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Comparative analysis of Christians Preferences for Pentecostal and Roman Catholic Radio Stations: A study of Key FM and Radio Maria in Songea, Tanzania

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Abstract. This study examined Christian preferences for Key FM and Radio Maria. The investigation focused on the daily programmes aired between September and November 2023. This study employed a mixed-methods research approach based on quantitative and qualitative methods to investigate four specific objectives which are; to determine how much Christians in Songea listened to Key FM and Radio Maria FM, evaluate the content that Songea Christians prefer most from Key and Radio Maria FM, examine the reasons for Christians' preferences for Key FM or Radio Maria FM, and determine the influence of the preferred station on Songea Christians' faith and socio-cultural change. The study involved 110 Christians from three denominations, including Catholics, Protestants, and Pentecostals, from four wards in Songea District. The cluster sample approach allowed for a diverse group of (Christians, enhancing the study's depth. Wimmer & Dominick (2014) say that cluster probability sampling allows researchers to get a sample that correctly reflects the numerical distribution of diverse subgroups within the population. Purposive sampling was used to identify four key informants from Catholic and Protestant denominations, providing comprehensive knowledge on marketing practices related to Christian radio stations. This method was both affordable and effective. The research used questionnaire to obtain information from Christians and interviews to gather primary data to get information from religious leaders. Young adults spent 1-2 hours, adult 3-5 hours, the elderly spent more than 10 hours. The study indicates that Songea Christian prefers Radio Maria religious programmes, while most prefer Key FM News, Sports, and non-religious entertainment programmes.

Keywords. Christian, Key FM, Non-religion, Preference, Radio Maria, Religious program

Introduction

Songea is a district in Tanzania with a high concentration of Catholic and Protestant Christians. Before the introduction of gospel radio stations, those denominations had little opportunity to learn about other denominations. Radio Maria FM, owned by Catholics, and Radio Key FM, owned by Neo-Pentecostals, began operations in Songea in 2016 (TCRA report, 2018; The Catholic Media Council report, 2022). These two radio stations are competing to influence Christians: Catholics and Protestants, whose church rituals are based on liturgy (Catholic Church, 2012; Luther, 1925), as opposed to Pentecostals, who are not structured and Their method of prayer is distinct and allows individuals to pray and articulate their emotions

without intrusion enabling individuals to modify their prayer culture (McLean, 2005; Ludwig, 1999). The expansion of religious media has provided Christians with an increased variety of radio stations. Since its inception, Key FM radio has attracted a wider following in the predominantly Catholic population that previously listened to Radio Maria. However, there has been insufficient scientific research on these two radios and how they influence audiences; therefore, this study examines Songea Christians' preference for Radio Key FM or Radio Maria FM and its effects on religious and sociocultural practices.

Tanzania Communications Regulatory Authority (TCRA) (2018) found that the Council of Churches Tanzania owns community radio, television, and social media. Church leaders in Tanzania preach using Christian radio and publications. Catholics used Radio Maria and Radio Vatican (Ng'atigwa, 2013), whereas protestants used Sauti ya Injili Radio. Tanzania Broadcasting Corporation (TBC) (previously Radio Tanzania Dar es Salaam) aired religious programming for mainline churches (Sturmer, 1998).

Aims of the Research

The broad aim of the research to investigate Christians' Preferences on Key FM and Radio Maria FM through information gathered from Christians and religious leaders in Songea Districts. The authors address the following research questions: First, to what extent do Christians in Songea listen to Key FM and Radio Maria FM? Secondly, which programme do Songea Christians prefer most from Key FM and Radio Maria FM? Thirdly, what are the reason for Christian preferences of Key FM or Radio Maria FM? And lastly, how do Key FM and Maria FM influence Songea Christians' religious, and, sociocultural practices?

The specific objectives of this study are as follows;

- To determine the extent to which Christians in Songea listen to Key FM and Radio Maria FM.
- To evaluate which programme Songea Christians prefer most from Key FM and Radio Maria FM
- To examine the reason for Christian preferences on Key FM and Radio Maria FM
- To determine the influence of Key FM and Maria FM on Songea Christians' religious and sociocultural practices.

Differences Between the Radio Key and Radio Maria Stations

Maria FM station was registered with the Tanzania Communications Regulatory Authority (TCRA) in 1996 as a non-commercial religious radio station broadcasting from the Dar es Salaam region (RMT 2011). Radio Maria FM used a Catholic liturgical order which used systematic interpersonal communication. Liturgy was a part of Catholic and Protestant public worship and religious ceremonies (Catholic Church, 2012; Luther, 1925). Key FM radio was granted a commercial licence on June 17, 2016, and its studio is in Songea Municipality. The station airs a live neo-pentecostal programme led by Prophet Boniface Mwamposa, who preaches about miracles using the unstructured and non-liturgical order, which let individuals worship freely and engage in intrapersonal communication while getting miracles via fare (McLean, 2005).

Theoretical Framework

The research utilizes the Uses and Gratifications Theory to analyze the audience's preference for Radio Key FM and Radio Maria FM. According to Katz, Blumer, and Gurevitch (1974), the uses and gratifications theory explains why individuals actively pursue certain media to fulfill their needs, rather than passively waiting for messages.

Various scholars supported Uses and Gratifications Theory in media studied. According to Moomey and Skolnick (1970), Onabajo (2002) and Akpabio et al. (2023) cultural diversity affects radio programming. Segbenya et al. (2020) and Götting (2023) suggested that radio programming depending on demographics like gender, age, and education. Studies have revealed that teens enjoy music shows (Leming, (1987) Arnett, (1995), McClung et al., (2007); Young men like sports (Stiernstedt, 2015) and most of elder adult like music programming (Krause 2020).

The study done by (Watson & Parker, 2013) revealed that Women choose religious, greeting, and social activities, whereas males prefer economic, business, and sports programmes. Also, Götting (2023) found that women listen to radio more than males and elderly people tend to listen longer than younger people. For this reason, Moomey and Skolnick (1970), radio programmes should prioritise content and serve various demographics, including young people (Birsan, 2012), (Osazee-Odia, Oghogho, & Ojobor, 2017; women (Krause, 2020), others (Götting, 2023) the elderly and. Radio broadcasts should focus on agricultural, business, and entrepreneurship education while providing local and worldwide news. Local and worldwide information sessions matter, according to Lee et al. (2002).

Review of Empirical Literature

Christian radio stations, recognized as a significant medium for strengthening Christian beliefs and disseminating Christian teachings globally, have attracted the attention of numerous scholars. Ng'atigwa's (2014) research, titled "The Society, Religion Radio Station, Socio-Religious Discourse, and National Cohesion in Tanzania," delves into the framing and presentation of socio-religious discourse in Radio Maria Tanzania, while also uncovering the interpretations constructed by the station's audience. Lewis (2016) conducted "An Investigation into the Role of Christian Radio Stations in Promoting Peace: A Case Study of Yatsani Radio in Lusaka." This research, which explored the pivotal role of a Christian community radio station in fostering peace within the nation, used the Catholic-owned Yatsani radio as a compelling case study.

Kapasule (2013) examined "The Influence of Christian Radio Stations on the Dissemination of Church Theology and Behavioural Modification in Malawi." This research, which investigated the profound impact of Christian radio stations on the social and spiritual lives of individuals in Malawi, highlighted the need for educational programming on church-operated radio stations. The study's primary results underscored that radio serves as an effective instrument in religious outreach ministry, effectively reaching individuals at their doorsteps owing to the rapid transmission of FM radio, in contrast to conventional outreach approaches. The research by Barna group (2011) examined the experiences of Christians in the United States via Christian radio stations. The poll indicated that over fifty per cent of adults nationwide stated that they listened to a Christian radio program last month. The main types of Christian programming include teaching, preaching, and talk shows. Around 38% of adults participated in such programming in the previous month. On the other hand, the fastest-growing category of Christian broadcasting—Christian music—has already surpassed talk-driven formats. Over 43% of adults reported listening to a station broadcasting Christian music the previous month.

The increase in the number of radio stations implementing the Kristian music format and the growth of the listening audience elucidates the rapid expansion of the Christian music genre within the music industry over the past two years. By combining both Christian radio formats, all Christian radio programming reached 52% of the adult population in a month prior the study.

Research Methodology

The study used descriptive research design and opts a mixed-methods approach, incorporating both qualitative and quantitative methods (Creswell & Creswell, 2018). The qualitative approach enables detailed exploration of individual perspectives regarding the application of new media as a tool for news gathering. In contrast, the quantitative approach facilitates the assessment of respondents' views through statistical analysis. This combination of methods enhances the robustness of the study findings and enables the researcher to know the research problem in depth. (Creswell & Creswell, 2018). The study's population comprises 540 Christians in Songea Municipality who listen to radio broadcasts. The target demographic was drawn from four wards: town, Msamala, Shule ya Tanga, and Mwendemshindo, which included Christian churches for Catholic, Protestant, and Pentecostal religions. Creswell & Creswell (2018) assert that the sample size is often established by including 20-30% of the population. The survey used a sample of 112 participants, including 20% of 540 Christians who listen to Both Radio Maria and Keys FM in Songea. The researchers employed a cluster sampling procedure to include varied groups from four wards and three denominations, followed by random sampling to choose respondents from the home to guarantee that everyone had an equal opportunity to participate. The sampling technique assists researchers in avoiding bias and preventing them from affecting the sample based on their expectations. The goal is to widely examine Christians' preferences, while denominations have been used to establish if their choices are influenced by affiliation. The researchers selected religious and community leaders using purposive sampling to gain a deep understanding of Christians' preferences on Radio Maria and Key FM. Religious leaders share opinions about their followers, while community leaders explained his experience in participating in interfaith events conducted outside of the church buildings, which require authorization from him to pray for the needs of the sick and their families

The researchers distributed a questionnaire to 28 dwellings in each ward, totaling 112 households. However, only 110 were returned, indicating a high response rate. The researchers used a self-constructed, closed-ended questionnaire to gather data from Christians on their preferences between Key FM and Radio Maria. The structured questionnaire elicits precise information and is easier to convert into charts, graphs, and percentages. The method assists researchers in discerning trends, patterns, and relations within the data. According to (Wimmer & Dominick, 2014) the structured questionnaire format reduced disparity in the questioning processes promoted candid answers, and facilitated precise gathering and examination of numerical data. The researchers used in-depth interview to obtained detailed information from religious and community leaders about the influence of Key FM and Radio Maria on Christians social change.

