EFFECT OF COMMUNITY RADIO AS A TOOL FOR MOBILIZING RESIDENTS FOR COMMUNITY DEVELOPMENT PROGRAMMES

(A CASE STUDY OF KWARA POLY RADIO)

BY

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CERTIFICATION

This is to certify that the research project titled: "Effect of Community Radio as a Tool for Mobilizing Residents for Community Development Programs" was carried out by Suleiman Sabi Zahardeen, with Matriculation Number HND/23/MAC/FT/1087, in partial fulfillment of the requirements for the award of Higher National Diploma (HND) in the Department of Mass Communication, Kwara State Polytechnic, Ilorin.

This work has been read and approved as meeting the requirements for the award of the aforementioned diploma.

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DEDICATION

I dedicate this project to Allah (SWT), the source of all knowledge and wisdom. Also, to the cherished memory of my beloved parents, late Alh. Suleiman Asaburu Daba and late Hajia Suleiman Aminat

Daba (Lapi). May Allah forgive their shortcomings and grant them Al-Jannah Firdaus. Ameen.

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ABSTRACT

*This study examines the **effect of community radio as a tool for mobilizing residents for community development programmes**, using **Kwara Poly Radio** as a case study. Community radio has emerged as a vital platform for grassroots communication, particularly in engaging, informing, and mobilizing local populations for collective action. The research investigates how effectively Kwara Poly Radio communicates development messages, raises awareness, and influences community participation in various programmes aimed at improving social infrastructure, education, health, and civic engagement. Using a mixed-method approach that includes surveys, interviews, and content analysis, the study explores the extent of listenership, the relevance and*

clarity of programming, and the responsiveness of residents to development-oriented broadcasts. Findings reveal that community radio significantly enhances community awareness and participation when the content is localized, interactive, and culturally relevant. However, challenges such as limited funding, signal reach, and language barriers affect its overall impact. The study concludes that community radio, when strategically managed, holds immense potential in driving sustainable community development. It recommends strengthening institutional support for community radio operations, increased stakeholder collaboration, and capacity building for broadcasters to maximize its mobilization potential.

Keywords: *Community radio, community development, public mobilization, grassroots communication, Kwara Poly Radio.*

CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

The power of communication as an agent of change cannot be overemphasized. The current age of communication is regarded as the information age. This is the age when the vehicle of mass communication comprising of television, radio and print media has become imperative to the development of all. Radio has been singled out as the most effective instrument for community dwellers, thus making its advantages over other media in comparable in terms of coverage portability, cost effectiveness (David, 2012).

Even, government in this current political dispensation has taken giant strides towards integrating the community dwellers into the scheme of things. In other words, efforts are being geared by the government in bringing its programme, policies and government closer to the community dwellers (Johnson, 2013).

Radio is a very effective tool for disseminating entertaining, informative and educational programmes to community dwellers. This communication, through the radio can be referred to as purposive communication because the information sent is meant to mobilize the listeners. Radio is the only tool of mass communication that is cheap, cost effective and affordable in the economic situation of developing countries. The radio is also versatile because it can be used to transmit messages and information in different languages. For instance, when one is broadcasting or transmitting messages to people, you can use radio and broadcast in the language of their choice (Apata and Ogunrewo, 2015).

The growth and development of people in community areas depend on how communication and information flow between the media houses and its publics. For development to occur, the people in community areas must be fed with information that will keep them alive to happenings in urban areas, through the media, especially the radio. Since they cannot all be in the urban areas every time (Harrison, 2011).

The aim of Kwara Poly radio broadcast is to inform, educate and entertain and also to make large numbers of people most especially in the areas get involved in doing something in common with people in the urban areas. This is where there will be a need for communication to take place so as to achieve it. It has been however observed that, man by nature can always get mobilized through constant effective communication (Johnson, 2013).

Indisputably, the role of radio broadcast is the heart of people in any developed and mobilized community area. Its function and position is inevitable when talking about the development of community and urban areas (Harrison, 2011).

