

Assessment of agricultural programmes broadcast by selected radio stations in Kaduna and Kano States, Nigeria.

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Abstract

The study evaluated the programme schedules of selected AM and FM radio stations within Kaduna and Kano States to ascertain the frequency of agricultural programme disseminated by these stations. Utilizing a qualitative research methodology, the study employed document analysis to extract and analyze data from the programme schedules of ten selected stations, aiming to determine the frequency of agricultural radio programme broadcast in the designated study areas; to evaluate the number of stations that feature sponsored agricultural programme among the selected stations in Kaduna and Kano States; and to identify the types and formats of agricultural programme. The results indicate that, among the sampled AM and FM stations, only five (5) stations engage in repeat broadcasts, and of the seventeen (17) programme titles, merely five exhibit recurrent broadcasts of agricultural radio programme. Furthermore, the majority of the selected stations produce one programme that is proprietary to the station, whereas numerous other titles are sponsored by external entities. The study concludes that the frequency with which radio programmes are aired is crucial for disseminating developmental messages and facilitating subsequent adoption. Agricultural messages necessitate repeated broadcasts to enhance reception rates. Consequently, the study advocates for the management of the radio stations to consider augmenting the slots allocated for all agricultural radio programme. Additionally, it is recommended that stations pursue additional sponsorship opportunities for agricultural programmes to bolster the frequency of their coverage.

Keywords: Frequency of Reportage; Agriculture Programme; Radio Broadcast

Introduction

Radio plays a crucial and dynamic role in societal growth, particularly in agricultural development. It allows stakeholders within the agricultural value chain to share and make informed statements regarding agricultural activities (Global Forum Rural Advisory Services (GFRAS) 2012; Kuta, Adamson, and Kareem, 2018). The amplitude modulation (AM) and frequency modulation (FM) radio frequency bands serve as channels for information, education, entertainment, motivation, and the enlightenment of farmers regarding agricultural advancements. Thus, radio is a complementary medium for transferring agricultural knowledge, particularly considering the shortage of extension workers.

Radio helps bridge the knowledge gap between researchers and farmers. Radio remains the most accessible mass communication tool in rural Nigeria, reaching remote

areas where other media, such as television and the internet, are less effective (Aina, 2020). For farmers, radio has the potential to link them with technical specialists, policymakers, other farmers, dealers, or consumers. The power of radio is not unique to Nigeria but is observed in most emerging nations. Similarly, despite the critical role that journalists play in rural development, the level of agricultural coverage by Nigerian journalists remains inadequate (Oyenkunle, Abdulsalam-Saghir, & Bolarinwa, 2013).

“Journalists are generally disinclined to cover agricultural and rural development news and are not inclined to have specialized agricultural reporters or agricultural newspapers. There is a notable inconsistency in the coverage of agricultural and rural development news by journalists, and the constraints they experience present a significant obstacle to the coverage of agricultural news”. Pp44.

Oyekunle et al., (2011) argued that effective communication with farmers is a crucial aspect of progressive agricultural programmes, as the channels used for transmitting innovative ideas to recipients are vital in their decision to adopt or reject them. The effectiveness of agricultural extension communication to the target audience must be air through proper channel.

Oyekunle et al., (2013) pointed out that radio for agricultural dissemination in many developing countries has brought insightful changes to farmers' knowledge. Some studies by Sheila, 2015, Heather, Bernard, and Bartholomew, 2017, Omoghene, Nathaniel, Okome, and Okumagba, 2017, and Kuta, et al, 2018) highlights the sustainability of radio to rural and urban communities in Africa.

According to Kuta (2008), as any development communication accelerates interaction among farmers, improves the value of information output and confers status on farming issues. It can also act as an established catalyst in that constituent parts, organizations, bodies, and governments can mobilize farmers for agricultural development. Effective messaging is vital for establishing and sustaining good social and functioning relationships (Agwu, Ekwueme and Anyanwu, 2008).

Similarly, Kuta, Adamson, and Kareem (2018) confirmed that most radio stations that broadcast agricultural programmes have low reportage of agricultural activities, with insufficient coverage of agricultural programmes in their daily schedule as a company's social responsibility towards agricultural development.

Scholars like Ojebiyi and Salawu, (2021); Oladimeji, Usman and Ahmed, (2023); Okunlola, Adejumo and Fashina, (2023) assert that frequency of airing a development programme can bring about positive change in attitude and behavioural change.

