INFLUENCE OF OWNERSHIP ON SOCIAL RESPONSIBILITY FUNCTIONS AMONG PRIVATELY OWNED MEDIA ESTABLISHMENTS – A STUDY OF REDEEMER'S FM

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ABSTRACT: Social responsibility refers to the moral duty of media companies to protect democratic principles, advance societal welfare, and serve the public interest. This research investigated different types of social responsibility functions that can used in the media, examined the ownership structure of Redeemer's FM and its implications for the fulfilment of social responsibility functions, explored strategies that Redeemer's FM can implement to enhance its social responsibility efforts within the constraints of its private ownership structure, and evaluated the credibility and authenticity of Redeemer's FM's social responsibility initiatives from the perspective of its audience, considering its ownership structure. The theoretical framework for this study was social responsibility theory. Utilising mixed- method approach, findings revealed that the different types of social responsibility functions used in the media are: accuracy and fairness, transparency in reporting, ethical advertising practices, public education and awareness, digital literacy and media literacy, environmental responsibility and community engagement and support. Findings also revealed that Redeemer's FM's ownership structure does not impact the ability to prioritise social responsibility and that the audience are satisfied with the station's efforts to fulfil its social responsibility functions within the context of its ownership structure. Findings showed that the strategies Redeemer's FM can implement to enhance its social responsibility efforts within the constraints of its private ownership structure are societal happenings, awareness and publicity to the members of the community, online streaming and ensuring that the radio station's programming reflects the diversity of the community it serves by creating contents that celebrate different cultures, perspectives, and voices, as well as actively seeking out underrepresented groups to participate in programmes. Thus, the paper concluded that Redeemer's FM should continue to prioritize social responsibility as a core aspect of its operations, while also seeking to enhance its impact through strategic collaborations, staff training, and ongoing evaluation and refinement of its initiatives. The study recommended that the station should further strengthen its community engagement initiatives by actively involving local stakeholders in decision-making processes related to social responsibility programs.

Keywords: Social Responsibility, Ownership, Private, Media, Redeemer's FM.

INTRODUCTION

According to Skana and Gjerazi (2024), social responsibility in the media refers to the ethical obligation of media organisations to serve the public interest, contribute to the well-being of society, and uphold democratic values. It encompasses a range of practices aimed at promoting

transparency, accountability, and integrity in media operations, as well as addressing societal issues and concerns.

Social responsibility, within the context of organisations and institutions, refers to the ethical obligation to act in ways that benefit society at large (Jerman & Završnik, 2014). It entails considering the impacts of decisions and actions on stakeholders beyond immediate shareholders, including employees, customers, communities, and the environment. According to Ganti (2003), social responsibility encompasses a range of initiatives and practices aimed at promoting positive social, environmental, and economic outcomes.

Ausat (2023) noted that in contemporary society, the media plays a pivotal role in shaping public opinion, disseminating information, and fostering civic engagement. As media outlets navigate the complex landscape of commercial imperatives, regulatory frameworks, and societal expectations, questions arise regarding their commitment to fulfilling social responsibility functions. Particularly intriguing is the examination of how ownership structures influence these responsibilities within privately owned media establishments.

Privately owned media establishments operate within a dynamic ecosystem, driven by market forces, profit motives, and diverse ownership interests (Apuke, 2016). While commercial viability is often a primary concern for such entities, they are also expected to serve broader societal interests by providing accurate, impartial, and socially relevant content. Ojebuyi and Ogunkunle (2019) pointed out that the extent to which privately owned media fulfil these social responsibility functions is influenced by a myriad of factors, including ownership structures, editorial autonomy, and organisational values.

Redeemer's FM, a privately owned media entity, provides a unique lens through which to explore the relationship between ownership and social responsibility. Founded on principles of community engagement and religious advocacy, Redeemer's FM operates within a distinct organisational framework shaped by its ownership ethos and mission-driven objectives. As such, studying Redeemer's Radio offers an opportunity to examine how ownership dynamics intersect with social responsibility imperatives in the media landscape.

