

**GHANA INSTITUTE OF JOURNALISM**

**RADIO AND NEW MEDIA: OPPORTUNITIES AND CHALLENGES- A STUDY OF  
PEACE 104.3 FM**

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**MAMM 14018**

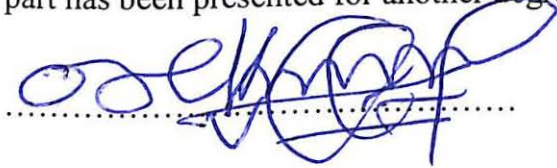
**A DISSERTATION SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES AND  
RESEARCH, GHANA INSTITUTE OF JOURNALISM IN PARTIAL FULFILMENT OF  
THE REQUIREMENTS FOR THE AWARD OF A MASTER OF ARTS DEGREE IN  
MEDIA MANAGEMENT**

**OCTOBER, 2015**

## DECLARATION

### CANDIDATE'S DECLARATION

I hereby declare that, except for references to other people's work, which have been fully acknowledged, this project work is the outcome of my own original efforts and that no part has been presented for another degree in this Institute or elsewhere.

A handwritten signature in blue ink, appearing to read 'D. Kwasi Okyere Agyeman', written over a dotted line.

DAVID KWASI OKYERE AGYEMAN

A handwritten date '30/10/15' in blue ink, written over a dotted line.

Date

## CERTIFICATION

I hereby certify that the preparation and presentation of this project work has been supervised by me in accordance with the guidelines on supervision of dissertation as laid down by the School of Graduate Studies, Ghana Institute of Journalism.



Mr. James Kwaku Asante

Date

(Supervisor)

## **DEDICATION**

This study is dedicated to my dear wife Angela Agyeman (Mrs), and our children Kwasi Okyere Agyeman, Nana Wiredu Agyeman, Barima Yaw Agyeman and little Kwame Afriyie Agyeman (a.k.a Baby Kwame) for their patience and invaluable support during the course of the dissertation.

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## ABSTRACT

**This study** explored the opportunities and challenges of new media and radio broadcast through a study of Peace 104.3 FM. Six specific objectives guided the researcher to find out how new media has enhanced Peace 104.3 FM to function effectively and also highlighted the challenges new media platforms posed to the radio station. Triangulation method was used for the study because both qualitative and quantitative methods were applied for the study. The population for the study was interviews of the editors of Peace 104.3 FM and PeaceFmonline.com respectively for qualitative analysis. Questionnaires were given to students from the University of Ghana, Legon, the Ghana Institute of Journalism and also members of the general public for the quantitative analysis of their responses with regards to the use of new media platforms on Peace 104.3 and Peace Fmonline.com. The data collected indicated that, majority of the respondents were of younger generation who use Whatsapp, Facebook, Twitter and other forms of new media platforms. Majority of the respondents use their mobile phones and the internet a lot to listen to Peace 104.3 Fm. The results of the study also show that, the adoption of new media technologies by Peace 104.3 FM has increased their listenership due to variety of Youtube, Podcast, Face book, live streaming and quick feedback responses. The study further revealed that, intermittent truncation of internet services either on respondents mobile phones or non-availability of internet service at various locations in parts of the country are some of the technical challenges associated with the use of new media on Peace 104.3 Fm. One important conclusion that can be drawn from the study is that new media enhances the ability of traditional radio broadcast to function more effectively.

## **CHAPTER ONE**

### **1.0 Introduction**

#### **Background to the study**

Media and Information Communication Technology (ICT) have combined to create an effective tool by which many audiences are reached in Ghana. Radio broadcast reaches more than 80 percent homes in the country. Over sixty-five percent of the population in Ghana uses mobile phones as at 2011 (National Communications Authority (NCA), 2014). Cell phones increase in widespread by the day but have not yet reached the near-universal coverage of radio. Any form of ICT includes any communication device or its application which involves radio, television, mobile phones, computer and network hardware and software, satellite systems which includes the service which they apply with them.

After lifting the ban on partisan politics in 1992, the air waves was liberalized and it paved way for private ownership of either commercial radio broadcast stations or community radio broadcast stations. There are three hundred and twenty-four radio broadcast stations in Ghana at the moment (NCA, 2014). This has provided listeners with a range of choices to radio broadcast programmes in the country. This opportunity never existed since Ghana's Independence in 1957. This is because, it used to be only State owned radio and television broadcast stations though Ghana has seen three Republican dispensations before the 1992 constitution which is the fourth in the history of nation. Though radio broadcast stations are largely concentrated in the nation's capital, Accra, rural communities in parts of the country have radio broadcast stations, which are community based. The upsurge of radio broadcast stations in Ghana is expected to be high when the country fully goes on digital migration which is expected not later than 2017. The use of

*Twi, Fante, Ga, Ewe* and other vernacular languages used in majority of the local radio broadcast stations, clearly reflects a push to address the needs of the larger society in Ghana.

For the purposes of this study, the researcher refers to internet and its circuit digital technologies as new media (example is cell phones, PDA's [ Personal Digital Assistants]) and applications like whatsApp, Face book and Twitter as these are among the most newly emerged and evolving communication formats at present(Marvin, 1988). Despite the fact that, digital computers have been in existence since the mid-1940s with the emergence of ENIAC (Electronic Numeral Integrator and Calculator) (Packer and Jordan, 2001), their enormity and usage was later with the internet's public debut in the USA (Pavlik, 1998) and abroad. New media in our current dispensation cannot be left out in media studies that came up in the 1990's. The distinction between traditional media and new media is the digitizing the content. While new media comes with speed in publication on various sites, the traditional radio broadcast function with great care to avoid legal challenges and breach of ethical issues. Though feedback is quick and fast with the new media that of the traditional radio broadcast though not immediate, the feedback later emerges.

Wikipedia which is an online encyclopedia is arguably one of the best examples of the new media in nature. This is because it effectively combines text, images, video and its web- links the opportunity for users to participate during discussions among participants and contributors of the new media.

New media can be manipulated, compressed, networked interactive to a larger extent to serve a particular purpose. It can make a digitized picture of a person to look original but that could not be the case because, the image has been manipulated to achieve and intended purpose. Internet

websites, computer multimedia, computer games, CD-ROMS, and DVDs are classical examples of the characteristics of the new media. However, new media excludes television programs, feature films, magazines, books, or paper-based publications - unless they contain technologies that enable digital interactivity (Manovich, 2003)

Social media relates with new media usage because the two are highly accessible for social exchanges with the application of communication techniques. Social media is web- based and mobile technologies to turn communication into interactive dialogue. Andreas Kaplan and Michael Heinlein (2008) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content." (Flew, 2008).

*'Information communication technology (ICT) has greatly assisted the technological development of mass communication. With the invaluable function of the Internet in delivering news and information, mass communication studies and media houses give attention to the convergence of, publishing, broadcasting and digital communication. The internet easily assists media practitioners to look for both hard and soft information for news swiftly in their offices as well as entertainment. It is less expensive option of news sources.'*

### 1.1.0. New Media in Ghana

In Ghana, New media is perceived to have combined effectively with traditional radio. This has made the feedback from listeners to the presenter very immediate. So the use of whatsapp app, Instagram, YouTube and text messages has become a major feature in radio broadcast<sup>1</sup>.

Listeners send messages via whatsapp applications on their phone to a radio station to respond to issues raised on a live radio program.

For instance, on Wednesday, August 4, 2015, the researcher monitored Peace 104.3 FM's "*Kokrokoo*" from since 6:30am – 10:30am. The topic for discussion was about the industrial action embarked upon by members of the Ghana Medical Association. The listeners sent in text messages to the host of "*Kokrokoo*", Kwami Sefa Kayi to express their divergent opinions about the strike action of the doctors. Some of the messages read: "*President Mahama settle the doctors once and for all*"- from Akwasi, Abelemkpe, "*Doctors we beg you have sympathy for the poor and go to work, don't mind Mahama*" from OPK, Goaso. "*NPP agenda 2016 will fail; they are hiding behind the doctors to sabotage President Mahama but Insha Allah it will not work. 2016 for President Mahama*"- Yeboah George, Kumasi (*Peace 104.3 FM, August 2015.*)

Three radio stations monitored in Accra by the researcher further revealed that, all of them interwove new media with their usual traditional radio broadcast. A segment of mid-day news bulletins monitored by the researcher in some radio stations in Accra also indicated that a maximum of 10 minutes were allotted to reading of text messages from listeners in response to some of the news items. (*Researcher's observation of Citi 97.3 FM, Joy FM, and Peace104.3 FM, 1-14 July, 2015*)

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<sup>1</sup> Researcher's observations spanned from May 2015 to July 2015 at 6am-12 noon by monitoring of Peace 104.3 FM, Joy 99.7 FM and Adom 106.3 FM.

### **1.1.1 Background and nature of the Ghanaian media**

Ghana is recognised as early beneficiary to journalism practice. The printed word which provided the anchor for press development in the Gold Coast played an active role in catapulting the former British Colony to attain political independence, the first of its kind south of the Sahara in 1957 Dzisah (2008).

An articulation of the history of journalism in Ghana was inspired on the work of Hachten (1971), Jones-Quartey (1974), Frank Barton (1979) and Dzisah (2003, 2008) respectively. The *Cape Town Gazette* of South Africa in 1800 and the Freetown *Royal Gazette* of Sierra Leone in 1801 (Mytton, 1983) were the premier newspapers in sub-Saharan Africa which came after the *Royal Gold Coast Gazette* and *Commercial Intelligencer* of April 21 1822. The then British colonial Governor, Sir Charles McCarthy, who started a newspaper in Sierra Leone, off loaded the idea in the Gold Coast when he took over the reins of power as the governor. The newspaper could not survive the test of time and became defunct in just a matter of three year period.

#### **The Evolution of Radio in Ghana**

Radio was relied upon as one of the mass communication channels as a tool for information after the print press in the pre-colonial era. The first radio broadcast station was set up in 1935 through the effort of the Governor at the time, Sir Arnold Hodgson and, it was named ZOY. It was used as a relay radio broadcast to re-broadcast the British Broadcasting Corporation (BBC) World Service programmes to about three hundred residents mostly foreigners were the subscribers to radio ZOY (Ansah, 1985).

A re-diffusion radio broadcast station was extended to Cape Coast in 1936 by the Colonial Administration. During the Second World War in 1940, three additional radio broadcast stations

were opened and, they also set up a 1.3 kilowatt transmitter for another broadcasting house in Accra. The idea was to disseminate information to the citizens about happenings from the war front. Strangely, they selected four local languages for the broadcast. They were Twi, Fanti, Ga and Ewe.

In 1952, the colonial government had the intent to transform the face of broadcasting system in the country. Sustainability of the broadcasting system was inevitable and high on the agenda and direction and control still remain in the colonial power-centre. A Commission was constituted to deliberate on the proposed changes. The report of the Commission brought the change of the Radio ZOY to Gold Coast Broadcasting System in 1954.

Following the changes, the Information Services Department was separated from Broadcasting House. The content was mainly announcements from government to the citizens as well as re-broadcast from the BBC.

From 1956 onwards, there was a rise in locally produced content; educational broadcasts to schools and teacher training colleges were started and outside events were broadcast live into homes. When the Gold Coast became Ghana in 1957, the Gold Coast Broadcast System became the Ghana Broadcasting System, or as it was popularly known as Radio Ghana. Mass Communication was embraced as a way of changing society.

Ghana took a bold step in the broadcasting sector by inaugurating an external service in 1961. Ghana's first President, Osagyefo Dr Kwame Nkrumah conceived the idea because, he saw it as a powerful tool to spread Pan-Africanism to fellow Africans on the continent. During the same period, the idea of television broadcast was being considered.

### **1.1.2 Overview of International Regulations**

Community broadcasting services apply rules and regulations set under national media policies to ensure a harmonious operation of many radio stations at different locations in a country. However, such national policies are, to a larger extent, responsive to international bodies' position on free media and the regulatory broadcasting law. Key international instruments that establish democratic media and broadcasting regulatory principles include the African Charter on Broadcasting, the Dakar Declaration of May 2005, the Windhoek Declaration of 1991, and UNESCO Media Indicators. Others are the African Union and some NGOs with longstanding records of their position, free press and media pluralism like the Third World Network Africa. This essay looks at the various positions, analyzes them on case-by-case basis, and then comes out with recommendations that may be applicable as community broadcasting services regulations set within the framework of national broadcasting laws. The Windhoek Declaration of 1991 aimed to promote an independent and pluralistic press. The Declaration was made at a seminar organized at the instance of UN-UNESCO to press for an independent and free press, particularly in Africa. The Declaration culminated in what has now become World Press Freedom Day. Article 1 of the Windhoek Declaration states that "the establishment, maintenance and fostering of free press is essential to the development and maintenance of democracy in a nation, and for economic development." Essentially, when media are free to operate as they should, act as society's watchdog, governments are able to deliver the political goods more efficiently. A media that is gagged may at best do what government wants to hear, not what the people need to know. This raises the relevance of free press in development.

The Ghana Broadcasting Corporation (GBC) in 1997 signed an agreement with World Space to provide GBC with a channel on its Afristar satellite. This increased GBC's capacity to provide a 24-hour, Direct Digital Broadcasting (DDB) service over a coverage area of 14m sq km, encompassing millions of radio listeners.

Radio's intrusiveness as a mass mobilising tool and educator has seen it as it takes a vanguard role in Ghana's development. As acknowledged by Mytton, though it is a twentieth century phenomenon, it has made giant strides in Africa and in particular Ghana. In his contention:

*'Radio has made such rapid progress and become so fundamental a part of daily life throughout much of Africa that it is easy to forget just how recently it arrived and how fast it has grown. Today it is at the centre of things. Much important political or national news is likely to be announced over the radio (1983: 52).'*

Radio broadcast has consolidated its place in the socio-economic and political life of Ghana. The use of local languages as a medium of radio broadcast has remained an important tool for dissemination of information in the country till date. This was achieved by introducing special programming strategies which made it possible for the use of local languages in radio.

Unlike newspapers, radio broadcast has the propensity to bridge the gap between illiteracy and distance. This is because, radio broadcast reaches a wide range of audience from one location to the other, and same cannot be said for newspapers. This is because; newspapers would have to be physically circulated to the reading public and television set is not as portable as intrusive as radio.

### **1.1.3 African Charter on Broadcasting:**

This Charter was adopted in 2001 by participants at a UNESCO conference to mark the tenth anniversary of the Windhoek Declaration in Namibia. While the Windhoek Declaration focuses mainly on the print media, the African Charter on Broadcasting focuses on the broadcast media. The first principle adopted stated that national frameworks for the regulation of broadcasting must be set down in law.

When Ghana decided to chart the course of civilian rule, there was the need for media pluralism to take a center stage in the Fourth Republican dispensation from 1992. Chapter twelve of the 1992 constitution of Ghana guarantees the freedom and independence of the media, while article 162 (2) speaks against censorship. The National Communications Authorities (NCA) was established in 1996 to provide legal frame work, regulate and license broadcasting in Ghana.

The next paragraph will discuss into detail the operations of the NCA and how private individuals can own private radio broadcast stations.

### **1.1.4 The National Communications Authority**

The National Communication Authority (NCA) was established by the **national communications** in 1996 by Act 524, now repealed by the national Communications Authority Act of 2008, Act769 to regulate communications by wire, cable, radio, television, satellite and similar means of technology for the orderly development and operation of efficient commutation services in Ghana. (NCA, 2014)

This is in compliance with Article 19 of the Universal Declaration of Human Rights, 1948 by UNESCO and African Charter on Broadcasting May 2005 in Dakar-Senegal. It is in the light of this that the NCA has drawn guidelines for the establishment of radio stations which are community radio stations (Radio Universe, Radio GIJ) and public radio stations (Eastern FM and Volta FM) to be owned by the government and commercial radio stations (Peace 104.3FM, Joy 99.7 FM, and Citi 97.3FM),

### **1.1.5 Community Radio**

Community Radio stations are basically non-profit oriented media organizations which serve a group of people within a specific society. Community Radio in Ghana comprises two basic models:

1. Community Radio, which comprises stations serving socio-cultural communities within a specified geographical area.
2. Campus Radio, which is operated within the ambit of educational institutions.

Community Radio is radio that is about, for, by and of a specific marginalized community, whose ownership and management is representative of that community, which pursues a participatory social development agenda, and which is non-profit, non-sectarian and non-partisan.

