Audience's Perception of Campus Radio Station Local News Programs as a Tool for Public Enlightenment: A Study of Redeemer's 103.5FM

OKO-EPELLE LYDIA
Department Of Mass Communication, Redeemer's University, Ede, Osun State

AWOFADEJU PETER OLAYINKA, PHD
Department Of Mass Communication, Joseph Ayo Babalola University, Ikeji Arakeji, Osun State

OLUWATOSIN ESTHER KOMOLAFE
Department Of Mass Communication, Redeemer's University, Ede, Osun State

AMARACHI AGATHA EZEAKOLAM
Department Of Mass Communication, Redeemer's University, Ede, Osun State

Abstract

Radio is a powerful medium for communication, especially when spreading knowledge about various issues as they arise in society. Radio also provides citizens who need news and updates about current events. Because of the usefulness of radio, the audience tends to perceive radio programs differently as it appeals to them. Thus, this study examined the audience's perception of campus radio station local news programs as a tool for public enlightenment. This study aimed to understand the audience's perception of Redeemer's 103.5FM local news programs, determine which programs they considered more educative and informative and examine the frequency of exposure to these programs. The psychological theory of perception was adopted. Descriptive research was used, and the purposive sampling technique was adopted in the study to ensure that only those who had been exposed to Redeemer's 103.5 FM local news programs were selected from the two local government areas. Taro Yamane's sample size formula was used to determine a sample size of 383. The questionnaire served as the research instrument used to administer questions to respondents in Ede North and South Local Government Areas in Osun State. Findings showed that most respondents were frequently exposed to the Redeemer's 103.5 FM local news program. These local news programs enlightened respondents on sports, politics, security, state of the nation and economy. The study concluded that the perception was rated low due to some challenges identified as a limitation by respondents, such as the inability of the radio transmitter to cover some locations, inconsistencies in programs, lack of incorporation of more entertainment content into some programs of the station and inability to bring on air more knowledgeable news analysts and social commentators. The study recommended that Redeemer's 103.5 FM needs to critically examine these challenges and improve its local news to enhance the desired perception.

Keywords: Audience, Perception, Campus radio, News programme, public enlightenment

Introduction

Radio has emerged as one of the most powerful channels in all facets of mass communication because of its societal effect. It is argued that radio is a powerful medium for communication and an effective tool for achieving objectives, including public opinion formation, mobilisation, and education (Sharma (2020). Ephraim, (2020) observes that, before now, people have been exposed to public enlightenment programs, which call for people-oriented programming due to radio's influence. This is why radio continues to be an essential form of communication in developing nations like Nigeria (Ephraim, 2020). According to Rodero (2020), radio is a powerful medium for communication, especially when it comes to spreading knowledge about various issues as they arise in society. Once more, Rodero (2020) argues that radio provides citizens who need news and updates about current events or may be caught in a crisis with topical information. It is impossible to over-emphasise radio's significance in informing, educating, and analysing matters of current or general interest. The more radio educates its audience about current events in politics, sports, the economy, agriculture, education, and entertainment, the more interested, knowledgeable, and enthusiastic they are to participate.

According to Sharma (2020), radio has gained a prominent position among the mass media as the least expensive and most portable medium, which has helped to improve adequate societal welfare, particularly in developing nations like Nigeria. Radio encourages and draws growth through mobilisation, enlightenment, and education among the public and is the most efficient means of communicating citizens' problems to the government. In recognition of the radio's power, the Redeemers University Ede, Osun State, has established radio stations to broadcast in local and official languages and reach the citizens.

Campus radio is described by the Nigerian Broadcasting Commission (NBC) as a form of community broadcasting set up at a department/faculty, notably Mass Communication, for training potential broadcasters or students allied to communication arts. Campus radio is also known as university radio, college radio, or student radio. It is also described as a type of radio station that a faculty, department or university runs or other educational institution. This view is supported by Akintayo (2013), who refers to it as a station run primarily with student input to benefit students.

