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The aim of this study was to shed light on the role played by kassala's radio stations and the impact of community radio on rural people in the state of Kassala . The researcher wanted to shed light on the problems and difficulties that faced the radio in developing the awareness of the citizens The survey method was questionnaire form it was distributed to a selected sample of the public, using the random sample. In which the society of the study was one hundred of the respondents in the state of Kassala.

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The Impact of Local Radio on Rural Development an Applied Study on Kassala Radio Community Program

Wedad Mohyeldeen Mohammed [α] & Nahid Alamin Ibrahim [σ]

Abstract- The emergence of radio transmission technology known as FM has a wide impact on the mission and nature of radio work and its relationship with the listeners' age, class, social and economic status in education, trends and ideas, and multiple dialects and cultures. It was necessary to take into account the rural person who received a little line of education and different dialects.Community Radio, which is broadcast in a number of dialects with the aim of raising awareness, guidance with the participation of society to achieve sustainable development.

The aim of this study was to shed light on the role played by kassala's radio stations and the impact of community radio on rural people in the state of Kassala . The researcher wanted to shed light on the problems and difficulties that faced the radio in developing the awareness of the citizens The survey method was questionnaire form it was distributed to a selected sample of the public, using the random sample. In which the society of the study was one hundred of the respondents in the state of Kassala.

The results of the study showed that the rate of listening to Kassala radio in the countryside was 76%.

The study revealed that 96% of the respondents listened to the program of community radio with their various demographic variables. The study showed that the use of local dialects affects 92% and that the percentage of radio influence in behavior change and awareness raising reached 98%

The research came out with the following recommendations:

- The need to more efforts and include the program map, programs that meet the needs of the retired public.
- Intensify the training methods of the program providers and providers, especially those who work in the community radio program
- The need for government support to facilitate the work and achieve a comprehensive coverage of events.

Keywords: radio, rural communities, social, dialects, education, program, FM.

I. Introduction

Radio is one of the most important media, cultural and recreational means in the lives of individuals and groups, and may be the only one in rural communities, ie low-income for many reasons can be postponed to economic and social factors and other reasons.

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The influence of radio power has increased in the third world, namely African and Arab countries, especially with the aggravation of social and cultural problems and major educational problems, especially educational and intellectual illiteracy, unemployment and all kinds of apparent and persuasive issues. It increased the power of radio and the need for it**.** Many of these problems also led to the emergence of local (state) radio stations, which deal with these issues of educational development of various types and through specific radio formats and diverse suit the target audience in terms of language, culture, customs and traditions among the community and work to educate people and familiarize them with harmful customs and work to combat them During the community itself, these standards have to be considered and worked out when preparing radio programs for these rural areas.

Kassala State Radio has played a major role in the development of the countryside through the community radio program, which broadcasts Kassala Radio over the weekdays and offers in seven local dialects and Sudanese Vernacular for several tribes :Al Hausa,, ABani Amer, Al Artiga, Nubian tribe Rashaida, Al Shukria, Alhadndwa, Alhabab and other tribes from Northern Sudan. The program contributed to solving many problems and issues facing the people of Kassala State, especially the rural people. due to the importance of targeted programs in the community, this topic was titled (The role of local radio in rural development). Kind of programs in darn social fabric. And to raise the spirit of social cooperation among the members of kassla's community.

a) The statement of the problem

The media has played a significant role in influencing the lives of individuals and communities. The researcher wanted to shed light on the problems and difficulties that faced the radio in developing the awareness of the citizens

b) The significance of the research

The importance of research stems from the importance of media programs directed at community radio Broadcasting and its contribution to the improvement of sustainable development.

