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POLITICAL ECONOMY OF NEWS PRODUCTION: A CASE STUDY OF THREE CAMPUS-BASED RADIO STATIONS

LYDIA ANYATENG ATIIRIMBEY

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JULY, 2017

DECLARATION

STUDENT'S DECLARATION

I, Lydia Anyateng Atiirimbey declare that this thesis, with the exception of quotations and references contained in published works which have been identified and duly acknowledged, is entirely my own original work and it has not been submitted, either in part or whole, for another degree elsewhere.

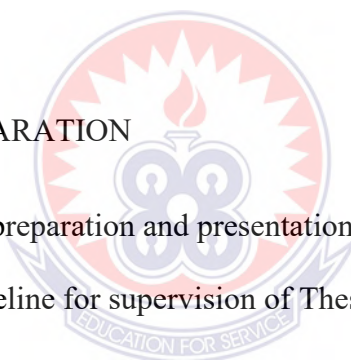SIGNATURE: …………………………………………………………..

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SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guideline for supervision of Thesis as laid down by the University of Education Winneba.

NAME OF SUPERVISOR: DR. ANDY OFORI-BIRIKORANG

SIGNATURE: ………………………………………………………….

DATE: …………………………………………………………………

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DEDICATION

I dedicate this work to Mr Alfred Atiirimbey, Madam Gifty Apanbil, and my brothers, Benno Atiirimbey, Pascal Atiirimbey and Anthony Atiirimbey for their enormous support and encouragement.

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ABSTRACT

This study examined the political economy of news production amongst three campus-based radio stations: Radio Windy Bay, Radio Univers and Radio ATL in Ghana. The study identified the various filters of news production to include how the filters affect news production and how journalists negotiate the filters during news production. Using a qualitative research approach via interviews and documents and anchored on the political economy theory, the study showed that size, ownership, advertising, sourcing mass media news, flak and enforcers, and self-interest affected news production at the selected radio stations. Again, the study revealed that interference in news production, delays and cancelation, order of content production, ethical issues, financial intervention, economies of time and efficiency were the outcomes of the effects of the filters on radio news production. The study concludes that in negotiating the filters journalists resorted to compliance, adaptation, dialogue, and ethics as best means of dealing with the filters during news production.

CHAPTER ONE

INTRODUCTION

1.1. Background

The media, made up of both the print and electronic media, are fundamental to the development of democracies across the world. Aside their traditional roles of informing, educating and entertaining the public, the media perform surveillance functions. They do so by carrying out checks and balances on powerful social and political institutions, principally, the three main arms of Government (Nordenstreng, 1997).

In the present era of globalization, media is getting increasingly concentrated into the hands of huge western based transnational companies. This phenomenon has tremendous impact on national media systems, social and cultural autonomy. While this may point towards a very powerful media, one cannot underestimate the influence of external forces such as social institutions and media consumers influence on what is represented as news (Bizualem, 2011). According to Herman and Chomsky (1988, p. 21), the Mass Media serve as a system for communicating messages and symbols to the general populace. It is their function to amuse, entertain, and inform, and to inculcate individuals with the values, beliefs, and codes of behaviour that will integrate them into the institutional structures of the larger society. In a world of concentrated wealth and major conflicts of class interest, to fulfil this role requires systematic propaganda...'' (Herman & Chomsky, 1988, p. 21).

Media independence and freedom from possible influences of ownership, government and other interest groups is considered a vital element in journalism, for without this, it is virtually impossible to sustain journalism as a truth seeking enterprise. Without

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independence and freedom, the media would forfeit the responsibility of putting the public interest first and would end up being an instrument of promoting other interests (Barnard, 2009).

However, media content globally has never been free from the influence of economic and political actors as well as from organizational and professional factors. It is often lamented that those with economic or political power exercise considerable influence on news reporting across the globe, and the Ghanaian media is no exception.

The media has become a significant antidemocratic force to varying degrees worldwide. The wealthier and more powerful media giants have become, the poorer the prospects for participatory democracy. This concentration accentuates the core tendencies of a profit-driven, advertising supported media system: hyper commercialism and belittling of journalism and public service. "It is a poison pill for democracy" (McChesney, 2000, p. 164).

Gurevitch and Blumler (1990) state that, the media identify the most relevant issues; provide a platform for debate across a diverse range of views; hold officials to account for the way they exercise power; provide incentives for citizens to learn, choose, and become involved in the political process; and resist efforts of forces outside the media to subvert their independence.

However, some scholars such as Louis and Talcott (2000) assert that the media do not operate in isolation. They function within the broader realm of dominant political and economic powers, which often constrain their role in serving the public. The core of the argument is that the groups and individuals that create media products (the newspapers, the TV we watch, the music, the movies) are not fully autonomous actors. They do not work in isolation from the social world. Rather, they work within the constraints of an

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existing organization, a broader media industry and the larger social context (Furguson, 1996, p. 400).

This situation has necessitated a critical question from scholars: "Who owns the media?" The assumption behind the question is that owners of the media influence the content and form of the media products by their decisions to hire and fire certain personnel, to fund certain projects and to give media platform to certain speakers. The question also implies a conspiracy theory in which a small group of powerful owners use the media to control the thoughts of the rest of the population (Entman, 1990). Thus, the mass media are controlled by few powerful forces, especially political actors and commercial forces. This puts pressure on the media to filter news content to suit the interests of these powerful people in society. The resultant effect is the suppression of marginalized views and the promotion of dominant interests, a situation which tends to maintain existing inequality in society (Herman & Chomsky 1988; Herman & McChesney, 1997; Kellner, 2004).

A number of researchers (Barnard, 1990: Bretcht 1989: Raymond, 2013: Street, 1990) agree that despite the significance of the media in serving the public interest, they are subject to powerful social, political and economic interests in society. Although independence is very crucial for the media in order to allow them to effectively play their watchdog role, previous studies show that independent reporting in the Ghanaian media (private and state owned) has been under serious threat due to the influence of various actors and interrelated factors. Advancement in information and communication technology has brought other forms of media information dissemination such as television, internet, mobile phones, fax, telex, telegram among others. Among these media, radio is the most listened to in Ghana and Africa at large due to its reach and affordability (Karikari, 1994).

1.2. Radio

Radio is the most pervasive, the most readily available, and the least escapable of all the mass communication media (Barnard, 1990). Keith and Krause (1989) describe radio as an ubiquitous medium that appeals to everyone and is available to all. Radio is also described as the most pervasive medium on earth with its mobility and variety, making it the most popular medium in the history of man. This makes radio a greater part of peoples' day and a companion that keeps people up to date.

Karikari (1994) defines radio as an electronic medium that appeals to various populations separated by location, race, sex as well as other social, economic and political factors. Radio serves as an avenue through which information that is necessary for human existence, social interaction and national as well as international development is ubiquitously transmitted to the masses.

Radio, according to Sy (1994), is undeniably the most veritable source of information, entertainment and education. What makes the medium unique from other media includes its accessibility, in terms of cost and the fact that it can be received by a large number of people who may be scattered over a vast area.

In Africa, amongst all the media avenues, radio is the most accessible and affordable means of communication, information dissemination and reception owing to very low literacy rates. Radio is popular, widely used and has the capacity to penetrate the remotest of rural hinterlands. It is the tool of choice for development communication activities. It has the highest penetration rate in Africa and Ghana in particular, as compared to other forms of media (Sunkele, n.d).

Brecht (1989) states that radio could be the most wonderful public communication system imaginable, a gigantic system of channels capable not only of transmitting but of receiving them.

Whiles these various scholars harmonize the importance of radio, they become interestingly discordant in their explanation of what we hear and how it is shaped. Even though radio shapes the way we hear sounds and ideas, it is also shaped by a wider set of political and economic interests (Street, 1990).

1.2.1. History of Radio in Ghana

Radio was introduced to Ghana, then Gold Coast, by the then Governor Sir Arnold Hodson in 1935. Sir Hodson, on July 31, 1935, made the maiden broadcast on the new broadcast service, "Station ZOY". The broadcast was received by some 300 subscribers in Accra who used diffusion boxes. The station was established as a public service tool that brought news, entertainment and music into the homes of its initial subscribers.

From 1939 the station was used for various purposes. It was used to support classrooms as well as for the spread of British propaganda during the World War II. Initially an offshoot of the Public Relations Department, now Information Services Department (ISD), the station was established as a department on its own in 1953 and was renamed the Ghana Broadcasting Corporation (GBC) to serve as the mouthpiece of the government.

Reinfusion stations were established in district centres of the colonial and postcolonial administrations in Cape Coast, Sekondi, Kumasi and Koforidua. These

stations were equipped to move and expand radio broadcasting from Accra to the other parts of the country.

Radio in Ghana remained a state monopoly until 1995 when the University of Ghana's Voice of Legon (later to be renamed Radio Univers) was established. The Voice of Legon became the first non-governmental radio station in Ghana. With the coming into effect of the World Trade Organization (WTO) agreement, the Parliament of Ghana, in 1996, passed the National Communications Authority (NCA) Act 524, which established the NCA. The Authority was established to regulate communications by wire, cable, radio, television, satellite and similar means of technology for the orderly development and operation of efficient communications services in Ghana and to provide for related purpose.

According to the National Communications Authority (NCA) 2016 third Quarter Report, four hundred and fifty two (452) radio stations are currently operational in Ghana. They include seventeen (17) campus-based radio stations.

1.2.2. Campus Radio Station

The history of college radio is one of extremes with early endeavors giving way to increasing commercial pressures and governmental regulations both challenging and later supporting educational broadcasting (Leidman, 1985; Rinks, 2002; Smith, Wright II, & Ostroff, 1998; Wall, 2007; Wilson & Dudt, 2001).

College radio today, as in the past, focuses primarily on education by serving academic departments generally in the journalism or broadcasting field (Newton, 2004). Looking at the establishment of university or campus-based community radio stations or student radios as the case may be, research shows that the idea first started in the U.S.A in the 1960s (College Radio Manual) and was soon to spread to Canada, Europe and then to

Africa. Campus-based (community) radio stations have since been established in several universities across Ghana. It must be noted that these student radios are a form of community radio station serving institutional communities such as organisations, universities and colleges (Oluyinka, 2011).

According to Sauls (2009), most campus radio stations globally were started as experimental radio stations, operating on university campuses. In the United States, for instance, before the commercial model of broadcasting was introduced in the 1920s, there was an alternative non-commercial system that included campus radio stations. These radio stations were hosted on both state supported universities and private colleges and universities (Slotten, 2006).

The institution of campus radio in Ghana has existed either as pirate or de-facto broadcasters, before the deregulation of the broadcasting sector in 1996 (Serwornu, 2013). Campus radio broadcasting, according to the National Communication Authority (NCA) is a model of community radio operated within the ambit of educational institutions to assist with academic work. It is owned and controlled by tertiary educational institutions to enhance their academic work and administration in the bid to provide quality education.

In 2007, over a decade after deregulation in Ghana, the National Communication Authority (NCA) issued a directive that classified campus radio stations as part of community radio. The directive also ordered university authorities that had radio stations on their campus to take over the running of the stations or risk the withdrawal of their authorization. This move was partly to de-commercialize and stabilize the campus radio sector. Today, there are seventeen (17) campus radio stations across Ghana on campuses of public and private Universities, and polytechnic campuses.

The general belief worldwide is that any campus-based radio station is a mere juke box. However, recent research studies have shown that some of these stations are actually contributing to community development (Sunkele, n.d).

Campus-based radio stations reflect societal changes and cultural mores with everything from the music played to announcing styles and topics affected by changing demographics and the concerns of the times. Campus radio stations are particularly unique, allowing for experiential learning and negotiation of challenges. These dynamic elements are reflective of the widespread impact of college radio and its importance as a study topic and this makes it a relevant area to study especially since it has not been fully explored when it comes to factors influencing its news production as compared to commercial radio stations in Ghana.

1.2.3. Radio News Production

If there is any one area which radio must support and strengthen in order to hold its own in the growing electronic competition, it is in the field of news. Carefully programmed music and informational programs can sell to the adults. A reputation for ethical, carefully written, thoughtfully presented, balanced news can do more to hold a quality image than any other one ingredient.

According to Nossek   (2008), "news is a genre of mass media content resulting from journalists' information gathering and editors' decisions and following professional practices and norms." News, argues Harrison (2006, p. 16), "is judged to be newsworthy by journalists, who exercise their news sense within the constraints of the news organizations within which they operate." Defining news production as a process is a difficult task, as there is no generic definition of news, but it all depends on the context and the need for such news. However, news production begins as a process of editing

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"as soon as a journalist sees and hears of something newsworthy" (Wilson, 1996, p. 29) and is most commonly produced by "journalism professionals (of which there are different types with different journalistic subcultures, for example, reporters, producers, technical staff and managerial staff) working in a routine day to-day manner within a news organization" (Harrison 2006, p. 99). One might argue, however, that with the growing relevance of interactive features in the Internet, with increasing optimization of newsroom structures, and with a profound transformation of journalistic labor, a substantial part of journalism is taking place outside the news organization.

Domingo (2008) refers to news production as a generic process that includes five stages; they are access and observation; selection and filtering; processing and editing; distribution; and interpretation. This definition serves as a good starting point to analyzing news production with regards to Herman and Chomsky's political economy.

Hanitzsch and Hoxha (2009) were inspired by Domingo's model, and considering the stages in the sequence of news production developed a three-step circular model which are story ideation, story narration and story presentation. Bantz, McCorkle and Baade (1980, p. 27) have termed this process of story idea generation "story ideation." There are essentially four ways of how a story can come into being: Story ideation can be proactive when journalists initiate research or observation on a particular story idea. In this case, the impulse to research a story comes from the journalists themselves, most of the times out of curiosity about something they became aware of. Perhaps more common is the reactive mode in which the story is initiated through a person or institution outside journalism. Journalists might attend a press conference and write about it, newsrooms might get press releases and turn them into articles, or some kind of sensitive information is pitched (or leaked) to an investigative reporter. In the follow-up mode of story ideation, journalists follow-up on their own or other reports' coverage.

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The story is therefore initiated simply by the fact that the issue already receives media coverage and journalists simply continue their reporting or join the crowd. Finally, story ideation can be event-driven, for there are events that do not leave journalists and the media a choice but to report on them. In this mode, journalists routinely respond to occurrences on the ground that hit the established criteria of newsworthiness in a way that newsrooms feel that they "must" report on these events because everyone else will do.

Story narration according to Hanitzsch and Haxha (2009), is the process of the development of a story narrative as well as its narrative context. While in the stage of story ideation, the emphasis is on "What story to tell?". Story narration provides an answer to the question of "How to tell the story." In this regard, story narration takes account of the storytelling function of journalism. That is, every news account has a story to tell. There are three important aspects of story narration that play out in the production of news: the central narrative (the "story"), the story angle (the perspective from which to tell the story), and the story framing (the embedding of a story within an established interpretative framework). Berger (1997) called these functions narratemes, while the sociological approach holds that the analysis of media is done both in "content and for as a result of cultural conventions of one society at a specific time" (Becker, 2004). In line with the news production narration process, Gans (1979) and Schudson (1995) make a distinction between "important" and "interesting" news in terms of judgements by journalists when deciding about framing the story of angle they will take to cover the news. Two fundamental questions that are asked are "how the story is told and why it is told that way".

Story presentation is the third in the (partly iterative) sequence of news production because it is only after a central narrative (the "story") has been identified that the

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producers of news build their coverage in a way that is consistent with the story line. In so doing, they establish discursive authority over the material presented to be a "true" account of what happened. Four elements are central for the process of story presentation: Selection refers to the choice of information (or "facts"), sources, sound bites and any other substantive aspect that gets covered in the news account. Emphasis, on the other hand, reflects the fact that not all of these elements are presented as equally important or relevant in the news account. Certain aspects, notably those that speak best to the central story narrative, are given more emphasis than others. One reason is that common occupational standards require journalists to give voice to all sides of a story. Links and references are important because news accounts do not exist within a narrative vacuum. In their reporting journalists consistently make reference to previous coverage of their own, or of other colleagues/news media thereby linking their accounts to other news pieces. It is for this reason that individual news accounts have to be understood within a complex discursive nexus of news coverage. Cues, finally, link a news account to real-world occurrences and establish an intuitive relationship between the story narrative and an established interpretative framework.

The cycle of news production does not necessarily end with the story presentation but rather continues its life cycle into distribution and delivery of such news to the audience, reactions to the news and feedback to the original idea of news production in the story idea and as influence on shaping what we hear as news. The cycle of news production reveals how newsmen or journalists gather their information, filter them and present as news for their listeners consumption. It is pertinent to refer to the aspect of news production to my work because it provides a clear understanding of the processes a raw news collected from a site by a journalist is formed and shaped into what we hear as news as well as the influences behind them. It will also enrich my work by providing a

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detailed process of how campus-based radio stations (Radio Univers of University of Ghana, Radio Windy Bay of University of Education and ATL Radio of University of Cape Coast) go through to produce their news and the filters that influence the news production.

1.3. Political Economy

Political economy is a major perspective in communication research. Since the 1940s, the approach has guided the work of scholars around the world and its global expansion continues since its inception (Cao & Zhao, 2007; McChesney, 2007). Political economy is the interplay between economics, law and politics, and how institutions develop in different social and economic systems, such as capitalism, socialism and communism.

Political economy analyzes how public policy is created and implemented. Because various individuals and groups have different interests in how a country or economy is to develop, political economy as a discipline is a complex field, covering a broad array of potentially competing interests. It also shows a different model for understanding the media. We can say it is a powerful assessment of how propagandistic, especially the US mass media are. How they systematically fail to live up to information that people need to make sense of the world, and how we can understand their function (Bizualem, 2011).