Regarding the data analysis, the researchers organized field data and coded and summarized it for quantitative analysis using Microsoft Excel. Descriptive statistics, such as percentage values, were computed, analyzed, and presented in tables and graphs. A thematic analysis and a qualitative method were employed to identify recurring themes within the dataset. Thematic analysis is widely used for interpreting qualitative data and the reseachers used it to organize the findings of this study. The researchers used many data sources to validate the

conclusions of data dependability and validity. To verify dependability, the researchers verified data from many sources, including interviews and surveys. The researchers used cluster, simple random and purposive sampling to guarantee a diverse representation of all denominations while mitigating bias.

Ethical Considerations

The researchers obtained official data from reputable institutions particularly Key FM and Radio Maria to ensure ethical analysis and interpretation to avoid bias, obtaining consent from all parties involved, and maintaining personal confidentiality.

Results

Sex of the Respondents

The study included both male and female respondents. The inclusion-maintained gender articulation of both sexes, as shown in below.

Sex of the Respondents (N= 110)

| Variable | Frequency | Percentage |
|----------|-----------|------------|
| Male | 63 | 57.3 |
| Female | 47 | 42.7 |
| Total | 110 | 100.0 |

Source: Research Findings, 2023

Table 1. Age of Respondents (N=110)

| Variable | Frequency | Percentage |
|--------------|-----------|------------|
| Below 20 | 4 | 3.6 |
| 21-30 | 34 | 30.9 |
| 31-40 | 30 | 27.3 |
| 41-50 | 28 | 25.5 |
| 51-60 | 4 | 3.6 |
| 61 and above | 10 | 9.1 |
| Total | 110 | 100.0 |

Source: Research Findings, 2023

The respondents' ages revealed that 30.9% fell within the 21-30 age range, followed by about 27% in the 31-40 group, approximately 26% in the 41-50 age group, 4% in the 51-60 category, 9% aged 60 and above, and 4% under 20. This result indicated that younger individuals (34.9) were the demographic that sought more information from radio stations than older individuals.

Denomination of the Respondents (N=110)

| Variable | Frequency | Percentage |
|------------|-----------|------------|
| Catholic | 65 | 59.1 |
| Protestant | 21 | 19 |

| | | |
|-------------|-----|-------|
| Pentecostal | 24 | 21.8 |
| Total | 110 | 100.0 |

Source: Research Findings, 2023

Although Catholics represent 59% and other religions, such as Protestants and Pentecostals, account for 41%, the main emphasis is on how the new FM radio programs have motivated a community that has interacted with Catholic radio for many years. The results led the researchers to explore whether denominational membership influences preferences.

Respondents' Church Attendance (N=110)

| Variable | Frequency | Percentage |
|-----------|-----------|------------|
| Always | 52 | 47.3 |
| Often | 46 | 41.8 |
| Sometimes | 6 | 5.5 |
| Rarely | 5 | 4.5 |
| Never | 1 | 0.9 |
| Total | 110 | 100.0 |

Source: Research Findings, 2023

The researchers sought to determine a connection between church attendance and radio program choices. This outcome shows that 88% of Christians, particularly in Songea Municipality, participated in the holy masses at their churches or congregations regularly, 11% rarely, and 0.9% never attended physical church.

Objective 1: To Determine the Extent to which Christians in Songea Listen to Key FM and Radio Maria FM

Hours the Male and Female Respondents Spend Listening to Key Radio FM Programmes

| Hours | Radio Maria | | | | Key FM | | | |
|-------|-------------|-----|--------|-----|--------|-----|--------|-----|
| | Male | % | Female | % | Male | % | Female | % |
| 0-2 | 22 | 35 | 10 | 21 | 30 | 48 | 24 | 21 |
| 3-5 | 25 | 39 | 22 | 47 | 33 | 52 | 15 | 32 |
| 5-9 | 8 | 13 | 5 | 11 | 0 | 0 | 8 | 17 |
| 10+ | 8 | 13 | 10 | 21 | 0 | 0 | 0 | 0 |
| Total | 63 | 100 | 47 | 100 | 63 | 100 | 47 | 100 |

Source: Research Findings, 2023

The results show that 74% of men and 68% of women listen to Radio Maria for under one hour to a maximum of five hours, whereas 100% of men and 53% of women tune in to Key FM for that same period. The findings suggest that no male listeners tune in to Key FM for over 5 hours. Seventeen percent of women listen to Key FM for between 5 and 9 hours, while no women tune in for over 9 hours. The results show that 13% of men listen to Radio Maria for 5-9 hours, while another 13% tune in for more than 10 hours; 11% of women listen for 5-9 hours, whereas 21% listen for over 10 hours. This result suggests that women listen to the radio for

more hours than men. The study investigates the duration of radio listening across different age groups daily. The findings provide valuable insights into the radio consumption patterns of different age groups, which can be useful for radio broadcasters, advertisers, and researchers. Generally majority listen to Radio Maria than Key FM.

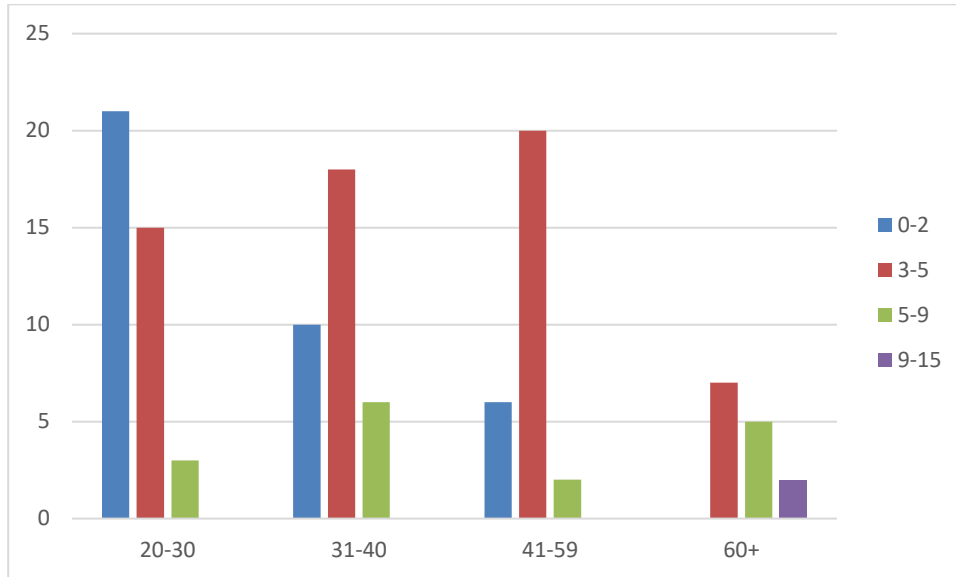


Figure 1. Duration of Radio Listening Across Different Age Groups Daily

Studies show that people aged 20 to 30 usually listen for a period that spans from under one hour to no more than two hours. The findings indicate that large percentage of listeners between the ages of 31 and 60 listen to the radio for an average of 3 hours. The group consisted of people aged 31–40 years and those over 60 years listened to the radio for 5–9 hours. Only the demographic group of individuals aged more than 60 years listened to the radio for more than 10 hours. The research showed that age affects radio listening habits.

Objective 2: To Evaluate which Programme Songea Christians Prefer Most from Key FM and Radio Maria FM

To determine the audience’s preferences, the researchers assessed six categories of Key FM and Radio Maria FM programmes which includes current news, religious services, spiritual, sports, music, entertainment and religious and social educational programmes.

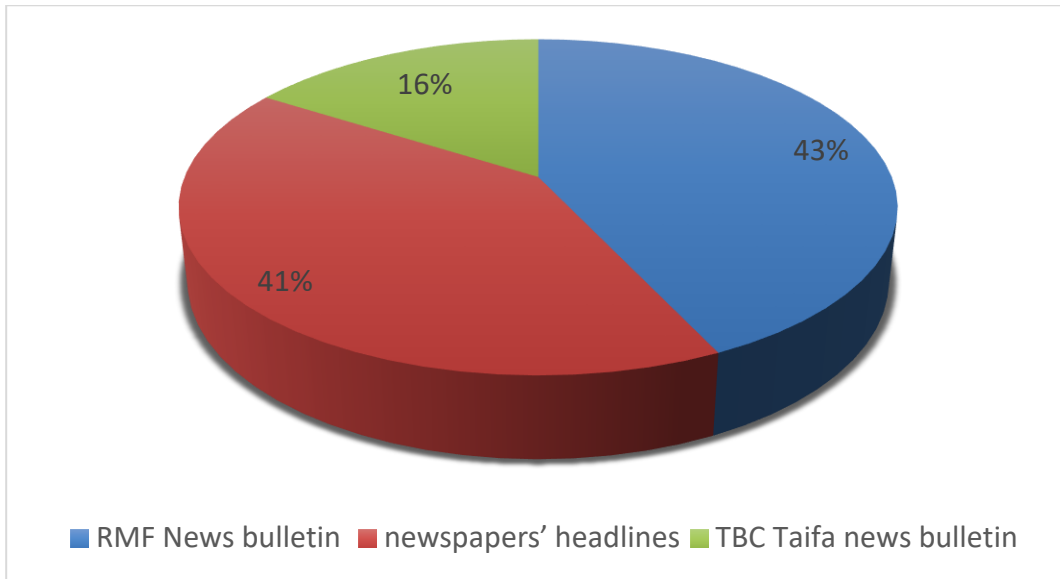


Figure 2. Radio Maria Most Current News Preferences

Radio Maria FM has three categories of news events, with the news bulletin produced by Radio Maria achieving the top ranking due to its broadcast times at 10:00 and 19:00 daily, which are convenient for the majority and lasts for only 15 minutes. The second option is the newspaper's headlines, which are broadcast for 30 minutes every Sunday at 9:30, highlighting the most significant events over the week. Respondents exhibit less interest in the TBC Taifa news broadcast, which airs on Radio Maria at 20:00 daily, due to their viewership of TBC 1 TV at 19:30, since the content is similar.