Conversely, radio broadcasts are transient; once a programme is broadcast and not repeated, the target audience will likely miss out on the information and innovations discussed. Extension workers are crucial in managing the problem of poor communication, but their scarcity, coupled with high broadcast costs, affects the dissemination of agricultural research, innovations and information.

Despite the past and present government's commitment to the sector, reports and literature prove that Nigeria still needs more agricultural radio programmes for food security. This, coupled with the shortage of extension workers in Nigeria, as reported in the 2022 Annual Agricultural Performance Survey. The report shows that lack of more radio programmes to complement the extension agents in disseminating agricultural innovations might impede adoption of agricultural innovations.

Therefore, this study assessed the programme schedule for some selected radio stations in order to determine the frequency of reportage of agricultural programmes aired by AM and FM stations in the study area.

Objective of the study

The objective of the study is to;

1. Examine the frequency of reportage of agricultural programmes aired by select AM and FM stations in Kaduna and Kano States.
2. To evaluate the number of stations that feature sponsored agricultural programme among the selected stations in Kaduna and Kano States;
3. And to identify the types and formats of agricultural programme

Theoretical Framework

The study adopted the Development Media Theory propounded by Dennis McQuail, 1987 in Folarin (2002) the principal tenet of the theory presupposes that mass media should support development goals among developing countries. The media should give importance to news and information about developing countries that are close geographically, culturally, or politically. Journalists and other media workers have responsibilities and freedom in their information-gathering and dissemination tasks. Furthermore, in the interest of development, the state has a right to intervene in or restrict media operations and devices and have direct control. The Development Media

Theory has already provided bearing for the concepts of development communication. Therefore, the idea will help explain the study objective.

Methodology

The study adopted a qualitative method using document analysis to generate and analyse the data from the ten selected stations programme schedules to determine the frequency of broadcast of the agricultural radio programmes aired in the study areas. Furthermore, there are 27 and 34 FM and AM radio stations in Kaduna and Kano States with which a simple random technique was used to select the ten stations (FRCN, AM radio Kaduna, KSMC AM radio Kaduna, Nagarta AM radio, Kaduna, Capital FM Kaduna, Alheri FM Kaduna, Radio Kano AM, Freedom radio, Kano, Guarantee FM radio, Kano, Dala FM radio Kano, Arewa FM radio, Kano) randomly through a lottery method among the AM and FM stations in Kaduna and Kano States, considering the high number of radio stations around the selected States. A self-template designed to generate information from the station's programme schedule obtained through the stations' managers on the frequency of airing the agricultural radio programmes, and a checklist of items; (existing programme(s) titles, programme placement for a quarter schedule, type of programme format, and on determining the stations with sponsor programmes (station name, programme title, programme sponsors) were designed to elicit information for the study objectives.

Result

Table 1: Frequency of Agricultural Programme Broadcast

SELECT NAME	STATION	Agricultural programme(s) Title	Programme placement in 1st Quarter schedule	2nd Quarter	3rd Quarter	4th Quarter	Sponsor	Programme type	Repeat broadcast per week	Total Slot
FRCN Kaduna (AM)		1.Noma AYau	Yes	Yes	Yes	Yes	FRCN NAERLS	Talk Magazine	NIL	1
		2.Noman Zamani (sponsored)								
		3.Daga Kasuwaninmu (sponsored)								
KSMC (AM) Kaduna		1.Noma arzikin kasa	Yes	Yes	Yes	Yes	KSMC	Magazine	1	2
NAGARTA Kaduna (AM)		1.Noma Babbar Sanaa	Yes	Yes	Yes	Yes	Nagarta	Talk	NIL	1
		2.Noma Yanke Talauci (sponsored)								
RADIO (AM/FM) Kano		1.Noma Tushen Arziki	Yes	Yes	Yes	Yes	RK	News	1	2
		2.Noma da Kiwo								
ALHERI Radio (FM) Zaria		1.Naduke Tsohon Ciniki	Yes	Yes	Yes	Yes	Alheri	Discussion	NIL	1
CAPITAL Kaduna (FM)		1.Famers Kampe	Yes	Yes	Yes	Yes	Capital	Magazine	1	2
DALA (FM) Kano		1.Noman Zamani (sponsored)	Yes	Yes	Yes	Yes	International	Magazine	NIL	1
FREEDOM Radio FM Kano		1.Da Ruwan Ciki	Yes	Yes	Yes	Yes	Freedom	Talk	NIL	1
		2.Noma da Raya Karkara (sponsored)								
		3.Noma Tushen Arziki (sponsored)								
GUARANTEE FM Kano		1.Noma da Kiwo (sponsored)	Yes	Yes	Yes	Yes	NGO	Discussion Talk	NIL	1
		2.Labarun Nomau								
AREWA (FM) Kano		1.Naduke	Yes	Yes	Yes	Yes	Arewa	Magazine	1	2
Total		17							5 repeat broadcast	20

