



Podcast influence on radio content: A case study of Capital FM journalists, Kenya

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<https://doi.org/10.51867/ajernet.6.3.31>

ABSTRACT

Podcasting as a means of representation of diverse content provides a viable opportunity for greater interaction, powerful expression, and personal empowerment. It enables subscribers to listen to audio content anytime, anywhere on their devices via the internet— its consumption has increased, leading traditional radio stations to experiment with creating content using this technology. Against this background, through a Case Study method, within the qualitative approach, the study examines the extent to which podcasting has impacted content selection, production techniques, and audience engagement strategies at Capital FM — an urban English radio station which explores the digital space, including the introduction of podcasting. Utilizing the construct of perceived usefulness of Technology Acceptance Model, the study seeks to answer the question: How has the production of podcasts influenced radio journalists in creating content? Twenty (20) participants out of 110 employees from Capital FM Kenya were sampled purposively, where the 15 interviewed comprised four heads of department from Programs, Editorial, Digital, Marketing, as well as nine reporters and two program assistants. An interview guide was designed with the questions structured to address the key issues from the research question. The data generated was transcribed and analyzed thematically. Findings indicate that radio journalists embrace podcasts in creating content since it provides a platform for them to share ideas/opinions without restrictions, such as the editorials and columns on print newspapers, and can grow an audience that subscribes to their content. The study recommends that with internet access, acquirable production tools, and innovative applications, podcast compositions are a viable way to create content for radio journalists. Findings support the conclusion that podcasts in radio newsrooms are highly dependent on the availability of specific content and therefore, radio journalists can create in-depth content at a time of their convenience, unlike normal radio programming that has specific timings.

Keywords: Capital FM, Content Creation, Podcasts, Radio Journalism

I. INTRODUCTION

The development of the media landscape has been changing every year due to the convergence of traditional and digital media channels. One of the breaking points in such a transformation was the rise of podcasting, which had entirely changed the media landscape regarding how people consume audio information (Sullivan, 2019). With its growth in popularity, the impact that podcasting has on traditional formats of media is growing (Rime et al, 2022). Miller (2017) contends that chances are good that the audience is already swimming in the tide of on-demand, customized audio experiences, putting radio at risk of just the opposite viewing.

Radio has long been an extremely effective medium for influencing public opinion and spreading information. According to Rime et al (2022), there was no rival for this extensive reach and influence until the dawn of digital technology posed a new threat to radio, especially as podcasts began to gain popularity. Through their availability on demand, portability, and focus on niches in audiences, podcasts are tough rivals to traditional radio (Piacentine, 2023; Mbai, 2025). Therefore, this has acted to trigger the disruption of the media ecosystem, and radio journalists will have to adapt to these changes. The study is set to discuss how radio journalists respond to this challenge posed by podcasts and in what way content creation is changing in this new digital context.

Podcasting as a means of representing diverse and plentiful experiences provides a viable opportunity for authentic representation, greater interaction, more powerful expression, and personal empowerment (King, 2019). Balanuta (2021) describes podcasting as an audio recording relayed directly to consumers' media devices, such as

portable music players, computers, laptops, smart speakers, and smartphones. Podcasters create content on topics such as sports, politics, comedy, arts, fashion, pop culture, technology, science, and others. A great podcast audience tends to erect churches for ideas they identify with and support, creating strong bonds and bonds with their respective hosts, and eventually developing a solid working relationship with them through whom they regard podcasting as their daily dose (Radio King, 2023).

Before podcasts emerged as a popular medium in the early 21st century, people were already exploring the concept of video blogs as a way to share content. However, the real breakthrough for audio content came in 2003 when software engineer Dave Winer developed an audio Really Simple Syndication (RSS) feed for Christopher Lydon, a former reporter for The New York Times and a public radio host. Lydon used this particular RSS feed to deliver audio recordings of his interviews on his blog, and this represented one of the first examples of podcasting that was similar to what we know today (Son & Kim, 2023). In Kenya, podcasts have become increasingly popular, especially post 2020. The popularity has created a platform for content creators to courageously lift stories that had not been previously covered, nationally and internationally. The demand for podcasts in Kenya follows the growing trend worldwide, where more and more people are using podcasts for information, entertainment, and education.