The Problem

Privately owned media establishments play a crucial role in shaping public discourse, disseminating information, and fostering societal cohesion. However, the influence of ownership structures on their social responsibility functions remains a topic of significant concern and scholarly inquiry. In this study, we delve into the complex interplay between ownership dynamics and social responsibility functions within the context of Redeemer's FM, a privately owned radio station. Ownership interests and objectives often shape the overarching mission and editorial direction of media organisations. In the case of Redeemer's FM, the influence of ownership on the station's social responsibility functions manifests in decisions regarding content prioritisation, resource allocation, and audience engagement strategies. Despite the growing importance of social responsibility in media, there is limited research specifically exploring the influence of ownership on social responsibility functions within privately owned media establishments like Redeemer's FM.

Moreover, the alignment—or lack thereof—between ownership objectives and social responsibility functions can profoundly impact the station's relationship with its audience and

broader stakeholders. Audience perception of Redeemer's FM's social responsibility efforts, influenced by factors such as content bias, community engagement initiatives, and transparency in governance, plays a pivotal role in shaping audience trust, loyalty, and engagement levels.

Objectives

The specific objectives are to:

i.   identify different types of social responsibility functions that can used in the media.
ii. examine the ownership structure of Redeemer's FM and its implications for the fulfilment of social responsibility functions.
iii. explore strategies that Redeemer's FM can implement to enhance its social responsibility efforts within the constraints of its private ownership structure.
iv. to evaluate the credibility and authenticity of Redeemer's FM's social responsibility initiatives from the perspective of its audience, considering its ownership structure.

LITERATURE REVIEW

Ownership Structure and Media Organisations

Ownership structure profoundly influences the operations, content, and overall direction of media organisations. Media organisations can be privately owned, publicly owned, state-owned, or community-owned. Each type of ownership brings distinct characteristics and influences to the organisation. According to Sjøvaag and Ohlsson (2019), privately owned media often prioritise profitability and commercial interests, while state-owned media may serve political agendas, and community-owned media may focus on serving local interests.

The ownership structure determines who holds ultimate control over editorial decisions (López-Iturriaga & Rodríguez-Sanz, 2012). In privately owned media, owners or shareholders exert significant influence over the selection, framing, and presentation of news and other content. This influence can shape the media organisation's political orientation, bias, and coverage priorities. Ojo (2018) opined that ownership structure affects the financial viability and sustainability of media organizations. Privately owned media must generate profits to satisfy shareholders and investors, leading to pressures to attract audiences and advertisers. Publicly funded or community-owned media may have more flexibility in pursuing public interest objectives without solely focusing on profitability.

According to Uzuegbunam (2020), media ownership concentration can impact market competition and diversity of voices. Concentration of ownership, where a few entities control a significant portion of media outlets, can lead to monopolistic practices, reduced competition, and homogenised content. Regulatory interventions may be necessary to prevent monopolies and ensure a pluralistic media landscape. Media ownership intertwines with political power and influence (Wen, 2021). Ownership by political parties, government entities, or politically aligned individuals can lead to biased reporting, censorship, or propaganda dissemination. Such ownership arrangements may undermine media independence and impartiality, threatening democratic principles.

The digital revolution has disrupted traditional ownership structures in media (Alzub, 2023). Online platforms, social media, and digital content distribution channels have enabled new

forms of media ownership and participation. According to Yan (2021), the democratisation of media production and distribution has challenged traditional gatekeepers and empowered individuals and grassroots movements. Government regulations play a crucial role in shaping media ownership structures and practices (Chukwu, 2016). Regulatory frameworks aim to promote media diversity, safeguard editorial independence, and ensure public interest objectives are met. Effective regulation requires balancing the need for media freedom with the imperative to prevent undue concentration of power and protect democratic values.

Ownership structure is a fundamental determinant of how media organisations operate, what content they produce, and whose interests they serve. Understanding the dynamics of media ownership is essential for safeguarding media pluralism, promoting democratic discourse, and fostering a vibrant and diverse media ecosystem.