One of the critical tenets of the political economy theory is the issue of media ownership. McChesney (2008, p. 124) asserts that this issue has been shelved in many contemporary political discourses, reflecting "above all the economic, political, and ideological power of the media corporations and their allies…and it has made the prospect of challenging corporate media power…all the more daunting".

This research analyses the political economy of news media production at Radio Windy Bay, ATL Radio and Radio Universe by applying the propaganda model developed by Edward Herman and Noam Chomsky in 1988 from their book *Manufacturing Concernt: The Political Economy of Mass Media* discusses several economic determinants or filters (advertising, size, ownership, profit structure, news sourcing patterns), one socio-cultural filter (flak-producing organizations) and one ideological filter (dominant ideologies) that influence campus radio news production.

 The propaganda model focuses on the inequality of wealth and power and its multilevel effects on mass-media interests and choices. It traces the routes by which money and power are able to filter out the news fit to print, marginalize dissent, and allow the government and dominant private interests to get their messages across to the public. The elite domination of the media and marginalization of dissidents that result from the operation of these filters occurs so naturally that media news people, frequently operating with complete integrity and goodwill, are able to convince themselves that they choose and interpret the news "objectively" and on the basis of professional news values (Herman & Chomsky 2005).

The propaganda model (PM) argues that mainstream commercial mass media function as a 'guided market system' and explains why media discourses will reflect the interests of power within different time/place contexts (Klaehn, 2009).

The research is dedicated to explaining the filtering process that contextualizes what is considered newsworthy and how this news is presented to the public. It further explores deeper into news production by examining the filtering process in terms of ownership, size, and profit motive. The research additionally enriches the analysis by examining the internal filters of sourcing and the external filters of flak and advertisers' whiles it

examines the influence of the dominant ideology in the filtering process. These filters explain the structural forces of the media that come to bear on the media product.

The propaganda role of the media does not emerge as a result of an active 'conspiracy' on the part of news makers, but rather naturally, as a result of market forces. In short, the propaganda role is not 'accomplished by crude intervention, but by the selection of right-thinking personnel and by the editors' and working journalists' internalization of priorities and definitions of newsworthiness that conform to the institution's policy (Herman, 2003).

1.4. Statement of the Problem

The control of news content by the rich and powerful prevents the media from also reporting wrong doings in the business community (Cirino, 1973). The point is that most newspapers, radio and television stations obtain most or all of their revenue from advertisements and sponsorship by business conglomerates or commercial entities. Therefore, the media will optimally satisfy the interests of their advertisers, which may be inconsistent with the interests of readers, listeners and viewers (Baker 1994; McManus 1994). Thus, the interests of the audience are satisfied only when they are consistent with the interest of advertisers (Doyle, 2002).

Ghana's media cannot be isolated from this discussion. The liberalization of the airwaves in the country in the early 1990s was carried out in the light of democratic rule and principle of the free market economy (National Media Policy, 2006 p.10). This has led to a tendency towards the commodification of news and information. This situation makes the media susceptible to powerful commercial, individual and political interests. Therefore, knowledge of the ownership structure of Ghana's media, funding,

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among other things, will help to objectively analyze media content and to understand the motive behind a particular media house's choice of content.

Again, most scholars (Baldasty, 1992; Herman & Chomsky, 1988; McChesney, 2008; Mosco, 1996) base their research on the propaganda model mostly using the newspapers and television station as their area of study; hence little work has been done on radio stations. I would therefore want to base my research on three campus-based radio stations (Radio Universe, Windy Bay and Radio ATL) to identify the factors that influence their news production using the five filters propagated by Herman and Chomsky (1988).

Radio stations typically operate within a particular superstructure (Leidman & Lamberski, 1986) and college or university stations are no different in that regard. However, unique challenges exist for the management of college radio stations and are forced to negotiate with varying influences and constituencies, all the while operating within their own institutional structure (Waits, 2007).

The variety of influences and diversity of approaches to running a campus-based radio station makes it particularly suitable for study. The dynamic nature of an organization that consists of members of an ever-evolving student population punctuates the need for constant updating and review (Leidman & Lamberski, 1986).

Radio has been a subject of research interest for academics but campus radio has received less attention as compared to its commercial counterpart. The majority of scholarly studies have focused on commercial stations, community or public radio non-commercial facilities (Leidman & Lamberski, 1968; Wallace, 2008), and more recently Net-radio broadcasting (Baker, 2010; McClung, 2001; Waits, 2007).

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Research on college radio has focused on the music industry's discovery and investment in the college radio culture in the 1980s (Baker, 2010; Desztich & McClung, 2007; Rubin, 2011; Sauls, 1995, 1998; Waits, 2007; Wall, 2007) and on issues encountered by stations rather than on particular internal work processes as well as focusing on diverse elements with regards to funding, programing, and the effects of newer technologies (Wilson, 2004). Others have emphasized recurrent themes associated with college radio, such as alternative music programming, licensing issues, and rebellious attitudes of staff and on-air approaches (Baker, 2010).

However, little work has been done on campus radio through the lens of the Herman and Chomsky's propaganda model. This study seeks to fill this gap by investigating the type of filters that influence campus-based radio news production using the five filters propagated by Herman and Chomsky (1988) including ownership, advertising, sourcing flak and anti-communism. In the light of this, the paper seeks to examine the political economy of news production in Ghana, focusing on Radio Universe, Radio Windy Bay and Radio ATL using the filters as propagated by Chomsky (1988) in his propaganda model.

1.5. Research Objectives

This research seeks to:

1. Identify the filters that influence campus-based radio news production.

2. Examine how these filters affect campus-based news production.

3. Investigate how journalists at campus radio stations negotiate the filters during news production.

1.6. Research Questions

The study will be guided by the following research questions:

RQ 1: What are the filters that influence campus-based radio news production?

RQ 2: How do these filters affect campus-based news production?

RQ 3: How do journalists at campus radio stations the filters during news production?

1.7. Significance of the study

This study will be beneficial to the operations of media organisations (radio) in Ghana by highlighting factors which affect news production which is undoubtedly a key component of radio production which is to inform, educate and entertain the public.

Key beneficiaries will also be campus-based radio stations whose operations (news production) is controlled and directed by the factors outlined by Edward Herman and Noam Chomsky's (1988) propaganda model. Through discussions with colleagues working at Campus-based radio stations, I have had insights about some challenges these radio stations encounter in news production at their stations. Therefore an in-depth understanding of this phenomenon will enable these campus-based radio stations become aware of the various factors that affect news production and how to strategise to become independent of those factors.

The intent of this study is to contribute to the overall knowledge base of the various factors that influence campus-based news production through the lens of Edward Herman and Noam Chomsky's (1988) propaganda model. This area is significant in the sense that it explores the factors that influence news production including the various filters (ownership, advertisement, news source, flak and ideology) which indicates that the media is being influenced by the elites in the society. The study on political

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economy of the media will provide new insight into the topic of campus-based radio and suggest many options for future research and development.

This study will also provide data on campus-based radio broadcast stations around Ghana that is relatively current and reflects modern management, programming, and financial considerations.

Campus radio stations are a public relations component for the colleges or universities. The study has significance due to the widespread influence of college radio on student activities as well as the management of the school.

1.8. Scope of the study

This study covers the news production of three campus-based radio stations in Ghana. The stations selected includes Radio Windy Bay, Radio Univer and ATL FM. These stations were selected because of proximity and their willingness to partake in this research.

In terms of the Political Economy, the researcher will examine the five filters of the propaganda model and how they influence campus-based radio news production.

1.9. Organization of the Study

This study is structured into five chapters. Chapter one presents the background to the study, the statement of the problem, the objectives of the study, research questions, and significance of the study, limitations and organization of the rest of the study.

The chapter two provides a review of literature based on the research topic and questions. The literature review involves a theoretical, conceptual and empirical review of literature to establish evidence of the problem.

Chapter three dealt with the research method used for the study. It examined the research design for the study, population for the study, sample and sampling procedure, research instrument and data collection procedure and data analysis.

Chapter four presents data analysis and interpretation of the findings/result of the study. Chapter five deals with the summary, conclusion and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

The literature review portion of this thesis provides a basis of knowledge concerning community radio, the history of Windy Bay, Radio Univers and ATL Radio, as well as the studies on political economy theory, propaganda model and radio news production.

2.2. Community Radio

There are more than twenty thousand (20,000) radio stations in the world and more than two billion radio receivers. Any notion that TV and any other sophisticated communication will replace radio is unfounded for radio is in constant expansion (Fraser & Estrader, 2001). Radio is the prime electronic medium of the poor because it bridges the barriers of isolation and illiteracy and it is the most affordable medium to receive and broadcast messages. In the last two decades, radio has seen a rapid expansion in the number of community radio stations in Ghana and Africa as a whole. Among the reasons for this are; the democratization and decentralization process in Ghana; deregulation of the media and the relaxing of broadcast monopolies by state institutions (UNESCO Report, 2001).

According to Partridge (1982) the term 'community radio' was first coined by Powell (1965) in a leaflet entitled Possibilities for Local Radio. However, the idea of locally embedded small-scale radio, produced and controlled by citizens had been around for a while. Localism is considered to be one of the defining characteristics of community radio and media. Today, community media is defined as a grassroots or locally oriented media access initiatives predicated on a reflective sense of

dissatisfaction with mainstream media form and content, dedicated to the principles of free expression and participatory democracy, and committed to enhancing community relations and promoting community solidarity (Howley, 2005). This definition points, among others, to localism as one of the defining characteristics of community radio. It also connects community media with a wider set of ideas and practices, such as participation by communities in their own media, and producing content for the communities they operate in. Community radio is thus seen to be basically linked to forms of internal basic-democratic procedures, to practices of self-management, and to the production of alternative 'non-mainstream' formats and content (Bart, 2009). Prehn (1991) emphasis on participation as 'involving people directly in station programming, administration and policy activities' is highly relevant. From this perspective, community radio contributes both to external diversity by being a different voice among public and commercial broadcasters, and to internal array by being basic-democratic and providing a platform for a diversity of voices and styles, often lacking in mainstream media.

Many community radio stations fulfil an entertaining and informative function for specific communities, but do this by re-producing mainstream layouts, adopting semi-professional governing structures, and financing the costs that come with running the community radio station with advertising and sponsorships. Again, the very notion of community, as having a close and concrete human ties, as 'communion', as a collective identity, is increasingly contested in itself. Downing (2001) argues that the emphasis on community raises more questions and dilemmas than it answers. Western sociological legacy tends to associate community with being locally embedded, inward looking, contained, homogeneous, having common interests and sharing similar values and norms (Tönnies, 2001).

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In Ghana, community radio has its own peculiar history as compared to the other public and commercial radio stations. The concept was first introduced in 1998 after the 1995 deregulation of broadcasting in Ghana by the then Ghana Frequency Allocation Board (GFAB) now National Communications Authority (NCA). Radio Ada was the first community radio to be established which served as a catalyst for community radio in Ghana. Prior to the establishment of Radio Ada, the authorities in Ghana did not yet seem to know anything about community radio. A community media workshop was organized in Ghana and the promoters of Radio Ada took advantage of the event to introduce and promote the concept of community radio. Over the years thirty (30) community radio stations have been established in Ghana (NCA, 2016 Quarter Report).

According to the NCA 2012 report, community radio comprises two basic models: Community Radio, which comprises stations serving socio-cultural communities within a specified geographical area; Campus Radio, which is operated within the ambit of educational institutions. Even though campus radio station is a model of community radio stations there are some similarities and differences between the two. For instance, campus radio stations are expected to cover areas of typically up to 5 km in radius, up to a maximum coverage of 10 km. whereas community radio stations have a minimum coverage of 5km and an average of 25km. This study seeks to investigate ATL FM, Radio Univers and Radio Windy Bay which are all campus radio stations as a model of community radio to ascertain the factors that influence their news production.

2.2.1. ATL Radio

ATL FM, a campus-based community radio at the University of Cape Coast (UCC), started as a music request programme in 1988, in a room known as "FM Room". This room was located in the Atlantic Hall, a residential facility for students at UCC. In the

1992/93 academic year, the station was launched and by 1997, ATL FM was officially assigned the frequency of 100.5MHZ.

As the first independent radio to broadcast in the Central Region of Ghana, ATL FM has maintained its influence and featured prominently in listenership surveys in recent times. The station's broadcast went far beyond the university campus because it broadcast on 1000watts of power. The exclusivity of ATL FM's case as the only local FM broadcaster in the city for a long time worked to the advantage of its image and brand. This made the station a "different kind" of campus radio compared to other campus-based community radio stations in the country. The station was owned and managed by the Atlantic Hall Council which consisted of students, administrators and lecturers. They were responsible for the appointment of managers and other personnel at the station. They maintained six regular positions: Station Manager, Marketing Officer, Accounts Officer, Programmes Coordinator, News Editor and Messenger/Cleaner. The rest of the staff were volunteers and guests. During this era of ATL FM's history, the management at the station had to lobby Hall Council members and students regarding several activities of the station. The power dynamics were intense, with stakeholders and supervisors seeking to know the stations running details. The Hall Council was a much smaller and closer community within the bigger university community (Serwornoo, 2013).

In 2007 the National Communications Authority (NCA) issued a policy directive that required the central university administration to take over the running of ATL FM. Even though this was resisted, it eventually led to takeover negotiations between the bigger university administration and the Hall Council. It is evident that parties to the negotiations were all within the same university, but that did not stop the negotiations from being difficult. The negotiation process was, by itself, a good example of public

sphere contestations, where parties sought to maximise their interest and insist that they were heard (Serwornoo, 2013). After the University had taken over the management of the radio station from the Hall Council, the staffing situation could no longer allow student presenters to play any significant role at the station. Lecturers and senior administrators played a much lesser role than before. Due to the formal nature of the station's broadcast and the large staff strength that it had gained after the takeover, the station needed to generate more income from advertising in a vigorous manner to keep up with its running costs. To achieve this meant that the station needed to become more professional, a strategy that further pushed away student trainees and amateurs occupying crucial roles at the station and hosting primetime slots. Ever since its establishment ATL FM has served the University community and its environs in several ways including a training platform for students and community members interested in radio broadcasting, a source of entertainment for students, lecturers and the entire university community and as the pride of Atlantic Hall, the residential facility where the radio station was located (Serwornoo, 2016).

2.2.2. Radio Univers

Radio Univers is the official voice of University of Ghana Legon. It has been and remains same, the official source of credible and timely information both to the academic discourse community and its area of influence. Established on 14th February 1994, after liberalization of the airwaves, Radio Univers exists to serve as a medium of discussion of pertinent national and community issues with emphasis on education and youth empowerment. Radio Univers has strategically positioned itself as a widely respected platform for nurturing students in excellent communication and broadcasting skills.

2.2.3. Radio Windy Bay

Radio Windy Bay is one of the institutional/ campus radio stations in Ghana on the campus of the University of Education, Winneba. It is mostly used to facilitate lecture delivery due to the large classes which existing lecture halls are not able to accommodate students for lectures.

Radio Windy Bay was started in Winneba by the Student Representative Council (SRC) in the then Kotoka Annex (KTF 18) a student room in 1994. The official commission was done by the first principal of the University College of Education of Winneba (UCEW) Professor Nathaniel Kofi Pecku on June 18th, 1994. It operated from a student cubicle and was named "UCEW FM''. In accordance with the National Communication Authority's (NCA) regulations that a campus radio station should be owned by the University, Radio Windy Bay was taken up by the University of Education Winneba but was still run by students during the 1993/94 academic year.

In the 1998/99 academic year the SRC requested that the University management should take over the running of the station because of the high cost of running the station. Realizing that it could be used to facilitate learning, training, publicity reasons, management of the school accepted the request and relocated the radio station to its current location at the University's South Campus in the same academic year. The University management after the transition to full ownership of the radio station made tremendous changes in its operation. The University hired a retired broadcaster, Madam Harriet Tachie-Menson who re-organized the station to what it is today; doing the publicity job for the University and exposing interested students to the basics of broadcasting journalism and supporting teaching and learning, besides the community activities it still engages in.

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In November, 2001 a complaint was lodged by the then SRC president through the University council that since the University management took ownership of the radio station student-run programme had ceased notwithstanding the SRC's ownership of the frequency. The University council considered the SCR's appeal and in 2002 the station was made a joint property between the student and the University.

Radio Windy Bay aside being the publicity agent for the school, educating student and serving as a training grounds for students who want to study broadcast journalism, plays a vital role in community development. It serves the Winneba community through educative programs including health, public concern, sports, education, sanitation and developmental issues beside the usual public information and entertainment.

Radio Windy Bay has trained some of the renowned broadcasters and journalists in Ghana today. Some passed through the radio station at the time radio broadcasting and journalism were not common and student presentations were not so widespread. These personalities include Kwamena Idan of Adom FM, Francis Cann of Hot FM and Kwabena Buabeng of TV3.

The station is managed by a board membership of four people from the University. Prof. S.M Quartey (chairman), Mr. George KanKam (member), Mr. R.K Biney (member) and Mr. Gyasi Collins (member).

2.3. Campus-Based Radio News Production

Campus radio news production needs to be seen in the context of a rapidly changing workplace and a fragmented audience. The boundaries between the traditional journalism of print production and broadcast and internet provision is constantly blurring as newspapers move into online versions and broadcasters include blogs. Also,

the rise of social networks such as Facebook and Twitter, for example, has added to the speed at which news travels.

The pressure on campus radio journalists to be first with the story has never been greater. Equally, the need to retain the core skills of accuracy, honesty, respect and ethics should be a fundamental part of any journalist's training and understanding.

