's emphasis on voice, agency and collective problem-solving. The theory was particularly relevant in examining how Sogoot FM supports rights-based advocacy by allowing the Ogiek to deliberate on land rights, cultural preservation and socio-economic challenges within a participatory framework.

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Drawing on Participatory Communication Theory, this study examined how Sogoot FM contributes to community cohesion, facilitates local knowledge exchange and promotes civic engagement. By enabling dialogue among elders, youth, women and local leaders, the station contributes to inclusive decision-making and reinforces social solidarity. It also provided a culturally grounded space for communication where indigenous perspectives are validated and amplified. In this way, the theory offered a robust lens for analysing how community radio not only disseminates information but also nurtures empowerment, representation and collective action within marginalized indigenous contexts.

2.2.3 Complementarity of Development Media Theory and Participatory Communication Theory

The Development Media and Participatory Communication Theories complement each other by explaining different but interconnected dimensions of community radio's role in social inclusion. The Development Media Theory provides the broader perspective by explaining how media can contribute to social development, social transformation, cultural preservation and the empowerment of marginalized communities (Yar'Adua et al., 2023). The Participatory Communication Theory complements this perspective by explaining the processes through which such transformation occurs, particularly through community voice, dialogue, participation, agency and ownership of communication processes.

Together, the two theories provide a complementary framework for addressing the three research objectives. For the first objective, Participatory Communication Theory explains how participatory programming, dialogue, and community involvement enable Sogoot FM to amplify Ogiek voices, while Development Media Theory explains the resulting empowerment and social inclusion. For the second objective, Development Media Theory explains the station's role in promoting rights awareness and advocacy, while Participatory Communication Theory explains how participation and dialogue facilitate collective expression on rights issues. For the third objective, Development Media Theory helps to explain the structural and institutional challenges that may limit Sogoot FM's ability to perform its developmental role. The Participatory Communication Theory, on the other hand, helps to explain the challenges that may affect participation and involvement of the Ogiek community in the station's activities. Together, the

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two theories provide a basis for understanding the operational challenges facing Sogoot FM and how these challenges influence its ability to serve and engage the Ogiek community.

2.2 General Literature Review

The general literature review examined key concepts underpinning this study, focusing first on community radio as a participatory medium and then on its role in amplifying the voices of marginalized communities.

2.2.1 Community Radio

Community radio is generally understood as a participatory communication platform established to serve the interests and development needs of particular communities. Pavarala (2024) explains that its participatory orientation distinguishes community radio from mainstream media by emphasizing local involvement, community-oriented content and communication processes that respond to the needs of specific populations. In the Kenyan context, Alela (2021) similarly conceptualizes community radio as a platform through which local populations can participate in public communication and access information concerning issues affecting their communities. Community radio is, therefore, characterized by local orientation, accessibility, community participation and responsiveness to local information needs.

One of the central roles of community radio is to provide opportunities for communities to express their views and participate in public discourse. Sunil (2021) emphasizes the importance of community radio in creating communication spaces for populations whose perspectives may receive limited attention in mainstream media. Pavarala (2024) further associates community radio with participatory communication in which community members can contribute to discussions, exchange experiences, and engage with issues affecting their social and economic well-being. Community radio can, therefore, function as an inclusive communication platform through which diverse community voices are represented in local public discourse.

Community radio also promotes civic participation by creating opportunities for dialogue and interaction between citizens and other community actors. According to Busolo and Manalo (2023), the community-oriented nature of radio can facilitate public awareness and participation in matters affecting local populations. Mogambi (2025) similarly emphasizes the role of

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participatory communication in enabling citizens to engage with decision-making processes and development initiatives. From this perspective, community radio extends beyond the transmission of information by providing communication spaces through which community members can discuss public issues, express concerns and participate in activities affecting their communities.

Preservation of cultural identity is another important function of community radio. Mpehongwa (2024) associates community broadcasting with the use of local languages and the promotion of indigenous knowledge, traditions and cultural practices. Kankam and Attuh (2024) similarly highlight the importance of locally oriented media in reflecting the experiences and cultural values of communities. Through such programming, community radio can strengthen cultural identity, promote a sense of belonging, preserve indigenous knowledge and contribute to social cohesion among community members.

Community radio also has an important developmental and empowerment function. Mathebula (2024) views community radio as a mechanism for strengthening access to information and supporting the participation of marginalized populations in community development processes. Moffat et al. (2024) similarly emphasize the importance of accessible and context-specific information in enabling communities to make informed decisions and participate in civic and development activities. Community radio can, therefore, support grassroots development by providing information on areas such as health, education, agriculture, livelihoods, governance, human rights and other issues relevant to community welfare.

The developmental contribution of community radio is closely connected to its participatory character. Pavarala (2024) links participatory broadcasting with dialogue, collaboration and collective engagement while Mogambi (2025) emphasizes the capacity of participatory communication to support citizen involvement in issues affecting local communities. Community radio can consequently provide opportunities for audiences not only to receive information but also to contribute ideas, identify community concerns, share local knowledge and participate in discussions aimed at addressing social and development challenges.

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In Kenya, the role of community radio is particularly important because of the country's diverse cultural, linguistic and geographical communities. Alela (2021) emphasizes the capacity of community radio to provide underrepresented populations with opportunities to participate in public communication. In addition, Wachira et al. (2024) highlight the importance of locally focused broadcasting in addressing community concerns and preserving local knowledge. Mogambi (2025) further associates participatory community broadcasting with citizen empowerment and involvement in the development processes. Community radio can, therefore, be understood as a platform for inclusive communication, cultural preservation, civic participation, advocacy and grassroots development within Kenyan communities.

2.2.2 Amplification of Marginalized Voices

Amplification of marginalized voices refers to the creation of opportunities for individuals and communities that have historically experienced limited representation in mainstream media, governance, and public discourse to express their perspectives and participate in issues affecting their lives. Rimmer (2021) conceptualizes amplification as involving greater visibility, representation, recognition and participation of marginalized groups in public communication processes. Alela (2021) further associates the concept with communication platforms that enable underrepresented communities to articulate their concerns and participate in public discourse. Amplification of marginalized voices, therefore, involves more than simply providing access to communication; it encompasses the ability of marginalized groups to have their perspectives recognized and considered within broader social and development processes.

One important dimension of amplifying marginalized voices is promoting participation in public dialogue and decision-making. Rimmer (2021) emphasizes that meaningful amplification requires marginalized populations to move from being passive recipients of information to active participants in communication and public affairs. Alela (2021) similarly highlights the importance of participatory communication platforms in enabling communities to express their needs, priorities and experiences. From this perspective, community radio can provide communication spaces through which marginalized populations participate in discussions concerning governance, development, social services and other matters affecting their communities.

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Amplification is also closely associated with representation and advocacy. According to Alela (2021), locally oriented communication can provide underrepresented groups with opportunities to present their perspectives and raise concerns that may receive limited attention in mainstream communication spaces. Rimmer (2021) further links the visibility of marginalized voices with recognition and participation in wider public discourse. Community radio can, therefore, facilitate advocacy by providing opportunities for communities to communicate their concerns, engage decision-makers, challenge exclusion, and seek greater attention to issues affecting their social and economic well-being.

Another dimension of amplification concerns social inclusion and the recognition of diverse community perspectives. Rimmer (2021) emphasizes that inclusion requires communication processes that recognize the experiences and identities of groups that have historically been excluded from dominant forms of public discourse. Alela (2021) similarly links community-based communication with the representation of local experiences and perspectives. Community radio can consequently promote social inclusion by creating spaces where different groups can participate in discussions, exchange ideas, and contribute to the construction of public narratives about issues affecting their communities.

Amplification of marginalized voices also has an important cultural dimension. Alela (2021) associates community-based communication with the representation of local cultures, languages and community knowledge. In addition, Rimmer (2021) emphasizes the importance of recognition in ensuring that marginalized groups are visible within wider communication and social systems. Through the use of local languages, indigenous knowledge, cultural narratives, and community-generated content, community radio can provide culturally relevant spaces through which communities preserve their identity and ensure that their knowledge and experiences remain part of public discourse.

The concept of amplification is further connected to empowerment and community agency. Rimmer (2021) emphasizes that meaningful representation should enable marginalized groups to influence discussions and processes that affect their lives rather than merely providing them with opportunities to speak. Alela (2021) similarly connects participatory communication with community involvement and the expression of local priorities. Community radio can, therefore, contribute to empowerment by enabling community members to identify issues, share

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knowledge, advocate for their interests, engage with decision-makers, and participate in collective responses to social and development challenges.

In the Kenyan context, amplification of marginalized voices is particularly relevant because of the diversity of communities and the uneven representation of local interests within mainstream communication systems. Alela (2021) emphasizes the importance of community radio in creating opportunities for underrepresented populations to participate in public communication. Wachira et al. (2024) similarly associate locally focused broadcasting with the representation of community concerns, cultural identity and civic participation. Amplification of marginalized voices can, therefore, be understood as a multidimensional process involving visibility, representation, participation, advocacy, cultural recognition, and empowerment, through which community-based communication enables marginalized populations to have a greater presence and influence in public discourse.

2.3 Empirical Literature Review

An empirical review involves a systematic examination of existing research studies that are based on observed and measured data. This section reviews empirical literature on the role of community radio in amplifying marginalized voices.

2.3.1 Community Radio in Amplifying Voices of Marginalized Communities

In India, Shailashree and Lokesh (2023) examined how community radio functions as a participatory platform specifically for amplifying local voices in marginalized communities ~~in India~~. Using an analytical research design, the study focused on community radio stations, program producers and local listeners in underserved areas. Findings revealed that community radio not only facilitates access to information but also strengthens trust and relevance by using local languages and involving communities in program production. The study concluded that community radio is more than a communication tool; it serves as a medium of empowerment, fostering awareness, dialogue and agency among disadvantaged populations. However, the study was conducted in India, a country with a more established community radio policy framework, higher population density and more extensive technological infrastructure than Kenya, where community radio is still developing within a less supportive regulatory environment and faces greater resource constraints. Methodologically, the study did not combine qualitative and

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quantitative approaches or include multiple stakeholders such as community members, local leaders and media personnel, revealing a methodological gap. Conceptually, limited attention was given to how community radio programming specifically amplifies indigenous voices and fosters social inclusion, indicating a conceptual gap.

In a similar research in Ghana, Essel and Govender (2023) in Ghana found that community radio strengthened cultural identity and promoted health awareness by actively incorporating listener participation and local narratives into COVID-19 interventions. The study used a qualitative research approach. These findings, in conjunction with studies from India, underscore that community radio not only informs but also empowers marginalized populations, fostering social inclusion, advocacy and community engagement. However, the effectiveness of such initiatives depends heavily on supportive regulatory frameworks, technological infrastructure and available resources. In the Kenyan context, stations like Sogoot FM must, therefore, navigate policy limitations and infrastructural challenges to effectively amplify the voices and concerns of marginalized communities. Methodologically, the study relied solely on qualitative approaches and did not incorporate any quantitative data, leading to a methodological gap in measuring patterns, trends and generalizable insights. Conceptually, the research focused primarily on cultural context and health awareness, rather than on how community radio programming amplifies indigenous voices and promotes social inclusion in local Kenyan settings, indicating a conceptual gap.

In Nigeria, Sanusi et al. (2024) examined the role of community radio in empowering marginalized communities within a multicultural society using a qualitative methodology based on secondary data. Their findings revealed that community radio is a vital medium in rural areas, addressing the needs of marginalized groups and enabling underprivileged communities to voice concerns, challenge discrimination and address social injustices. Contextually, the study was conducted in Nigeria where regulatory frameworks, socio-political conditions and media infrastructures differ from Kenya, limiting direct applicability to the Ogiek community. Conceptually, it focused on general empowerment rather than the amplification of indigenous voices and social inclusion in local Kenyan settings. Methodologically, the study relied solely on qualitative secondary data and did not incorporate primary data from multiple stakeholder perspectives, which limits the depth of understanding of local dynamics.

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Likewise, Ajisafe (2021) highlighted that community radio serves as a crucial platform for amplifying marginalized voices by providing access to information, encouraging civic participation and fostering cultural expression, thereby promoting empowerment, social change and inclusive development. Contextually, the study was conducted outside Kenya, making it difficult to generalize findings to Kenyan indigenous communities. Conceptually, it emphasized broad empowerment and cultural expression, without specific attention to indigenous communities like the Ogiek. Methodologically, it relied exclusively on qualitative approaches, without integrating quantitative data to measure the extent of impact or perceptions across different stakeholder groups.

In Kenya, Maina and Simiyu (2024) explored how Mathare FM, a community radio station in Nairobi's Mathare slum, can enhance social inclusion through digital transformation. The study adopted a descriptive research approach, combining questionnaires and interviews with a sample of 400 participants. Purposive sampling was used to select respondents who could provide relevant insights into the station's impact on social inclusion. The study found that Mathare FM significantly promotes social inclusion, with 53% of the respondents reporting high satisfaction with the station's community engagement efforts, 76% believing digital platforms could enhance engagement for marginalized groups and 73% willing to integrate these tools with traditional broadcasting. Contextually, the study focused on an urban informal settlement in Nairobi which differs significantly from rural indigenous communities like the Ogiek in Nakuru County, thus limiting the direct applicability of findings. Conceptually, the study emphasized on digital transformation and urban social inclusion without specifically examining how community radio programming amplifies indigenous voices, preserves cultural identity or supports rights-based advocacy. Methodologically, although the study used both quantitative and qualitative data, it primarily targeted urban participants and did not include multiple stakeholder perspectives such as local leaders, media personnel, or indigenous community members, which restricts insights into community-driven empowerment processes in rural settings.

These studies collectively demonstrate that community radio serves as a powerful medium for amplifying the voices and concerns of marginalized communities by providing access to information, promoting civic engagement and fostering cultural identity. Across diverse contexts, from India and Ghana, Nigeria and Kenya, research shows that community radio empowers disadvantaged populations through participatory programming, use of local languages

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and incorporation of community input, thereby enhancing social inclusion, advocacy and agency (Choudhury & Kumar, 2022; Shailashree & Lokesh, 2023; Essel & Govender, 2023; Sanusi et al.,2024; Ajisafe, 2021; Maina & Simiyu, 2024). However, the effectiveness of community radio is influenced by regulatory frameworks, technological infrastructure and available resources, highlighting that in Kenya, stations, such as, Sogoot FM and Mathare FM must navigate policy, infrastructural and contextual challenges to fully realize their potential in supporting marginalized communities.

2.3.2 Community Radio Facilitating Rights-Based Advocacy

In Rwanda, Gasana and Habamenshi (2023) highlight the significant role of community radio in promoting citizen participation in local governance. In Gakenke District, a mixed-methods study targeting citizens, local authorities and journalists revealed that PAXPRESS community radio's debates enhanced knowledge and awareness of community issues, encouraged household decision-making discussions and improved relationships between citizens and authorities. The findings demonstrated that participatory radio programming can promote citizen engagement, dialogue with authorities and awareness of rights and governance processes. Contextually, the study was conducted in Rwanda whose socio-political environment, media regulation and community dynamics differ from Kenya, limiting direct applicability to the Ogiek community in Nakuru County. Conceptually, the research emphasized citizen participation in local governance but did not specifically examine rights-based advocacy, empowerment or mechanisms for protecting indigenous rights which are central to Sogoot FM's programming. Methodologically, while a mixed-methods approach was used, the study did not focus on indigenous populations and it omitted critical stakeholder perspectives which are essential for understanding how community radio fosters advocacy in the Kenyan context.

Likewise, Makinde and Abati (2024) examined the effects of community radio programmes on political education in Ibadan Metropolis, Oyo State, Nigeria. The study employed a cross-sectional survey design integrating quantitative and qualitative approaches, targeting students, staff, visitors and residents of the University of Ibadan and surrounding areas. Data were collected using questionnaires and analysed through descriptive statistics. The findings indicated that community radio programmes had a significant positive influence on political education. Contextually, the study was conducted in Nigeria, whose socio-political, regulatory and media

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environments differ from those in Kenya, limiting the applicability of the findings to Kenyan communities, including the Ogiek. Conceptually, the research focused narrowly on political education rather than exploring how community radio promotes rights-based advocacy, social inclusion or the amplification of indigenous voices. Methodologically, the study primarily engaged university-affiliated respondents and residents nearby, excluding media personnel and other local stakeholders involved in programme production. This constrains understanding of the mechanisms through which community radio influences civic engagement and empowerment.

Similarly, evidence from Tanzania indicates that community radio can raise awareness and facilitate dialogue on sensitive social issues such as gender-based violence (GBV) (Ishengoma, 2024). A descriptive mixed-methods study involving community members and radio programme producers found that while only a portion of the population actively participated in GBV-focused programs, the broadcasts contributed to positive shifts in attitudes. The research underscored that systemic barriers, such as limited access and engagement challenges, constrained the overall impact of community radio initiatives. These findings suggest that although community radio has substantial potential to empower marginalized populations, contextual factors such as regulatory frameworks, social norms and infrastructural limitations influence its effectiveness. Contextually, the study was conducted in Tanzania, where regulatory frameworks, social norms, and media infrastructure differ from those in Kenya, making direct comparisons to Sogoot FM's operations among the Ogiek community limited. Conceptually, the research focused on GBV awareness rather than broader rights-based advocacy or the amplification of indigenous voices, which is central to the role of Sogoot FM. Methodologically, although a mixed-methods approach was used, the study did not incorporate diverse stakeholder perspectives, limiting insights into how community radio can effectively foster empowerment and civic engagement in a Kenyan context.

A study by Alela (2021) evaluated the role of local language radio in promoting human rights awareness and education in rural Kenya, focusing on Mulembe FM's Omuhabini programme. Using a descriptive research design, the study targeted listeners of the programme, particularly women, children and other vulnerable or marginalized groups. Primary data were collected through interviews and surveys. The findings revealed that the programme effectively addressed issues such as gender-based violence, social insecurity, child rights violations and corruption,

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while also promoting awareness and education. It enhanced societal welfare and empowered marginalized populations to voice their concerns, leading to positive changes in perceptions and reporting of human rights issues. Contextually, the study was limited to a single rural area and radio station, which may not reflect the diverse settings of indigenous communities such as the Ogiek in Nakuru County. Conceptually, the research focused primarily on human rights education and general empowerment rather than examining how community radio programming amplifies indigenous voices and fosters social inclusion. Methodologically, the study relied on interviews and surveys with programme listeners, without including perspectives from media personnel, community leaders, or other key stakeholders involved in radio programming, thus limiting the depth of understanding of radio's role in advocacy and community participation.

In a related context, Wachira et al., (2024) explored the role of community radio in community engagement during the COVID-19 pandemic, focusing on Sifa FM stations in Voi and Marsabit, Kenya. A mixed-methods research design was employed, targeting the station manager, 11 community leaders and 200 community members from both locations. Data were collected using semi-structured questionnaires and interview guides. The study found that Sifa FM's programmes contributed significantly to social and economic development by raising awareness on health measures, promoting livelihoods and facilitating socio-economic resilience. Contextually, the study was limited to the Voi and Marsabit communities and focused specifically on COVID-19 interventions which may not reflect the unique cultural, social and political realities of the Ogiek community in Nakuru County. Conceptually, the research concentrated on health-related awareness and socio-economic resilience rather than investigating how community radio amplifies indigenous voices, promotes rights-based advocacy or fosters social inclusion. Methodologically, the study relied on community members and a limited number of community leaders, without incorporating insights from media personnel or multiple stakeholders involved in programme production, limiting the understanding of radio's broader role in advocacy and empowerment.