The provision of information and skills has gained popularity in the quest to empower communities with Community Radio as a unique and effective tool. Chapman et al (2013) reported that the growth of community radio stations reflects both the improvements in information technologies and the shifting of development paradigm towards a more participatory style of information and knowledge transfer. Kumar (2014) identified radio as an avenue for participatory communication and as a tool relevant in both economic and social development.

Community radio is a type of radio service that offers a model of radio broadcasting beyond commercial and public service. Community radio broadcasting serves geographic communities and communities' interest. The content of broadcasting is largely popular and relevant to a local/specific audience but which may often be overlooked by commercial or mass-media broadcasters. Community radio stations are operated, owned, and driven by the communities they serve. Community radio is not-for profit and provides a mechanism for facilitating individuals, groups, and communities to tell their own diverse stories, to share experiences, and in a media rich world to become active creators and contributors of media. In many parts of the world today, community radio acts as a vehicle for the community and voluntary sector, civil society, agencies, NGOs and citizens to work in partnership to promote community development. By the core aims and objectives of this model of broadcasting, community radio stations often serve their listeners by offering a variety of content that is not necessarily provided by the larger commercial radio stations.

Kwara Poly Community radio play a significant role for community development. For instance, issues of poverty, agriculture, gender inequality, education, social problems among others could be the focus for programming. In exploring the importance of sharing information locally and the opening up of wider information networks for people in Northern central with reference to vernacular radio programmes. Chapman et al (2013) found that community radio is effective in improving the sharing of agricultural information by remote community farming communities. Radio in this regard provides a set of participatory communication techniques that support agricultural extension efforts by using local languages to communicate directly with farmers and listeners' groups. Using the Most Significant Change (MSC) process,

Walters et al (2011) assessed the impact of community radio in Indonesia and concluded that effective radio activities can make a significant change in a community's life. The MSC methodology has its origins in community health development debates. It has recently been applied to community radio impact evaluation. By the MSC process, community

members provide feedback in the form of stories describing the desirable change in their life as a result of the activities of the radio.

1.2   Statement of the Problem

Kwara Poly Community radio has emerged as a vital tool in fostering communication, enhancing civic participation, and supporting development initiatives at the Kwara Poly community level. As an accessible and inclusive medium, it plays a significant role in informing, educating, and mobilizing people for community development programs. However, despite its widespread potential, there is a gap in understanding the extent to which community radio can effectively mobilize residents for active participation in development initiatives.

- ➢ How do Kwara Poly community radio broadcasts influence the willingness of residents to participate in community development activities?
- ➢ What are the specific mechanisms through which Kwara Poly community radio encourages residents to engage with development programs?
- ➢ To what extent do community radio stations reach marginalized or underserved populations and foster their involvement in development processes?
- ➢ What challenges and opportunities exist in using Kwara Poly community radio as a mobilizing tool for community development?

1.3 Objectives of the Study

The objective of the study is to assess how radio activities has influence those that are living around Kwara Poly. However, the specific objectives are:

- To examine the importance of Kwara Poly radio activities to Kwara Poly community dwellers.
- To examine the level in which influence of Kwara poly radio is promoting community development in Kwara Polytechnic.
- To examine the extent to which Kwara Poly community depends on Kwara poly radio for information.
- To ascertain the extent to which Kwara poly radio has help in ensuring community development.

1.4 Research Questions

- ❖ What is the importance of radio activities to Kwara Poly community dwellers?
- ❖ What influence the level of Kwarapoly radio in promoting Kwara Poly community development?
- ❖ What is the extent to which Kwara Poly community depends on Kwarapoly radio for information?

❖ In what way has Kwarapoly radio help in ensuring Kwara Poly community development?