Social Responsibility Functions in Media

Media organisations are expected to fulfil social responsibility functions by serving the public interest, promoting democratic values, and contributing to societal welfare (Ravi, 2012). Social responsibility functions in media encompass the various roles and responsibilities that media organisations undertake to serve the public interest, promote democratic values, and contribute positively to society. These functions are essential for fostering informed citizenship, facilitating public debate, and holding power to account. According to Brewer (2006), here are key social responsibility functions in media:

1. Providing Accurate and Reliable Information- Media organisations have a responsibility to report news and information accurately, objectively, and without bias. They must verify facts, corroborate sources, and provide context to ensure the public receives reliable information on which to base their decisions and opinions.

2. Fostering Public Debate and Discussion- Media platforms serve as forums for public debate and discussion on a wide range of issues, from politics and policy to culture and social trends. By providing diverse perspectives and viewpoints, media organisations contribute to the exchange of ideas and the formation of informed opinions among citizens.

3. Promoting Transparency and Accountability- Media play a crucial role in holding individuals, institutions, and governments accountable for their actions and decisions. Investigative journalism, watchdog reporting, and exposing corruption or wrongdoing contribute to transparency, accountability, and the rule of law.

4. Advocating for Social Justice and Human Rights- Media organisations have a responsibility to champion social justice, equality, and human rights. They can raise awareness of marginalised communities, amplify their voices, and advocate for policy changes to address systemic injustices and inequalities.

5. Supporting Cultural Diversity and Pluralism- Media play a vital role in reflecting and celebrating cultural diversity within society. They should provide platforms for diverse voices, perspectives, and cultural expressions, challenging stereotypes and promoting understanding and empathy among different communities.

6. Promoting Civic Engagement and Participation- Media organisations can encourage civic engagement and participation by providing information on civic issues, elections, and public affairs. They can empower citizens to take action, participate in democratic processes, and contribute to the betterment of their communities.

7. Educating and Informing the Public- Media organisations have an educational role in informing the public about important issues, developments, and events. They can provide context, analysis, and background information to help audiences understand complex topics and make informed decisions.

8. Environmental Responsibility- Increasingly, media organisations are recognizing their role in promoting environmental sustainability and raising awareness about environmental issues. They can cover environmental news, highlight solutions to environmental challenges, and adopt sustainable practices in their operations.

Ownership and Social Responsibility

The relationship between ownership and social responsibility in media organisations is complex and multifaceted. Sjøvaag and Ohlsson (2019) noted that privately owned media organisations are often driven by profit motives, as they aim to generate revenue and maximise returns for their owners or shareholders. This focus on profitability can sometimes conflict with social responsibility objectives, as media organisations may prioritise content that attracts audiences and advertisers over content that serves the public interest or promotes social causes. The values, beliefs, and agendas of media owners significantly influence the social responsibility practices of media organisations (Kang and Kim, 2013). According to Happer and Philo (2013), owners may use their media platforms to advance their personal or ideological interests, shaping editorial decisions, content priorities, and engagement with social issues. For example, politically affiliated media owners may promote specific political agendas, while philanthropic owners may prioritise social causes in their media coverage.

Mareka (2016) opined that the degree of editorial independence and autonomy granted to journalists and editors within media organisations can vary depending on ownership structures. While some owners may respect editorial independence and allow journalists to pursue stories in the public interest, others may exert editorial control to align content with their own interests or agendas. This can impact the ability of media organizations to fulfil their social responsibility functions impartially and objectively. The financial resources available to media organisations influence their capacity to engage in social responsibility initiatives (Murphy, 2015). Privately owned media organisations may allocate resources to initiatives such as investigative journalism, community engagement programs, or corporate social responsibility projects, depending on the priorities and values of their owners. However, financial constraints or competing priorities may limit the extent of these initiatives.