2.3.3 Operational Challenges Facing Community Radio in Advocating for the Rights of Marginalized Communities

In South Africa, Moffat et al. (2024) investigated these obstacles using the sustainability framework for community radio and employed a qualitative research design. The study targeted

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key informants from the station and collected data through structured interviews. Findings revealed that financial, social, operational, technical and environmental sustainability challenges significantly undermine community radio stations' ability to fulfil their broadcasting mandate. However, the study was conducted in South Africa, which differs from Kenya, and focused on general sustainability issues rather than the specific role of community radio in rights-based advocacy and civic engagement.

Building on prior research on sustainability challenges, Urrahmah (2025) examined the specific difficulties that community radio stations in Indonesia face as they navigate the digital era. The study employed a qualitative descriptive research design targeting community radio operators, program producers and listeners in both rural and urban settings. Data were collected through literature review, field observations, informal interviews and online content analysis. Findings revealed persistent inequalities in digital infrastructure and access, particularly between urban and rural areas, which hinder digital adoption and audience expansion. Furthermore, the study identified institutional fragility, ambiguous regulatory frameworks, governance constraints, and limited sustainability and adaptability as key challenges, while also highlighting tensions between participatory ideals and the pressures exerted by algorithm-driven digital platforms. Contextually, the study was conducted in Indonesia, whose regulatory, socio-political, and technological environment differs from Kenya, limiting the applicability of the findings to Kenyan stations, such as Sogoot FM. Conceptually, the research focused on operational sustainability and digital adaptation rather than on operational challenges specifically related to rights-based advocacy, content production or promoting civic engagement among marginalized communities. Methodologically, the study relied solely on qualitative data from operators, producers and listeners, omitting broader stakeholder perspectives such as community leaders, non-governmental organizations and other local actors which constrains a comprehensive understanding of operational challenges in a local context.

Similarly, Mathebula (2024) examined the impact of media convergence on the survival of community radio stations in Limpopo Province, South Africa using a qualitative research design. Presenters and station managers from Makhado FM, Univen FM and Phalaborwa FM constituted the target population. Purposive sampling was used to select participants and data were collected through in-depth, unstructured interviews. The study found that media convergence posed

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sustainability challenges, including inadequate resources, financial constraints and skill gaps. Despite these obstacles, some stations viewed convergence as an opportunity to adopt modern technologies. Contextually, the study was conducted in South Africa, whose regulatory, socio-political and media environment differs significantly from Kenya, limiting the applicability of the findings to Kenyan stations such as Sogoot FM. Conceptually, the research focused on media convergence and operational sustainability rather than examining the role of community radio in facilitating rights-based advocacy and promoting civic engagement among marginalized communities. Methodologically, the study relied solely on qualitative data from presenters and station managers, omitting broader perspectives from community members, local leaders and other stakeholders which restricts a comprehensive understanding of operational challenges in community radio within a local context.

Extending the discussion on operational challenges, Temitayo (2022) investigated the problems encountered in operating community radio stations in Ondo State, Nigeria. The study employed exploratory research design. The findings revealed that community radio stations face severe infrastructural constraints, including lack of electricity, poor road networks and weak telecommunication systems which hinder effective broadcasting. Financial limitations such as inadequate funding, inability to pay staff, and reliance on volunteers, contributed to nonprofessionalism and reduced operational efficiency. Additionally, regulatory and political pressures, including fear of license revocation and restrictions on broadcasting coverage, constrained income generation and overall sustainability. Contextually, the study was conducted in Nigeria, whose socio-political and regulatory environment differs from Kenya, limiting the applicability of the findings to Kenyan stations such as Sogoot FM. Conceptually, the research broadly examined operational challenges of community radio rather than specifically exploring how these challenges affect rights-based advocacy and empowerment of marginalized communities. Methodologically, the study relied mainly on general observations and exploratory data, without incorporating multiple stakeholder perspectives, thus reducing the depth and relevance of insights for understanding operational challenges in a Kenyan context.

Urrahmah (2025) examined the specific difficulties that community radio stations in Indonesia face as they navigate the digital era using a qualitative descriptive research design targeting operators, program producers and listeners. Findings revealed persistent inequalities in digital

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infrastructure, limited access, institutional fragility, ambiguous regulatory frameworks, tensions between participatory ideals and digital pressures which constrained sustainability and audience reach. Contextually, the study was confined to Indonesia, whose socio-political, regulatory and technological environment differs significantly from Kenya, limiting applicability to Sogoot FM. Conceptually, the research focused on digital-era operational challenges rather than on how such challenges affect rights-based advocacy and civic engagement. Methodologically, the study relied solely on qualitative data and secondary content analysis, without incorporating multiple stakeholder perspectives, reducing the comprehensiveness of the findings for understanding local operational constraints.

Likewise, Mathebula (2024) investigated the impact of media convergence on the sustainability of community radio stations in Limpopo Province, South Africa using a qualitative design with purposively selected presenters and station managers. The study found that inadequate resources, financial constraints and skill gaps posed significant operational challenges, though some stations viewed media convergence as an opportunity to adopt modern technologies. Contextually, the study was limited to South Africa, whose media landscape and regulatory environment differ from Kenya, restricting the generalizability of the findings to Sogoot FM. Conceptually, the focus on media convergence did not directly address how operational challenges influence rights-based advocacy and community engagement. Methodologically, the research depended primarily on in-depth interviews with station personnel, omitting perspectives from community members, leaders or other stakeholders. This, thereby, limits insight into how operational barriers affect the broader mission of amplifying marginalized voices.

2.5 Conceptual Framework

A conceptual framework is a diagrammatic or visual representation that illustrates the relationships among the key variables and their respective measures in a study (Kothari, 2023). In this study, the conceptual framework illustrates the relationship between Sogoot FM's community radio activities and programming as the independent variable and amplification of marginalized voices as the dependent variable. Operational challenges are conceptualised as a moderating variable because they may influence the extent to which community radio activities and programming translate into the amplification of marginalized voices.

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The independent variable, community radio activities and programming, refers to the programmes, platforms and communication activities through which Sogoot FM provides opportunities for marginalized members of the community to express their views, access information, raise concerns and participate in public discourse. These activities are expected to contribute to the amplification of marginalized voices by creating platforms through which community members can articulate their concerns, engage with issues affecting their lives and participate in community affairs.

The dependent variable, amplification of marginalized voices, is measured using six indicators: expression of community concerns, rights-based advocacy and civic engagement, cultural preservation and identity, and social inclusion and empowerment, with rights-based advocacy and civic engagement further being reflected through awareness of community rights, participation in decision-making, and engagement in cultural and environmental initiatives. Specifically, expression of community concerns captures the extent to which marginalized community members articulate their views, experiences, needs and concerns through Sogoot FM. Rights-based advocacy and civic engagement capture the extent to which the station facilitates awareness of community rights, participation in decision-making, and engagement in cultural and environmental initiatives. Cultural preservation and identity reflect the role of the radio station in promoting local culture, traditions, values and community identity. Social inclusion and empowerment capture the extent to which marginalized groups are given opportunities to participate in community discourse, access information and exercise their voice in matters affecting them.

These indicators collectively operationalise the dependent variable and provide a basis for assessing the extent to which Sogoot FM contributes to amplifying marginalized voices. The indicators are conceptually related but capture different dimensions of the outcome. For example, expression of community concerns focuses on the ability of community members to articulate issues affecting them, while rights-based advocacy and civic engagement focus on awareness of rights and participation in community and decision-making processes. Similarly, cultural preservation and identity and social inclusion and empowerment capture the station's contribution to maintaining community identity and promoting the participation and agency of marginalized groups.

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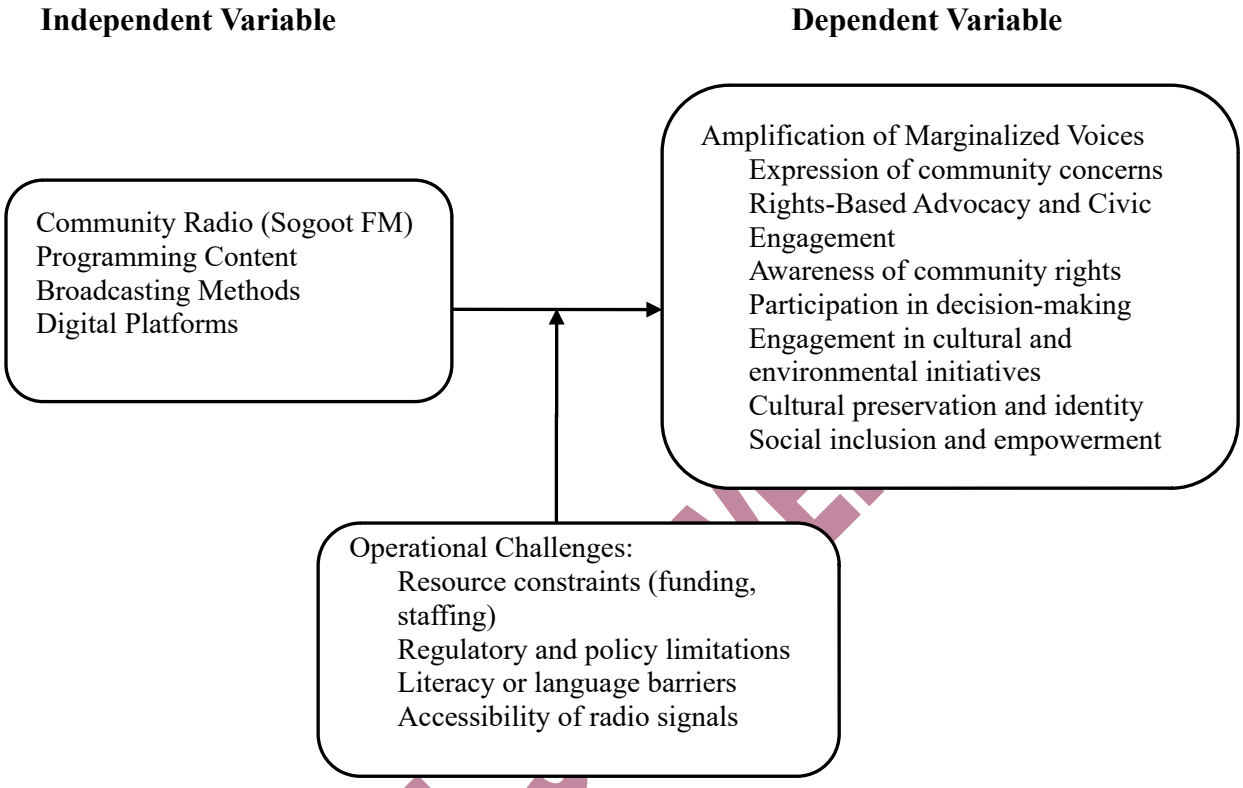
Operational challenges are included as a moderating variable because the relationship between Sogoot FM's activities and programming and the amplification of marginalized voices may vary depending on the operational conditions of the station. Such challenges may include constraints related to financial resources, staffing, technical equipment, programme production, transmission and access to relevant information. Where operational capacity is adequate, Sogoot FM may be better positioned to provide consistent programming, facilitate community participation and amplify marginalized voices. Conversely, operational constraints may weaken the effectiveness and reach of these activities, thereby reducing their contribution to the intended outcomes.

The conceptual framework, therefore, proposes that Sogoot FM's community radio activities and programming influence the amplification of marginalized voices, as reflected through expression of community concerns; rights-based advocacy and civic engagement; cultural preservation and identity; and social inclusion and empowerment. Operational challenges moderate this relationship by potentially strengthening or weakening the effectiveness of the station's activities and programming in achieving these outcomes. Figure 1 presents the hypothesised relationship among the independent variable, dependent variable, its measures and the moderating variable.

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Figure 2.1

Conceptual Framework



Source: Author (2026)

2.6 Research Gap Analysis

While numerous studies have explored the role of community radio in empowering marginalized communities, much of the existing literature focuses on contexts outside Kenya, including India (Choudhury & Kumar, 2022; Shailashree & Lokesh, 2023), Ghana (Essel & Govender, 2023) and Nigeria (Sanusi et al., 2024; Ajisafe, 2021). These studies demonstrate that community radio promotes social inclusion, civic engagement, empowerment through participatory programming, localized content and community involvement. However, contextual gaps exist because regulatory frameworks, socio-cultural dynamics and technological infrastructure in Kenya differ from those in these countries, particularly for historically marginalized communities such as the Ogiek. Conceptually, many studies focused on general empowerment, health awareness or cultural identity without explicitly examining how community radio amplifies indigenous voices

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or fosters rights-based advocacy within a local Kenyan setting. Methodologically, most relied solely on qualitative approaches or limited stakeholder perspectives, leaving a gap in comprehensive, mixed-methods evidence that includes indigenous community members, local leaders and media personnel. Within Kenya, existing research on Mathare FM and Sifa FM highlights community radio's role in urban social inclusion and pandemic-related engagement, yet these studies do not address rural indigenous populations, such as, the Ogiek, or explore mechanisms through which radio programming can specifically facilitate empowerment, cultural preservation and advocacy (Maina & Simiyu, 2024; Wachira et al., 2024). Therefore, there is clear need for context-specific research on how Sogoot FM amplifies the voices and concerns of the Ogiek while promoting participation and social inclusion.

Research in Rwanda, Nigeria and Tanzania demonstrates that community radio can enhance citizen participation, political education and dialogue on sensitive social issues such as gender-based violence (Gasana & Habamenshi, 2023; Ishengoma, 2023; Makinde & Abati, 2024). Similarly, studies in Kenya, including Alela (2021) and Wachira et al. (2024), show that local radio programmes raise awareness, foster empowerment and encourage community engagement. Despite these insights, contextual gaps remain because these studies either occurred outside Kenya or focused on urban populations and specific programmes limiting their relevance to rural indigenous communities, such as, the Ogiek. Conceptually, most research emphasizes citizen participation, human rights education or political knowledge, rather than investigating how community radio facilitates rights-based advocacy, protects indigenous rights or empowers marginalized groups to influence governance and decision-making processes. Methodologically, the studies often employed qualitative or descriptive designs, targeting either programme listeners or urban participants, while neglecting multiple stakeholders such as local leaders, media personnel and community organizers. This leaves a gap in understanding the mechanisms and effectiveness of community radio in promoting rights-based advocacy and civic engagement among the Ogiek, highlighting the need for comprehensive, mixed-methods research in this context.

Operational challenges affecting community radio are widely documented, including infrastructural deficits, limited technological access, financial constraints and regulatory pressures (Mathebula, 2024; Temitayo, 2022; Urrahmah, 2025). Studies in Indonesia, South

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Africa and Nigeria show that such barriers hinder stations' capacity to sustain operations and adopt digital or convergent media strategies. Contextually, these findings cannot be directly generalized to Kenya, where historically marginalized populations, underdeveloped local media infrastructure and specific regulatory constraints present unique challenges for stations like Sogoot FM. Conceptually, most research focuses on operational sustainability, media convergence or digital adaptation rather than examining how operational challenges impact the station's ability to facilitate rights-based advocacy, community empowerment and civic engagement. Methodologically, the studies relied heavily on qualitative interviews or secondary data, often excluding critical perspectives from community members, local leaders or other stakeholders, which limits understanding of how structural, financial and regulatory obstacles affect participatory programming and advocacy functions. Addressing these gaps is crucial for understanding how Sogoot FM can navigate operational constraints while amplifying marginalized voices and promoting rights-based engagement among the Ogiek.

2.7 Summary

This chapter reviewed the theoretical, conceptual and empirical literature relevant to community radio and the amplification of marginalized voices. It examined the concepts of community radio, amplification of marginalized voices, advocacy, civic engagement, cultural preservation and the operational challenges affecting community radio. The chapter also reviewed the underlying theories, developed the conceptual framework and synthesized empirical studies from global, African and Kenyan contexts. The review revealed gaps in the existing literature, particularly the limited attention given to indigenous communities such as the Ogiek and the need for context-specific studies on the role of community radio in amplifying marginalized voices, thereby providing the justification for the current study.

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CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the research methodology that was used in the study. It provides a detailed description of the research design, population, target population, sampling techniques and sample size determination. The chapter further explains the data collection instruments, including questionnaires, key informant interview guides and discusses their validity and reliability. In addition, it presents the procedures for data collection, the methods for analysing both qualitative and quantitative data and the ethical considerations observed throughout the study.

3.2 Research Design

The study adopted a descriptive cross-sectional mixed-methods research design. A descriptive cross-sectional design involves collecting data at a single point in time to describe variables and their distribution within a specific population (Punch, 2020). It provides a snapshot of attitudes, behaviours, or characteristics, making it suitable for identifying patterns, trends and relationships without tracking changes over time. The mixed-methods approach involves the integration of both quantitative and qualitative data within a single study to provide a more comprehensive understanding of the research problem (Creswell & Clark, 2018). Quantitative data were collected using questionnaires from members of the Ogiek community, while qualitative data were collected through interviews with presenters, producers, journalists, NGO representatives and community elders. This design was appropriate for the study because it allowed the researcher to obtain numerical data on the extent of community participation, access to community radio and perceived social inclusion while also collecting qualitative insights on how Sogoot FM amplifies marginalized voices, promotes advocacy and supports cultural preservation among the Ogiek community. Collecting both types of data at a single point in time made the study cost and time-efficient while providing a deeper and more comprehensive understanding of the role of community radio in promoting social inclusion.

3.3 Population

The study population comprised members of the Ogiek community residing within the Mau Forest Complex. According to the Kenya National Bureau of Statistics (2019), the Ogiek population in this region was estimated at approximately 30,000. The study population also

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included Sogoot FM media personnel, community elders and representatives of non-governmental organizations, who constituted key stakeholder groups relevant to the study.

3.4 Target Population

The target population for this study comprised members of the Ogiek community residing in Mariashoni (Molo Sub-County) and Nessuit (Njoro Sub-County) in Nakuru County, as well as key stakeholders involved in community radio and local leadership. The Ogiek population was 4,309 in Mariashoni and 5,078 in Nessuit, giving a combined total of 9,387 Ogiek community members (Kenya National Bureau of Statistics [KNBS], 2019).

Table 3.1

Target Population – Members of Ogiek community

Category	Target Population
Mariashoni – Molo Sub-County	4,309
Nessuit – Njoro Sub- County	5,078
Total	9,387

In addition to the Ogiek community members, the study included media personnel from Sogoot FM comprising three producers, six presenters and eight journalists who were directly involved in the programme *Ripsetab Timwek ak Tililindo*. The distribution of the media personnel is presented in Table 3.2**.**

Table 3.2

Target Population - Media Personnel

Category	Target Population
Sogoot FM – Producers	3
Sogoot FM – Presenters	6
Sogoot FM – Journalists	8
Total	17

The study further incorporated four representatives from non-governmental organizations (NGOs) and six community elders because of their critical role in community mobilization,

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advocacy and cultural preservation. The distribution of these respondents is presented in Table 3.3.

Table 3.3

Target Population – NGOs and Community Representatives

Category	Target Population
NGOs representatives	4
Community elders	6
Total	10

3.5 Sampling Techniques

Since the study targeted two main categories of respondents, namely members of the Ogiek community and key informants involved in community radio programming and community elders, two sampling techniques were employed (Creswell & Clark, 2018). Purposive sampling was used to select the presenters, producers and journalists involved in the *Ripsetab Timwek ak Tililindo* (Discussion for Community Empowerment) program broadcast on Sogoot FM, as well as NGO representatives and community elders. These respondents were purposively selected because they are uniquely positioned to provide in-depth information and expert insights on how community radio amplifies the voices of the Ogiek community and promotes social inclusion. Purposive sampling is a non-probability sampling technique in which participants are selected based on specific characteristics, knowledge or roles that are directly relevant to the study objectives (Hall, 2020). This method allowed the researcher to deliberately select respondents with specialized knowledge, experience and direct involvement in community communication, advocacy and cultural preservation, which may not have been available among the general population.