However, the central purpose of a Community Radio station is to offer its listening community a voice, help develop their community and build community life.

Radio GIJ of the Ghana Institute of Journalism (Osu in Accra) and Radio Universe at the campus of the University of Ghana (Legon, Accra) are examples of community Radio stations in Ghana

### **1.1.6 Public Radio/Broadcasting**

Neither commercial nor State-controlled, public broadcasting's only *raison d'être* is public service. It is the public's broadcasting organization; it speaks to everyone as a citizen. Public broadcasters encourage access to and participation in public life. They develop knowledge, broaden horizons and enable people to better understand themselves by better understanding the world and others. Example of public broadcasting is the Ghana Broadcasting Corporation and its 10 regional radio stations in the country.

### **1.1.7 Commercial Broadcasting**

Commercial broadcasting (also called private broadcasting) is the broadcasting of television programs and radio programming by privately - owned corporate media, as opposed to state sponsorship. It was the United States' first model of radio (and later television) during the 1920s, in contrast with the public television model in Europe during the 1930s, 1940s and 1950s which prevailed worldwide (except in the United States) until the 1980s. Commercial broadcasting is primarily based on the practice of airing radio advertisements and television advertisements for profit. This is in contrast to public broadcasting, which receives government subsidies and eschews most (or all) paid advertising.

Commercial FM radio stations have been restricted to cover an area of 45km and 25 km by the NCA. They basically rely on advertisement and other forms of commercials for their source of income to run the radio station. In Ghana, there are over 300 commercial radio stations and they are not supposed to operate beyond 5.0kilowatt transmission. They operate independently but are responsible for their inactions. They are advised by the NCA to broadcast issues of national importance to their listeners.

However, they are subject to evaluation by the NCA to ascertain whether they adhere strictly to the guidelines prescribed to them. Their advertising rate is quite high. Commercial radio stations are being managed by individuals who are Ghanaian.

As a limited liability company, they can sue and equally be sued.

Examples of commercial radio broadcasting in Ghana are Peace 104.3 FM, Joy 99.7 FM, and Citi 97.3FM.

For the purposes of this study, the research will focus on Peace FM in the next paragraph.

### **1.1.8 Background of Peace 104.3 FM**

More than just a traditional broadcaster, Peace 104.3 FM is today evolving into a content company, the home of Ghana's most popular programming and a multimedia leader with a solid presence in the country.

The station delivers services to all Ghanaians on platforms ranging from news, online radio and audio on demand. Peace 104.3 FM was a dream of the Chief Executive Officer of the Despite Group of Companies, Dr. Osei Kwame that became a reality on May 25, 1999, when the first music was played on-air on the frequency, 104.3MHz. The objective was to "demonstrate singular support for the local music industry which was on a rapid decline then, put Ghanaian culture above all else and use over 70 per cent airtime to broadcast programs in "Twi". The concept, contents and service delivery from Peace 104.3 FM's hardworking staff made the station an instant hit. That subsequently led to radio stations outside Accra entering into agreements with Peace 104.3 FM to rebroadcast a number of its innovative programs, especially the news."(General Manager, Kwasi Brenya, January 2015)

The company's contribution to national development has been widely acclaimed, resulting in several awards being conferred on it, including Radio Station of the Year 2006. Other laurels include applause from Ghana's late President John Evans Atta Mills, President John Dramani Mahama who was then a vice president, Ex-President John Kufuor, the Information Ministry and several other dignitaries. The awards the station received were for an incredible innovation and human-centered business strategy, which not only satisfies all sections of the society, but also helps to sell the country to investors and tourists. The station was adjudged 'The Market-Oriented Company of The Year' by the Chartered Institute of Marketing Ghana (CIMG), in 2000. The station also won CIMG's 'Radio Program of The Year' in 2001. That program was Maame Afia's 'Wo Haw Ne Sen.' ([www.peacefmonline.com](http://www.peacefmonline.com))

The most current award Peace 104.3 FM has added to its national collection is another 'Radio Program of the Year Award' on the platform of CIMG. The program which won the award is the Morning Show Program, dubbed, "Kokrokoo," hosted by Kwame Sefa Kayi. Peace 104.3 FM is one of the top 50 most talked about radio stations in the world ([www.peacefmonline.com](http://www.peacefmonline.com))<sup>2</sup>. Located at Abeka Junction at Tesano in Accra, and with staff strength of 100, Peace 104.3 FM reaches millions of listeners, not only in the nation's capital, Accra but to other parts of the country through its affiliates radio broadcast stations.

**Peace FM Online.Com** offers clients the ability to target marketing campaigns that are web-only. This opportunity gives products and services high exposure of our web users. The advertisement is via text, video with sound. Domestic and foreign adverts are also placed online. Report site exists for comments on issues such as broken links, invalid pages and wrong content.

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<sup>2</sup> World Geographical Media

Peacefmonline.com was established in 2002 and has remained vibrant till date. It is ranked third after Ghanaweb.com and Myjoyonline.com in the country and fifteen thousand globally (Alexa, 2015). It streams live all the radio stations under the umbrella of Despite Group of Companies and recently added United Television to its fold. Peace FM news and its flagship Program are live on audio on demand.

The news is also streamed live. Google past and present information can also be assessed. YouTube, Facebook, twitter, videos and audios are streaming. Blogs are on politics, health, education, economics, business, sports, entertainment, crime, social, tourism. Much more news are published as they break on the minute and hour and can be searched for and read at any time.

New media has thus become an indispensable tool for traditional radio to function effectively.

## **1.2 Statement of the problem**

Until recently, radio broadcast is relied upon for quick information by media consumers in Ghana. However, information Communication Technologies (ICT) has added speed to information dissemination on radio broadcast. ICT has stimulated the Ghanaian economy; it is estimated that, over 500 billion United States dollars have been invested into the telecommunications sector over two decades ago by both the public and private sector in Ghana. (NCA, 2014)

The use of new media in Ghana though, less than a decade ago, a lot of the educated elites have been infested by the infectious application of WhatsApp, Face book, live streaming and other new media platforms among themselves. It is perceived that, the communicable new media

usage has created boredom in most homes and tearing marriages apart because, the communication gap between married couples keeps on widening by the day because, spouses are seriously hooked onto face book, WhatsApp and other new media platforms usage.

It is perceived that, majority of rural dwellers are not familiar with the use of new media on their mobile phones despite the fact that they communicate with their friends and families on their mobile phones. However, the use of new media has encouraged social networking among urban dwellers in Ghana. The use of new media by broadcast radio stations though has enhanced their operations; it is also beset with challenges such as ethical and legal breaches as well as technology access.

In their effort to be vibrant and increase revenue, broadcast radio stations have also been using new media to reach out to larger audience, but, many of them especially, the broadcast radio stations in the rural communities finds it a challenge to use new media in their catchment areas. It is either they are not making enough profit to engage in the use of new media platforms which is quite expensive or the internet penetration is not there yet.

But, broadcast radio stations in urban communities where the population is large have encouraged the use of mobile phones from across the country for call- ins and participating in radio discussions. Listeners are also using the available cybercafés to access e mails and hence post their views to the Radio broadcasters.

Consequently, this study explores how radio broadcast blend effectively with new media in its operations and whether Peace 104.3 FM's new media platforms such as Online portals and social

media platforms such as Facebook, Twitter and Youtube, is having a positive or negative impact or influence on Peace 104.3 FM operations or vice versa.

The study also looked at the dominant age range of new media users on Peace 104.3 FM, Peacefmonline.com, to ascertain the educational, academic characteristic background of listeners and readers of Peace 104.3 FM and Peacefmonline.com and the challenges Peace 104.3 Fm faces with the usage of new media in its operations.

### **1.3 General Objectives**

The General aim and objective of the study is to explore relationship between a traditional radio broadcast channel, Peace 104.3 FM and the new media platforms such as Peace FMonline.com.

#### **1.3.1 Specific Objectives**

However, the research has the following specific objectives:

1. Find out whether Peace 104.3 FM new media platforms is having a positive or negative impact or influence on Peace 104.3FM or vice versa
2. Establish the dominant age range of new media users on Peace104.3FM, Peacefmonline.com, podcast and the social media platforms.
3. Find out the professional characteristics/background of listeners of Peace 104.3FM and its social media platforms (Peace 104.3FM, Peacefmonline.com, and Peace FM's social media).

who listen to Peace 104.3FM who are not media practitioners, and other professionals who listen to Peace 104.3FM

## **1.6 Organisation of the study**

The study is organized into five chapters. Chapter one includes, the Introduction to the study, which deals with the background to the study, it presents a general picture of how the media in Ghana started and the extent to which the media has grown. Issues raised under the introduction are mainly based on the keywords of this study. The statement of the research problem outlines the problems the study seeks to clarify; it therefore identifies the key issues and gaps and possibly provides recommendations for the future. This chapter also contains the objectives of the study, under which there is the general objective, which outlines the overall aim of the study and then the specific objectives. Under chapter one are also research questions, the significance, and the scope of the study which include the specific parameters of the study as well as the organization of the study.

Chapter two of the study covers the theories used in the study, conceptual issues and empirical studies reviewed. The operational definition of key variables is also included in chapter two. Chapter three of this study presents the methodology of the study which includes the research design, population, sampling, the instruments and procedure for data collection, data sources as well as limitations to the study. Chapter four of the study contains the findings or data gathered from the field, as well as discussions and conclusion.

4. Find out the educational, academic background of listeners of Peace 104.3FM and readers of Peacefmonline.com.
5. Establish whether Peaceonline.com generates revenue from its online services.
6. Bring out the opportunities and challenges of new media usage on Peace 104.3 FM

#### **1.4 Significance of the study**

The study is important because, as Ghana's most listened to radio station (Synovate-Ghana report, 2012), it is foreseeable that we distinguish between the traditional media and the new media. Therefore, the study will underscore why integrating new media with traditional media is so critical to the survival of Peace 104.3 FM and to a larger extent, the Ghanaian media going forward.

The researcher believes also that the results of the study can help Despite Group of Companies migrate this tough end of dwindling listenership figures as well as advertising revenue.

It is hoped that the results will also add to the existing body of knowledge especially in the Ghanaian local media scene.

#### **1.5 Scope of the study**

The study was limited to the strategic decision makers of Peace 104.3FM and its listeners as well as consumers of content on Peacefmonline.com. The researcher interviewed the editor of Peace104.3FM and the editor of Peacefmoline.com. A questionnaire was also administered to some students of the Ghana Institute of Journalism, University of Ghana, members of the public

The recommendations and suggestions for further studies as well as the references appear at the **end of the as conclusion of the study with the bibliography**. The appendices cover copies of interview guides and maps.

## CHAPTER TWO

### Literature Review

#### 2.0 Introduction

Literature review examines comprehensive literature and other related studies which are in consonance with the topic under study. Mugenda and Mugenda (1999) noted that the purpose of literature review is to establish what has already been done with reference to the area the researcher is working on. The researcher, in this case, reviews in detail of studies other scholars have done on the opportunities and challenges new media bring to bear on the operations of radio broadcast, through a study of Peace 104.3 FM Ghana. Mutai (2001) states that *“literature review helps to sharpen and define understanding of the existing knowledge in the problem area, provides a background for research project and makes a reader aware of the current status of the issue.”*

#### 2.1 Theoretical Framework

Theoretical framework provides a theoretical basis for explaining some of the findings of a study. In a sense, it also helps to justify the work or the study of the researcher. The theoretical framework will also help the researcher to access the impact of the blend of traditional radio broadcast and new media in the study. It will expose also the challenges associated with the blend of radio broadcast and new media of the Peace 104.3 FM's case study by the researcher.

The researcher would also endeavor to find out how the Uses and Gratification Theory, Technological Determinism and the Media Richness theory are related to the study.

### **2.1.0 Uses & Gratification Theory**

The Uses and Gratifications perspective takes the view of the media consumer. It examines how people use the media and the gratifications they seek and receive from their media usage. Uses and gratifications researchers assume that audience members are aware of and articulate their reasons for consuming various media content. The theory emerged, based on the research of Elihu Katz, Jay Blumer, and Michael Gaurevitch.

The uses and gratification approach has its roots in the 1940s, when researchers became interested in why people engaged in various forms of media behaviour, such as radio listening or newspaper reading. These early studies were primarily descriptive, seeking to classify the responses of audience members into meaningful categories. For example, Herzog (1944) identified three types of gratification associated with listening to radio soap opera: emotional release, wishful thinking, and obtaining advice.

Berelson (1949) took advantage of a New York newspaper strike to ask people why they read the paper. The responses fell into five major categories: reading for information, reading for social prestige, reading for escape, reading as a tool for daily living, and reading for a social context. These early studies had little theoretical coherence; in fact, many were inspired by the practical needs of newspaper publishers and radio broadcast to know the motivation of their audience in order to serve them efficiently. Uses and gratification approach is still one of the major types of research performed by those interested in understanding newspaper readership.

Bhumer and Guervitch (cited in Rubbin et al, 1998) states that over the years, the uses and gratification perspective of mass communication research have focused on three reasons why people turn to the media. The perspective has three (3) major objectives, to understand motive

for media use to explain how the media is used by individuals to satisfy their needs, to identify the outcomes that follow from needs, motives and media use.

### **2.1.1 Assumptions of Uses and Gratification Theory**

Uses and gratifications theory provides a framework when media consumers become more or less active and the consequences of that increased or decreased involvement.

Many of the assumptions of the uses and gratifications were clearly articulated by the founders of the approach (Katz, Blumler and Gurevitch, 1974).

1. The audience is active and its media use is goal - oriented.
2. The initiative in linking need gratification to a specific medium choice rests with the audience member
3. The media competes with other sources for need satisfaction.
4. People have enough self-awareness of their media use, interests, and motives to be able to provide researchers with an accurate picture of that use.
5. Value judgements of media content can only be accessed by the audience.

### **2.1.2 Critique of Uses and Gratification Theory**

Though the uses and gratifications theory was accepted by media scholars and practitioners, in the 1940s, later, scholars like (Katz, Blumler and Gurevitch, 1974) added it up with their assumptions as discussed earlier to make it useable at the time.

The theory was subjected to criticism by some scholars because its central beliefs were questionable. The notion of active audience which is critical to Uses and Gratifications has been questioned by some critics.

Some researchers (Kubey & Csikszentmihalyi, 1990) noted that, people report that watching and listening of their radio and television is passive and they require little concentration. The theory seems to highlight that; a reasoned media consumer will not accept just everything the media presents. The theory failed to recognise that, some individuals may not accept and consider everything the media presents.

### **2.2.2 Justification for using Uses and Gratification Theory**

The researcher sought the need to use the Uses and Gratification theory because the theory is basically about the satisfaction individual media consumers derive from reading newspapers, listening to radio and watching television as well as accessing the internet for information. The theory pinpointed that the media consumer is active in seeking information from the media outlets. He derives a certain amount of gratification and satisfaction from the information, either adulterated or sacrosanct. This study explores the opportunities and challenges traditional radio and new media present to each other. In this regard, Uses and Gratification theory would be apt in exploring whether operators and audiences are benefiting from the influence exerted by the two media forms on each other. , it will seek to find out the specific gratification and uses if any, media consumers or media operators obtain from the influence exerted by new media on radio and vice versa, if any. In doing so, it will analyse the unique attributes of both media and establish whether they enhance the benefits in terms of the use and gratification derived from

media usage and in this particular instance, New media influence on a traditional radio broadcast station, Peace 104.3 FM.

## **2.2 Technological Determinism**

Technological determinism is a reductionist theory that presumes that a society's technology drives the development of its social structure and cultural values. The term is believed to have been coined by Thorstein Veblen (1857–1929), an American sociologist and economist. The most radical technological determinist in the United States in the twentieth century was most likely Clarence Ayres who was a follower of Thorstein Veblen and John Dewey. William Ogburn was also known for his radical technological determinism.

The expression “technological impacts” is a metaphor that implies that technology is a discrete force with a discernible direction and influence. Metaphors are figures of speech widely used in all disciplines and essentially involve the transfer of descriptive terms from primary usage to different, but analogous, situations (e.g., Joerges, 1990; Ortony, 1979; Sacks, 1979; Simpson & Weiner, 1989, Vol. IX, p. 676; Winner, 1986). Technology is cast in a perspective of cause and effect relationships in which technology is the cause of impacts on society. In technology education, this perspective has become the dominant metaphor for conceptualizing the relationship between technology and society (e.g., Bame and Cummings, 1988; DeVore, 1980; Hacker & Barden, 1988; Hales & Snyder, 1981; “Resources in Technology,” 1989, 1990; Savage & Sterry, 1990; Schwaller, 1989; *Standards*, 1985; Wiens, 1989, 1990; Wright & Smith, 1989). There are, however, other metaphors that emphasize the role of humans in directing technology.

