

## Communication Strategies Employed By 103.9 MMUST Fm to Capture Listeners' Attention Regarding COVID-19 Pandemic in Lurambi Sub-County, Kenya

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### ABSTRACT

*The COVID-19 pandemic occurred so unexpectedly and spread so fast that the media had to play its role of informing and educating the public about it. The people were in panic and the Kenyan government invested in strategies to address this like the daily speeches and text statements on COVID-19 through the available media for the masses. This saw media stations such as MMUST FM change tact to improve on their efficiency and thus new strategies of communication were adopted alongside the existing ones. The current study seeks to investigate the communication strategies adopted by MMUST FM from 2020 to 2021 to capture the attention of residents of Lurambi Sub-County regarding COVID-19 messages. The study was guided by the Framing Theory of mass communication. It adopted the descriptive survey research design where a mixed-method approach was utilized to collect, analyze and present data. The participants were 115 residents of Lurambi Sub-County as selected using Krejcie and Morgan's formula with a confidence level of 95% for a population of 188,212 people. In addition, 6 key informants comprising 4 MMUST FM producers and 2 COVID-19 health experts interviewed by the station at the time were purposively selected for in-depth interviews. Data was collected using questionnaires from the residents and interview guides from the MMUST FM producers and the COVID-19 health experts. The validity of the qualitative data was achieved by establishing trustworthiness while the validity of the quantitative data was calculated using Cronbach Alpha Co-efficient calculations. A descriptive analysis of the quantitative data while a thematic analysis of the qualitative data was presented. From the study, we also realize that the station used communication strategies similar to the other media stations during other pandemics such as message consistency, honesty, the language used and how humanity and empathy were communicated while advocating for behavior change. However, the study reveals that the strategy that stood out with 103.9 MMUST FM is the radio program that was slotted to address the issues about COVID-19 when the pandemic was at its peak. This among the existing strategies helped the station successfully broadcast on the COVID-19 pandemic.*

**Keywords:** Behaviour Change, Broadcast, Communication Strategy, COVID-19, Message Consistency, MMUST FM

### I. INTRODUCTION

The coronavirus disease (COVID-19) originated in Wuhan China and became a global pandemic in the year 2019. The disease claimed millions of lives and created panic in people that preventive measures put in place by governments had to be adhered to curb the spread of the virus before the vaccines were discovered. According to Siddiqui & Gupta (2022), people relied on the media like community radios and televisions for information, giving a chance for the cases of misinformation about the pandemic. Health literacy and the communication strategies used had to be very clear to provide accurate information to the people to help curb the spread of the virus (Hange et al., 2022).

Panjaitan et al. (2023) state that clear and accessible messaging were the two keystone communication strategies used by most media stations to promote positive behavior change among the public across governments. This was done by including community members and organizations that supported community welfare and development. The strategies also helped construct messages for public trust among varied populations.

Countries like South Korea used telecom companies like Korea Telcom (KT) for surveillance, tracking and getting feedback to manage the spread of the COVID-19 virus, ensuring the health of the people during emergencies. This built up the two-way communication strategy they used to manage the COVID-19 pandemic (Kim, 2022).

In Africa, Community Radio was the main medium used to communicate about the COVID-19 pandemic. This is because of the ability of the medium to reach the rural regions and penetrate the signal waves through the rural areas for those found deeper in the communities to take precautions too. A case study of radio peace in Ghana (Essel et al., 2023)

In countries like Tanzania and Uganda, the use of local languages in the community radio stations was a strategy for the inclusivity and diversity of the cultures. This helped in interpreting the preventive measures that may have been presented in official languages and may have been difficult to understand within the cultures (Atcero and Ayikoru, 2022)

However, Matanda et al. (2022) state that in countries like Cameroon where the media mostly used the two official languages which are English and French, efficient communication to the people within the communities about vital information on the pandemic was limited. This is because limited time was given to the content in the indigenous languages.

Chettri et al. (2020) say that social media channels were also of great use during the COVID-19 pandemic and it was a strategy for two-way communication between the authorities, media stations and the public. Apps like Facebook, Twitter and WhatsApp were utilized by organizations like the Centers for Disease Control and Prevention (CDC) and World Health Organization (WHO), especially for the young populations. Text messaging also became an alternative for reaching out to people in areas with limited internet reach. helped the governments and authorities reach large audiences with critical information about the pandemic to those in the rural areas.