Much of campus radio news gathering is now done 'in the field' by journalists out of the newsroom for lengths of time, feeding audio back via highly portable broadcast technology using the mobile phone network which has replaced the need for radio cars (Menyoli, n.d).

For campus radio news men to judge and try to determine whether something is News, they determine whether it's News worth. In order to do so they find out if the story contains characteristics that makes it appealing to readers. That is its timeliness, proximity, of human interest, conflicts, prominence or if it carries a developmental news. After looking at what News is and what can be considered for News, news men then look at putting the material together.

"A News story may be anywhere as stated by a news man but it needs to be identified and the facts put together by the reporter" (Denise, 2002), this is therefore the centre of News gathering which equally means finding stories, identifying and approaching the sources. To find good stories and sources, newsmen are active, curious, imaginative and self-motivated. They look, listen and make sure notes are taken wherever they find themselves as well as whatever they do. When it comes to sources for news items journalist are very selective about which sources to select and gather facts from, they make sure these sources are up to-date and have a reputation for accuracy. If there are any doubt about any information from a source, these newsmen double-check it with

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other sources. These sources according to the newsmen are mostly gathered from primary, secondary and anonymous sources. A primary source is explained as persons or individuals with first-hand information on a topic, it could be an official's report, an expert, a minister or a government institution. Secondary sources are persons or sources that can offer reliable second hand information on a topic. This includes reference books, the internet and people with informed opinion on a topic. Anonymous sources are usually from individuals they term as an "insider" who cannot be mentioned publicly hence their identities are mostly protected from the public domain.

After gathering the news, the newsman or journalist now identifies whether the news gathered is a hard news or a soft news. The hard news are the ones the newsmen explained as a straight news that is strictly factual and reporting of news that is current and important. An example is the news story on the inauguration of the Kwame Nkrumah interchange by the President of the Republic of Ghana. Soft news is mostly News that entertains as well as inform. It usually appeals to the emotions and is less current and important than hard News. This will be an interview for example of a musician, a movie star or a comedian.

Since news production is a team work, the newsroom hold regular meetings, preferably in the morning with the aim of evaluating, planning and it is presided over by the editor. The editor discusses the details of each news item presented to him to ascertain the relevance of the story to their listeners. Upon further deliberation, an agreement is reached as to what to be presented as wholesome news for the consumption of listeners.

2.4. Structure of Campus-based Radio Stations

The structure of campus radio varies based on a variety of reasons such as; mandate, vision, funding, ownership/association, management and programming (Monk, 1997). Campus radio station are typically owned by the University and run by a Board of Directors (BOD), elected at an annual general meeting by its membership to represent the stations best interest as well as set the vision, goals and structure of the station during a two year voluntary term. The BOD are made up of a combination of students, community and faculty members, as well as additional seats designated based on associations or partnerships within the individual organization. Campus radio stations are non-profit corporations registered in their respective provinces, with a few being registered charities (Monk, 2007).

Typically, paid staff (or volunteers who take on a designated role) maintain specific areas essential to broadcasting, including administration, programming, outreach, technical and music services. Staff and other volunteers in each station support the efforts of programmers to produce on-air content that matches the stations' mandates, as well as off-air content that supports the goals of the individual programmers (Rooke, 2012).

Committees, BODs, Staff or working groups identify community needs and interests that inform programming decisions and evaluate the effectiveness of the programming. They ensure broad participation in programming, giving value to communication among the people to facilitate positive change, ensuring that the service is trustworthy, accurate, and independent of outside influences, not simply relaying information to the listener as it was received by the presenter.

2.5. Relevance of Campus-Based Radio Station

The consensus in literature is that the ideal roles of the media especially radio are to inform, analyse, educate, and act as a watchdog over all powerful interests and forces in society, public or private. It is generally agreed as well, that the media should provide an open forum for debate and discussion as well as a voice for all and act as an agency for cultural representation and entertainment (Briggs and Burke, 2002; Curran, 2000a; 2000b; Keane, 1991; McQuail, 1994: 2000; Rozumilowicz, 2002).

2.5.1. Inform

One of the key normative roles of campus-based radio is to inform students and the community through news about academic, political, social, economic and cultural developments. In essence, the argument is that broadcasting in a democracy should nurture citizenship and empower the citizenry by informing them not only of their rights, liberties and responsibilities but also on how to exercise them (Ansah, 1991a; 1994; Berger, 1999; Murdock, 1992; Opoku Mensah, 1998; Ronning, 1994; Wasburn, 1995). An informed society is a knowledgeable one – a fundamental element of consensus (Golding and Murdock, 1997). According to Wasburn (1995) in modern democratic states like Ghana, citizens largely depend, directly and indirectly on the media especially radio due to its wide reach for most of the material out of which they construct their understanding and subsequently form their evaluations of political structures, policies, actors and events. Campus-based radio stations through their reportage stimulate students' interest on issues concerning them and the school by making available specific information they need to hold students' leadership and school officials accountable for their actions and in-actions. Campus Radio informs students

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through a variety of ways of which are factual reporting of events, issues, entertainment, sports and weather.

2.5.2. Education

Campus-based radio broadcasting is ideally better suited to play a role in providing formal and informal education to students and the community where its frequency reaches (Briggs & Burke, 2002). In Africa, radio is widely popular and dispersed even in inaccessible communities. It has the highest penetration rate in Africa and Ghana in particular, as compared to other forms of media (Ahmed, 2012). Due to its reach, most developmental issues in rural communities are channelled through the various community stations. Campus radio station on the other hand serve a very great purpose when it comes to educating students on both academic and social issues. Most health workers use this medium to educate students and the community about some health issues which also gives the listeners the opportunity to call in and ask questions as well as contribute to the discussions. Students who are interested in radio broadcasting are also given the opportunity to learn while still in school and in Ghana for instance most of the renowned radio presenters and journalists started as radio broadcasters from their various campuses. Hence the training aspect of campus radio stations cannot be ignored. Academically, some lecturers find this medium appropriate to educate their students on topics to be discussed in the lecture halls. Hence some Universities undertake some curricular activities on these radio stations thus serving as alternative lecture halls for those who miss the class or for further clarification to those who didn't understand the subject in the lecture halls. Radio Windy Bay has designated Mondays to Fridays from 6:30am to 8:30am for a radio lectures by all the various departments in the university to educate their students on some topics to be learnt in the lecture halls. Most students who take this course per a little survey I did indicated that they don't miss the program

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since it is very educative, saves time and moreover very conducive as compared to the lecture halls. This they explained that, sometimes there is too much noise at the lecture hall which prevents them from hearing what the lecturer is saying and again they sometimes have to struggle for seats which does not encourage them to attend classes at all times. The radio program according to these students I interviewed also allows for phone-ins for students to ask questions and be answered, this they said encourages them to ask any questions concerning the topic being discussed.

2.5.3. Watchdog

As a watchdog, campus-based radio stations are supposed to hold all powerful figures in schools and institutions accountable to the public by fearlessly exposing abuses, misconduct and corruption in both public and private life through investigative journalism (Curran, 1991; Kean, 1991; McQuail, 1988). Kasoma (1999) argues for a responsible watchdog role and not the type that goes "barking at, charging and biting everyone in sight, including those who have not provoked it." But a responsible watchdog is equally not a "lapdog" or a "guard dog". A restricted or silenced watchdog role that fights advertisers and corporate forces and sees corruption in the public sector is an aberration (Kupe, 2003; Curran, 2000). Campus radio stations check especially the activities of the student elected leaders that is the Student Representative Council (SRC), the National Union of Ghana students (NUGS) and the various hall presidents and their executives to make sure they are executing their duties and responsibilities as mandated. The radio stations also serve as a form of accountability which makes sure that monies allocated to these leaders are spent on the right projects and judiciously. They provide the platform for these student leaders to give their colleagues an up to date information about what they are doing, what is going on in the school and also

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what they do with the funds allocated them. In so doing the radio stations provide the feedback that is needed to foster the democratic systems in the Universities.

2.5.4. Open forum for debate and discussion

The role of broadcasting as an open forum for debate and discussion points to the significant democratic function it should play in fostering free speech and free expression in an open pluralistic and diverse society. The Habermasian notion of the media as a public sphere becomes relevant to this discussion (Boyd-Barrett & Newbold, 1995; Croteau & Hoynes, 2001; Habermas, 1989; McChesney, 2000b). Habermas conceptualizes the media as a public sphere, an open public forum of deliberative discourse of ideally equals, characterized by exchange of views, opinions and information of common or public interest. The argument is that the ultimate goal of the public sphere is to incite and concretize public opinion for the common good (Dahlgren, 2002; Garnharm, 1986; Skogerbo, 1996). The public sphere according to Habermas is "refeudalised" when there is either state or private domination, intervention, control or commodification of cultural representation, thereby displacing the role of the public in the process (Curran, 2000b; Dahlgren, 2002). In debates about policy and regulatory reforms, one of the key issues is the need to create a genuine public sphere out of the media as an institution. Campus-based radio stations organize open forums for the school authorities and student leaderships to enable them express their views concerning the schools activities. These open forums include on air discussions among students and lectures where students ask questions bothering them concerning the school and some academic works. The open forums organised by campus-based radio stations enables students to make decisions of content, thus empowering them to practice critical thinking and civic engagement roles in their schools. Again debates among university clubs and associations as well as those seeking for student leadership

positions are organized by campus-based radio stations to give students the opportunity to air their views as well as solicit for votes from their colleagues. These debates instil in students the ability to speak well in public and also have a grip on matters arising whether a national issue or issues within the University.

2.6. Political Economy Theory
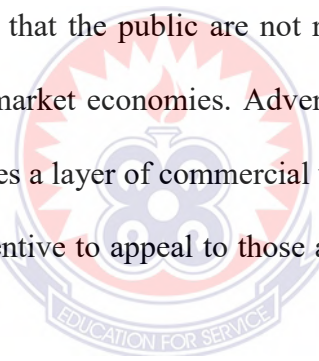
In mass communication, there has been continuous debate and discussion on the effects of the news media on the public. Such discussions have often centred on the less or more powerful effects of the media on audiences. However, some researchers have come to the conclusion that the power of the media is not restricted to its influence on their audiences, but involves the role of the media within the broader framework of the political and economic structures of society (Van Dijk, 1996).

This debate gave birth to the political economy theory of the media. The theory postulates that the media must be studied in relation to their place within the broader economic, social and political contexts (Winseck & Jin, 2011). It looks at how elites' control of economic institutions, such as banks and stock markets affect how they control other institutions, including the news media, and how they control media content to suit their interests.

According to Van Dijk (1996), the apparent vulnerability of the news media to powerful corporate and political interests is not necessarily because the media are powerless. In the researcher's view, it is the case because the media and powerful political groups share similar ideological positional ties. That is, news stories about politicians that tend to resonate with the editorial policies or ideologies of the news organization may be published, while those inconsistent with the beliefs of the media may be filtered or spiked.

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Francesco Sobbrio (2013) shares similar views with Van Dijk (1995). Analysing a cross-section of his study, "The Political Economy of News Media: Theory, Evidence and Open Issues", Sobbrio (2013) asserts that the news media may display bias in its content in favor of powerful interest groups based on the ideology of the journalists and media owners as well as external pressure on the media (incumbent government/politicians) to deliver biased news content.

Robert W. McChesney (2008), on the other hand, pinned his argument on the political economy theory of the media on the increasing commercialization of the media and the overreliance on advertising and corporate entities for funding and as sources of news. In his book " *The Political Economy of Media: Enduring Issues, Emerging Dilemmas*", McChesney (2008) argues that the public are not really the primary audience of the media, especially in free market economies. Advertisers are the primary market and this, in his view, "introduces a layer of commercial vetting of content… and this gives the media tremendous incentive to appeal to those audience members that advertisers wish to reach" (p.421).

McChesney (2008) contends that there is a greater attention of the media on commercial journalism. That is, the media routinely emphasize business stories and issues of importance to the business, corporate or investor community. The media's tendency to highlight content that reflect the interests of the business community leads to a situation where stories concerning poor and working-class communities are less emphasized. Even when they are covered, they are usually framed in terms of how it affects the more privileged, something McChesnsey (2008, p. 98) describes as "poison pill for democratic governance".

One of the critical tenets of the political economy theory is the issue of media ownership. McChesney (2008) asserts that this issue has been shelved in many contemporary political discourses, reflecting "above all the economic, political, and ideological power of the media corporations and their allies…and it has made the prospect of challenging corporate media power…all the more daunting" (p. 344)

McChesney (2008) also elaborates on the power of news sources on editorial content of the media when he says that: "The professional reliance upon official sources and the need for a news peg, or event to justify coverage of a story plays directly into the hands of powerful corporate entities and groups in society who benefit from the status quo" (p. 251).

The overarching effect of the commercialization or commodification of news is enormous. First, there is the tendency on the part of the news media to emphasize stories that will appeal to the elite and privileged in society. There is also the tendency to shun critical or investigative stories about the business entities, given that these power corporate entities are often major advertisers and a good source of funding for the news media. It also makes sense politically and socially with the reason being that these media owners and managers run in the same circles as the major shareholders and executives of local corporate powerhouses" (McChesney 2008).

One of the most succinct breakdowns of the Political Economy theory of the media is provided by Edward Herman and Noam Chomsky (1988). In their book "Manufacturing Consent - The Political Economy of the Mass Media", Herman and Chomsky (1988) postulate that

"A Propaganda Model" to explain how social inequality in terms of the distribution of wealth and power affect news choices. They argued that "money and power are able to

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filter out the news fit to print, marginalize dissent, and allow the government and dominant private interests to get their message across to the public" (Herman & Chomsky 1988 p.2).

So, a news story which is expected to be a representation of public sentiments may be overridden by interests of shadowy powerful groups or commercial interests who "fix the premises of discourse and interpretation, and the definition of what is newsworthy…"

Herman and Chomsky (1988) therefore argue that whether a news item will be used by the media or not will depend on what they call the five filters of news that are ownership, advertising, sourcing mass media news, flak and enforcers and anti-communism as a control mechanism.

2.6.1 The Propaganda Model (PM)

The PM states that conventional commercial mass media functions as a guided market system and explains why media discourses will reflect the interests of power within different time/place contexts. The PM's five filter elements draw attention to the main structural constraints that impact overall patterns of media performance. The five filter elements constitute the foundations of the PM (Herman, 2000; Klaehn, 2002; 2003; 2003). These five filters provide a framework that brings into light why and how structural dimensions encourage a systematic conservative bias and limited range of debate within mainstream media discourses. The five filters provide a basis for the PM's general argument that the news which is deemed 'fit to print' will overwhelmingly be that which is politically and ideologically advantageous to the interests of power.

Herman and Chomsky correctly observe that most mainstream media are themselves typically large corporations, "controlled by very wealthy people or by managers who are subject to sharp constraints by owners and other market-profit-oriented forces" (Herman & Chomsky, 1988 p. 124). The model suggests that ownership, size and profit orientation will influence media behaviour in a range of ways and will ultimately encourage a level of bias within mainstream media discourses with the view that these owners may have different ideologies which they would want to project for the acceptance of their listeners. The PM observes that advertising is the principal source of revenue for most mainstream, commercial media, thus media discourses tend to reflect the interests of advertisers and the market. Taken together, the first two filters suggest that political-economic dimensions play heavily into news production processes, highlighting the macro-level structural dimensions that in effect shape mainstream news discourses (Bizualem, 2011).

The third filter draws attention to and highlights the ways in which news discourses are socially constructed regarding sources of news. Institutionally affiliated sources (the 'primary definers' of social reality) typically dominate news discourses. As a result, news comes to reflect institutional interests on a function level. Within individual news stories, preferred meanings are typically encoded into media texts, influencing how news articles are constructed regarding their headlines and leads, as well as overall story presentation, particularly in relation to choices of emphasis and overall tone. Encoding/decoding is associated with the work of Stuart Hall (1980), whereas Herman and Chomsky's PM is typically thought to be concerned with identifying bias within media discourses (Klaehn, 2002).

The model's fourth filter also brings the concept of power into play, emphasising that dominant institutional actors possess the requisite social-political power to

exert subtle or not-so-subtle control over patterns of media performance. Herman and Chomsky hypothesize that these first four filter elements dominate 'real-world' news production processes. While the filters operate on an individual basis, they also continuously interact with one another. How the various elements play out in reality will depend upon specific time/place situational contexts (Klaehn, 2009).

The model's fifth filter was originally 'anti-communism' but has since been modified and broadened to refer to dominant ideological elements. Critically, the fifth filter is extremely useful and applicable to a range of case studies. It may play out in different ways at different times, contingent upon specific time/place. Within the context of the PM's overall critical approach, the ideological representations of race and ethnicity in media discourses may be explored and connected to historical and contemporary political-economic dimensions. Such analysis would broaden understanding of the ways in which media discourses intersect with broader power struggles. The fifth filter element may be related to any number of case studies involving power and powerlessness, and seems particularly well-suited for analysis concerned to investigate media and the legitimatization of power contexts, and is extremely broad (Bourdieu, 1991; Chomsky, 1989; 1991; Herman, 1992; 1999; Klaehn, 2009).

2.6.1.1 First Filter: Size, Ownership and Profit Orientation of the Mass Media

The first filter is what Herman and Chomsky (1988) refer to as the size, concentrated ownership, owner wealth, and profit orientation of the dominant mass-media firms (Herman & Chomsky 1988). It also deals with the power that large media organizations have in comparison to smaller, less well-funded ones, as well as the effects that the

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source of funding for the news media outlet (advertisements, government or political sponsorship) has on whose interests it serves.