1.5   Significance of the Study

This study on the *effect of community radio as a tool for mobilizing residents for community development programs* holds significant value for multiple stakeholders, including local communities, development practitioners, policymakers, and researchers. The significance of the study can be outlined as follows:

i. **Empowering Local Communities**: The study will shed light on how community radio can serve as a catalyst for empowering local residents to actively engage in the development of their own communities. By identifying the key drivers that influence community participation, the research will contribute to fostering a sense of ownership and self-reliance among residents, enabling them to address their own development needs.

ii. **Enhancing Community Radio's Impact**: Understanding the specific ways in which community radio can mobilize residents will provide valuable insights to radio stations on how to improve their programming and outreach. This can help radio stations design more effective content that resonates with local audiences, encourages participation, and enhances the overall impact of their broadcasts in driving social change.

iii. **Improving Development Programmes**: Community development initiatives often face challenges in securing the active involvement of residents. This study will offer evidence-based recommendations for how community radio can be better integrated into development strategies, thus improving the effectiveness of community-driven programs in areas such as healthcare, education, poverty alleviation, and infrastructure development.

iv. **Contributing to Policy Formulation**: Policymakers and government agencies can use the findings of this study to craft policies that promote the use of community radio in national and local development strategies. The research will highlight the strengths and weaknesses of using radio as a mobilizing tool, providing evidence to guide investments in media infrastructure and community engagement initiatives.

1.6   Scope of the Study

The scope of this study on the *effect of community radio as a tool for mobilizing residents for community development programs* is defined by several key boundaries, including

geographical, thematic, and methodological considerations. These parameters ensure that the study remains focused and manageable while addressing the research objectives effectively.

This study will be limited to Kwarapoly radio in Ilorin and also to find out the radio broadcast programmes the residents of this Kwara Poly community listen to. Reasons are the researcher has to be thorough with the investigation to produce realistic results on how radio broadcast programs influence community development. The population will include all adults irrespective of gender, educational status and religion as well as income level in these communities.

1.7   Definition of Terms

Community Radio: Community radio is a type of radio service that offers a model of radio broadcasting beyond commercial and public service. Community radio broadcasting serves geographic communities and communities' interest.

Mobilizing: Mobilizing can refer to the process of engaging and motivating community members to take action on a specific issue or cause..

Residents: Residents are individuals who live in a particular location, such as a city, town, village, or neighborhood.

Community: Community is a social group of people who share common interests, values, norms, or identities.

Development program: A development program is a structured plan or initiative designed to improve or enhance specific aspects of an individual, group, organization, or community. The primary goal of a development program is to bring about positive change, growth, or progress.

Effect: An effect can also refer to the influence or impact that something has on someone or something else.

Radio: Radio is a medium that can be used to mobilize the community dwellers and even urban dwellers for development purposes if effectively used.

Broadcast Programmes: This is the practice of organizing and ordering of   broadcast media programmes (internet, television, radio, etc.) in a weekly, monthly, quarterly or season-long schedule

Development: This is seen as the multidimensional and radical changes and improvements at the social, economic, psychological and related dimensions

Press: It includes the print and electric media tools such as the radio, newspapers, television, magazine and periodical usually done by the journalist.

Media: The means of communication such as television, newspaper, magazine and radio.

CHAPTER TWO

LITERATURE REVIEW

2.0   INTRODUCTION

This section of the research is focused on carrying out an extensive literature on the concept under study. This chapter is compartmentalized into three sections namely; conceptual literature, theoretical framework and empirical literature. The gap in literature was also elucidated.

2.1   Conceptual Literature

2.1.1 Radio and Development

Since the dawn of civilisation about two and half million years ago, every society's growth, survival and continuity depends on among other things, a system of communication, through which people exchange of ideas, feeling; an economic system for the production of goods and services, a health system to counteract disease and ensure human reproduction; a socio-political system to maintain control and order and a defence system to protect their territories against external aggression (Ugboaja, 2010).

Ndolo (2006) observes that the partial success of modern mass media application for development projects, especially in the community areas have resulted in various calls by communication scholars for community development agents in the field, for a greater utilisation of indigenous communication channels for community development.