Anyonje et al. (2022) explain that many people were affected during the pandemic. People, governments and organizations sought ways to contain it. They used various media channels like newspapers, radio, television and social media to reach the deeper communities. The community radio stations like Sifa FM found within the marginalized communities in Kenya used its space to address cases of job loss, mental health, death, misconceptions, domestic violence and denial among its listeners. The stations had projects to promote community development (Wachira et al., 2024)

Kathukumi (2023) states that the pandemic also affected the learning institutions as the staff, students and surrounding communities were stressed and sought adaptive behaviours to pass through the pandemic. This saw institution-based community radio stations like 103.9 MMUST FM, owned by Masinde Muliro University of Science and Technology, involve its staff, community and relevant parties in the response to the COVID-19 pandemic as described in this study.

These strategies used by various organizations, media outlets especially the community radios and governments are going to be looked at in this study and any new strategies developed that may have been different from the ones used in other pandemics that may have occurred before.

### **1.1 Statement of the Problem**

COVID-19 affected a large number of people across the world between the years 2019 and 2022. Communication remained a viable strategy for containing the spread of the virus, which had grown to the alarming magnitude of a pandemic. Anyonje et al. (2022) state that in Kenya, communication of the COVID-19 pandemic was done using various mass media channels including radio with an effort to reach deeper into the communities. However, the new measures, systems, participants and technologies used for COVID-19 communication on such mass media are yet to be fully studied to indicate their relevance during the pandemic as compared to other pandemics. At the time of the pandemic, only two community radio stations were registered by the Communications Authority of Kenya in Lurambi Sub-County (CAK, 2022). MMUST FM, of the two radio stations, saw the COVID-19 pandemic as an issue of concern and gave it a priority by allocating a health program called 'The COVID-19 Pandemic Interactive Radio Show with Experts on COVID-19' in the year 2020. This was when the pandemic was at its peak. Now that the pandemic has ended and people have eased up, we need to analyze and evaluate the expertise invested in developing the communication strategies and broadcasting of COVID-19 information.

### **1.2 Research Objective**

The research objective for this study was to examine the communication strategies employed by 103.9 MMUST FM to disseminate COVID-19 information during the pandemic.

### **1.3 Research Question**

What are the communication strategies employed by 103.9 MMUST FM to disseminate COVID-19 information during the pandemic?

## **II. LITERATURE REVIEW**

### **2.1 Theoretical Review**

#### **2.1.1 Framing Theory**

According to Arowolo (2017), the framing theory was invented by Gregory Bateson in 1972. The theory states that public opinion often depends on how the media frames its issues and, therefore, describes the practice of delivering news and messages within a known context. It is related to the Agenda Setting Theory only in that, it focuses on the

issues that matter rather than a general topic at large. Its basis relies on the focus it gives to defining a particular event and suggests that how something is presented to an audience influences their reaction to the information given.

Ogbodo et al. (2020) state that how a message is communicated has a major role to play on how it is interpreted by the public and people tend to pay attention to what is not said too. However, framing makes the media achieve its purpose of relaying information or giving the public an idea of what is going on at the same time.

People interpret what is new to their world through the frameworks and this theory applies to this research since the levels of awareness and influence towards the COVID-19 pandemic issues among the people of Kakamega county depended on the MMUST FM's frameworks and how they constructed the health promotion messages on Covid-19 to their listeners.

Reinhardt et al. (2022) give an example of an appropriate communication tool as a strategy for vaccination is radio public service announcements which can be constructed as a campaign frame where there are high levels of listenership to the announcements. They are more effective at the early stages of the vaccination process and if followed up by other materials that give a deeper understanding of the announcements then this can be effective in creating behavior change for mitigating a pandemic such as COVID-19.

Ogbodo et al. (2020) continue to explain that, frames which communicate fear and human-interest issues were the most dominant in the media stations for relevance during the COVID-19 pandemic. It was a strategy that helped the people to interpret what was already being discussed amongst them about the health risk and safety issues around the pandemic. They continue to explain that the frames needed to be self-sufficient and coherent since the frames lacked it. This is because the media stations were in a haste to get the news to their audiences as fast, sometimes without observing how this was going to affect their reaction and this could cause more panic and fear to the public as compared to what had been communicated earlier.

Chamegere (2021) explains that for relevance, the media paid attention to certain aspects of their news coverage on the COVID-19 pandemic and what they played to avoid conspiracies and misinformation.

## 2.2 Empirical Review

Napakol et al. (2022), state that innovations on the information systems and utilizing strategies that promote effective health communication at every stage of a pandemic was to be adopted to in the wake of the COVID-19 virus to improve awareness on the pandemic, remove negativity and enhance preventive measures to mitigate on the virus for example through the community radios.

Tella (2017), says that community radio remains a viable and most proximate medium for dialogue and engagement within communities, however, its management has not been given much attention by the scholars because of its position in the stream of traditional and new media.