An April 2022 report by Africa Podfest placed Kenya among the top countries in Africa where podcasting was experiencing rampant growth. This is fueled by increased internet coverage that gave content creators independence to tinker with stories otherwise ignored by the mainstream media (Ding, 2023). This means that the research findings on the current state and prospects of audio storytelling across the continent indicate that the most advanced countries for podcasting in Africa are Kenya, Nigeria, and South Africa. The countries, therefore, experience fast-tracking in podcast adoption and usage, placing them at the forefront of evolving audio content on the continent. The findings underline how digital platforms can increase the share of diverse voices and discussions in the African media landscape.

Content creators are increasingly using podcasts to narrate their stories that are of interest to them and build virtual communities, and as a result, many users have created podcasts as a way of leisure and passing time, and later turned them into businesses, while others simply want to inform, educate and entertain the community. In Kenya, we are today witnessing radio journalists from traditional media exploring this medium to increase followers, reach out to a bigger audience both locally and to the world and be able to freely express themselves by telling stories the outlets they work with don't give airtime although the same traditional media houses are also tapping into podcasting to widen their reach and try to keep up with the ever-changing media landscape that has been occasioned by the emergence of digital media (Kerrigan et al., 2023).

Nevertheless, even with challenges, such as data and device affordability, internet access is nonetheless on the rise as more people gain access to online content, especially through mobile devices. According to statistics from Datareportal, the online data portal, there were 23.35 million internet users in Kenya in January 2022, with the internet penetration rate standing at almost 42% in the country at the beginning of 2022. Content creators have tapped into online media platforms to start their podcasts. Additionally, media ecosystem players have contributed to the rapid growth of podcasting by providing space for recording and hosting, training workshops, and promotion, while others help creators turn their talents into businesses (Kerrigan et al, 2023).

The paper aims at a critical review of how radio journalists are struggling to adapt to this evolving media environment, very important in appreciating how the future of podcasting and radio will look like. The research adds to the knowledge base about podcast-radio convergence with a case study of Capital FM, one of the top radio stations in Kenya. Such findings further illuminate integration dynamics, opportunities, and potential conflicts.

1.1 Statement of the Problem

The rapid emergence of digital technologies has revolutionized traditional media production and consumption practices across the globe. Radio or podcasting has gained prominence as a medium where audio narration is traditionally considered more flexible, accessible, and catering to the exact demands of listeners (Berry, 2016). In contrast to the traditional radio systems, podcasting provides journalists and content creators with the freedom to organize and distribute their content behind established editorial lines (Markman, 2012). This switch has left many traditional media companies, including radio stations, compelled to search for podcasting either as an alternative or complementary means of content production.

In the Kenyan context, urban radio stations such as Capital FM have embraced podcasting lately to conform to audience tastes and technological developments. However, little academic literature exists on the extent to which this digital innovation has reshaped the core aspects of radio-journalism and practices: in the selection of content, production techniques, and engagement with the audience. While podcasting is described as a level for personal empowerment and the development of niche content (Llinares et al., 2018), limited empirical evidence exists on its implications for the alteration of everyday working practices of journalists entrenched within institutional media settings.

This study addresses this gap by investigating the impact of podcasting on content creation among radio journalists at Capital FM Kenya. It examines how podcasting affects the perceived usefulness of digital tools, influences editorial autonomy, and transforms production workflows and audience strategies in a hybrid media environment. Given the increasing integration of digital content within traditional broadcast platforms, understanding the implications of podcasting is crucial for reimagining radio journalism in the digital era.

1.2 Research Question

How has the production of podcasts influenced radio journalists in creating content?

II. LITERATURE REVIEW

2.1 Theoretical Review

The Technology Acceptance Model (TAM) was used in this research to study how podcasting is affecting journalists' workflow, specifically, the perceived usefulness construct of the model. In Davis' (1989) study, he defined perceived usefulness as the degree to which a person believes that using a particular technology will improve job performance. This approach is useful to understand how journalists perceive the inclusion of podcasting in radio workflow both traditionally and expanded.

According to journalist, producer, and department head interviews, podcasting is largely viewed as a means for transformation. Its usefulness increases job performance because it offers flexibility, creative decisions, and allows discussion of niche topics frequently excluded from scripted radio content (MacFarland, 2013). Journalists interviewed also provided that podcasting enhances audience engagement through ease and on-demand listening to consume content, resulting in greater access to content for audiences without geographical or time limitations.