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c) General goals

a. To know the role of the media in the development of rural communities.
b. Highlighting the radio and its role in the development of Sudanese communities, especially the rural community.
c. To know the role played by local radio stations to raise awareness of the importance of education and development
d. Detecting the effectiveness of radio programs specialized in the dissemination of education and the fight against harmful habits.

d) Objectives of the research

- Stand on the experience of the community radio program, which broadcasts in local dialects to the target audience and know the extent of the success of this program in the role entrusted to it, and to what extent contributed to raise the audience listeners to Radio Kassala inside and outside the state. Definition of Kassala radio community and community radio programs
- As well as natural knowledge of the production of change programs that helped to bring about the level of individuals and groups in society and for any Kassala.
- Highlighting the role played by the community radio program in Kassala Radio in the development of the rural community.
- Know the difficulties and challenges that prevent the continuation of the program and strive to present the results to the responsible authorities.
- Knowledge of the languages used in community radio programs and their role in communicating the media message.

e) Research Questions

— What is the role of local broadcasters in rural development?
— To what extent Kassala Radio played a role in improving the social fabric and whether it helped solve the problems and challenges facing the rural people.
— How the community radio program contributed to raising the level of awareness of the development of rural people in Kassala.
— What impact the use of local languages in the success of the program.
— What are the difficulties and challenges that prevent the continuation of the community radio program.
— To what extent has the program contributed to achieving the dimensions of sustainable development?

f) Research hypotheses

- The first hypothesis

Local directed radios has an active role in developing the rural community

- The second hypothesis

The community Radio program contributed to raising awareness of development in kassla's countryside.

- The third hypothesis

Promoted the use of local dialects to address the conscience and the concept of the citizens which increased the impact

- The fourth hypothesis

Shortage of money plus experiences be as an obstacle in Increasing of broad casting hours and geographic scope.

g) Research Methodology and Data Collection Tools

The researcher used the desk documentary approach to cover the theoretical side of the study, and the survey method to cover the applied side, namely the case study method.

Data collection tools used the researcher, not observation, questionnaire, and interview

h) Research limits

Sudan, Kassala State, Kassala Radio
Time limits: 2017 / - 2018 /

i) Definition of terms

- Radio

In the language means publication and disclosed, which is the spread and spread that came in (glossary refinement of language for the Azhari) and said spread means broadcast

- Radio in the term

Is the organized dissemination, which is done by the radio to enjoy, information and education by placing the message in symbols or code to be published by the means to a scattered audience consisting of individuals and groups with appropriate receivers.

- Local radios

It is a group of radio broadcasting stations established to promote rural communities and raise the level of awareness in these communities through its specialized programs that serve this purpose.

- Development

Language means growth, ie, gradual growth, and it is said that growing money, growing crops, growing any accumulation and many more. The term development is commonly used in the sense of increasing economic, social, political and other levels.

- Idiom

Is the ambition for a better position on the economic and cultural levels.

- Society

(A group of individuals and groups whose foundation is a certain geographical area or space, a

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common language and an organization of values, economic and political needs, etc.).

A community is a group of individuals living in a particular location linked to cultural and social relations, each of whom seeks to achieve common interests and needs.

II. Literature Review

a) *Procedural Definition*

To know the effectiveness of Kassala radio and community radio programs in the development of rural people in the state.

i. *The emergence and development of audio broadcasting*

The radio has gone through several stations or stages in its origins and development, and can be shortened in three stages, namely:

1 / stage of development
2 / The appearance of the transistor
3 / Phase phase using F - technique. FM

b) *The first stage: the stage of development and development*

The development of radio in the late nineteenth century led to the revolution of the world of communications, if there were only two means of communication between the remote areas of lightning and telephone.

It is difficult to identify the inventor of the radio because it was the result of a series of discoveries that have been sequenced and sequenced and even integrated gradually over many years

However, many of the discovery of the radio to the world Marconi, who succeeded in sending electromagnetic signals over the air to long distances in 1896 / m.

The scientists had conducted many experiments in the field of electricity and electromagnetism half a century earlier, and the most important scientists who contributed to this field American scientist Joseph Henry British physicist Michael Faraday, the two scientists conducted both experiments on their own electromagnetism and reached the theory that The passage of current in one wire can lead to the passage of current in another wire, although the two wires are not connected and called this theory

c) *Broadcast Theory: Dr. Ashraf Faleh Zoghbi d. Tahseen Shurdaka2017*

- The British physicist (James both R. Maxwell) explained this theory in 1864 by assuming the existence of electromagnetic waves traveling at the speed of light and in 1880 the German physicist (Heisheke Hertz) proved his experiments.