According to Beaunoyer et al. (2020), there are 3 strategies for message construction in response to COVID-19 that could be applied to community radios. First, there needs to be quality control for detecting fake news and blocking the sources that may lead to spreading messages that may cause unnecessary anxiety among the community members. The second strategy is to make sure that the messages can be well understood and this can be achieved through simplifying the contents of the message, repetition of the messages over and over so that the audiences can get it often and the messages that are aired often should be the ones that call for action. The third strategy is to use a language that is more acceptable to the audience and this can be achieved by limiting the use of a directive tone, discouraging stigmatization and asking the audiences to propagate the information to other community members. Lubinga et al., (2021) explain that to target the individuals with these messages, then there also needs to be increased physical access to the radio set and signal connectivity to reduce the inequalities in the COVID-19 context.

On health education, Okinyi (2019) states that, a community develops when its people are healthy. The media is responsible for developing strategies for this by providing information for its people on health issues and the sector's concerns. This could be done by hosting doctors to explain the various problems on health, have general talks on common illnesses, or specific ones with their causes, signs and symptoms, cure, and preventive measures to the community that fits them. The importance these radios give to health by slotting a program as a communication strategy is essential to its audience for development as in the case of MMUST FM in this study.

De Buck et al. (2016) explain that there are the strategies that must be ensured to be well structured for use in the programs. This can be done by guaranteeing direct involvement of the concerned parties through their participation in the programs either through interviews, phone-in programs, letters, recording done in outside events among other ways. Another strategy is by using dramas or comedy programs and these help in the repetition of the educational messages about the pandemic.

According to Delmon (2021), in Cameroon local languages were used during the surge of the Covid-19 pandemic with community radios to reach people at the grassroot level to protect the people from the threat of the pandemic. This also helps in developing new words in the dialects within the contexts and in turn helps improve the lexical dynamics of the languages used for the pandemic. How the formulation and adoption of policies for the language



to be used by the community radios are done also affects its relevance. In this case, MMUST FM used English and Kiswahili to disseminate the COVID-19 pandemic messages for its audience who were mainly the youth to understand the pandemic better.

Mezghanni (2020), says that open dialogues and democratic processes are also encouraged by the community radio stations. They provide an independent platform for individual interaction and group discussions on the talks and strategies. This gives two-way communication as a strategy a hand in community radios during pandemics. MMUST FM utilized this strategy to involve the relevant parties and know what the audiences thought during their COVID-19 program and their broadcasts as seen in this study.

### III. METHODOLOGY

The study focused on the communication strategies that MMUST FM applied while broadcasting information about the pandemic during the COVID-19 period. It was done in Lurambi sub-county which hosts Kakamega town, the headquarters of the Western region, having the highest population within the region and the virus spread so fast in such areas since it was contagious.

The study adopted a descriptive survey research design where a mixed-method approach was used to collect, analyze and present data. The respondents of this study were the residents of Lurambi sub-county, the producers at MMUST FM and the COVID-19 health experts who MMUST FM interviewed during the pandemic. There are 188,212 residents in Lurambi Sub-County and 383 respondents were picked for the study using Krejcie and Moran’s formula and further reduced to 115 respondents which is 30% of the total sample for generalization (Mugenda and Mugenda, 2012). 4 MMUST FM producers and 2 COVID-19 health experts were also purposively selected for the study giving the researcher a sample of 121 respondents.

The instruments used for the study were questionnaires for the residents of Lurambi Sub-County and interview guides to collect data from the 2 MMUST FM producers and the 2 COVID-19 health experts. The qualitative data was analyzed thematically and narratively presented in themes while the quantitative data was analyzed in frequencies and percentages and presented in tables, charts and graphs.

### IV. FINDINGS & DISCUSSIONS

#### 4.1 Response Rate

The study had a 98% response rate as shown in Table 1 below:

**Table 1**

*Response Rate of the Respondents*

Respondents	Expected Number	Actual Number
Residents of Lurambi Sub-County	115	115
MMUST FM Producers	4	2
COVID-19 Health Experts	2	2
Total	121	119
Percentage	100%	98%

