

Perception of Radio Programmes as Tool for Community Development in Igboho, Oyo State

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Abstract

This study investigates the influence of Gravity 88.1FM, a community radio station, on community development in Igboho, Oyo State, Nigeria. Radio, as an affordable and widely accessible medium, has been instrumental in promoting social cohesion, raising awareness, and empowering communities globally. However, limited research exists on its specific role in fostering development in rural Nigerian towns like Igboho. The study focuses on three key areas: the community development programs aired by Gravity 88.1FM, residents' perceptions of these programs, and the station's impact on Igboho's social, economic, and cultural growth. The research is grounded in Agenda-Setting Theory and Direct Effects Theory, which provide a framework for understanding how media shapes public priorities and prompts immediate behavioral changes. Using a quantitative survey design, data were collected from 383 randomly selected residents of Igboho. Findings reveal that programs such as Lagbegbe wa and Beyond the Headlines significantly influenced education, infrastructure awareness, economic participation, and social cohesion. Residents credited the station with fostering cultural pride, increasing community engagement, and providing a platform for dialogue on governance and local issues. However, the study identified gaps, particularly the lack of focus on addressing unemployment and poverty, which are pressing

concerns for the community. The study recommends expanding programming to include employment-oriented content, strengthening collaborations with other media outlets to amplify developmental impacts, and leveraging radio as a platform for enhanced government-citizen engagement. These recommendations aim to maximize the station's potential as a catalyst for sustainable community development.

Keywords: Radio Programs, Gravity 88.1FM, Community Development.

Word Count: 231

Introduction

Community improvement is an essential aspect of societal progress that aims to enhance living standards, fortify social connections, and empower individuals within a given locality. This is why community development is defined as a process where community members take collective action on issues that are important to them (Akashraj and Pushpa 2014). The United Nations defines community development as “a process where community members come together to take collective action and generate solutions to common problems (United Nations, 2014, p. 3). Community development is intended to empower community members and create stronger and more connected communities. The earlier and most commonly held meaning of ‘community’ refers to people living in a place who have face-to-face contact with each other (Goel 2014).

According to Australian Institute of Family study (AIFS 2023), community development is not one-off events to inform goals or strategies, but it is a continual and longtime project established with aim to enhance community security, social welfare and developments. One-off events, campaign to inform goals or strategies, formation of community advisory committees, or leadership training could be part

of a community development strategy but, by themselves, they are not community development (AIFS 2023).

Community development supports communities, of place and identity, to use their own assets to improve the quality of community life (Akashraj and Pushpa 2014). It helps communities and public agencies to work together to improve services and the way in which decisions are made. It is fundamentally based on the values of human rights, social justice, equality and respect for diversity (Scottish Community Development Centre 2019). According to the article, community development recognizes that “some people, some groups and some communities” are neglected and oppressed by the way society structures are organized. It seeks to challenge this and ensure fairness for all citizens. There are numerous overlapping approaches to community development of which some focus on the processes, and some on the outcomes. For instance, arts, culture, and development focuses on the role of arts and culture in community development and social transformation (Maguire and Holt, 2022), while community capacity building focus on helping communities strengthen the ability to set and achieve their own development goals (UNDG 2009).

The town of Igboho in Nigeria is undergoing significant social, economic, and cultural changes, which necessitate a robust understanding of the role played by media relations in community development. Despite the town's rich history and cultural heritage, there is a pressing need to investigate the influence of radio programmes on community development in Igboho. The absence of a comprehensive understanding of this relationship hinders the effective implementation of development initiatives and community engagement strategies. Thus, it is crucial to examine how media relations, including both traditional and digital platforms, impact the social fabric, civic participation, and overall progress of Igboho, thereby providing

valuable insights for stakeholders to enhance community development efforts.