Nee and Santana (2022) articulated that podcasting creates the potential for innovation by creating the opportunity for journalists to play with storytelling techniques and meaningfully engage with complex issues. This fits the TAM; ultimately, podcasting is viewed as useful and adaptable in response to an evolving environment present in newsrooms (MacFarland, 2013). It further provides all content creators with the opportunity to monetize the content or create partnerships with brands, which are progressively relevant in the competitive digital media outlet environment.

In the end, perceived usefulness does not just mean productivity, but also creative freedom, professional development, and audience engagement (Zhang et al, 2020). The research findings indicate that podcasting is a key driver in the digital transformation of radio journalism. The research suggests that the integration of technology models such as the Technology Acceptance Model (TAM) is valuable in media research for understanding shifting practices and opportunities in journalism today.

2.2 Empirical Review

The convergence between traditional and digital media has created a paradigm shift in the media environment. One powerful example of this convergence is the phenomenon of podcasting, as a rapidly growing media form that is quickly taking off from audiences around the world. As a result, the influence the podcasting format has on established media formats such as radio has become a prominent site of academic research. Piacentine (2023) explains that most podcasts have a specific set genre and will only discuss stories that involve a particular interesting topic, such as, business, politics, and sports, compared to radio programs that often cover a variety of mainstream media and will weave mentions of current events or pop culture in between normal programming, like music. The difference in program content is why most podcasts feature such specific episode titles -to clearly signal to listeners what to expect and help them quickly find topics that match their interests (Piacentine, 2023).

In radio broadcast, content is crucial since the content is the basis for the interaction between journalists and their audiences. This shift to digital content ushered in the era of podcasting engages the creation and distribution of content. Wambui (2020) identifies podcasts as "digital audio files that can be accessed on the internet," having a format that allows them to be downloaded and saved on listener's devices while subscribing to the podcaster, allowing them to listen anywhere, anytime. To summarize, this shift to podcasting gives journalists more freedom artistically, as it removes the examination by traditional editors. Anyone with a decent microphone and basic recording devices can make their own captivating content on the internet, with minimal editing required, and with no costs other than the equipment and a location (Kisia, 2023).

The easy availability and low cost of producing podcasts have seriously contributed to its rapid growth in Africa, as more audiences demand of niche content, untold stories, and tales that are culturally important to them (Bosch, 2021). A democratized form of audio content, podcasting allows professional journalists and independent creators to bypass the traditional levels of gatekeeping, allowing participation of unheard voices that are often excluded from mainstream media (Mutsvairo & Bebawi, 2019). A podcast is flexible for experimental formats, offers place-based storytelling and the opportunity to offer socially relevant content to younger, digitally savvy audiences

(Gumucio-Dagron, 2019). In this way, it disrupts conventional broadcasting and changes the African media landscape into a more participatory and inclusive experience.

The literature indicates the growing trajectory of narrative or storytelling podcasting in Africa as a transactional medium. Royston (2023) holds that African podcasters are increasingly utilizing the format to deal with matters of crime, lifestyles, human interest, sports, and pop culture, amongst others. Content diversification thus indicates new ways in which digital platforms are being created to serve niche audiences. Further, Himma and Ivask (2025) state that newsrooms of the modern generation need to evolve to meet audience expectations, which are shaped by on-demand consumption behavior. They explain that if these expectations, such as immediacy and intimacy, are not met, the traditional media outlets would enter a near extinction. These assertions give prominence to podcasts as the tool by which journalism can be redefined and, in the same vein, can empower media houses in maintaining their relevance in the ever-changing digital environment.

Apiyo (2024) states that individuals will become loyal podcast listeners through substantive, meaningful content and strategic engagement. Experts suggest that producing content in an episodic fashion is only part of the answer; there needs to be a personal/self-created thematic connection between the host and the audience. Listeners who become loyal and listening regularly, leaving reviews, sharing, etc., will listen only to shows that demonstrate (even just an intuitive sense of their) reflective connection to the host's personal interests (while also coincidentally aligning with an audience's) (defined and/or assumed), as referenced in Apiyo (2024). These best practices include storytelling, reflections from interactive questions, and responsive feedback to build community (Linares et al., 2018). These connections require high quality content, guests with a level of credibility, a clear thematic level of focus and strong audio quality. Technical aspects such as transcript and resource link can improve accessibility and follow up learning.