#### 4.1.1 Demographic Information

**Table 2**

*Age of MMUST FM Listeners*

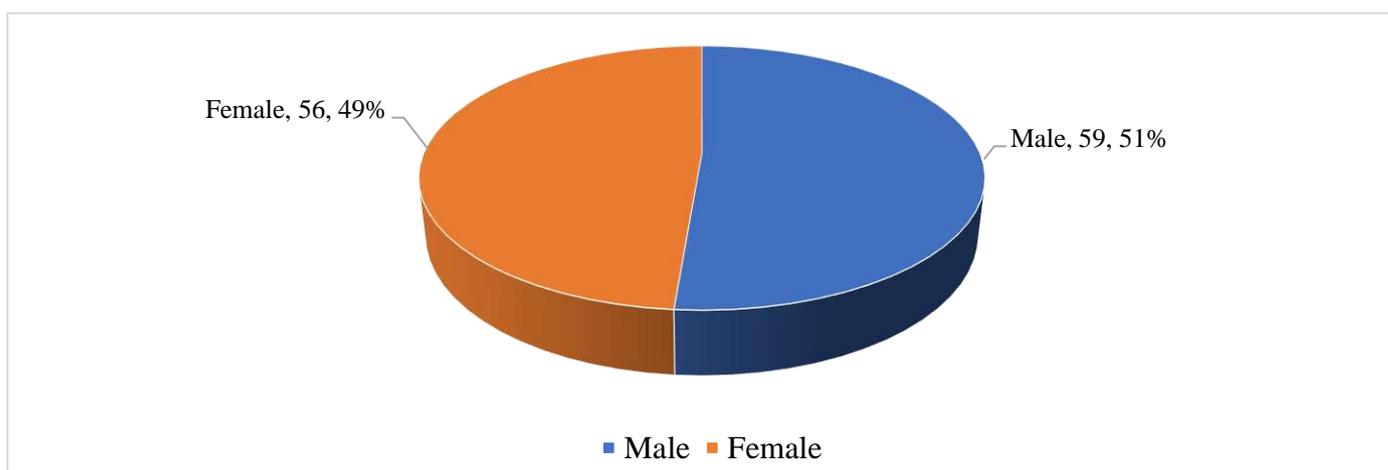
Age	Frequency	Percent
18-27 years	73	63.5
28-37 years	27	23.5
38-47 years	10	8.7
above 47 years	5	4.3
Total	115	100.0

The findings in Table 2 on the demographic information of the respondents shows that 73 (64%) of the respondents were in the age bracket of 18-27 years, 27(23%) were at the age of 28-37 years, 10(9%) of the respondents were between the ages 38-47 years while 5(4%) were above 47 years. This clearly indicates that though different age groups were involved in the study, most of the listeners of MMUST radio station are youths between the ages of 18-27 years while older people don’t really subscribe to the radio station. 103.9 MMUT FM is a campus-based community

radio, therefore, most listeners are students who prefer the content presented to be in the form of music and talk with fewer less advertisements.

This explains such radio has to keep their broadcast entertaining for this age group in order to be efficient and effective to achieve the programs’ purpose. Meyer (2004) in a study states, that Radio Shimla (RSFM) found at the University of Free State (UFS) in South Africa, they have a policy to give music more space of 75% compared to 24% of talks on air with a Top 40 format to increase and maintain the young audience or youth tuned to the station which are mainly students. The music has to be updated, fresh and trendy with the hits played day-in and day-out. Research has to also be conducted among the youth either through focus groups or through telephone to realize what they really want and at what specific time.

Ojwang (2017) states that the presenters have to speak the language of the youth and address issues that are of importance in the market. This is because the youth get information from social media and for the radios to maintain their audience then they have to keep them up to date. The jargon and colloquial languages are applied to keep the programs informal, fun, modern and entertaining. However, governments have made it a policy that educational and factual programs have to be included on such radios. Therefore, frequent, 7-10 minute programs on such serious topics can be aired with the interviewees being young, with much knowledge and highly skilled on the topic being discussed for the youth listening to the station to attract and maintain their listenership.