According to Mogekwu (2009), the importance of community radio in the introduction and sustenance of change in communities is undeniable, yet, successive Nigerian leaders have continued to utilize the Western mass media as the panacea for community development, thus, there is a pressing need to improve and create more community stations and create programmes that will meet the needs of the community dwellers, thereby, bringing about national development. Radio can be used to mobilise the people at the grass root level for community development and national consciousness. No serious mass-oriented development programme, especially in rural communities in Africa ever succeeds without the active involvement of the people within the traditional system.

Community radio programme serves as a source of cultural, political, health and other educational and enlightenment programmes for the masses, leading them towards self-actualisation and national development. It is in this light that Okam (2013) submits that much of the failure that attends government mass–oriented programmes is traceable to the fact that policy makers at the national level fail to utilise this powerful and credible medium. Radio can

be used as a source of entertainment through arts and cultural festivals, musicals and dramatic performance, by local singing groups, masquerades and other music and drama groups. Radio is a medium of communication through which the individuals share the world around them and beyond their immediate environment. Radio in a country should influence social and, especially the political fabric. The social objective of using radio to mobilise people in Nigeria entails the area of education, information and entertainment. It is essential to provide through radio a kind of general education for people, irrespective of their educational background. This would be by a combination of formal and informal form of education.

Electronic media generally, according to Asemah (2014), provide the public with information. Electronic media serve as watchdog and do not abuse power. For education, there is thrill of learning from the source material. Radio as an electronic media, is expected to play the role of improving and changing social, cultural, political and technological thinking, which will, in the long run, have positive results on the process of community development. This sensitive role expected to be played by radio is not far from the fact that it shows special qualities in disseminating information. Radio is so powerful that it brings political, economic and social news to any community or group of communities faster than other medium. Nwuneli, cited in Asemah (2013) in his own contribution on the role of radio, says, it has brought stimulus into the house, brings about competitions within families, thereby, grooming people who will contribute positively to the process of development. This fact agrees with the idea of Wigwe (2015) because of the emphasis on grassroots development. Salama (2013) notes that radio serves as an opinion leader in its news commentary and editorial. It mirrors the society in programmes like drama that present issues relevant to society in action which creates easy understanding and learning.

It informs and educates the listeners in its discussion and documentary programmes. It entertains in its light programmes like musicals, sports comedy and dances. It also seeks to improve the society in its special occupational programmes geared towards agricultural business and other related areas. In essence therefore, radio can be employed to pass across vital information about latest techniques in agriculture, trends in agricultural extension services, etc, to the generality of community dwellers. Moemeka (2012) remarks that a local broadcast media like radio, if well managed, fully operated, will provide a continuous flow of educational information on all aspects that affect the lives of community communities and also arouse their awareness with a view to changing what is detrimental to their lives. Thus, radio can be effectively used to promote health related issues. Radio educates, informs and enlightens the public of which the community populace are included.

Radio just like television is a tool that can be used to bring about positive attitudinal change in the audience. Radio helps to achieve development, both in the community and urban areas, as issues of development are aired to the audience in the form of various programmes and individuals are exposed to happenings in and around their society, through listening to programmes.

Radio can be employed to pass vital information about the right attitude, behaviour, knowledge, techniques and skills, which are expected from the members of the public. Radio has been found to be one of the most effective media of transforming a hither-to, under-developed society to a developed polity. Ojebode (2003) concurs when he says that with few years of its emergence, radio has metamorphosed from being an object of private concern, to a political and development instrument in the hands of governments and NGOs. The information dispersing and the enlightenment role of radio is the commonest of its functions. This disseminating function according to Asemah (2011), covers information to people's alertness to health, agriculture, education, economy, politics, etc. In this case, lectures, news, entertainment, drama, discussions etc., can be used. Radio stations in Nigeria often relay special programmes that promote community development. More so, radio has the capacity to mobilise support for government programmes. Thus, the government at various levels – local, state and national, have used both radio and television to mobilize support for its programmes. Arulogun and Adesiyan (2008) notes that successful governments in Nigeria have used the media to console people and reassure them of their support in times of fire disaster, religious crisis, flood and other catastrophic events. During the crises in plateau state, the government relied heavily on the mass media in holding together the people; not only in terms of crisis, but also for the continuous peaceful coexistence of the different ethnic groups. Both private and public television and radio stations have introduced programmes, relayed jingles that lay emphasis on the need for peaceful coexistence.