The study also used cluster sampling to select participants from members of the Ogiek community. Cluster sampling is a probability sampling technique in which the population is divided into distinct groups (clusters) based on geographical or administrative units and a sample is drawn from these clusters. In this study, the Ogiek population was grouped into two clusters based on location, namely Mariashoni in Molo Sub-County and Nessuit in Njoro Sub-County, with populations of 4,309 and 5,078 respectively, giving a total of 9,387 individuals. A sample

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was then selected from these clusters to ensure adequate representation of the Ogiek community across the two locations. This approach was appropriate for the study because the population is geographically dispersed and cluster sampling enhances efficiency while maintaining representativeness. It also reduces logistical challenges and costs associated with data collection, while still providing a reliable basis for generalizing the findings to the broader Ogiek population in Nakuru County.

3.6 Sample Size

Slovin's formula was applied to determine the appropriate sample size for members of the Ogiek community in Nakuru County (Slovin, 1960). The formula is as follows:

$$n=\frac{N}{1+N(e)^2}$$

Where: n = no. of samples; N = total population; and e = error margin / margin of error (0.05)

$$n=\frac{9{,}387}{1+(9{,}387*(0.05^2))}$$

$$n=\frac{9{,}387}{24.4675}$$

$$n=384$$

Table 3.4

Sample Size

Location	Target Population	Sample Size
Mariashoni – Molo Sub-County	4,309	176
Nessuit – Njoro Sub- County	5,078	208
Total	**9,387**	**384**

3.7 Data Collection Instruments

Data for this study were collected using both semi-structured questionnaires (Appendix A) and a key informant interview guide. Semi-structured questionnaires are data-collection instruments that combine closed-ended and open-ended questions, allowing respondents to provide specific responses while also allowing for detailed explanations (Greene & Dreyer, 2021). Closed-ended questions, often designed on nominal and ordinal scales, restrict responses to predefined options, making it easier to quantify data, ensure consistency and facilitate statistical analysis. They are

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effective at capturing clear, comparable responses from a large group of participants. Open-ended questions, on the other hand, allow respondents to express their views freely in their own words, providing richer insights, deeper understanding of attitudes and experiences, and uncovering nuances that structured responses might miss (Kothari, 2023).

A key informant interview guide is a research tool designed to facilitate in-depth, semi-structured interviews with individuals who possess specialized knowledge, experiences or positions relevant to the study topic. It typically contains a set of guiding questions or themes rather than rigidly structured items, allowing flexibility to probe and follow up during the conversation (Bryman, 2022). This approach enables the researcher to explore participants' insights in detail, capturing nuanced perspectives that may not emerge through standardized questionnaires. In the context of community-based studies, such as with the Ogiek community, a key informant interview guide was particularly useful in eliciting expert views from radio presenters and producers who have firsthand experience and influence in community communication processes (See Appendices B and C).

3.8 Validity

Validity is the extent to which results obtained from data analysis accurately represent the phenomenon under investigation. The study focused on two main types of validity: face validity and content validity. Face validity refers to the extent to which a question, scale or measure appears on the surface to assess the concept it is intended to measure (Babbie, 2021). Content validity, on the other hand, refers to the degree to which a research instrument adequately covers all dimensions of the construct being measured (Bell, 2022).

To assess face validity, the questionnaire was pilot-tested with a small sample of respondents from Likia, Rongai Sub-County, an area with characteristics similar to those of the study sites but excluded from the main study. Pilot testing is recommended because it enables researchers to identify ambiguities, assess the clarity and sequencing of questions, estimate the time required to complete the instrument and identify potential challenges before the main data collection (Creswell & Creswell, 2023; Taherdoost, 2016). Feedback from the pilot participants indicated that some questions contained technical terms that were not easily understood, while others required clearer wording and a more logical sequence. For example, the phrase "information

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technology integration" was simplified to "use of digital systems and technologies" to make it more understandable to respondents. Similarly, an item initially phrased as "The organization employs effective customer demand management practices" was revised to "The company is able to anticipate customer demand and provide services when needed" to improve clarity and align it with the respondents' perspective. In addition, the demographic questions were moved to the beginning of the questionnaire to improve the logical flow. These revisions enhanced respondents' understanding of the questions, reduced the likelihood of misinterpretation during fieldwork, and improved the efficiency and consistency of data collection.

Content validity was established by submitting the research instruments to the university supervisors and other experts in communication and media studies for review. Their comments focused on the relevance, adequacy and alignment of the questionnaire items with the study objectives and constructs. The recommendations received were incorporated into the final version of the research instruments, ensuring that all key aspects of the study variables were adequately represented. Both face and content validity were, therefore, strengthened by aligning the research instruments with the study objectives and integrating feedback from the pilot study and expert reviewers. As shown in Table 3.5, each research objective was operationalized through specific sections of the questionnaire and the two key informant interview guides, ensuring adequate coverage of all study variables.

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Table 3.5

Alignment of Research Objectives with Data Collection Instruments

Research Objective	Questionnaire (Ogiek Community Members)	Key Informant Interview Guide (Media Personnel)	Key Informant Interview Guide (Community Leaders)
Objective 1: To examine how Sogoot FM's programming amplifies the voices of the Ogiek community in Nakuru County, Kenya.	Section B: Community Radio (Sogoot FM)	Section A: Programming and Amplification of Ogiek Voices	Section A: Programming and Amplification of Ogiek Voices
Objective 2: To explore how Sogoot FM facilitates rights-based advocacy among the Ogiek people in Nakuru County.	Section C: Amplification of Marginalized Voices	Section B: Rights-Based Advocacy and Civic Engagement	Section B: Rights-Based Advocacy and Civic Engagement
Objective 3: To identify the operational challenges facing Sogoot FM in advocating for the rights of the Ogiek community in Nakuru County.	Section D: Operational Challenges Facing Sogoot FM	Section C: Challenges Facing Sogoot FM	Section C: Challenges Facing Sogoot FM

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For the interview guide, face and content validity were also ensured by piloting the guide with four respondents drawn from Likia, Rongai Sub-County, an area with characteristics similar to those of the study sites but excluded from the main study. These respondents did not participate in the actual study to avoid response bias and ensure the integrity of the findings. The interview guide was also reviewed by experts to assess the relevance, clarity and adequacy of the questions in addressing the study objectives. The pilot exercise confirmed that the questions were clear, culturally appropriate and capable of eliciting the required information. Both the questionnaire and interview guide were developed in alignment with the study objectives to ensure that the instruments accurately captured the concepts being investigated.

3.9 Reliability

Reliability refers to the extent to which a data collection instrument, such as a questionnaire, yields consistent results across repeated trials (Schindler, 2021). A measure is said to be reliable if it produces similar results under consistent conditions. Data reliability, which is a measure of

internal consistency and average correlation between statements measuring a construct were measured using Cronbach's alpha coefficient, which ranges between 0 and 1. Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items is as a group. It is a measure of scale reliability (Waddell, 2020). Higher alpha coefficients indicate greater consistency among the items in measuring the concept of interest. A Cronbach's alpha (α) of more than 0.7 is considered acceptable, while a Cronbach's alpha (α) of less than 0.7 is considered questionable (Creswell & Creswell, 2022).

Table 3. 6

Reliability Statistics for Study Constructs

Construct	Number of Statements/Items	Cronbach's Alpha (α)
Community Radio (Sogoot FM)	6	0.827
Amplification of Marginalized Voices	10	0.856
Operational Challenges Facing Sogoot FM	9	0.786

The results in Table 3.6 show that the Cronbach's alpha coefficients ranged from 0.786 to 0.856. All three constructs exceeded the commonly accepted threshold of 0.70, indicating acceptable to good internal consistency. Specifically, Community Radio (Sogoot FM) recorded α = 0.827, Amplification of Marginalized Voices recorded α = 0.856, while operational challenges facing Sogoot FM recorded α = 0.786. These results demonstrate that the items used to measure the respective constructs were sufficiently reliable for subsequent analysis.

For the interview guide, trustworthiness of the qualitative data was ensured rather than using statistical measures of reliability. The interview guide was pilot-tested on four respondents drawn from Likia, Rongai Sub-County, an area with characteristics similar to those of the study sites but excluded from the main study. These respondents did not participate in the actual study. The pilot exercise assessed the clarity, comprehensibility, and consistency of interpretation of the interview questions, leading to minor revisions to improve their wording and sequencing. In addition, the study employed member checking, whereby key insights and preliminary findings were shared with participants to verify the accuracy of the researchers' interpretations. The interview guide was also reviewed by experts to ensure content consistency, and that standardised interview procedures were followed throughout the data collection process to

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enhance the dependability and credibility of the qualitative findings. To enhance the richness and depth of the qualitative data, the number of key informant interviews was increased from 8 to 12, enabling the study to capture a broader range of perspectives and experiences from key stakeholders and thereby strengthening data triangulation and the credibility of the findings. These measures collectively ensured the credibility, dependability and overall trustworthiness of the qualitative data collected.

3.10 Data Collection Procedures

Prior to data collection, the researcher obtained ethical approval from the Institutional Scientific and Ethics Review Committee (IS-ERC) of St. Paul's University and a research permit from the National Commission for Science, Technology and Innovation (NACOSTI). These approvals were presented to the County Commissioner, relevant local administrative authorities, community leaders and the management of Sogoot FM to facilitate access to the study sites and respondents.

Data collection was conducted in Mariashoni (Molo Sub-County) and Nessuit (Njoro Sub-County), Nakuru County, between 1 June and 30 June 2026. Following approval from the local administration and community leaders, the researcher scheduled suitable dates and times for data collection in consultation with village elders and Sogoot FM management to ensure the availability of respondents. Questionnaires were administered to community members at agreed community venues and homesteads during daytime hours, while key informant interviews with Sogoot FM personnel, NGO representatives, and community elders were conducted at locations convenient to the respondents, including the Sogoot FM premises and community meeting venues.

The researcher was assisted by two trained research assistants who were familiar with the local context and conversant with both English and the Ogiek language. Before fieldwork commenced, the research assistants underwent training on the objectives of the study, ethical considerations, administration of the questionnaire, interviewing techniques, translation procedures and accurate recording of responses. Training research assistants before data collection enhances consistency in administering research instruments, minimises interviewer bias and improves the reliability and quality of the data collected (Punch, 2020; Kothari, 2023).

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A total of 384 questionnaires were administered to the selected community members, of which 353 were duly completed and returned, representing a response rate of 91.93%. Respondents were allocated approximately 30 minutes to complete the questionnaire. Those who experienced difficulty reading or writing were assisted by two trained research assistants, who translated the questions orally into the Ogiek language where necessary and accurately recorded the respondents' answers. The research assistants underwent a one-day training session before the commencement of data collection, during which they were oriented on the study objectives, ethical considerations, administration of the research instruments and interviewing techniques to ensure consistency in data collection. In addition, 27 key informants were targeted for face-to-face interviews using a semi-structured interview guide from whom 20 participated in the study. Each interview lasted approximately 30–45 minutes. At the end of each interview, the researcher reviewed the completed questionnaires and interview notes to ensure completeness, accuracy and consistency before securely storing the data for subsequent analysis.

Concurrently, appointments were scheduled with the six presenters and three producers involved in the program *Ripsetab Timwek ak Tililindo* broadcast on Sogoot FM for face-to-face interviews. These interviews were conducted in private settings to maintain confidentiality and encourage candid responses. Interview data was audio-recorded with consent and supplemented with detailed notes (Appendix H). The research team ensured that all questionnaires were checked for completeness upon collection. Overall, the entire data collection process took approximately one month, allowing sufficient time to gather both quantitative and qualitative data systematically and ethically.

3.11 Data Analysis Plan

The research instruments generated both qualitative and quantitative data. Qualitative data obtained from open-ended questions and key informant interviews were analysed using deductive thematic analysis. Deductive thematic analysis is a theory or concept-driven approach in which data are coded and organized according to pre-determined themes derived from the study objectives or existing literature (Babbie, 2021).

Deductive thematic analysis was employed to analyse the qualitative data, following the thematic analysis approach of Braun and Clarke (2006), with the coding framework informed by the study

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objectives, research questions, interview guide and relevant literature. The analysis followed a systematic process involving familiarisation with the data, generation of initial codes, searching for themes, reviewing themes, defining and naming themes and producing the final report. Given the deductive orientation, the initial codes were derived from the three research questions: (i) how Sogoot FM's programming amplifies the voices of the Ogiek community; (ii) how Sogoot FM facilitates rights-based advocacy among the Ogiek; and (iii) the operational challenges facing Sogoot FM in advocating for the rights of the Ogiek community.

The transcripts were first read repeatedly to gain familiarity with the responses after which relevant segments were systematically coded according to the predetermined framework. The coded data were then examined to identify patterns and sub-themes within each research question. The emerging themes were reviewed for consistency, clearly defined and named, and subsequently interpreted in relation to the research objectives and existing literature. Where responses contained relevant issues not captured by the initial coding framework, additional sub-themes were incorporated to ensure that important findings were not overlooked. The findings were presented narratively, with selected direct quotations from participants used to illustrate the themes and support the interpretation of the qualitative findings.

Quantitative data from the closed-ended questions was analysed using Statistical Package for Social Sciences (SPSS) version 28 (Kothari, 2023). For nominal data, such as demographic information, the analysis included frequencies and percentages to show distribution patterns. Ordinal data from Likert-scale questions was examined using frequency distributions, percentages, mean and standard deviation to capture both central tendency and variability. This comprehensive approach ensured that all types of quantitative data were systematically summarized, enabling the study to identify key trends and patterns relevant to the role of community radio.

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3.12 Ethical Considerations

The study adhered to ethical standards by obtaining approval from the School of Communication and Computer Studies at St. Paul's University, followed by ethical clearance from the Institutional Scientific and Ethics Review Committee (ISERC) and a research permit from the National Commission for Science, Technology and Innovation (NACOSTI). To ensure

participant protection, written informed consent was obtained from all respondents, with clear explanations of the study's purpose, the procedures involved, and their right to withdraw at any time without consequences (Greene & Dreyer, 2021). Anonymity and privacy were maintained by not recording personal identifiers, such as names, contact information, or any information that could reveal participants' identities (Creswell & Clark, 2018). All data were treated with strict confidentiality, stored in password-protected files and made accessible only to the researcher. Interviews and questionnaires were conducted in private settings to respect participants' privacy, and all information collected was used solely for academic purposes and was not shared with unauthorized parties. These measures upheld the ethical principles of autonomy, confidentiality, and respect for all participants throughout the study.

3.13 Summary

The chapter outlined the research methodology adopted for the study. It explained the use of a descriptive cross-sectional design, which enabled data collection at a single point in time, providing a snapshot of how community radio amplifies the voices of marginalized groups. It detailed the data collection instruments, including semi-structured questionnaires, key informant interview guides and discussed the measures taken to ensure validity and reliability, particularly through pilot testing, expert review and Cronbach's alpha. The chapter further described the data collection procedures. For data analysis, thematic analysis was applied to qualitative data, while quantitative data was analysed using SPSS. Finally, the chapter emphasized adherence to ethical standards through informed consent, voluntary participation and confidentiality, with approvals.

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CHAPTER FOUR: DATA ANALYSIS, PRESENTATION, INTERPRETATION AND DISCUSSIONS

4.1 Introduction

This chapter presents the findings and interpretation of data in relation to the role of Sogoot FM as a platform for social inclusion in amplifying the voices of the Ogiek community in Nakuru County, Kenya. The analysis is organized according to the study objectives, focusing on community voice amplification, rights-based advocacy and the operational challenges facing Sogoot FM. The chapter begins with presenting/analysing/providing respondents' background information. Quantitative data were analyzed using descriptive statistics in SPSS version 28, including frequencies, percentages, means and standard deviations. In addition, key informant interviews with media personnel and community leaders provided deeper insights into the role and challenges of Sogoot FM within the Ogiek community.

4.2 Response Rate

The sample size of this study comprised 411 respondents drawn from the Ogiek community and key informants associated with Sogoot FM. This included 176 respondents from Mariashoni (Molo Sub-County), 208 from Nessuit (Njoro Sub-County), and 27 key informants comprising 3 producers, 6 presenters, 8 journalists, 4 Non-Governmental Organizations representatives and 6 community elders. The response rate was calculated to assess the level of participation and the adequacy of the data collected for subsequent analysis. The results are presented in Table 4.1.

Table 4.1

Response Rate

Category	Sample Size	Responses	Response Rate
Mariashoni – Molo Sub-County	176	168	95.45
Nessuit – Njoro Sub- County	208	185	88.94
Sogoot FM – Producers	3	2	66.67
Sogoot FM – Presenters	6	5	83.33
Sogoot FM – Journalists	8	5	62.50
NGOs representatives	4	3	75.00
Community elders	6	5	83.33
Total	411	373	90.75

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The overall response rate of the study was 90.75% (373 out of 411 respondents), indicating a very high level of participation from both the Ogiek community and key informants. According to Kothari (2023), a response rate of 50% and above is considered adequate, 60% and above is good, while 70% and above is regarded as excellent. Based on this benchmark, the achieved response rate of 90.75% is excellent, implying that the data collected were sufficient for meaningful statistical analysis and interpretation of the findings. The high response rate was achieved through several strategies, including obtaining support from community leaders and local administrators to facilitate access to respondents, administering questionnaires through face-to-face interactions, engaging trained research assistants who communicated with respondents in the Ogiek language where necessary, and scheduling interviews and questionnaire administration at times that were convenient for participants. In addition, the respondents were assured of confidentiality and informed that the study was purely for academic purposes, which enhanced their willingness to participate. These measures contributed to the high level of participation and the completeness of the data collected.

4.3 Background Information

This section presents the demographic characteristics of the community members, including gender and level of education. The background information provides the context for interpreting respondents' views and experiences and supports the analysis of the study objectives, particularly the first objective, which sought to examine how Sogoot FM's programming amplifies the voices of the Ogiek community in Nakuru County, Kenya.