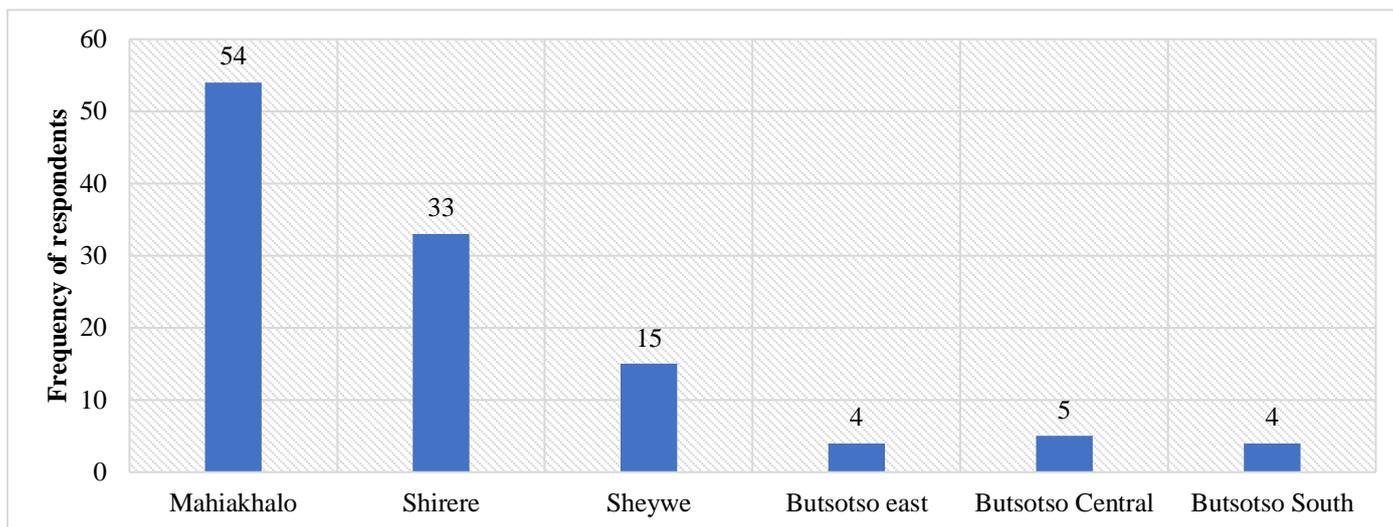
**Figure 1**  
*Gender of Respondents*

The findings on the gender of the respondents in Fig 1 show that 59(51%) of the respondents were of the male gender while 56 (49%) were female thus, it is clear that the study was not biased on basis of gender hence the findings of the study are rational.

**Table 3**  
*Education Level of Respondents*

	Frequency	Percent
Primary level	10	8.7
Secondary level	11	9.6
Diploma	14	12.2
Bachelors	75	65.2
Post-graduate	5	4.3
Total	115	100.0

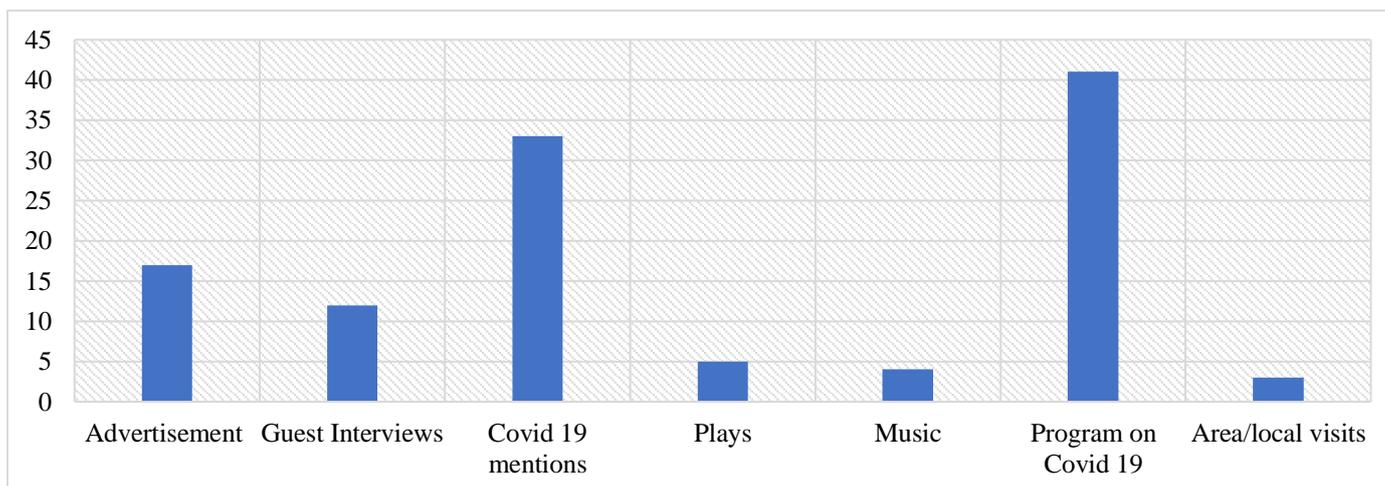
The findings on the education level of the respondents in Table 3 show that 75(65.23%) of the respondents had bachelor’s degree, 14(12.17%) had diploma, 11(9.56%) had secondary education, 10(11.5%) had primary education while 5(4.35%) had attained post-graduate. This indicates that the respondents who took part in the study were educated and were in a position to read, understand and answer the questions that were asked correctly improving the accuracy of the findings.



**Figure 2**  
*Wards of Residence of the Respondents*

From the findings in Fig 2 show respondents per ward of Lurambi Sub County. Mahiakhalo ward constituted 54(46.95%), Shirere constituted 33 (28.7%), Sheywe ward constituted 15 (13.04%), Butsotso East constituted 4 (3.47%), Butsotso Central constituted 5 (4.35%) and Butsotso South ward constituted 4 (3.47%) of the respondents.