Redeemer's (103.5) Frequency Modulation (FM) is a campus radio station owned by the Redeemer's University, and established in 2018 and fully started operation

in 2019. As a matter of corporate policy, the fundamental goals and objectives of Redeemer's 103.5FM are, primarily, to serve as an instrument of training for students, especially in the Department of Mass Communication, keep people of Ede North, Ede South, some parts of Osogbo (Abere), Ejigbo and Sekona well-informed, entertained and educated on the activities, programs and other sundry matters of the Government of Osun State and national issues as they directly affect the lives of the population in the State. The radio station has many local news programs for public enlightenment, such as *The Morning Drive, Njetibo, Jolly Express, Breakfast News, News Around the Globe, News Across the Country, Lori Papa, and News week.*

However, there have been various perceptions about the operation of Redeemer's 103.5FM since its inception. Funmi Shodipe, the studio manager, organised an audience survey in 2019 to learn about how people perceived the radio station. The findings revealed that perception was fairly positive. Because radio programmes inform, educate, entertain, enlighten, and sensitise the audience on various issues, it is critical to investigate the audience's perception of this radio station's local news to determine whether or not there has been an improvement. Furthermore, research in this area will aid in improving the radio station's performance. Despite previous research: Research Base 2020; Ofcom, 2013 have investigated audience perception of political radio programs, there is little evidence in the literature on audience's perception about radio local news programs, especially in a campus radio station. Thus, research in this area has bocome necessary because, since the inception of the radio station, this is the second time audience research has been conducted to ascertain audience's perception and engagement with the radio station's local news programs. The outcome of this research will further strengthen the station's performance, especially in its local news programmes. Consequently, against this backdrop, the researcher examines the following objectives:

1. To investigate the audience's perception of Redeemer's 103.5 FM local news programs as a tool for public enlightenment.
2. To determine which local news programs the audience perceives as more informative and educative.
3. To ascertain the frequency of exposure to Redeemer's 103.5FM local news programs amongst the audience.

Conceptual Framework

Radio as an Enlightenment Instrument

When assessing the idea of radio as a tool for enlightenment, Bittner (2005) believes that radio is a practical and active way to educate and enlighten people, especially in developing nations like Nigeria, where rural communities appear to have been left out of the digital revolution. Enyioko (2016) asserts that the usage of radio as a medium for information continues to be effective in encouraging the general public to stay informed about governmental operations and concerns affecting their society. Enyioko says radio has primarily been utilised as a tool for integration and enlightenment for rural development.

Similarly, Familusi and Owoeye (2014) assert that radio is a trustworthy source of information, particularly regarding educating, informing, and enlightening people about various societal happenings. Damaris (2021) claims that the radio is a useful tool for highlighting widespread causes or effects, illnesses, viruses, government policies, legislation, and law, and adds that several enlightenment programmes have been broadcast on radio to control how listeners perceive or respond to issues. According to Abubakar (2011), radio is one of the leading media utilised for public education, particularly in rural regions.

Local News Programs on Redeemer's 103.5 FM

Redeemer's 103.5 FM is a student trainee/campus radio station established by Redeemer's University, Ede, Osun State, to give her audience the best educative, informative and entertaining programming. The broadcast regulatory body in the country, the National Broadcasting Commission (NBC), had approved the take-off of Redeemer's University Campus Radio, Redeemer's 103.5 FM, on the 19th of December, 2019.

The Morning Drive: The Morning Drive is a current affairs program. It is divided into segments. The programme features a critical review of top stories in national dailies and a detailed analysis of issues by in-house analysts/ socio-commentators. It is a live program broadcast in English and is scheduled from 8:30-10 am. It is broadcast on Mondays and Fridays.

Njetibo: This is also a current affairs programme broadcast in *Yoruba*. It features a critical review of top stories in the national dallies. It is scheduled for one hour, 10-11 am on Mondays and Fridays.