According to Kiousis (2001), media organisations are mindful of their public perception and reputation, as these factors can impact audience trust, credibility, and market competitiveness. Owners may recognize the importance of social responsibility in maintaining a positive public image and may support initiatives that enhance the organisation's reputation as a responsible corporate citizen. Regulatory frameworks, industry standards, and stakeholder pressure can influence the social responsibility practices of media organisations, regardless of ownership. Governments, regulatory bodies, advocacy groups, and civil society organisations may

advocate for greater accountability, transparency, and ethical conduct in media operations, shaping the behaviour of media organisations across ownership structures.

Theoretical Framework

Social Responsibility Theory

Social responsibility theory, one of the normative theories, was propounded in 1956 by Siebert, Paterson and Schramm. It posits that media organisations have a duty to serve the public interest and promote democratic values. This includes providing accurate information, fostering public debate, and contributing to the well-being of society. Social Responsibility Theory provides a framework for understanding the ethical obligations of media organizations to serve the public interest and contribute positively to society (Uzuegbunam, 2015). In the context of privately owned media establishments like Redeemer's FM, this theory offers insights into how ownership influences social responsibility functions. For Redeemer's FM, as a privately owned media establishment, ownership should recognize its responsibility to prioritise the public interest over narrow commercial interests. This could entail offering programming that reflects diverse viewpoints, addresses community concerns, and fosters informed citizenship.

According to Social Responsibility Theory, media organisations are expected to adhere to ethical journalism standards, including truthfulness, accuracy, fairness, and impartiality. Owners of privately owned media like Redeemer's FM should ensure that editorial decisions uphold these principles and contribute to the credibility and trustworthiness of the organisation. This may involve providing resources for rigorous fact-checking, editorial oversight, and adherence to professional codes of ethics. According to Uzuegbunam (2015), Social Responsibility Theory emphasises the importance of media organisations in fostering public debate, dialogue, and participation in democratic processes. Redeemer's FM, as a privately owned media establishment, can fulfil this function by providing platforms for discussion on issues of public concern, facilitating dialogue among diverse stakeholders, and encouraging listener engagement through call-in shows, forums, and community events.

Social Responsibility Theory advocates for media organisations to promote social justice, diversity, and community engagement. Owners of privately owned media like Redeemer's FM should invest in initiatives that address social issues, promote inclusivity, and contribute to the well-being of the communities they serve. This may involve supporting local charities, advocating for marginalized groups, and amplifying voices that are often underrepresented in the media. Social Responsibility Theory underscores the importance of transparency and accountability in media organizations. Owners of privately owned media like Redeemer's FM should be transparent about their ownership structure, editorial policies, and decision-making processes. They should also be accountable to their audiences, stakeholders, and the broader community for the content they produce and the impact of their actions.

Empirical Framework

Masuku and Nomathemba (2014) examined the Community Social Responsibility (CSR) strategies employed by Unki Mine to improve their corporate reputation. The study used structured interviews, questionnaires, participant observation, and content analysis of documents to gather data. The theoretical framework used was cognitive dissonance theory,

situational theory, and Carroll's 3C-Social Responsibility model. Unki Mine's CSR programs cater to both internal and external publics. The study highlighted the challenges faced by the Community Engagement and Development Department (CED) in implementing CSR strategies. It also highlighted the weaknesses of the PR departments at Unki Mine in effectively implementing CSR programs to boost the organisation's image and reputation. CSR is defined as integrating social, environmental, and economic concerns into values, culture, decision-making, strategy, and operations. The study evaluated the impact of CSR strategies on service delivery and the perception that CSR practices can help organisations' bottom line and enhance their brand.

According to Gunawan, Budiarsi, and Hartini (2020), in the article "Authenticity as a corporate social responsibility platform for building customer loyalty", consumers' views of corporate social responsibility (CSR) are still filled with mistrust and doubt. Especially in developing countries like Indonesia, consumers are wondering about the motivation behind CSR activities. It was argued that CSR activities that are authentic or sincere will lead to customer loyalty. This research aimed to expand the line of studies based on CSR-loyalty, through the concept of sincerity motivating Corporate Social Responsibility activities. Therefore, field research was conducted to investigate whether CSR Authenticity affects Corporate Image, Corporate Credibility and Customer Loyalty among Indonesian consumers. The proposed model was examined using questionnaire with a data set of 257 valid responses. Statistical analysis was based on PLS-SEM approach with the use of Smart PLS 3.0. Findings showed that the hypothesis associated with the relationship between Corporate Image and Customer Loyalty was supported. The relationship between Corporate Credibility and Customer Loyalty was also supported; however, the relationship between CSR Authenticity and Customer Loyalty was not supported. Result further showed a mediating effect of Corporate Image