**4.3 Communication Strategies Adopted by MMUST FM for COVID-19 Pandemic Communication**



**Figure 3**  
*Forms of Radio Messages*

The findings on the forms of the radio messages in Fig 3 reveal that 41(35.7%) of respondents said program on Covid-19 was the best in promoting COVID-19 awareness at MMUST Fm, 33(26.7%) said Covid 19 mentions, 17(14.8%) said advertisements, 12(10.4%) said guest interviews, 5(4.3%) said plays/drama, 4(3.5%) said music while 3 % said area/local visits by MMUST which is MMUST FM’s parent institution. This shows that most respondents agreed that the program on COVID-19 was the best adopted for COVID-19 messaging to the listeners of MMUST FM.

Mukwevho et al., (2022) findings in their study at Univen FM conforms to this study in that, promotion of the COVID-19 messages could effectively be done to create awareness through advertisements, announcements, news bulletins and the breakfast shows or programs where guests could be invited to talk about the pandemic. This made the listeners learn how to protect themselves against the virus leading to behaviour change and further into eradicating the pandemic.

**Table 4**  
*Effects of the Messages on Behaviour Change*

		Did the messages affect your behavior?		Total
		Yes	No	
Which ward do you reside?	Mahiakhalo	43	17	60
	Shirere	26	8	34
	Sheywe	14	1	15
	Butsotso east	3	1	4
	Butsotso Central	0	1	1
	Butsotso South	1	0	1
Total		87	28	115

From the table 4 above on whether the messages affected the respondents' behaviour, it's clear that the 'fear' messages that were aired through MMUST FM informed the decisions that were made by the respondents following the covid-19 virus. 87(75.65%) changed their behaviour by reacting to the messages they heard from the radio station with just 24.35% didn't make their decisions following the messages.

Dominic and Kabah (2017) explains how message construction can affect behavior change by stating that listener groupings can give an audience a sense of belonging hence creating an environment where they can interact amongst themselves to address their needs like during the COVID-19 pandemic. The programs can also help the groups have a neighbourly watch hence collaboration for social change in a community.

One of the producers of MMUST FM interviewed expressed that 'After the COVID-19 program had ended, some of the listeners still asked if we could have another episode'. This shows how much the station's messages had an effect on them hence they wanted to get more on how to protect themselves from the pandemic.

Veinberg (2015) affirms the findings of this study by stating that, there is a gap between creating awareness and action among the youth in a community and this can be due to a lack of engagement in the communication channel leading to its failure, especially during the COVID-19 pandemic.

**Table 5**  
*Opinions about Messages Being Honest*

		Do you feel the messages were frank and honest		Total
		Yes	No	
Which ward do you reside?	Mahiakhalo	52	8	60
	Shirere	28	6	34
	Sheywe	14	1	15
	Butsotso east	4	0	4
	Butsotso Central	1	0	1
	Butsotso South	1	0	1
Total		100	15	115

From the above table 5 on their opinion on honesty of the MMUST FM COVID-19 messages, 100(86.95%) of respondents agreed that the messages from MMUST radio were honest while 15(13.05%) didn't find the messages to be frank and honest. Per ward, 52(52%) residents of Mahiakhalo, 28(28%) from Shirere, 14 (14%) from Sheywe, 4(4%) from Butsotso and a 1(1%) from Butsotso Central and Butsotso South wards. Generally, most people believed the messages from MMUST were honest.

One of the COVID-19 health experts who was a guest in one of the COVID-19 programs informed the researcher that he gave clinical facts for specific illnesses so as the remain factual and honest with the audience. He specifically used English for the names that could be distorted if translated then explained what they meant in Kiswahili for the audience to understand better to avoid sugar-coating of the COVID-19 reality.