This study determines to examine the influence of Gravity 88.1FM radio programmes on community development in Igboho community of Oyo state. The community is the headquarter of Orelope Local Government, the community consists of 102,508 residents as obtained from the 2006 National Census report. Gravity 88.1FM is the only broadcast media in the community, and the radio localized its programming to serve the interest of Igboho Town. Therefore, this study will be limited to Gravity FM 88.1FM programmes *like Lagbegbe wa, Ede Ayan, Gbagede Oro, Beyond the headlines* and many more are aired on Mondays from 5:00pm to 6:00pm influence on Igboho community development.

Literature Review

Community Radio plays a powerful role in shaping perceptions of community dwellers. This includes perceptions of our own communities and the local environment is represented in the media can have a significant impact on how people feel about their communities and participate in community life (Aruma, 2018). Positive media representations can help build community pride and a sense of belonging (John, 2014). When people see positive images of their community through the media, it can make them feel more connected to their community and invest into the progress of the community. This can lead to an increase in civic engagement and participation in community activities such as security, voting, education, cultural heritage, etc.

The media can also be used to promote social change. By giving voice to marginalized communities and highlighting the challenges they face, the radio programmes can help raise awareness of important issues and create a more just and equitable society (Lynch, 2020). A study by the

University of Pennsylvania found that the positive radio coverage of a community can lead to an increase in tourism and investment (Matarrita-Cascante et al., 2020).

In some parts of the world, war, disease, famine, extreme poverty, and climate change is threatening human life and social organization at such a basic level that community development implementation is needed to emphasize helping people overcome those threats to stability and sustainability. During extreme events, such as the coronavirus pandemic in 2019, community development programs focused on emergency relief for the affected people, those that lose their job, and overworked health care workers (Kenny 2020). Some community and NGOs provide sanitizers and other prevention materials to schools, church, mosque, and some other important places to avoid the spread of the diseases. Many of these community development interventions were carried out successfully with the help of mass media (Al-Dmour, Masa'deh, Salman, Al-Dmour, and Abuhashesh 2022).

Community radio serves as a powerful tool for driving community development by fostering communication, inclusivity, and empowerment. Unlike mainstream media, community radio is localized, focusing on the specific needs, challenges, and aspirations of a community. Broadcasting in local languages and addressing grassroots issues, community radio ensures accessibility and relevance, making it an indispensable medium in rural and underserved areas.

Community development involves improving the social, economic, and environmental well-being of a community. Community radio contributes significantly to this process by raising awareness about critical issues such as education, health, and governance. It serves as a platform for sharing information, mobilizing resources, and encouraging collective action. Programs tailored to community needs can educate listeners on topics like vocational training, agriculture, and

public health, empowering them with the knowledge to improve their quality of life.

Moreover, community radio promotes civic participation by providing a platform for dialogue between citizens, local leaders, and policymakers. It fosters social cohesion by celebrating cultural heritage and creating spaces for inclusive discussions. During emergencies, community radio plays a crucial role in disseminating timely and accurate information. In essence, community radio bridges communication gaps, amplifies marginalized voices, and empowers communities to take Igboho is a thriving town in Nigeria's Oyo State. Historically, Igboho was founded as the capital of the Oyo Empire in the 16th century after the Oyo had been driven from their previous capital of Oyo-Ile by Nupe enemies. This indicates the community has been in existence for centuries; however, it lacks rapid development. Inadequate infrastructure, restricted access to healthcare and education, and socioeconomic gaps are just a few of the developmental issues that the residents of Igboho confront. In such settings, media relations may drive community development activities by increasing visibility, easing discussion, and bolstering responsibility.

However, conventional and contemporary media, such as newspapers, radio, television, social media, and online news sources, possess the potential to influence the future aspirations of the Igboho community. They allow local residents, authorities, and groups to air their grievances, disseminate relevant data, and lobby for change. The term "media relation" refers to the network of relationships that exists in the Igboho community between media professionals, community members, and community leaders, as well as the media's coverage of local concerns.