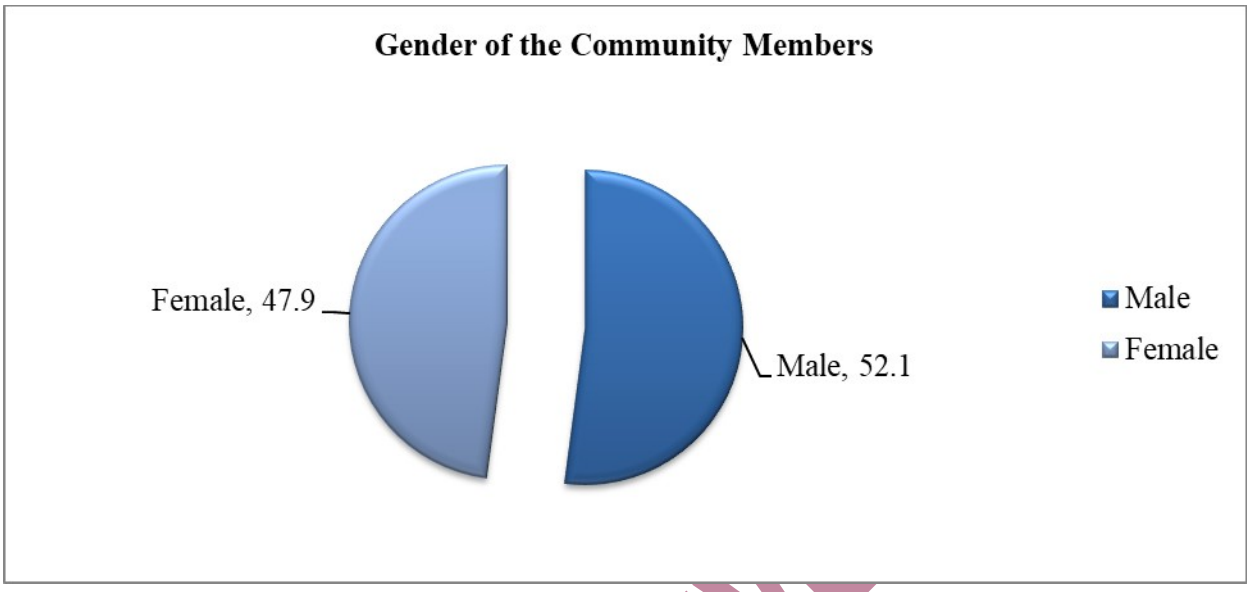
4.3.1 Gender of the Participants

Gender is an important demographic characteristic because it may influence access to community radio, participation in radio programmes and perceptions of how effectively Sogoot FM amplifies the voices of the Ogiek community. Understanding the gender distribution of the respondents, therefore, provides context for interpreting the study findings. The community members were requested to indicate their gender and the results are presented in Figure 4.1.

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Figure 4.1

Gender of the Participants



From the results, as shown in Figure 4.1, majority of the respondents, 52.1%, were male, while 47.9% were female. This indicates a relatively balanced gender representation among the community members, enhancing the inclusivity and reliability of perspectives captured in the study. Such diversity contributes to a more comprehensive understanding of how Sogoot FM amplifies voices and supports social inclusion within the Ogiek community.

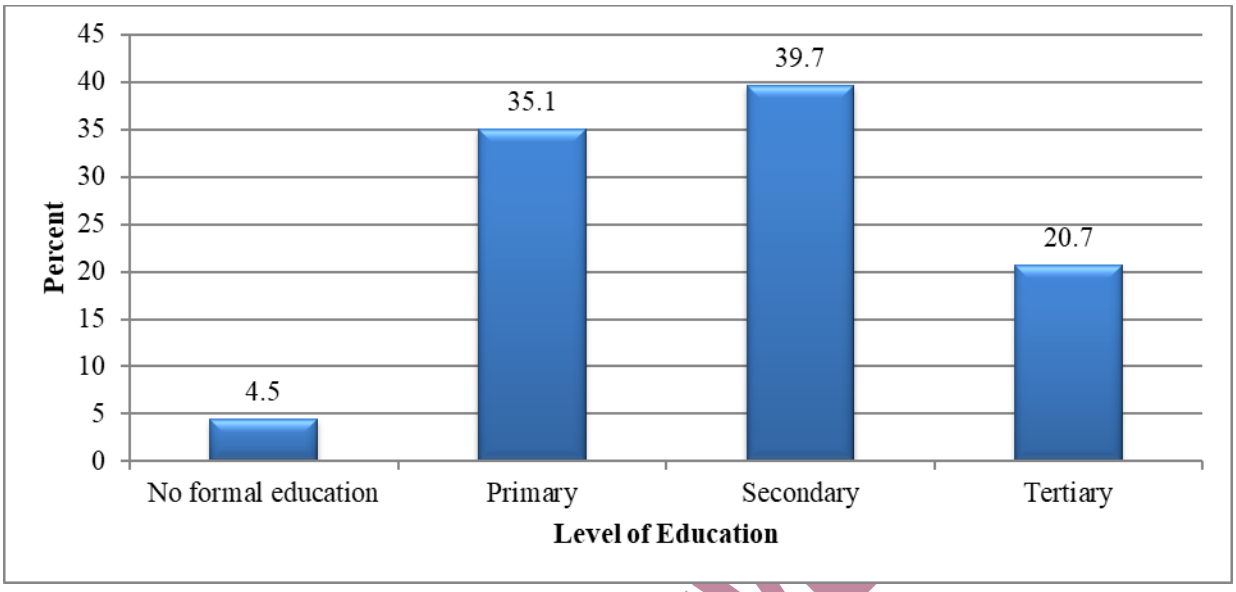
4.3.2 Level of Education of the Community Members

The level of education was considered important because it may influence the respondents understanding of community radio content, awareness of rights-based issues and participation in Sogoot FM programmes. Establishing the respondents' educational background, therefore, provided context for interpreting their perceptions of the role of Sogoot FM in amplifying the voices of the Ogiek community. Community members were requested to indicate their highest level of education and the results are presented in Figure 4.2.

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Figure 4.2

Level of Education of the Community Members



As illustrated in Figure 4.2, majority of the respondents, 39.7%, had secondary education, followed by 35.1% with primary education. Those with tertiary education accounted for 20.7%, while 4.5% had no formal education. This indicates that most respondents had at least basic or secondary education, suggesting a generally literate sample capable of engaging with media content and participating meaningfully in discussions on community radio, advocacy and social inclusion within the Ogiek community.

4.4 The Role Community Radio (Sogoot FM) in Amplifying Voices of Marginalized Communities

The first objective of the study was to examine how Sogoot FM's programming amplifies the voices of the Ogiek community in Nakuru County, Kenya.

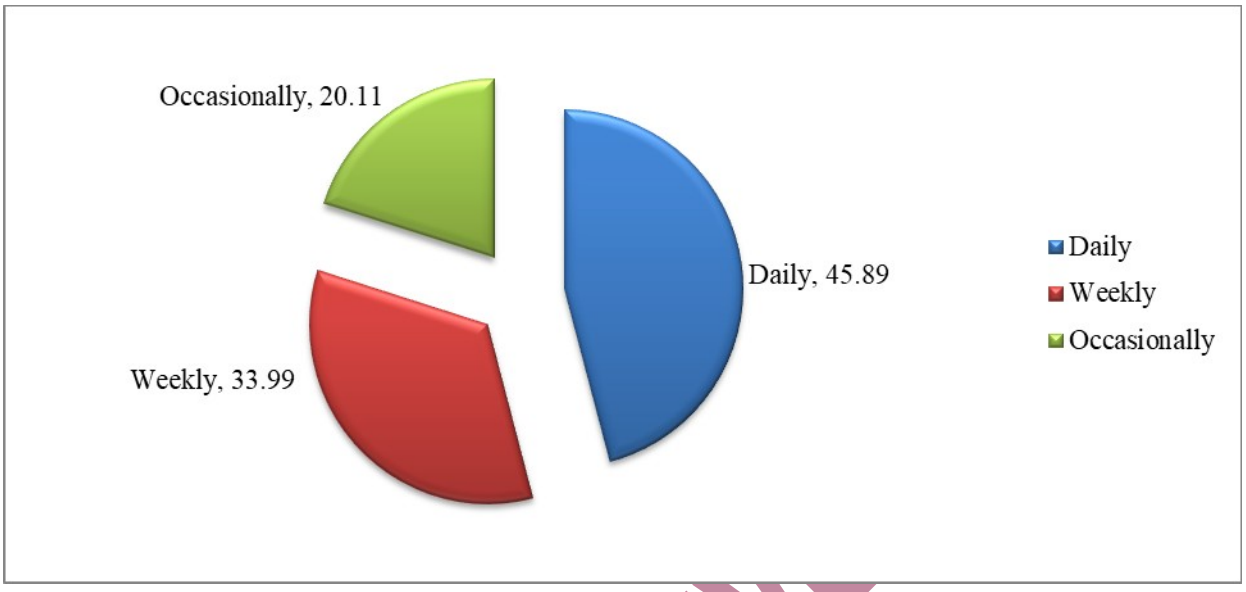
4.4.1 Frequency of Listening to Sogoot FM in the Last Two Years

The community members were asked how often they had listened to Sogoot FM over the last two years. The findings were demonstrated in Figure 4.3.

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Figure 4.3

Frequency of Listening to Sogoot FM



As illustrated in Figure 4.3, majority of the community members, 45.89%, reported listening to Sogoot FM daily, while 33.99% listened on a weekly basis. Those who listened occasionally accounted for 20.11%, indicating that a smaller proportion of the respondents engage with the station less frequently. The results demonstrated that a significant proportion of community members regularly tuned in to Sogoot FM, reflecting strong audience reach and consistent exposure to its programming. This regular listenership suggests that the station is well integrated into the daily communication practices of the Ogiek community, thereby enhancing its potential role in amplifying community voices and promoting social inclusion. These findings are consistent with those of Shailashree and Lokesh (2023) in India, who found that regular engagement with community radio enhances its effectiveness as a participatory communication platform by providing communities with continuous access to information, dialogue and opportunities to contribute to programme content.

4.4.2 Participation in Sogoot FM Programmes

The respondents were asked to indicate how they typically participate in Sogoot FM programmes. The results were as depicted in Table 4.2.

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Table 4.2

Participation in Sogoot FM Programmes

Participation	Frequency	Percent
Calling in during live shows	160	45.3
Sending messages via WhatsApp/SMS	20	5.7
Attending community forums organized by the station	132	37.4
I do not participate	41	11.6
Total	353	100.0

From the findings, the majority of respondents, 45.3%, reported that they participate by calling in during live shows, while 37.4% indicated that they attend community forums organized by the station targeting the elderly, women and youth to discuss issues affecting them. A small proportion, 5.7%, participates through sending messages via WhatsApp or SMS, whereas 11.6% stated that they do not participate in Sogoot FM programmes. This indicates that most respondents participated by calling in during live shows, highlighting strong community involvement and active participation in Sogoot FM programming, which enhances dialogue and inclusion within the Ogiek community. The findings are consistent with those of Maina and Simiyu (2024), who found that community radio promotes social inclusion by creating participatory communication platforms that encourage audience engagement and interaction.

4.4.3 Most Frequently Listened Sogoot FM Programmes

The respondents were requested to indicate which Sogoot FM programmes they listened to most frequently. The results were as shown in Table 4.3.

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Table 4.3

Frequently Listened Sogoot FM Programmes

Sogoot FM Programmes	Frequency	Percent
Ripsetab Timwek ak Tililindo (Discussion for Community Empowerment)	80	22.7
Cultural programmes	96	27.2
News and current affairs	124	35.1
Educational/Health programmes	53	15.0
Total	353	100.0

From the results, the majority of respondents, 35.1%, indicated that they most frequently listen to news and current affairs programmes, while 27.2% preferred cultural programmes. Ripsetab Timwek ak Tililindo (Discussion for Community Empowerment) was selected by 22.7% of the respondents and 15.0% listened most frequently to educational or health programmes. This indicates that the majority of respondents listen to news and current affairs content, suggesting that Sogoot FM plays a key role in disseminating timely information, while also supporting cultural preservation, community dialogue and public education within the Ogiek community. The findings are consistent with those of Essel and Govender (2023), who found that community radio programming that combines news, cultural content and development-oriented programmes enhances community participation, strengthens cultural identity and promotes social inclusion among marginalized populations.

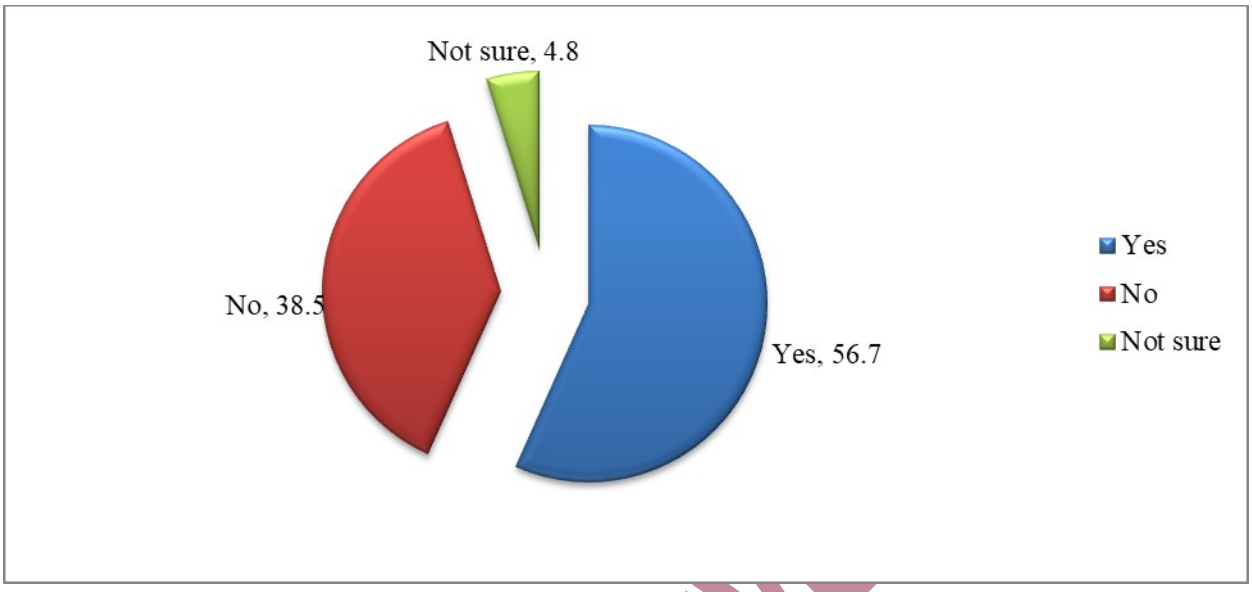
4.4.4 Community Influence on Sogoot FM Programme Content

The respondents were asked to indicate whether they felt that Sogoot FM allows community members to suggest or influence programme content. The results were as indicated in Figure 4.4.

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Figure 4.4

Community Influence on Sogoot FM Programme Content



As shown in Figure 4.4, 56.7% of the respondents indicated that Sogoot FM allows community members to influence programme content, 38.5% felt that it does not, while 4.8%, were not sure. This indicates that majority of the respondents perceived the station as participatory and inclusive in its programming processes, suggesting that Sogoot FM provides avenues for community input, although a notable minority still felt excluded or uncertain about their ability to influence content. The findings are consistent with those of Ajisafe (2021), who observed that one of the defining characteristics of community radio is its ability to involve community members in determining programme content, thereby ensuring that broadcasts reflect local priorities, concerns and aspirations.

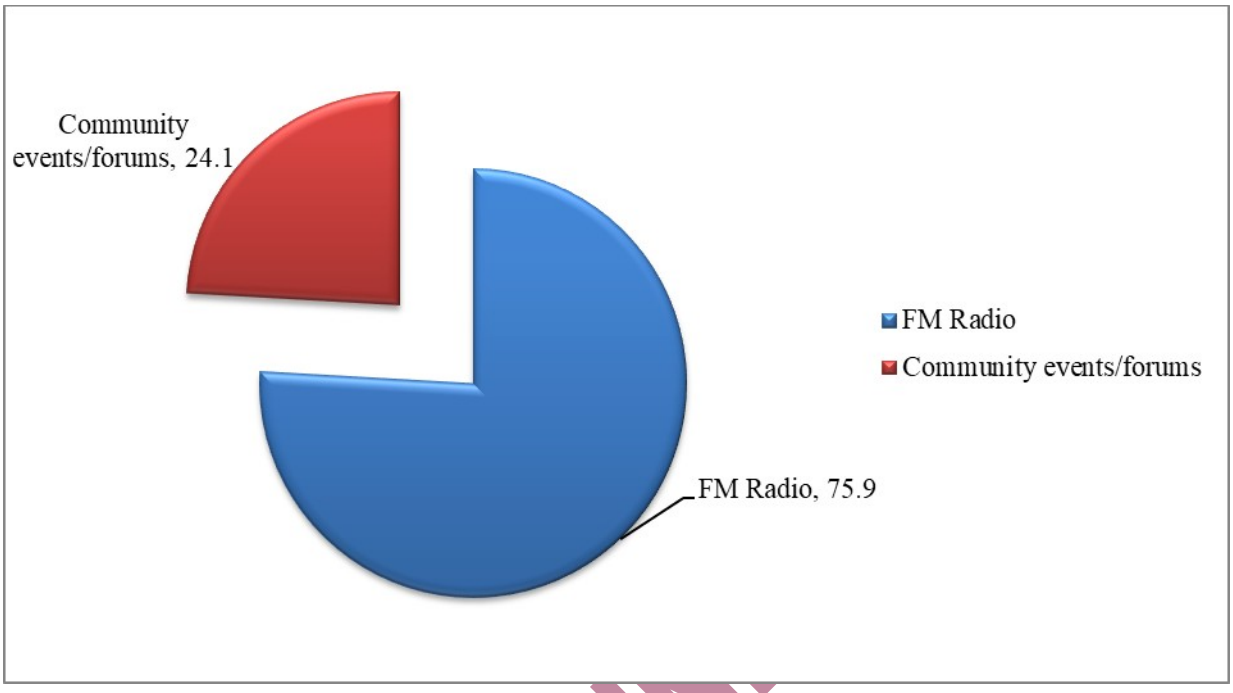
4.4.5 Modes of Accessing Sogoot FM Broadcasts

The respondents were requested to indicate how they usually access Sogoot FM broadcasts. Figure 4.5 indicates the findings.

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Figure 4.5

Modes of Accessing Sogoot FM Broadcasts



As illustrated in Figure 4.5, 75.9% of the respondents indicated that they accessed Sogoot FM broadcasts through FM radio, while 24.1% accessed them through community events and forums. These findings suggest that FM radio is the primary channel through which Sogoot FM reaches the Ogiek community, enabling the station's programmes to disseminate information widely and provide a platform for community voices. The use of community events and forums further complements radio broadcasts by facilitating direct interaction and dialogue with community members. Consequently, these modes of access enhance the station's ability to amplify the voices of the Ogiek community, thereby addressing the first research question on how Sogoot FM's programming amplifies the voices of the Ogiek community in Kenya. The findings are consistent with those of Sanusi et al. (2024), who found that community radio remains the most accessible communication medium for marginalized rural communities because of its affordability, wide coverage and ability to disseminate locally relevant information.

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4.4.6 Sogoot FM's Role in Amplifying the Voices and Concerns

The community members were asked to indicate the extent to which they agreed with statements regarding Sogoot FM's role in amplifying the voices and concerns of the Ogiek community. The results were as shown in Table 4.4.

Table 4.4

Sogoot FM's Role in Amplifying the Voices and Concerns

No.	Statements	N	Mean	Std. Deviation
1	Sogoot FM programmess reflect issues that affect the Ogiek community.	353	4.269	.669
2	Sogoot FM provides a platform for Ogiek community members to express their views.	353	4.065	.537
3	The station helps preserve Ogiek culture, language and traditions.	353	4.085	.498
4	I feel that the issues I raise through Sogoot FM are heard by the community and local leaders	353	4.119	.546
5	The station promotes cultural identity and heritage of the Ogiek people	353	4.164	.555
6	The language and format used by Sogoot FM make it accessible to the Ogiek community.	353	4.156	.599

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The results indicate that the respondents agreed, with a mean of 4.269 (SD = 0.669), that Sogoot FM programs reflect issues that affect the Ogiek community. The respondents also agreed, with a mean of 4.164 (SD = 0.555), that the station promotes cultural identity and heritage of the Ogiek people. These findings are consistent with Essel and Govender (2023), who observed that radio stations play a key role in promoting cultural identity and heritage. The respondents further agreed, with a mean of 4.156 (SD = 0.599), that the language and format used by Sogoot FM made it accessible to the Ogiek community. Similarly, they agreed, with a mean of 4.119 (SD = 0.546), that the issues they raised through Sogoot FM were heard by the community and local leaders. In addition, the respondents agreed, with a mean of 4.085 (SD = 0.498), that Sogoot FM helps to preserve Ogiek culture, language and traditions. Moreover, with a mean of 4.065 (SD =

0.537), the respondents agreed that the station provides a platform for Ogiek community members to express their views. These findings concur with Shailashree and Lokesh (2023), who observed that radio stations provide a platform for individuals to express their views.