METHODOLOGY

This study adopted a mixed-methods approach, combining qualitative and quantitative techniques to provide a comprehensive analysis of Redeemer's FM's social responsibility functions in relation to ownership. Semi-structured interviews were conducted with 2 male and 1 female staff members of Redeemer's FM, to gain insights into their perceptions, motivations, and decision-making processes regarding social responsibility initiatives. Close-ended questionnaire was administered to Redeemer's FM's audience to assess their awareness, perceptions, and attitudes towards the station's social responsibility efforts.

Convenience sampling technique was used to select 3 interview participants, ensuring representation from the management and staff, including studio manager and 2 news professionals. This approach allowed for a comprehensive understanding of perspectives from different hierarchical levels. Since it is not possible to study the entire population of Ede community where Redeemer's FM is situated, convenience sampling technique was use to select 100 Redeemer's FM's audience due to accessibility, with efforts made to achieve a diverse and representative sample across demographics.

DATA ANALYSIS

One Hundred (100) copies of questionnaire were shared using online survey as questionnaire link was shared to different WhatsApp number of Ede community members who listen to Redeemer's Radio. The WhatsApp numbers were gotten from church members, office

colleagues, and neighbours and with the use of research assistants, the link was shared to other individuals of Ede community who indicated that they listen to Redeemer's FM. They were all found useful. Thus, the presentation and analysis were based on the 100 copies. This is considered adequate because it represents 100% of the return rate of the questionnaire. Out of the 100 respondents, 57 of the respondents were female while 43 of the respondents were male.

Table 4.1: Different types of social responsibility functions that can used in the media

Statement	Frequency	Percent %
Accuracy and Fairness	12	12
Transparency in Reporting	39	39
Ethical Advertising Practices	4	4
Public Education and Awareness	17	17
Digital Literacy and Media Literacy	14	14
Environmental Responsibility	9	9
Community Engagement and Support	5	5
Total	100	100%

Table 4.1 shows the different types of social responsibility functions that can be used in the media. It was revealed that 39% of respondents chose transparency in reporting as the most common type of social responsibility function while 17% of the respondents chose public education and awareness. Transparency in reporting serves as a cornerstone of social responsibility for media organisations like Redeemer's FM by prioritizing accuracy, honesty, and openness in their reporting practices. These outlets contribute to a more informed, engaged, and empowered society, thereby fulfilling their role as trusted sources of information and catalysts for positive social change.

Table 4.2: How Redeemer's Radio's ownership structure impacts its ability to prioritize social responsibility.

Statement	Frequency	Percent %
Yes	21	21
No	73	73
Not sure	6	6
Total	100	100%

Table 4.2 shows how Redeemer's FM's ownership structure impacts its ability to prioritise social responsibility. According to the table, 73% of the respondents expressed the belief that Redeemer's FM's ownership structure does not have a significant impact on its ability to prioritize social responsibility. This suggests that a majority of those surveyed perceive the station's ownership as not hindering its commitment to social responsibility initiatives. On the other hand, 21% of the respondents indicated that they believe Redeemer's FM's ownership structure does indeed influence its ability to prioritize social responsibility. This minority viewpoint suggests that there is a segment of the surveyed population who perceive a relationship between the station's ownership structure and its approach to social responsibility, possibly indicating concerns about potential conflicts of interest or external influences impacting decision-making processes related to social responsibility initiatives.