Some of these metaphors may be more appropriate for technology education than technological impacts.

### **2.2.1 Criticism of Technological Determinism Theory**

As a direct consequence, desire for greater control of the course of development of technology gave rise to disenchantment with the model of technological determinism in academia. The World War II which ended in 1945 ignited the need for technological advancement by scientists from Europe and America.

Scholars like Andrew Feenberg in his article "Subversive Rationalization: Technology, Power and Democracy with Technology," argues that technological determinism is not a very well founded concept by illustrating that two of the founding thesis of determinism are easily questionable and in doing so calls for what he calls democratic rationalization (Feenberg 210–212).

Modern theorists of technology and society no longer consider technological determinism to be a very accurate view of the way in which we interact with technology, even though determinist assumptions and language fairly saturate the writings of many boosters of technology, the business pages of many popular magazines, and much reporting on technology. Instead, research in science and technology studies, social construction of technology and related fields have emphasized more nuanced views that resist easy causal formulations. They emphasize that "The relationship between technology and society cannot be reduced to a simplistic cause-and-effect

formula. It is, rather, an 'intertwining'", whereby technology does not determine but "...operates, and are operated upon in a complex social field" (Murphie and Potts).

Two scholars; Mackenzie and Wajcman (1997) also argues that the path of innovation and its social consequences are strongly, if not entirely shaped by society itself through the influence of culture, politics, economic arrangements, regulatory mechanisms and the like. In its strongest form, verging on social determinism, "What matters is not the technology itself, but the social or economic system in which it is embedded". (Langdon Winner)

The researcher sides with the three scholars mentioned who punctured holes into the theory of Technological Determinism propounded by Thorstein Veblen (1857–1929). The influence of culture, politics, economic arrangements and religion can undermine technology. For instance the Ghanaian culture frowns on pictures on social media (watsapp, facebook and instagram) in circulation which exposes nudity. But for technology such pictures will never be in circulation for a lot of people to see other people's nakedness and sex act.

### **2.2.2 Justification for using Technological Determinism Theory**

The researcher considers the technological determinism theory for his work because it is in consonance with the research topic under study.

Communication scholars such as Marshall McLuhan have defined the theory as the influence media technology has on the way we feel, think, and act and how society operates in a constantly changing technological world.

Thus, in a study that explores the relative influence of traditional or old media form (in this particular case, radio) and new media forms such social media and the Internet, such a theory can

provide a framework for explaining trends and findings. How have new media technologies affected the way traditional media operates and what are the opportunities and challenges emerging from this impact or influence.

According to Rosalind Williams, technology changes the way people think and how they interact with others and can be described as '...a three-word logical proposition. Michael L. Smith (1994) has also justified that, "Technology determines history" It is, '... the belief that social progress is driven by technological innovation, which in turn follows an "inevitable" course.'

This 'idea of progress' or 'doctrine of progress' is centralized around the idea that social problems can be solved by technological advancement, and this is the way that society moves forward. Technological determinists believe that "'You can't stop progress', implying that we are unable to control technology" (Lelia Green). This suggests that we are somewhat powerless and society allows technology to drive social changes because, "Societies fail to be aware of the alternatives to the values embedded in it [technology]" (Merritt Roe Smith).

The researcher emphasises that radio consumers will not have the opportunity to express their views on programs live on air. However, the emergence of the new media in Ghana has made it possible for listeners to make an input into radio programs and news via the new media platforms. The technology of new media also affords radio station owners to have an idea about their listenership by way of feedback they receive through contributions from listeners on the various social media outlets into programs.

### 2.3 Media Richness Theory

The Media Richness Theory (MRT) has been previously used to examine email adoption for inter- and intra-office communication. Investigations by Lee (1994) and Markus (1994) have reported failure in the explaining capacity of MRT in rich use of a lean medium like email. “Richness is defined as the potential information carrying capacity of data” (Daft & Lengel, 1984, p. 196). MRT proposes a hierarchy of information media based on information richness using four distinguishing factors: the feedback capability of the medium; number of channels used such as audio, video or both the source of the information, personal or impersonal; and finally, language variety, such as verbal or non-verbal, as in body language and photos (Daft & Lengel, 1984).

The theory postulates that in communication endeavours, people as much as possible want to avoid ambiguity and communication tends to favour the channels that have certain capabilities and attributes. Daft and Lengel identified four criteria critical to determining the degree of richness of a particular media. The richer the medium the more likely it can effectively help prevent ambiguity in the communication process.

According to a publication<sup>3</sup> by the University of Twente, the criteria are; “(a) the availability of instant feedback; (b) the capacity of the medium to transmit multiple cues such as body language, voice tone, and inflection; (c) the use of natural language; and (d) the personal focus of the medium. Face-to-face communication is the richest communication medium in the hierarchy, followed by telephone, electronic mail, letter, note, memo, special report, and finally, flier and bulletin”.

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<sup>3</sup>University of Twente, Media Richness Theory.  
[http://www.utwente.nl/cw/theorieenoverzicht/Theory%20Clusters/Mass%20Media/Media\\_Richness\\_Theory/](http://www.utwente.nl/cw/theorieenoverzicht/Theory%20Clusters/Mass%20Media/Media_Richness_Theory/)

### **2.3.1 Criticism of Media Richness Theory**

The selection of a particular medium may not necessarily depend on the richness of the medium and its ability to reduce or eliminate ambiguity, some scholars have argued. Indeed, Ngwenyama and Lee (1997), for instance states that social and cultural factors may have strong influence on the choice of a medium.

Additionally, there is the view that the emergence of new media presents some challenges in terms of the wholesale application of the theory. This has been explained as stemming from the fact that the theory was postulated at a time when new media had not emerged. Hence, new media presents some challenges to the universal application of the theory. Again, while there are richer media that could help avoid ambiguity in communication, El-Shinnaway and Markus (1997), established that potentially ambiguous communication was sent via email when there were other richer forms of media.

### **2.3.2 Justification for using Media Richness Theory**

In this particular study, the relative influences of two different media forms on each other are studied and there is a view that the media richness of the two different media forms obviously differ. New media is characterized by greater interactivity, multi-media functions and utility. This study will therefore seek to, for instance, explore whether in the Ghanaian context, Peace 104.3 FM Radio is drawing any benefits from the greater interactivity and multi-media utility

new media brings. On the flip side, it also explores whether the ethical challenges associated with new media use has any expression in traditional radio broadcast.

## **2.4 Review of Related Studies**

A study by the Paragon Media Strategies, research and consulting, on new media usage and its effect on broadcast radio listening noted that majority of Americans (52%) have listened to an Internet radio station, one in five own an MP3 player and 8% subscribe to a satellite radio service. The study found that majority of Internet radio station listeners listened to broadcast radio about the same amount. Three-quarters of MP3 player owners are listening to broadcast radio about the same amount and 44% of satellite radio subscribers listened to broadcast radio less, **while 40% are listened about the same amount.**

In terms of simple usage, Internet radio leads the pack among new media competitors, followed by MP3 players and then satellite radio. However, in terms of listening levels and a negative impact on broadcast radio listening, satellite radio poses a much greater threat. Internet radio usage is more common but for fewer hours tuned, while satellite radio has lower usage levels but with more hours tuned per user. After satellite radio and ahead of Internet radio, the second biggest threats to broadcast radio listening hours are MP3 players. **(Mike Henry, CEO Paragon Media Strategies.)**

A study by Sharim (2012) on the convergence of radio noted that radio broadcast has come to stay despite the emergence of new media technology. The study noted that video technology could not kill radio broadcast but rather complemented it operations so the mobile phones,

internet, social media and other digital platforms have come to as well complement the function of radio broadcast. According to Sharim (2012), despite the growth of digital technology, a significant amount of people are using radio on a daily basis. The researcher agrees with Sharim because, it is evidently clear that, listening to radio broadcast in the morning especially on working days in Ghana has become communicable by a lot of media consumers.

Randle (2001) states that when new medium arrives in the marketplace with its accompanying bells and whistles, some observers (usually proponents of the new medium) tend to ring death knells for existing media. He adds that while specific types and segments have and will continue to be negatively affected by new media, as a whole, and over a lengthy period, old media has found ways to survive in the presence of new media. Randle (2001) notes further that while new media “can displace existing media (as with television and the general interest magazines), it can also have a complementary effect as well (computers, for example)”. He stresses that “with this displacements, complementary idea in mind - based on an historical perspective - publishers can be better informed in making strategic decisions, while scholars can be more prepared to examine theoretical issues”.

Otieno (2009) notes that. While media houses can utilise the mobile platforms to enhance interaction with the consumers, there was also an important threat that should not be discounted. He states that the opportunity is “two-pronged” for the media;

*“First, they can use it to enhance intimacy with their existing audiences and to recruit new audiences, and second, to boost revenues while at it. It would take quick innovation and flexibility for us in the media to drink the sweet waters of either spring.*

*However, a caution is in order. This opportunity is tempered by the reality of widespread poverty, language barrier and cost issues across the continent. It therefore follows that not all who carry mobile handsets are able to fully enjoy their capabilities; thanks to cases of functional illiteracy”.*

In another study, the African Farm Radio Initiative (AFRRI, 2011) noted that listenership of radio campaigns for farmers in under-studied African countries can be boosted by weekly SMS alerts to the phones of listeners 30 minutes prior to a broadcast. The study noted that the more episodes of campaigns farmers listen to, the higher their likelihood of adopting the agricultural practice featured in the radio programs.

For every one SMS sent to a phone, two people from different households were alerted verbally. Receiving verbal alerts – as with SMS alerts -- also had an impact on radio campaign listening habits 10. The SMS alert experiment had some surprising and unintended positive effects: Farmers who received weekly SMS alerts expressed that they felt “special” and connected personally to the radio station and specifically to the radio campaign. ICTs made radio programming more accurate, timely, and accessible to farmer listeners. ICTs also helped broadcasters and extension officers extend their reach to a broader audience.

The study however noted that there were some challenges related to the use of some modern technologies for farmers. Notable was the non-availability of mobile phones for farmers to be able to actively benefit from the initiative of using new media to enhance broadcast accessibility to the farmers.

In their study, Adegbilero&Ikenwe (2014) noted that new media can have a symbiotic relationship with the old media and help bridge the gap between the more conservative adult readerships. Adegbilero I &Ikenwe (2014) add that new media may serve as a means of “bringing to the general public happenings in the virtual ecosystem hitherto preserved exclusively for the virtual citizens”.

Willems W (2013) in her study pointed out that new media such as the use of internet and mobile phones has brought invaluable contribution to Frequency Modulation (fm) radio stations in Zambia. The article investigated the extent to which new media technology has changed the quality of audience participation in radio content. The study further argued that, there is the need to add the new media experience, not only in programme and news, but to commercial departments of the radio stations as well to augment revenue through SMS and social media outlets.

Myers M ( 2009) notes that, it is difficult to tell the number of radio stations in Africa which have direct access to internet facility in order to operate fully with the new media technology. The study further uncovered that most radio stations in rural communities in East, West, Central and North Africa have no internet connection at all and cannot be found in the world space. The study revealed that, out of 1, 316, only 29 radio stations have access to the internet.

However, there could be tremendous improvement about internet accessibility by some radio stations in Africa after the study. This is because, six years after the study, a great deal of time had passed and the internet accessibility might have increased. The researcher agrees with Myers

because in Ghana, internet penetration according to the National Communications Authority as at 2014 is 40.7% (NCA, 2014)

Tacchi, Jo A. (2005) *Radio and New Media Technologies: Making Technological Change Socially Effective and Culturally Empowering*. This study sought the need to find out the role of new media technologies and radio broadcast in the field of Information and Communication Technologies (ICTs) for development of the individual media consumer. It investigates the linkages between traditional radio with various social media outlets like the Facebook, Whatsapp and the podcast with new and emerging ICTs, and took into account the socio-cultural needs of radio listeners. The study further established that, radio broadcast is an effective medium for development alongside new ICTS.

## CHAPTER THREE

### METHODOLOGY

#### 3.0 INTRODUCTION

This chapter captures the methodology that was employed in gathering and analysing data from the various respondents. This chapter provides an insight into the research design that was used in gathering information from the *Peace104.3 FM* and *Peacefmonline.com* respectively.

The researcher adopted both qualitative and quantitative methodologies known as triangulation.

**Triangulation** is the combination of both qualitative and quantitative studies by researchers in the field of academic or industrial work Creswell (1994). In this situation, the researcher will do an inquiry or studies and through one – on - one interview, find out a phenomenon about the work under study. However, the researcher will administer questionnaires related to the study from a sampled population.

**Qualitative research** is a scientific research method that consists of an investigation which seeks answers to questions, systematically uses a predefined set of procedures to answer questions, collects evidence and produces findings that were not found in previous studies and also produces findings that are applicable in this study, Wimmer & Dominick (2015).

In this study, the researcher will interview the editor of Peace 104.3 FM and the editor of *Peacefmonline.com* about the topic under study

Additionally, qualitative research seeks to understand a given research problem or topic from the perspectives of the local population it involves and is especially effective in obtaining culturally

specific information about the values, opinions, behaviours, and social contexts of particular population (Wyse, 2011).

**Quantitative research** is any method for doing social science research that uses numerical counts or measures and statistical analysis in place of verbal material (Priest, 1996). The researcher administers a set of questionnaire to some students of the Ghana Institute of Journalism and the University of Ghana as well as workers and media practitioners who are familiar with traditional radio broadcasting and new media. This is related to the work under study by the researcher. Questionnaire was distributed to respondents to answer.

### **3.1 Research Design**

According to Creswell (1994) research designs refer to strategies adopted for research. He explains that research designs involve detailed procedures that ultimately lead to gathering and analysis of relevant data and drawing valid conclusions. Creswell further states that such designs requires the researcher to take critical decisions such as choosing topic, choice of specific strategies of enquiry and research method(s).

The research combined two methodological approaches; Qualitative and Quantitative Research Methods. The quantitative method involved a survey and the findings of the survey were analyzed and discussed also with the help of the insights provided in the qualitative, which interviews some key stake holders in the operation of Peace 104.3 FM and *Peacefmonline.com*

### 3.1.0 Survey

According to McBurney & White (2004), a survey is used to assess public opinion or individual characteristics by the use of questionnaire and sampling methods.

Survey methodology seeks to identify principles about the design, collection, processing and analysis of surveys that are linked to the cost and quality within cost and quality of survey estimates. This means that the field focuses on improving quality within cost constraints, or, alternatively, reducing costs for some fixed level of quality. "Quality" is defined within a framework labeled the total survey error paradigm. Survey methodology is both a scientific field and profession.

Within the scientific side of surveys, the achievement of high quality survey results requires applying principles from several traditional academic disciplines. Mathematics, especially the principles of probabilities or chance events, is it is critical to know the relative frequency of the various outcomes.

A survey was conducted, using questionnaires to find from respondents about how they patronized Peace 104.3 FM and *Peacefmonline.com*. The questionnaires further explored the others issues related to the perception of respondents on the operations, programming and content of *Peacefmonline.com* and Peace 104.3 FM as well as the challenges associated with the use of new media.

### 3.1.1 Interviews

Interviewing is a method of qualitative research in which the researcher asks open-ended questions orally and records the respondent's answers. Interviewing is typically done face-to-face, but can also be done via telephone. (Ray, 2006)

In-depth interviews are different from survey interviews in that they are less structured. In survey interviews, the questionnaires are rigidly structured – the questions must all be asked in the same order, the same way, and only the pre-defined answer choices can be given. (Ray, 2006)

In-depth qualitative interviews, on the other hand, are flexible and continuous. They are not locked in stone and are often not prepared in advance.

**In-depth interviews** are optimal for collecting data on individuals' personal histories, perspectives, and experiences, particularly when sensitive topics are being explored.

Additionally, a qualitative approach was adopted to find out from the two editors of both Peace 104.3 FM and *Peacefmonline.com* information on their operations and impact on each other. These were basically in-depth interviews conducted with the selected staff.

### **3.2 Population**

McMillan and Schumacher (2001:169) describe a population 'as a group of elements or cases, whether individuals, objects, or events that conform to specific criteria and to which we intend to generalize the results of the research'.