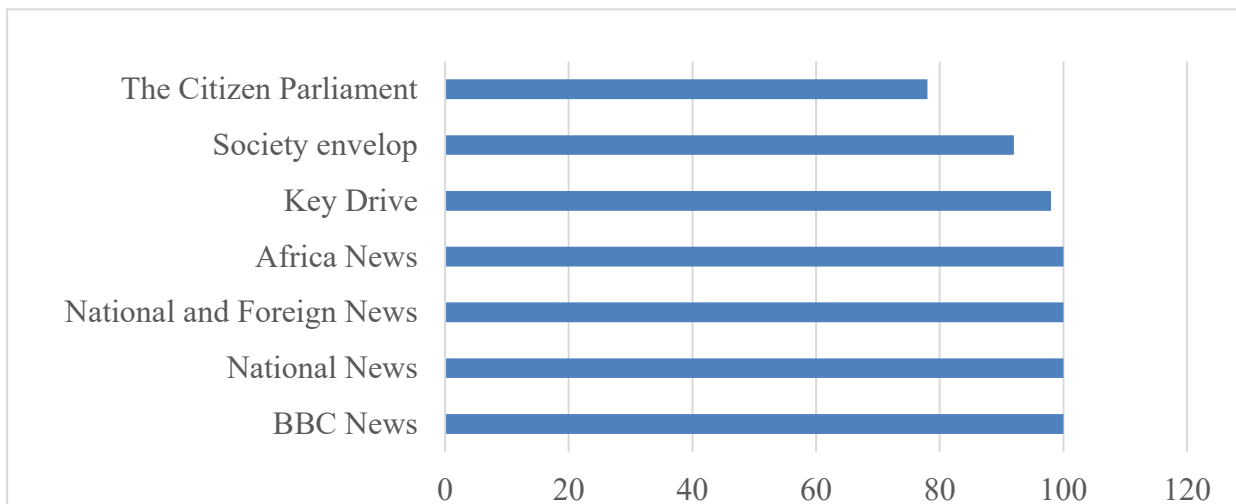


Figure 3. Radio Maria Most Current News Preferences

The findings show that Key FM radio features seven types of current affairs programs, with an average of five of them broadcast daily for 10 to 30 minutes. These five categories have received a higher rate of over 90%. The Citizen Parliament and Society program aired on Saturday and lasted between three to six hours. The results suggested that the audience is not interested in programs longer than three hours.

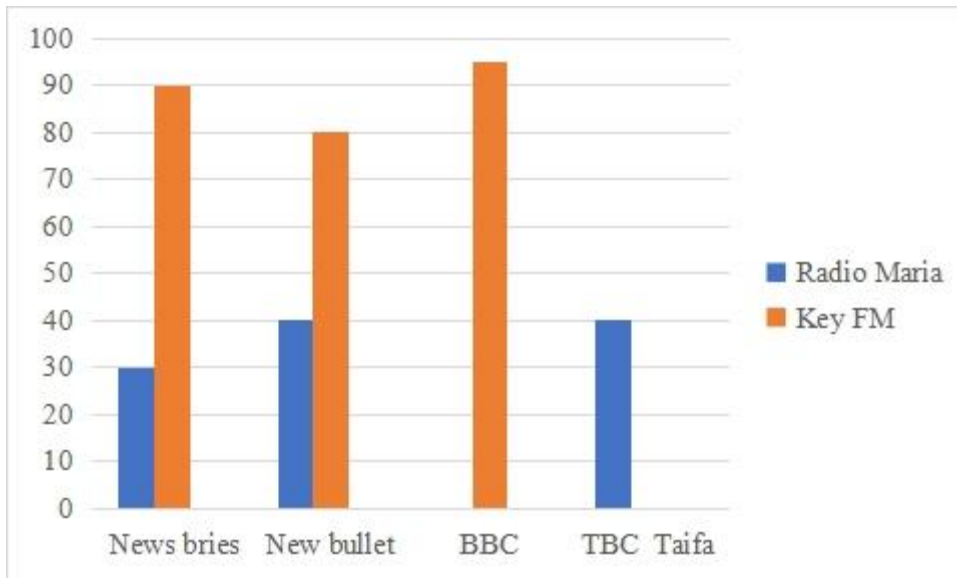


Figure 4. Radio Maria and Key FM News Preferences

The research findings indicate that numerous current affairs programs of Key FM achieve a higher rating than those of Radio Maria. This is due to the listeners' preference for more content and the timing of the program's broadcast.

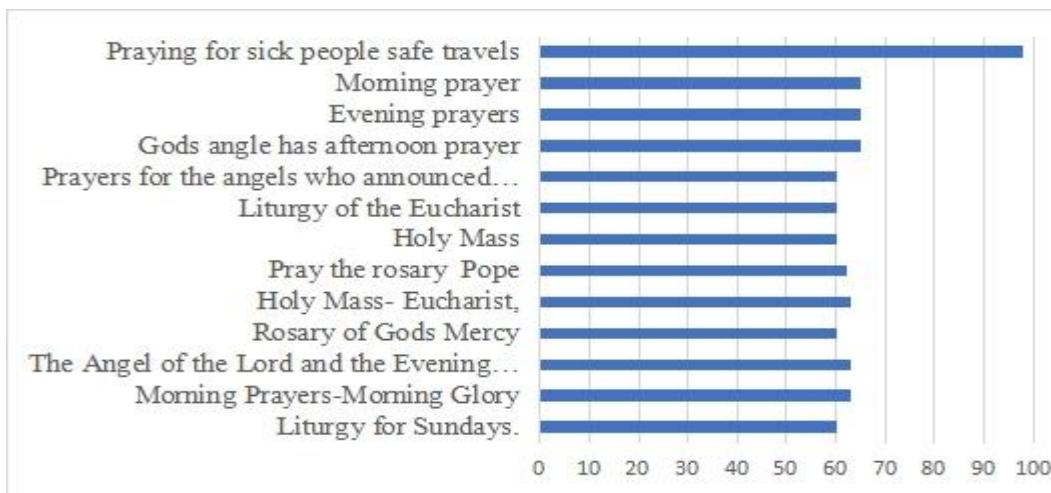


Figure 5. Radio Maria Religious Services and Spiritual Programmes

A total of 110 participants expressed a preference for five radio programmes: Rosary, Liturgy for Sundays, Rosary of God's Mercy, Holy Mass, Eucharist, and Prayers for the Angels to Proclaim Jesus' Birth. 55% preferred praying the rosary to the Pope, 58% selected the Angel of the Lord, 59% chose God's Angle, and 89% were interested in prayer for those who are ill as indicated in Figure 5. The results indicated that preferences are affected by Christian affiliation, with Catholic programs receiving an average rating of 55-59%, which closely corresponds to the number of Catholics. The prayer for ill people reached an impressive rate over 90%, as it belongs to a category that connects with everyone universally.

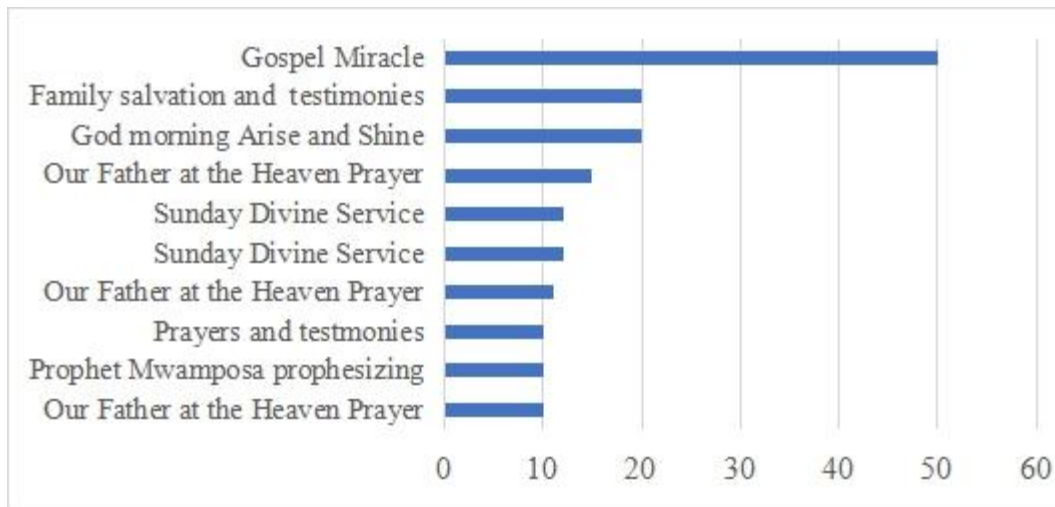


Figure 6. Key FM Religious Services and Spiritual Programmes

The preferences of 110 participants concerning the spiritual programmes provided by Key Radio FM were investigated in this study. The findings showed that ten people, accounting for 9% of the sample, favored three particular radio programs: Our Father at the Heaven Prayer, Prophet Mwamposa Prophesizing, and Testimonies. Out of the respondents, eleven participants (10%) favored the morning programme of Our Father at the Heaven Prayer, whereas 15 individuals (14%) preferred the evening programme. Moreover, 20 participants (18%) showed interest in the morning Arise and Shine and Family Salvation programmes. 22% of respondents favoured the Sunday Divine Service, while 45% enjoyed the Gospel Miracle radio programme, as shown in Figure 6. The results indicated that preferences are affected by Christian affiliation, with individual pentecostal members ranging 22-45%, which closely corresponds number of Pentecostal and total number of Pentecostal and protestant.