Maxwell's theory proved that electromagnetic waves could travel through the air at a speed equal to the speed of light (300,000 km / s). These experiments helped Marconi achieve his successful radio transmitting experience.

Charles Winston, William F. Tock, and Samuel Morse, scientists who have been in the forefront of the field include audiovisual radio based on the element of sound as the ether to the ear of the listener. .

The spread of the radio went through several stages, beginning with the discovery of radio sound waves, where they were discovered by converting the sound to electromagnetic waves after the use of both Marco Ni Italian and Baird English from the results of many research "Italian, French, Russian and German" and the result of the discovery of the waves Electromagnetically theoretically and mathematically in 1865 and then the scientist Carl Maxwell theoretically, the existence of these waves and pointed to their ability to transmit sound until the secular Hertz was able to discover sound waves and found her unit When he succeeded in transmitting radio telegraph signals in 1901 England to Newfoundland to a distance of more than 2,000 miles, he was convinced that the sound could be transmitted to all. Throughout the world, Marco Ni's achievements at the time were motivated to prove to the world that radio waves could be moved beyond the horizon. *Dr. Ashraf Faleh Zoghbi d. Tahseen Shurdaka2017.*

The real date of the birth of sound radio as a means of communication, the mass was in 1906 when the American scientist Vesendon from the University of Bastenberg to transmit the human voice and music to long distances hundreds of miles, and thus recorded in 1906 the first sound radio at the mass level.

In 1914, the radio became a reality after the establishment of the first public radio station called Radio Laclain-Blecchio, founded by Priya Red, covering Belgium and northern France. The first stopped when all civil activities in Europe at the time, and then turned to provide propaganda war activities, intelligence and maritime and air communications. *Ashraf Fateh Al Zoghbi.*

After the end of the First World War, radio-related activities and technology development were resumed and employed in many areas of life. As the first station (Kaka) his experiences carry a stinging license to open its programs by broadcasting the results of the US presidential election between Cox and Harding.

Radio soon became a focus of conversation and an area of interest to people, and radios flourished and followed by a significant increase in the number of transmitters from the United States Radio moved to Europe and Britain was the first European country to establish a radio station, where the British Daily Mail on May 15, 1920 In 1922, the British Broadcasting Corporation (BBC) was set up to broadcast the government to intervene by forming a committee to study the radio, its form and its impact on the public.

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The committee rejected the idea of establishing a commercial radio as well as the idea of establishing a public body controlled by the state and proposed the establishment Public Service This service is carried out under the name of the BBC, which holds it so far.

The radio began to broadcast in the Arab world in relatively late from the developed world, Egypt was the first Arab country to know radio stations, after the emergence of the first station in the world in 1920 in the United States.

In 1925, these radio stations were initially owned by some amateur individuals and relied on commercial advertisements. French and Italian English for foreigners in Egypt These stations were all stopped from broadcasting in 1952 and interest in radio as one of the tools of successive Egyptian policy at the entrances and exits and in the establishment of more radio services that have been subjected For many aspects of the organization and evolution. *KD Nesma Ahmed Penguin. Dr.. Adel Abdel Ghaffar 2005.*

And then follow the emergence of radio throughout the Arab world, whether the Arab Mashreq or the Arab Maghreb and the Arabian Gulf, where the radio reached a growing potential both for human cadres or for the great technical capabilities that contributed to the development of radio broadcasting not only within countries but beyond the borders of countries During directed radios. If the concept of technology has been associated with the development of electronics in particular, the radio is clearer example: the radio lost successive developments and increased prevalence when the transistor emerged as a real revolution in the field of communication and associated reliance on circuits instead of shocks became a radio receiver cheap And within reach of millions.