Ultimately, authenticity, attentiveness to feedback, and consistent delivery of relevant content build trust and transform passive listeners into active participants, increasing the podcast's credibility and long-term impact (Markman, 2012). Podcasts have an advantage over radio since it is untimely by their nature of allowing content to be accessed on downloadable software like Spotify, SoundCloud, Apple, Boom Play, and many more (Apiyo, 2024).

The existing literature proves that podcasting exerts influence in the media landscape; studies devoted to the analysis of podcasting's influence on different dimensions of media production and consumption are numerous and fast-growing. In this line, scholarship has centered on podcasting's relationship to audience engagement, content creation, and journalistic practices; little is known, however, about how podcasting is integrated within radio journalism, especially in the African context (Snoussi et al, 2024; Apiyo, 2024 & Royston, 2023). The objective of the study is to fill this gap by examining how podcast production influences radio content creation at Capital FM in Kenya. The present study contributes to this much-needed awareness of the transforming media landscape and adaptive strategies employed by traditional media to respond to emerging challenges and possibilities brought forth by digital media by investigating radio journalists' experiences and insights.

III. METHODOLOGY

3.1 Research Design

This study adopted a qualitative research approach, specifically using a case study design to gain in-depth insights into how podcasting influences radio journalists in creating content. The design allowed for the collection of rich (Ong'ondo & Jwan, 2020), descriptive data from participants at Capital FM Kenya, focusing on their experiences, perceptions, and practices related to podcast production and content creation.

3.2 Location of the Study

The research was conducted at Capital FM, an urban English-language radio station located in Nairobi, Kenya. The site was selected due to its active engagement in the digital space, including its incorporation of podcasting as part of its content strategy.

3.3 Sampling

A total of twenty (20) participants were purposively sampled from the station's workforce of 110 employees. Of these, fifteen (15) were successfully interviewed, comprising four heads of departments (Programs, Editorial, Digital, and Marketing), nine reporters, and two program assistants. This is consistent with Creswell, who argues that qualitative research focuses on a few participants, but delves deeper into the said participants to gain nuanced insights into the phenomenon under study (Creswell, 2007). Baker and Edwards also, when responding to the contentious question of how many qualitative interviews are enough, they give a range of between 12 and 60 with many hardly going past 20 for small scale researchers. This means the sample is sufficient to allow for data saturation (Baker & Edwards, 2012). Five participants, who were reporters, did not participate in the study because they were working

remotely due to COVID-19 restrictions and did not show up at the interview venue. However, the sample was deemed sufficient as saturation had already been reached, consistent with Braun and Clarke's (2019) emphasis on response-based sample sufficiency in qualitative research.

3.4 Data Collection

Data was collected through one-on-one, in-depth interviews using a structured interview guide. The guide was developed based on the research questions and designed to elicit open-ended responses from participants. Interviews were audio-recorded to ensure that all responses were accurately captured. Ethical considerations were observed throughout the process: participants were informed of the study's purpose, their voluntary participation, and their rights to privacy and confidentiality. Interviews were conducted in private and non-threatening settings, with audio recordings stored securely and anonymously.

3.5 Data Processing and Analysis

The audio data captured was initially transcribed with utmost fidelity. Each transcript was identified clearly and labeled with participants' identifiers and their full responses. The researcher then further engrossed himself in the data by thoroughly reading the transcripts and absorbing not only the overall story, but also some initial impressions. The data analysis employed a thematic analysis approach as outlined by Creswell (2007) and Ong'ondo & Jwan (2020). The first stage of coding, identified responses based on the central research question: How did podcast production influence radio journalists' creation of content? In the second phase of coding, all similar answers were clustered together so that duplication was minimized. Similar answers were clustered together, and the researcher revisited the original transcripts to ensure faithful representation of participants' responses.

In the third phase of analysis, the co-authors consulted to develop broader themes. This engaged in matching emerging themes to the study's three research questions. The participants' responses were finally interpreted within the themes developed and reported as direct speech. The researcher did not have to retain many direct quotes as a way to add credibility and clarity. The researcher organized the findings so that they were easy for readers to interpret, which presented a cohesive narrative of the findings from the study.

3.6 Rigor and Trustworthiness

To increase the rigor of the study, a number of strategies were employed: extended time to collect and analyze data, consistent communication with participants, and deep immersion into the data; consulting mentors who were experienced researchers and not on the main research team and keeping detailed records of the research process (Morse, 2015).