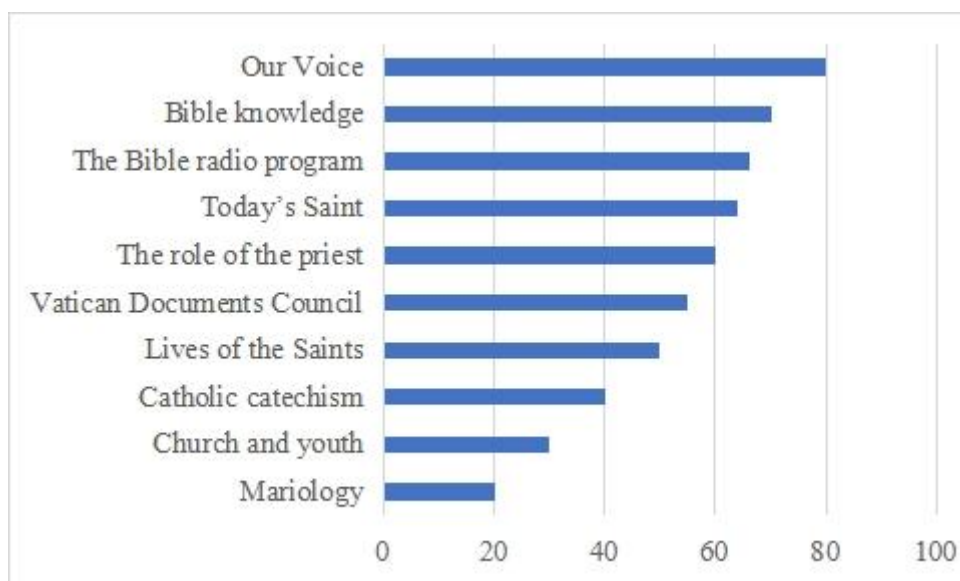


Figure 7. Radio Maria Religious Education Programmes

This research carefully investigated the ten leading religious’ education programmes broadcast on Radio Maria. The study, which included 110 participants, was carried out with great care and attention to detail. It revealed that the five most preferred programmes are Our Voice (75%), Bible Knowledge (64%), the Bible radio programme (60%), Today’s Saint (58%), and the role of the priest (55%). The Vatican Documents Council, with a 50% stake, and other programmes such as Saints’ Lives (45%), Catholic catechism (36%), Church and middle-aged adults (27%), and the Mariology radio programme (18%) were also explored in detail.

The results provided evidence that listeners choose programs according to their individual needs. Bible education initiatives have attracted considerable attention as they serve all Christians, regardless of denominational backgrounds. The community, with its diverse range of needs and interests, has chosen programs tailored to Catholics, including particular initiatives for specific demographics. For example, Catholic catechism represents 36% of respondents, whereas initiatives targeting the Church and middle-aged adults comprise 27%. Furthermore, the radio program's Mariology attracted the interest of 18% of the participants, indicating a more specialized audience.

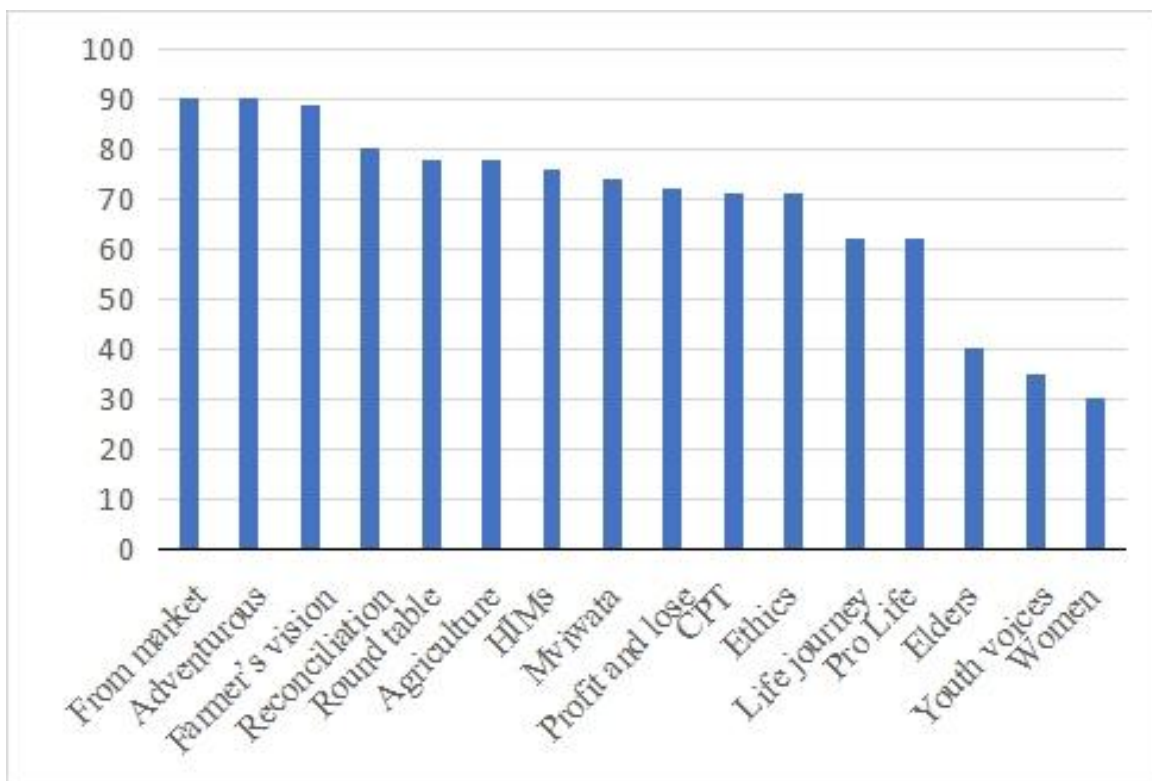


Figure 8. Radio Maria Social Education Programming

This study undertook a comprehensive analysis of the 16 most prominent social education programmes that were extensively broadcast on Radio Maria. With a sample size of 110 participants, the results revealed the popularity of these programmes: market-based (82%), life experience (82%), the vision of farmers (81%), reconciliation (73%), round table (71%), and pro-life (71%). Agriculture (69%), HIMs (67%), Mviwata (65%), profit and loss (65%), CPT (56%), life is a journey (55%), moral principles (45%), elders (36%), middle-aged adults (32%), and female (27%) were also part of the study, as indicated in figure 6. *The results proved that*

the audience chose programs according to their needs. Except for the last few individual programs for the specific Catholic group, all social education programs received high rates because most Christians were interested in learning, regardless of denominational backgrounds.

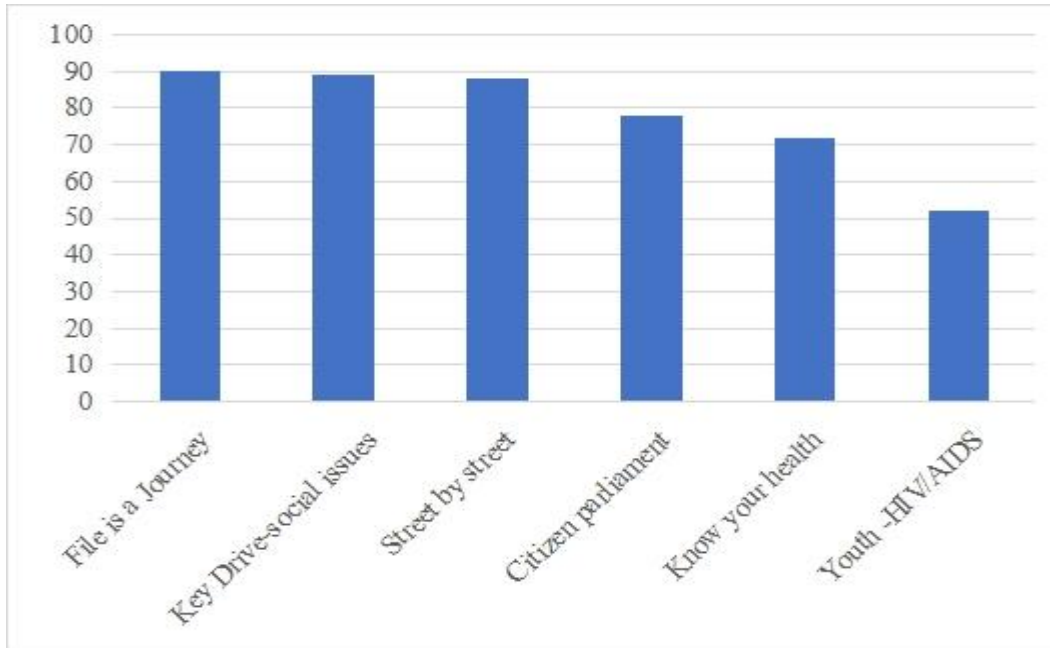


Figure 9. Key FM Social Education Programming

programmes that Key FM extensively aired. The study employed a sample size of 110 participants. The results indicated respondent preference programmes as follows: young adults and HIV/AIDS programme (82%), life is a Journey (81%), Know Your Health (80%), Citizen Parliament (71%), Key Drive-social issues (65%) Street by Street (52%) as indicated in figure 7. The results proved that the success of these programmes is largely due to the audience's preference and engagement. The findings indicated that the program under social education attracted many because it's non-religious.

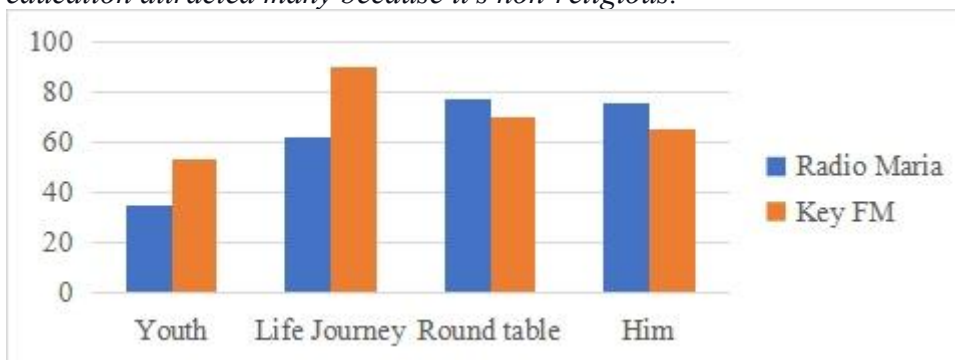


Figure 10. Comparison of Maria and Key FM Preferences

This study examined two comparable radio shows, Maria and Key FM, to determine which radio stations are the most well-liked. The findings of this comparison are crucial for stakeholders, as they indicate that Radio Key FM's Youth and Life is a Journey is a more well-

liked programme than a similar nature on Radio Maria. However, the roundtable programme and Him, broadcast by Radio Maria, are more popular than Key FM programmes.