This increase and the proliferation of radio receivers in the Arab world, both in absolute and open number or in terms of the number available per thousand of the population and is part of a reality in the world, as it is a confirmation of the idea that radio is the most widespread means of communication in All the time and everywhere.

d) First uses of the radio

Marconi's experiments drew the attention of those interested in maritime affairs, since the telegraph was used at the time to transmit messages. Lighthouses and commercial ships coming. Until the radio proved its importance, the occurrence of some disasters played an important role in highlighting the importance of radio as a means of mass communication, as well as the disaster that befell the passenger ship (Titanic) in 1900 and 1912, respectively. Radio communication played an important role in sending distress signals thanks to the enforcement of 700 passengers on the Titanic, which drowned 15,000 passengers. Ali Kalam Ould Hichem received requests to increase music transmission from un mature listeners They were expecting this to happen and were using homemade reception equipment. The first regular commercial radio station appeared on 2 November 1920 as Kadk. Pittsburgh by Wesing House, which opened the station by broadcasting the results of the presidential elections in the US (Michigan), and since then has regularly bid farewell to programs consisting of music CDs, speeches and songs as it was occasionally transmitting live music played by the orchestra, as well as The news was broadcast in a regular bulletin of local news in the city, state news from newspapers and the rest of the world and news agencies. Al Zoghbi 2017By the end of 1922, there were more than 576 commercial radio stations in the United States, and more than one hundred thousand receivers were sold in the same year, and by 1925 / m there were 5.5 million receivers in America alone. The radio or radio receiver at the start-up period was known as wireless telephone. The word radio circulated only in the 1930s, and listening to radio was initially collective in specific places and the spread of radio receivers was limited.

The early nineties of the twentieth century was the beginning of radio broadcasting in many countries, in Canada the first regular broadcasting began in 19220 / m. In Australia opened the first station in Melbourne in 1921 / m. Regular broadcasting from the Eiffel Tower in the same year coincided with the beginning of broadcasting in the former Soviet Union or by the end of 1923 had established radio stations in Belgium, the former Czechoslovakia, Germany, Spain, Finland and Italy in radio stations in Belgium. The former Czechoslovakia, Germany, Spain, Finland and Italy In 1924 Norway, Poland, Mexico, Japan in 1925, India in 1927 and then the rest of the countries respectively.

e) Phase II - Transistor appearance

The emergence of the transistor in 1925 to transfer the radio work from one phase to another and the latest conveyed a great awareness, the radio shifted from family use to individual use and listening in one place collectively listening to multiple places, in the beach, car, kitchen, bedrooms and workplaces .. ... etc.

This provided multiple opportunities to listen to the content of the radio programs and to reduce the emphasis that was placed in the collective listening.

The invention of the transistor allowed the majority of people to own the radio. Ahmad Al-Sawy 2011

f) Phase III - The emergence of FM technology

The emergence of radio transmitting and receiving technology known as FM modulation in the early eighties of the last century has had a wide and important effects in the nature of the radio work and its functions and public relations with him, was the most important product of broadcasting through the FM radio multiple channels and diversity of ownership and the

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emergence of specialized radio and the spread of local radio It also enabled the use of FM to raise the quality of the audio signal and the arrival of the signal to the receivers the same quality of transmission, which is not the case in the transmission of other waves, and led to the manufacture of devices that capture a large number of radio waves in a small space by a margin Yat them, also reduced noise when receiving.

This development led to the possibility of establishing a large number of radio stations and breaking the monopoly of the radio work by States and governments, and large companies, and there was a revolution in the spread of radio stations in the world, and also became available to individuals and groups, and it became logical to see the contents of the radio work great development In some countries, regional and local radio stations, in turn, have abounded in what are known as community radio stations, which are concerned with the affairs of a particular social group, and the affairs of residents of a region, a neighborhood or a village*., Ralph Levy-1995.*

g) Concept Development

The concept of development was called the process of establishing coherent economic and political systems and the development plan in particular and its society in general.