The population for the study was residents of Accra. Accra was chosen because Peace 104.3 FM has a big listenership in Accra (Synovate research international, 2012). Additionally, it has good internet facilities that promote New media usage.

In conducting a study, it is not possible, practical and sometimes expensive to gather data by considering entire population. Therefore smaller chunks of a unit sample are chosen to represent the relevant attributes of the whole of the units (Graziano and Raulin, 1997).

### **3.3 Sampling and sample size**

Sampling technique is a form of non-probability sampling in which decisions concerning the individuals to be included in the sample are taken by the researcher, based on a variety of criteria which may include specialist knowledge of the research issue, or capacity and willingness to participate in the research. The sampling method used for the study was a combination of purposive sampling, convenient sampling and random sampling. According to McBurney & White (2004), purposive sampling is the nonrandom sample that is chosen for some characteristic that it possesses. Convenient Sampling is Random sampling according to McBurney & White (2004) and is a nonrandom sample that is chosen for practical reasons.

Purposive sampling was used to ensure that there was good representation of a broad range of members of the society to help in comparative use of radio and new media. Thus, out of the sample size of 50 respondents; it was purposively decided that 30 should be students from two universities in the country; University of Ghana and the Ghana Institute of Journalism respectively, 20 should be members of the general public in Tesano, Pig farm and Amasaman, all in the Greater Accra region of Ghana.

The various members of the sample were randomly selected. This was to avoid bias in the selection of respondents.

For the qualitative aspect, the sampling was purposively done as it was focused on the interview with Peace 104.3 FM and editor of *Peacefmonline.com* respectively by the researcher. Again, the respondents were purposively identified to reflect their schedules and roles in the radio station and also on the *Peacefmonline.com* portal.

### **3.4 Data Collection**

Data collection was done using appropriate data collection instrument and in this particular instance, questionnaires were given to respondents to fill. For the qualitative aspect of the study, interview questions served as a means for data collection from respondents. Questionnaires had both open ended and close ended questions. According to Ray (2004) an open - ended question has no fix answer but allows the respondents to answer in any manner. They are useful because an open - ended question does not impose the researcher's point of view on the respondents.

He states also that close - ended questions are called fixed alternative questions also. Here, the respondents are limited, he is given a set of answers to one or more answers out of the lot. It is restrictive in nature. It guides the researcher to get the expected responses.

### **3.5 Data Sources**

There were two main sources of data for the study; primary data and secondary data

#### **3.5.0 Primary Data**

The primary source of data includes information that was gathered from the questionnaires administered to the respondents and the interviews were conducted to solicit first-hand information on the topic.

The advantage of using primary data is that they are more reliable since they come from the original sources and are collected specifically for the purpose of the study, McBurney & White (2004).

#### **3.5.1 Secondary Data**

The secondary source of data included review of journals and articles, both published and unpublished materials, and textbooks. Data collected from the secondary sources significantly complemented primary data and enhanced the interpretation of the results (Batsa, 2008).

### **3.6 Data handling, Analysis and Interpretation**

The data collected was organized in relation to the research question. For the survey, the findings were tabulated in percentage tables and pie charts were also used for the representation, and analysis of the data. The figures were further explained in textual form to aid understanding. The

data was analysed using the statistical software of Statistical Package for the Social Science (SPSS).

### **3.7 Limitation of Study**

The study was unable to capture all the stake holders involved with all sectors of business at *Peace 104.3 FM* and *Peacefmonline.com* due to time constraint and lack of knowledge on the subject area.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.0 Introduction

This chapter presents the findings and their analysis. The sample of the population was fifty, including a segment of students, non-media practitioners who are workers, media practitioners, politicians, and the general public. In all, fifty (50) questionnaires were distributed but forty-seven (47) were retrieved.

#### Sources of Information of Respondents

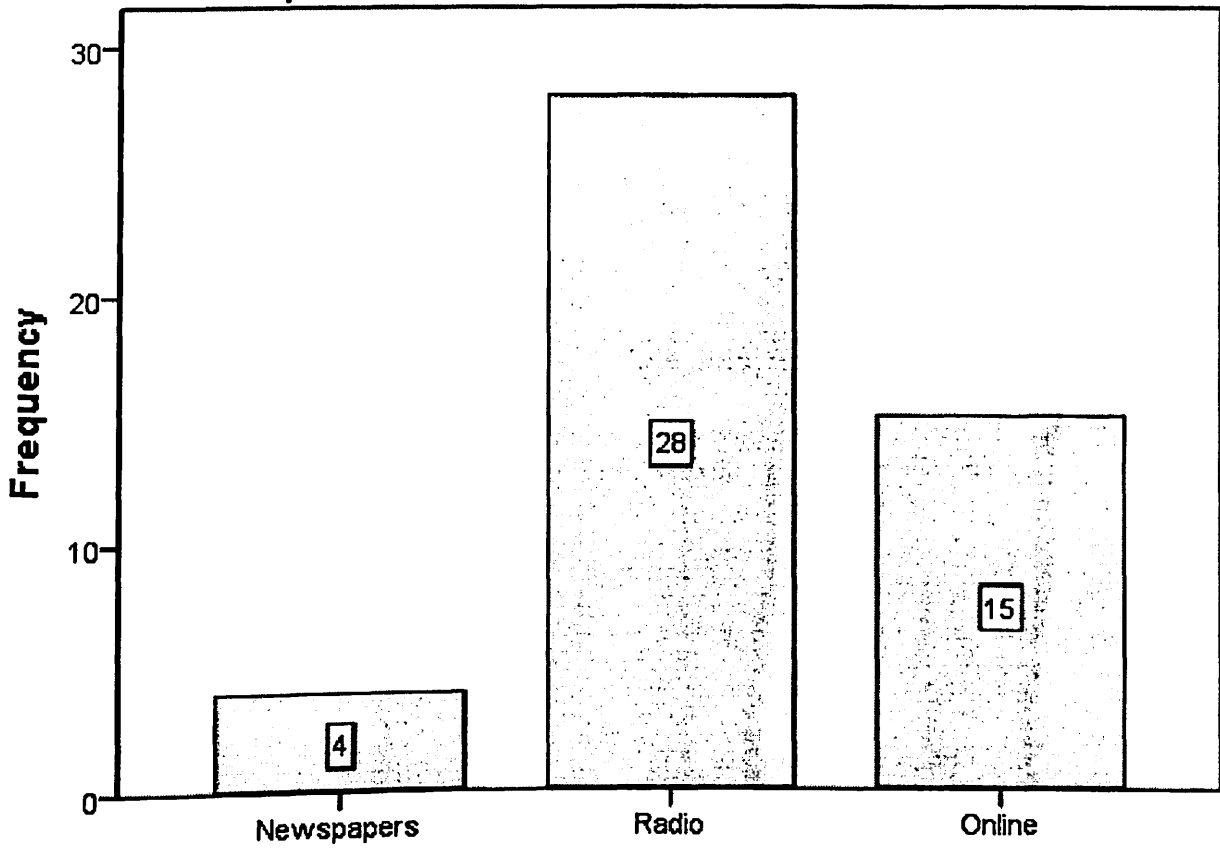
	Frequenc y	Percent	Valid Percent	Cumulative Percent
Newspapers	4	8.5	8.5	8.5
Radio	28	59.6	59.6	68.1
Online	15	31.9	31.9	100.0
Total	47	100.0	100.0	

Table 4.0.1

The table above displays the responses of respondents when asked what their main sources of information were. The respondents were presented with choices: newspapers, radio, and online sources. The question had all forty-seven (47) respondents answering the question. Majority of the respondents said radio was their main source of information, which had twenty-eight (28) of the respondents representing 59.6%. Next to radio were online sources. This source had fifteen (15) respondents, which is represented by 31.9%. The source which was the least preferred of the respondents was newspapers. It had four (4) respondents with the corresponding percentage of 8.5%.

From the table above, it can be concluded that radio is the most preferred choice when it comes to access to news and information on issues affecting the society.

**Respondents' main source of information**



The figure above is a bar chart which represents the choices of respondents when it comes to sources of news information.

Next in the analysis was to find out whether respondents listened to Peace 104.3Fm. This question had all forty-seven (47) respondents answering it.

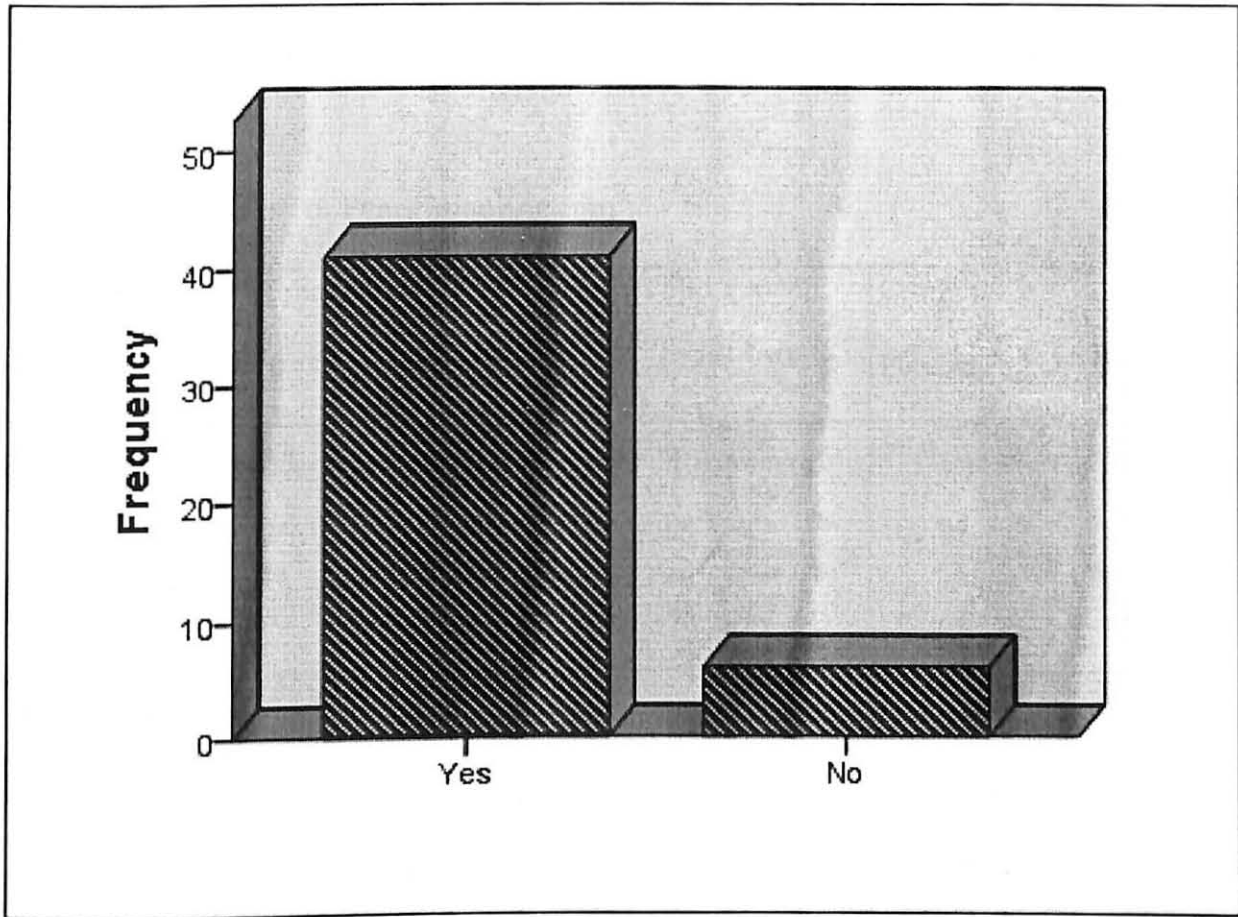
**Listenership of Peace 104.3 Fm**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	41	87.2	87.2	87.2
Valid No	6	12.8	12.8	100.0
Total	47	100.0	100.0	

**Table 4.0.2**

The table above represents the responses of respondents on whether they listened to Peace 104.3fm. Forty-one of the respondents responded in the affirmative: this number is represented as 87.2%. Six (6) said they did not listen to Peace 104.3fm; this is represented by 12.8%. Per this table, it can be concluded that majority of the respondents were listeners of Peace 104.3FM.

## Listenership of Peace Fm



Respondents were asked whether they accessed Peacefmonline.com. This question was answered by all forty-seven respondents.

**Respondents' access to Peacefmonline.com**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	28	59.6	59.6	59.6
No	19	40.4	40.4	100.0
Total	47	100.0	100.0	

**Table 4.0.3**

The table above shows the responses to the questions, whether respondents accessed Peacefmonline.com. Majority of the respondents being, twenty-eight (28) with a corresponding percentage of 59.6%, said they accessed Peacefmonline.com while nineteen of the respondents said they did not access Peacefmonline.com.

Those who answered in the negative, that is NO, explained why they did not access the site. Some explained that they were unable to access the site because they could not easily do so; others accessed other news portals such as myjoyonline.com, citifmonline.com, starrfmonline.com because those sites were reliable, organised and easily accessible. Others were of the view that whatever happens on Peace 104.3FM should be on the website so there would be no need to access the website once they listened to Peace 104.3FM.

The information is represented in the figure below.

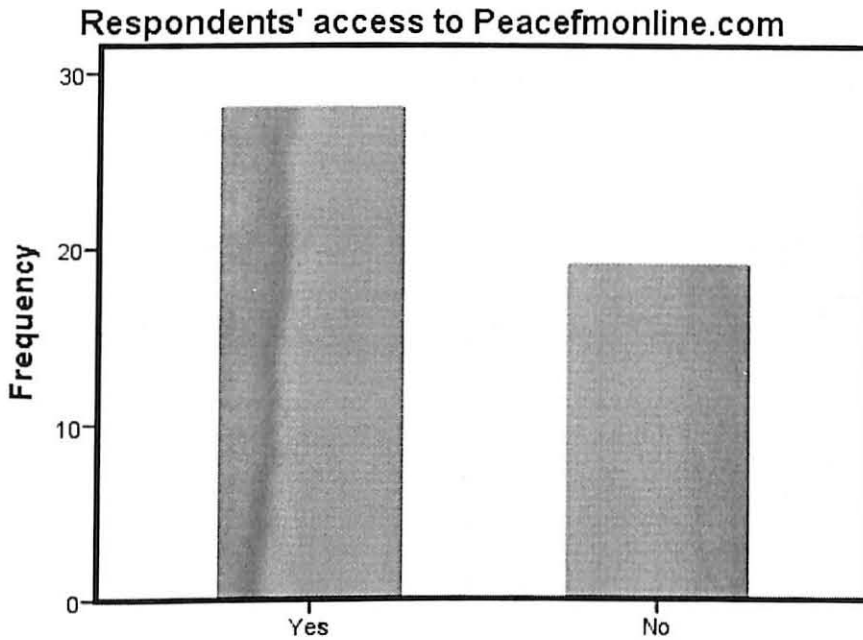


Fig 4.0.3 is a bar graph representation of the information in the table 4.0.3

Again, respondents were asked how often they accessed the Peacefmonline.com portal. The question had thirty-six (36) of forty-seven respondents answering it. They were presented with choices which ranged from daily, once a week, twice a week, thrice a week, and 'others'.