The findings align with the principles of Development Media Theory, which emphasizes that media in developing contexts should contribute to social transformation by addressing community needs, supporting cultural identity and empowering disadvantaged groups to participate in the development processes (Sanusi et al. (2024). By broadcasting programmes that reflect Ogiek concerns, promote indigenous culture and provide information relevant to community members, Sogoot FM demonstrates the developmental role of media in advancing social inclusion and community empowerment. The findings also support the assumptions of Participatory Communication Theory, which views communication as a process of dialogue, engagement and collective participation rather than a one-way transmission of information. The high mean scores relating to community expression, accessibility of programming and recognition of community concerns indicate that Sogoot FM provides opportunities for the Ogiek community to actively participate in the communication processes.

The role of Sogoot FM in amplifying Ogiek voices also relates to the preservation of their ancestral homeland. By providing a platform through which community members can discuss land rights, displacement, environmental conservation, and the protection of ancestral territories, the station strengthens public awareness of the Ogiek's connection to their homeland (Ajisafe, 2021). Such communication enables community concerns regarding land and territorial rights to reach local leaders and other stakeholders, while also reinforcing indigenous identity and collective responsibility for protecting ancestral resources (Maina & Simiyu, 2024). Therefore, Sogoot FM's contribution to cultural preservation and community voice extends beyond maintaining language and traditions to supporting awareness and advocacy concerning the Ogiek's ancestral homeland.

4.5 Amplification of Marginalized Voices

The second objective of the study was to explore how Sogoot FM facilitates rights-based advocacy among the Ogiek people in Nakuru County.

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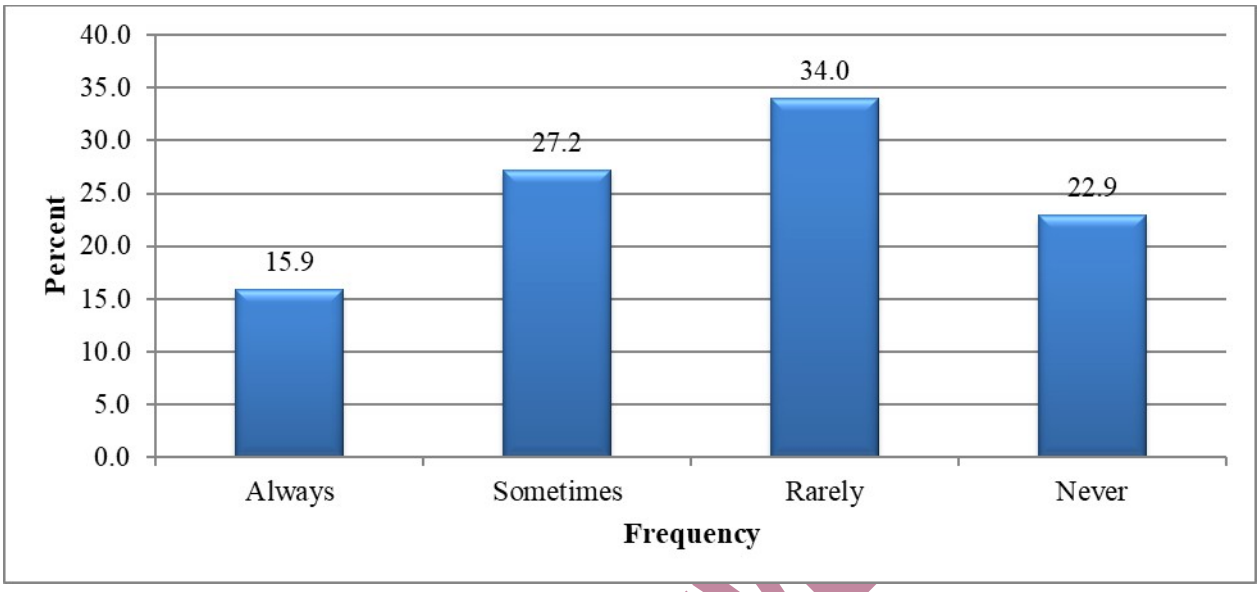
4.5.1 Frequency of Engagement in Sogoot FM Activities and Advocacy

The respondents were asked how often they had engaged in community activities or advocacy initiatives promoted by Sogoot FM in the last one year. The results were as shown in Figure 4.6.

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Figure 4.6

Frequency of Engagement



From the results, the majority of respondents, 34.0%, indicated that they rarely engaged in community activities or advocacy initiatives promoted by Sogoot FM, while 27.2% reported that they sometimes participated. Those who never engaged accounted for 22.9%, and 15.9% stated that they always participate. This indicates that most respondents had low levels of engagement in Sogoot FM's community and advocacy initiatives, suggesting that while the station promotes such activities, participation remains generally limited and inconsistent among members of the Ogiek community. The findings partly contrast with Gasana and Habamenshi (2023), who found that participatory radio programming in Rwanda enhanced citizen engagement by increasing awareness of community issues, encouraging dialogue, and strengthening relationships between citizens and local authorities.

4.5.2 Sogoot FM's Role in Promoting Rights-Based Advocacy and Civic Engagement

The respondents were requested to indicate the extent to which they agreed with statements regarding Sogoot FM's role in promoting rights-based advocacy and civic engagement. Unlike Table 4.4, which focuses on amplification of Ogiek voices and concerns, Table 4.5 examines how the station promotes rights awareness, advocacy and active civic participation. The results are presented in Table 4.5.

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Table 4.5

Sogoot FM in Rights Advocacy and Civic Engagement

No.	Statements	N	Mean	Std. Deviation
1	Sogoot FM provides a platform for Ogiek community members to express their views.	353	4.204	.664
2	I feel that the issues I raise through Sogoot FM are heard by the community and local leaders.	353	4.181	.636
3	Sogoot FM programmes reflect the real challenges and needs of the Ogiek community.	353	4.527	.666
4	Sogoot FM provides information that helps me understand my rights.	353	4.153	.548
5	Sogoot FM motivates community members to participate in decision-making and civic activities.	353	4.119	.546
6	The programmes encourage engagement in cultural, environmental and social initiatives.	353	4.133	.605
7	Sogoot FM helps preserve Ogiek language, culture and traditions.	353	4.210	.580
8	The station promotes cultural identity and heritage among the Ogiek people.	353	4.448	.647
9	Sogoot FM broadcasts empower the community to report violations or injustices.	353	3.989	.635
10	Sogoot FM contributes to greater inclusion of marginalized voices in local development discussions.	353	4.244	.596

As illustrated in Table 4.5, the findings demonstrate a generally high level of agreement regarding Sogoot FM's contribution to the amplification of marginalized voices and concerns, rights-based advocacy and civic engagement. However, the findings are interpreted separately to distinguish the three dimensions and demonstrate how each addresses the corresponding research objective. Amplification of voices and concerns is reflected primarily in statements 1, 2, 3 and 10. The respondents strongly agreed that Sogoot FM's programmes reflect the real challenges and needs of the Ogiek community (M = 4.527, SD = 0.666). They also agreed that the station contributes to greater inclusion of marginalized voices in local development discussions (M = 4.244, SD = 0.596), provides a platform for community members to express their views (M = 4.204, SD = 0.664), and ensures that issues raised through the station are heard by the community and local leaders (M = 4.181, SD = 0.636). These findings indicate that the station performs a voice amplification function by providing platforms for expression, bringing

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community concerns into public discussion, and increasing the visibility of issues affecting the Ogiek community. This dimension, therefore, focuses on whether marginalized community members can express their concerns and have those concerns heard, rather than on subsequent advocacy or civic action.

The findings on rights-based advocacy are reflected particularly in statements 4 and 9. The respondents agreed that Sogoot FM provides information that helps them understand their rights (M = 4.153, SD = 0.548). They also agreed that the station's broadcasts empower the community to report violations or injustices (M = 3.989, SD = 0.635). Unlike amplification, which concerns the expression and visibility of community concerns, these findings relate specifically to rights awareness and the capacity of community members to recognise and respond to rights violations. The findings, therefore, suggest that Sogoot FM contributes to rights-based advocacy by disseminating information about rights and creating awareness that can support communities in reporting violations and seeking redress.

Civic engagement and participation are reflected primarily in statements 5 and 6. The respondents agreed that Sogoot FM motivates community members to participate in decision-making and civic activities (M = 4.119, SD = 0.546). They also agreed that its programmes encourage engagement in cultural, environmental and social initiatives (M = 4.133, SD = 0.605). These findings demonstrate the station's contribution to active community participation beyond the expression of concerns, particularly through involvement in decision-making and collective cultural, environmental and social activities. Thus, civic engagement concerns the extent to which radio programming encourages community members to move from receiving information or expressing concerns to participating in activities and processes affecting their community.

Statements 7 and 8 further capture the cultural preservation and identity dimension of amplification of marginalized voices. The respondents agreed that Sogoot FM helps to preserve Ogiek language, culture and traditions (M = 4.210, SD = 0.580) and promotes cultural identity and heritage among the Ogiek people (M = 4.448, SD = 0.647). These findings complement the voice amplification dimension by demonstrating how the station provides a platform through which the community's cultural identity, language and heritage are maintained and publicly represented.

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The findings are consistent with Makinde and Abati (2024), who observed that radio stations play an important role in promoting cultural identity and heritage. Similarly, Gasana and Habamenshi (2023) observed that radio can encourage community members to participate in decision-making and civic activities. The present findings extend these observations by demonstrating that Sogoot FM performs several related but distinguishable functions: it amplifies community voices and concerns, promotes awareness and action concerning rights, and encourages civic participation.

The findings are also supported by Development Media Theory, which emphasises the role of media in promoting social transformation, cultural preservation and the empowerment of marginalized communities by addressing their development needs and concerns. By reflecting on Ogiek challenges, promoting indigenous heritage and disseminating information relevant to community experiences, Sogoot FM demonstrates the developmental role of media in supporting social inclusion and strengthening the capacity of marginalized groups to participate in development processes.

The findings further support the assumptions of Participatory Communication Theory, which views communication as a dialogical process in which marginalized groups actively participate in expressing their experiences, shaping discussions and influencing decisions affecting their lives. Through interactive programmes, local language use and opportunities for community expression, Sogoot FM creates spaces for Ogiek community members to contribute their perspectives. Importantly, the findings show that participation occurs at different levels: amplification involves expressing and making concerns visible; rights-based advocacy involves developing awareness of rights and responding to violations; while civic engagement involves participation in decision-making and collective community activities. This distinction ensures that the findings directly address the respective research questions without conflating the three dimensions.

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4.6 Operational Challenges Facing Sogoot FM

The third objective of the study was to identify the operational challenges facing Sogoot FM in advocating for the rights of the Ogiek community in Nakuru County. The respondents were requested to indicate the challenges they perceived that Sogoot FM to faced. The identified

challenges were aggregated into broader categories based on their related characteristics, as presented in Table 4.6.

Table 4.6

Challenges Facing Sogoot FM in Advocating for the Rights

No.	Aggregated Challenges	Frequency	Percent
1	Resource and infrastructure constraints (limited resources, technical equipment, digital access, electricity)	212	60.1
2	Community outreach and participation barriers (outreach barriers, low community participation)	88	24.9
3	Regulatory and political constraints (regulatory constraints, political interference)	33	9.3
4	Staff capacity constraints (lack of training)	20	5.7
Total		353	100.0

The findings indicate that resource and infrastructure constraints constituted the most prominent challenge, with limited resources (19.3%), poor electricity supply (18.1%), limited internet/digital access (13.6%), and lack of technical equipment (9.1%) accounting for a substantial proportion of the responses. Community outreach and participation challenges were also notable, with low community participation being reported by 14.7% and outreach barriers by 10.2% of the respondents. Regulatory and political constraints accounted for 9.3%, comprising political interference (5.9%) and regulatory constraints (3.4%), while lack of training accounted for 5.7%. Overall, the findings imply that resource and infrastructure constraints were the most significant challenges facing Sogoot FM, potentially limiting its capacity to deliver advocacy content, expand outreach, and effectively support the rights of the Ogiek community.

The respondents were asked to describe any other challenges that Sogoot FM experiences in serving the Ogiek community. From the findings, they indicated that limited signal coverage in some remote and forested areas affects consistent access to Sogoot FM broadcasts. This reduces the station's ability to effectively reach all segments of the Ogiek community, particularly those in hard-to-reach locations. They further noted that language diversity and varying literacy levels

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among community members may also hinder full understanding of broadcast messages. As a result, the effectiveness of communication and engagement is sometimes constrained, limiting the overall impact of programmes intended to inform, educate and advocate for the community.

The respondents further revealed that financial constraints and limited funding sources significantly affect the station's operations and sustainability. Inadequate resources limit Soogot FM's ability to maintain quality programming, upgrade technical equipment and support staff capacity development. They also indicated that weak partnerships with key stakeholders, including government agencies and development organizations, restrict the station's ability to expand its advocacy initiatives and outreach programmes. Additionally, operational challenges such as staffing limitations and insufficient technical expertise were noted to affect programme consistency and quality. These challenges collectively hinder the station's effectiveness in fully serving and representing the needs of the Ogiek community.

The findings are consistent with those of Moffat et al. (2024), who found that community radio stations face sustainability challenges related to financial limitations, operational constraints, technical capacity and environmental factors which undermine their ability to effectively fulfil their broadcasting mandate. The prominence of limited resources as a challenge further supports the findings of Mathebula (2024), who established that inadequate financial resources, equipment shortages and skill gaps negatively affect the sustainability and effectiveness of community radio stations. Similarly, the findings support Urrahmah (2025), who observed that digital inequalities, limited technological infrastructure, institutional weaknesses and regulatory challenges constrain the sustainability and adaptability of community radio stations.

4.7 Qualitative Analysis

Qualitative data obtained from the key informant interviews were analysed using deductive thematic analysis. The analysis was guided by the study objectives and research questions, whereby interview transcripts were coded and organized into predetermined themes. Within each major theme, related sub-themes emerged from the participants' responses and were used to explain the role of Sogoot FM in amplifying the voices of the Ogiek community.

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4.7.1 Programming and Amplification of Ogiek Voices

The media personnel at Sogoot FM were requested to explain how topics and content aired on the station are selected and prioritized. The identified themes were as presented in Table 4.7.

Table 4.7

Themes Emerging from the Analysis of Programming and Amplification of Ogiek Voices

No.	Theme	Summary of Findings
1	Community-driven programme selection	Programme content is informed by community needs, listener feedback, consultations with elders, women, youth groups and emerging social issues affecting the Ogiek community.
2	Prioritization of community issues	Broadcasts prioritize land rights, education, health, environmental conservation and cultural preservation because of their significance to the Ogiek community.
3	Community empowerment through programming	Programmes promote education, environmental conservation, cultural identity, and awareness of community rights, thereby empowering listeners to participate in community development.
4	Platform for expression and dialogue	Interactive talk shows, call-in programmes, and discussion forums provide opportunities for community members to express their opinions, share experiences and discuss issues affecting their livelihoods.
5	Effective programmes for community advocacy	Programmes focusing on land rights, governance, youth empowerment, civic education, environmental conservation and cultural preservation were identified as the most effective in amplifying Ogiek voices and promoting public dialogue.
6	Inclusion of marginalized voices	The station deliberately promotes the participation of women, youth, persons with disabilities and residents of remote areas through outreach activities, field reporting and participatory programming.
7	Community participation mechanisms	Community members participate through phone calls, text messages, social media interactions, village meetings, outreach activities and public forums, thereby strengthening engagement, inclusivity and accountability.

The key informants indicated that the station mainly determines its programming content based on issues affecting the Ogiek community, feedback from listeners, emerging social concerns and

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consultations with local leaders, youth groups, women groups and community elders. The respondents further noted that community participation through call-ins, village meetings and social media interactions plays a significant role in shaping the station's agenda to ensure that the programs remain relevant to the needs and interests of the audience. As one of the key informants noted:

> "*Most of our programs are guided by the issues affecting the Ogiek people at that particular time. We gather views from call-ins, village elders, women, youth groups and community meetings before deciding on the content*." KII1

These findings are consistent with those of Shailashree and Lokesh (2023), who found that community radio strengthens trust and relevance by actively involving local communities in programme development and broadcasting in local languages. Similarly, Essel and Govender (2023) observed that community participation in programme design enhances community ownership, promotes social inclusion and strengthens the relevance of radio content to local needs. The findings also support those of Sanusi et al. (2024) and Ajisafe (2021), who argued that community radio empowers marginalized populations by providing a platform through which local communities can voice their concerns, participate in public discourse and influence decisions affecting their lives.

The findings further revealed that the station continuously monitors discussions within the community in order to identify urgent matters requiring public attention and engagement. The media personnel explained that issues relating to land rights, health, education and cultural preservation are commonly prioritized due to their significance to the Ogiek community. The programmes are designed to address issues affecting community members, promoting forest conservation and preserving the community's cultural heritage. The station broadcasts songs that praise the forest as a means of encouraging environmental conservation and raising awareness about the importance of protecting natural resources. In addition, the radio airs programmes that support children's academic development by recognizing and celebrating high-performing students, thereby motivating them to continue working hard. They believe that through education, community members will be enlightened and equipped with the knowledge and skills necessary to actively advocate for their rights, needs and interests from an informed standpoint.

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Furthermore, the radio serves as a vital link between the local community and mainstream media, particularly print media, helping to amplify community concerns, grievances and development issues to a wider audience. Through this role, the station enhances community visibility and facilitates advocacy on matters affecting residents. Another media personnel stated that:

> "*We listen carefully to what the community is discussing. If there are issues about land, education, or health, we organize programs around those concerns so that people feel represented*." KII2

The media personnel at Sogoot FM were requested to indicate how the station provides a platform for the Ogiek community to express their concerns and opinions. They indicated that the station uses interactive talk shows, call-in sessions and community discussion programs to enable listeners to freely share their views on issues affecting their daily lives. They further noted that the station intentionally promotes inclusivity by encouraging participation from elders, women and youth to ensure that diverse voices are represented during broadcasts and community engagement activities. As one key informant explained:

> "*Sogoot FM gives our people a chance to speak about issues affecting them, especially land matters, education and cultural preservation*." KII1

These findings are consistent with those of Shailashree and Lokesh (2023), who found that community radio functions as a participatory platform by actively involving local communities in programme production and providing opportunities for marginalized groups to express their views. The findings from community leaders and NGO representatives corroborated the views of media personnel, indicating that Sogoot FM has created an accessible platform where community members actively participate in discussions and feel that their voices are heard. The respondents emphasised that listeners ~~are able to~~ contribute through phone calls, messages and live interactions without fear, which has strengthened trust between the station and the community. They further noted that this openness has enhanced civic engagement and encouraged more community members to participate in public dialogue on social and developmental issues affecting the Ogiek community. One key informant stated that:

> "*Many community members feel heard because they can call the station directly and share their opinions without fear*." KII3

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These findings are in agreement with those of Maina and Simiyu (2024), who found that community radio enhances social inclusion by encouraging active community engagement and providing marginalized populations with opportunities to participate in public dialogue. Both media personnel and community stakeholders agreed that Sogoot FM plays a significant role in facilitating civic expression and dialogue within the Ogiek community. While media personnel emphasized the intentional design of participatory programming formats such as talk shows and call-ins, community leaders and NGO representatives highlighted the practical impact of these programs in empowering listeners to express themselves freely and engage in discussions on key issues affecting their lives. This convergence of views demonstrates that the station not only provides a communication platform but also strengthens inclusion, accountability and community participation in local discourse.