IV. FINDINGS & DISCUSSION

4.1 The Impact of Podcasting on Content Creation among Radio Journalists at Capital FM Kenya

4.1.1 Enabling Personal Expression and Depth

Radio journalists emphasized that podcasting is a format in which a journalist can share opinions, discuss nuanced issues, and engage further with content - in much the same way as an editorial column in print. Podcasting allows journalists to range freely beyond the limits of traditional radio, which requires objectivity and brevity of topics. Podcasts allow the journalist to explore more complicated topics and add their personal voice and opinion, while also being informative:

"When it comes to news, we are talking everything from politics, education, healthcare... I think you choose a sector that you want to highlight or emphasize and use the podcast platform to have your own opinion ...As a news anchor, I cannot be that opinionated... whereas in a podcast, I deliver information yes, but we have a discussion and there is more engagement..." (Interviewee 7, 2022)

This finding supports the TAM's "perceived usefulness" construct—podcasting enhances job performance by expanding communicative depth and allowing creative latitude.

4.1.2 Expanding Audience Reach and Content Longevity

Participants consistently reported that podcasts helped them reach new and broader audiences, both locally and globally. Unlike ephemeral radio broadcasts, podcasts offer an extended shelf life and allow for content specialization:

"Radio is a traditional medium... once gone, it's gone. But with a podcast, the topic's shelf life is extended..." I look at the emergence of podcasts as a challenge to me, why I'm not in that space, why do I have to limit myself, I believe when it comes to podcasts, there's enough pie for everybody," (Source: Interviewee 7, 2022 May 7)

This underscores the evolving media consumption patterns where digital content enables niche targeting and replayability, attributes that make podcasts both strategic and sustainable.

4.1.3 Enhancing Creativity and Innovation in Journalism

Podcasts were seen as fertile ground for creativity, enabling experimentation with narrative techniques, soundscapes, and storytelling formats that are often constrained in radio newsrooms. The study found that journalists could repurpose archival material, incorporate ambient sounds, and utilize testimonies to enrich narratives, thus transforming content creation into a more reflective and innovative process:

“News podcasts enrich and evolve traditional genres... revealing different formats that reach wider and more diverse audiences.” (Interview Summary)

This is aligned with existing research (Edirisingha, 2014; Sullivan, 2019), which confirms that the slower pace and flexible form of podcasts allow for creative journalism. Longer time frames allow for the reflective production where writing scripts, recording the audio and editing the audio is done carefully and creatively (Sullivan, 2019). Thus, other than being very informative, the content has depth and nuance, thereby offering an engaging and immersive experience for the listeners. This study underlined that this type of creative latitude inherent in podcasting could pay dividends toward better, more complete, and more reflective kinds of journalism, often missing due to the immediacy of daily news reporting.

4.1.4 Supporting Professional Development and Skills Diversification

Participants expressed that producing podcasts challenged them to adapt and expand their digital skills. They viewed this shift as necessary for career resilience in the face of media industry disruptions:

“It was a challenge... how do I take my journalistic skills to a new level? It’s something we are trying out.” (Interviewee 9, 2022)

The majority of the participants said radio stands to benefit from podcasts since it allows the exploration of different narrative languages through the recording, editing, mixing, and addition of audio resources such as testimonies, documentary sounds, historical records, archive material, music, and ambient sound. According to the reporters who responded, they felt that news podcasts enrich and evolve the original palette of journalistic genres (debate, interview, chronicle, news bulletin) to reveal different formats that reach a wider and more diverse audience.

Thus, podcasting is not just a content platform but a training ground for digital literacy and adaptive journalism, critical in an era marked by automation and platform convergence.

4.1.5 Flexibility in Time and Workflow

Podcasts were also appreciated for the convenience they offer. Unlike radio, which requires fixed scheduling, podcasts allow journalists to record at their own pace, increasing productivity and reducing stress:

“No restriction on time... the podcast allows the journalist to record at his/her own convenience.” (Interviewee 11, 2022)

This flexibility aligns with the “perceived ease of use” dimension of TAM, as it minimizes barriers to adoption and enhances workflow efficiency.