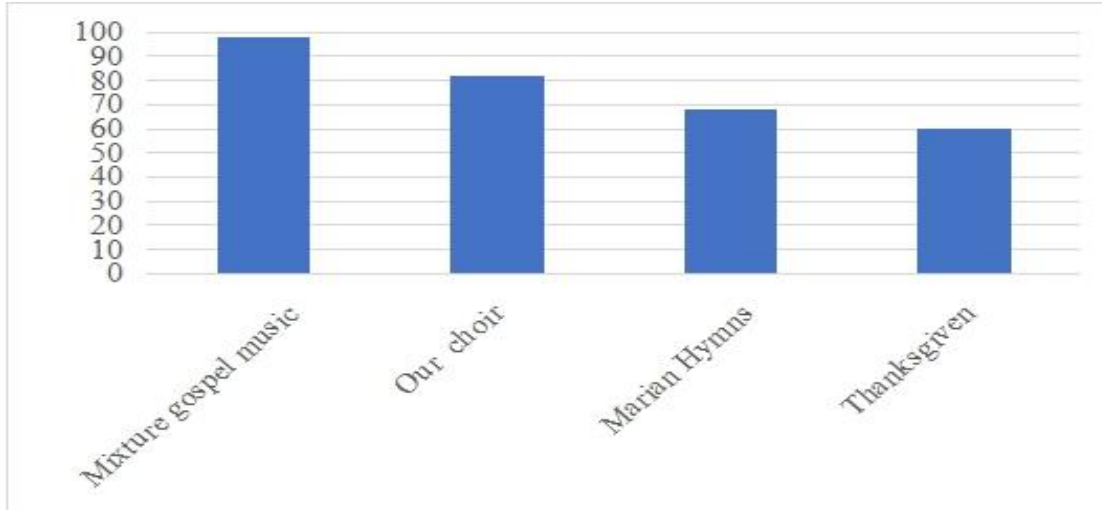


Figure 11. Radio Maria Religious Entertainment Programmes

The study, involving 110 participants, aimed to identify the most favoured religious entertainment programmes on Radio Maria and Key FM. The results show that mixed gospel music is the most popular choice, with an impressive 89% success rate. Our Choir, a programme we can all take pride in, follows with a solid 75%. Classic Marian Hymns and Thanks Given Catholic Music also have a significant following, with 62% and 55% respectively, as shown in Figure 9, demonstrating their widespread appeal.

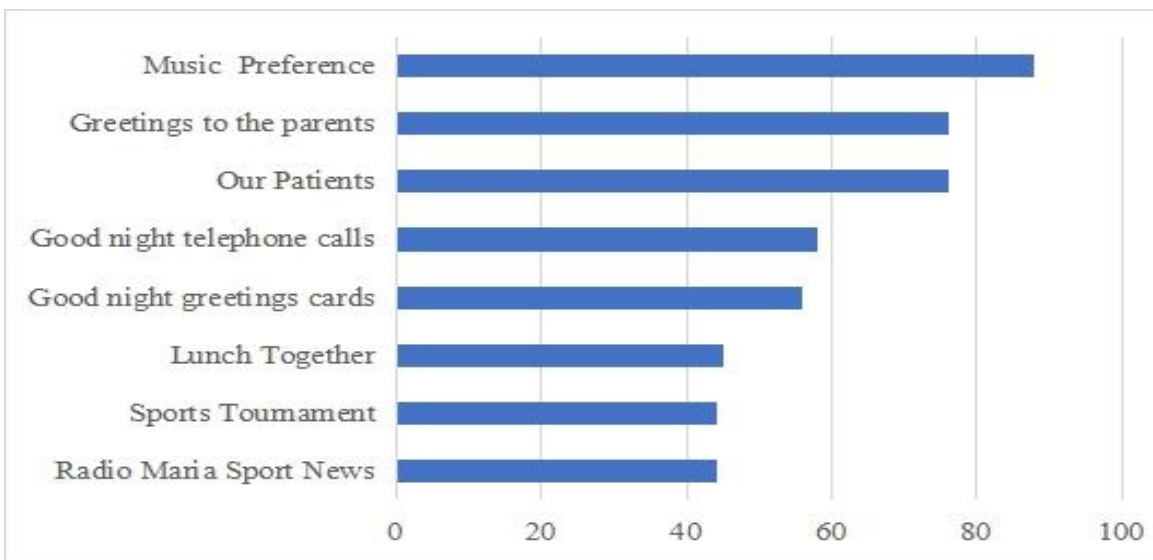


Figure 12. Radio Maria Social Entertainment Programmes

The study used a sample size of 110 people to evaluate the most popular social entertainment programmes provided by Radio Maria. The findings reveal a rich variety of programs that engage our audience, offering something for everyone. 80% of participants preferred programmes that allow viewers the opportunity to select music they admire, whereas 69%

indicated a preference for Hello to the Parents, and 69% of respondents preferred the "get well soon" programme. Nighttime telephone calls accounted for 53% of the total, whereas 51% of individuals preferred good night greeting cards. Lunch Together accounts for 41%, while Sports Tournament and Radio Maria Sport News account for 40% each.

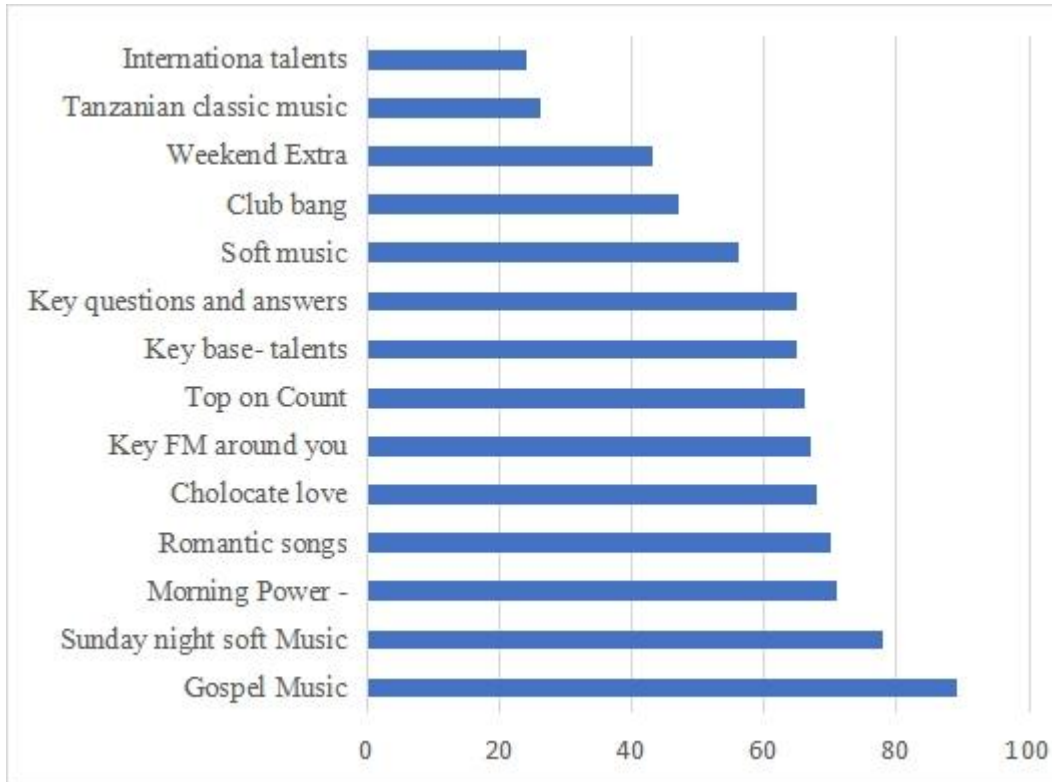


Figure 13. Key FM Social Entertainment Programmes

The study, which involved a sample size of 110 individuals, aimed to evaluate the popularity of social entertainment programmes offered by Key FM. The results, revealed that Gospel music was the top choice for 89% of the respondents, have the potential to significantly influence Key FM's programming and marketing strategies. This was followed by Sunday night soft Music and Power (71%), Romantic songs (64%), Cholocate love (62%), Key FM around you (61%), Top on Count (60%), Key base: talents (59%), Key questions and answers (59%), Soft music (51%), Club bang (43%), Weekend Extra (39%), Tanzanian classic music (24%), and International talents (22%).