In cases where wealthy individuals own a chain of businesses, including media houses (concentration and conglomeration), it becomes difficult for any media house that operates under the larger entity to give either the owner(s) or any of the businesses bad press. Conglomeration occurs when the news media become part of a much larger corporation which owns a collection of other companies that may operate in highly diverse business areas.

Even in situations where the media is highly profit-oriented, they become naive to the corporate institutions that may provide the needed revenue. Thus, news is easily filtered to the advantage of corporate institutions whose motive is also to make profits.

2.6.1.2 The Advertising License to do Business

The second filter has to do with advertising as a primary source of income for the mass media. Media owners, especially larger organizations, have interests, particularly commercial, which must be met. This is often supported by advertising which serves as a major source of funding and income to maintain operations. Advertisers can withdraw sponsorship if negative stories are written about them; this can affect the revenue-base of the media house. Therefore, the media will bend to the will of advertisers and business conglomerates (also profit-seeking entities) in order to support their course.

Before advertising became prominent, the cost of news production was very expensive and was not able to cover the costs of doing business. With the growth of advertising, media houses that attracted ads could afford a copy price well below production costs. This puts media lacking in advertising at a serious disadvantage: their prices would tend to be higher, curtailing sales, and they would have less surplus to invest in improving

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the state of their media houses as well as saleability (features, attractive format, promotion, etc.). For this reason, an advertising-based system will tend to drive out of existence or into marginality the media companies and types that depend on revenue from sales alone. With advertising, the free market does not yield a neutral system in which final buyer choice decides. The advertisers' choices influence media prosperity and survival The ad-based media receive an advertising subsidy that gives them a price-marketing-quality edge, which allows them to encroach on and further weaken their ad-free (or ad-disadvantaged) rivals. Even if ad-based media cater for an affluent ("upscale") audience, they easily pick up a large part of the "downscale" audience, and their rivals lose market share and are eventually driven out or marginalized (Chomsky & Herman, 1988).

In fact, advertising has played a potent role in increasing concentration even among rivals that focus with equal energy on seeking advertising revenue. A market share and advertising edge on the part of one paper or television station will give it additional revenue to compete more effectively-promote more aggressively, buy more saleable features and programs-and the disadvantaged rival must add expenses it cannot afford to try to stem the cumulative process of dwindling market (and revenue) share. The crunch is often fatal, and it helps explain the death of many large-circulation papers and magazines and the attrition in the number of newspapers.

The power of advertisers over media programming stems from the simple fact that they buy and pay for the programs-they are the "patrons" who provide the media subsidy. As such, the media compete for their patronage, developing specialized staff to solicit advertisers and necessarily having to explain how their programs serve advertisers' needs. The choices of these patrons greatly affect the welfare of the media, and the

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patrons become "normative reference organizations," whose requirements and demands the media must accommodate if they are to succeed.

Advertisers will want, more generally, to avoid programs with serious complexities and disturbing controversies that interfere with the "buying mood." They seek programs that will lightly entertain and thus fit in with the spirit of the primary purpose of program purchases-the dissemination of a selling message. Thus media houses and networks are also concerned to maintain audience "flow" levels, i.e., creating interesting programs to keep people watching from program to program, in order to sustain advertising ratings and revenue. For example airing program interludes of documentary-cultural matter that cause station switching is costly, and over time a "free" (ad-based) commercial system will tend to excise it. Such documentary-cultural-critical materials will be driven out of secondary media vehicles as well, as these companies strive to qualify for advertiser interest, although there will always be some cultural-political programming trying to come into being or surviving on the periphery of the mainstream media.

2.6.1.3 Sourcing Mass Media News

This involves the reliance of the media on information provided by government, business, and "experts" funded and approved by these primary sources and agents of power. The point is that news is a commodity and therefore sources of news are indispensable in the daily routine of the media. So, media houses will go the extra mile to protect the interests of these news sources as well as their relationship with them, since they supply the media with daily, reliable and cheap news (Herman & Chomsky, 1988).

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On the reverse, news sources may also capitalize on their hold on the media to marginalize dissenting views by denying critics access to the media or use the media to propagate negative stories about their opponents: "…powerful sources regularly take advantage of media routines and dependency to 'manage' the media, manipulate them into following a special agenda and framework. Part of this management process consists of inundating the media with stories, which serve sometimes to foist a particular line and frame on the media" (Herman, 2002).

The mass media are drawn into a symbiotic relationship with powerful sources of information by economic necessity and reciprocity of interest. The media need a steady, reliable flow of the raw material of news. They have daily news demands and imperative news schedules that they must meet. They cannot afford to have reporters and cameras at all places where important stories may break. Economics dictates that they concentrate their resources where significant news often occurs, where important rumours and leaks abound, and where regular press conferences are held.

 The flag staff house, the Parliament and the State Department, in Ghana, are central nodes of such news activity. On a local basis, city hall and the police department are the subject of regular news "beats" for reporters. Business corporations and trade groups are also regular and credible purveyors of stories deemed newsworthy. These bureaucracies turn out a large volume of material that meets the demands of news organizations for reliable, scheduled flows. Government and corporate sources also have the great merit of being recognizable and credible by their status and reputation.

Powerful sources regularly take advantage of media routines and dependency to manage the media, to manipulate them into following a special agenda and framework. Part of this management process consists of inundating the media with stories, which

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serve sometimes to foist a particular line and frame on the media, and at other times to help chase unwanted stories off the front page or out of the media altogether.

The relation between power and sourcing extends beyond official and corporate provision of daily news to shaping the supply of "experts." The dominance of official sources is weakened by the existence of highly respectable unofficial sources that give dissident views with great authority. This problem is alleviated by "co-opting the experts"-i.e., putting them on the payroll as consultants, funding their research, and organizing think tanks that will hire them directly and help disseminate their messages. In this way bias may be structured, and the supply of experts may be skewed in the direction desired by the government and "the market.

2.6.1.4 The Flak and the Enforcers

Herman and Chomsky (1988) define "flak" as "negative response to a media statement or programme". Flaks take the form of letters, phone calls, petitions, law suits, boycotts, and bills to bring the media to order or as a punishment for publishing unfavourable stories about newsmakers.

Flaks can hurt the bottom lines of media organizations, especially when it comes from powerful individuals, groups or corporate institutions. Advertisers may withdraw sponsorships, companies and individuals may impose heavy law suits on the media, and news sources may blacklist the media. These situations may affect the operations of the media (Herman & Chomsky, 1988).

The ability to produce flak, and especially flak that is costly and threatening, is related to power. In Ghana, flak is produced by governmental organizations such as the NCA, the Ministries, private organizations and Non-Governmental Organizations (NGO's) like Institute of Democratic Economic Development , Imani Ghana; individuals who

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have the power to influence like the former Attorney General Martin Amidu. Flak from the powerful can be either direct or indirect. The direct would include letters or phone calls from a location like the Flag Staff House to any media personality, or from the National Communication Authority to the television networks asking for documents used in putting together a program, or from irate officials of advertising agencies or corporate sponsors to media officials asking for reply time or threatening retaliation. The powerful can also work on the media indirectly by complaining to their own constituencies (stockholders, employees) about the media, by generating institutional advertising that does the same, and by funding right-wing monitoring or think-tank operations designed to attack the media. They may also fund political campaigns and help put into power conservative politicians who will more directly serve the interests of private power in curbing any deviationism in the media.

The producers of flak add to one another's strength and reinforce the command of political authority in its news-management activities. The government is a major producer of flak, regularly assailing, threatening, and "correcting" the media, trying to contain any deviations from the established line. News management itself is designed to produce flak.

2.6.1.5 Anti-Communism as a Control Mechanism (Ideological considerations)

The basic assumption underlying this filter is that a dominant ideology underpins the operations of every news media. Thus, the media promote the worldview of the powerful (dominant ideology). The news media may produce stories that privilege certain set of ideas and/or undermine others. Thus, be it political or religious, ideologies

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of media owners are bound to influence content news to meet favourable ideological demands.

The five filters narrow the range of news that passes through the gates, and even more sharply limit what can become "big news," subject to sustained news campaigns. By definition, news from primary establishment sources meets one major filter requirement and is readily accommodated by the mass media. Messages from and about dissidents and weak, unorganized individuals and groups, domestic and foreign, are at an initial disadvantage in sourcing costs and credibility, and they often do not comport with the ideology or interests of the gatekeepers and other powerful parties that influence the filtering process.

Over the years some scholars (Hallin 1994; klaehn, 2009; Mullen, 2009; Simon, 2000) have criticized the propaganda model in diverse ways. They argue that due to globalization now the model does not operate fully as at the time it was formed. Furthermore, the model did not provide any methodology for which further research could be conducted again little attention is given to the propaganda model in academia. Even if PM does actually appear in journals and textbooks, there is little engagement and discussion; in most cases, it appears merely as a bibliographical reference or in texts which include only a few lines or paragraphs referring to it.

2.7 Discussions and Critics of The Propaganda Model

Since the early 21st century, there has been an enriching debate and engagement on the PM in academic circles. This is somewhat surprising because, just as the authors had expected based on the assumptions and predictions of the model itself (Chomsky, 1989), the reception that the PM received upon its initial publication was, in general terms, negative. According to Herring and Robinson (1996), the PM has been

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marginalized in the U.S. academic sphere because the sphere itself "is very strongly disciplined by the operation of the filters outlined in the propaganda model" (2003a, p. 562) although, they explain, these filters operate differently. Because of the PM's anti-elitist perspective, it is unable to pass through the very filters that it identifies.

Mullen (2010) and Klaehn and Mullen (2010) explains that the reception of the PM can be divided into two distinct phases. The first phase encompasses the late 1980s and the 1990s, when the PM was received with hostility, indifference, or outright dismissal. The second phase, started in the early 2000s, has been marked greater engagement and significant debate.

Critics charged that the PM overstated the power of the "propaganda system" and downplayed popular opposition to elite preferences. LaFeber (1988), in his work presented a "conspiratorial" view of the media (Entman, 1990; Lemann, 1989; Nelson, 1989); constituted a blunt instrument for analysis (Schudson, 1989); was "political" (Salmon, 1989); was deterministic, functionalist, and simplistic (Eldridge, 1993; Golding & Murdock, 1991; Schlesinger, 1989); and neglected the impact of journalistic professionalism (Goodwin, 1994; Hallin, 1994). Observations were also made by Cohen and Rogers (1991) during this phase. Among the authors critical of the PM during the second wave, Corner (2003), doubts that the PM could offer new insights for scholars. He questions whether the propaganda model could be applied to countries other than the United States, and whether journalists are aware of the functioning and role of the propaganda system. He also charges the PM with offering a totalizing and finalizing view of media performance.

Lang and Lang (2004a) refute that the media operates as the PM suggests, because, they argue, media production is frequently adversarial. Their most pertinent observations

relate to the sourcing filter. According to the Lang's, there is a mutual relationship between sources and media personnel, which leads not only to collaboration, but also to confrontation when their interests do not coincide. They also hold that journalists have professional norms that help to prevent media servitude.

Apart from the critics, at the beginning of the 21st century, a small group of authors emerged who, based on a theoretical and ideological perspective similar to that of Herman and Chomsky, have worked on strengthening, updating, refining, and expanding the model.

Klaehn (2009) has reflected on the operation of the five filters and the PM's methodological approach, and has explained how the model views the state-corporate-media nexus and the relationship between corporate power and ideology as a frame work for understanding how and why the media operate to legitimize and promote dominant class interests. In replying to several critiques put forward against the PM, Klaehn (2003) has also attempted to bring the model into the realm of serious and productive scholarly debate free from confusions and illusions, and has focused on the empirical evidence supportive of the PM's principal hypothesis and the relative ease with which its first-order predictions may be tested. Klaehn has also offered an updated overview of the PM, reflecting on its central theoretical considerations in understanding mass media behavior, and positing ways in which the PM may be applied by using complementary methodologies and approaches (Klaehn, 2009).

Boyd-Barrett (2004) criticizes the PM for not offering methodologies for determining the relative weight of independent filters in different contexts. He also argues that there is a lack of precision in the characterization of some of the filters. Moreover, he suggests that, since the model privileges structural factors, it eschews or marginalizes

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intentionality. Based on this premise, Boyd-Barrett proposes to extend the PM with a sixth filter consisting of the "buying out" of journalists or their media, i.e., the penetration of government and corporate agencies in the media to employ it for misinformation and propaganda. After making the case for this new component, he applies the extended six-filter model to the reporting by The New York Times of the build-up toward the U.S. invasion of Iraq in 2003.

Sparks (2007) points out six factors that should be considered by the propaganda model in order to be able to account for the existence of a real, if limited, variety of opinions, instead of the uniformity that the model posits. These factors essentially refer to: 1) the divided nature of the capitalist class; 2) the presence of powerful critical currents which find legitimate public expression in a capitalist democracy; 3) the need to address the concerns of a mass audience, which often is working class; 4) specific factors that allow for more diverse content in countries that are quite different from the U.S, 5) the fact that source dependence does not guarantee journalistic compliance; and 6) the fact that journalists, as wage labourers, are potential allies in class struggle, since they can also fight against power and propaganda.

2.7 Summary

A recent engagement with the PM can, thus, be observed, but overall, these works have rarely made an impact in mainstream circles. However, Chomsky has suggested "that the 'Propaganda Model' is one of the best-confirmed theses in the social sciences" (Chomsky, 2002, p. 18). The suggestions drawn from the principles of the PM have been particularly well proven by authors who ignore the model but have arrived at very similar conclusions. Submitting a model to empirical examination is an important step toward validating it. However, it is also necessary to analyse the relevance, consistency,

and exhaustiveness of its operating principles or categories (for the PM, the filters), and their capacity for application to a wide range of general contexts (in order to consider the largest possible number of phenomena involved in the formation of media content). As it is said that the more universally applicable a model, the greater its validity (Pedro, 2011).

This literature review provides a complex look at the Political Economy of news production, and specifically focuses on the Propaganda Model (PM). What remains clear is that more needs to be done in the area of the research itself—specifically, in evaluating the efficacy of tested intervention strategies and practices to ensure news men are aware of the situation and equip them with resources to handle the situation. Choosing interventions that are empirically supported in the literature, and then implementing them with integrity, should be the goal of every news man in executing their daily activities.

A motivating factor for this study is that existing literature does not specifically investigate the ways in which the PM affects news production on Campus Based Radio Stations and how news men at these stations deal with it. Collecting and reviewing data can be the first step toward understanding the specifically the PM and how it operates as well as how it can be managed.

Yin (2009) stated that beginners mistakenly sometimes believe that the purpose of a literature review is to determine the answers about what is known on a topic. However, experienced investigators, review previous research to develop sharper and more insightful questions about the topic. As a researcher, I have paid particular attention to this advice, and have leveraged this literature review to help me establish the questions that will guide this research.

CHAPTER THREE

METHODOLOGY

3.1. Introduction

This chapter describes the methodology of the study. The outline for the sub themes discussed is as follows; research approach, design, population, sampling strategy and design, data collection method and descriptive analysis.

3.2. Research Approach

The approach to this research is qualitative in nature. I chose a qualitative approach for this study for several reasons. In general, qualitative research methods are especially useful in discovering the meaning that people give to events they experience (Bogdan & Biklen, 2003; Denzin & Lincoln, 2000). The purpose of this study was to investigate the filters that determine news production at three selected campus-based radio stations and how these filters affect the news production. According to Verma and Mallick, (1999) a qualitative study collects data in the form of words rather than numbers and reflects the experiences, feelings, or judgment of individuals taking part in an investigation of the problem or issue whether as the subject or as observers of the scene.

Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data is collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data (Creswell, 2014).

Drawing from Creswell's definition of qualitative research, the research interrogates individuals and media personnel in their settings to understand the meaning they ascribe

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to those factors that influence news production at their various radio stations as well as making interpretations of their responses relevant to my study.

Qualitative methods involve the processes of collecting, analysing, interpreting, and writing the results of a study that relates to identifying a sample and population, specifying the type of design, collection and analysis of data, presentation of results, making an interpretation, and writing the research in a manner consistent with a study (Lindlof & Taylor, 2002). My choice of qualitative study guided me to identify my population and sample in relation to individuals and media personnel relevant to my research, collecting and analyzing data from my sample and presenting the result and writing the research in a manner consistent with qualitative research.

Specifically, a qualitative approach is warranted when the nature of research questions requires exploration (Stake, 1995). Qualitative research questions often begin with how or what, so that the researcher can gain an in-depth understanding of what is going on relative to the topic (Patton, 2002; Seidman, 1998). For the current study, I explored participants' experiences with filters influencing news production by asking the following questions:

 1) What are the filters that influence campus-based radio news production?

2) How do these filters impact news production?

3) How do journalists at campus radio stations deal with the filters during news production?

Again a qualitative study allows the researcher to explore certain phenomena, such as feelings or thought processes that are difficult to extract or learn about through conventional research methods (Strauss & Corbin, 1998). For the present study, I explored participants' perceptions and lived experiences (Jones, Torres, & Arminio,

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2006) of filters that created barriers or interrupted their roles in producing news on the various campus-based radio stations. Qualitative research methods are by far one of the best approaches when studying phenomena in their natural settings (Denzin & Lincoln, 2000), and when striving to understand social processes in context (Esterberg, 2002). The current study focused on the experiences of news men in addressing problems related to influencing news production in their field of work.