Table 4.3: Audiences' satisfaction of Redeemer's FM's efforts to fulfil its social responsibility functions within the context of its ownership structure

Statement	Frequency	Percent %
Very satisfied	35	35
Somewhat satisfied	26	26
Neutral	7	7
Somewhat dissatisfied	19	19
Very dissatisfied	13	13
Total	100	100%

Table 4.3 shows how Redeemer's FM's audience are satisfied with the station's efforts to fulfil its social responsibility functions within the context of its ownership structure. According to the table, it was revealed that majority of the respondents expressed high levels of satisfaction with Redeemer's FM's social responsibility functions. Specifically, the statement mentions that the majority of respondents are "very satisfied" with the station's efforts. This data suggests that the audience perceives Redeemer's FM as effectively fulfilling its social responsibility functions, despite any potential influence or constraints imposed by its ownership structure. The high level of satisfaction among respondents indicates that the station's initiatives, programs, and actions aimed at serving the community and promoting social welfare are generally well-received and appreciated by its audience.

Table 4.4: Authenticity and credibility of Redeemer's FM's social responsibility efforts

Statement	Frequency	Percent %
Very authentic	21	21
Somewhat authentic	57	57
Not very authentic	18	18
Not authentic at all	4	4
Total	100	100%

Table 4.4 shows the authenticity and credibility of Redeemer's FM social responsibility efforts. According to the table, it was revealed that 57% of the respondents expressed the belief that Redeemer's FM's social responsibility efforts are authentic and credible. This indicates that a majority of those surveyed view the station's initiatives and actions aimed at fulfilling its social responsibility obligations as genuine and trustworthy. This data suggests that Redeemer's FM is perceived by a significant portion of its audience as genuinely committed to serving the community and addressing social issues, and that its efforts in this regard are seen as credible and trustworthy. The high percentage of respondents who view the station's social responsibility efforts in a positive light indicates a level of confidence and trust in the integrity of its initiatives and programs.

Can you describe your perception of Redeemer's FM commitment to social responsibility and its role within the community?

Redeemer's FM exemplifies an unwavering dedication to social responsibility, firmly entrenched in its role as a pillar of community engagement and enlightenment. At the core of its mission lies the steadfast commitment to keeping its listeners abreast of the dynamic tapestry of events unfolding within their local environs. Recognising the pivotal role it plays as a conduit

of information, Redeemer's FM upholds the highest standards of responsibility in the content it disseminates, ensuring accuracy, integrity, and relevance in every broadcast.

As a campus radio station, Redeemer's FM extends its impact beyond the airwaves, serving as an invaluable platform for student training and development. Through innovative programs and initiatives, the station not only nurtures the budding talents of aspiring broadcasters but also cultivates a culture of critical thinking and civic engagement among the student body. By providing hands-on experience and mentorship opportunities, Redeemer's FM empowers the next generation of media professionals to harness the power of communication for positive societal change.

Beyond its role as an educational institution, Redeemer's FM stands as a beacon of community solidarity, amplifying the voices of the voiceless and championing grassroots development. Through a diverse array of interactive formats, including phone-in programs and community forums, the station actively solicits and amplifies the perspectives of community members, ensuring that their concerns, aspirations, and grievances find a platform for expression. In doing so, Redeemer's FM fosters a sense of inclusivity and belonging, empowering individuals from all walks of life to participate in the public discourse and shape the collective destiny of their community.

In essence, Redeemer's FM embodies the ethos of social responsibility in its purest form, leveraging the power of communication to inform, educate, and inspire positive change within the community it serves. By embracing its multifaceted role as a news disseminator, educational facilitator, and community advocate, the station epitomizes the transformative potential of media in advancing the common good and fostering a more equitable and just society.

How do you believe the ownership structure of Redeemer's FM influences its approach to social responsibility functions?

The ownership structure of Redeemer's FM plays a pivotal role in shaping its approach to fulfilling its social responsibility functions. While some may argue that ownership could potentially sway the station's priorities, it's clear that Redeemer's FM operates with a steadfast commitment to journalistic integrity and ethical broadcasting practices, independent of external influences.