Jolly Express: Jolly Express is divided into three segments: the Tori4 Town segment does a critical review of top stories in the national dallies, *Watin dey shelle on top social media*, looks at trending issues in the social media, while *Talk your own segment* discusses other issues of life. It is also a call-in program scheduled from 2-4 pm on Mondays and– Fridays.

Breakfast News: This is a programme that features community news, national news and foreign news. It is a live program, scheduled from 8 am-8:20 am on Mondays and Fridays.

News around the Globe: News around the globe is a live program featuring more foreign and less local news. It is scheduled from 12 am-12:30 am Mondays-Fridays.

News across the Country: This local news programme features community news and news within Nigeria. It is a live programme broadcast in English scheduled to broadcast from 6 pm-6:30 pm Mondays-Fridays.

Lori Papa: This is a sports programme that features sports news and activities, both local and international, transfer sagas and the sporting business broadcast in the *Yoruba* language. It is a live programme scheduled for 5:30-6 pm.

News week: This live programme features a retrospect of top stories for the week. This programme does a critical review of stories in the dallies. It encourages the audience to call in and share their opinions on different stories. It is broadcast in English and scheduled to air at 10-12 am on Saturdays.

Iroyinirole: This is a **Yoruba** live programme that features local news. It is scheduled to air at 5-5:15 pm Mondays-Fridays.

Empirical Review

Sale (2018) a conducted research on the audience assessment of the political programming on Bauchi Radio Corporation (BRC) and Globe FM (98.5) during the 2015 Nigerian presidential election. According to the findings, the respondents viewed both Globe and BRC's political programming as very informative. According to the findings of this survey, Globe FM performed better than BRC in terms of political programming.

Egbai (2018) looked into how Nigerians saw the news programs on government-run television. The study used the survey approach to examine how the public, who made up the audiences for these programs, perceived news programs on

government-owned TV channels. The Nigerian Television Authority (NTA) was the subject of the study's analysis. Results from the study revealed that NTA News was timely and accurate. However, it was also found that NTA news programs lacked news accuracy, relevance to current events, dependability, and bias-free reporting. According to the study, media stories should be factual, free of bias, and pertinent to society at large.

In the city of Enugu, Maudly (2014) conducted a study on how viewers perceived the way Africa Independent Television (AIT) covered political news programmes. Results revealed that the prestige and reputation of the AIT are essential to the public, which affects their perceptions and beliefs as well as how they respond to various events in life and serve as a watchdog over the government. The survey also showed that political news broadcasts on the AIT are high-quality, timely, precise, and detailed.

Theoretical Framework

The psychological theory of perception is the foundation of this investigation. According to Onyebuchi and Akpan (2012), perception, which is referred to as social perception, is the process of evaluating information about another person. According to this concept, how one perceives other individuals depends on the amount of information available and how well that information can be appropriately decoded. Selective exposure, selective attention, selective perception, and selective retention are the four stages that make up the process of media audience perception. When someone exposes themselves to communications that support their current opinions while disregarding those that do not, the situation is known as selective exposure. Information that is paid attention to in order to prevent confusion is what is meant by selective attention. According to selective perception, the receiver determines how any message is interpreted. While the public's capacity for recalling information in light of his preferences, requirements, views, et cetera is referred to as selective retention. This theory is essential when doing a study of this kind. First, the general public had to be exposed to Redeemer's 103.5FM's local news programs to be considered an audience. Following exposure to local news programs, viewers pay attention to or concentrate on particular parts of the news programme based on their needs and expectations. The audience is thought to create an opinion based on their comprehension of the content at the next level of perception, once this selective attention has moved on. Then, the final stage of selective retention automatically comes into play. The significance of this theory to the present study lies in the fact

that it provides insight into how to consider individual differences while examining a situation akin to the present context under investigation. .