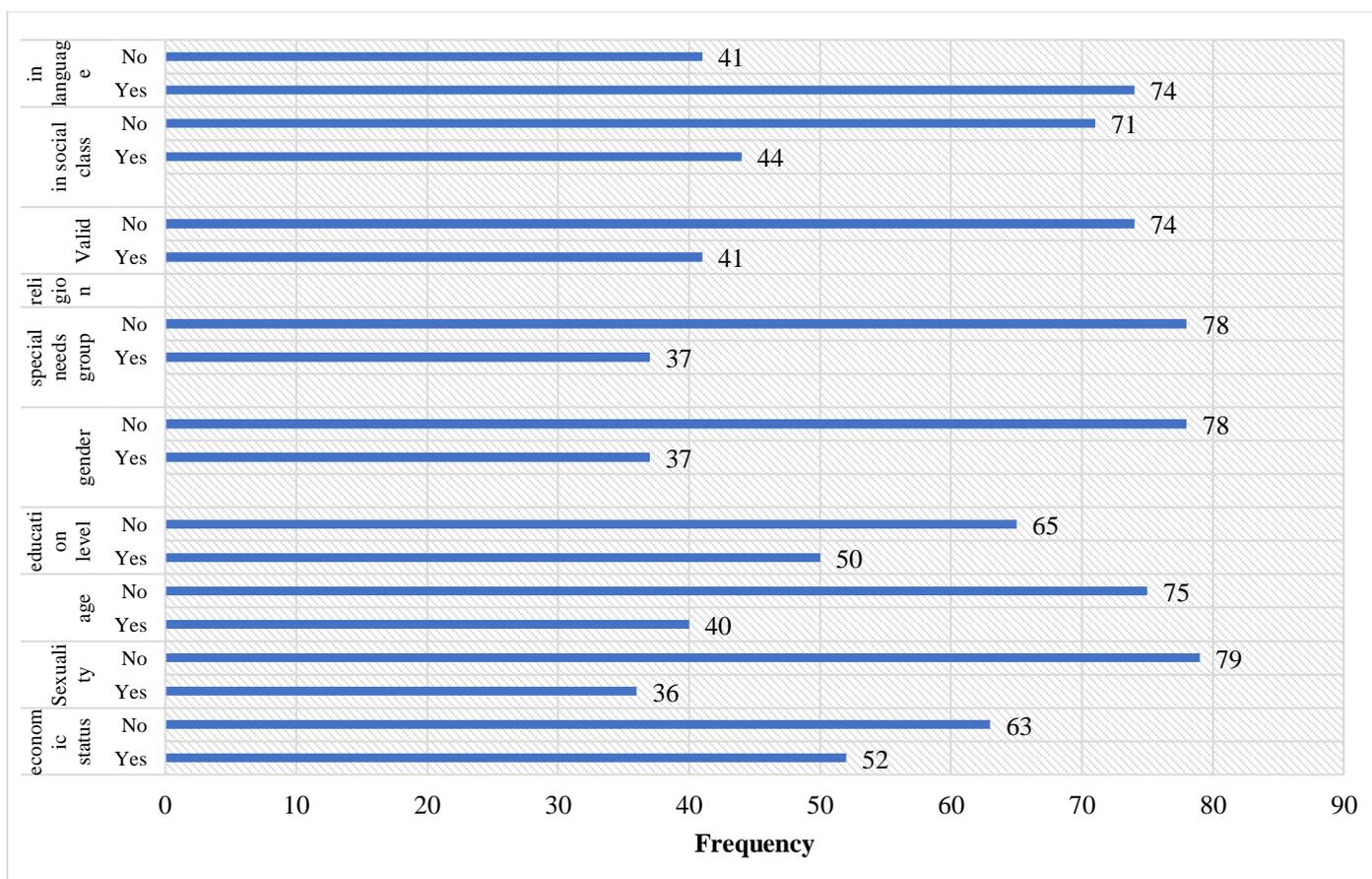
**Table 6**  
*Opinions about Messages Being Consistent*

		Were the messages consistent		Total
		Yes	No	
Which ward do you reside	Mahiakhalo	41	19	60
	Shirere	24	10	34
	Sheywe	14	1	15
	Butsotso east	3	1	4
	Butsotso Central	1	0	1
	Butsotso South	1	0	1
Total		84	31	115

The findings in table 6, the consistency of MMUST radio in delivering the messages on covid-19 was appreciated by 84(73.04%) of the respondents while 31(26.96%) doubted the presentation of the covid-19 message and the consistency. This percentage of MMUST radio listeners are not to be assumed, the station should dig deeper and find out why some listeners thought their messages were inconsistent. The results from the table also show that there was no active participation from Butsotso South ward and this might be due to the previous statistics that showed low education hence the people in that ward might have been fond of the indigenous languages which MMUST FM did not use.

According to the interview with the MMUST FM producer, it was revealed that the station maintained its consistency in communicating about the COVID-19 pandemic by having the programs on COVID-19 every week on Wednesdays for 14 weeks and repeated sharing of the programs. For relevance, the station made sure that they had the COVID-19 programs right in the middle of the pandemic which was a perfect timing because the virus had become a worldwide menace (Field, 2023).

Anyonje et. al (2022) confirm to this study by stating that, community-based media gave consistent and up-to-date messages on COVID-19 hence it remained the most trusted medium in the communities especially in the rural areas of Busia and Vihiga counties in Western Kenya.