It is noticeable that the most important development goals focus on social and economic progress and achieve the highest standards of living The main objective of development is to remove isolated communities and their rigidity and participation in the development process and give them the opportunity to take their role in the overall development of the national society. The human being is the maker of development and at the same time the goal of development in the sense that human effort is the decisive element in the development process and that the goal of the development plan is to delight the human and meet the ever-increasing needs. Development seeks to achieve social cohesion to achieve prosperity and social justice in addition to increasing the sense of belonging to the national society and strong loyalty to it. Satisfy the basic needs of the majority of the community and achieve homogeneity and dissolve the differences between classes in society. Achieving integration between the social, economic and cultural aspects of society so that the other side intervenes during development projects. Improving living conditions and helping community members to increase their income. To affirm the cooperation between the government and the civil society organizations, from the above the general objectives of development many countries and societies agree, but differ in relation to the specific objectives of each community. Kinson, & Levy, 1995.

h) Development dimensions

Development is not only a political process, an economic process, a social process or a cultural process, but the product of the interaction between all these dimensions. These dimensions overlap and exchange effects negatively and positively in a single dynamic process is difficult to divide, but separation between them is merely a theoretical procedure aimed at facilitating the study.

i) Economical development

This term means 'per capital growth, a steady increase in per capita income, a rise in the standard of living, or a structural transformation of the economy'.

Economic development is different from economic development that occurs when economic change is subjective. Economic development occurs when economic change is intentional or intentional. Al-Tayeb,, 2014.

j) Social development

It means the development of social construction in its demographic, educational and cultural aspects, creating a human being who understands the danger of underdevelopment and recognizes the importance of development and strives for it.

While capitalist thinkers see social development as a process of satisfying human social needs through social legislation and programs, Marxist thinkers see it as a social change directed through a revolution that eradicates old construction and builds new ones from which relations emerge. KD Essa Mohammed Al-Hassan, 2015

New and updated values Social change that occurs within the framework of social development may occur gradually due to internal or external factors spontaneous or spontaneous,

It may occur as a mutation by an idea, doctrine or organization, and it follows from this that the success of development is linked to a mission or doctrine or a great goal and mobilizes the potential and this requires the need to transcend emotions and slogans and translate the principles and values on calculated programs are feasible Cultural Development.

This concept emerged in the 1960s to accompany national liberation movements in the Third World, where cultural development was recognized as a fundamental dimension of integrated development.

Cultural development according to the Arab-Islamic concept is not an issue of the characteristics of the cultural identity that existed during history. The issue of titles of honor and glory for our culture and civilization is not with the new conditions of life in a world transformed radically during the great advances in science and technology. *Mohamed Said Ibrahim, 2004.*

The experience of countries in alphabetic literacy, that is, simply to teach adult literacy, led to the

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emergence of a new concept in the field of development (functional literacy), which emphasizes the need to give the secretary training and education, including the ability to learn readers and writing that will help them to To play a full role in the social and economic life of their communities, and on this basis, literacy efforts can be divided according to the goals and vector methods and choose the method that is appropriate to achieve the goal.

Simple or primary literacy, which aims to train people to readers to understand and write a simple message related to their daily lives:

- Functional literacy, ie comprehensive education and training of illiterates and semi-secretaries.
- Job-based literacy: includes technical and vocational training for specific work in addition to the literacy component.
- Cultural literacy includes illiterate and educated people in all social, economic and political journals.

k) In terms of style it can be defined in two types

- Extended or mass literacy method. This type aims to teach basic skills to readers, writers and arithmetic and to give general background information to as many illiterates and adults as possible through extensive national campaigns.
- Dense selective approach: in which it is planned to eradicate the functional and cultural alphabets in specific sectors

They have a high priority in the national plan and in specific areas that are usually development hubs and intensive to meet the needs of specific and intensive groups in the sense that it focuses on quality rather than quantity and requires longer or deeper training.

The role of media in development

A set of basic functions and functions that can be undertaken by the media in the service of development can be identified and summarized in the following:

l) The role of the media in literacy

Literacy in developing countries is so great that all available means must be mobilized to eradicate or reduce the phenomenon.

Despite the efforts being made to combat illiteracy, the number of secretaries is increasing worldwide because population growth is still superior to educational efforts. Traditional methods of personal education cannot change this trend alone.