Methodology

The quantitative research method was adopted for this study using the survey method. The population of this study consisted the residents of Ede North (83,831) and South local (83,831) government areas. According to the 2006 population census, the total population is estimated to be about 159,867. Therefore, the sample size of 383 was drawn from the population using the Taro Yamane sampling formula (1967) with a confidence level of 95% and confidence interval of 5.0. Descriptive analysis was used to explain the data gathered through the administration of copies of the structured questionnaire served to the respondents by the researcher to retrieve opinions on the problem under study. Data collected was presented using table distribution and analysed using percentages. Thus, a purposive or judgmental sampling technique was used in this study to ensure that only those who had been exposed to Redeemer's 103.5 FM local news programs were selected from the two local government areas, which comprise Ede South and Ede North local government areas.

Data Presentation and Analysis

This section presents the analysis of the data collected using the questionnaires. It also put forward both the interpretation as well as discussion of the findings as arrived at during the course of data analyses.. Out of the total number of 383 questionnaires administered, a total of 353 were successfully retrieved. This resulted in a response rate of 92.1%, while 30 copies of the questionnaires, representing 7.8%, were not correctly filled, which rendered them invalid. Hence, the presentation of data was done using tables, while the analysis used frequency distribution and the calculation of percentages.

Table1: Respondents' gender distribution

Responses	Frequency	Percentage (%)
Male	195	55.2
Female	158	44.7
Total	353	100

Table 1 shows that most respondents were males, with 195(55.2%). The dominance of male respondents in the sample was not deliberate but borne out of the study's outcome. This result implies that Redeemer's 103.5FM has more male listeners than female listeners.

Table 2: Respondents' age

Responses	Frequency	Percentage (%)
18-26	56	15.8
26-35	109	30.8
36-45	91	25.7
46-55	52	14.7
56 and above	45	12.7
Total	353	100

[

Table 2 shows that most of the respondents, 109(30.8%), were within the age bracket of 26-35. This implies that most of the audience listening to local news programs on Redeemer's 103.5FM are youths.

Table 3: Respondents' Occupation

Responses	Frequency	Percentage (%)
Civil servant	33	9.3
RUN staff	55	15.5
Student	77	21.8
Entrepreneur	95	26.9
Employed	83	23.5
Unemployed	10	2.8
Total	353	100

[

Table 3 shows that most of the respondents, 95(26.9%), are entrepreneurs. This implies that most of the audience who listen to local news programs on Redeemer's 103.5FM are private business owners. Thus, the need to create or improve the existing local news programs becomes significant.

Table 4: Respondents' Education level

Responses	Frequency	Percentage (%)
O'Level	26	7.3
NCE	33	9.3
OND	55	15.5
HND	86	24.3
B.Sc.	99	28.0
M.Sc.	38	10.7
PhD	16	4.5
Total	353	100

Table 4 shows that 99(28.0%) of the respondents are B.Sc. holders. Most of the respondents are educated enough to interpret media messages. This result implies that most of the listeners of Redeemer's 103.5FM are educated, as indicated in the frequency table. Hence, it becomes necessary to create programs or improve the existing ones to appeal to and engage this group of audience.

Table 5: Respondent' listenership of Redeemer's 103.5FM

Responses	Frequency	Percentage (%)
Very often	256	72.5
Sometimes	97	27.4
Not at all	0	9.0
Total	353	100

The result from the Table 5 indicates that the majority of the respondents, 256(72.5 %), expose themselves to Redeemer's 103.5 FM. Only a few respondents (27.4%) listen to the station occasionally. This implies a positive listenership rate of the Redeemer's 103.5 FM audience to its local news programs.