Also qualitative methods emphasize the researcher's role as an active participant in the study (Creswell, 2005). For the present study, I, the researcher, was the key instrument in data collection, and the interpreter of data findings.
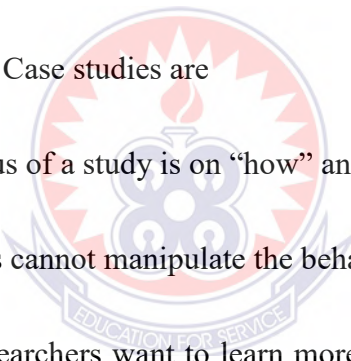
As well, the components and foundations that guide qualitative research serve as the means to contextualize and understand the research questions in this study. A qualitative approach is most suitable for this study because it fosters a better understanding of the lived experiences of the participants (news men) and their own understandings of how they collect, navigate, and work with information gathered to be processed as news. This study allows participants the opportunity to articulate or express the ways they collect and analyze news items. The use of rich, critical description provides a detailed in-depth accounts of the participants' experiences.

3.3. Research Design

3.3.1. Case Study

Stake (1995) described case study methodology as a strategy of inquiry in which the researcher explores in-depth a program, event, activity, process or one or more individuals. Cases are bounded by time and activity, and researchers collect detailed information using a variety of data collection procedures over a sustained period of time. For this study, the phenomenon under investigation are the filters that influence news production at the selected campus-based radio stations. The case for the current study were administrators from selected campus-based radio stations namely Radio Univers, Radio Windy Bay and ATL FM.

According to Yin (2003), Case studies are

(a) relevant when the focus of a study is on "how" and "why,"

(b) used when researchers cannot manipulate the behavior of those under study

(c) appropriate when researchers want to learn more about the contextual conditions that are especially relevant to the phenomenon under study and

(d) used when the boundaries between the subject of study and the context are not clear (as cited in Creswell 2014; P. 203-204).

Drawing interpretation from Yin (2003), my research topic "the political economy of news production' a case study of selected campus-based radio stations" focused on how news were produced and the motivations behind media personnel of radio stations decision to produce and broadcast particular news. Again, the design enabled me to learn more about the contextual conditions that are relevant to my study.

Yin (2009) named five components of effective case study research design:

(1) research questions

(2) propositions or purpose of study

(3) unit analysis

(4) logic that links data to propositions

(5) criteria for interpreting findings.

The most appropriate questions for this type of qualitative case study research were "how" and "why" forms of questions. Specifically, I asked about the various filters that influence news production that informed their decisions on how to present their news. Additionally, I inquired as to the ways news men handle or deal with these filters to reduce the influence it has on news production in their various radio stations.

The second component of case study research design according to Yin (2009) is to define the purpose of the study clearly. This component I recognized as the purpose statement. My purpose in this case study was to understand the experiences of the news men from the various campus-based radio stations who are involved directly in the news production and how they collected and analyzed information to be processed as news.

The third component of the case study research design is the unit of analysis. Yin (2009) described the unit of analysis as the area of focus that a case study analyzes. According to Yin an appropriate unit of analysis occurs when primary research is correctly specified. The unit of analysis is directly tied to the research questions developed by the researcher. This study's units of analysis, per Merriam (1988), are the radio stations from the various campuses.

The fourth component of case study research design according to Yin is to connect data to propositions. This connection is made resulting from the data collection stage, as

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themes emerge. As data is analyzed, the researcher attempts to match patterns that appear in the data to the theoretical suggestions of the case study. The themes that emerged in this study hence served as answers to the research questions posed in Chapter 1.

The fifth component of case study design is the criteria for interpreting findings. Usually, the case study researcher codes the data prior to developing themes (Yin, 2009). Following the theme development stage, I carefully extracted meaning from the findings to determine recommendations for future research

Punch (2005) indicates that a case study aims to understand the case in-depth and in its natural setting, recognizing its complexity and its context. It also has a holistic focus, which aims to preserve and understand the wholeness and unity in the case (as cited in Creswell 2014; P. 50). This permitted me to have an in-depth understanding of the political economy of news production at the selected campus-based radio stations in their natural setting recognizing its complexity and context in a whole. A case study is the in-depth study of one or more instances of a phenomenon in its real-life context that reflects the perspective of the participants involved in the phenomenon (Gall, Gall and Borg, 2007). Base on the definition it allowed me to conduct my study that is in its real-life context that is the opportunity to witness the production of a news item and also guided my findings in order for it to reflect the perspective of the participant in the study.

This was relevant to my work because it permitted me to use a variety of data collection procedures rather than strictly using a particular data collection procedure. In so doing I was able to gather relevant and important data from different sources to enrich my work and made it more credible within a specific time frame.

Yin (2009) distinguished between varieties of case study approaches ranging from a single case study to multiple case studies. In my research, the multiple case study design was used to produce detailed descriptions of the phenomenon using theories to order the data and relate to earlier literature. This is because my study involved three campus-based radio stations and the multiple case study encompasses studying and comparing cases between two or more variables in their totality and various units within identifiable cases. With this approach evidence from my research is considered more persuasive, more robust a more accurate

3.4. Sampling Strategy, Size and Technique

3.4.1. Purposive Sampling

Purposive sampling according to Oliver (2006), is a form of non-probability sampling in which decisions concerning the individual to be included in the sample are taken by the researcher based upon a variety of criteria which may include specialist knowledge of the research issue or capacity and willingness to participate in the research.In purposive sampling, researchers intentionally select individuals and sites to learn or understand the central phenomenon (Creswell, 2008).

Schwant (1997), described purposive sampling as sites or cases that are chosen because there may be good reasons to believe that what goes on there is crucial to understanding some process or concept or to testing or elaborating some established theory. Lindlof and Taylor (2002) indicates that, sampling is a process of selecting a set of units from the population which is accessible to the researcher.

Purposive sampling allowed me to select Windy Bay, Radio Univers and Radio ATL amongst all campus-based radio stations in Ghana with radio specialist knowledge as

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well as participants willingness to partake by providing me with relevant information (data) for the research.

I selected these radio stations purposively because what goes on there is critical to understanding what political economy in news production is all about as well as the propaganda model with its filters that is ownership, advertisement, flak, sourcing and dominant ideology operating in these institutions.

Kombo and Tromp, (2006) argue that, sampling is the process of selecting a number of individuals or objects from the population such that the selected group contains representatives of the characteristics found in the entire group.

Purposeful sampling was used to select the news men for interviews. The selection criteria were based on each campus-based radio stations potential to add to the understanding of the processes and procedures used to collect data (Patton, 2002).

The selection of participants for this study was based on a strategy referred to as, "purposeful selection" which Maxwell (2005), defines as "a selection strategy in which particular settings, persons or activities are selected deliberately in order to provide information that can't be gotten as well from other choices" (p. 88).

Drawing from the above statement, I interviewed one manager, three news men who have been working at the station for over three years sand an editor each from Radio Windy bay, Radio Universe and Radio ATL. Selecting managers to be interviewed for this study was purposeful, in that they are the leaders of their respective radio stations and would understand best the influences and processes utilized within news gathering and presentation. In order to achieve a thick, rich description for the case (Esterberg, 2002; Merriam, 2002), it was important to include news reporters from within the radio stations.

The sample size was fifteen media personnel, three station managers, nine news reporters and three news editors from all the radio stations.

3.5. Data Collection Instruments

Green, Camilli, & Elmore (2006), echoing Yin (2009) state that a carefully conducted case study benefits from having multiple sources of evidence, which ensure that the study is as robust as possible. The concept of methods refers in general to the appropriate use of techniques of data collection and analysis (Prasad, 2005). In a case study, it is important to converge sources of data, also known as triangulation, as a means to ensure comprehensive results that reflect the participants' understandings as accurately as possible (Dodge, 2011).

Yin (2009) and Stake (2000) concur that triangulation is crucial to performing a case study reliably. Triangulation according to Stake (2000) is described as using different methods of data collection to collaborate with your findings. These additional sources of data allows case study researchers to create a story, one that honors participants' meaning-making processes.

For my data collection methods, I used interviews and documents to interrogate the views and perception about my sample size concerning how news was produced at their respective institutions. Seidman (1991) stated that, "I interview because I am interested in other people's stories. Telling stories is essentially a meaning-making process. When people tell stories, they select details of their experience from their stream of consciousness" (Seidman, 1991, p. 20). Based on the choice of this research, which focused on making meaning, I selected interviews as the primary data collection method.

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3.5.1. Interviews

Interview, is an event in which one person (interviewer) encourages others to freely articulate their interest and experiences. Its ability to travel deeply and broadly into subjective realities has made the interview a preeminent method in communication and the other social science (Lindlof &Taylor, 2002). With respect to this assertion by Lindlof and Taylor, respondents were encouraged to freely articulate their views and experiences about the studies since it was one on one discussion with the respondents. To Boyce and Neale (2006), in-depth interview is a qualitative research technique that involves conducting intensive interviews with a small number of respondents with the aim of exploring respondents view or perspective on a particular idea, program or situation. Since my sample size was a group of five from each radio station, I chose an in-depth interview which enabled me to conduct an intensive interview with them and explored their various responses on the subject matter.

According to stake (2010), interviews are used for a number of purposes. For a qualitative researcher, the main purposes are obtaining unique information or interpretation held by the person interviewed, collecting a numerical aggregation of information from many persons, and finding out about "a thing" that the researchers were unable to observe themselves.

From the various literature I reviewed, I came across four persuasive reasons for using interviewing as the primary data source for my study. First, interviewing is appropriately used when "studying people's understanding of the meaning in their lived world" (Kvale, 1996, p. 105). Second, the motive for interviewing is to find out what is in and on someone else's mind. "We interview people to find out from them those things we can't observe" (Patton, 1987, p. 196). Third, interviews result in an in-depth

descriptions of the subject under study that enable readers to make decisions about replicating the study results (Merriam, 2002). Finally, interviews allow for triangulation of information obtained from other sources and, thus, increase the credibility of study findings (Emerson, Fretz, & Shaw, 1995; Merriam, 2002; Stake, 1995). All these persuasive reasons enabled me to study and understand how the media men operate, how they think about what they do, how they are able to identify and deal with the filters that influence their news production and finally, from the interview conducted I was able to compare the information given to me by the interviewees with regards to the document collected from the radio stations.

When conducting my interviews, I established a good relationship and rapport with my interviewees which worn me their trust. According to Patton (1980), the drive for interviewing is to find out what is in and on someone else's mind. We interview people to find out from them those things we can't observe and to be able to do that one must build a good relationship and trust between the interviewee. Active listening and nonjudgmental behavior are two of the common practices that should be prioritized when interviewing for case study research (Dodge, 2011).

In order for me to gather enough information from my interviewee, I used open ended questions to gather my data. Esterberg (2002) described a pattern for general and specific questions, called, "open ended" questions, and cautioned against leading questions, which could lead to a closed style of questioning. The intent for this study was to make the interviews conversational. In order to encourage this, I shared information about myself with the participants to establish the trust and rapport necessary for this conversation. Conducting the interviews in this way allowed me to put respondents at ease, and allowed for an optimal interviewing environment.

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One of the primary goals of this study was to understand and examine how the participants are affected by filters during news production and of their experiences in dealing with them. The in-depth interview approach linked the making of meaning that participants exhibited as they expressed the ways in which they viewed the issues arising from these filters. Esterberg (2002) refers to in-depth interviews as semi-structured, describing the process as less rigid than structured interviews, and allowing for a freer exchange between the interviewer and interviewee.

In all fifteen participants were interviewed for this research, these included three managers, three editors and nine journalists. Interviewing the managers of the various radio stations enabled me to identify and solicit knowledge from those who Patton (2002) describes as, "key informants". Key informants are those who are believed to be particularly knowledgeable about the inquiry setting and articulate about their knowledge, and whose insights can be helpful in assisting an observer in understanding events that have happened and reasons why those events happened (Dodge, 2011).

This study's participants were interviewed between January 20, 2017, and February 27, 2017. For convenience, all the interviews were held in participants' offices. All interviews were conducted face to face and lasted from twenty (20) to thirty (30) minutes.

With participant approval, I audio recorded the interviews to ensure accurate transcription (Merriam; 1998). I also took handwritten notes during each interview, which enabled me to write down key points to return to later in the interview or to highlight ideas of particular interest or importance.

To begin with my interview process, I reminded participants of the purpose of my study, research procedures, expected benefits, their right to withdraw from the study at any

time, and also ensured them of their confidentiality. I also asked participants if they had any questions about the research study or research procedures and then provided information about myself to establish rapport and gain their trust (Patton, 1980).

I used the semi-structured interview approach (Merriam, 2002) and open-ended questions to obtain: (a) demographic information on the participants, (b) identify the various filters of news productions (c) how the filters affect the news and (d) how the journalist negotiate the filters during news production. Open-ended questions were used throughout the interviews to encourage participants to respond freely and openly to questions (Bogdan & Biklen, 2003; Esterberg, 2002; Kvale, 1996). Follow-up questions were used, when necessary, to encourage participants to explain further or clarify a response (Denzin & Lincoln, 2000).

The audio data was then transcribed, in order to ensure transcript accuracy, I reviewed each transcript while listening to the audiotapes. Additionally, the transcripts were presented to each participant for their further review to ensure accuracy.

3.5.2. Documents

Although interviews were the main method of data collection, I also collected and reviewed documents, this document included the various campus-based radio stations program line up. Document review was used to clarify or substantiate participants' statements (Glaser & Strauss, 1967), and to provide thick description of the case (Esterberg, 2002; Merriam, 2002).

In analysing the document, I came across certain issues or unique information which my respondents found very difficult to reveal to me due to certain organizational ethics like who controls the activities of the station especially with what was broadcast as news. With a combination of the interview and document or content analysis, it aided

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me to do a proper analysis of my findings as well as bring to light the various pattern of issues concerning my research.

According to Lindlof and Tyalor (2002) documents are paper trial left in the wake of historical events and processes. With these paper trial I was able to analyse and compare past and present events and processes of both radio stations under study. This also brought out some interesting questions concerning the changes made which helped me to understand exactly what influenced that change. For example, initially radio Univers Legon had a policy which did not encourage advertising on their station but for the past three months they are playing some ads on their station. This, I found out later, was due to some financial constraints as well as competition in their industry.

3.6. Data Collection Procedure

Creswell (2002) states that respecting the site where the research takes place and gaining permission before entering it is very vital to any research. In order to respect my site, an introductory letter was obtained from the Department Of Communication and Media Studies of the University of Education, Winneba to seek participants consent to carry out the research. Upon gaining access to my site, participants were invited to the study, and were informed of the purpose of the study. An in-depth interview was conducted with the aid of an interview guide to provide a framework for discussion and consistency in collecting data from each interviewee. Each interview lasted between thirty minutes to one hour. Permission was sought to record the interview, this was done with the aid of a recorder, transcribed and coded for analysis as well as notes taken in small note books.

Data was collected from one managers, three news reporters and one editor each from all radio stations. In all the interviews lasted for a month. I then reviewed the documents

collected. Even as we find ourselves more and more ensconced in the world of electronic messages, paper documents remain critical to the functioning of organization, groups and individuals (Lindlof & Taylor, 2002). This outlined the various activities of the radio stations with regards to their visions and missions, how it certifies actions like a deed or their license to operate, membership list, how they codify procedures or policies, how they communicate with the workers, how they explain past or future action, what goes into their programming and who their major sponsors are. Documents served as a rich source of information to my research. I made sure I did the necessary negotiations to get the original documents rather than the photo copied which enabled me have a clear view rather than an unclear one and it also validated the information I gathered from my interview.

3.7. Data Analysis

According to Strauss and Corbin (1994), qualitative research studies involves a continuous interplay between data collection and data analysis. For the purpose of my study, I began analyzing data following the first interview to begin identifying patterns, and to facilitate later data collection (Strauss & Corbin, 1998). Qualitative analysis is a form of rational craftsmanship. There is no single way to accomplish qualitative research, since data analysis is a process of making meaning (Dodge, 2011). It is a creative process, not a mechanical one (Denzin & Lincoln, 2000). Similarly, a qualitative study capitalizes on ordinary ways of making sense (Stake, 1995). Stake (1995) reminds qualitative researchers that, "there is no particular moment when data analysis begins. Analysis," he further explains that, "essentially means taking something apart" (p. 71), which in this case does not only mean identifying the various filters of news production, but also identifying how it affects the news men as well as

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how they negotiate the filters during news production. Qualitative data analysis, then, gives meaning to first impressions and final compilations.

My research study followed a six step data analysis procedure by Creswell's (2009), these steps enabled me to analyse data collected from my interviewees with so much affluence. The steps are

1: Organize and prepare the data for analysis (p. 185). With this step, I reviewed audio tapes from interviews and transferred into word document transcripts. I paid particular attention to the audio in other to get the correct information from the interview, hence making transcription a lot easier

Step 2: Read through the data (p. 185). After transcribing I read thoroughly through the data and also reflected on the overall meaning to gain a general sense of the information and ideas that the participants conveyed. This stage helped me to know my data very well.

Step 3: Begin detailed analysis with the coding process (p. 186). I organized the material into segments by taking the text data and segmenting sentences into groups. I then labeled those groups with terms based on the actual language from the participants.

Step 4: Use the coding process to generate a description of the setting or people as well as categories for these for analysis. (p. 189). I used this process to generate codes for the descriptions, which then led to generalizing a small number of themes. Then, I analysed the themes that arose and gathered the various cases into a general description for this bounded study.

Step 5: Advance how the description of the themes will be represented in the qualitative narrative (p. 189). During this step, I merged the emergent themes into narrative passages, so that the findings emerged from the participants' responses.