The experience of many countries in alphabetic literacy, ie, simply educating adult readers and writers, has led to the emergence of a new concept in the field of development (functional literacy), which emphasizes the need to give illiterates training and education, including the ability to learn readers and write that will help them To play a full role in the social and economic life of their communities, on this basis two efforts to eradicate illiteracy can be divided according to the goals and vector methods and choose a method that is commensurate with the achievement of the goal.

- Simple or primary literacy, which is aimed at training people to readers to understand writing a simple message related to their daily lives.
- Job-based literacy: includes technical and vocational training for specific work in addition to the literacy component.
- Contribute to the educational process as an educational tool used within the program and be an essential part of the national campaign to eradicate illiteracy.
- Continuous media support for the literacy program on helping new learners to readers and writers to confirm and develop new habits and maintain their newly acquired experiences in reading and writing and development and training on new methods they learned in different magazines such as agriculture, industry and various social activities. *Mohammed Al-Suwaidi-1973.*

Second: The Role of Media in Supporting School Education.

Supporting formal schooling in developing countries is a clear priority over other cultural and social development programs, but at the same time it faces several obstacles: the lack of adequate schools to accommodate the growing number of pupils and the lack of equipping these schools with basic educational aids) And the lack of a sufficient number of teachers specializing in different subjects hence comes The role that the media, especially radio and television, can play in supporting and upgrading basic education services. William Schramm, in his well-known book National Media and Development, presents the educational benefits of radio and television, which have been successfully studied in many parts of the world as follows:

- Increase information through radio and television and when integrated into classroom instruction leads to improved teaching in terms of quality.
- Radio and television to reduce the shortage in the educational system by, for example, replacing the unqualified teacher or raising the level of the current teachers' teams, leading to a significant improvement in the educational system.
- Cultural literacy, which includes illiterates and educated people in all social, economic and political fields.

i. *In terms of style it can be defined in two types*

- Extended or mass literacy method. This type is aimed at teaching basic skills to readers, writing and arithmetic and to give general background

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information to as many adult illiterates as possible through extensive national campaigns.

— Dense selective method: in which it is planned to eradicate the functional alphabetical cultural literacy in specific sectors - sectors of employment or geographical sectors of housing.
— It has high priority in the national plan and in specific areas that are usually development hubs and intensive, meaning that it focuses on quality rather than quantity and requires longer and deeper training.

The media plays a dual role in the field of functional literacy, as well as its primary role as an intermediary tool used to deliver literacy programs, especially for radio and television. It is also used to create a social climate in which literacy campaigns can flourish in creating Accept the value of social change and willingness to participate in it so that there are no algebraic methods as it is involved in the spread of education to prevent the reflux of those who have readers and readers to illiteracy. On this basis, the main objective of the media in the field of literacy is to activate social work based on literacy, which can be achieved through

ii. *Media Functions*

— The spread of the needs and motivations of citizens in relation to literacy programs and to clarify its importance, benefits and advantages and their reflection on the level of individual life.
— Contribute to the educational process as an educational tool used within the program and be an essential part of the national campaign to eradicate illiteracy.
— Continuous media support for the literacy program on assisting new learners to readers and writers to confirm and develop new habits and maintain their newly acquired experiences in readers and writers and development and training on new ways they have learned in various fields such as agriculture, industry and various social activities.
— Developing local communities in developing countries. Adopting modern methods of social and economic work in certain regions based on a cultural change in the way of thinking and action through targeted messages

m) Community Radio Programs

i. *Profile of Community Radio*

The community radio program started on April 17, 2003 as a project of a quarter hour to a day and a half hour for a week and started in two languages (Bedouin and Beni Amer). After that the idea expanded and in 2005 / the number of languages increased to four languages and the broadcast time of the program during the week for an hour. In 2007 / after the work of surveys and the success of the idea excellent increase the number of languagesto seven dialects, (Beja , Bani Amer, Hausa, Barno, Rashaida, Halaween, and Vernacular Sudanese) and increased the time of broadcasting the program to be two hours a day since 2013. *Interview with Mr. Haidar Osman Mohamed Salem, 2018.*