Community radio has several potential benefits for community growth. Commencing with media coverage, it is plausible that individuals'

comprehension and inclination to tackle issues such as insufficient infrastructure, limited healthcare accessibility, and restricted educational opportunities may be heightened. Community members may express their frustrations, celebrate one other's achievements, and lobby for change via various media outlets.

Community radio is a unique and localized form of broadcasting that empowers communities by addressing their specific needs, challenges, and aspirations. Unlike mainstream media, which often targets broader audiences, community radio focuses on the grassroots level, making it an accessible and relevant platform for underserved populations. Its programming is typically non-commercial, emphasizing public service and community engagement rather than profit. A key feature of community radio is its inclusivity. Broadcasting in local languages and dialects, it ensures that even the most marginalized members of society can access vital information. Programs often reflect local culture, traditions, and concerns, fostering a sense of identity and pride among listeners.

Community radio plays a crucial role in promoting education, health, and economic development. By airing programs on topics like farming techniques, vocational skills, and disease prevention, it equips listeners with practical knowledge to improve their lives. It also enhances civic participation by providing a platform for dialogue between citizens, community leaders, and policymakers. In times of crisis, community radio becomes a lifeline, delivering timely information to ensure public safety and coordinate responses. Ultimately, community radio is more than just a communication tool—it is a catalyst for social change, empowerment, and sustainable development.

Also, community radio makes it easier for people to become involved in their communities (Gordon 2018). Members of a community may have meaningful conversations, share their perspectives, and work

together to solve problems by using a variety of media platforms (Aruma 2018). This is supported by Gupta (2021) who connotes that effective media relations can contribute significantly to community development by raising awareness, engaging the public, and facilitating constructive dialogue between various stakeholders. As a result, media relations can encourage community members to find common ground, build relationships, and work together for the greater good.

For the existence as well as the organization of every society, communication is a fundamental and vital process. It could be seen from the forgoing functions that mass media provide information and education, personal identity, entertainment and most importantly, integration and social interaction, by giving insight into the circumstances of others as well as helping the development of social empathy. According to Aruma (2018), the role of mass media in rural community has grown in context of developmental communication changing with the proper use of communication media in shaping and channeling the minds of the rural communities in the use that help them, and it will go a long way in helping their condition. It is therefore important to investigate the role of mass media in community even down to local government level to make the rural communities developed.

Furthermore, creating forums for the exchange of information and for the holding of stakeholders, such as government officials and community leaders, responsible for their acts or inactions, media relations may also advance openness and accountability (Harande, 2009). The media has the potential to bring to light instances of mismanagement, corruption, or inefficiency, thereby exerting pressure on relevant stakeholders to improve their performance in meeting societal expectations (Ibitoye, 2021).

The community radio station has several potential benefits for community growth. Commencing with media coverage, it is plausible that individuals' comprehension and inclination to tackle issues such as insufficient infrastructure, limited healthcare accessibility, and restricted educational opportunities may be heightened. Community members may express their frustrations, celebrate one another's achievements, and lobby for change via various media outlets. Also, the community radio stations make it easier for people to become involved in their communities. Members of a community may have meaningful conversations, share their perspectives, and work together to solve problems by using a variety of media platforms. This is supported because effective media relations can contribute significantly to community development by raising awareness, engaging the public, and facilitating constructive dialogue between various stakeholders. As a result, media relations can encourage community members to find common ground, build relationships, and work together for the greater good.

The existence as well as the organisation of every society, communication is a fundamental and vital process. It could be seen from the forgoing functions that mass media provide information and education, personal identity, entertainment and most importantly, integration and social interaction, by giving insight into the circumstances of others as well as helping the development of social empathy. The role of radio stations in rural community has grown in context of developmental communication changing with the proper use of communication media in shaping and channeling the minds of the rural communities in the use that help them, and it will go a long way in helping their condition. It is therefore important to investigate the role of community radio in communities even down to local government level to make the rural communities developed. The creation of forums for the exchange of information and for the holding of stakeholders, such as government officials and community leaders,

responsible for their acts or inactions, media relations may also advance openness and accountability. The media has the potential to bring to light instances of mismanagement, corruption, or inefficiency, thereby exerting pressure on relevant stakeholders to improve their performance in meeting societal expectations.