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Step 6: Interpret the meaning of the data (p. 189). Creswell recognizes that a researcher's own background plays just as important a part of the meaning making process as a researcher's loyalty to a theoretical lens. During my own interpretation process, my experience from working with Ghana Broadcasting Corporation during my national service period informed my understanding of the news men's stories. In order to convey the participants' perceptions of their experiences accurately, I focused exactly on what they were saying during the interview, the conclusions they drew, and their intentions for future practice. The themes that emerged from this study came directly from my experience and the participants' own meaning-making processes. These relevant themes were categorized according to their likeness for the discussion, themes that were developed includes delays and cancellation of program schedule, interference in news production, breach in their code of ethics as "watch dogs", influence program outline/content product, compliance, adaptation, defiance, dialogue and resort to ethics.

3.8. Ethical Issues

A number of ethical issues were identified during the research by the researcher. Some of these issues included confidentiality, informed consent and consequences of the interview. Confidentiality according to Kankam and Wielier (2010) demands that information provided in research study is not divulged publicly. With this, anonymity of respondents was assured in the study. This I assured them their names were not going to be indicated as well as their addresses, therefore codes were used rather than names of respondents. Respondents were guaranteed that the recordings from the interview was going to be locked or kept away from the public and destroyed at the end of the study. By so doing respondents opened up freely and gave me all the relevant information needed for the study. Respondents were again educated on the purpose of

the study, how I intended to involve them and their right to withdraw from the study at any point in time they wanted. Informed consent was obtained from the respondents prior to the start of the study by providing them information on the purpose of the study, the nature of the data to be collected and how they would be involved. Respondents were also assured that they could seek for clarification if they did not understand or in doubt.

3.9. Summary

Chapter 3 outlineD the methodology and methods for this study, and the ways in which these decisions fastened the research design and process of analysis. The research adopted qualitative research methodologies. This chapter also provided the foundation for the methodological decisions for this study. This methodology helped the researcher to make clear the various difficulties and experiences of campus-based radio stations included in this case study research. The chapter concludes a discussion of the strategies that were used to enhance the trustworthiness of the findings.
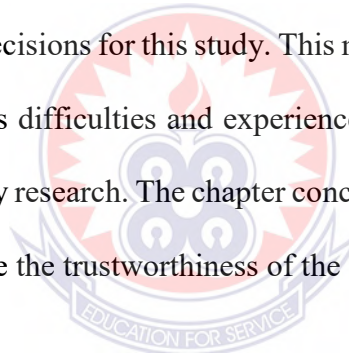
CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.1. Introduction

This chapter deals with the data analysis and discussion of the results on the data collected through interviews conducted. It also presents analysis of documents on political economy of news production. The purpose of this research study was to identify the various filters that influence campus-based radio news production, how the filters affect news men and how they negotiate the filters during news production. The following research questions informed this study:

RQ 1: What are the filters that influence campus-based radio news production?

RQ 2: How do the filters affect campus-based news production?

RQ 3: How do journalists at campus radio stations negotiate the filters during news production?

During the interviews, participants described their experiences with the filters that affected them in the course of their work as newsmen and the relevant information which led to their informed decisions. They also discussed how they managed the situation to enable them function properly as newsmen. These negotiations are done to help reduce the filters that influence news production and improve the quality of news being aired.

4.2. RQ 1: What are the filters that influence campus-based radio news production?

In discussing the propaganda model, Noam and Chomsky (1988) came up with five main filters which according to them are the main determinants that shape news. These filters are size and ownership, advertisement, news source, flak, and dominant ideology. From the interviews conducted, another filter which is not a part of the filters propounded by the propaganda model was realised which I name, the self-interest filter.

4.2.1. Size and ownership

The size and ownership references who the media house belongs to, how big or large the media house is, and its area of coverage. This filter according to the propaganda model portrays the very ideas of the owners to its viewers. From the interviews conducted all participants indicated that the campus-based radio stations are owned solely by the Universities even though from its historical background it was established by students. However, currently students are levied for the sustenance and maintenance of the station. The campus-based radio station forms part of the schools public relations department and it serves as the mouth piece of the University.

 With regard to this finding a respondent said,

> The station belongs entirely to the school, it doesn't belong to any individual or any student body even though it was established by students. This is in accordance with a regulation of the National Communication Authority which states that all campus based radio stations should be owned by the University. We are like the mouth piece of the school. We broadcast information relating to the University to its publics.

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The radio stations serve as a medium where the university disseminates information to students and its public. The university employs and pays all workers at the radio station unlike the lecturers and other staff who are paid by the government of Ghana. The University fully conducts the recruitment process of any new staff from receiving their application letters, through interviewing then to appointing them to their various roles. The University in one way or the other instils in the workers of the station the core values and policies governing the institution as well as that of the radio station. Journalists, editors and media professionals who rise to the top of the hierarchy tend to internalize these values. The school on some occasions abdicate that control or delegate to the people they hire. They mostly give complete autonomy to editors and reporters to determine the nature of the news. But since owners generally have other views on the salient issues in production, and since they exercise ownership right to influence the operation of the station, they use ownership to typically exercise broad control over the news production. That is when it comes to news production, what issues get dealt with and which are ignored, which "experts" are quoted and which are not, what sorts of explanations are taken seriously and which are dismissed are all influenced by the University management. Another respondent indicated that "the University is responsible for purchasing and maintaining all the equipment used at the station ''.

The station does not have a wider coverage. This coverage covers about three communities away from campus. The station is not allowed to operate on a commercial basis since it falls under the community radio category and according to NCA no community radio is allowed to operate on a commercial base. A respondent indicated that,

> The school is responsible for employing personnel as well as paying their
> monthly salaries. Everything concerning the radio station is channelled through

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the station manager to the University. For instance if we need to get a new machine to replace an old one, we write to the University for a replacement.

The equipment, respondent explains further, determine the quality of sound produced as well as the range of coverage. This shows that indeed the University caters for every aspect of the day to day activities of the station.

The role the university plays in the daily activities of the radio station especially being the sole owners and the major source of funding to the station always positions the University in a privileged manner when it comes to news production. Obviously, it becomes very difficult for the campus-radio stations to give the University any bad press.

4.2.2. Advertising

Advertising, according to Kleahn (2009) serves as a major source of funding and income for media houses to maintain their operations. For every media house to survive it needs the support of these advertisers. The revenue gotten from these advertisers cut down some operational cost incurred by media houses making their stations more fluid as compared to others in the same industry. The PM observes that advertising is a source of revenue for most mainstream media, hence media discourses tend to reflect the interests of these advertisers and the market (Bizualem, 2011). Therefore they are able to influence the news aired by media houses due to the role they play by providing revenue for them.

From all the data collected from the fifteen respondents, it was clearly indicated that advertisers or sponsors played a particular role in campus-based radio stations activities. Even though per the regulations of the NCA campus-based radio stations are not to operate as commercial radio stations including seeking advertisers, it was

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revealed that campus-based radio stations are involved in the act. Data collected revealed that during news production, adverts are not played due to the time allotted to the news. However, adverts on the various campus-based radio stations affect the activities of the radio stations. Therefore if any bad press is given to an advertiser, whether they sponsor that particular program or not, they may terminate their sponsorship which will affect the activities of the campus-based radio station.

Some advertisers who advertise on campus-based radio stations are mostly organizations whose product affect the lives of students in several ways. Advertisers believe that these students cannot do without their products hence they find ways to reach them including using programmes that they believe will help sell their product on the campus-based radio stations. As stated by Herman and Chomsky (2004) these advertisers seek programs that will lightly entertain and thus fit in with the spirit of the primary purpose of programme purchases-the dissemination of a selling message. From the data collected some of the advertisers who advertise mostly on campus-based radio stations include telecommunication companies like Airtel Ghana, Vodafone Ghana, Tigo and MTN, stationery companies like EPP books and stationeries, Kingdom Books and Stationeries, companies with up and coming programs like the Spring Board. Some construction firms as well as dealers in construction materials also find their ways to advertise on campus-based radio station. Amongst all the three campus-based radio station it came out that ATL Radio receives the highest number of adverts. They have an array of advertisers from diverse industries 'fighting' for air time on the station. Radio Univers follows and lastly Radio Windy Bay. This sequence is so because of their areas of coverage. Even though they are to cover a limited range of transmission, ATL Radio covers a larger radius thus gaining a lager listenership which advertisers would want to reach. Radio Univers recorded the second highest and this is attributed

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to its location and the competition it faces as a campus-based radio station. Accra houses a lot of major commercial radio stations where advertisers would prefer to advertise for a wider coverage instead of restricting themselves to campus. Radio Windy Bay attracts the least of advertisers due to its location and its total number of students as compared to the other stations.

A respondent from Radio ATL also spells out how advertisers whose products are targeted towards students on campus try to advertise their products on the station and especially during news time when they believe students would have tuned in.

> Most companies like the telecom companies including Vodafone, Airtel, Tigo and Busy Internet always want to launch their new products like their internet services on campus and as such they come to us to give them coverage which attracts some form of incentives. These incentives are usually in the form of money and we receive this before or after the news or story has been covered. Sometimes they also come to us to advertise their products which attracts something.

Another respondent explained that some of the advertisers struggle for space to advertise and thus the company with the best bid wins the slot. The respondent went ahead to say that the process is not done openly since the NCA does not permit campus-based radio stations to sell advertising slots. It is mostly a gentlemen's agreement between the station manager and the managers of the company seeking the ad slot.

> I remember a day when Kingdom Books and Stationeries came to our station to place an advertisement during the news time, our programs manager asked them to hold on for about a week only for us to realize later on that the slot had been

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given to Vodafone which is a telecommunication company. Being curious about the (whole) turn out, I decided to do a little investigation only to realize that Vodafone Ghana gave a better offer.

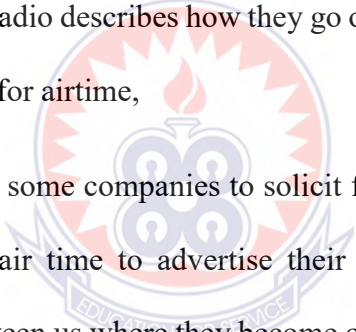A respondent from radio Univers also said,

Aside these telecommunication and stationery companies other companies who own other businesses which are not mainly directed toward student needs also advertise their products on the various stations. These companies believe that the radio station serves a lager populace rather than its immediate listeners including the surrounding communities as well as lecturers. It includes building and construction firms, dealers in laptops, phones, restaurants and some fuel filling stations like Total and Goil.

It was revealed that the advertisers seek programs that entertain and fit in with the spirit of the primary purpose of the program. This is in line with Kleahn (2009) who indicates that advertisers always look out for the most entertaining and well listened to programs to advertise their products on.

According to Chomsky and Herman (1988) the power of advertisers over media programming stems from the simple fact that they buy and pay for the programs and in so doing become the patrons who provide the media subsidy. As a result the media compete for their patronage, developing specialized staff to solicit advertisers and necessarily having to explain how their programs serve advertisers' needs. This assertion came out clearly from the data collected. Even though the practice was not openly conducted, it was still evidential. From the research, all three campus-based radio stations had teams of averagely three staff who from time to time seek sponsorship from some notable companies. They go to these companies with the intention of giving

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them air time with regards to the program of their choice if sponsorship is approved for them. These companies find it very lucrative and also choose the program and sometimes the time they want their adverts aired. These sponsors or companies' serve as a form of revenue to the stations and provide some subsidies for them. This situation gives the sponsors some form of power over the radio stations. The choices of these patrons or sponsors greatly affect the welfare of the radio stations and the patrons become "normative reference organizations," whose requirements the radio stations must accommodate if they are to get more revenue. As such news men or journalists who go out for sponsorships are very selective when it comes to the company to solicit sponsorships from.

A respondent from ATL radio describes how they go out to diverse companies to solicit for sponsorship in return for airtime,

> We have to go to some companies to solicit for their support and in return we give them some air time to advertise their business. In so doing we build relationships between us where they become our number one customer because of the funding they give to us in return for the air time. We are very careful about the companies we go to since some can negatively affect the station. These sponsors support us in so many ways especially by providing funding to support our programme, and you know we have to keep the cordial relationship going hence we try as much as possible not to give them any bad press.

It is very clear from the data collected that every media house, whether commercial or for community purposes, needs advertisers or sponsors for its sustainability.

4.2.3. Sourcing Mass Media News

According to Denise (2002) news-story may be anywhere but it needs to be identified and the facts put together by the reporter. This is therefore the centre of news gathering which equally means finding stories and identifying and approaching the sources. According to Herman (2002) news men sourcing for information rely on information provided by government officials, businesses and credible individuals from the community. Hence, news discourses are socially constructed by these sources which make them dominate every news that is being aired. As a result, news comes to reflect institutional interests on a functional level. According to Herman and Chomsky (1988), news is believed to be a commodity and therefore sources of news are indispensable in the daily routine of the media. So, media houses go the extra mile to protect the interests of these news sources as well as their relationship with them, since they supply the media with daily, reliable and cheap news.

The three campus-based radio stations mostly source their news from the university and its environs, from public relation officers of governmental departments, Ghana Broadcasting Corporation, Ghana News Agency (GNA), some affiliated stations websites like that of Citi Fm and myjoyonline.com and BBC. They believe sources are very credible and they are always willing and ready to give them any information when they need them. One participant said,

> It's very easy when I go to the school authorities for a news story, they are always willing to assist me with the kind of information I need and sometimes they even call me on phone to give me that information. I don't go through any stress at all. For instance if am asked to cover a story from the administration

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> block, all I need is get there, see the person am being directed to, show my identity card and he or she will grant me the story I need.

A respondent made the above assertion during an interview and he further explained that sourcing any news from the university was very easy and stress free. Again, a respondent from Radio ATL explained that instead of wasting the whole day looking for news, all he does is identify some institutions who he believes make the news and thus every listener will be ready to hear and know what they do.

> I don't have to go and be roaming about searching for news. All I need to do is go to specific organizations like the state owned organizations, the internet especially from myjoyonline.com and from BBC. It saves me a lot of time and it also gives me relevant information for my stories and mind you sometimes we don't even have enough funds for transportation to be going from one organization to the other in the name of sourcing for news.

All the data collected from the interviews conducted indicate that campus-based radio stations always try their best to deliver news worthy, trusted and timely news stories to its listeners. It is therefore evidential that much attention is given to these sources where information is collected from in order to get their continues support. A cordial relationship is established mostly between the newsmen who go out sourcing for news items from the various institution to readily give them the information needed. These newsmen in maintaining this relationship are very careful not to give the institutions any bad press to avoid a black listing of the campus-based radio station. Here is what an interviewee indicated,

> I always try to maintain a friendly relationship with those I get my source of information from. I make sure am at their office exactly the time they give me

and also try to be very polite when asking questions. I remember some time ago I was a minute late to the dean's office to collect a news-story and he sacked me to go out of his office and ever since I've not being able to go back to him for anything. This taught me a very good lesson and ever since I've been on time for my sources.

These findings are in line with arguments put forth by a number of scholars on how news sources influence news production processes. Lang and Lang (2004a) contest that the media operates as the PM suggests, because, they argue, media production is frequently argumentative. Their most pertinent observations relate to the sourcing filter. According to the Lang's, there is a mutual relationship between sources and media personnel, which leads not only to collaboration, but also to confrontation when their interests do not coincide. Kleahn (2003) is also of the view that these sources provide the relevant information that the organization thinks will project their images rather than the interest of the consumers of their products.

Mchesney (2002) asserts that the ownership and advertising filters link media to economic power making it difficult for other media to gain a hearing. Mchesney explains that these filters do not have any relation to media practices but because of the role the filters play it has exerted some form of power over the media. These filters treat the media as a business entity where they are made to compete with other businesses and even on the stock market. The filters also incorporate political interest on this radio stations where they are made to show bias towards a particular affiliation. From the data collected it is clear that the issue of power appears to be very visible among the filter of ownership and advertisers. Because the owners are those who manage the activities of the station, provide all needed equipment for operations, appointments and termination of appointments and ensure total control of the station, they are able to

wield some power over the workers and the operations of the station by inculcating in them their ideas, believes and values. Campus-based radio stations are operated to suit the interest of the University. Again, the filter of advertisers also exert some form of power over the campus-based radio station because of the funding they provide for them. From data collected it was clear that all three campus-based radio stations would always want to please their advertisers to avoid a withdrawal of sponsorship. Advertisers knowing this also take advantage of the situation and compel the stations to do as they desire.

4.2.4. Flak and Enforcers

Flaks can hurt the bottom line of media organizations, especially when it comes from powerful individuals, groups or corporate institutions (Herman & Chomsky, 1988). Advertisers may withdraw sponsorships, companies and individuals may impose heavy law suits on the media, and news sources may blacklist the media house. These situations may affect the operations of the media and will also put the credibility of the media house at stake. No media house would want to be associated with a bad name and would not also want to lose its advertisers hence in order to reduce the flak they always scrutinize reports presented by their news reporters before they are presented to the public as news. This situation was significant among all the three campus-based radio stations from where data were collected. Respondents clearly indicated that they are aware of the situation and are very careful as to where to source their news from and how to present it. They explained further that, these negative responses are usually generated by the University authorities, their listeners from surrounding communities and individuals who have some power in the community. A respondent said,

> I remember I reported on a news item which I believed was objective, my editor received a call later that day from one of the top ranks in the university to question her on why she aired that particular story. She was then given a letter which demanded she gave reasons why that particular news was aired. In fact it became a very hot issue and for about a week everybody was afraid to go on air with a news story.

Another respondent from Radio Windy Bay also narrated a similar situation where he had to deal with one of those in high authority in the school, this he explains almost took away his job as a news editor.