Table 6: Local news programs recalled by audience

Responses	Frequency	Percentage (%)
Morning Drive	91	25.7
Njetigbo	79	22.3
Jolly Express	51	14.4
Breakfast news	26	7.3
News around the Globe	34	9.6
News around the Country	12	3.3
Lori Papa	41	11.0
News week	10	2.8
IroyinIrole	9	2.5
Total	353	100

[

Table 6 reveals the local news programs on Redeemer's 103.5 FM that respondents were able to recall. From the Table, the most recalled program is *Morning Drive* 91(25.7%). This is because respondents consider the *Morning Drive* reliable for the political update. Others said the program interprets trending/topical issues in a way they can understand and relate to. ***Morning drive*** is a current affairs program that features critical review and analysis of top

stories in the national dallies, broadcast from 8:30-10 Mondays-Fridays.

Table 7: Respondents' frequency of exposure to local news programs

Responses	Frequency	Percentage (%)
Very often	298	84.4
Sometimes	55	15.5
Not at all	0	0
Total	353	100

[

The result from Table 7 shows that the majority of the respondents, 298(84.4), are frequently exposed to the local news programs on Redeemer's 103.5 FM. This is because the majority of the respondents consider these programs to be informative and educative for public enlightenment.

Table 8: on a scale of 1-5, how respondents rated the performance of Redeemer's 103.5 FM local news programs

Responses	Frequency	Percentage (%)
1-Poor	36	10.1
2-Averagely okay	33	9.3
3-Good	126	35.6
4-Better	109	30.8
5-Best	49	13.8
Total	353	100

Table 8 shows that the most of the respondents, 126(35.6%), perceived the performance of Redeemer's 103.5FM local news programs as good. Although on the table, item 4-Better and 5-Best is rated lower. Respondents feel there are other areas of development the station need to consider further enhance the required perception. Such as ensuring improvement on the *breakfast news*, the regular transmission of the programs to avoid listeners losing interest, getting knowledgeable analysts for *Morning Drive,* keeping taps on recent information or trending stories, upgrading the radio transmitter for wider coverage and improving the quality of the programs.

Table 9: Local news programs perceived to be more informative and educative

Responses	Frequency	Percentage (%)
Morning Drive	103	29.1
Njetigbo	101	28.6
Jolly Express	35	9.9
Breakfast news	15	4.2
News around the Globe	11	3.1
News around the Country	18	5.0
Lori Papa	33	9.3
News week	32	9.0
IroyinIrole	5	1.4
Total	353	100

Table 9 shows that the majority of the respondents, 103(29.1%), perceived the ***Morning Drive*** program to be more informative and educative. This is because respondents considered this programme to provide credible and reliable information. Respondents also agreed that they were more familiar with this program as it helps to enlighten them about national issues. Similarly, respondents revealed that ***Morning Drive*** provides news ranging from politics, foreign news and business news.

Table 10: Areas these programs have enlightened the respondents

Responses	Frequency	Percentage (%)
Economy	23	6.5
Education	25	7.0
Politics	108	30.5
Sports	33	9.3
Global issues	55	15.5
Agriculture	9	2.5
Security	55	15.5
State of nation	45	12.7
Total	353	100

Table 10 reveals that most of the respondents, 108(30.6%), perceived politics as the most area of enlightenment enjoyed. This is because the audience perceives

Redeemer's 103.5 FM to provide reliable, credible and updated news on politics and the state of the nation.

Table 11: perceived challenges by respondents

An open-ended question was administered to the respondents to find out the challenges the audience encountered while listening to Redeemer's 103.5 FM. As a result, the perceived challenges identified by the respondents were limitation of the radio transmitter to cover specific locations, inconsistencies in programs transmission, lack of incorporation of more entertainment contents into some programs of the station and inability of the station to bring on air social commentators/ analysts who are vast in knowledge on current issues within and outside Nigeria.

These findings imply that if there are no efforts to address these issues, it could reduce or affect the listenership of the radio station. Issues like inconsistent program transmission discourages listeners from tuning into the radio station. Apart from creating a good programme, it is also paramount to make available knowledgeable resource persons to engage the audience.