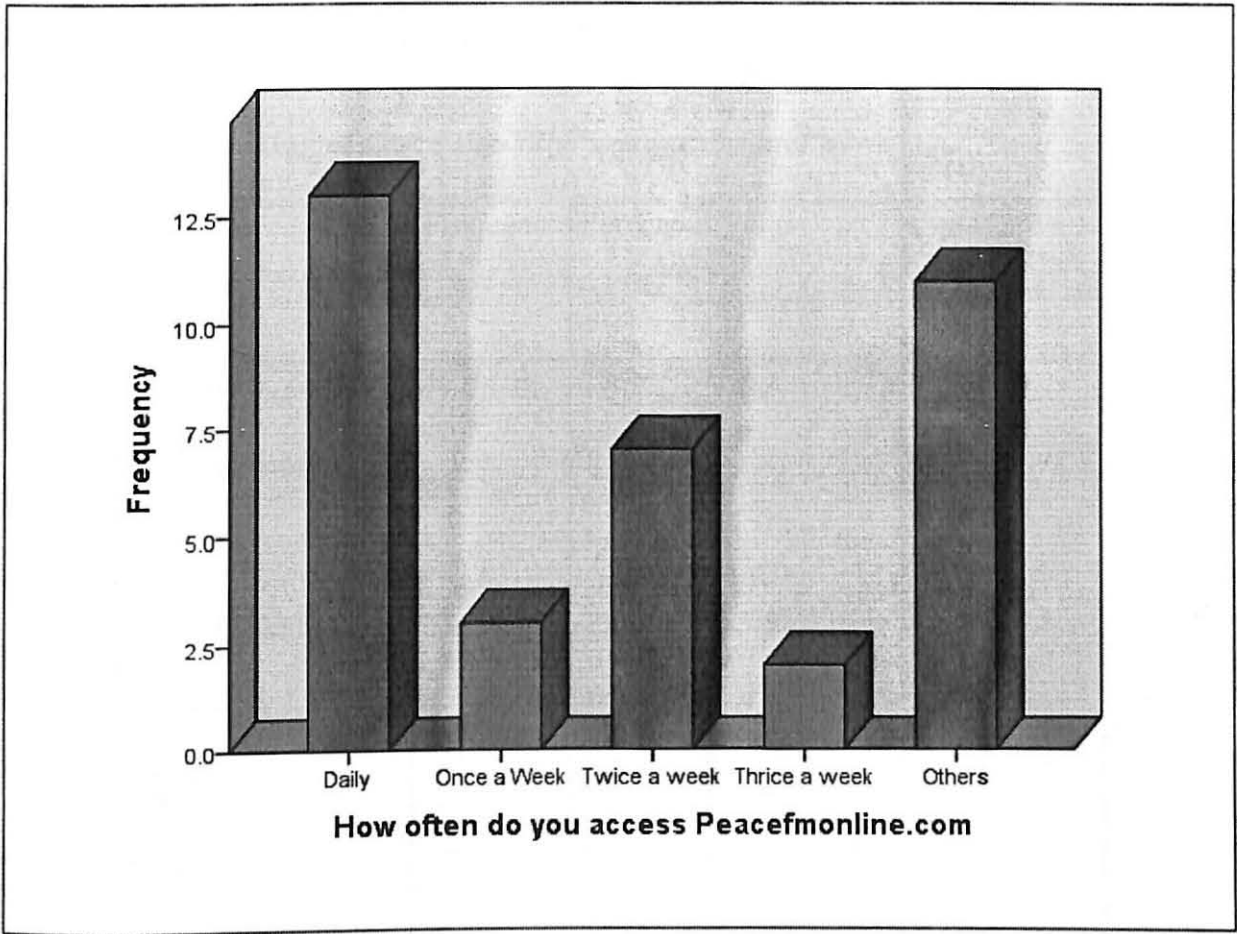
**Frequency of accessibility to Peacefmonline.com by respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	13	27.7	36.1	36.1
Once a Week	3	6.4	8.3	44.4
Twice a week	7	14.9	19.4	63.9
Thrice a week	2	4.3	5.6	69.4
Others	11	23.4	30.6	100.0
Total	36	76.6	100.0	
Missing System	11	23.4		
Total	47	100.0		

**Table 4.0.4**

The table above shows how often respondents accessed Peacefmonline.com. This question had thirty-six (36) of the forty-seven (47) respondents answering it. Thirteen of the respondents said they accessed the site daily and this has a corresponding percentage of 36.1%. The second

highest is the 'others' category, most of the respondents in this category said they never accessed the site. Seven (7) respondents said they accessed the site twice a week; this is represented by 19.4%. Three (3) respondents said they accessed the site once a week, this represented by 8.3%. Two of the respondents said they accessed the site thrice a week; this represented by 5.6%.



**Fig. 4.0.4** The figure above represents the information on how often respondents accessed Peacefmonline.com

Respondents were asked also, which programmes they listened via Peacefmonline.com. They were presented with options like 'kokrokoo', entertainment review, news bulletin, others.

**Respondents' ranking of Peace 104.3FM's programs and news**

	Frequency	Percent	Valid Percent	Cumulative Percent
Kokrokoo	12	25.5	38.7	38.7
Entertainment Review	3	6.4	9.7	48.4
News Bulletin	11	23.4	35.5	83.9
Others	5	10.6	16.1	100.0
Total	31	66.0	100.0	
Missing System	16	34.0		
Total	47	100.0		

**Table 4.0.5**

From the table above, Kokrokoo was the most preferred programme the respondents listened to via Peacefmonline.com. Twelve (12) respondents which are represented as 38.7%, listened to the kokrokoo programme. Eleven (11) listened to the news bulletin; this figure is represented as 35.5%. Three (3) of the respondents listened to entertainment review; while five (5) of the respondents said they listened to other programmes. Sixteen (16) respondents gave no response to the question.

### Programmes accessed via Peacefmonline.com

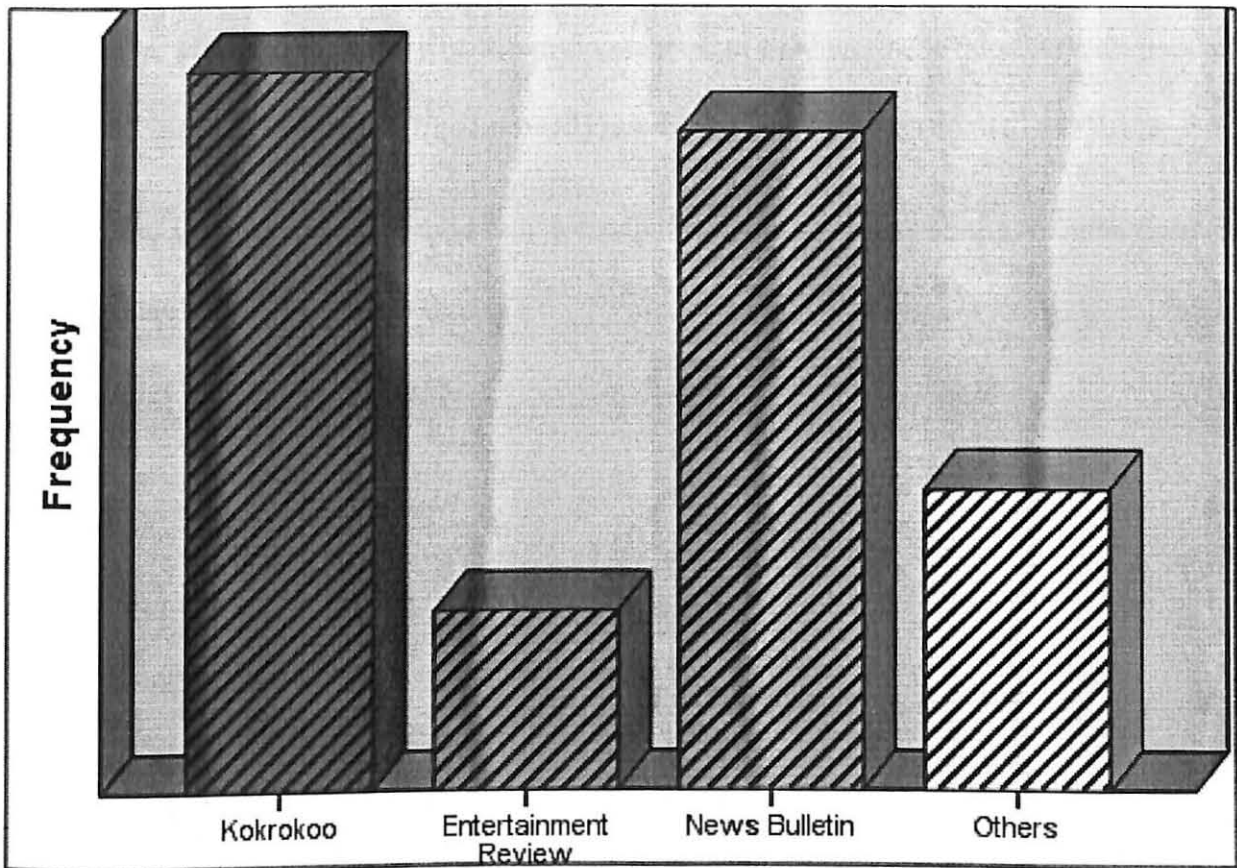


Fig.4.0.5 is representation of the information on which programmes respondents listened to on peacefmonline.com

Respondents were asked if they were familiar with podcasts on peacefmonline.com. They were presented with two options- 'yes' and 'no.' Forty-three (43) out of forty-seven (47) responded to the question. However, majority of the respondents said they were not familiar with podcasts on peacefmonline.com, they were thirty-one (31) in number, and are represented as 72.1%.

Twelve (12) of the respondents said they were familiar with podcasts on the website, that number is represented by 27.9%.

**Respondents' familiarity with podcasts**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	25.5	27.9	27.9
	No	31	66.0	72.1	100.0
	Total	43	91.5	100.0	
Missing	System	4	8.5		
Total		47	100.0		

**Table 4.0.6**

### Familiarity with podcasts

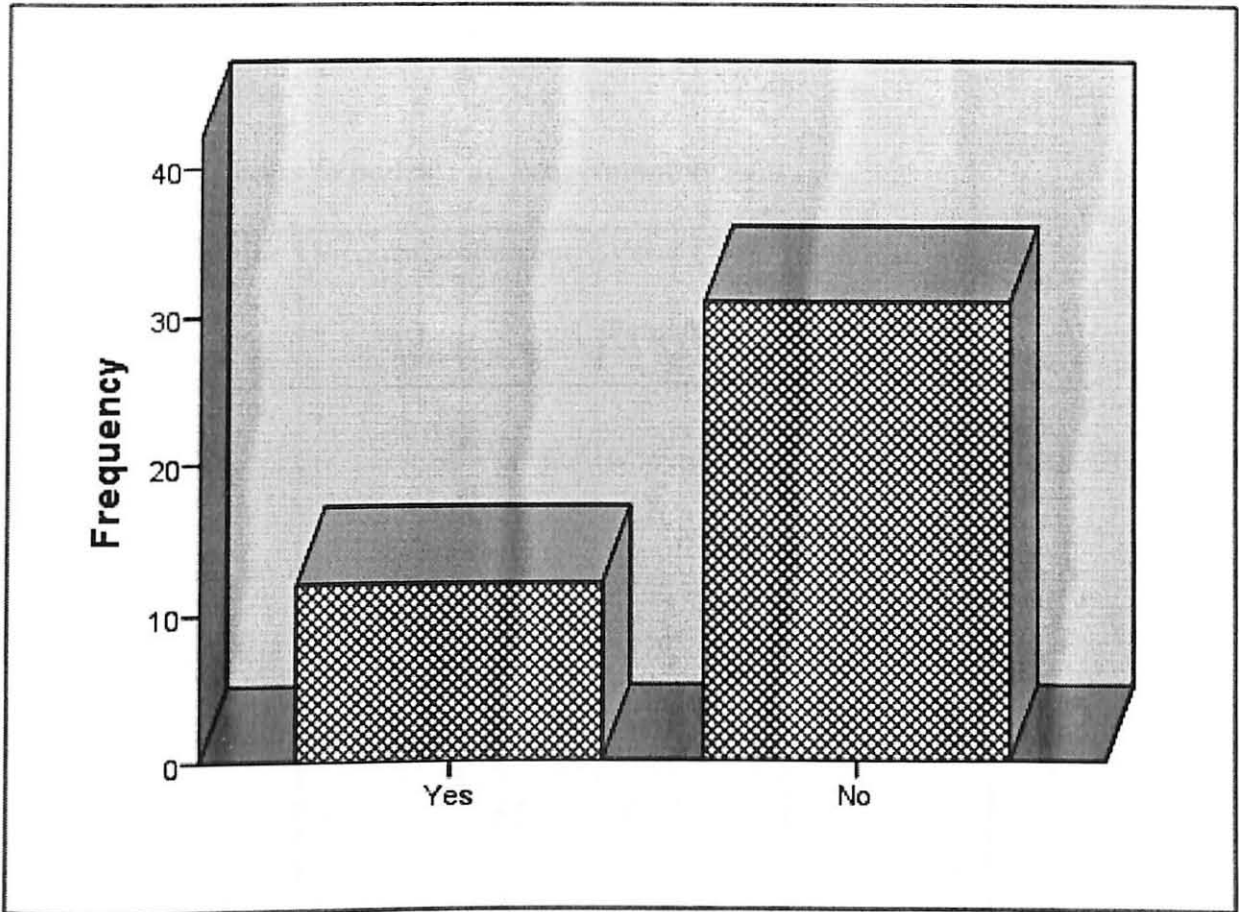


Fig. 4.0.6 Graph representing respondents' familiarity with podcasts.

**Respondents' access to podcast on Peacefonline.com**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid Very Often	2	4.3	5.9	5.9
Quite	2	4.3	5.9	11.8
Often				
Sometimes	5	10.6	14.7	26.5
Not At all	25	53.2	73.5	100.0
Total	34	72.3	100.0	
Missing System	13	27.7		
Total	47	100.0		

**Table 4.0.7**

This category had thirty-four (34) respondents out of the forty-seven (47) responding to the question. They were given the options: very often, quite often, sometimes, and not at all. Twenty five (25) of the respondents said they did not access podcast on Peacefonline.com at all; the figure is represented as 73.5%. Five (5) of the respondents said they sometimes accessed podcasts on the website. Two (2) respondents each said they accessed podcasts on the site very often and quite often: they are each represented as 5.9%

### Frequency of Respondents' Access to Podcasts

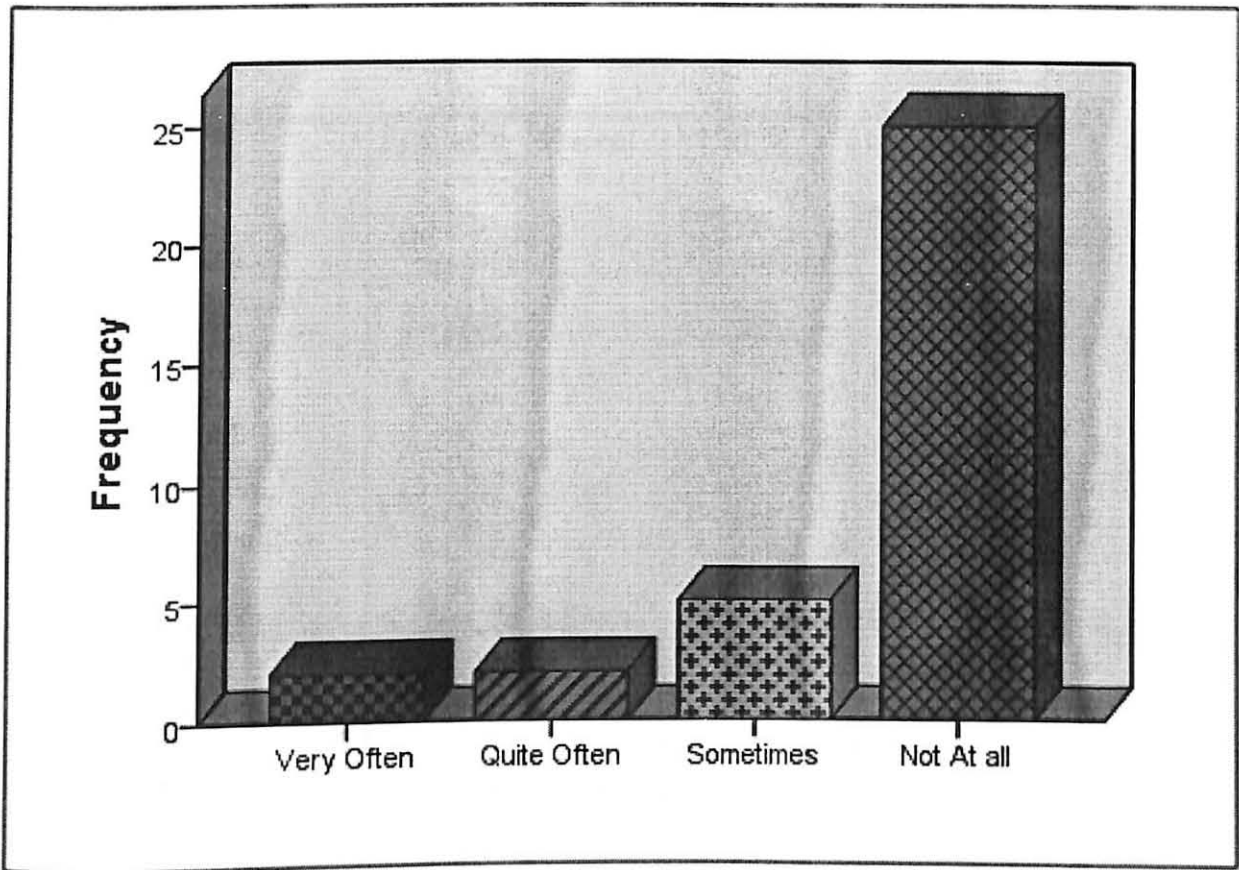


Fig 4.0.7 shows responses of how often respondent's access podcasts on Peacefmonline.com