> I was assigned to report on the election of the pro-vice chancellor which I did as the news editor and the senior most in the news room after the elections I decided to declare the results on radio thinking that was the final result. Immediately that news went out within two minutes a call came summoning me to the high office. I was very lucky I was able to explain myself and was asked to go. Apparently I was expected to wait until a verified result was sent to the station before it could be aired. So am very careful when it comes to news related sanctions, I make sure I double check before airing anything.

Respondents from both stations believe that the flaks affect their activities and as a result are very careful of what they present as news. They both indicated that their various institutions throw flaks at them most and they come always in the form of queries and phone calls. Aside the queries and phone calls journalists are also aware of lawsuits being flaks and as such they would not want the name of the University to be associated with any law suits based of a news item the station produced.

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4.2.5. Self-Interest

The interviews conducted revealed that the issue of self-interest as a filter is common to all the respondents. Even though this filter is not part of the propaganda model, it was clearly exhibited to show it influences what was being shaped as news on campus-based radio stations. According to Klaehn (2003) the PM emphasizes that media personnel internalize beliefs and attitudes which in turn influence media performance. This is a social psychological argument that is presumed but not directly tested by the PM. He continues to say that in presuming that media personnel act in ways that effectively serve the interests of dominant elites, "the PM can be seen to infer structural processes by appealing to psychological processes in individuals. At the same time, it can be seen to presume various 'self-interested' or ideological motives from structural patterns in news coverage" (Klaehn, 2003: p 30). Journalists or newsmen are not able to disassociate their self-interest entirely from their work line even though that is expected of them with regards to the Journalism Code of Conduct in Ghana. Out of the 15 respondents, 10 confirmed that the issue of self-interest affect them greatly in their line of duty. This they further explained that, every individual comes from a society and this society imbibe in them different values, principles and religious beliefs which guide their daily activities. A respondent told me how her interest for gender related issues urged her on to produce a news item and to even adopt a sixteen year old girl who was sexually abused who got pregnant as a result by a fisherman in a fishing community called Apreosu in the Cape Coast municipality

> I strongly frown against men who abuse young ladies just because they can and will not be punished in the community they find themselves. This situation led me to adopt a girl who was abused by such a person. It was a Friday afternoon when a call was received by our editor about a sexual abuse in Apreosu.

Immediately the editor told us about the incident I voluntarily opted to follow up the story even though I had a lot to do at that time. I quickly got into the community only to realize that the girls' parents could not do anything about the situation and not even report it to the police because of the perpetrator's role in the community. Realizing this, I made a story out of it which was aired during our mid-day, the Akan and the late news. The police got wind of this, called our editor for further information concerning the particular house and later followed up to arrest the man. It didn't end there, the girl's parents could not take care of the girl so I adopted her and she is still with me as we speak.

From this narration, it is clear that her interest swayed her to follow the story and made sure it was aired for a number of times to attract the attention of those responsible to curb this menace in the society.

Again, data collected indicate that before a journalist or newsman goes out to source for news items, he or she already has some particular areas he or she is looking out for aside their assigned stories. These areas include their religion, political affiliation, gender issues, sports and entertainment, education or a myriad of social issues. Thus, in the course of gathering news they equally pay attention to these areas to get some stories. A respondent indicated,

I am assigned to the sports desk of the news room but I personally love to delve into politics a lot so I make sure I write my sports news a little around the politics that goes on there rather than focusing on the various disciplines in that fraternity.

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Another respondent from Radio Univers also explained how her self-interest influenced the kind of news stories she writes about. She explains that as a lady she is very much passionate about issues concerning women. She said,

> I remember I was listening to the radio when I heard the minister for gender say that the way ladies dress attracts some calamities to them like rape. I was very surprised when she said that because I believe as a learned woman and a leader, she should know better. I was not on duty that day, if I was, I would have made a story about it and followed-up till she retracts.

From the responses it shows clearly that individuals' self-interest pushes them to write stories or even follow up on stories to the latter. This shows that their biases and level of influence towards the news they report and produce to the public can also act as filters.

4.3. RQ 2: How do the filters affect campus-based news production?

This research question sought to examine how the identified filters affect campus-based radio news production within the three stations. Based on the interviews conducted, it was revealed that these filters identified affected them both negatively and positively. In all, four key themes or issues emerged. These are, interference in news production (order of content production, delays and cancelation of programmes), ethical issues, financial intervention and economies of time and efficiency

4.3.1. Interference in news production

Interference in news production as a result of these filters makes it difficult for newsmen from the three campus-based radio stations to function fully as expected. From the data collected it was revealed that newsmen have little control over these filters thus leaving them with little options. The interferences sometimes cause changes in the order of

content production as well as causing delays and cancelation of the news. A respondent said "these interference occur because we do not have absolute control over the affairs of the station''. Based on the ownership structure of the station, the Universities use their powers as owners to influence how news is reported, published and shape the priorities of the station. In such circumstances a journalist's sense of professionalism is usually rendered useless. Decisions about what stories to cover, how much budget is allocated to each story, what prominence is given are usually made by editors, senior managers or the University.

4.3.2. *Delays and cancelation*

The data collected from all the three campus-based radio stations revealed that the issue of delays and cancelation of program schedule as a result is very predominant amongst all the radio stations. Amongst all the filters, it was realized that ownership, size and flak are the main causes of delay and cancellation of news schedules. The existence of these acts at the radio stations, from the data collected, revolves around owners (Universities) who usually determine what news should go out and what should not. Their autonomy from direct government control gives them the right and privilege to have input in what is being produced as news. They can therefore halt the production of a particular news item if there is any or even cancel it entirely. University programmes such as congregation, matriculation and public lectures are given the needed air time anytime it is being held hence any program during that period has to be cancelled or delayed for the occasion to be aired. This also affects the news time as it sometimes takes half of the day. This situation according to respondents have existed for a very long time and respondents believe it cannot be stopped since the University is the "life line" of the radio station. The issue of delay and cancellation of news due to matriculations and congregations were very predominant relative to Radio Windy Bay

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and Radio ATL because those programmes are organized on week days. To make it worse some graduation programmes can go three or four days affecting the regularity of news production. The situation was different with Radio Univers in that their matriculation and congregations were mostly held during weekends where major news production is limited. A reporter indicated,

> There is no way we can air the news while matriculation or congregation is going on. That is impossible because we serve the school community and as such any program going on in the school which is organized by the University is given the needed attention, in fact it's a priority.

Respondent from Radio ATL explained why they prioritize the school activities with regards to their news, they always make sure these put the university events first rather than the station.

> I would not let any story go on air if there is an event by the University, I hold my allegiance to the University because they employed me and pay my salary at the end of every month. So I treat any program from the school as my number one priority, I would delay or cancel any program whether news or a talk show and rather broadcast a matriculation or congregation.

On the issue of flak causing delays and cancellation in programme, respondents explained that they are very much aware of the flak and as such are very careful as to what to produce as news. They further explained that no radio station would want to be associated with a bad name and as such they try to reduce the flak by scrutinizing every news items brought in by reporters before it is aired. This scrutiny sometimes delays the news or cancels it entirely when it is believed it would generate too much flak. This revelation was mostly from the news editors of the various campus-based radio stations.

They further explained that they do this thorough checks because any time there is a negative response with regards to a news item, the reporter who brought the news is not questioned by management but rather the news editor. It is thus interpreted that the news editor is not doing his or her work well and is likely to face a change in position or lose his/her job.

A respondent from Radio ATL explains the ordeal she went through when a news item concerning the University was reported where the school authorities thought it was not the right thing to have done since it was sending a negative image of the school to the publics:

> I remember Valco Hall was climaxing their hall week celebration which a news reporter was assigned to cover the occasion she came out with a story on a stampede that occurred during the celebration. I thought it was news because people had to know what was going on in the school at that moment so I sanctioned and it was aired. Immediately after the news a call came in from the Dean of Student Office to question me on why we didn't consult him before broadcasting that particular news. He went on to tell me that I had painted the students of the school and of those particular halls as rowdy and violent. It took me a month to resolve this issue with the school management. My dear it almost cost me my position as the news editor. Ever since I've been very careful as to what to present as news, I have delayed some and even gone as far as cancelling the news because I felt it would bring about so many issues.

Another respondent from radio Univers described how flaks sometimes delay their news and causes cancelation.

> With me when the reporters bring in the news I always go through them and even if I have to go back to the sources and verify I do so. I don't mind taking a particular story out if I can't verify it or even cancel the news for that particular time. This is all due to experiences of being queried all the time by the University.

The issue of delay and cancellation from the data collected shows that even though journalists are to operate fully as watchdogs of the community, flaks make it extremely difficult for them to do so hence it rather influences the nature of news that is produced.

4.3.3. *Order of content production*

The filters interferes with the order in which the content for production is organized. From the interview it was identified that the news editors are those who usually draft the content and the order with which the news is broadcast and they do not enjoy any editorial independence when these filters come into play. Editorial independence according to a respondent is "the right of journalists to decide what to cover, how to cover it and where to place the story in a newspaper, magazine or broadcast, regardless of the views of the owners''. A respondent explained that the news follows a particular pattern and it begins with issues deemed relevant and important and followed by those that carry less weight like the entertainment and football news. Editors are responsible to identify the most important story and make it their headline but in some cases the University has a major say as to which news comes first and these news are mostly those that were gathered from the school. A respondent in addressing this issue said,

> As the news editor I determine which stories to go first and which should go last, but this is not always the case. I sometimes receive calls from management to ask me to put a particular story first since it is coming from the university.

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> Management believes that any news story from the University should be read first before any other news no matter the weight of the story.

This issue of order of content is mostly influenced by the filter of ownership. Where the owners are able to determine what comes first on the program as news and what comes last.

4.3.4. Ethical Issues

The publics' right to know of events of public importance and interest is the overriding mission of the media. The purpose of distributing news and opinion is to serve the general welfare of the public. Every media house has its own sets of ethical values as well as that of the journalism profession. This code of ethics guides newsmen on how to go about their daily activities of bringing trust worthy news to the people. From the data gathered, filters interference especially ownership and size, advertisers and news sources, sometimes push the newsmen to breach these ethics to satisfy their owners, advertisers and their sources of information as a way of ensuring continued support and cordial relationship with them.

A respondent from Radio ATL said,

> I am very much aware of the ethics that binds me as a journalist, but sometimes I have to break these ethics a little to please my sponsors. For example, there is no way I will prepare a news item which says something negative about the school even if all facts indicates that the school is at fault. I would rather present the positive aspect of the school rather than telling what it is.

Another respondent from Radio Univers explained that sometimes they are faced with the dilemma of whether telling the story as it is or modifying it to suit the interest of a sponsor.

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When it comes to advertisers it is very difficult to present a negative story about them especially knowing very well the role they play. For instance there was this pineapple juice company which advertised their product with us and for some time students were complaining that the juice contained some dirty particles. Instead of us following the story up and finding out exactly what the cause was, we rather went on air to tell our viewers that it was a manufacturing fault so the company was working on it. Meanwhile it was revealed that one of their preservatives had gone bad. This was after an investigation by the food and drugs board.

Again, the issue of ethical dilemma arose when it came to news sourcing. From the data collected it appeared that some journalists do not cross check information given to them by their sources since they believe they are trust worthy, credible and reliable. This breaches the ethical code of probing further as newsmen and not accepting the news as it is on the face value. Sometimes the news given to journalists by their various sources are not utmost truth and because the newsmen do not check again from any other source they present it as it is thus feeding the public with biased stories. Upon realizing this, most institutions are taking advantage of this situation and shaping their stories in ways they want the masses to view them. A respondent from Radio ATL brought this assertion to light during the interview and said;

I don't ever remember second checking the news collected from the university, government departments or PRO of various organization to verify whether it's the whole truth or not. I just bring it to the news room and draft a story out of it. This I sometimes find out later that they do not give me the entirety of the story they only give me what they want people to know about them. When it happens like that I feel I've not done my work serving as a watch dog to the people.

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Another respondent from Radio Univers also agreed to this issue of ethical dilemma and said,

> Sometimes it isn't easy to avoid ethical problems, conflicts of interest can arise from the very nature of the assignments given to me. For example, as a reporter especially reporting from most government departments I must gain enough trust from these sources to solicit cooperation, but such a cooperative relationship could create a conflict of interest in stories about wrongdoing in those departments. As a reporter assigned to the government department am obliged to defend and promote the interests of these agencies unless they are clearly shown to be in conflict with the interests of the public. In so doing stories written are generally favourable to them. This also happens when am being assigned to the University.

Klaehn (2003) concede to the issues concerning ethics when it comes to news sourcing. He explains that because of their services, continuous contact for news and mutual dependency, the powerful can use personal relationships, threats, and rewards to further influence and coerce the media. Herman (2000) also explains that the media may feel obligated to carry extremely dubious stories and mute criticism, in order not to offend their sources and disturb a close relationship. A respondent from Radio Windy Bay said,

> It is very difficult to call authorities on whom one depends for daily news liars, even if they tell lies. Important sources may be avoided not only because of their lesser availability and higher cost of establishing credibility, but also because the primary sources may be offended and may even threaten the media house with law suit.

The role of ethical judgment from the data collected is easier to assess. Whether a decision to broadcast a certain news is based on published codes of conduct or on an individual's personal interest or decision, the decision has a concrete effect on what is presented as news.

However, there are situations in which ethical standards may clash with one another or with values. Accurate reporting from data collected is sometimes sacrificed to these other virtues of respect, decency, and order, that is, the campus-based radio station have often placed more emphasis on some values other than truth.

4.3.5. Financial intervention

For every business or media house to survive, it needs some financial assistance. Klaehn (2008) explains that advertisers form the life line of every media house since they provide some funding for their upkeep and maintenance. Mullen (2009) also states that most media houses cannot do away with the financial support from most advertisers since it serves as a source of revenue to them. Herman and Chomsky (2002) assert that in as much as advertisers control the content of news produced they also help subsidise the cost of production making the media products less expensive. From the data collected from all three campus-based radio stations it is clear that funding received from sponsors help in the operations and maintenance of the radio station. A respondent explained that sponsorships serve as subsidy to their funds generated internally and help them in terms of production. A respondent from Radio ATL said,

> In fact the money we receive from these sponsors help us in many ways, for instance sometimes we will need some money to purchase a new equipment. As protocol demands, we write to the University to purchase these equipment for us but it takes so long for them to replace these equipment. But with the support

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of our sponsors we are able to purchase and replace these broken down equipment in the shortest possible time.

Another respondent from Radio Univers shared similar views with regard to how helpful the funds received from their sponsors are to the operations of the radio station

Sometimes we need some logistics to go out and collect news stories but because of inadequate funds we are not able to do so. But ever since sponsors started showing interest in our programs and providing some funds, it has made it very easy for us to get some logistics like putting transportation in place whenever we are to go out of campus for a news story.

Again, from the data collected, even though respondents are aware of the challenges they face with regards to these sponsors, they explained that the funds or financial assistance received from them make them look past the disadvantage and embrace the advantages. A respondent from Radio Windy Bay said "these advertisers sometimes put us in compromising situations but we have to bear with it because of the support they give us. This support out weights the compromises''. From this, it is clear that newsmen will do anything to maintain the support of their sponsors. This situation was not different from Radio ATL and Radio Univers where respondents stated that they cherish their sponsors and will always want to have that cordial relationship with them for their continued support.

4.3.6. Economies of time and efficiency

Every newsman aim to minimize cost and time used on gathering relevant information as news, as such would identify various organizations from where he or she would gather information needed. These news sources provide journalists with credible and timely information. From the data collected respondent revealed that sourcing

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information from the University, PRO's of various organizations and governmental agencies help them to reduce the cost of going round looking for information as well as saving them time. A respondent said that "instead of wasting the whole day looking for information I only sit at the office call a particular source who I believe is credible and I get all the information I need from them''.

4.4. RQ 3: How do journalists at campus radio stations negotiate the filters during news production?

This research question sought to examine how journalists negotiate the filters affecting news production. Based on the interviews conducted, four main themes emerged. They are compliance, adaptation, dialogue and resort to ethics.

4.4.1. Compliance

From the data collected it came up that all journalists and newsmen at Radio Univers, Radio Windy Bay and Radio ATL are left with no option than to comply with the filters in their line of duty. Journalists have to act in accordance with the owners' rules and regulations, their sources of information and the terms of their sponsors. This situation puts journalists in a very compromising situation making it difficult for them to express themselves explicitly. The compliance theme from the data arises out of editorial policies and the rules and regulations of campus-based radio stations and the University as a whole. A respondent from Radio ATL explained,

> There are times you cannot argue your point out as to which news should go and which should not because the University has in a way mandated us to make their stories come first before any other story and as such we have to do as they want.

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Another respondent from radio Univers also provides an example of how they negotiate with the filter of ownership through the powers given to editors of the radio station by the University.

> There are times when I write a news article and present to my news editor and he tells me it does not fit the in house style. I have to go back and re-write the whole story. At times, he will cancel some of the stories with the explanation that it does not serve the interest of the institution and the purpose for which the station was established. With this there is nothing I can do than to comply. I remember a colleague once advised me to comply with whatever the editor ask me to do, if I want to remain working at the station, so am very careful not to argue unnecessarily.

A respondent from Radio Windy Bay said "I do exactly as my editor says, I want to keep working with the station so if he tells me to drop a particular story I do so without hesitating''. From the data it was revealed that journalists from the three campus-based radio stations always comply with the management of the station because of the fear of losing their jobs. This situation according to a respondent "limits us from going all out to bring out the best we have to offer since it will be rejected by the editor''

Again, the issue of complying with news sourcing was also revealed from the interview. The respondents provided detailed description on how they comply with the news gathered from their various news sources. A respondent from Radio Univers stated that,

> I remember going to the Ministry of Gender and Child Protection to source for a news-story, after gathering the story my source told me they wanted it aired during the 2:00pm period. I got to the news room only for my news editor to re-structure the story for the Akan news at 1:00pm. My source upon listening to

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the news called to express his disappointment with the story and the time and it was aired. I had to apologize and it took me a long time to gain the trust of that particular source again. Since then I always make sure to tell the news from my sources as they want it and insist on the right time so I don't get black listed.