iii. *The goal of the design of the project (program) Community Radio*

— Raise public awareness of the Convention on the Rights of the Child and the Convention on the Rights of Women and the benefits of creating an environment conducive to child survival, as well as spreading a culture of peace.
— Exchange information with communities with low child care indicators in simple, understandable language.
— Empower communities and individuals to have accurate information to alert safer and positive practices and behaviors to ensure the survival of the child, particularly in the areas of health, nutrition, education, water and human protection around HIV.
— Encourage communities through participation to create resources and highlight information about an issue or problem with a view to taking action or adopting safe behavior.
— Support the culture of local communities using entertainment and entertainment through the revival of local and popular heritage, songs and drama.
— Making use of communities as agents of development, and this is achieved by enabling them to identify developmental areas.
— The project facilitates discussion and dialogue within the local communities on the one hand and between the organizations working in the local communities and the government administration on the other hand, so that the priorities and ideas of the development programs in the community are crystallized.
— Capacity building, especially in rural areas, through education and entertainment.
— Preparation of effective cadres that contribute to development planning and achieve development with its capabilities to achieve society to contribute to programs. Learn to pronounce
— Enlighten the society and involve it in solving issues at all levels.
— Teach communities a culture of claiming rights and access to decision-making centers and service sites.
— The project plays an educational role in the first place with the participation of the communities themselves, it is not the duty of the project to provide material and in-kind services as it comes to mind

In order to achieve these goals, there must be confidence on the part of the communities.(2)

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n) Program Content

The program is designed to provide social and developmental services as mentioned above, and to serve many programs in order to achieve sustainable development. Health and awareness of the diseases and how to prevent them began from the spread of the disease to the stage of treatment and even personal hygiene.

Each of the packets on which the radio works must have reliable sources of information and the source is too strong to accept doubts so that these communities do not have false or incorrect information. *Mr. Haider Osman Mohamed Salem-2018.*

o) Contribution of Community Radio to Sustainability of Development Projects

The radio has been able to create sustainability in development projects, but previously this was not found through projects that the government does, because society believes that the society believes that the project or institution built by the government reform, but through the methodology of work and participation Club called community radio is the community participation in the construction and establishment of institutions and services needed by these people as an example if we want to build a semester owned by him because he contributed to its construction, this was the sustainability of development projects to which the radio contributed.

And this shift and behavior change happened work and follow-up, community radio does not broadcast the material to be submitted over the air and left, but we have what is called follow-up and supervision of the community and then reverse messages and be after discussing the article and how to apply and there is a coordinator exists in the community or coordinator, and the coordinator in turn writes the reverse message Or call the radio and his message received luck from the broadcast, so I got some kind of competition between communities on the basis that each community achieves its objectives through the radio.

p) How to submit your message

There are closed societies that cannot be penetrated or addressed. It must bring a well-known person in the region to listen to the message and be credible, because this person knows the culture of the region. The text is written or the content of the message to be presented from within the community and be a realistic story and this approach succeeded in addressing a huge amount of social issues and had a very significant impact and succeeded in society.

In conjunction with the Canadian grant in radio work, a child-to-child approach, or community-based children, was enriched by older age groups and parents, who were indirectly using violence and violence against their children.

These two indicators have taken girls' education and immunization as the beginning of development and behavior change. Through them, we have been able to build new elements in the development project.

q) International Participation and Benefits

In 2009, Kassala State Community Radio participated in the African Broadcasting Union of Ukraine and achieved unparalleled success. After returning from Ghana, the radio has developed a new strategy through the diversity of views of people and countries and participation. The radio has introduced some radio exchanges found in African countries, the radio took the so-called Lunar Nights from Ghana (hidden lunar nights had rituals and in this period Ghana intensifies work). The radio crew and community radio found that Sudanese communities targeted by the radio had rituals similar to the rituals.

On these lunar nights, weddings and various events are held; and through these lunar nights community radio was able to accomplish a very large work is to reduce the deaths of mothers and newborn babies in this aspect achieved very beautiful and great results would not have been achieved without the idea of Lunar Nights.