Table 1, above illustrates that among the chosen AM and FM (FRCN Kaduna, KSMC AM, Nagarta AM Kaduna, Radio Kano AM, Alheri FM Zaria, Capital FM Kano, Dala FM Kano, Freedom FM Kano, Guarantee FM Kano and Arewa FM Kano) stations, only five (5) out of the seventeen (17) programme titles have a repeated broadcast of the agricultural radio programme. Additionally, most of these selected stations produced one programme that the station owns, while many other titles are sponsored. Consequently, the sponsored programmes can terminate if the sponsor discontinues their support. Furthermore, it shows that the programme type used for the presentation includes; discussion, magazine, talk shows and news format which revealed that none of the agricultural radio programmes in the selected stations adopt a phone-in programme type (two-way communication). Two-way communication provides an opportunity for enquiries and clarifications (button-up).

Discussions

The results in table 1, above align with the findings by Kuta, Adamson and Kareem (2018), who confirmed that most radio stations broadcasting agricultural programmes

have limited coverage of farming activities. Therefore, a more extensive coverage of agricultural matters could impact the adoption of innovations in this field. Radio, has been widely recognized as a crucial tool for disseminating agricultural information due to its accessibility, affordability, and ability to reach a broad audience, including rural farmers with low literacy levels (Okunlola, Adejumo & Fashina, 2023). Conversely radio broadcasts are transient; once a programme is broadcast and not repeated, the target audience will likely miss out on the information and innovations discussed. The results analyses reveal that among the ten (10) FRCN, KSMC, Nagarta, and Kano radio AM and Alheri, Capital, Dala, Freedom and Guarantee and Arewa FM stations, six (6) stations (FRCN Kaduna, Nagarta AM Kaduna, Radio Kano AM, Freedom FM Kano, Guarantee FM Kano and Arewa FM Kano) had more than one (1) different agricultural programme titles as well as broadcast them on a weekly basis, likewise, the study found that only five (5) programme titles had a repeat broadcast, which shows that the frequency of coverage is limited in the study area. This aligns with Kuta, Adamson and Kareem (2018), who confirmed that most radio stations broadcasting agricultural programmes have limited frequency of coverage of agricultural matters and innovations.

As pointed by Abubakar (2014) radio programmes can provide a platform for farmers to share their experiences and discuss the challenges they face in their farming activities. Access to information is critical for farmers to respond to prospects and challenges related to agriculture, social and economic changes, and technological innovations, thereby enhancing their agricultural yield, food safety, and rural revenue sources. He further contends that for information to be useful, it must be effectively disseminated to the end-users.

Many agreed that radio is the most effective medium for promoting agricultural development in rural areas, primarily as a tool for delivering rapid information. Frequency of coverage of agricultural matters could be more extensive, affecting the adoption of new innovations. Having more agricultural programmes and a repeat broadcast of each programme edition will encourage adoption of new innovations. Radio broadcasts are transient; once a programme is broadcasts and not repeated, the target audience will likely miss the matters and innovations discussed. Matanmi (1991) and Oyekunle et al. (2013) observe that the critical problem facing the developing world today, particularly Nigeria, is not the lack of efficient technologies and scientific

discoveries or policies needed for economic growth and rural transformation but poor communication strategy for the social and economic development of the country.