Given this context, community radio has emerged as an essential resource in Nigeria. It is a type radio station owned and operated by the community itself, with a focus on non-profit initiatives. Broadcasting in the local language ensures accessibility to all listeners. The programming will primarily address the community's specific needs and interests. Thus, community radio serves as a catalyst for change in rural areas, fostering development and empowerment. This study draws on three mass media theories — Agenda-Setting, Social Responsibility, and Direct Effects — to examine the impact of community radio on community development.

Agenda-Setting Theory by Maxwell McCombs and Donald Shaw in 1972 explains how media influence public perception by highlighting certain issues, thereby shaping what the public considers important. Community radio can direct attention to development efforts, encouraging community awareness, support, and engagement. Radio programmes frequently set the public agenda by consistently focusing on specific issues relevant to community life. In rural areas, programmes may cover topics such as access to clean water, education, public health, and agriculture. By doing so, radio stations help shape what the community considers important, effectively placing these issues at the forefront of public discourse. For instance, repeated discussions on maternal health can raise awareness and lead to increased utilization of local health services (Chapota, Fatch & Mthinda, 2014).

Social Responsibility Theory emphasizes the media's duty to serve the public interest through accurate reporting, inclusivity, and accountability. This theory argues that media freedom must be coupled with responsibility to society, ensuring accurate, fair, and diverse coverage that contributes to democratic values and social development (Siebert, Peterson, & Schramm, 1956). This theory insists that the media should operate in a manner that supports public welfare and it underscores that freedom of the press must be coupled with obligations such as accuracy, balance, diversity of viewpoints, and attention to minority voices. In community development, radio provides a platform for diverse voices, promotes civic participation, and holds institutions accountable. Community radio, as a direct medium, can shape attitudes and behaviors critical to driving development initiatives. Together, these theories provide a strong framework for understanding the role of media, particularly community radio, in promoting sustainable community development.

The problem statement revolves around the dearth of research investigating the influence of radio programmes on community development in Igboho town. Although media, both traditional and digital, are prevalent in the town, there is a lack of comprehensive understanding regarding how these media platforms shape the community's development trajectory. This knowledge gap limits the ability of local authorities, community leaders, and development practitioners to harness the potential of media relations effectively. Therefore, exploring the influence of radio programmes on community development in Igboho town is critical for identifying effective strategies and approaches that can leverage media resources to foster community empowerment, social cohesion, and sustainable development in the area.

Methodology

The study adopted a descriptive survey design to collect data from residents of Igboho town. The population of the study comprised the estimated 102,508 inhabitants of Igboho, with a sample size of 383 respondents determined using Taro Yamane's formula to ensure a representative cross-section of the population. To confirm that participants were listeners of the target radio station, a screening question was included at the beginning of the questionnaire asking respondents to indicate their regular radio listening habits, specifically whether they tune into the radio station under study. Only those who affirmed regular listenership were included in the survey.

Data collection was conducted through self-administered questionnaires at carefully selected locations within the town, including community centers, religious institutions, markets, and public gatherings, which are known social hubs where residents frequently engage and are accessible. Additionally, household visits were undertaken in randomly selected neighborhoods to reach a diverse demographic.

To ensure the reliability and validity of the research instrument, the questionnaire was certified by the project supervisor, and a pilot study was conducted to refine its quality. Questionnaire items were related to; (a) demographic information, (b) specific radio programmes aimed towards community development, (c) the perception of the listeners on how these programmes have helped addressed local community developmental issues, (d) the extent to which Gravity FM Radio Programmes contribute to community development in Igboho Town etc.