Discussion

The first objective of the study is focused on the audience's perception of Redeemer's 103.5 FM local news programs as a tool for public enlightenment. Findings show that respondents were able to recall these local news programs. Respondents also agreed that these local news programs enlightened them in politics, state of the nation, security, sports, agriculture, economy and education. Respondents also believed that these local news programs provided credible and reliable information for adequate enlightenment on issues of the day. Findings of the study align with Enyioko (2016), who observed that the use of radio as a means of enlightenment continues to contribute effectively in encouraging the public to get updated on government activities as well as society related issues within which they are invariably involved.

However, most of the respondents rated these local programs as *4-Good*, while other items like 4-Better and 5-Best are rated lower. This is due to other areas of development that respondents believe the station should focus and improve on such as the *Breakfast News*, the regular transmission of the programmes so as to prevent listeners from losing interest in the FM Station. Other aspects to be worked on include deployment of competent and knowledgeable analysts, specifically, for the *Morning Drive* programme as well as watching out closely for the latest news and trending stories. Technically, the Station is expected to upgrade its radio transmitter for broader coverage and generally improve the quality of the programmes. Thus, for adequate enlightenment and positive perception, it is imperative for Redeemer's 103.5 FM to address all these concerns identified by the audience.

The second objective of the study is concerned with how the local news programs audiences perceive as more informative and educative. Findings showed that most of the respondents, 103(29.1%), perceived the *Morning Drive* program as more informative and educative. This is because respondents considered the information provided in this programme to be credible and reliable. Respondents also agreed that they were more familiar with this program as it helps enlighten them about national issues. Similarly, respondents revealed that *Morning Drive* provides news articles dealing with politics, foreign affairs and the business world. Thus, the findings of this study agrees with Damaris's (2021) who claims that the radio is a useful tool for highlighting widespread causes or effects of government policies, legislation, and law. Damaris (2021) also believes that several enlightenment programmes have been broadcast on radio to control how listeners perceive or respond to issues. Also, the findings of the present study appeared to have aligned with that of Abubakar (2011), who states that radio is one of the leading media apparatus utilised for public education, particularly in rural regions. Thus, in line with the psychological theory of perception, the implication of this findings is that respondents have been exposed, paid attention to the *Morning Drive* which turned out to have some influence on their opinion or perception of the programme.

The last objective of the study looked at the frequency of exposure to Redeemer's 103.5FM local news programs amongst the audience. Findings showed that most respondents, 298(84.4), are frequently exposed to the local news programs on Redeemer's 103.5 FM. This is because respondents consider these programs as informative and educative meant for public enlightenment. Also, the result

indicated that the majority of the respondents, 256(72.5 %), have constantly exposed themselves to Redeemer's 103.5 FM, while a few respondents (27.4%) listened to the station occasionally. Findings from the present study have also revealed some challenges such as the limitation of the radio transmitter to cover specific locations, inconsistencies in programs transmission, lack of incorporating more entertainment contents into some programs as well as the inability of the Station to bring on air more knowledgeable news analysts and social commentators. This finding is consistent with Familusi and Owoeye's (2014), who see that radio is a trustworthy source of information, particularly regarding educating, informing, and enlightening people about various societal happenings. Therefore, radio is considered to be an effective medium of communication, hence effective utilisation of this medium in creating engaging programs will produce required perception for Redeemer's 103.5FM

Therefore, the findings of this study indicate positive exposure to the local news programs of Redeemer's 103.5 FM, indicating a frequency of 298(84.4), as indicated in Table 7. However, the perception rate was low due to some challenges pointed out by respondents, such as the inability of the radio transmitter to cover some locations, inconsistencies in programs, lack of incorporation of more entertainment content into some programs of the station and its inability to bring on air more knowledgeable news analysts and social commentators. It is expected that the management of Redeemer's 103.5 FM review these challenges for improvement to enable the desired perception.