**Figure 4**  
*Diversity of the Messages*

The findings on the diversity of the messages in Fig 4 shows that 52(45.2%) of the respondents said the messages aired on MMUST radio were diverse in terms of economic status while 63(54.8%) disagreed, 36(31.3%) agreed with the diversity of the messages in terms sexuality while 79(68.9%) disagreed, 40(34.8%) agreed with the diversity of the messages in terms of age while 75(65.2%) disagreed, 50(43.5%) agreed that the messages were diverse in terms of educational level while 65(56.5%) disagreed, 37(32.2%) agreed with diversity of the messages in terms of gender while 78(67.8%) disagreed, 37(32.2%) agreed that the messages were diverse in terms of special needs while 78(67.8%) disagreed, 41(35.7%) agreed that the messages were diverse in terms of religion while 74(64.3%) disagreed, most of the respondents agreed that the messages were diverse in terms of language. The analysis above shows that in case of another wave of COVID-19, the radio station has to implore other measures to make sure that the areas highlighted in terms of diversity are reviewed and measures taken to improve.

An interview with the COVID-19 health expert on fitness revealed that there was diversity in the language used since the technical names that could not be translated were given in English language but the discussions were partly done in Kiswahili for the audience to understand the experts' explanations on the issues being discussed on COVID-19 during airing of the programs.

One of the Producers interviewed for this study stated that there were so many other experts invited to talk and were even involved in the scripting of the programs about the COVID-19 pandemic for diversity like the medical expert, communication expert, COVID-19 policies expert, academic expert, an expert in economics, immunology expert, COVID-19 response and management expert, a chaplain and the MMUST VC, and how it affected their fields of profession together with the people and other factors involved. They covered a variety of issues and, therefore, the listeners were able to give varied opinions and ask different questions depending on their concern from the rest, hence getting informed with expert responses from the varied field hence diversity in all angles.

The producer continued to explain that for diversity, the station tailored their programs to reach people of different educational levels since Lurambi sub-county is more of a cosmopolitan area. The station also made sure that they reached people with varied behavioural characteristics through the experts. A chronological understanding of the varied topics discussed on COVID-19 pandemic was emphasized on by the station to the general issues so that everything that came up with the arrival of the virus within the communities was addressed. For language used, the station made sure that there was value for humanity in each communication language used and empathy with both male and female sounds for diversity (Field, 2023).

Every topic around the pandemic was well covered, however, the challenge here as stated by the expert interviewee, was seen where the station only invited experts from the parent institution but did not get COVID-19 experts from other organizations or institutions away from the University for example lawyers or state officials who could give more versed opinions and represent nationwide or even global voices through the station. This could have boosted the station's level of effectiveness and helped the listeners in knowing 'exactly how to solve an issue' in a variety of ways outside their community for example those who were on the move or those who had family away from Lurambi sub-county. The other challenge as stated by the producer interviewed in this study was the limited area of coverage as the program was anticipated to reach a large group of people even further away into other sub-counties in the Western region.

## V. CONCLUSIONS & RECOMMENDATIONS

### 5.1 Conclusions

The findings in this study show that 103.9 MMUST FM used communication strategies to disseminate information about the COVID-19 pandemic to its audiences. These strategies are such as maintaining the honesty of the information being given, consistency, and advocating for behavior change through the messages and the station's diversified language while including empathy with their audiences. The age of the listeners during dissemination was also considered as the languages used were the ones they could understand better, these are English and Kiswahili. One strategy adopted by MMUST FM was the COVID-19 program that was hosted where expert guests were interviewed alongside the COVID-19 mentions and advertisements. This happened as other stations as other stations did not address the pandemic in a program but included the information as part of others.

### 5.2 Recommendations

There should be donations to the vulnerable and promotions in the market to encourage the access or purchase of radio sets within homes. This is because whenever there is a broadcast about a serious issue affecting the particular community during family times, for example in the evenings or early mornings then the families tend to discuss and share on the topic aired. This will help the families within communities get more informed and aware of serious topics

such as in this case, surviving the COVID-19 pandemic. Access to the station's broadcast on personal phones reduces the chances of people sharing or discussing what they

The government in their legislation should see that there are more campus-based community radio stations such as MMUST FM for the student population in the country or support the available ones into getting wider coverage for educational purposes on serious topics such as a pandemic. The language used would be Kiswahili and English since it is mostly the youth who listen to the stations. This helps in maximizing the relevance of strategic broadcasts for the youth.

For a larger audience, MMUST FM should shift to a Digital Radio Station since most of its listeners are youth between the ages of 18 and 27 years who have their phones and can listen to the station online at their convenience. The radios should also have linkages with those who have fewer experts but with wider coverage. Community radio stations should work to be integrated into the mainstream media or international radio stations for wider coverage.

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