Personal Data Table 4.1

Variables	Responses	Frequency	Percentage (%)
Age	18-20	11	2.9
	21-25	31	8.1
	26-30	134	35.0
	30 and above	207	54.0
	Total	383	383
Gender	Male	97	25.3
	Female	286	74.7
	Total	383	383
Education	Primary School or less	9	2.3
	Secondary School	258	67.4
	Higher Education	116	30.3
	Total	383	383
Occupation	Student	72	18.8
	Self Employed	112	29.2
	Employed	41	10.7
	Unemployed	117	30.5
	Retired	41	10.7
	Total	383	383

Source: Researcher's Fieldwork, 2024

The above table revealed the age of the respondent, about 11 (2.9%) respondents are between the age range of 18-20 years, while 31 (8.1%) are between 21-25 years, 134 (35.0) are between 26-30, while the majority – 207 (54.0%) are 30 and above. More so, 286 (74.7%) respondents are females while 97 (25.3%) respondents are males. Additionally, the table revealed that 9 (2.3%) respondents possess Primary School or less, while 258 (67.4%) respondents possess Secondary School leaving certificate, about 116 (30.3%) respondents

possess higher institution certificates. Finally, the table above shows that 72 (18.8%) study participants are students, 112 (29.2%) study participants are self-employed and 41 (10.7%) study participants are employed, 117 (30.5%) study participants are unemployed, while 41 (10.7%) study participants are retired.

What are the community development programmes aired on Gravity 88.1FM?

Table 4.2: Community Development Programmes Aired on Gravity 88.1FM

Radio programmes on community development aired on Gravity 88.1FM that you listen to.	Yes	No
Lagbegbewa	249(65.0%)	134 (35.0%)
Gbagede Oro	270(70.5%)	113 (29.5%)
Beyond the headlines	247 (64.5%)	136 (35.5%)
Ede Ayan	284 (74.2%)	99 (25.8%)

Source: Researcher's Fieldwork, 2024

The table above shows that the respondent's position on the community development programme aired on gravity 88.1FM. The Yes/No response type was used to measure the level of effectiveness of the programmes towards community development, about majority – 249(65.0%) respondents positively approve “Lagbegbewa” as community development programme aired on Gravity 88.1FM, while 134 (35.0%) respondents responded negatively to the statement. More so, 270 (70.5%) respondents which mark the majority of the respondents positively responded to the statement that “Gbagede Oro” is another community development programme aired on Gravity

88.1FM, about 113 (29.5%) respondents that are minority negatively responded to the statement. Furthermore, the majorities which were 247 (64.5%) respondents also positively supported that statement that “Beyond the headlines” is a community development radio programme aired on gravity 88.1FM, even though the minority of 136 (35.5%) respondents negatively responded to the assertion. Finally, the majority which constitutes 284 (74.2%) respondents also agreed to the statement that “Ede Ayan” is a community development radio programmes aired on Gravity 88.1FM even though, about 99 (25.8%) respondents shows negative respondents to the statement.

As revealed above, these radio programmes usually have development contribution to the society, the radio programmes aired on Gravity 88.1FM contribute development to the society. This result is related to the result and position of previous study explores the influence of community radio on local development in rural areas of Africa². These authors argue that community radio serves as a platform for local voices, providing residents with a means to discuss their challenges, share success stories, and engage with local governance. All these platforms and programmes significantly enhance participation in democratic processes, catalyzing community mobilization and collective action towards developmental goals.

Table 4.3: Evaluate the perception of community development programmes aired on Gravity 88.1FM by the residents of Igboho town