Central to its ethos is a firm adherence to the standards and guidelines set forth by regulatory bodies like the National Broadcasting Commission (NBC). Regardless of ownership, Redeemer's FM recognises its obligation to uphold the principles of truth, fairness, and objectivity in its content delivery. This unwavering dedication to professionalism ensures that the station remains accountable to its audience and maintains the public trust, irrespective of any ownership affiliations.

Moreover, the ownership structure of Redeemer's FM likely reinforces its autonomy and editorial independence. By maintaining a degree of separation from external interests, whether corporate or political, the station can prioritize the needs and interests of its listeners above all else. This freedom from undue influence allows Redeemer's FM to serve as a beacon of impartiality, providing a platform for diverse voices and perspectives to be heard without fear of censorship or bias.

Furthermore, the ownership structure may also influence the station's long-term strategic vision regarding its social responsibility initiatives. Owners who are deeply invested in the community may be more inclined to allocate resources and support initiatives that align with the station's mission of community engagement and development. This could manifest in the form of increased funding for local programming, partnerships with community organisations, or initiatives aimed at addressing pressing social issues.

What strategies do you believe Redeemer's FM can implement to enhance its social responsibility efforts within the constraints of its private ownership structure?

They are core professionals who are disseminating contents to the public. As a matter of fact, Redeemer's FM social responsibility lies in getting the people informed about societal happenings and using their platform for social mobilisation of good cause and societal awareness of the activities of the government towards development of the community where they are and the state at large. Another strategy that Redeemer's FM should adopt is online streaming for larger reach since the transmitter cannot serve other neighbour community because it is a campus radio.

Another strategy Redeemer's FM can adopt is to ensure that the radio station's programming reflects the diversity of the community it serves. This can involve featuring content that celebrates different cultures, perspectives, and voices, as well as actively seeking out underrepresented groups to participate in programmes.

Based on your experience, what recommendations would you offer to Redeemer's FM to improve its social responsibility initiatives and community engagement efforts?

Redeemer's FM should continue to build upon its existing community engagement efforts, fostering meaningful interactions with local residents and organisations. This could involve organising regular community events, forums, or outreach programs aimed at soliciting feedback, addressing community concerns, and building partnerships with key stakeholders. To effectively fulfil its role as a news disseminator, Redeemer's FM can explore innovative approaches to news presentation that prioritise accuracy, relevance, and accessibility. This could include diversifying news formats, incorporating multimedia elements, and leveraging digital platforms to reach a wider audience demographic. Recognising the importance of cultural heritage in community identity and cohesion, Redeemer's FM can serve as a platform for promoting social-cultural activities. This could include airing programs highlighting local traditions, festivals, and cultural events, as well as providing opportunities for local artists, musicians, and performers to showcase their talents. To ensure widespread awareness and participation, Redeemer's FM should actively promote its presence and programming within the community. This could involve launching targeted marketing campaigns, leveraging social media platforms, and collaborating with local media outlets to reach a broader audience demographic. Redeemer's FM can harness the enthusiasm and creativity of student volunteers to enhance its day-to-day operations and programming. This could involve establishing student-led committees or initiatives focused on content development, community outreach, and event planning, thereby fostering a sense of ownership and investment among the student body.

DISCUSSION OF FINDINGS

The findings from the study provide valuable insights into the different types of social responsibility functions that can used in the media. The study examined the ownership structure of Redeemer's Radio and its implications for the fulfilment of social responsibility functions. It also explored the strategies that Redeemer's Radio can implement to enhance its social responsibility efforts within the constraints of its private ownership structure and to also evaluate the credibility and authenticity of Redeemer's Radio's social responsibility initiatives from the perspective of its audience, considering its ownership structure.

It was discovered that the different types of social responsibility functions used in the media are: accuracy and fairness, transparency in reporting, ethical advertising practices, public education and awareness, digital literacy and media literacy, environmental responsibility and community engagement and support. This finding is in line with Brewer (2006) when he mentioned the key social responsibility functions in media as providing accurate and reliable information, fostering public debate and discussion, promoting transparency and accountability among others.