**Respondents' assessment of ethical standards on Peace 104.3FM and  
Peacefmonline.com**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Very Ethical	7	14.9	15.2	15.2
Ethical	16	34.0	34.8	50.0
Somehow Ethical	19	40.4	41.3	91.3
Unethical	4	8.5	8.7	100.0
Total	46	97.9	100.0	
Missing System	1	2.1		
Total	47	100.0		

**Table 4.0.8**

The table above describes the opinions of respondents on the ethical standards of both Peace 104.3FM and Peacefmonline.com. Forty-six of the respondents answered this question. Nineteen (19) of the respondents think both platforms are somehow ethical, and it is represented by 41.3%. Sixteen (16) of the respondents said that both platforms were ethical, and are represented as

34.8%. However, (4) seven of the respondents said they were very ethical; They are represented as 15.2%. While four respondents represented as 8.7% said they were very unethical

### Assessment of ethical standards

- Very Ethical
- Ethical
- Somehow Ethical
- Unethical
- Missing

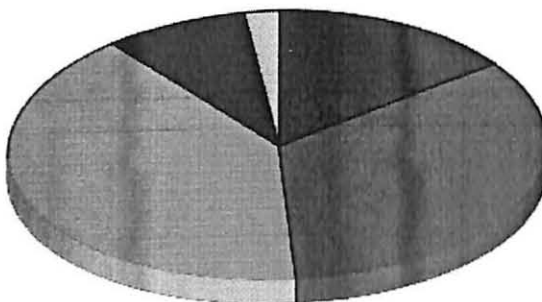


Fig 4.0.8, pie chart of the opinion on assessment on ethical standards of both platforms

**Peace 104.3Fm has ethical considerations more than Peacefmonline.com**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	7	14.9	17.1	17.1
Agree	17	36.2	41.5	58.5
Neutral	14	29.8	34.1	92.7
Valid Disagree	2	4.3	4.9	97.6
Strongly Disagree	1	2.1	2.4	100.0
Total	41	87.2	100.0	
Missing System	6	12.8		
Total	47	100.0		

**Table 4.0.9**

Respondents were asked whether contents on Peace FM have more ethical consideration than the online portal. Forty-one (41) respondents answered the question, six (6) gave no response. Seven respondents strongly agreed with the assertion that content on Peace 104.3fm has more ethical consideration than Peacefmonline.com; this number is represented as 14.9%. Seventeen of the respondents agreed with the assertion, and this figure is represented as 36.2%. Fourteen (14) of the respondents were neutral in opinion; they neither agreed nor disagreed with the assertion, they represent 29.8%. Two (2) respondents, 4.3% disagreed with the assertion, one (1) respondent, 2.1% strongly disagreed with it.

## Ethical Consideration

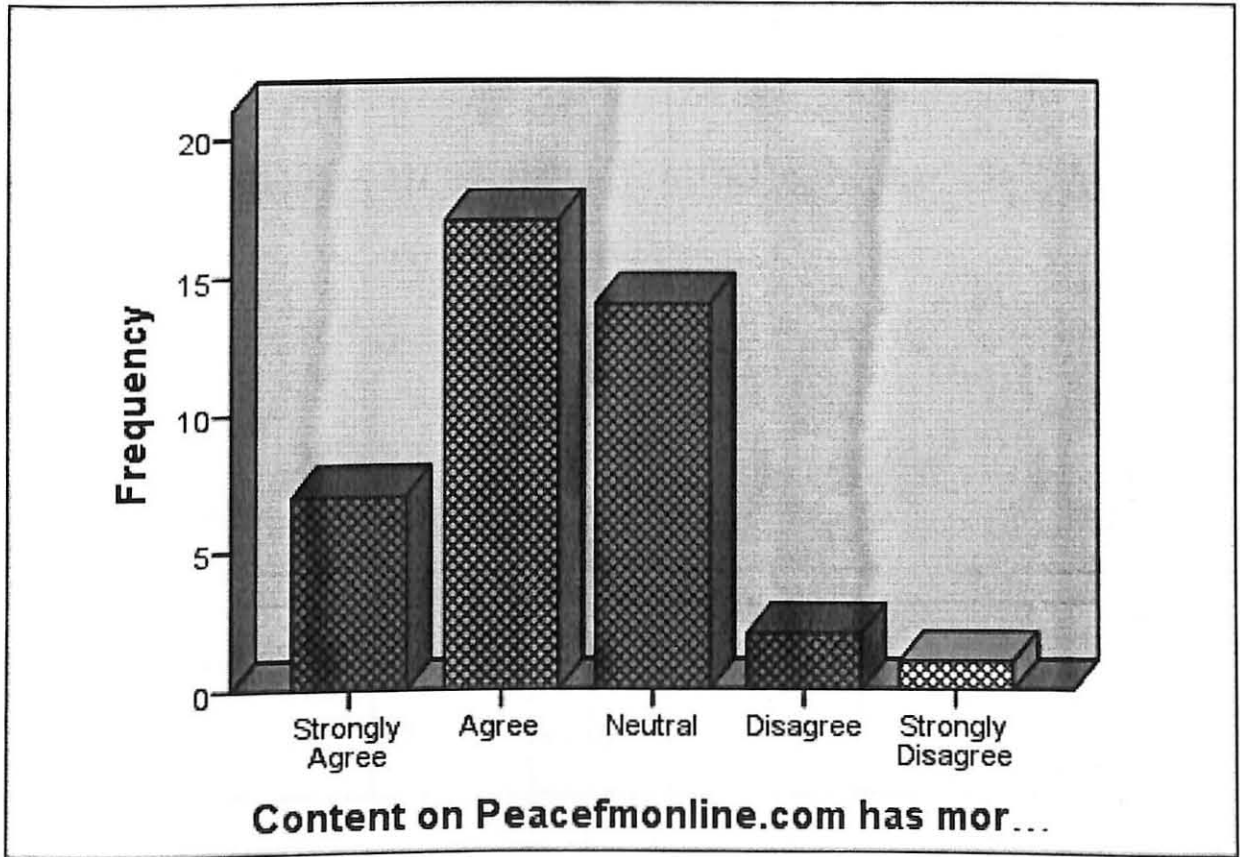


Fig 4.0.9 bar graph of respondents' opinions on ethical considerations

**Content on Peacefmonline.com has more legal consequences than Peace**

**104.3FM-Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	1	2.1	2.4	2.4
Agree	13	27.7	31.7	34.1
Neutral	23	48.9	56.1	90.2
Valid Disagree	3	6.4	7.3	97.6
Strongly Disagree	1	2.1	2.4	100.0
Total	41	87.2	100.0	
Missing System	6	12.8		
Total	47	100.0		

**Table 4.1.0**

On respondents' thoughts on whether peacefmonline.com attracts more legal consequences than Peace 104.3fm, Majority of the respondents, twenty-three (23) were neutral, they neither agreed nor disagreed, and this number is represented as 56.1%. Thirteen (13) of the respondents, 31.7% agreed with the assertion. Three (3), 6.4% respondents disagreed with the assertion. One respondent each, strongly agreed and strongly disagreed respectively; they are both represented as 2.4%

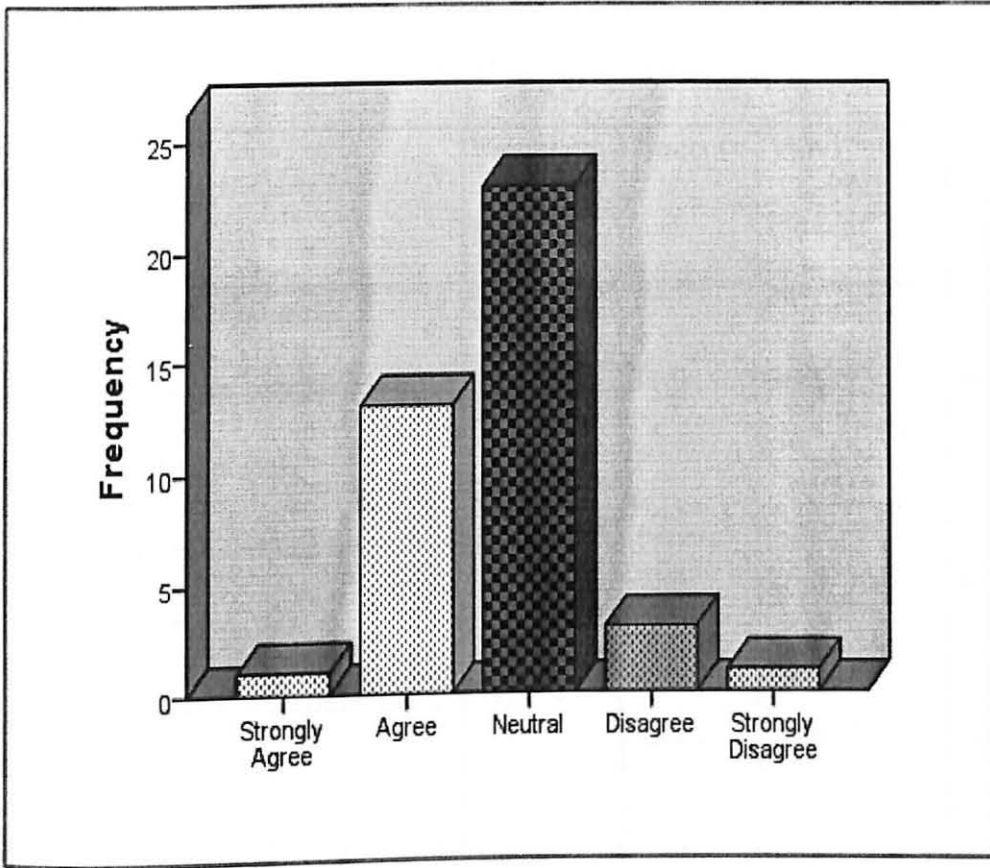


Fig 4.1.0 bar graph of the respondents' opinion on whether content on Peacefmonline.com attracts more legal consequence than Peace 104.3FM

**Technical challenges respondents encounter when accessing  
Peacefmonline.com**

	Frequency	Percent	Valid Percent	Cumulative Percent
Slow loading of website compared to other portals	15	31.9	36.6	36.6
Issues with design of website	11	23.4	26.8	63.4
Breaks in streaming of online radio	6	12.8	14.6	78.0
Others	6	12.8	14.6	92.7
Poor sound	3	6.4	7.3	100.0
Total	41	87.2	100.0	
Missing System	6	12.8		
Total	47	100.0		

**Table 4.1.1**

Respondents were asked to describe the challenges they faced when accessing the portal. Fifteen of the respondents said the challenges they faced were slow loading of content on the website.

Eleven respondents were not impressed with the web design, while six respondents said they experienced breaks in streaming of online radio, three respondents said they experienced poor sound, six respondents said, because they did not visit the website, they did not have internet connectivity, or they had challenges with their service provider

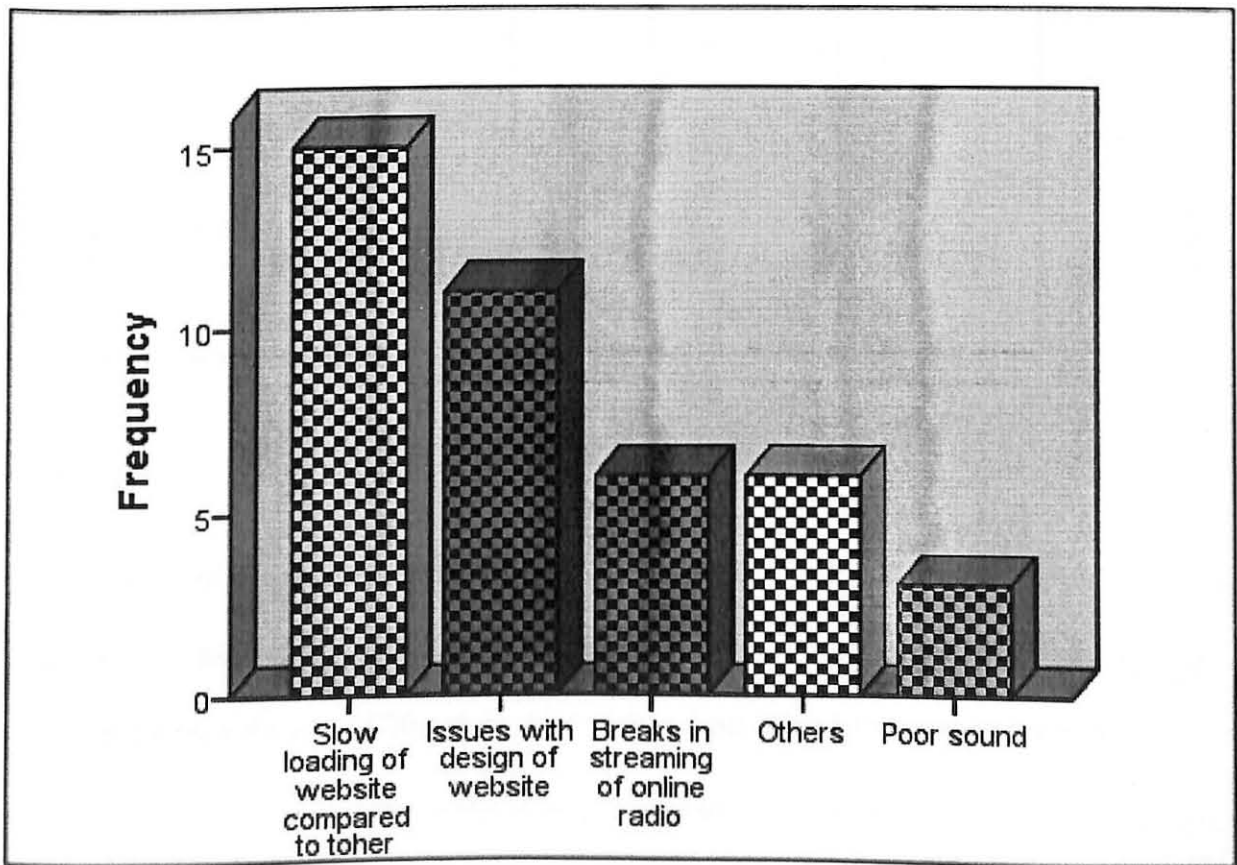


Fig 4.1.1 bar chart representing respondents' challenges in accessing the website

**age range**

	Frequency	Percent	Valid Percent	Cumulative Percent
Younger than 20	7	14.9	15.2	15.2
Valid 20-40yrs	26	55.3	56.5	71.7
40-50yrs	10	21.3	21.7	93.5
Over 50	3	6.4	6.5	100.0
Total	46	97.9	100.0	
Missing System	1	2.1		
Total	47	100.0		

**Table 4.1.2**

The age range of the respondents showed that most of the respondents were between the ages of 20 and 40 and had twenty-six respondents. Ten respondents were between the ages of 40 and 50; seven were below the age of 20, while three respondents were fifty years and above.