Evaluation of Gravity FM 88.1 Community Development Programmes in Igboho Town	Highly Effective	Effective	Neutral	Rarely Effective	Not Effective	S. D.	Mean and Remark
These programmes have influenced some community development on education in Igboho town	276 (72.1%)	66 (17.2%)	0 (0%)	0 (0%)	41 (10.7%)	0.9 6	Mean: 3.51 Highly Effective
The effectiveness of these programmes in improving healthcare systems	226 (59.0%)	117 (30.5%)	0 (0%)	0 (0%)	40 (10.4%)	0.9 3	Mean: 3.38 Highly Effective
The programmes successfully addressed poverty and unemployment in Igboho town	10 (2.6%)	18 (4.7%)	10 (2.6%)	73 (19.1%)	272 (71.0%)	0.7 8	Mean: 3.64 Not Effective
The rate at which the programmes influenced infrastructure development (roads, water supply, and electricity) in the town	242 (63.2%)	94 (24.5%)	10 (2.6%)	27 (7.0%)	10 (2.6%)	0.7 7	Mean: 3.56 Highly Effective
The rate at which the programmes influenced economic activities, environmental and sanitation issues in Igboho town.	221 (57.7%)	114 (29.8%)	19 (5.0%)	10 (2.6%)	19 (5.0%)	0.8 3	Mean: 3.55 Highly Effective

The rate the overall effectiveness of the community development programmes aired on Gravity 88.1FM Igboho	185 (48.3%)	161 (42.0%)	19 (5.0)	10 (2.6)	8 (2.1%)	0.7 2	Mean: 3.51 Highly Effectiv e
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Source: Researcher's Fieldwork, 2024

Key: Not Effective = 1, Rarely Effective =2, Effective =3, Highly Effective =4, Neutral = 5; S.D. = Standard Deviation, while M = Mean.

The table 4.3.2 presented data that evaluate gravity 88.1FM community development programmes in Igboho town, the table include six (6) Items and a rating scale of Not Effective, Rarely Effective, Effective and Highly Effective. Each item in the table presents a different aspect of community Development.it can be deduced that the Gravity 88.1FM radio programme has influence on community development of Igboho town. For illustration, the table 4.3. above revealed that majority of the respondents rate the influence of the community development programmes on education in Igboho town to be highly effective as 276 (72.1%) respondents which constitute the majority approve highly effective while 66 (17.2%) respondents also approve the effectiveness of the influence of the community development programmes on education in Igboho town, only minority 41 (10.7%) respondents posited that Gravity 88.1FM community development programmes on education in Igboho town is “not effective”.

In addition, the majority 226 (59.0%) respondents and 66 (17.2%) respondents rate the effectiveness of the programmes in improving healthcare systems to be highly effective, and effectively accordingly, the minority 40 (10.4%) respondents posited that Gravity 88.1FM programmes in improving healthcare systems is not effective, be that as it may, Mean is 3.51, and the table approve high effectiveness for the programme. Furthermore, the majority posited that the Gravity 88.1FM

programmes have not successfully addressed poverty and unemployment in Igboho town, as 272 (71.0%) respondents consented not effective and 73 (19.1%) respondents also consented to the rarely effectiveness of the programme, however, 10 (2.6%) respondents choose highly effective while 18 (4.7%) respondents choose effective, even though 10 (2.6%) respondents were neutral to the discussion, however, the mean is 3.64, while the table indicates that Gravity 88.1FM programmed is not effective in addressing poverty and unemployment in Igboho town. Also, the findings showed that 75% of respondents reported improved knowledge on topics such as antenatal care and vaccination schedules. This underscores the potential of radio programs as cost-effective tools in health education, especially in regions with limited access to traditional health services

Additionally, majority of the respondents rate Gravity 88.1 FM programmes to have high influence on infrastructure development (roads, water supply, and electricity) in Igboho town, as 94 (24.5%) respondents and 242 (63.2%) respondents choose effective and high effective accordingly to the question that “How would you rate the programmes influence on infrastructure development (roads, water supply, and electricity) in the town?”, 27 (7.0%) respondents choose rarely effective while 10 (2.6%) respondents choose not effective, 10 (2.6%) respondents were neutral in their decision. However, the table show that mean is 3.56. Furthermore, majority of the respondents rate the Gravity 88.1FM programmes influence on economic activities, environmental and sanitation issues in Igboho town to be high, as 114 (29.8%) respondents and 221 (57.7%) respondents choose ‘high and very high’ respectively to the question that “how would you rate the programmes influence on economic activities, environmental and sanitation issues in Igboho town?”, about 10 (2.6%) respondents choose rarely effective and 19 (5.0%) respondents choose not effective, while 19 (5.0%) other respondents did not decide. This constitute 3.55 mean and the table shows that the radio programme is effective in

influencing economic activities, environmental and sanitation issues in Igboho town.