2.1.2 Concept of Development

Development as a concept is broad and therefore, does not subject itself to a single definition. It indeed covers a wide range of human endeavors. According to Asemah (2010), development is a process of change in attitude, social structure and general acceleration of economic growth, through reduction of poverty and inequality. Asemah (2011) notes that development in human society is a many sided process. At the level of the individual, it implies increased skills and capacity, greater freedom, creativity, self-discipline, responsibility and material wellbeing. The achievement of any of these aspects is very much tied in with the state of the society as a whole. Development involves the creation of opportunities for the realization

of human potentials. Human beings have certain basic requirements, which must be satisfied so that they can properly function in the society. Among these are enough food, employment and the elimination of the kinds of inequality, which lead to poverty.

Asemah (2010) sees development as a gradual process of bringing about positive attitudinal change in the people. It is a continuous process of improving their living conditions, through positive change. The essence of development according to Asemah is the development of people with change in their attitude, leading to change of habit. This means that just changing things without concurrent change of habit or attitude is not a healthy development. Development is seen as a changing process of knowledge, attitude and practices. It is in this context that the writer looks at development. Keghku (2005) says that development generally implies change.

2.1.3 Development Communication

Information and Communication Technologies (ICTs) were recognized worldwide as agents of development and they had made some strides in Nigeria. These ICTs brought about radio of which the environment was such that it could not deliver significant dividends for development. No scholar disputes the fact that the media has enormous impact on any society. The only disparity of thinking is on whether the media-induced changes are good or bad for the community. It is also a question of how long it takes for media products to cause change in the lifestyles of people. Therefore the need to be aware of the happenings around us and embrace change brought about development communication. In the opinion of Okunna (2002:293) development communication, implies communicating development message. Quoting Edeani, she further defined development communication as the use of all forms of communication in reporting, publicizing and promotion of development at all levels of a society. In an attempt to give a vivid definition of the concept, Okunna cited Quebral who viewed it as the art and science of human communication applied to the speedy transformation of a country and the mass of its people.

Asadu (2009) demonstrates that development communication can also be called communication for development, development journalism or communication for social change. He further explained, that it simply means applying communication principles to development objectives of a society. It is a multi-communication approach aimed at informing, empowering, educating and mobilizing or motivating the people to better lives in a sustainable way. At the community level, this type of development exposes experts and local technologies in the village. Frazer and Restrepo-Estrada as cited in Asadu (2009) defined communication for development as the use of communication processes, techniques and media to help people

towards consensus, to help people plan actions for change and sustainable development, to help people acquire the knowledge and skills they need, to improve their condition and that of society and to improve the effectiveness of institutions.

In development communication, the people are the drivers of their own development. It as well recognizes and respects the culture, attitude, intelligence and traditional wisdom of the people. Therefore development that does not occur with the consent or involvement of the beneficiaries, does not mean true development. Because people will not feel committed to the project. By 2003, there were 113 radio broadcasting stations in Nigeria, among these were 83 government-controlled and 30 commercial stations. All the existing radio stations were located in the urban areas which were either administrative capitals or commercial locations. Therefore the programmes of radio, catered for the tastes of the population in these areas for instance government agencies, elites etc.

And this makes development communication process unsuccessful when compared with that of other countries; in terms of the level of development in those countries. According to Ekwelie as quoted by Okunna (2002:293) a remarkable feature of development communication is that it is only concerned with people's welfare as defined by them. The broadcasting environment as defined in policy, legislation and regulation was also unfavourable. For example, the existing National Mass Communication Policy is also unfavourable.