These findings are in line with arguments put out by a number of scholars on how journalists comply with the filters during news production processes. McChesney (2008) argue that with the increasing commercialization of the media, the overreliance on advertising and corporate entities for funding and as sources of news has made it very difficult for journalists to go against them in terms of producing bad press against their employers. Klaehn (2003) also says that in order for journalists to stay in their profession they must go according to what is expected of them from their owners.

4.4.2. Adaptation

According to Klaehn (2003) the PM argues that how events are analysed, represented and evaluated by the media effectively demonstrates the extent to which editors and reporters can be seen to have 'adapted' to constraints of ownership, organization, market and political power. From the data collected it was revealed that for a journalist to fit in he or she has to adapt to the changes at the radio station. This issue was not only peculiar to the newly employed but it appeared that journalists who are already working at the radio stations suffered the same fate. Respondents explained that sometimes they dealt with the situation unknowingly and eventually it becomes the norm and order of the day. A respondent from Radio ATL explains how he found himself adapting to a particular situation at the station which he was not in support of

A memo came from the University stating some changes in leadership roles at the station, our news editor was made the programs manager while a new person

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was brought in to take his place. I felt that was not the best decision since we had equally competent people at the station who could have handled that portfolio. Well I couldn't complain to anyone and as a reporter it was going to be difficult for me to work with a new editor since he would have a different style of leadership but with time I had to adjust to his new ways of doing things even though it was accompanied with some challenges.

A respondent from Radio Windy Bay also expressed a similar situation with adjusting to a new order at the radio station

I have been working with the radio station for close to four years now and we had a style of reporting the news during all these periods. A month ago our news editor had a meeting with us to tell us about the new development with regards to our in-house style of reporting. Initially we would have a round table to discuss every news story before it is agreed on and broadcast but the situation changed. Now we were to present our stories to the editor then he will decide whether or not to broadcast it. This way we are not able to defend the relevance of our stories so it's either cancelled or reframed to fit the new editorial policy. I had to adapt to this change gradually and now I am used to it, my story being cancelled or reframed.

From these responses it is clear that journalists in one way or the other adjust or adapt to changes that face them in their course of duty. It is clear that editors and the University management mostly initiate these changes among the three campus-based radio stations.

A respondent who happens to be the station manager for Radio Univers explained a situation where they had had to adapt to some event due to some negative responses

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received from the institution and other listeners. This, he explained, almost led to a close down of the radio station.

> In some years back we used to produce some political stories during the news as part of playing our watch dog role as journalists. It was very objective from all standards because we looked at the developmental issues including education from the political spectrum, until one day we aired a news story concerning the University's intention to make the Common Wealth Hall a mixed hall. A student representative was called during the news to find out what they felt about the new development. The student said many things which he shouldn't have said before we were able to bring him to order. Immediately the news was over a query came from the Public Affairs Directorate to ascertain why we had to call a student to seek his view rather than calling a resource person from the University. It became a very big issue and it took some time for it to be resolved. This changed our ways of broadcasting the news, we no longer have phone in sections on the news for students unless it is an issue concerning a program on campus. We only have phone in sections for officials who we believe are very careful as to what they say and most of us journalists have adjusted to the changes and everything seems ok now.

Adapting to situations at these radio stations has been one of the challenges my respondents explained they face from time to time in their daily activities. They further explained that it takes some time for them to adjust to situations which lead to delays in their production and sometimes put them behind their competitors. A respondent from Radio ATL said,

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> It took me close to a month to adapt to the changes brought into our operations,
> initially I was just reporting the news but later due to some changes I was asked
> to read the news which was a bit challenging to me because of the short notice.
> I struggled for a month to get used to reading the news.

4.4.3. Dialogue

Dialogue according to respondents is one of the most used tools to help them negotiate the filters. Respondents believe that the best way to make the authorities accept different opinion is through dialogue with the University, sources of information and sponsors. A respondent from Radio Univers elaborated how he had to dialogue with the University to allow the station advertise products which he believed would be of much help to the station since some form of income will be generated. He explained that it took him a week to convince the board members of the station to enable him allow sponsors on the radio station.

> For a very long time the radio station did not have any sponsors for any of the
> shows and this made it difficult to mobilize funds for any external activities like
> transporting journalists to cover news-stories. Even though the University
> provided us with some fund it was always inadequate for us to do a good job.
> So I put my case forward to the radio stations board and from several meetings
> held with them, I explained to them why the need for sponsors. Now we have
> the sponsors and everything seems to be ok for now.

A respondent from Radio Windy Bay also explained a similar situation where he had to resort to dialogue to convince the radio stations board members on the need to extend the time allocated for the news since it was inadequate to report all the stories gathered,

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> The news last for a minimum of ten minutes and a maximum of twenty minutes. As a news editor I felt that was not enough time allocated for the news because we are not able to exhaust all the stories gathered by our journalists and as such we have to filter some out. I wrote to the radio stations' board to review the time schedule for the news. Discussions are still on going and I strongly believe in a positive result.

According to a respondent, there has been some cases where journalists have in one way or the other tried to make their grievances heard but they were not able to get the situation resolved until they resorted to dialogue with the University to resolve the situation,

> I remember some months back we decided to go on a three-day sit down demonstration to show the stations' management our displeasure with our salaries. We thought that was the best way of passing our information to them but it appeared that that was not the best way to going about the situation. We had to go back to management to discuss our grievances and through the discussions we were able to resolve the issue.

It is therefore clear from the respondents that one of the best ways journalists go about negotiating the filters is through dialogue.

4.4.4. Resort to Ethics

In negotiating the filters, respondents explained that they resort to their code of ethics of the profession or that of the radio station. The ethical decisions which journalists have to make during their daily activities, from the data gathered, involve misrepresentation of an event, questionable relationships with sources and favours given to reporters. Respondents indicated that they always allow their professional code

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of ethics guide them in making choices related to these. A respondent from radio Univers explained,

Misrepresentation centres on the issue of whether the story could have been obtained in another way or told in a different form. As a journalist I am charged with the responsibility of telling the story as it is without altering it. This is because ethically it is not the right thing to do and morally it wouldn't feel right. I believe the people listening to the news deserve the truth and not the fabricated story. Thus I don't let anybody influence me to tell the news in a different way.

On the issue of questionable relationship with sources, respondents described several instances where because of the relationship with their sources of information they sometimes find it very difficult to publicise negative news about these sources which the public have to know. A respondent explained a situation where she had to allow his ethical behaviour take over an information a source gave to her,

I was following a rape case in a town around Cape Coast and in gathering my information I realized the man who raped the lady was a reputable person in the community and as such I was told by the victims' parents that because of his position it has become very difficult to disclose his name even if they did people wouldn't believe them. I did my investigation and later did a news-story exposing the man. I felt I should let the people know the whole truth about the case so as to be warned.

Another respondent from ATL Radio also explains how he was able to negotiate his way through an issue concerning the University

There was some form of riot among residents of Valco Hall which I was asked to go and cover by my editor. Upon reaching there I realized the intensity of the

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whole situation so I did a news story portraying the pros and cons of the chaos. I realized that upon broadcasting the story it was going to put the image of the University at stake but I also know that our listeners must know what was going on at that moment. So the story was aired even though the University wasn't happy about it, the truth was told and that is what I believe in as a journalist.

From the data collected a respondent from Radio Univers stressed that the code of ethics is not the only way to prescribe a journalist's behavior in every possible situation, interpretation of ethical standards and specific decisions are made by individual journalists depending on where they find themselves. He further explained,

I have to use my own discretion to determine what is ethically right or wrong based on my principles or interest. Sometimes I get some information which I don't allow to go on air because I feel it does not augur well about some values especially with the case of the Muslim hijab. I know how Muslims are particular about it so anytime any reporter comes up with a news item concerning it I reject it on the basis of some religious values. This has nothing to do with the code of ethics as a journalist but per the situation the news was presented I had to reject it.

Respondents stated that in their course of duty they sometimes receive some favours from their sources; favours in the form of money, gifts and sometimes free trips in other to produce good news about them. They also state that even though these "freebies'' help them in one way or the other, they do not let them overshadow their judgement as required of them. They further explained that in order to be autonomous, sometimes they reject these gifts and tell the story as it is. For instance a respondent explained how

he rejected a gift from a sponsor who was trying to control a bad press about his organization:

> A publishing house which used to advertise their books at our station was accused of not properly editing and proof reading the books they produced containing a lot of false information. They were also accused of plagiarising peoples' work which caused them a fortune. The editor later came to me to help him control the situation by offering me a car which I rejected because I knew all those allegations were true because I had also done my little investigation. So I allowed the story to go which gained the attention of the Ghana Standard Authority.

The use of ethics by journalists from these three campus-based radio stations in dealing with the filters of ownership, source of information and sponsors, according to respondents, is one of the difficult situations journalists find themselves. This is because of the fear of being blacklisted among their sources, losing their jobs, losing the support of their sponsors and so on. But above all, they believe doing the right thing to preserve their integrity is the best option.

4.5. Summary

This chapter presented the findings sand discussion of the study. These findings and discussions are based on analysis of interview transcripts and are supported by reviewed documents during the course of the study. Findings were discussed in three parts that correspond with the themes that emerged from the data. Data in the first section focused on filters that influence campus-based radio news production. In the area of data collection, participants described the filters of ownership, news sourcing, advertising, flak and personal-interest influence news production.

The second section focused on how these filters affect journalists during news production. Participants described a variety of ways these filters affect them in their line of activities, which were subsequently analyzed and grouped into four categories: (a) interference in news production (delay and cancelation of program schedule, order of content production), (b) ethical issues, (c) financial interventions (d) economies of time and efficiency.

The third section focused on how journalists negotiate the filters of ownership, source of news, flak and self-interest during news productions. Journalists agree that these filters affect them in so many ways but find convenient ways of negotiating them. Among the expected outcomes are (a) compliance (b) adaptation (c) dialogue (d) resort to ethics. In short, journalists believe that negotiating these filters reduce the rate of influence of the filter in their activities during news production. The study found that the filters propagated by Herman and Chomsky are present when it comes to campus-based radio news production, these filters influence what is being produced as news amongst the three stations. The issue of self-interest a filter that is new to the propaganda model was discovered based on the data collected. It was also revealed that journalists consciously or unconsciously negotiate these filters on a daily basis.

CHAPTER FIVE

DISCUSSION, RECOMMENDATIONS, AND CONCLUSION

5.1. Introduction

This chapter outlines the salient issues of the study, draws conclusion and makes recommendations to address the various determinants or filters in news production, how the filters affect news production and how newsmen negotiate the filters during news production among campus-based radio stations.

5.2. Summary

Research was conducted through face-to face interviews with fifteen respondents, and through the review of documents submitted for review from the research site. This chapter reviews, analyses, and discusses the relevant literature of the findings of this study. This chapter also outlines the implications of the findings for campus-based radio stations, and illustrates the potential impact of the filters in news production. This chapter concludes with suggestions for further research.

5.3. Main Findings

The fourth chapter of this research sought to answer the three fundamental questions proposed for this work:

RQ 1: What are the filters that influence campus-based radio news production?

RQ 2: How do the filters affect campus-based news production?

RQ 3: How do journalists at campus radio stations negotiate the filters during news production?

The research questions were answered through themes that emerged from interview data, as reported in Chapter 4.

First and foremost the study revealed five determinants or filters that influence news production amongst campus-based radio stations. The filters identified include size and ownership, advertisers, source of information, flak and self-interest. These filters play a major role in shaping the news being produced at the three campus-based radio station from which data was collected. Data collected showed that in terms of ownership the Universities own, maintain and regulate the affairs of the radio stations. The involvement of Universities in the activities of the stations make them the final decision makers and as such before anything is implemented their approval have to be sought. The university equips the radio stations with the necessary gadgets as well as human personnel for operations. This power wielded by the Universities have a great influence on the station. Response from the newsmen indicated that, journalists are very careful not to go contrary to what is expected of them, by not giving the university any bad publicity for fear of being demoted. Again, data showed that journalists appear to make stories from the Universities their top priority hence when presenting the news their stories must come first followed by others no matter the weight and interest of the story. This interference by the Universities is as a result of the level of control the Universities have over the various campus-based radio stations. Respondents also feel it is their duty to make any event happening in their Universities heard by their listeners because they feel they owe their allegiance to the University since they employed them and could at any point in time terminate their employment if they went contrary to the expectations of universities. On the issue of ethics, respondents explained that sometimes the filters push them to violate the code of conduct, professional and self-values.

Again the data collected revealed that advertisers play a major role in shaping news. Respondents explained that the stations depend on advertisers to support them financially because the money given to them by the University to run the daily activities of the station is not enough and sometimes allocation delays. These advertisers are given the opportunity to access clients from the University population. Journalists at the radio stations make sure that no bad publicity is given to the advertising companies on the stations in order to gain their continuous support. As a result all news stories about the companies advertising on the radio stations were positive and promoted the good will of the company. This shows the level of influence advertisers have on the campus-based radio stations thus affecting all their programmes. In negotiating this filter, newsmen sometimes have to resort to dialogue in order to come to a consensual term with such advertisers.

On the issue of sourcing news, campus radio stations journalists or newsmen rely first and foremost on the University community for their news, followed by the governmental departments and individuals who they believe are credible, reliable and convey news worthy stories. With regards to the gathering of information from the internet, the journalists explained that they are usually careful when it comes to sourcing these sites because sometimes these stories are either fake or do not portray the full nature of the story. Hence they rely on the websites of major media houses such as Citi Fm, Joy Fm, Ghana News Agency, Ghana Broadcasting Corporation and the BBC. Journalists are of the opinion that these sites provide the most accurate, news worthy and credible information for their news hence their reliance on them for news-stories. Data, also showed that in order for journalists to get their news-stories from these sources they have to maintain a mutual relationship with them. It also came out that, these sources can blacklist journalists making it difficult for them to get any information

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including failure to invite them to their press briefings. In negotiating this filter newsmen resort to dialogue, professional ethics as well as their self-interest to portray the other side of the story. The data collected showed that journalists are well informed about the consequences of flak but are not aware of the magnitude with which it influences news production. The news editors from all the three campus-based radio stations explained that most of the negative responses they receive are from the University and few from their listeners. They are also aware of the effect of the responses on their work. They explained that even though they allow their journalists to go out for the news they always insist on having a second and a thorough look at the stories before they are broadcast.

Again, participants displayed common experiences when it comes to allowing their self-interest to influence the kind of stories they write about. Journalists indicated that apart from their professional values they also have values as individuals who come from different communities which influence the kind of stories they scout for and affect the profession they find themselves in.

The data also showed several ways by which the filters affect news production. They include interference in news production, delays and cancelation of news, changes in order of content production and presentation, ethical issues, financial intervention and economies of time and efficiency.

Data gathered revealed that the filter of sourcing and advertising provide financial intervention and economies of time and efficiency to the stations. Advertisers provide some source of funding to subsidise the cost of running the stations especially when it comes to transporting journalists to event grounds. Campus-based radio stations have to deal with the filters in their daily activities of news production. This makes it difficult

for journalists to fully perform their duties as expected of them. They always have to produce the news to suit owners, sources of information and advertisers. They always have to find ways of negotiating the filters in order to have a successful production. This situation therefore questions the independence of campus-based radio stations with regards to what they produce as news to their listeners.

5.4. Limitations

The study set out to investigate the political economy of news production at campus-based radio stations and how it affects journalists in their daily activities. However, there were some challenges encountered by the researcher during the study. Apart from the limitation of time and getting relevant literature to support the research, the researcher also faced further challenges in getting the newsmen for the interview because of the nature of their work. These newsmen were always out of their offices on assignments and as such I had to wait for several hours, reschedule interviews and sometimes took days to meet with a respondent for an interview. It therefore took me several months to interview all fifteen respondents.

Another limitation to the study was the data collection process. Since information obtained during the interview largely depended on the interviewee and what he or she was willing to share, the nature of their information was limited to his or her own perspective and experiences. Patton (2002) stated that perceptual data are in the eye of the beholder. However, this study's triangulation of data helped to verify results, and helped to support the accuracy of the themes mined out of the interview transcripts. In spite of the above limitations, the study has critical implication for further studies.

5.5. Suggestions for further studies

a) The study was limited to campus-based radio stations and for that matter the findings may not be applicable to either a community radio station or a commercial radio stations. Due to the academic timeline, the research was limited to only three campus-based radio stations. It is therefore suggested that, studies like the present one need to be conducted on both community and commercial radio stations and a larger sample that covers more than three campus-based radio stations in Ghana.

b) Secondly, an ethnographical study could be undertaken through further studies to experience at first-hand how the filters influence and affect news production.

c) Research could also be conducted on the perception of the listeners of the various campus-based radio station with regards to how they interpret the news produced by the stations and whether audiences are aware of the influence on news production.

5.6. Recommendations

Based on the findings of the study, the following recommendations are made:

1. Journalist should be educated about the presence and influence of the filters in order to make their news production more objective.

2. Universities should allow campus-based radio stations to be semi-autonomous in their radio programming.

3. Campus-based radio stations should reduce the influence of advertising on their editorial and broadcasting policies in line with the NCA laws and regulations on community radio programming.

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