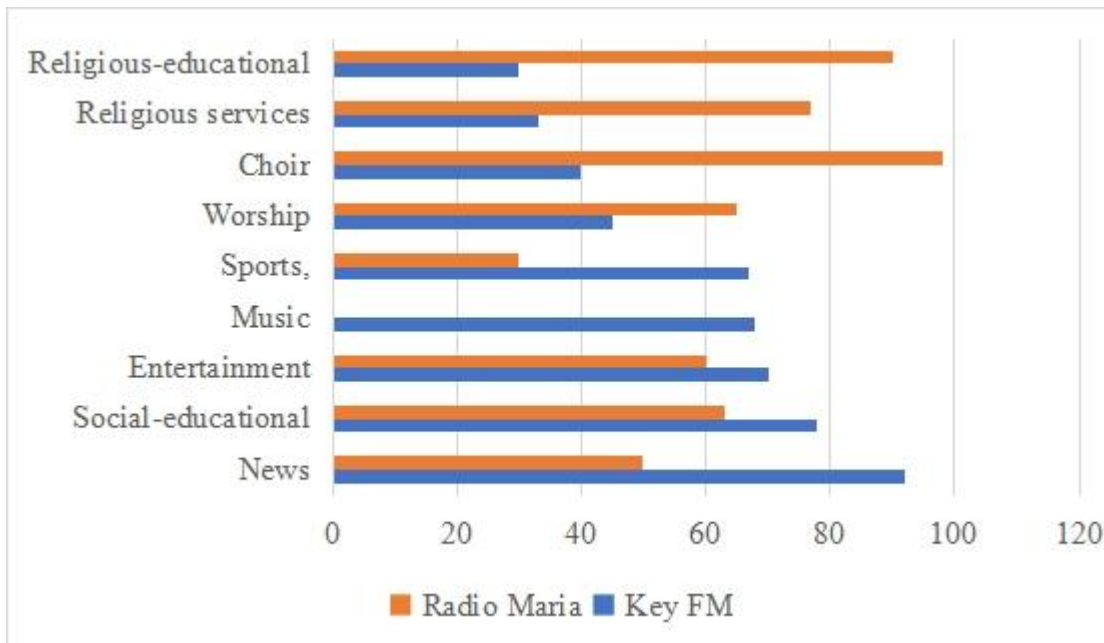


Figure 14. General Preferences Between Key FM and Radio Maria Programmes

The researchers' analysis of Key FM and Radio Maria's content preferences revealed that the audience plays a significant role in program selection. Notably, News, Choir, and religious education garnered the highest ratings, all exceeding 90%. Radio Maria's religious programming was particularly well-received, while Key FM's non-religious programming attracted the highest rating. These results underscore the audience's influence on the programs they prefer.

Objective 3: Reasons for Respondents' Preference of Key FM and Radio Maria Stations

The third objective examines the factors influencing Songea Christians' preferences towards specific programmes offered by Radio Maria and Key FM. The programme, with its six distinct sections, offers a diverse range of content: current news, prayer and worship programmes, religious-educational programmes, social-educational programmes and entertainment that encompasses both religious and social educational content. The study has categorised the common reasons into four distinct groups: the programme's airtime, broadcast duration, and the contents presentation's artistry. The programme's content, also categorised into subgroups depending the categories, which are Accurate, anointing, deep analysis, educate, entertain, equally divers, healing, influence, inform, inspire, live program, participatory, praise, pray, reliable, wide coverage and worship.

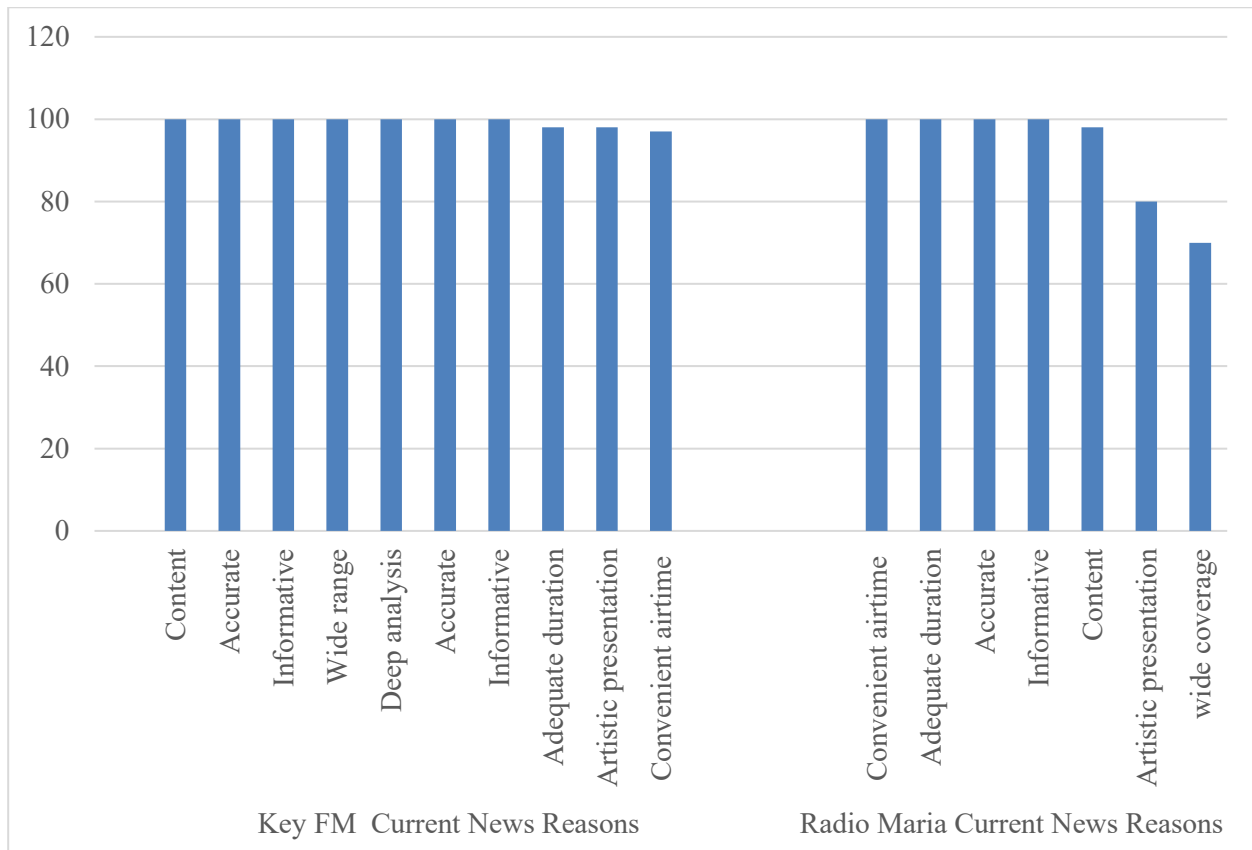


Figure 14. Reasons for Radio Maria and Key FM Current News Preferences

Radio Maria FM has three categories of news events. The news bulletin, produced by Radio Maria, achieves the top ranking due to its broadcast times at 10:00 and 19:00 daily, which are convenient for the majority and lasts only 15 minutes. This bulletin covers a wide range of topics, including national and international news, politics, and current affairs. The second option is the newspaper's headlines, which are broadcast for 30 minutes every Sunday at 9:30, highlighting the most significant events over the week. Respondents exhibit less interest in the TBC Taifa news broadcast, which airs on Radio Maria at 20:00 daily, due to their viewership of TBC 1 TV at 19:30, since the content is similar. The findings revealed that of the 110 individuals, 100% preferred the programmes based on adequate duration, accurate, convenient airtime and informative content, Artistic presentation and wide coverage. Also, all respondents appreciated the content, which provided up-to-date information on national and international affairs.

The results indicate that Key FM radio offers a diverse range of news events, with seven categories: four aired daily containing national, regional and international news bulletins aired between 5 to 30 minutes. also it has three weekly categories containing global, African and national news analysis and aired time take 30 minutes to seven hours per program. Respondents used 11 categories to rate the reasons above 90%; unlike Radio Maria, Key FM has a live and participatory program run on Saturdays where the audience can call and ask questions. The program enables respondents to obtain current news and understand the trends in the world's social and economic affairs.

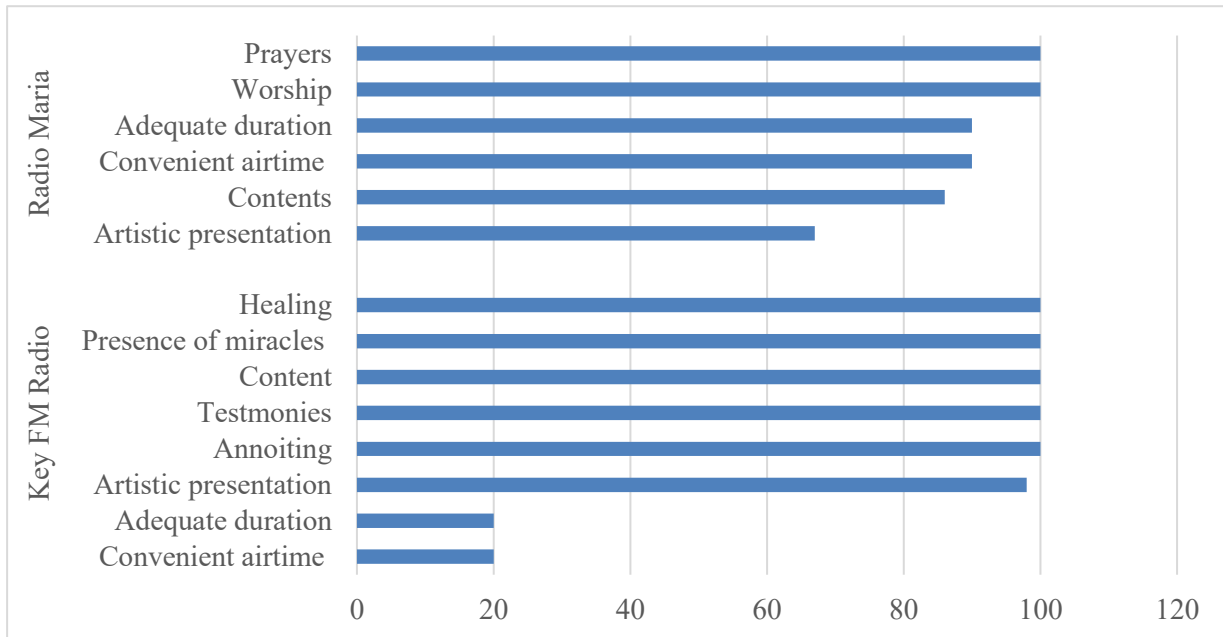


Figure 15. Reasons for Radio Maria and Key FM Spirituals Programme Preferences

The reasons provided for the religious programs of Radio Maria and Key FM differ significantly. Participants provided six reasons for engaging with Radio Maria programs, the primary reason being prayer and worship, which received 100%. Participants express contentment with aired time and the duration provided for each religious program which received 90%. Apart from daily prayers allocated in the morning, afternoon, and evening, most spiritual programs are thoughtfully aligned with Sunday church programs, fostering a sense of community. The content of the programs received a respectable fourth rank of 87%, while the presentation's artistry came in last with 67%. The results suggest that the audience of Radio Maria demonstrates a greater dedication to sprayers and worship compared to other categories. Respondents provided nine distinct reasons for their preference for the religious programs aired by Key FM radio. The five primary factors include Anointing, Testimonies, Content, the Presence of miracles, and Healing, each of which has achieved a 100% rate. The artistic presentation and the effective use of the English language in the sermons received 98% of the reasons that attracted people to listen to the spiritual program from Key FM. The study revealed that respondents were not concerned with the time and duration of the program, as only 20 per cent focused on categories concerning Convenient airtime and Adequate duration. This reiterates the audience's integral role in Key FM's success, as their preference for the spiritual program is appreciated and catered to, regardless of time.