Findings also revealed that Redeemer's FM's ownership structure does not impact the ability to prioritise social responsibility and that audience are satisfied with the station's efforts to fulfil its social responsibility functions within the context of its ownership structure. This means that the ownership structure of Redeemer's FM does not affect the social responsibility of the station. Also, findings revealed that audience of Redeemer's FM believe that the station's social responsibility efforts are authentic and credible.

As stated above, four questions were asked. The findings from the first question made it clear that Redeemer's FM is committed to social responsibility function since it's their duty as news disseminators to keep the society informed and they have to play out their role effectively by being responsible in terms of the contents they disseminate to the public.

Findings revealed that the ownership of Redeemer's FM does not in any way influence the social responsibility to the people. They believe that as professionals in the field of broadcasting, they do what is ethical in line with the code of conducts of National Broadcasting Commission (NBC) such that they are not under the influence of anyone or group in terms of their contents. They focus on what is true, fair and objective to the public and take responsibility for their contents.

Furthermore, findings revealed that the strategies Redeemer's FM can implement to enhance its social responsibility efforts within the constraints of its private ownership structure are societal happenings, awareness and publicity to the members of the community, online streaming and ensuring that the radio station's programming reflects the diversity of the community it serves by creating contents that celebrates different cultures, perspectives, and voices, as well as actively seeking out underrepresented groups to participate in programmes. It was also recommended that Redeemer's FM need to build on what they have been doing in terms of community engagements, news presentation, social mobilisation, promotion of social cultural activities among other responsibilities and also involve students in the day-to-day activities of the station. This finding was in line with Masuku and Nomathemba (2014) when they highlighted the strategies employed by Unki mine to enhance their corporate reputation.

They highlighted the weaknesses of the PR departments at Unki Mine in effectively implementing CSR programs to boost the organisation's image and reputation.

Conclusion and Recommendations

The study has shed light on the significant influence of ownership structure on the social responsibility functions of privately owned media establishments, particularly focusing on Redeemer's FM. The findings indicate that different ownership structures may result in varying degrees of emphasis on social responsibility initiatives within media organisations. In the case of Redeemer's FM, the ownership structure has led to a strong commitment to social responsibility, evidenced by various community engagement programmes, public service announcements, and educational campaigns. Redeemer's FM should continue to prioritise social responsibility as a core aspect of its operations, while also seeking to enhance its impact through strategic collaborations, staff training, and ongoing evaluation and refinement of its initiatives. It recommended that:

1. Redeemer's FM should continue to prioritise transparency and accountability in its social responsibility efforts. This includes regularly reporting on the impact of their initiatives and being open to feedback from stakeholders.
2. The station should further strengthen its community engagement initiatives by actively involving local stakeholders in decision-making processes related to social responsibility programmes. This could involve forming advisory boards or organising regular community forums.
3. While Redeemer's FM has demonstrated a strong commitment to social responsibility, there may be opportunities to diversify its initiatives to address a broader range of societal issues. This could involve partnering with local organisations to tackle issues such as education, healthcare, environmental sustainability, and poverty alleviation.

Suggestions

1. Redeemer's FM should establish robust reporting mechanisms to document the impact of their social responsibility initiatives. This could include creating annual reports or dedicated sections on their website detailing the outcomes achieved, challenges faced, and lessons learned. Additionally, the station can actively seek feedback from stakeholders through surveys, focus groups, or community meetings to ensure transparency and accountability.
2. To strengthen community engagement, Redeemer's FM can formalise structures for involving local stakeholders in decision-making processes. This could involve establishing an advisory board comprising representatives from diverse community groups, including civic organisations, religious institutions, educational institutions, and marginalised communities. Regular meetings with this advisory board can provide valuable insights and feedback for shaping the station's social responsibility agenda.
3. While maintaining its current focus areas, Redeemer's FM can explore opportunities to diversify its social responsibility initiatives to address a broader range of societal issues. This could involve conducting a needs assessment within the community to identify pressing issues and collaborating with local organisations and experts working in areas such as education, healthcare, environmental sustainability, and poverty alleviation. By broadening its scope, the station can make a more comprehensive impact on the well-being of its community.

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