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ABSTRACT
Community media are alternative medium to public commercial and social media. Alumuku (2006) opines that community media are usually understood as media that serve and belong to a community that produce content with specific community in mind. Common among the community media is the radio; this is due to its influence, cheapness and penetration. In Kenya and particularly Nairobi there three common community radio stations; Koch FM in the Korogocho slum, Pamoja FM in Kibera and Ghetto FM radio in Ngara.

Ghetto radio was launched back in 2007 as a community radio station within the Nairobi slum areas. The objective of the station was to provide a channel through which slum dwellers can tell their daily life changing stories and also encourage and empower the youth living in slum areas. The radio station airs many shows however there are those which specifically focus on bringing change to the lives of slum dwellers. One of such shows is ‘Chanuka Dada’ hosted by Jacky Waithaka on Sundays from 11.00am-1.00pm. This programme is aired in ‘Sheng language’; a corruption of English, Kiswahili and mother-tongue words. The show focuses on women empowerment living in slum areas specifically addressing issues affecting women such as rape, early pregnancies and abortion. This paper will therefore try to establish whether messages disseminated in this programme are understood as intended as the messages are in ‘Sheng’ language, if the listeners of the program feel that it serves their social transformational needs and the milestones that the program has made among the slum population since its inception. Data will be collected through the use of interviews, questionnaires and literature reviews. Data will be analysed through thematic and inferential and descriptive statistics.

Key words: Community Media, reproductive health, radio, dissemination, empower.