The media personnel at Sogoot FM were requested to provide examples of programs or segments that have effectively addressed issues affecting the Ogiek community. The media personnel indicated that programs focusing on land rights advocacy, youth empowerment, civic education, environmental conservation and cultural preservation have been particularly effective in addressing community concerns. They further noted that interactive programs and discussion forums enable listeners to share experiences, seek clarification and jointly explore solutions to challenges affecting their daily lives. As one key informant stated:

> "*We had a special program discussing land ownership and the court rulings affecting the Ogiek community, and many listeners called in to express their concerns and seek clarification*." KII5

These findings are consistent with those of Sanusi et al. (2024), who found that community radio empowers marginalized communities by providing a platform to discuss issues such as land rights, governance, and social justice while enabling disadvantaged groups to influence public discourse. The findings from community leaders and NGO representatives corroborated these views, indicating that programs on land rights, governance, cultural preservation and youth empowerment are among the most effective in amplifying Ogiek voices. The participants explained that such programs provide a platform for dialogue where community members can openly raise concerns and engage in collective problem-solving on issues affecting their livelihoods. They further emphasized that these programs have strengthened awareness and

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encouraged participation in community discussions and decision-making processes at local level. As one key informant remarked:

> "*The land rights and governance programmes are very important because they educate the community and give people an opportunity to discuss their struggles openly*." KII2

These findings are in agreement with those of Essel and Govender (2023), who found that community radio strengthens community awareness and participation by incorporating local narratives and encouraging listener engagement in addressing social challenges. The community leaders and NGO representatives further noted that cultural and youth-oriented programmes have contributed significantly to strengthening identity and encouraging active participation among younger audiences. They explained that such programmes not only preserve Ogiek cultural heritage but also provide guidance on social and developmental challenges facing the youth. Through storytelling, discussions, and mentorship-oriented segments, the programmes have enhanced intergenerational learning and community cohesion. As one key informant observed:

> "*Programs that focus on Ogiek culture and youth issues help preserve our identity while also guiding young people on social challenges*." KII5

The media personnel at Sogoot FM, the community leaders and NGO representatives were requested to explain how marginalized or minority opinions are incorporated into broadcasts and how community members participate in the station's programmes. The media personnel indicated that the station promotes inclusivity by encouraging participation from women, youth, persons with disabilities and individuals residing in remote areas. They further explained that journalists and presenters conduct field visits and outreach activities to collect views from individuals who may not easily access the station directly, ensuring broader representation in programming and decision-making discussions across the Ogiek community. These findings support Shailashree and Lokesh (2023), who established that community radio strengthens inclusion by involving local communities in programme production and creating platforms where underserved populations can express their concerns. As one key informant noted:

> "*We encourage women, youth and persons living in remote areas to contribute because their opinions are often ignored in public discussions*." KII7

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The findings from community leaders and NGO representatives corroborated these views, indicating that listeners actively participate through phone calls, text messages, social media interactions and attendance at community outreach events organized by the station. They explained that this participation has strengthened engagement between the station and the community by making communication more interactive, accessible and inclusive across different social groups. Community members ~~are able to~~ express concerns, seek clarification and contribute ideas on governance and development matters affecting their daily lives. These findings are consistent with those of Sanusi et al. (2024), who found that community radio provides marginalized communities with opportunities to voice concerns, challenge exclusion and participate in discussions on issues affecting their lives. As one key informant stated:

> "*Most people participate by calling during live discussions, while others send messages to contribute their opinions on community matters*." KII2

Further findings revealed that outreach activities, field reporting, and public forums have played a key role in strengthening trust and enhancing inclusivity between the station and the community. The participants noted that these initiatives enable direct engagement with marginalized groups, including elderly community members and those in remote areas, while also allowing broader community participation in decision-making discussions. These findings are consistent with those of Essel and Govender (2023), who established that community radio strengthens social inclusion by integrating local voices and creating opportunities for communities to actively participate in discussions affecting their wellbeing. Similarly, Sanusi et al. (2024) observed that community radio serves as an important platform for rural and marginalized populations by facilitating dialogue, addressing social concerns and promoting collective action. These efforts have improved transparency, accountability and collective problem-solving within the Ogiek community. As one key informant explained:

> "*When the station organizes public forums and outreach events, many community members attend and openly share their views*." KII3

The findings are also consistent with the principles of Participatory Communication Theory which emphasizes dialogue, community involvement and horizontal communication processes where audiences actively participate in shaping communication outcomes. Sogoot FM reflects

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this approach through listener participation, community consultations, call-in programmes and public forums. In addition, the findings support Development Media Theory, which views media as an instrument for social transformation, empowerment and addressing inequalities among disadvantaged populations. Through advocacy programmes, rights awareness initiatives and cultural preservation efforts, Sogoot FM demonstrates the potential of community media to support the development and empowerment of marginalized indigenous communities.

4.7.2 Rights-Based Advocacy and Civic Engagement

The media personnel at Sogoot FM and the community leaders were requested to explain how Sogoot FM uses its programs to educate the Ogiek community about their rights and how the station encourages action and dialogue on these rights. The identified themes were as presented in Table 4.8.

Table 4.8

Themes Emerging from the Analysis of Rights-Based Advocacy and Civic Engagement

No.	Theme	Summary of Findings
1	Rights awareness through civic education	Sogoot FM educates the Ogiek community on constitutional rights, land ownership, environmental justice, and access to public services through civic education programmes involving legal experts, local leaders and activists.
2	Promotion of civic participation	The station encourages community participation through interactive talk shows, call-in programmes, voter awareness campaigns, public participation forums and youth engagement discussions that enable listeners to contribute to governance and development processes.
3	Dialogue and community engagement	Sogoot FM provides an interactive platform that facilitates dialogue between community members, leaders and other stakeholders, strengthening accountability, trust and collective problem-solving on issues affecting the Ogiek community.
4	Partnerships for advocacy	The station collaborates with community-based organizations, NGOs, environmental conservation groups and local leaders to implement advocacy campaigns, mobilize the community and enhance awareness of indigenous rights and environmental conservation.

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5	Improved communication between the community and public institutions	Through interactive programmes and public discussions, Sogoot FM strengthens communication between the Ogiek community and government institutions, promoting transparency, responsiveness and accountability in governance and service delivery.
6	Perceived effectiveness of rights-based advocacy	Respondents viewed Sogoot FM as an effective platform for promoting rights awareness, civic engagement and community mobilization, although its effectiveness is constrained by limited financial resources, inadequate infrastructure and restricted outreach to remote areas.

The media personnel indicated that the station conducts civic education programs focusing on constitutional rights, land ownership, environmental justice and access to public services. They further explained that legal experts, local leaders and activists are invited to simplify complex legal and policy issues in a language that community members can easily understand, thereby enhancing comprehension and participation in governance discussions as well as community development matters. These findings support Gasana and Habamenshi (2023), who established that participatory community radio programming enhances citizens' awareness of governance issues, strengthens dialogue and improves understanding of rights and responsibilities. As one media personnel stated:

> "*We invite legal experts and community leaders to explain land rights, constitutional rights and access to government services in simple language*." MP9

The findings further revealed that awareness programmes have contributed to increased confidence among community members in advocating for their rights and participating in public discussions. The respondents noted that listeners have become more informed about social and political matters affecting their lives, including land governance and access to services which has strengthened civic engagement within the community. Community leaders further confirmed that the station has facilitated discussions on land disputes, environmental conservation and governance issues, which have encouraged community members to attend meetings, seek legal support and engage more actively with local leaders. These findings are consistent with those of Alela (2021), who found that local language radio programming in rural Kenya enhanced human

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rights awareness by addressing issues such as gender-based violence, child rights violations and social insecurity. As one key informant explained:

> "*After several discussions on land rights, many community members became more active in attending meetings and following legal processes affecting the Ogiek*." KII3

The findings further showed that Sogoot FM has strengthened dialogue between the community and other stakeholders by providing a platform where previously ignored issues can openly be discussed and addressed. This has enhanced collaboration, accountability and collective problem-solving between community members and local leaders, while also promoting trust in communication channels. These findings align with Gasana and Habamenshi (2023), who established that community radio debates promote citizen participation by improving interactions between communities and local authorities, thereby strengthening governance relationships. The station's programming has, therefore, played a key role in linking awareness creation with practical action, ensuring that discussions translate into participation and engagement. A key informant stated that:

> "*The radio has helped to bring leaders and community members together to discuss issues that were previously ignored*." KII4

The media personnel at Sogoot FM were also requested to indicate the initiatives and programs used by the station to encourage civic participation among listeners. They indicated that interactive talk shows, voter awareness campaigns, public participation forums and youth engagement discussions are commonly used to promote civic involvement. They further noted that the station encourages listeners to actively engage in governance and development activities affecting the community. These findings are consistent with Gasana and Habamenshi (2023), who found that participatory radio debates enhance citizen awareness, encourage engagement with local authorities and strengthen participation in governance processes. Through live discussions and call-in programs, listeners raise concerns, share opinions and contribute to debates on elections, service delivery and local development priorities affecting their daily lives. As one key informant remarked:

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> "*We organize live talk shows where listeners call in and discuss governance, elections and development projects affecting the community*." KII7

The findings from community leaders further indicated that Sogoot FM plays a key role in informing the Ogiek community about their rights and legal protections through structured civic education programs involving legal experts, local leaders and activists. These programs simplify constitutional rights, land ownership issues and access to public services using local language, making legal information more understandable and accessible to ordinary community members. These findings support Alela (2021), who established that local language radio programmes enhance human rights awareness and empower marginalized populations by providing accessible platforms for rights education and community expression. Community leaders explained that this approach has significantly improved awareness of rights and strengthened understanding of governance and legal processes within the community. It has also enabled people to engage more confidently in discussions about justice and development issues. As one key informant stated:

> "*The station regularly explains issues related to land rights and legal protections in a way that ordinary community members can understand*." KII8

The findings further revealed that the combination of civic participation programs and rights awareness initiatives has significantly improved community engagement in governance and development processes. Listeners are now more informed about their constitutional rights and are increasingly willing to participate in public forums, meetings and decision-making platforms at the local level. This increased awareness has strengthened accountability between leaders and the community while also promoting transparency in service delivery. The findings support Alela (2021), who demonstrated that local language radio contributes to empowerment by enabling marginalized groups to understand their rights and engage more effectively in addressing social and governance challenges. However, the present study extends previous research by showing how Sogoot FM integrates civic education and rights-based advocacy to empower an indigenous community, enabling the Ogiek people to move from passive recipients of information to active participants in governance and development processes. Through its programming, the station has, strengthened community voice, collective action and advocacy for issues affecting their livelihoods and interests. As one key informant observed:

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> "*People are now more informed about their rights because the radio discusses these issues openly and clearly*." KII9

The media personnel at Sogoot FM were further requested to describe the partnerships and collaborations that support advocacy and community engagement activities at the station. The respondents indicated that the station collaborates with community-based organizations, non-governmental organizations, environmental conservation groups and local leaders to support awareness campaigns and advocacy initiatives. These findings align with those of Wachira et al. (2024), who established that community radio initiatives are strengthened through collaboration with local stakeholders, enabling stations to effectively support community awareness, engagement and socio-economic development. The informants further explained that such collaborations have strengthened the station's ability to mobilize the community and address issues affecting the Ogiek people. As one key informant noted:

> "*We partner with NGOs and community organizations to conduct awareness campaigns on environmental conservation and indigenous rights*." KII13

The findings further revealed that collaboration with local leaders and community groups has improved trust between the station and listeners, thereby increasing participation in community activities and advocacy programs. These findings support Gasana and Habamenshi (2023), who established that community radio strengthens relationships between citizens and local authorities by creating platforms for dialogue, shared understanding and collective engagement. Similarly, Wachira et al. (2024) found that collaboration with community stakeholders enhances the effectiveness of community radio by improving outreach, strengthening social connections and promoting community-driven responses to local challenges. Another key informant stated that:

> "*Working with chiefs, elders, and community groups has helped us mobilize listeners and increase participation in advocacy programs*." KII14

The media personnel at Sogoot FM were also requested to assess the effectiveness of the station in promoting awareness and action on social and political issues affecting the Ogiek community. The media personnel indicated that the station has played an important role in educating the community on matters such as land rights, governance, environmental conservation and cultural preservation. They further explained that the station has created a platform for dialogue and collective problem-solving, where listeners actively engage in discussions, ask questions and

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share ideas on addressing community challenges. This participatory approach has enhanced understanding of key issues and encouraged community-driven solutions to local problems affecting development and social welfare. As one key informant explained:

> "*People are now more informed about land issues and governance matters because of the discussions we air regularly.*" KII15

The findings from community leaders further indicated that Sogoot FM has significantly improved communication between the Ogiek community and local authorities by providing interactive platforms for engagement. The participants explained that the station connects community members with leaders and public institutions through live discussions and public forums where concerns are openly raised and addressed. These findings are consistent with those of Gasana and Habamenshi (2023), who established that participatory community radio enhances relationships between citizens and authorities by facilitating dialogue, increasing awareness of governance issues and promoting citizen participation in decision-making processes. This strengthened accountability by enabling leaders to respond directly to community issues and clarify governance matters in real time. It also improved transparency in service delivery processes and encouraged more responsive leadership at the local level. As one key informant observed:

> "*The station provides a bridge between the community and leaders because officials are sometimes invited to respond to issues raised by listeners.*" KII5

The findings further revealed that Sogoot FM has enhanced awareness, dialogue and responsiveness between the Ogiek community and institutions responsible for governance and service delivery. Community leaders noted that the station has made it easier for citizens to communicate their concerns and demand action from authorities in a structured and accessible manner. This improved communication has strengthened trust in public institutions and encouraged continuous engagement between the community and decision-makers. It has also promoted civic responsibility and participation in governance processes at the local level, contributing to more inclusive community development outcomes. These findings support Gasana and Habamenshi (2023), who established that community radio promotes citizen

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participation by improving awareness of governance issues and strengthening dialogue between communities and local authorities.

The media personnel at Sogoot FM were requested to rate the effectiveness of the station in rights-based advocacy and civic engagement on a scale of 1 to 5. Most respondents rated the station at 4 out of 5, indicating that it has generally been effective in promoting awareness, participation and dialogue among listeners within the Ogiek community. They explained that Sogoot FM has played a significant role in educating and mobilizing the community on key social and political issues such as land rights, governance, environmental protection and cultural preservation, despite facing operational and resource-related constraints. The station was, therefore, viewed as a strong advocacy platform that enhances civic awareness and community participation. As one key informant stated:

> "*I would rate the station at 4 because it has played a major role in educating and mobilizing the community, although resources are still limited.*" KII7

The findings further revealed that while the station is positively regarded for its advocacy and civic engagement role, there is still need for additional resources to enhance its reach and effectiveness, particularly in remote areas. The respondents noted that limited funding, inadequate infrastructure, and insufficient outreach capacity constrain the station's ability to fully serve all segments of the Ogiek community. These findings are consistent with those of Ishengoma (2024), who observed that although community radio has significant potential to promote awareness and social change, its effectiveness is often affected by structural challenges such as limited resources, accessibility barriers and inadequate community participation mechanisms. Strengthening logistical support, improving transmission coverage and expanding programming resources were identified as key priorities for improving impact. These improvements would enable the station to deepen its advocacy role and ensure more inclusive access to information. As one key informant observed:

> "*I can rate it at 4 out of 5 since the station is effective, but more support is needed to reach remote areas."* KII10

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The findings highlight the importance of using culturally appropriate communication approaches in advancing rights-based advocacy among marginalized populations. By using local language and community-based explanations, Sogoot FM reduces barriers associated with technical-legal terminology and enables community members to participate more effectively in discussions concerning their rights. These findings support Alela (2021), who established that local language radio enhances human rights awareness and empowers marginalized groups to report violations and participate in addressing social injustices. Similar to the current findings, Alela demonstrated that accessible language and community-focused programming improve understanding of rights issues. However, the present study extends Alela's findings by focusing specifically on indigenous rights advocacy, showing how community radio can support the Ogiek community in addressing concerns related to land, culture, governance and environmental protection.

Overall, the findings demonstrate that Sogoot FM facilitates rights-based advocacy through civic education, participatory programming, stakeholder engagement and community dialogue. The station enhances rights awareness, strengthens community confidence and provides spaces where marginalized groups can engage with leaders and institutions (Mathebula, 2024). These findings reinforce the relevance of Participatory Communication Theory which emphasizes dialogue, collective participation and community ownership of communication processes. They also support Development Media Theory, which views media as an instrument for social transformation by empowering disadvantaged communities, promoting awareness and supporting inclusive development.

4.7.3 Challenges Facing Sogoot FM

4.7.3.1 Challenges Faced by Sogoot FM in Amplifying the Voices of the Ogiek Community

The media personnel at Sogoot FM were requested to identify challenges facing the station in amplifying the voices of the Ogiek community. The identified themes were as presented in Table 4.9.

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Table 4.9

Themes Emerging from the Analysis of Challenges Facing Sogoot FM in Amplifying Voices

No.	Broad Theme	Related Issues Emerging from the Data	Summary of Findings
1	Resource and operational constraints	Financial constraints; infrastructure and technological limitations; geographical accessibility; human-resource and capacity limitations	Inadequate funding, limited broadcasting equipment, weak signal coverage, unstable connectivity, inadequate transport, difficult terrain, dispersed settlements, staffing shortages and limited technical capacity constrain programme production, field reporting, community outreach and the station's ability to reach remote Ogiek communities.
2	Regulatory and political constraints	Broadcasting regulations; political pressure and interference; sensitivity of land, governance and indigenous-rights issues	Regulatory requirements and perceived political pressures encourage caution when covering sensitive issues, potentially limiting editorial independence, the depth of discussion and the station's advocacy role.
3	Social and cultural barriers to participation	Social divisions; fear of political or social repercussions; cultural norms; indigenous communication practices; language considerations	Social tensions, fear of repercussions, cultural expectations, traditional communication practices and language considerations influence willingness to participate openly, share information and discuss sensitive community issues.

The findings indicate that resource and operational constraints constituted the most prominent cluster of challenges reported by participants. The respondents consistently identified inadequate funding, limited transmission coverage, poor infrastructure, insufficient broadcasting equipment, difficulties accessing remote areas and staffing limitations as interconnected constraints affecting the station's operations (Urrahmah, 2025). These challenges limit the station's ability to produce programmes, conduct field reporting, undertake community outreach and consistently reach geographically dispersed members of the Ogiek community. The challenges, therefore, extend beyond financial limitations to include the infrastructure, human resources and physical accessibility required to translate financial resources into effective community broadcasting.

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The respondents explained that inadequate funding affects programme production, field reporting, community outreach, acquisition and maintenance of broadcasting equipment, and the sustainability of advocacy initiatives. Limited financial resources also constrain the station's ability to travel to remote communities and cover community-based stories. As one key informant stated:

> "*Limited funding affects our ability to produce more community programs and conduct field reporting."* KII9

Community leaders similarly indicated that limited resources affect the station's ability to reach remote Ogiek settlements. One participant observed:

> "*The station struggles with limited resources, especially when it comes to producing programs and reaching remote villages*." KII1

These findings are consistent with those of Moffat et al. (2024), who established that financial, operational, technical and environmental sustainability challenges affect the ability of community radio stations to fulfil their broadcasting mandate. The present findings demonstrate that these constraints are particularly significant where the target community is geographically dispersed and includes populations living in hard-to-reach areas.