age range

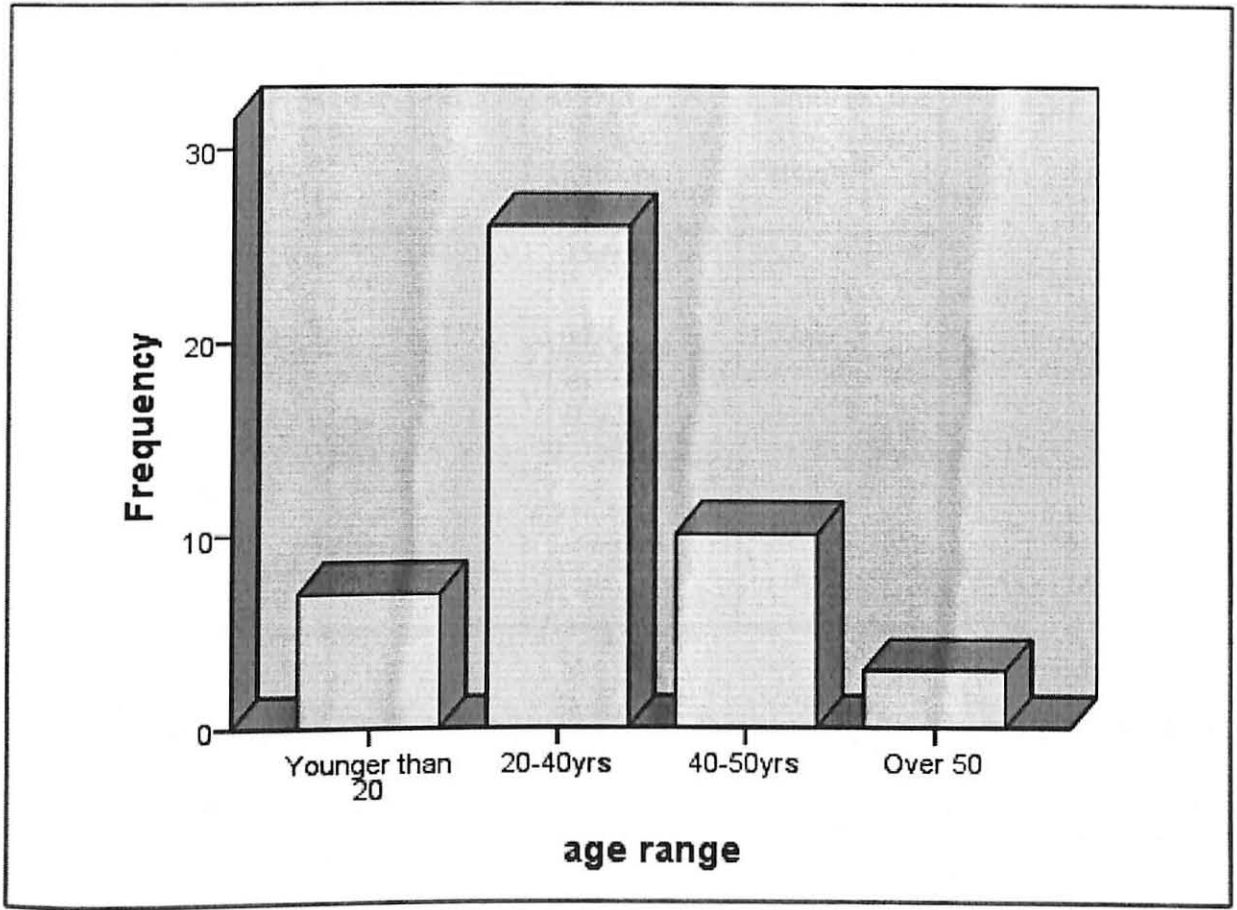


Table 4.1.2 age distribution of respondents

**Table 4.1.3**

**sex**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Female	16	34.0	35.6	35.6
Valid Male	29	61.7	64.4	100.0
Total	45	95.7	100.0	
Missing System	2	4.3		
Total	47	100.0		

Majority of the respondents were males, with the frequency of twenty-six (26), while sixteen (16) were females.

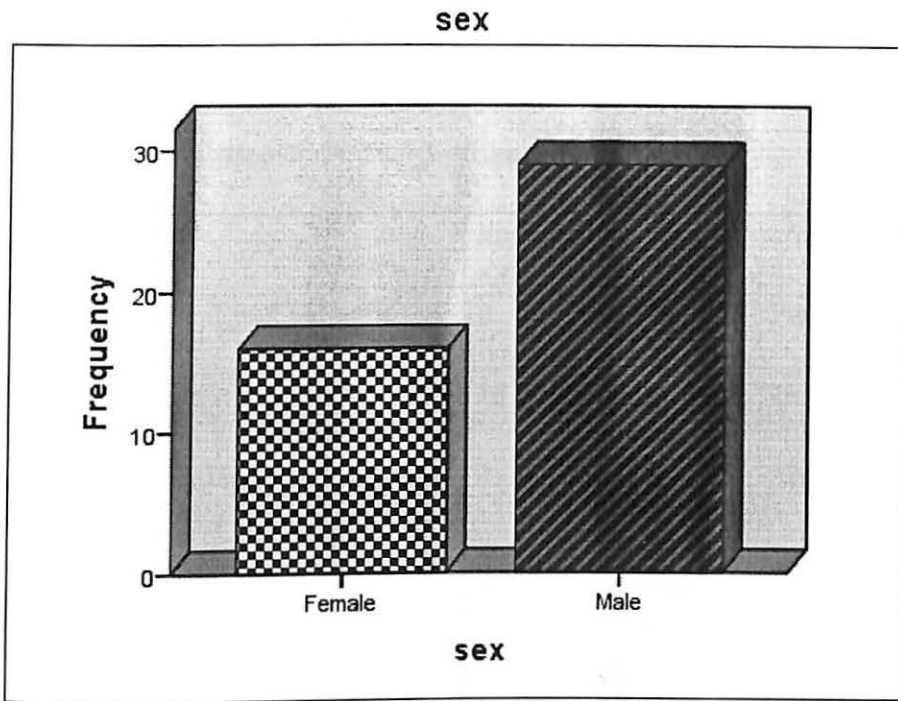


Fig 4.1.3 graph showing sex of respondents

**academic qualification of respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
High school or lower	13	27.7	28.3	28.3
First Degree	27	57.4	58.7	87.0
Valid Postgraduate Degree or Higher	6	12.8	13.0	100.0
Total	46	97.9	100.0	
Missing System	1	2.1		
Total	47	100.0		

**Table 4.1.4**

Majority of the respondents being twenty-seven (27), had first degree, while thirteen (13) had a high school or lower certificate. The numbers of post graduate degree or higher holders were six (6).

academic qualification

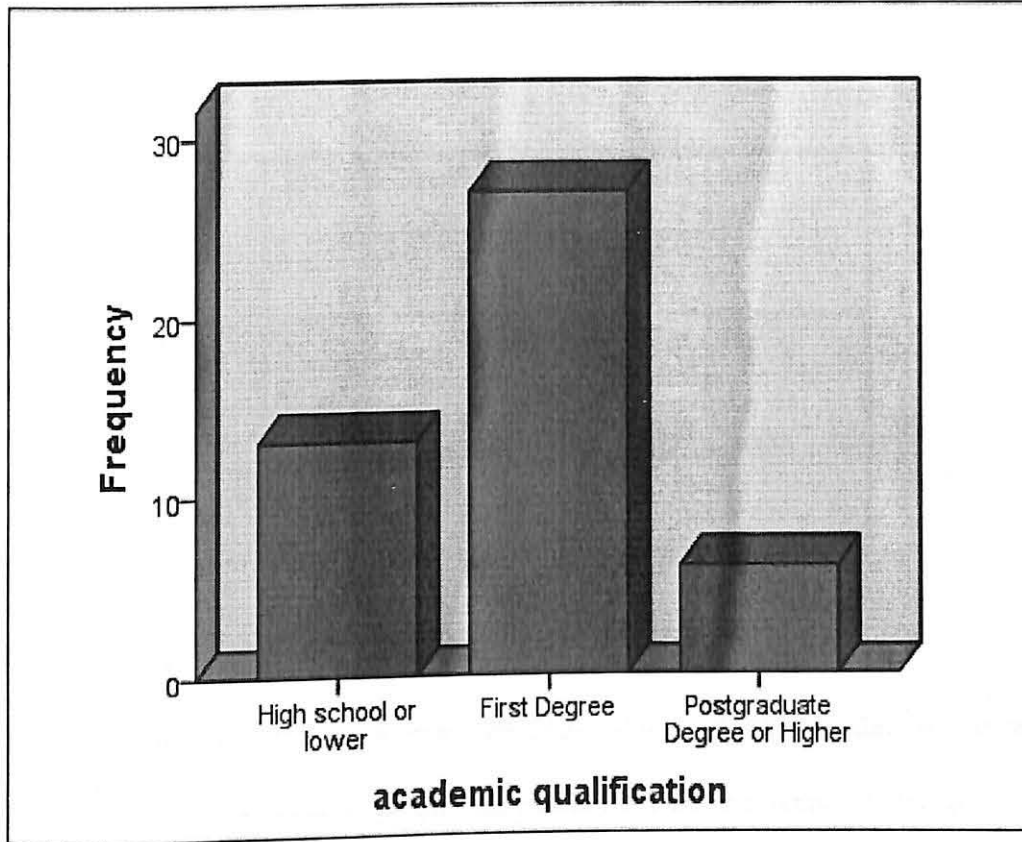


Fig.4.1.4 academic qualification of respondents

**Table 4.1.5 Cross tabulation of sex and familiarity with podcasts.**

Count

		Are you familiar with podcasts		Total
		Yes	No	
Sex	Female	3	12	15
	Male	8	19	27
Total		11	31	42

**Table 4.1.6**

This is a cross tabulation of two variables, which are the gender of the respondents and their familiarity with podcasts. In all, forty-two (42) of the respondents answered the question on whether they were familiar with podcasts on Peacefmonline.com. Eleven (11) of the respondents answered yes, out of the eleven (11) three were females and eight, males. Thirty-one (31) answered no, out of this number twelve (12) were females while nineteen (19) were males.

**Cross tabulation of sex of respondents and challenges they faced on Peacefmonline.com**

		what are some of the technical challenges you encounter accessing Peace 104.3fm and Peacefmonline.com					Total
		Slow loading of website content	Issues with design of website	Breaks in streaming of online radio	Others	Poor sound	
sex	Female	7	2	1	4	0	14
	Male	8	8	5	2	3	26
Total		15	10	6	6	3	40

**Table 4.1.6**

This is a cross tabulation of two variables: sex and technical challenges they faced on the website. Fifteen of the respondents said their challenge was with slow loading of content on the website; seven were females while eight were male. Ten of the respondents had their challenge with the web design; two were females while eight were males. Six respondents had said they experienced breaks in streaming of online radio; five were male while one respondent were female. Three respondents said the challenge they had with the website was poor sound. All three were males. Six respondents spoke of other challenges with various reasons like not using the website, internet connectivity problem.

**Cross tabulation of two variables- academic qualification and whether respondents listen to Peace 104.3 fm**

Count

		Do you listen to Peace104.3 fm		Total
		Yes	No	
academic qualification	High school or lower	11	2	13
	First Degree	23	4	27
	Postgraduate Degree or	6	0	6
	Higher			
Total		40	6	46

**Table 4.1.7**

This is a cross tabulation of the variables; academic qualification and whether respondents listened to Peace 104.3fm. Thirteen (13) respondents had a High School Certificate; eleven responded yes while two respondents said no. Twenty-Seven (27) of the respondents had a first degree; twenty-three said yes while four said no. The number of respondents with a Post-Graduate Degree or higher were six and all of them answered yes.

### Cross tabulation respondents' academic qualification and programmes

		Which of the following programmes do you listen to via peacefmonline.com				Total
		Kokrokoo	Entertainment Review	News Bulletin	Others	
Academic qualification	High school or lower	3	0	4	1	8
	First Degree	5	1	6	4	16
	Postgraduate Degree or Higher	4	1	1	0	6
Total		12	2	11	5	30

The table above shows a cross-tabulation of academic qualification and programmes they listened to via Peacefmonline.com. Twelve respondents listened to Kokrokoo; three of them had High School Certificate, while four of them had a Post Graduate Degree or higher certificate. Sixteen respondents had a First Degree, five of them listened to Kokrokoo, one listens to entertainment review, six listen to news bulletin, four them listened to other programmes.

Six respondents had a post - graduate certificate or higher certificate; four of them listen to Kokrokoo, one listens to entertainment review, one listens to news bulletin.

**Cross tabulation of academic qualification and assessment of ethical standards**

Count

		Assessment of ethical standards				Total
		Very Ethical	Ethical	Somehow Ethical	Unethical	
academic qualification	High school or lower	2	3	7	1	13
	First Degree	5	11	10	1	27
	Postgraduate	0	2	2	2	6
	Degree or Higher	7	16	19	4	46
Total		7	16	19	4	46

**Table 4.1.9**

The cross tabulation of the variables academic qualification and assessment of ethical standards. Thirteen of the respondents had a high school or lower certificate, two of them were of the view that Peace Fm online were very ethical, three thought they were ethical, seven thought they were somehow ethical, while one said they were unethical.

Twenty-seven of the respondents were First Degree Holders, five of them thought they were very ethical, eleven thought they were ethical, ten thought they were somehow ethical, one person said they were unethical.

Six of them were Post Graduate Degree or higher education certificate holders. None said they were very ethical, two said they were ethical, two said they were somehow ethical, and two said they were unethical.

**Cross tabulation respondents' main sources of information.**

		Which of the following programmes do you listen to via peacefmonline.com				Total
		Kokroko	Entertainment Review	News Bulletin	Others	
what is your main source of information	Newspapers	2	0	0	0	2
	Radio	10	1	6	2	19
	Online	0	2	5	3	10
	Total	12	3	11	5	31

**Table 4.2.0**

In the table above, it is observed that two of the respondents accessed their information via Peacefmonline.com, and all of them listened to Kokrokoo. Nineteen of the respondents accessed information by means of radio; ten of them listened to Kokrokoo, one listened to entertainment review, six of them listened to news bulletin, and two listened to other programmes.

The respondents who accessed information by online sources were ten; none of them listened to Kokrokoo, two listened to entertainment review, five listened to the news bulletin, and three listened to other programmes.

From the table above, radio is the easiest medium by which the respondents accessed information and the most listened to programme was Kokrokoo because it gave them information contained in the newspapers and because issues were discussed in-depth.

Newspapers are the least preferable source of information according to the data set above. Online sources come next to radio but are not strong alternatives because of issues with internet connectivity and online radio. It therefore may not be a popular choice among the populace.

## **CHAPTER FIVE:**

### **DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.0 Introduction**

This Chapter discusses the findings and relates them to the Objectives, Problem Statement as well as the Research Questions. It identifies relevant trends and makes comparisons that bring out the key issues that drive listenership of Peace 104.3 FM and patronage of its new media platforms or resources.

#### **5.1.0 Discussions**

New media platforms such as WhatsApp and Facebook have enhanced listenership of Peace 104.3FM. On the issue of listening to programmes on Peacefmonline.com for people whose sources of news, captured by the data. 28 out of 47 respondents stated that radio is their main source of news, and 15 said they listen to programmes on Peace 104.3 FM via Peacefmonline.com. This clearly demonstrates that, radio listenership on Peace 104.3 FM is more popular than Peacefmonline.com. The Media Richness Theory used for the study has confirmed that, when media content is rich, it attracts a lot of readers, viewers and listeners. New media is very quick to break and easily accessible either on one mobile phones and the internet. Listening to radio is very portal and quick than newspapers and television set. The Twi dialect used on Peace 104.3 FM reaches out to a lot of people both in the country and outside the country via PeaceFMonline.com

The field study established that the dominant age range of new media users on Peacefmonline.com was between 20 and 40 years. Per the findings, respondents between the ages of 20 and 40 which represent 56.5 percent were the frequent users of the new media. However, the findings further established that those of age 50 and above were the least users of the new media, which is 6.5 percent of the total number of respondents. The dominant age range new media users are mostly students of higher learning as established by the findings. This is because; they are technologically inclined and have access to the internet and uses the media to look for information on daily basis and majority of them live in the urban communities in the country.

The result of the study indicates that users of the Peacefmonline.com are basically the youth who have attained a certain level of education.

Again, per the study, most of the respondents are first degree holders, followed by high school or lower certificate holders. However, postgraduate degree or higher holders were the least among the respondents.

The study found out also that Peacefmonline.com is third on the ranking of readership of online services in the country ([www.Alexia.com](http://www.Alexia.com)). The editor of Peacefmonline.com, Nana Kwadwo Asante, during an interview with the researcher, disclosed that google.com has bought the advertising pages on his site. Google.com then sells it out to companies who want to advertise it on Peacefmonline.com. This then indicates that the advertising pages are prepaid by google.com. This provides financial cushion for Peacefmonline.com. This indicates that, high eye ball impression on PeaceFMonline.com keep them in business because, the site will attract

companies and individuals to buy space from google.com which has already bought the advertisement space and has paid in advance.

### **5.1.1 Online Readership of Peacefmonline.com**

Per the study, 13 of the respondents representing 36.1 percent said they accessed Peacefmonline.com daily. However, 11 of the respondents, representing 23.4 percent, stated others, meaning they do not access Peacefmonline.com, giving reasons such as poor network connectivity, high cost of network services by service providers, incompatible phones which do not have internet connection. Hence they resort to radio. This shows that, there is more room for improvement for PeaceFMonline.com. Technological advancement in the country is still grey and could reduce the speed at which the country is expected to develop.