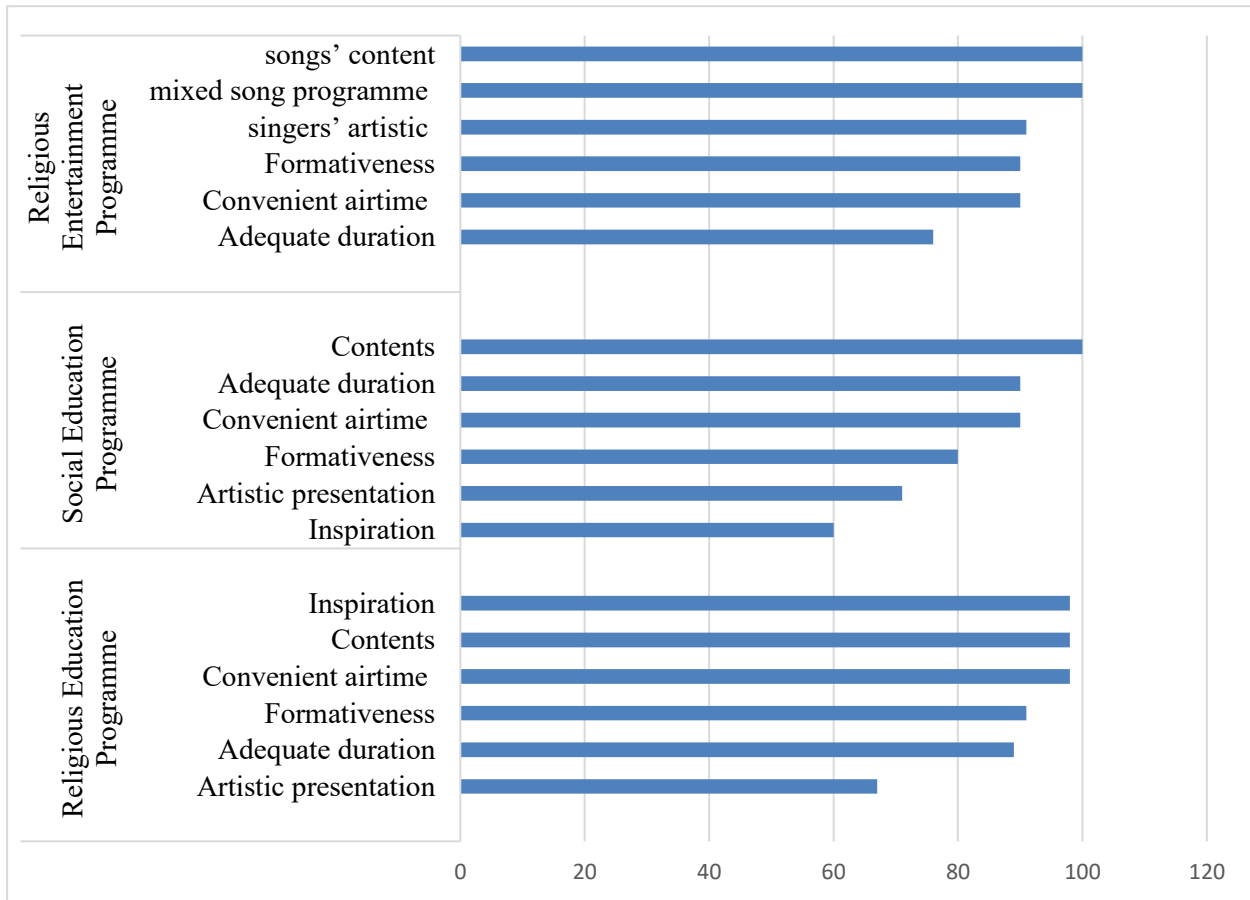


Figure 16. Reasons for Social Educational Programme Preferences

Respondents engaged in Religious Education Programmes because of the convenient airtime allocated to each program. Other reasons are content, inspiration, informativeness, and adequate duration, which all received above 90% rate, and Artistic presentation received 67%. The findings indicate that respondents were committed to learning. Importantly, the organizer succeeded in locating the program at a convenient time and providing sufficient time for learning, demonstrating effective management of the programs.

The social and educational initiatives for Radio Maria and Key FM encompass a range of critical topics, including health issues such as HIV and AIDS, maternal health, COVID-19, malaria, and other prevalent diseases. Additionally, the programs address agriculture, entrepreneurship, life skills, and home hygiene. The findings indicated that the content tailored for each program achieved the highest rating of 100% based on audience feedback, followed by formativeness material, adequate duration and convenient airtime at 90% due to their alignment with audience preferences, while artistic presentation garnered 71% and inspiration received 60%.

Despite the limited airtime for religious entertainment programs, respondents express a high level of satisfaction with the content of the songs, the variety in song programming, the artistry of the singers, the convenient scheduling, and the informative messages, all of which received ratings exceeding 90%. The findings also indicate a strong desire for additional time for leisure activities.

Objective 4: Influence of Key FM and Radio Maria listenership on social life among Songea Christian

This study investigates the impact of the Key FM and Maria FM radio programmes on beliefs, social dynamics and cultural transformations within the Christian community in Songea. The findings indicate that all religious programmes contribute to enhancing individuals' faith in Christ. However, only 2% of respondents were influenced by Key FM live programmes that revealed the extraordinary power of Jesus miracles. In addition, this study examined the extent to which radio programmes encourage individuals to alter their religious affiliation. The results showed that only 2% of the participants were influenced by Key FM and changed their denomination. Responders who altered their religious affiliation transitioned from Catholicism and Lutheranism to Pentecostalism. In total, 38% of individuals attended religious services for both dominations but ultimately maintained their primary religious affiliation. Less than 1% of individuals transitioned from Protestant to Catholic.

Influence of Social and Cultural Transformations Within the Christian Community in Songea

The findings revealed that people who identify as both Protestant and Catholic may participate in liturgical practices within these denominations as well as engage in non-liturgical rituals that involve activities such as healing, anointing and receiving miracles during services from Pentecostal denomination. The study obtained interview data from religious and community leaders about their experiences with and perceptions of the impact of Key FM and Radio Maria. The data included their observations, personal experiences, and the feedback they received from their respective congregations. All religious leaders said radio programs have helped Christians understand the worship practices of other denominations and fostered a culture that embraces multiple denominations. This culture of acceptance and understanding makes everyone feel part of a diverse and accepting community. However, each participant provided different experiences.

Participant 1 said that while the larger society and specific religious groups may remain unchanged, individuals can engage with various denominations' procedures. For instance, the Catholics who participated in the Pentecostal church are known when the liturgy continues because they started to play in different ways. He says that when the Catholic leader sees that, he calls those people, gives them counselling, and then advises them to join the Catholic church so that they can be more comfortable than in a traditional church. He said Radio Maria FM significantly motivates church members to participate in holy masses and other gatherings. Even though church members may also listen to other radio stations, they remain committed to their church.

Listening to religious radio broadcasts allows for greater interfaith understanding at events that involve participants from multiple religious denominations, such as weddings, funerals, and baptisms.

Participant 2 says that radio programs have increased the number of people who pray in more than one denomination; for example, Protestants who are attracted to Catholic masses and then go to those churches, or when Catholics come to our church, they pray using the cross sign. We must tolerate because God is one, and no other God exists.

Participant 3 emphasized that religious radio stations have played a pivotal role in fostering a society that respects and celebrates the diverse ways of worship and teachings of different religious groups. These stations have not only created a platform for televangelism but also a sense of community, where individuals can partake in sermons and teachings without the

constraints of physical presence or visual contact. This fosters a sense of inclusivity and belonging, making everyone feel part of a larger community.

He highlighted the significant role of radio Key FM as a vital resource for individuals to heal from diverse traumas and address pressing societal issues. The station's diverse programming, including sports news, foreign and national news, music, and educational programs on health, social, and economic issues, ensures that the community is well-informed and equipped to address these issues. This empowers the audience with knowledge and a sense of responsibility towards societal issues.

Participant 3 underscored the profound spiritual role of Key FM radio in the lives of Christians. He explained that through Key FM radio, individuals not only receive divine miracles and salvation but also find joy in engaging in prayer, praise, and witness. These activities, facilitated by the radio, create a sense of spiritual connection and fulfillment, compelling many individuals to listen and participate, resulting in packed stadiums during prayers.

Participant 4, a community member, shared his experience of the radio's impact. He expressed that despite the radio not aligning with his denomination, he finds himself drawn to it for its diverse programs. The prayers and healing sessions on Key FM and the choir on Radio Maria are particularly appealing. He also tunes in to Radio Upendo to stay updated on his spiritual community. The variety of programs offered by these radio stations empowers listeners to choose what they want to engage with, creating a sense of control and active participation.

As a community member, I am responsible for processing permission to gather in a community. This 'gathering permission' is a significant aspect of our community dynamics. It refers to the formal approval required to hold religious gatherings or events in a public space. Since church leaders do not allow their followers to attend services from another denomination, the service is done in an open space where anyone can attend. So, since Key FM started hearing in Songea, Catholics and protestants have been coming to my office to ask for gathering permission for prayers and healings operated by Pentecostal prophets. They are collaborating to help family members to be healing from diseased and from demons, devils and ghosts, the service, which not provided in traditional Catholics and protestants churches. Also the community have strong collaboration in religious issues especial death and wedding ceremony people from deference dominations are singing and praying together because they learn from radio. There also come Catholics join Pentecostal choir so the interaction among people is high to compare with previous years when there few radio station.