Infrastructure, technology and geographical accessibility were also closely interconnected with the resource constraints reported by participants. Weak signal coverage, unstable internet connectivity, limited broadcasting equipment, inadequate transport facilities, difficult terrain and poor road networks were identified as barriers to effective communication and outreach. These challenges reduce the quality and reach of programming, restrict field reporting and affect listener participation, particularly among community members living in remote areas. One key informant noted:

> "*Without enough equipment and financial support, the station cannot effectively reach all parts of the Ogiek community*." KII3

Similarly, media personnel reported that:

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> "*We do not always have enough equipment or transport facilities to support effective field reporting*." KII2

The findings further showed that human resource limitations form part of the broader operational challenge. Staffing shortages, limited technical skills and inadequate opportunities for professional development affect programme production, service delivery and the station's capacity to expand its programming and outreach activities (Temitayo, 2022). The participants indicated that limited staff capacity can slow production processes and reduce the frequency and quality of field reporting. Continuous capacity building was, therefore, identified as important for improving the efficiency and effectiveness of the station.

The second broad theme was regulatory and political constraints. Media personnel, community leaders and NGO representatives reported that broadcasting regulations and perceived political pressures can affect the manner in which Sogoot FM addresses sensitive issues. Particular caution was reported in relation to land rights, governance, indigenous rights and political affairs. Participants indicated that such pressures may influence editorial decisions, the framing of contentious issues and the openness of public discussion.

The findings suggest that regulatory requirements and political pressures work together to constrain the station's advocacy space. While regulatory compliance is necessary for responsible broadcasting, participants indicated that the sensitivity surrounding certain political and community issues can lead to cautious treatment of controversial subjects. This may limit the depth of discussions and the willingness of both presenters and community members to engage openly with some issues.

The third broad theme was social and cultural barriers to participation. The participants reported that social divisions, fear of political or social repercussions, cultural expectations, traditional communication practices and language considerations influence the extent to which community members participate in radio discussions. These factors were particularly important when programmes addressed sensitive matters involving land, cultural identity, leadership and internal community concerns. One key informant observed:

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> "*Some people fear speaking openly about certain issues because of political and social pressures within the community*." KII6

The findings indicate that these social and cultural factors may discourage some community members from expressing their views publicly even where the radio provides a platform for participation. Indigenous norms and traditional communication structures may also shape who feels comfortable speaking, the manner in which information is shared and the issues that participants are willing to discuss openly. Consequently, effective amplification of marginalized voices requires not only access to broadcasting infrastructure but also communication approaches that are socially and culturally responsive.

These findings are consistent with Shailashree and Lokesh (2023), who established that community radio can strengthen marginalized communities through participation in programme production and the use of local languages, thereby enhancing relevance and trust. Similarly, Essel and Govender (2023) demonstrated that incorporating local narratives and community experiences into radio programming can strengthen cultural identity and social inclusion. The present study extends these findings by demonstrating how indigenous cultural norms, traditional values and community structures can influence the willingness and ability of the Ogiek community to participate openly in advocacy-oriented radio programmes.

The findings also align with Sanusi et al. (2024), who emphasised that community radio contributes to empowerment when programming responds to the specific realities and needs of marginalized populations. The present study demonstrates that addressing the challenges facing Sogoot FM requires a combination of resource strengthening, appropriate infrastructure and technology, staff capacity development, regulatory and editorial safeguards, and culturally responsive approaches to community engagement. The use of local language, involvement of respected community representatives and stronger engagement with community structures may help to build trust and encourage wider participation.

Overall, the findings demonstrate that the challenges facing Sogoot FM are interconnected rather than isolated. Resource and operational constraints affect the station's capacity and reach; regulatory and political constraints influence the space within which advocacy can occur; while

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social and cultural barriers affect the willingness and ability of community members to participate (Mathebula, 2024). Organising the findings into these three broader categories provides a clearer analytical understanding of how different forms of constraint can affect Sogoot FM's capacity to amplify the voices and concerns of the Ogiek community.

4.7.3.2 Strategies Used by Sogoot FM to Overcome Challenges and their Effectiveness

The media personnel at Sogoot FM were requested to explain the strategies used by the station to overcome operational and advocacy challenges. The identified themes were as presented in Table 4.10.

Table 4.10

Themes Emerging from the Analysis of Strategies Used by Sogoot FM to Overcome Operational Challenges

No.	Theme	Summary of Findings
1	Strategic partnerships and collaboration	Sogoot FM collaborates with non-governmental organizations, community-based organizations and other stakeholders to mobilize resources, support advocacy programmes, strengthen community education and expand outreach activities.
2	Use of digital communication platforms	The station complements traditional radio broadcasting with social media platforms to reach a wider audience, particularly younger listeners, facilitate real-time interaction, enhance feedback and sustain community engagement despite resource and infrastructural limitations.

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The key informants indicated that the station has adopted several strategies to address resource limitations and strengthen its advocacy role within the Ogiek community. These include forming partnerships with non-governmental organizations, community-based groups and other stakeholders to support program implementation and awareness campaigns (Urrahmah, 2025). They further explained that such collaborations have enabled the station to mobilize additional resources, expand outreach activities and enhance public participation in its programming. Through these partnerships, the station has also strengthened its advocacy initiatives by leveraging external support for community education and engagement efforts. As one key informant noted:

> "*Collaborating with NGOs and community groups has helped us secure support for some advocacy and awareness programs.*" KII8

The findings further revealed that the station has increasingly embraced digital platforms, particularly social media, as a complementary strategy to overcome communication and engagement challenges. Social media use has enabled Sogoot FM to extend its reach beyond traditional radio broadcasting and engage a wider and more diverse audience, especially younger listeners who are more active online (Moffat et al., 2024). This approach has improved interaction, feedback, and real-time engagement with the community, thereby strengthening the effectiveness of its advocacy work. It has also allowed the station to share information more rapidly and maintain continuous communication with its audience despite infrastructural and resource constraints. As one key informant remarked:

> "*We have also used social media to reach younger audiences and engage listeners beyond the radio broadcasts.*" KII1

4.8 Conclusion

This chapter presented the findings of the study based on data collected from members of the Ogiek community in Mariashoni and Nessuit, as well as key informants associated with Sogoot FM and community leadership in Nakuru County, Kenya. The study achieved an overall response rate of 90.75%, representing 373 out of the 411 targeted respondents. The findings established that Sogoot FM plays an important role in amplifying the voices of the Ogiek community through participatory programming, dissemination of news and current affairs, promotion of cultural identity, and provision of platforms for community members to express their views. The station also contributes to preserving Ogiek language, traditions and cultural heritage while facilitating dialogue between community members and local leaders.

The findings further demonstrated that Sogoot FM contributes to rights-based advocacy by promoting awareness of community rights, encouraging civic engagement and providing opportunities for marginalised voices to participate in local development discussions. However, the station's effectiveness is constrained by limited financial resources, inadequate technical equipment, unreliable electricity supply, restricted signal coverage, limited digital access, insufficient staff training and low community participation. These challenges affect the station's capacity to deliver consistent advocacy programmes and reach all members of the Ogiek community. Addressing these constraints through improved resource mobilisation, infrastructure, staff capacity and stakeholder collaboration would strengthen Sogoot FM's contribution to

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community representation, cultural preservation and rights-based advocacy. The findings provide a foundation for the conclusions and recommendations presented in the subsequent chapter.

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CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The chapter begins by summarizing the key findings, highlighting how Sogoot FM amplifies the voices of the Ogiek community, promotes rights-based advocacy and the operational challenges affecting its effectiveness in serving the community. It then presents the conclusions drawn from the study based on the findings and relevant theoretical perspectives. In addition, the chapter provides recommendations for policy, practice and future research aimed at strengthening the role of community radio in promoting social inclusion, civic engagement and advocacy among marginalized communities such as the Ogiek in Nakuru County, Kenya.

5.2 Summary of the Findings

This section summarizes the findings of the study based on the study objectives, which examined the role of Sogoot FM in amplifying Ogiek community voices, promoting rights-based advocacy, and addressing operational challenges in Nakuru County, Kenya. The summary is presented in line with each specific study objective.

5.2.1 How Sogoot FM's programming amplifies the voices of the Ogiek community in Nakuru County, Kenya

The first objective of the study sought to examine how Sogoot FM's programming amplifies the voices of the Ogiek community in Nakuru County, Kenya. The study found that Sogoot FM's programming plays a significant role in amplifying the voices of the Ogiek community in Nakuru County, Kenya. The findings revealed that a majority of the respondents regularly listened to Sogoot FM, with most indicating daily or weekly engagement with the station. The study further established that respondents mainly participated in programmes through calling in during live shows and attending community forums organized by the station, demonstrating active audience involvement and interaction. In addition, the results showed that news and current affairs programmes were the most frequently listened to followed by cultural programmes, indicating that Sogoot FM plays an important role in disseminating information, promoting cultural awareness and facilitating community dialogue. The study also found that most respondents believed that the station allows community members to influence programme content, suggesting that Sogoot FM promotes participatory and inclusive broadcasting practices.

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Furthermore, FM radio emerged as the primary mode through which listeners access broadcasts, highlighting the strong reach and relevance of traditional radio broadcasting within the Ogiek community.

The study established that Sogoot FM's programmes reflect issues that affect the Ogiek community. In addition, the study found that the station promotes cultural identity and heritage of the Ogiek people. The study further found that the language and format used by Sogoot FM make it accessible to the Ogiek community. Also, the study found that the issues they raise through Sogoot FM are heard by the community and local leaders. Further, the study findings revealed that Sogoot FM helps preserve Ogiek culture, language and traditions. Moreover, the study found that the station provides a platform for Ogiek community members to express their views.

5.2.2 How Sogoot FM facilitates rights-based advocacy among the Ogiek people in Nakuru County

The second objective of the study sought to explore how Sogoot FM facilitates rights-based advocacy among the Ogiek people in Nakuru County. The study found that Sogoot FM facilitates rights-based advocacy by enhancing rights awareness, promoting civic engagement and supporting inclusion of marginalized voices in development discussions. The findings revealed that respondents had generally low and inconsistent participation in community activities and advocacy initiatives promoted by Sogoot FM, despite the station's efforts to encourage community engagement. The study found that Sogoot FM's programmes reflect the real challenges and needs of the Ogiek community. The study also found that the station promotes cultural identity and heritage among the Ogiek people. In addition, the study established that Sogoot FM contributes to greater inclusion of marginalized voices in local development discussions. The study established that Sogoot FM helps preserve Ogiek language, culture and traditions.

The study findings indicated that the station provides a platform for Ogiek community members to express their views. In addition, the study found that the issues that they raise through Sogoot FM are heard by the community and local leaders. Moreover, the study found that Sogoot FM provides information that helps them understand their rights. Further, the study found that the programmes encourage engagement in cultural, environmental and social initiatives.

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Furthermore, the research established that Sogoot FM motivates community members to participate in decision-making and civic activities. Moreover, the study found that Sogoot FM broadcasts empower the community to report violations or injustices.

5.2.3 Operational challenges facing Sogoot FM in advocating for the rights of the Ogiek community in Nakuru County.

The third objective of the study sought to identify the operational challenges facing Sogoot FM in advocating for the rights of the Ogiek community in Nakuru County. The study found that Sogoot FM faces several operational challenges, including limited resources, infrastructural constraints, weak digital access and low community participation. The findings revealed that Sogoot FM faces several challenges, with limited resources emerging as the most significant challenge, followed by poor electricity supply, low community participation and limited internet or digital access. Other challenges identified included outreach barriers, lack of technical equipment, political interference, lack of training and regulatory constraints. These findings suggest that financial, infrastructural and operational limitations significantly affect the station's ability to effectively deliver advocacy content, expand outreach and strengthen its support for the Ogiek community.

The study further found that Sogoot FM experiences additional challenges related to limited signal coverage in remote and forested areas which affects access to broadcasts among some members of the Ogiek community. The study indicated that language diversity and varying literacy levels hinder effective communication and understanding of programme content. In addition, financial constraints, weak stakeholder partnerships, staffing limitations and inadequate technical expertise were found to affect programme quality, operational sustainability and consistency in service delivery. These challenges collectively limit the station's effectiveness in fully serving, informing and representing the needs and interests of the Ogiek community.

5.3 Conclusions

The study concludes that Sogoot FM plays a significant role in amplifying the voices of the Ogiek community through consistent listenership, active audience engagement and participatory programming. Most respondents reported regular engagement with the station, mainly through FM radio, with news, current affairs and cultural programmes being the most preferred content.

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The station is widely perceived as accessible and inclusive, with opportunities for community members to call in during live shows, attend forums and influence programme content. It is further concluded that Sogoot FM contributes to information dissemination, cultural awareness and community dialogue, thereby strengthening social inclusion and ensuring that the voices and concerns of the Ogiek community are heard and represented in public discourse.

The study further concludes that Sogoot FM is moderately effective in facilitating rights-based advocacy and civic engagement among the Ogiek community. Although participation in advocacy initiatives is generally low and inconsistent, the station plays an important role in promoting rights awareness, cultural identity and inclusion of marginalized voices in development discussions. All the respondents indicated that Sogoot FM provides a platform for expression, encourages civic participation and supports engagement in cultural, environmental and social activities. It also helps to ensure that issues raised by the community are heard by both local leaders and fellow community members. The station contributes to empowerment and civic consciousness, even though greater mobilization is needed to enhance active participation.

The study finally concludes that Sogoot FM faces significant operational challenges that limit its effectiveness in serving the Ogiek community. Key constraints include limited financial and material resources, unreliable electricity supply, weak digital infrastructure and low levels of community participation. Additional challenges such as poor signal coverage in remote areas, language diversity, literacy differences, staffing shortages and inadequate technical skills further hinder effective communication and programme delivery. The station also experiences weak institutional partnerships as well as regulatory and political pressures that affect its operations. These challenges reduce the station's capacity to expand outreach, maintain quality programming and sustain its advocacy role, thereby constraining its overall impact in amplifying marginalized voices within the Ogiek community.

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5.4 Recommendations

5.4.1 Policy Recommendations

The study found that Sogoot FM plays a significant role in amplifying the voices of the Ogiek community, promoting rights-based advocacy and fostering social inclusion. It is, therefore, recommended that government agencies, communication regulators and development partners

formulate and implement supportive policies that strengthen community radio stations through adequate funding, improved infrastructure and capacity-building initiatives. Such policies should prioritize expansion of signal coverage, especially in remote and marginalized areas and ensure that regulatory frameworks are enabling rather than restrictive. This will enhance the ability of Sogoot FM to effectively disseminate information, promote cultural identity and amplify the voices of the Ogiek community in Nakuru County, Kenya.

In addition, the study revealed operational, technological and participation-related challenges that hinder the effectiveness of Sogoot FM in delivering its mandate. Policymakers and relevant stakeholders should, therefore, develop policies that promote sustainable financing mechanisms, digital inclusion and improved access to basic infrastructure such as electricity and internet connectivity. At the institutional level, Sogoot FM should be supported to strengthen partnerships with government agencies, civil society organizations and development partners to enhance resource mobilization and advocacy effectiveness. Furthermore, policies should encourage capacity building for staff and promote inclusive programming that enhances community participation, feedback and engagement.

The study further recommends that national and county governments should/ need to establish policy frameworks that recognize community radio stations as strategic partners in promoting indigenous rights, public participation and inclusive development. Such frameworks should encourage collaborative initiatives between community radio stations, educational institutions, research organizations and civil society actors to support evidence-based programming and community outreach. In addition, policy interventions should promote investment in digital broadcasting technologies and community media innovation to enable stations such as Sogoot FM to reach wider audiences, strengthen audience interaction and respond effectively to the evolving communication needs of marginalized communities.

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5.4.2 Recommendations for the Management

The management of Sogoot FM should strengthen community engagement strategies to enhance participation in programming and advocacy initiatives. This can be achieved by increasing interactive segments such as call-in shows, community forums and feedback mechanisms that allow wider involvement of the Ogiek community. The management should also prioritize inclusive content development to ensure that programming reflects the diverse voices, needs and

concerns of all segments of the community. By doing so, the station will enhance its role in amplifying marginalized voices and strengthening social inclusion within its target audience.

In addition, it is recommended that the management invests in capacity building, technological improvement and resource mobilization to address existing operational challenges. Staff should be trained in modern broadcasting techniques, digital media use and rights-based advocacy communication to improve programme quality and effectiveness. The station should also explore partnerships with development agencies, NGOs and government institutions to strengthen financial sustainability and expand outreach. Furthermore, management should focus on improving infrastructure such as signal coverage, equipment and digital platforms to enhance accessibility and ensure consistent service delivery to the Ogiek community.

The management should also strengthen community-centred programming by expanding outreach activities and increasing the participation of women, youth, persons living with disabilities and other marginalized groups in programme planning and broadcasting. Greater emphasis should be placed on investigative reporting and community storytelling to highlight issues that are often overlooked by mainstream media. In addition, management should institutionalize continuous professional development through regular training in journalism, digital broadcasting, community engagement and advocacy communication. Investment in modern broadcasting equipment, improved internet connectivity, transport facilities for field reporting and stronger partnerships with development organizations will further enhance programme quality, increase audience reach and improve the station's effectiveness in serving the Ogiek community.

5.4.3 Theoretical Recommendations

The findings support and extend the Development Media Theory by demonstrating that community radio can function as a development-oriented platform for amplifying marginalized voices, promoting cultural preservation and supporting rights-based advocacy. The findings also support Participatory Communication Theory by demonstrating the importance of community participation, dialogue and local ownership in the communication processes. The study extends the two theories by showing that their complementary application provides a stronger explanation of how community radio can connect participatory communication processes with social inclusion and rights-based advocacy in an indigenous community context.

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5.4.4 Recommendation for Further Studies

- Further studies should examine how digital media integration, including social media, internet broadcasting and other digital communication platforms can enhance the reach and effectiveness of community radio in amplifying marginalized voices, given the findings that limited internet and digital access constrained Sogoot FM's outreach.
- Further research should investigate factors influencing community participation in radio programmes, advocacy initiatives and community activities since the study found low and inconsistent participation in some activities promoted by Sogoot FM despite the station providing opportunities for community members to express their views and participate in discussions.
- Further studies should examine how financial constraints, inadequate technical equipment, staffing limitations and weak stakeholder partnerships affect the sustainability and effectiveness of community radio stations in serving marginalized communities.
- Further research should assess the effectiveness of community radio in promoting awareness of human rights, reporting violations, encouraging civic participation and influencing local decision-making, particularly among marginalized communities.
- Further studies should examine how language diversity, literacy levels and the use of indigenous languages affect audience understanding, participation and access to community radio content, considering the finding that these factors can hinder effective communication.
- Further research should investigate the effects of poor electricity supply, limited signal coverage and other infrastructural constraints on access to community radio services, particularly among communities living in remote and forested areas.

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APPENDICES

Appendix A: Questionnaires for Members of Ogiek community

You are invited to participate in this questionnaire as part of a research study. The purpose of this survey is to gather information about Sogoot FM's role in amplifying the voices of the Ogiek community. Your responses will be treated with strict confidentiality and used only for academic purposes. Kindly answer all questions honestly. Where applicable, tick [✔] the appropriate option or provide detailed responses.