According to the National Communications Authority (NCA) in Ghana, the internet penetration as at August 2013 was 40.7 percent. This is a clear reason why some people in the country cannot access Peacefmonline.com.

### **5.1.2 Listenership of Peace 104.3FM**

Out of the 47 respondents who answered the questionnaire, 41 of them, representing 87.2 percent indicated that they listen to Peace104.3 FM. However, 6 of the respondents, representing 12.8 percent, said they do not listen to Peace104.3 FM because of language barrier. The station broadcast in “*Twɔ*”, a local dialect of the Akan people.

**Kokrokoo** on Peace 1043.3FM per the study is the most preferred programme and has been described as the flag ship programme for the radio broadcast station. Here, 12 of the respondents,

representing 38.7 percent said they listen to the “Kokrokoo”, which is the flagship program of Peace104.3FM. This was followed by the news bulletin which is aired four times in a day; 6 o’clock in the morning, 12 o’clock in the afternoon, 6 o’clock in the evening, and 8 o’clock in the evening. However, the evening news at 8 o’clock is not aired on Saturdays and Sundays as well as holidays too. 16 of the respondents, representing 34.0 percent said they listen to other programs of Peace104.3FM but not “Kokrokoo”, News and the Entertainment Review.

Additionally, the findings established also that there are opportunities and challenges to the use of new media on Peace104.3FM. The study has established that, listeners of Peace 104.3 FM provide variety of programme and news content to its consumers and it is a matter of choice. The Uses and Gratification Theory used for the study is in consonance in this regard. The satisfaction consumers derives from listening to radio broadcast or watching of television programmes makes him or her addicted to that medium of electronic broadcast. In their study, Adegbilero & Ikenwe (2014) notes that, there is a symbiotic relationship between traditional radio broadcast which is seen as conservative and the new media which is considered as modern in our contemporary world.

### **5.1.3 Opportunities of New Media on Peace 104.3 FM**

Emmanuel Kofi Bekoe, the editor of Peace104.3FM, in an interview, explained that, the application of WhatsApp and Facebook messages from listeners during the news segment provides an opportunity for feedback which is used to evaluate the news content. This brings about a few changes in the news package. The comments read during the news gives an idea about the reach of their audience. He explained also that about 2,500 messages are sent during

the news session and only a maximum of 100 of them are read, due to time constraints, which is unpleasant to those who send the messages. A study by the African Farm Radio Initiative (AFRRI,2011) reaffirmed this study that, sending SMS alerts to the phones of broadcast radio programmes live provides an impact to that programme and divergent opinions expressed enriches the programme which makes it interactive and participatory. The feedback from listeners of Peace104.3 FM via whatSapp, Facebook and other portals on news and programmes of the broadcast radio station assist them to know the needs of their consumers is considered during the evaluation of programmes and news. This keeps Peace 104.3 FM in business.

A study by Willems .W. (2013) pointed out that, new media such as the use of the internet and mobile phones has brought invaluable contribution to Frequency Modulation (fm) radio stations in Zambia. The study conducted in Ghana by the researcher has therefore confirmed that of the Zambia about the critical role new media channels impact on Frequency Modulation (fm) stations like Peace 104.3 FM which broadcast in Twi, a local dialect by the Akan people

#### **5.1.4 Challenges of New Media on Peace 104.3FM**

Ethically, the news editor of Peace104.3 FM explained that, some of the comments sent to the news department to be read during the news are vulgar in nature, difficult to understand and sometimes slanderous. This breaches the ethical and professional standards of broadcasting.

Some of the respondents also said Peace104.3FM has more ethical considerations than Peacefmonline.com. This is because comments or views expressed by listeners are screened before they are aired, which is not the case with Peacefmonline.com. 17 of the respondents, representing 36.2 percent, agreed with the assertion that Peace104.3 FM has more ethical

considerations than Peacefmonline.com. 14 of the respondents who represent 29.8 percent of the total number of respondents said they were neutral, meaning they neither agreed nor disagreed to the assertion. 7 respondents, representing 14.9 percent, strongly agreed with the assertion that Peace104.3 has more ethical consideration than Peacefmonline.com. 2 persons disagreed while 1 person strongly disagreed.

Randle (2001) pointed out that, new media have a complementary effect on traditional radio broadcast, it can however, displace it and create ethical challenges and legal breaches with is half-truth information or invectives by way of comments people send to live programmes on broadcast radio stations. The editor of Peace 104.3 FM and the editor of PeaceFMonline.com in a separate interview with the researcher also conceded that, they are very watchful about legally and ethical considerations when messages via the new media channels gets to their desk before they are aired or published.

Technically, the slow loading of the content on the website of Peacefmonline.com was one of the challenges encountered by the respondents. **This question was answered by 41** of the respondents out of the 47 respondents. 15 of the respondents, representing 31.9 percent said their challenge with the website was slow loading of the content. 11 of them representing 23.4 percent said they had issues with the design of the website. 6 respondents representing 12.8 percent said their challenge was breaks in streaming of Peace104.3 via Peacefmonline.com then six of the respondents provided no answer as far as technical challenges were concerned.

**Legally**, the Peacefmonline.com editor Nana Kwadwo Asante in an interview with the researcher emphasized that they had been confronted with legal challenges in some of the stories and comments they published on their website. According to him, there are few

occasions a civil suit was filed against them in court in Accra. He however declined to provide the researcher further details about the legal suits against his outfits.

Consequently, 13 of the respondents representing 27.7 percent agreed with the assertion that content on Peacefonline.com invited more legal consequences than Peace104.3. 23 out of the 47 respondents, representing 48.9 were neutral about the assertion and did not provide any reason for their neutrality. 3 respondents, representing 6.4 percent disagreed that content on Peacefonlin.com had legal repercussions. One respondent each strongly agreed and strongly disagreed. However, 6 did not provide any response.

## **5.2 Conclusion**

- The study shows that new media can effectively blend with traditional radio like Peace104.3 to bring out good content, and gratification to consumers. The Uses & Gratification theory which was used by the researcher for the study has confirmed it. It examined how people use the media and the gratifications they seek and receive from their media usage. Uses and gratifications researchers assumed that audience members are aware of and articulate their reasons for consuming various media content. The theory emerged, based on the research of Elihu Katz, Jay Blumer, and Michael Gaurevitch (1998). When the expected satisfaction is met, media consumers would always be loyal to that media organization and they will be in business through advertisement. (Nana Kawdwo Asante, Peacefonline.com Editor during interview with the researcher)
- The use of technology in the era of new media cannot be under estimated because it makes radio an interactive medium. The new media helps to provide a variety of contents

for users; it also merges audiovisual technology to the media consumer. Tacchi, Jo A. (2005) *Radio and New Media Technologies: Making Technological Change Socially Effective and Culturally Empowering*.

- New media has also created job opportunities for journalists and skilled workers of Information Communication Technology (ICT). Media houses have created separate departments for media professionals in the online department and has empowered the youth in the discharge of their professional duties.
- Again, Editors of Peace104.3FM and Peacefmonline.com, Messrs, Nana Kwadwo Asante and Emmanuel Bekoe in an interview with the researcher stated that, the emergence of new media has assisted their respective outfits to identify their listeners and readers respectively. According to the two editors, it knowing the hearts beat of their listeners and readers helps them a lot during evaluation and assessment of news content package. This is because; they rely on the feedback to make future projections.
- Internet penetration in Ghana is less than 50 percent (NCA, 2014) and this one of the reasons a lot of people who wants to use new media on traditional radio are not able to do so. This is because, they access to the internet is not available.
- The study also revealed that, new media users are have attained some level of education. Thus from Senior High School to the tertiary and using of new did not posed any challenge to them. The future of new media usage in Ghana according to the study is very bright because most users have become addicted to it.

- The ethical, legal and technical challenges of Peace104.3FM and Peacefmonline.com make the two units under the umbrella of the Despite Group Of Companies more responsible in the discharge of their respective duties.
- The perceived freight of the emergence of new media to collapse traditional broadcast radio stations has been dispelled by studies of Philosophers and Mass Communication Scholars like Sharim (2012) and Willems W (2013). Their respective studies have pointed out that, new media such as the use of the internet and mobile phones has brought immense contribution to Frequency Modulation (FM) broadcast radio stations in Zambia and other African countries. New media is more of blessings than technical, ethical and legal breaches which can be managed by media houses which use them.

### **5.3 Recommendations**

- The researcher recommends that future study looks specifically at how new media assists Peace104.3FM in all its programs and news bulletins.
- A separate study should be conducted on only Peacefmonline.com to bring out the major challenges that the online service is confronted with.
- The National Communications Authority (NCA) should work on the internet penetration rate to encourage more new media users.
- Management of Peace104.3FM and Peacefmonline.com should organize seminars for their reporters and editors to acquaint themselves with the ethical and legal standards in broadcasting, to avoid legal tussles.

- Management should also invest in new media technology which is constantly evolving, to increase the quality of media contents produced.

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APPENDIX I

QUESTIONNAIRE

Dear Sir/Madam,

My name is David Kwasi Okyere Agyeman, a final year student of the Ghana Institute of Journalism (GIJ) offering M.A in Media Management. I am conducting a study on RADIO AND NEW MEDIA; OPPORTUNITIES AND CHALLENGES- A STUDY OF PEACE FM, as part of the requirement of the Institute for awarding a master's degree. The answers you will provide is purely for academic purposes, therefore everything you say will be treated as private and confidential.

Please tick your answers in the spaces provided.

ONLINE READERSHIP

a) What is your main source of information on issues affecting society?

b) Newspapers [    ]    b) Radio [    ]    c) Online [    ]    d) others (please specify).....

1. Do you listen to Peace 104.3 FM?

YES [ ]    NO [ ]

2. Do you access Peacefmonline.com?

- a) YES [ ]    b) NO [ ]

If NO, mention the online service that you read regularly and

c) State your reason (s)?

.....  
.....

3. How often do you access information on Peacefmonline.com?

- a) Daily [ ]    b) Once a week [ ]    c) Twice a week [ ]    d) Trice a week [ ] c) Other

..... (Please specify)

4. How often do you listen to Peace 104.3 FM?

- a) Daily [ ]    b) Once a week [ ]    c) Twice a week [ ]    d) Trice a week [ ] c) Other

..... (Please specify)

4. Do you often share your comments on information provided by Peace 104.3 fm and Peacefmonline.com?

a) YES [ ]

b) NO [ ]

5. Are your comments published by peaceFMonline.com unedited or read on Peace 104.3fm regularly?

a) YES [ ]

b) NO [ ]

6. Peace 104.3 FM and Peacefmonline.com, Which of them is more accessible?

a) Peace 104.3 FM [ ] b) Peace FM online.com [ ]

b)

Explain.....  
.....  
.....  
.....

c) Are you familiar with Podcast on Peace fmpmlne.com?

YES [ ] NO [ ]

d) How often do you access the podcasts from peacefmonline.com? (Tick Appropriately)

a) Very often [ ]

b) Quite often [ ]

c) Sometimes [ ]

d) Not at all [ ]

e) Do you often listen to Peace FM news or any Peace FM programme via peacefmonline.com?

a) YES [ ]

Which of the following programs do you often listen to via [peacefmonline.com](http://peacefmonline.com)?

I) Kokrokoo

II) Entertainment Review

III) News Bulletin

IV) Other ..... (Please specify)

b) NO [ ] [If No, please give reason]

I) don't have access to Internet

II) Computer illiterate

III) Don't have a smart phone, computer, tablet, laptop etc.

IV) Other ..... (Please specify)

V) No reason]

f) How often do you access programmes on [Peacefmonline.com](http://Peacefmonline.com)?

Very often [ ]

Quite often [ ]

Sometimes [ ]

Not at all [ ]

g) How do you assess the language used on Peace 104.3 and Peacefmpline.com?

Explain.....  
.....  
.....  
.....

h) Which is your favourite medium for accessing Peacefmonline.com content?

- a) Desktop computer
- b) Laptop
- c) Mobile Phone
- d) Tablet
- e) Other [Please Specify]

.....  
.....

) Which is your favourite medium for accessing Peace104.3 FMonlin.com content?

- a) Desktop computer
- b) Laptop

c) Mobile Phone

d) Tablet

e) Other [Please Specify]

Are program contents on both networks the same?

a) YES [ ]    b) NO [ ]

Explain.....  
.....  
.....  
.....  
.....

Do you have any challenge in understanding the content of the stories on the two networks?

a) YES [ ]    b) NO [ ]

Please provide an explanation for your answer above

.....  
.....  
.....

.....  
.....  
**Which of the two networks do you access regularly?**

**Peace 104.3 FM [ ] Peacefmonline.com**

**Provide any reason**

.....  
.....  
.....  
.....  
.....

**1. What is your assessment on the ethical standard of information provided by professionals on Peace 104.3 FM and Peace FM Online?**

- a) Very Ethical**
- b) Ethical**
- c) Somehow Ethical**
- d) Unethical**
- e) Very Unethical**

3. Contents of Peacefmonline.com seems to have more ethical considerations than Peace 104.3

FM Radio

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

4. Content of Peacefmonline.com seems to have potential legal consequences than contents of

Peace 104.3 FM Radio

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

6. What are some of the technical challenges you encounter accessing Peace 104.3 fm and Peacefmonline.com?

a) Slow loading of website compared to other news portals

- b) Issues with design of website
- c) Breaks in streaming of online radio
- d) Other ..... (Please specify)
- e) Poor sound

**BIO- DATA OF RESPONDENTS**

**Which age range do you belong?**

- a) Younger than 20 [ ]
- b) 20 – 40 [ ]
- c) 40 – 50 [ ]
- d) Over 50 [ ]

**What is your Gender? (Tick appropriately)**

- a) Female [ ]
- b) Male [ ]

**What is your educational background? (Tick your highest level)**

- a) High school or lower [ ]

b) First Degree [ ]

c) Postgraduate Degree or Higher [ ]

## **APPENDIX II**

### **QUESTION GUIDE ON THE OPERATIONS OF PEACEFMONLINE.COM**

An interview with Nana Kwadwo Asante, the Editor of peacefmonline.com

1. How does Peacefmonline.com operate daily?
2. How many reporters do you have for the online department?
3. Do you have separate blogs for Hello FM (Kumasi), Neat FM, Okay FM and Peace FM as well as United Television (UTV)?
4. Why is it so?
5. Do you always credit your source of information that you publish on your site to avoid plagiarism?
6. Apart from your umbrella radio stations, which other sources do you get information to your readers?
7. What are the new media platforms that your site is linked to?
8. Which new media platforms are mostly used by your readers to provide their comments on stories published on your site?
9. How does your outfit receive advertisement from companies and individuals?
10. Why would they want to advertise on your medium?

11. What are some of the difficulties associated with operating an online service with the emergence of new media?
12. With the emergence of new media, what does the future holds for the media landscape in the country, especially radio?

## **QUESTION GUIDE ON THE OPERATIONS OF PEACE FM NEWS VIA NEW MEDIA**

An interview Emmanuel Kofi Bekoe, the Editor of Peace FM News

1. How does the new medium assist Peace FM news?
2. Which of the new media platforms is commonly used by the news department?
3. How has the new media enhanced Peace FM news?
4. What are some of the challenges the news department encounters with the use of new media?
5. What does the future hold for new media in general and Peace FM news?

## **QUESTION GUIDE ON THE OPERATIONS OF PEACEFMONLINE.COM**

An interview with Nana Kwadwo Asante, the Editor of peacefmonline.com

13. How does Peacefmonline.com operate daily?
14. How many reporters do you have for the online department?
15. Do you have separate blogs for Hello FM (Kumasi), Neat FM, Okay FM and Peace FM as well as United Television (UTV)?
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17. Do you always credit your source of information that you publish on your site to avoid plagiarism?
18. Apart from your umbrella radio stations, which other sources do you get information to your readers?
19. What are the new media platforms that your site is linked to?
20. Which new media platforms are mostly used by your readers to provide their comments on stories published on your site?
21. How does your outfit receive advertisement from companies and individuals?
22. Why would they want to advertise on your medium?
23. What are some of the difficulties associated with operating an online service with the emergence of the new media?

24. With the emergence of new media, what does the future holds for the media landscape in the country, especially radio?