Finally, the table 4.3 above revealed that the majority of the respondents rate the overall effectiveness of the community development programmes aired on Gravity 88.1FM Igboho to be so effective, as 161 (42.0%) respondents and 185 (48.3%) respondents choose effective and high effective respectively to the question that “how would you rate the overall effectiveness of the community development programmes aired on Gravity 88.1FM Igboho?” 10 (2.6%) respondents choose rarely effective while 8 (2.1%) respondents choose not effective. About 19 (5.0%) respondents were neutral. While the mean is 3.5., the table shows the agreement that the overall effectiveness of the community development programmes aired on Gravity 88.1FM Igboho is high.

Table 4.4. What is the influence of featured Gravity 88.1FM radio programme on community development in Igboho Town of Oyo state?

Statements	SA	A	Undecided	D	SD	S.D.	Remark
Gravity 88.1FM radio programmes have increased awareness of community development projects in Igboho town.	225 (58.7%)	101 (26.4%)	17 (4.4%)	29 (7.6%)	11 (2.9%)	0.81	Mean: 3.54 Strongly Agree
The radio programmes have inspired community members to participate in development efforts	163 (42.6%)	183 (47.8%)	19 (5.0%)	18 (4.7%)	0 (0.0%)	0.66	Mean: 3.48 Agree

The programmes have promoted cultural and social cohesion in Igboho town	223 (58.2%)	113 (29.5%)	17 (4.4%)	21 (5.5%)	9 (2.3%)	0.76	Mean: 3.57 Strongly Agree
The radio programmes have increased transparency and accountability in community development efforts	199 (52.0%)	143 (37.3%)	0 (0.0%)	30 (7.8%)	11 (2.9%)	0.75	Mean: 3.38 Strongly Agree
The radio programmes have improved communication among community members and stakeholders	250 (65.3%)	123 (32.1%)	10 (2.6%)	0 (0.0%)	0 (0.0%)	0.51	Mean: 3.70 Strongly Agree
The radio programmes have had a significant influence on the overall development of Igboho town	234 (61.1%)	132 (34.5%)	8 (2.1%)	9 (2.6%)	0 (0.0%)	0.56	Mean: 3.63 Strongly Agree

Source: Researcher's Fieldwork, 2024

Key: SA= Strongly Agree, A = Agree, D= Disagree, SD= Strongly Disagree, U= Undecided; S.D. = Standard Deviation, while M = Mean.

Discussion of Findings

This research examined the influence of Gravity 88.1FM radio programs on community development in Igboho Town, Oyo State, Nigeria. Demographic analysis of respondents revealed that most participants were young adults aged 26 and above, with a significant majority being females (74.7%). Educationally, 67.4% of respondents held secondary school certificates, while 30.3% had tertiary education, reflecting a generally educated sample. Socio-economic data showed

diverse representation: students (18.8%), self-employed (29.2%), employed (10.7%), unemployed (30.5%), and retirees (10.7%). This diversity ensured that opinions from various social classes were well captured.

The findings revealed that the majority of respondents considered the community development programs aired on Gravity 88.1FM, such as "*Lagbegbe Wa*," "*Gbagede Oro*," "*Beyond the Headlines*," and "*Ede Ayan*," to be effective. Specifically, 42% rated the programs as effective, and 48.3% rated them highly effective, with a mean of 3.5. These programs were credited with significant influence in various areas, particularly education and healthcare, where 72.1% and 59% of respondents, respectively, rated them highly effective. However, poverty alleviation and unemployment were areas where the programs were perceived as less impactful, with 71% deeming their effectiveness inadequate in addressing these issues.