Conclusion

Based on the aforementioned findings, this study concludes that most of the respondents were exposed to the Redeemer's 103.5 FM local news program very often. These local news programs enlightened respondents in various areas like sports, politics, security, state of the nation, economy, et cetera. However, the perception was rated low due to some challenges identified as a limitation by respondents, such as the inability of the radio transmitter to cover some locations, inconsistencies in programs, lack of incorporation of more entertainment content into some programs of the station and inability to bring on air more knowledgeable news analysts and social commentators.

Recommendations

1. The Redeemer's 103.5 FM needs to improve its local news programs as the public seemed to have rated it poorly.

2. Radio stations should be proactive and involved in ensuring that the masses are properly and timely updated on pivotal societal issues.
3. Further studies should focus on other factors that influence public perception of enlightenment programs from radio and other avenues of mass communication

References

Abubakar, L.A. (2011). The role of radio in mobilizing the northern women for participation in the 2011 INEC voter's registration. *Journal of Media, Politics, 2(3), 21-39.*

Egbai, P. O. (2018). Public perception of news Programmes in government owned television stations in Nigeria. *International Journal on Transformations of Media, Journalism & Mass Communication Vol. 3, Issue 2 – 2018.*

Enyioko, N. (2016). The role of radio broadcasting in public enlightenment (a case study of Port Harcourt LGA, Rivers state). Retrieved from https://www.slideshare.net/Enyioko1/the-roleof-radio-broadcasting-in-public-enlightenment-a-case-study-of-port-harcourt-lga-riversstate

Ephraim, P.E. (2020). The potentials of radio in combating misinformation about COVID-19 in Nigeria. Retrievedfromhttps://www.intechopen.com/online-first/the-potentials-of-radio-incombating-misinformation-about-COVID-19-in-nigeria.

Familusi, E. B. & Owoeye, P. O. (2014). An assessment of the use of radio and other means of information dissemination by the residents of Ado- Ekiti, Ekiti-State, Nigeria. Retrieved from:https://www.researchgate.net/publication/280048661_An_Assessment_of_the_Use_of_Radio_and_other_Means_of_Information_Dissemination_by_the_Residents_of_Ado- _Ekiti_Ekiti-State_Nigeria.

Maudly, N.N. (2014). Audience perception of Africa Independent Television (AIT) coverage of political news programmes in Enugu metropolis. An unpublished B.Sc. research. University, Amorji-Nike, Enugu.

Ofcom. (2013). Radio: Latest audience research findings. Retrieved from https://www.ofcom.org.uk/_data/assets/pdf_file/0028/71479/research-statement.pdf

Onyebuchi, C.C. &Akpan, S. (2012). Quantitative and qualitative analysis of audience perception of the effects of public opinion. *International Journal of Humanities and Social Science 2(15).*

Research Base. (2020). Assessment of rural enlightenment and socio-economic development programmes of government radio broadcasting stations in Kaduna state. Retrieved from https://researchbase.com.ng/assessment-of-rural-enlightenment-and-socio-economicdevelopment-programmes-of-government-radio-broadcasting-stations-in-kaduna-state/

Rodero, E. (2020). Radio: the medium that best copes in crises. Listening habits, consumption, and perception of radio listeners during the lockdown by the COVID-19. El professional de la información, 29, 3, 31 – 45.Retrieved fromhttps://doi.org/10.3145/epi.2020.may.06.

Sale, M.A. (2018). Comparative analysis of audience perception of Globe FM (98.5) and Bauchi Radio Corporation's (BRC) Political Programs During the 2015 Presidential Election in Nigeria. *Socio-Economic Challenges, Volume 2, Issue 2, 2018.*

Sharma, A. (2020). Role of community radio stations in the fight with corona. The Communication Initiative Network. Retrieved from https://www.comminit.com/content/role-community-radio-stations-fight-corona