The study further noted that frequency of coverage of agricultural matters and innovation by the FRCN, KSMC, Nagarta, and Kano radio AM and Alheri, Capital, Dala, Freedom and Guarantee and Arewa FM stations in the study area found to be inadequate as some stations (KSMC, Alheri, Capital, Dala and Arewa radio) had only one (1) programme title, similarly, Nagarta, Alheri, Dala, Freedom and Guarantee radio stations did not have a repeat broadcast and other stations with more than one (1) programme title had some programmes without a repeat broadcast. Radio still serves as a complementary medium for disseminating agricultural innovation due to the shortage of extension agents in Nigeria. As revealed in the National Agricultural Extension and Research Liaison Services (NAERLS) 2022 Agricultural Performance Survey, the shortage of extension agents suggests the need for a complementary medium for agricultural development in Nigeria. Factors such as the frequency of agricultural broadcasts, the clarity and relevance of messages, farmers' access to complementary resources, and follow-up support from extension agents determine the success of radio programmes in driving innovation adoption (Ebewore & Emokaro, 2022). Therefore, it was noted that inadequate radio frequency coverage for the agricultural sector affects Nigeria's agricultural development and food security. Mboho (2009) observes that although broadcasting cannot address the difficulties facing agriculture in Nigeria, it can nonetheless be utilized to draw attention to specific issues and create programmes to sensitize governments and other interested parties. Similarly, Muhammad (2018) argues that radio plays the role of disseminating agricultural innovations to both literate and illiterate farmers.

Similarly, the study noted that the programme format are mostly one-way communication dissemination strategy (top-down), the programme type employed are magazine, talk, news and discussion and none with phone-in agricultural programme type. Moreover, farmers benefit from discussing and adopting reliable and pertinent agricultural information to improve their farming practices (Arokoyo, 2012). According to Adekoya and Ajilore, (2022) the success of agricultural innovation adoption depends largely on effective communication and dissemination strategies.

Furthermore, the more access farmers have to new agricultural innovations through an effective medium such as radio, the more likely they are to adopt them. Such

medium will enable the farmers to respond to change in farming attitudes, knowledge, skills, and better income. Adejuwon (2012) contends that the agricultural sector has a strong rural base, and therefore, the key to successful agricultural and rural development lies in mutually reinforcing efforts. This emphasises the need for frequent and more slots for agricultural radio programmes in order to meet the desired goal of transforming agricultural activities in Nigeria, and the resultant food security. The Nigerian diversification capabilities for creating higher growth in the economy have remained unlocked and untapped in agriculture due to a host of limiting factors that must be detached, one of which is funding for the production of agricultural radio programmes.

In order to succeed in the development of the agricultural sector, Afolayan and Falola, (2022) posit that radio as a tool for agricultural extension service delivery in rural Nigeria have affirmed the role of radio in enhancing agricultural knowledge and promoting behavioural change among farmers. This necessitates the need for all radio stations to increase the number of slots for agricultural radio programmes across the nation. This is supported by the Development Media Theory which states that the mass media should play a crucial role in facilitating the achievement of development goals in developing nations. Furthermore, the media have the responsibility to give prominence to development news and information that is relevant for economic development. Folarin (2002) explains the theory that the media should carry out development tasks in line with national policy. Furthermore, the media should be open to the economic priorities and the development aspirations of society, as well as prioritize their content to reflect national values and dialects. The effectiveness of a communication channel depends not only on the number of farmers who receive information but also on how positively that channel influences farmers' decisions to embrace a given technology. This can be achieved by airing programmes, in this case, agricultural programmes, to the people repeatedly.

Conclusion

The study undertook an examination of the prevalence of coverage pertaining to agricultural issues and innovations by the radio broadcasting entities FRCN Kaduna, KSMC AM, Nagarta AM Kaduna, Radio Kano AM, Alheri FM Zaria, Capital FM Kano, Dala FM Kano, Freedom FM Kano, Guarantee FM Kano, and Arewa FM Kano within the geographical confines of Kaduna and Kano States, elucidating considerable deficiencies

and obstacles in the transmission of agricultural content via radio. Following the conclusion of this research, it was observed that the frequency with which agricultural radio programmes are broadcasted in the designated study area necessitates enhancement, as the majority of the selected radio stations provide only a singular time slot devoid of any repeat airing. The regularity of radio programme broadcasts is of paramount importance for the dissemination of developmental messages and the subsequent acceptance thereof. Such broadcasts necessitate repeat airings to ensure that the target audience can access any information they may have overlooked. Furthermore, the media holds the responsibility to perform affirmative developmental roles as outlined by the development media theory. These results illuminated specific domains that require improvement in order to maximize the efficacy of radio as an instrument for development.

Consequently, the aforementioned radio stations ought to contemplate the augmentation of time slots and the implementation of repeat broadcasts for all agricultural radio programmes. Additionally, these stations should actively pursue further sponsorship for agricultural programming to enhance the frequency of coverage. Similarly, the stations should embrace a call-in format of presentation to facilitate listener engagement and inclusivity.

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