Because when we participated in the result achieved by the radio in reducing maternal mortality in the state in the community of African countries in Mozambique, which was in January 2014, it was a spectacular event what ordinary radio achieved in a small radio station located in the state such as Kassala. In this participation we achieved first place on the level of participating countries.

r) Templates through which Community Radio offers

From the above mentioned community radio is placed in many forms and forms, including messages, torches and drama.

And the preparation of programs means we choose a template and this template is chosen based on a map and this map is either a geographic or cultural map or a map of the region in general.

These templates include: community newsletter, news reports, interviews, comments, radio drama dialogues, sketches which are dramatic texts in the form of short stories or comments and can be used as an introduction to highlight the topic of discussion, music is an essential element for linking program elements, rhythm and rhythms Simple local importance lies in attracting the attention of the listener as it dwells in his memories enable him to remember the topic and act as an audio seal of the topic, torches, which is a song and a music clip used to draw attention to the product or service and be using local popular tunes, and rhymes which is found in the society,

The role of community radio in addressing the problems of rural people issues:

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In 2009, very large indicators of behavioral change emerged. This was the biggest challenge for the radio project.

This indicator is also based on immunization. Before awareness-raising or behavior change occurred, rural people were fleeing their children and children away from immunization, because they believed that immunization vaccines influenced the use of local languages (dialects) to change the behavior of the rural community. *Haider Osman Mohamed Salem-2018.*

III. Methods

a) Research community and sample

The study population is the audience of Kassala Radio, especially the rural people. The researcher used the random sample to suit the quality of the study.

b) Field Study

To investigate and measure the objectives and hypotheses that the research seeks to reach results, the researcher used the descriptive method

The questionnaire analyzes the phenomenon in question, namely the use of the survey method through a questionnaire that was distributed to the study population after verifying its credibility and taking into account the methodological conditions of its numbers and arbitration. Themes:

- Demographic data axis.
- Kassala Radio and Community Radio.
- The nature of the submitted message and its contents.
- Address the style or language directed and influential elements of attraction and persuasion.
- Address the extent of comprehensiveness of the message and its consent to the needs of the public.
- Address the impact of programs on behavior change and social fabric.
- The efficiency of the program managers.
- Difficulties faced by the program.
- WFP's role in sustainable development

IV. Conclusions and Recommendations

a) Results

The study continued that the rate of male follow-up to Kassala Radio is 80% higher than that of females.

The study revealed that the most age groups to follow Kassala radio is the age group (18-30), a category of youth, which confirms the effectiveness of programs in Kassala radio and its ability to attract all segments of society, especially young people

The study showed that the most educational levels followed by Radio Kassala are university graduates and students of the cell..The study found that the rate of listening to Kassala radio reached 76%.

The study revealed that Kassala Radio meets the needs of listeners in awareness programs by 44%, while the radio has met all the needs of listeners of the 63 programs.

The study showed that the audience listeners benefit from listening to the community radio program General Culture, News and Information, entertainment and entertainment by 36%..The study revealed that the impact of the community radio program on behavior change in Kassala countryside was 98%.The need to strengthen radio programs to reach the impact of 100% Radio Kassala played a major role in rural development. The Community Radio program contributed to raising awareness and solving the problems and issues of rural Kassala people. The use of local languages in the community radio program contributed to the content of the radio message. The method of preparing and presenting the program is one of the best effective methods in reaching the public and addressing its problems. The Community Radio program formed a link between the various radio audiences in the countryside and the city and the rest of the programs broadcast on Kassala Radio.

b) Recommendations

The need for continuous training for all broadcasters and broadcasters of Kassala radio, especially those working in the community radio program.

The need to provide means of transport to facilitate the work and achieve the principle of real-time coverage of events and events that occur in all localities of the state, especially rural ones.

Increase the radio working hours to be coverage around the clock. The need to increase the time of community radio program from two to three hours to cover all aspects of development and increase the number of paragraphs of the program.

The need to restore the system of visits or field work and be periodically enable to determine the need of the public messages, and the government should take responsibility and oversee it in an official and direct. The researcher recommends the need to strengthen the work in development programs to achieve the overall ratio in all areas. Enhancing the effort in covering the program to the different fields of development or dimensions, especially the economic dimension.

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