4.1.6 Competitive Pressure and Relevance

While participants acknowledged the benefits, they also admitted that podcasts have introduced a new dimension of competition, challenging traditional radio formats and job security. The study findings proved that growing interest in podcasts has changed the media landscape radically, thereby increasing competition for radio journalists. Podcasts have opened up a completely new space of competition among content makers to attract audiences, often with highly specialized topics. This has caught the attention of journalists working in radio, many of whom are speaking out against the threat this may pose to job security. Unless radio reporters now make a beeline for podcasts, with more of these grabbing center stage, they risk being relegated to obscurity. It shows that a significant proportion of journalists are actively seeking podcasting as a way to remain relevant and continue being employed. The move is impelled by expanding skill portfolios and emergent media use to continue being relevant within an industry changing at rapid speed. Growth of podcasts has thus added a new dimension to the competition and forced creativity upon traditional media practitioners in the face of changing audience preferences and murmurs of new technologies

“Yes, I feel that podcasts have threatened to take over my job... but they’ve also helped me as a producer.” (Interviewee 9, 2022)

The dual nature of this finding highlights the disruptive yet integrative power of digital platforms, echoing Corcoran (2023), who noted that podcasting opens new markets and demands new strategies.

4.1.7 Coexistence with Traditional Radio

Despite the rising popularity of podcasts, the study confirmed that traditional radio retains relevance, particularly in areas with limited internet access. Moreover, radio offers interactivity, such as live call-ins, that podcasts currently lack:

While podcasts are slowly taking up more space in the communication arena, they have not fully replaced traditional radio. Podcasts rely on the availability of the internet – internet connection is not available in all regions, and hence, the traditional radio remains relevant and important. Moreover, podcasts are often built on a one-way line of communication that does not provide the audience with an opportunity to respond or chime in on a discussion, a quality that traditional radio offers. (Source: Interviewee 8, 2022, May 7th).

This finding suggests a hybrid future, where both formats coexist, each offering distinct value propositions depending on audience needs and infrastructure.

4.1.8 Monetization and Institutional Adoption

Lastly, a number of participants observed that podcasts also provide additional sources of revenue. Media Houses are starting to investigate how they could profit from podcasting, especially as a complement to their digital advertising opportunities, developing new revenues and content ecosystems; and marrying them with social media improves discoverability and productive reach. Tutorial reports illustrate that it validates Simpson's (2022) assertion that podcasts can amply be added to larger digital strategies, allowing journalists and groups with which they work, monetize content in ways outside of the typical advertising channels.

Of course, while the increases in podcasting seem to be both obvious, journalists are also starting to appear worried about some of the ethical considerations around misinformation and ethical debate, and this is illustrated by the number of respondents who suggested that an associated policy would be developed to govern channel. This finding seeks to contribute to the knowledge gap that diverges from the already existing empirical literature. Podcasting popularity is at an all-time high, providing an area of interest for researchers, as it reflects changing communication forms in society and adds to an already significant empirical literature. Podcasting is a form of digital media that continues to adapt to societal and technological trends, so the authors are drawing scholars' attention to the need for a critical assessment of podcast content, especially given the decentralized nature of information creation in this current time.

V. CONCLUSION & RECOMMENDATIONS

5.1 Conclusion

Drawing upon the evidence provided, in this study we have established that podcasting represents an original and radical approach to content creation, production, and engagement, employed by radio journalists, at Capital FM, as it was opposed to radio broadcasting. We showed, via the Technology Acceptance Model, that journalists saw podcasting as a useful, engaging and empowering medium for producing journalism that allowed them to move away from editorial structures, and programming schedules. Podcasts enable journalists to engage an audience on their terms; time, format, and duration can all be negotiated. With podcasts, journalists have more opportunities to develop rich connections with niche audiences and engage with content themes in more depth and variety. Time and format flexibility means journalists have more choice in how, and when, they make and distribute content. Podcasters can expand audiences who may not always be able to listen, or share, information during the live broadcast period.

5.2 Recommendations

Overall it is recommended that radio stations, especially urban broadcasters such as Capital FM in the Kenyan context, invest in podcaster training, podcast production structures, and digital literacy training for their journalists, to make full use of the medium. Management also needs to consider podcasting as part of its overall content mix or strategy, rather than as a replacement for conventional programming. Radio organizations like Capital FM need to continue innovating their use of digital content formats while also investing in new avenues for monetization such as sponsored series', or paid subscriptions from listeners. Lastly, as the podcast field evolves, more research should be conducted on audience reception and preference in order to continue to adapt, improve and build on podcasting content and engagement strategy in Kenya

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