Participant 4 asserted that while there is only one God, each sect has its own way of praying. The media, particularly the radio, plays a significant role in this context. It creates two groups: the first group is believers who use such media to strengthen their faith, and the second group is those who pray in more than one denomination. The radio programs have not only fostered tolerance but also promoted unity and collaboration. They enable all members of the family to gather to pray for the sick and come together during crises, regardless of their denomination affiliation. This promotes peace and unity, as it encourages people to look beyond their differences and focus on their shared beliefs and values.

The findings revealed that people who identify as both Protestant and Catholic may participate in liturgical practices within these denominations as well as engage in non-liturgical rituals.

Discussion of findings

To Determine the Extent to which Christians in Songea Listen to Key FM and Radio Maria FM

the results show that, 89% of the participants regularly listen to the programmes, where Christian radio licences as 11% listen infrequently. These data align with the research of Padmakumar (2015), which states that any radio station is active or inactive depend on creativity and contents. As Padmakumar, the audience of Radio Maria and essential FM was active daily, and they engaged in extended periods of listening to the FM radio stations. The findings demonstrate that individuals aged 20 to 30 allocate approximately one to two hours to radio listening, those aged 40 to 59 dedicate three to five hours, and those over 60 dedicate more than 10 hours. The findings are similar to those of Birsen (2012) and Ban (1986), who demonstrated that middle-aged adults spend less time on the radio than on TV and social media. In addition, the study aligns with Götting (2023) that adults and, especially, aged people mostly like to spend more time listening to the radio. The findings supported by Onabajó (2002), who stated that when people are alone, they use radio as a substitute for human company.

To Evaluate which Programme Songea Christians Prefer Most from Key FM and Radio Maria FM

This study explores the contents influencing Songea Christians' preferences for Radio Maria and Key FM's programmes, focusing on current news, prayer, religious education, social education and entertainment content. The reasons for this include airtime, broadcast duration, and artistry.

This Means that media audiences exhibit a preference for content that caters to their personal and professional desires (Katz, Blumler, & Gurevitch, (1974; Crisell, 1994). Hence, Songea Christians engage in the practice of listening to both Maria radio and key FM, carefully choosing programmes from their respective references.

Spiritual Radio Programme

According to research, the choice of programme is more determined by people's needs. In the category of religious sessions, respondents preferred listening Radio Maria and their favourable programme are prayer, sermons, and worship. The period of prayer for the ill and the family has risen to prominence because it is also prayed by people from all around the world. 90% of Catholic respondents choose Holy Mass periods. This study supports other researchers' findings (Ngatigwa 2013) that radio can help disseminate religious messages and reach several people at once.

Current News

News bullets are one of respondent's favorable content offered by Radio Maria and Key FM. The study findings aligned with the study of Anquandah (2012), Oghogho and Ojobor (2017), and Arya and Kashyap (2019) that current new is a first audience priority among many preference factors. The content concerned whether the news broadcasted by a station constituted local, regional, national, and international news. The findings indicate that Key FM is BBC Swahili News. The study findings consist of Segbenya et al. (2020) who found that where the locality is characterized by diverse languages, a blend of both a common language (local and foreign) and native language could influence choosing a radio station. Addition between two radio respondents have higher rate for Key FM for providing international news compared with Radio Maria. These findings aligned with Purba, (2021) study that the importance of

communication in globalization is paramount because individuals from different countries, ethnicities, languages, cultural attitudes and other variations must understand one another and express themselves to another effectively in order to work together.

Religious Education Programme

The findings revealed that Catholics preferred the Radio Maria education programme on religion issue. Content preference depends on categories, level of understanding, gender, age, occupations, and affiliation background. People of all gender, all age listen to Religion knowledge programme such as bible knowledge regardless their education levels. The findings indicated Catholic Catechism preferred by male and female aged 20-30. The findings demonstrate Male respondents aged 35 and above 35 preferred programme concerning lives of the saints, Mariology, the role of the priest, today's saints, and Vatican documents. This finding is supported by the study of that Jimi and Noem (2013) that people use the mass media to their benefit or to satisfy their own needs. The uses and gratifications approach springs from a functionalist paradigm, which presents the use of media in terms of the gratifications of social or psychological needs of the individual.

Social Education Programme

The Radio Maria's educational programmes on social and economic issues, such as Farmer Vision, Mviwata, and Agriculture, aim to educate farmers on sustainable farming methods and animal husbandry. Additionally, the form Market programme allows entrepreneurs to highlight their businesses and announce the products that are available in the market. In the community education group, 90% preferred sessions on the farmer's vision and from the market. These social programmes provide people with knowledge and information that will enable them to progress. The findings supported by Baran and Davis (2015), who argue that the uses and gratifications theorists argue that people's needs influence how they use and respond to a medium. The findings are also strengthened by Okelo (2011), who states that community radio is a preferred source of agricultural information for the large majority of smallholder farmers. According to the results, every respondent indicated that the producer packaged the programme content skillfully in the language and everyone understood. This finding is strengthened by prior studies that the development of education and awareness leads to the adoption of agricultural information about the types of crops to be planted and the use of modern inputs like fertilizers and certified seeds (Retz & Hasbullah, 2010). Regarding the findings about educational programmes on social issued by both radio Maria and Key FM, including becoming aware of your health, health programme, pro-live reproductive health. These results are consistent with Segbenya et al. (2022), who claimed that radio educational programmes on health service providers identified a significant problem in the form of attrition among trained community staff responsible for delivering health education. This finding is related with Kembero (2014) study, which explained that the role of communication in rural development is to ensure that an innovation is made known and accepted before it can come into use, and this is possible through various communication channels

The findings of live radio programme including Hims, get well soon, roundtable, and life is a journey, received a high rate due to its content and interaction between presenters and audiences. This pattern of results is consistent with the previous literature of Stiernstedt (2015) integration of new media into conventional radio is largely seen as a way to "create new forms of audience engagement" and understood by programme managers as a "key strategy for survival."

The findings on human rights and educational programmes for individual groups, including young people, women, and people aged above 60, received a high rate accounting to the number of respondents. The study result is consistent with Moomey and Skolnick's (1970) assertion that it is possible to tailor programming tactics to each audience type by addressing audience approaches instead of conventional station format categories. As stations gained knowledge about their target audience, they became more refined regarding their target audience and how to effectively attain their objectives.

Entertainment Programmes

Ninety-eight per cent of the young adults respondents preferred entertainment programmes from both radio stations. The findings align with Arnett's (1995) finding that young people make active choices in the media they use according to their personalities, socialization needs, and personal identification needs. The uses and gratifications theory proposed by Blumler and Katz (1974) predicted that young people will select and use media to best fulfil their individual needs.

To Examine the Reason for Christian Preferences on Key FM and Radio Maria FM

The third objective examines the factors influencing Songea Christians' preferences towards specific programmes offered by Radio Maria and Key FM. While 97% of respondents preferred Radio Maria, 94% preferred Key FM regardless of denomination affiliation. The reason for the preference of Radio Maria is the content of religious programmes, proper aired time, and adequate duration allocated to the programme. Another reason is shared information that makes Christians create a good society. This pattern of results is consistent with the previous literature Anquandah (2012), Oghogho and Ojobor (2017), and Arya and Kashyap (2019) that content is a leading factor that influences the audience to select radio programmes.

To Determine the Influence of Key FM and Maria FM on Songea Christians' Religious and Socio cultural Practices

The fourth objective investigate the impact of Key FM and Maria FM Radio programmes on social dynamics and cultural transformations within the christian community in Songea . The findings revealed that both radio stations helped Christians understand other churches' worship traditions while cultivating a culture that accommodates many denominations. These findings are comparable to those of Oguntade (2022), Nwachukwu, Worlu, Udo, Origbo, and Dike (2023) and Kapasule (2013), televangelism is effective in helping communities gain diversity, culture, and tolerance for other religions. The findings demonstrated that fewer than very few Songea Christians had changed their denomination, but most retained their faith and worship culture. While society as a whole and specific religious groups may not change, the individual has the agency to interact with different cultures. The findings revealed that individuals, regardless of their religious affiliations, can actively participate in liturgical procedures within different denominations. They can also engage in non-liturgical rites such as crying, wailing, and anointing during Pentecostal sessions. This finding resonates with Mokaya's (2015) study, which found that televangelism empowers people to shape their cultures actively. The choice of medium and genre affects the narrative construction, reality status, and mode of message reception. As a result, religious texts are tailored to the specific medium and genre used (Hjarvard, 2006).

Conclusions

The findings reveal that radio stations, Radio Maria and Key FM, enjoy equal preference among listeners despite their distinct programming. Radio Maria's strength lies in its unique religious content, particularly in Bible education, choirs, and messages for the sick, making it a favourite among a wide Christian audience. This unique appeal underscores the value of Radio Maria's programming. Conversely, Key FM ranks high for social programs, especially sports and current news, where all people love them regardless of their sect.

The findings align with Katz, Blumer, and Gurevitch (1974), indicating that listeners select programs based on their needs. Most Christians in Songea engage in the traditional Catholic, Protestant and Pentecostal; however, they engage in services transmitted by Key FM to address their needs, particularly in seeking remedies and resolving societal issues. Additionally, certain community group sessions, such as those for youth and women, exhibit lower attendance relative to the size of the respective groups. This finding, which supports Katz's Uses and gratifications theory, underscores the academic rigour of the study.

Recommendations

Since Radio Maria and Key FM lack human rights programmes, particularly for persons with disabilities, the research suggests both stations provide them. Furthermore, the survey suggests that the radio stations should extend their live programmes to keep up with youngsters who appear to be shifting to social media. The research has uncovered a promising opportunity for Radio Maria to enhance its current affairs programming and attract a larger audience. Instead of relying solely on TBC Taifa for national news bulletins, which often present content similar to that of TBC 1 TV station, Radio Maria could consider connecting with international media outlets such as Deutsche Welle and the Voice of America. This strategic move would not only cater to the audience's interest in global news coverage but also pave the way for significant growth in listenership.

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