Section A: Demographic Information

1. Age: _____
2. Gender:

   ☐ Male ☐ Female

3. Level of Education:

   ☐ No formal education ☐ Primary

   ☐ Secondary ☐ Tertiary

4. Occupation: _____
5. How long have you been a resident of the Mau Forest area? …….

Section B: Community Radio (Sogoot FM)

6. In the last two years, how often do you listen to Sogoot FM?

   ☐ Daily ☐ Weekly

   ☐ Occasionally ☐ Never

7. How do you typically participate in Sogoot FM programmes?

   ☐ Calling in during live shows

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☐ Sending messages via WhatsApp/SMS

☐ Attending community forums organized by the station

☐ Writing letters/emails

☐ I do not participate

8. Which Sogoot FM programmes do you listen to most frequently?

☐ Ripsetab Timwek ak Tililindo (Discussion for Community Empowerment)

☐ Cultural programmes

☐ News and current affairs

☐ Educational/Health programmes

☐ Other: _____

9. Do you feel that Sogoot FM allows community members to suggest or influence programme content?

☐ Yes

☐ No

☐ Not sure

10. How do you usually access Sogoot FM broadcasts?

☐ FM Radio

☐ Community events/forums

☐ WhatsApp/SMS updates

☐ Other: _____

11. To what extent do you agree with the following statements regarding Sogoot FM's role in amplifying the voices and concerns of the Ogiek community?

(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

Statement	**1**	**2**	**3**	**4**	**5**
Sogoot FM programmes reflect issues that affect the Ogiek community.					

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Sogoot FM provides a platform for Ogiek community members to express their views.					
The station helps preserve Ogiek culture, language, and traditions.					
I feel that the issues I raise through Sogoot FM are heard by the community and local leaders					
The station promotes cultural identity and heritage of the Ogiek people					
The language and format used by Sogoot FM make it accessible to the Ogiek community.					

Section C: Amplification of Marginalized Voices

12. In the last one year, how often do you engage in community activities or advocacy initiatives promoted by Sogoot FM?

☐ Always ☐ Sometimes

☐ Rarely ☐ Never

13. To what extent do you agree with the following statements regarding Sogoot FM's role in promoting rights-based advocacy and civic engagement? *(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)*

Statement	**1**	**2**	**3**	**4**	**5**
Sogoot FM provides a platform for Ogiek community members to express their views.					
I feel that the issues I raise through Sogoot FM are heard by the community and local leaders.					
Sogoot FM programmes reflect the real challenges and needs of the Ogiek community.					
Sogoot FM provides information that helps me understand my rights.					

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Sogoot FM motivates community members to participate in decision-making and civic activities.					
The programmes encourage engagement in cultural, environmental, and social initiatives.					
Sogoot FM helps preserve Ogiek language, culture, and traditions.					
The station promotes cultural identity and heritage among the Ogiek people.					
Sogoot FM broadcasts empower the community to report violations or injustices.					
Sogoot FM contributes to greater inclusion of marginalized voices in local development discussions.					

Section D: Operational Challenges Facing Sogoot FM

14. What challenges do you think Sogoot FM faces in advocating for the rights of the Ogiek community? (You may tick more than one)

☐ Limited resources ☐ Outreach barriers

☐ Regulatory constraints ☐ Lack of training

☐ Lack of technical equipment ☐ Limited internet/digital access

☐ Poor electricity supply ☐ Low community participation

☐ Political interference

☐ Other: _____

15. Please describe any other challenges that Sogoot FM experiences in serving the Ogiek community:

…….

…….

…….

Thank you for your participation!

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Appendix B: Key Informants Interview Guide for Media Personnel

Introduction

Good day. My name is Joseph Mecha, and I am conducting a study on *"The Role of Community Radio in Amplifying the Marginalized Voices of the Ogiek Community in Kenya."* Your insights as a presenter/producer are invaluable to understanding how Sogoot FM contributes to the Ogiek community. The interview will take approximately 30–45 minutes. Your responses will remain confidential and be used strictly for academic purposes. You may decline to answer any question or stop the interview at any time.

Background Information

1. Position at Sogoot FM: _____
2. Number of years working at Sogoot FM: _____
3. Programs you are involved in: _____

Section A: Programming and Amplification of Ogiek Voices

4. How do you decide the topics and content to be aired on Sogoot FM?
5. In what ways does your programming reflect the voices and concerns of the Ogiek community?
6. Can you provide examples of specific programs or segments that have addressed community issues effectively?
7. How do you ensure that marginalized or minority opinions within the Ogiek community are included in broadcasts?

Section B: Rights-Based Advocacy and Civic Engagement

8. How does Sogoot FM use its programmes to inform the Ogiek community about their rights?
9. What initiatives or programmes encourage civic participation among listeners?
10. Can you describe any partnerships or collaborations that support advocacy and community engagement?

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11. In your view, how effective has Sogoot FM been in promoting awareness and action on social or political issues affecting the Ogiek?
12. On a scale of 1–5, how would you rate the station's effectiveness in rights-based advocacy and civic engagement? *(1 = Not Effective, 5 = Very Effective)*

Section C: Challenges Facing Sogoot FM

13. What challenges does Sogoot FM face in amplifying the voices of the Ogiek community?
14. Are there limitations related to resources, technology, or staff that affect programming?
15. How do regulatory or policy issues impact the station's advocacy efforts?
16. What strategies have you used to overcome these challenges, and which ones have been successful?

Section D: Recommendations

17. In your opinion, how can Sogoot FM improve its role in amplifying marginalized voices?
18. What additional support or resources would enhance the station's capacity to serve the Ogiek community?

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Appendix C: Key Informants Interview Guide for Community Leaders

Good day. My name is Joseph Mecha, and I am conducting a study on *"The Role of Community Radio in Amplifying the Marginalized Voices of the Ogiek Community in Kenya."* This interview aims to gather your insights on the role of Sogoot FM in amplifying the voices of the Ogiek community, facilitating rights-based advocacy and the operational challenges the station faces. Your responses will remain confidential and used solely for academic purposes.

Section A: Programming and Amplification of Ogiek Voices

1. How does Sogoot FM provide a platform for the Ogiek community to express their concerns and opinions?
2. Which programmes or segments do you think most effectively amplify Ogiek voices, and why?
3. How do community members participate in Sogoot FM programmes (e.g., calls, messages, attending events)?

Section B: Rights-Based Advocacy and Civic Engagement

4. How does Sogoot FM inform the Ogiek community about their rights and legal protections?
5. Can you share examples where Sogoot FM has encouraged action or dialogue regarding the rights of the Ogiek?
6. How effective is Sogoot FM in promoting communication between the Ogiek community and local authorities or institutions?

Section C: Challenges Facing Sogoot FM

7. What are the main challenges Sogoot FM faces in producing programmes for the Ogiek community?
8. How do infrastructural, financial or technological limitations affect the station's advocacy work?
9. Are there regulatory, political, or social pressures that hinder Sogoot FM's operations and advocacy efforts?

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Appendix D: National Commission for Science, Technology & Innovation (NACOSTI) Research License

REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Ref No: **318608**

Date of Issue: **05/May/2026**

RESEARCH LICENSE



This is to Certify that Mr.. JOSEPH TENGEYA MECHA of St. Paul's University, Kenya, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nakuru on the topic: COMMUNITY RADIO AS A PLATFORM FOR SOCIAL INCLUSION: EXAMINING THE ROLE OF SOGOOT FM IN AMPLIFYING THE VOICES OF THE OGIEK COMMUNITY IN NAKURU COUNTY, KENYA for the period ending : 05/May/2027.

License No: **NACOSTI/P/26/4188997**

318608

Applicant Identification Number

Ag. Director General
NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

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See overleaf for conditions

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THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013 (Rev. 2014)
Legal Notice No. 108: The Science, Technology and Innovation (Research Licensing) Regulations, 2014

The National Commission for Science, Technology and Innovation, hereafter referred to as the Commission, was the established under the Science, Technology and Innovation Act 2013 (Revised 2014) herein after referred to as the Act. The objective of the Commission shall be to regulate and assure quality in the science, technology and innovation sector and advise the Government in matters related thereto.

CONDITIONS OF THE RESEARCH LICENSE

1. The License is granted subject to provisions of the Constitution of Kenya, the Science, Technology and Innovation Act, and other relevant laws, policies and regulations. Accordingly, the licensee shall adhere to such procedures, standards, code of ethics and guidelines as may be prescribed by regulations made under the Act, or prescribed by provisions of International treaties of which Kenya is a signatory to.
2. The research and its related activities as well as outcomes shall be beneficial to the country and shall not in any way;
    i. Endanger national security
    ii. Adversely affect the lives of Kenyans
    iii. Be in contravention of Kenya's international obligations including Biological Weapons Convention (BWC), Comprehensive Nuclear-Test-Ban Treaty Organization (CTBTO), Chemical, Biological, Radiological and Nuclear (CBRN).
    iv. Result in exploitation of intellectual property rights of communities in Kenya
    v. Adversely affect the environment
    vi. Adversely affect the rights of communities
    vii. Endanger public safety and national cohesion
    viii. Plagiarize someone else's work
3. The License is valid for the proposed research, location and specified period.
4. Neither the license nor any rights thereunder are transferable.
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12. Research, findings and information regarding research systems shall be stored or disseminated, utilized or applied in such a manner as may be prescribed by the Commission from time to time.
13. The Licensee shall disclose to the Commission, the relevant Institutional Scientific and Ethical Review Committee, and the relevant national agencies any inventions and discoveries that are of National strategic importance.
14. The Commission shall have powers to acquire from any person the right in, or to, any scientific innovation, invention or patent of strategic importance to the country.
15. Relevant Institutional Scientific and Ethical Review Committee shall monitor and evaluate the research periodically, and make a report of its findings to the Commission for necessary action.

National Commission for Science, Technology and
Innovation(NACOSTI),
Off Waiyaki Way, Upper Kabete,
P. O. Box 30623 - 00100 Nairobi, KENYA
Telephone: 020 4007000, 0713788787, 0735404245
E-mail: dg@nacosti.go.ke
Website: www.nacosti.go.ke

Appendix E: Institutional Scientific & Ethics Review Committee (ISERC) Approval letter

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Private Bag 00217 Limuru,
Kenya
Email: office@spu.ac.ke
Website: www.spu.ac.ke

Tel Office: +254 (0) 20-2020505/10
Mobile: +254 (0) 728-669000
(0) 736-424440

REF: SPU/746/2026 **Date: 27th April 2026**

TO: Joseph Mecha
St. Paul's University

Dear Joseph,

==========

REF: Community Radio as a Platform for Social Inclusion: Examining the Role of Sogoot FM in Amplifying the Voices of the Ogiek Community in Nakuru County, Kenya

==========

Greetings,

This is to inform you that SPU- Institutional Scientific Ethics Review Committee has reviewed the above-named research proposal. **Your ERB approval number is 756, for the period between 27th April 2026 – 27th April 2027 (1 year).**

This approval is subject to compliance with the following requirements;

i. Only approved documents including (informed consents, study instruments) will be used.
ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by SPU- Institutional Scientific Ethics Review Committee.
iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to SPU- Institutional Scientific Ethics Review Committee within 72 hours of notification
iv. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to *SPU- Institutional Scientific Ethics Review Committee* within 72 hours

ISO: 9001:2015 CERTIFIED (KEBS)

v. Clearance for export of biological specimens must be obtained from relevant institutions.
vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.
vii. Submission of an executive summary report within 90 days upon completion of the study to SPU- Institutional Scientific Ethics Review Committee.
viii. Should there be any publications from your research, note that you are supposed to anonymize the particulars of the respondents, the identifiers and the name of institution (s) where you collected data.
ix. Please note that it is within the ISERC's mandate to monitor your research and to do random visits to the site. All research is subject to post approval monitoring. Kindly provide a closure report after the research.

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) if you are collecting data in the country - https://research-portal.nacosti.go.ke **or obtain other clearances needed in the country where you will collect your data from.**

Yours sincerely,

Dr. Daniel Nzengya, PhD
Chairperson
SPU- Institutional Scientific & Ethics Review Committee

ST. PAUL'S UNIVERSITY
(ISERC)
APPROVAL WITH
CONTIGENCIES
RESEARCH
DIRECTORATE
INSTITUTIONAL SCIENTIFIC ETHICS REVIEW COMMITTEE

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Appendix F: Consent Form

CONSENT FORM

Research TOPIC …….

COMMUNITY RADIO AS A PLATFORM FOR SOCIAL INCLUSION: EXAMINING THE ROLE OF SOGOOT FM IN AMPLIFYING THE VOICES OF THE OGIEK COMMUNITY IN NAKURU COUNTY, KENYA

INTRODUCTION

RESEARCHER INFORMATION

Principal Investigator: Joseph Tengeya Mecha

Institution: St. Paul's University

Contact Information: 0714929102

PURPOSE OF THE STUDY

INSIGHTS

Topics to be covered in the questionnaire will include;

1. Demographic Information
2. Patterns of radio listenership
3. The role of radio in amplifying marginalized voices
4. Operational challenges faced by radio (Sogoot FM)

VOLUNTARY PARTICIPATION

CONFIDENTIALITY AND DISSEMINATION

Your privacy and confidentiality will be strictly protected:

RISKS AND BENEFITS

Please Note: There are no direct personal benefits/compensations guaranteed from participating in this research.

QUESTIONS.

If you have any questions about this study, please contact the undersigned;

ST. PAUL'S UNIVERSITY

Researcher's Name: Joseph Mecha

Contact Details: 0714929102

St. Pauls University

CONSENT STATEMENT

I, _____, declare to have read the points above, understood, and accept to voluntarily without any persuasion participate to provide answers to the questionnaire for this study and hereby grant an informed consent.

By signing below, I voluntarily agree to participate in this research study.

Signature (participant): _____ Date: _____

Researcher Name: Joseph Tengeya Mecha

Researcher Signature: 

Date: 15.04.2026

FOR VERBAL CONSENT (if applicable)

Verbal consent obtained and documented

Researcher Signature: 

Date: 15.04.2026

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Appendix G: Initial Coding Framework

Research Question	Initial Theme	Codes/Indicators
How does Sogoot FM's programming amplify the voices of the Ogiek community?	Amplification of Ogiek Voices	Expression of community concerns; access to airtime; representation of marginalized groups; listener participation; discussion of community issues; minority opinions
How does Sogoot FM facilitate rights-based advocacy among the Ogiek?	Rights-Based Advocacy and Civic Engagement	Awareness of rights; legal information; advocacy programmes; dialogue with authorities; participation in decision-making; civic participation; community action
What operational challenges face Sogoot FM in advocating for the rights of the Ogiek community?	Operational Challenges	Financial constraints; staffing limitations; technical challenges; infrastructure; regulatory constraints; political/social pressures; access to information; programme production challenges
Cross-cutting findings	Strategies and Recommendations	Partnerships; resource mobilisation; technology; staff capacity; community participation; programme improvement; institutional support

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Appendix H: Development of Codes and Categories

Initial Code	Related Codes	Category	Final Theme
Community concerns aired	Local issues; public complaints; community priorities	Expression of community concerns	Amplification of Ogiek Voices
Community members call in	Calls; SMS; programme participation	Listener participation	Amplification of Ogiek Voices
Rights information	Legal awareness; rights education; legal protections	Rights awareness	Rights-Based Advocacy and Civic Engagement
Engagement with authorities	Dialogue; accountability; institutional communication	Civic engagement	Rights-Based Advocacy and Civic Engagement
Lack of funding	Limited finances; inadequate resources	Financial constraints	Operational Challenges
Limited equipment	Technical limitations; infrastructure	Technical constraints	Operational Challenges
Staff shortages	Limited personnel; workload	Human-resource constraints	Operational Challenges
Partnerships	Collaboration; external support	Institutional support	Strategies and Recommendations

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Appendix I: Illustrative Verbatim Excerpts and Coding

Participant	Illustrative Verbatim Excerpt	Initial Code	Category	Theme
Media Personnel (MP01)	"We give the community an opportunity to talk about the issues affecting them because they can call the station and explain their concerns directly."	Platform for community concerns	Expression of community concerns	Amplification of Ogiek Voices
Media Personnel (MP02)	"When we are discussing issues affecting the Ogiek, we allow different people to give their views so that it is not only one person speaking for the community."	Inclusion of different voices	Representation of marginalized opinions	Amplification of Ogiek Voices
Community Leader (CL01)	"People participate by calling, sending messages and sometimes coming to the station when there is a programme that concerns the community."	Listener participation	Community participation	Amplification of Ogiek Voices
Community Leader (CL02)	"The radio helps us to bring issues that affect the community into the public space because people can hear what is happening and discuss it."	Public discussion of community issues	Community awareness	Amplification of Ogiek Voices
Media Personnel (MP03)	"We use the programmes to educate people about their rights and to explain where they can go when their rights have been violated."	Rights education	Rights awareness	Rights-Based Advocacy and Civic Engagement

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Community Leader (CL03)	"The station has helped people to understand their rights, especially when we are discussing land, the environment and other issues affecting the Ogiek."	Awareness of community rights	Rights awareness	Rights-Based Advocacy and Civic Engagement
Media Personnel (MP04)	"When there is an issue involving the community and the authorities, we provide an opportunity for both sides to speak and respond to the concerns raised."	Dialogue with authorities	Institutional engagement	Rights-Based Advocacy and Civic Engagement
Community Leader (CL04)	"The programmes encourage people to participate in community meetings and to raise their concerns with leaders instead of remaining silent."	Encouragement of participation	Civic participation	Rights-Based Advocacy and Civic Engagement
Media Personnel (MP05)	"One of the major challenges is finance because radio requires money for equipment, transport, production and other activities."	Financial constraints	Resource limitations	Operational Challenges
Media Personnel (MP06)	"Sometimes we have limited equipment and technical problems, and this can affect the quality and continuity of some programmes."	Technical constraints	Infrastructure and equipment	Operational Challenges
Community Leader (CL05)	"There are times when the station does not have enough staff to cover all the issues and activities taking place in the	Staff limitations	Human-resource constraints	Operational Challenges

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	community."			
Media Personnel (MP07)	"Working with community organisations and other partners has helped us to reach more people and to support programmes that we could not manage on our own."	Partnerships	Institutional support	Strategies and Recommendations
Community Leader (CL06)	"The station needs more resources and stronger support so that it can continue giving the community a voice and covering issues affecting us."	Need for additional support	Resource mobilisation	Strategies and Recommendations

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Appendix J: Sample Thematic Analysis Matrix

Research Question	Theme	Key Sub-Themes	Illustrative Evidence	Interpretation
RQ1: How does Sogoot FM's programming amplify Ogiek voices?	Amplification of Ogiek Voices	Community concerns; representation; participation	"We give the community an opportunity to talk about the issues affecting them..."	Sogoot FM provides platforms through which community members can articulate and publicise concerns affecting them.
RQ2: How does Sogoot FM facilitate rights-based advocacy?	Rights-Based Advocacy and Civic Engagement	Rights awareness; advocacy; civic participation	"The radio helps people to understand their rights..."	Programming contributes to awareness of rights and encourages community members to participate in issues affecting their welfare and interests.
RQ3: What operational challenges face Sogoot FM?	Operational Challenges	Financial, technical and staffing constraints	"One of the major challenges is finance because radio requires money for equipment, transport, production and other activities."	Resource and operational limitations may constrain the station's capacity to sustain programming and advocacy activities.
Cross-cutting	Strategies and Recommendations	Partnerships; resources; capacity; technology	"Working with community organisations and other partners has helped us to reach more people..."	Partnerships and additional resources may strengthen the station's ability to amplify marginalized voices and sustain advocacy programming.

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