Further analysis showed that the programs had a positive influence on infrastructure development, such as roads, water supply, and electricity, with 63.2% rating their impact as highly effective. Despite these achievements, challenges remained in addressing critical economic issues like poverty and unemployment, highlighting areas where further improvement is necessary. These results also corroborated a study that highlighted the influence of radio programs in facilitating health communication in Sub-Saharan Africa. The research focused on the "Radio for Health" initiative, which addressed issues like maternal health and HIV/AIDS awareness. The findings revealed that targeted radio campaigns led to increased knowledge and changes in health behaviors among listeners, particularly in communities where traditional health resources were lacking (Olausson, U. (2009). This study underscores how radio can bridge the gap in public health communication by providing critical information to underserved populations, ultimately contributing to better health outcomes.

In addition, a study conducted in Haiti found out that community radio stations served as vital sources of information before, during, and after disasters, fostering community resilience (Besette, G., and Rouse, M. (2017). The inclusive nature of radio allowed for diverse voices to be heard, encouraging community members to engage in proactive disaster management planning. This highlights radio's unique ability to mobilize communities and strengthen social networks, which are essential elements in effective community development.

Furthermore, in a separate question from the question, the respondents posited that the Gravity 88.1FM programmes have not totally addressed poverty and unemployment in Igboho town, as 272 (71.0%) respondents consented “not effective” and 73 (19.1%) respondents also consented to the “rarely effectiveness” of the programmes, however, 10 (2.6%) respondents choose highly effective while 18 (4.7%) respondents choose effective, even though 10 (2.6%) respondents were neutral to the discussion, however, the mean is 3.64, while the results indicate that Gravity 88.1FM programmed is not effective in addressing poverty and unemployment in Igboho town.

Additionally, majority of the respondents rated Gravity 88.1 FM programmes to have high influence on infrastructure development (roads, water supply, and electricity) in Igboho town, as 94 (24.5%) respondents and 242 (63.2%) respondents choose effective and high effective accordingly to the question that “How would you rate the programmes influence on infrastructure development (roads, water supply, and electricity) in the town?”, 27 (7.0%) respondents choose rarely effective while 10 (2.6%) respondents choose not effective, 10 (2.6%) respondents were neutral in their decision.

In conclusion, Gravity 88.1FM's community development programs have made substantial contributions to education, healthcare, and infrastructure development in Igboho Town. However, the station needs

to enhance its efforts to address unemployment and poverty more effectively to achieve a holistic impact on community development. These findings underscore the importance of tailoring radio programming to the diverse needs of the community for more comprehensive development outcomes.

Conclusion

The study investigated the impact of Gravity 88.1FM's programmes on the community development of Igboho town, achieving its objectives and addressing the research questions. The findings highlight the effectiveness of programmes such as *Lagbegbe Wa*, *Gbagede Oro*, *Beyond the Headlines*, and *Ede Ayan* in fostering communication among community stakeholders, promoting education, raising awareness for infrastructure development, supporting economic activities, addressing environmental and sanitation issues, encouraging participation in development projects, promoting cultural and social cohesion, and enhancing transparency and accountability.

However, despite these successes, the programmes have not effectively addressed poverty and unemployment in Igboho. This limitation may be attributed to broader national challenges impacting these issues. Nonetheless, the radio programmes have significantly contributed to community development efforts in other areas.

Recommendations

- i. **Introduce Employment-Focused Programs:** Gravity 88.1FM should consider adding programs that address unemployment and provide information on job opportunities, skills training, and entrepreneurship. These programs could feature job announcements, vocational training sessions, and interviews with local entrepreneurs to inspire and educate listeners on income-generating activities.

- ii. **Strengthen Partnerships with Government and NGOs:** The radio station could collaborate with government agencies and non-governmental organizations (NGOs) to promote programs focused on economic empowerment, education, and health. This partnership could include broadcasting information on government initiatives, grants, training programs, and health campaigns to ensure that community members are well-informed and can access resources.

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