2.1.4 Modes of Mobilization for Social Change in the Community Area.

According to Longman Dictionary of Contemporary English (1978) the verb ''mobilize'' means to gather together, people or things for a particular service or use. Ucheanya (2003:70) demonstrated that mobilization increases the participation of mature people in public issue, in quoting Nyirand he maintained that mobilization is aimed at mustering national support for a successful programme. Thus it helps in favourably modifying peoples behaviour and it enlightens people for mass participation in public programmes. Radio, mobilize the masses for social change through its various types of development programmes, which can also be called a typology of development programmes. In definition, typology of development programmes, means the different types of programmes that are deemed to be development-oriented. The interpretation of the development orientation of the different programmes is derived from the emphasis put on the development needs of the community dwellers. Some of the programmes, apart from news bulletins, should be entirely in the local language. The time and days of the programmes are considered more important because of the time and days they

attract more listeners. Therefore, programmes given more time also attract greater public interest than those given less time in a week.

Firstly, the news programmes are among the most programmes listened to. The fact is that the radio stations, schedule their news bulletins – both in the local language and in English – around the same time. According to Okunna (2002) news as a programme normally comes up around 7.00 – 8.30 local time and lasts for a duration of 30 -45 minutes. Which shows that news is among their top priorities, apart from major newscast, most radio stations also broadcast news updates, news commentaries, news analyses and news talks as addendum to major news cast. These are the times with highest number of listeners. As people always want to know what is happening around them, in the federal government or State government and outside the country. When things happens in the government house, within a few minutes even people deep in the community areas have already gotten the information, this is development brought about by radio. This is good because it keeps the local community abreast with what transpires in other parts of the continent after the media have relayed with the foreign media or the internet.

Secondly the peace and reconciliation programmes are broadcast so as be able to bring peace to warring countries or communities after years of war, which is one of the duties of the media. For years now, the radio stations package peace and reconciliation programmes, in collaboration with church leaders and Non-Governmental Organizations (NGOs), drumming the spirit of reconciliation and forgiveness of the rebels who have killed, abducted or maimed many people, as well as destroyed or looted people's property, the programme presenter play songs for the rebels. The songs are often dedicated by members of the audience of which provisions are made for phone-in, for the comments of the audience. So that after prolonged insurgency; people are desperate for peace, which is a prerequisite for development.

Thirdly are the cultural awareness programmes, of which the programme presenters are supposed to be well-versed with the norms, values and traditions of the community which surround them. This contributes to "preservation" of culture and knowledge of the traditional artefacts and certain important cultural practices which would otherwise be extinct and should be discarded. Local music are broadcast to promote culture and local artistes, The local musicians are invited to the studio to talk about their songs, the lyrics, how they started etc. These processes help to inspire other people, especially young ones, who may emulate and start performing or compose their own songs. Radio, have become the best "marketing forum" for musicians, through this musicians are brought to the limelight. The themes of the songs are mostly on social issues and therefore a source of education for the public on social values. This

is one way to enhance development because the songs motivate people into doing positive things advocated for in the songs.

In addition, the religious programmes apart from DJ presentations, music and advertisements, religious programmes are broadcast to enhance development, for instance church leaders preaching to people to obey God, love one another, repent of their sins in order to be forgiven, or renew their faith in the Lord. Sometimes prayers are said and people receive healing and deliverance especially from the barbaric activities in the community areas and also ungodly acts. The fact that the radio stations package religious programmes, means that they are important to the community. It also means that the radio stations choose to lay emphasis on religious programmes because they believe most of the listeners are Christians.

Health Education is an aspect that should not be neglected because, the society can only develop when people are healthy and the media have a responsibility to help people live healthily. Along this line, the radio stations broadcast programmes during which medical doctors appear in the studio(s) to talk about general or specific diseases, their causes, symptoms and how to avoid them or where to seek for treatment. Through it, the community gain tips on simple but important things like disposal of garbage, cleanliness of the surroundings and utensils, and also personal hygiene. This is an important element of development, because once people keep their surroundings clean, then they can certainly reduce the risk of catching bacteria-induced diseases.

The HIV/AIDS pandemic is another area that should be of interest to the radio crew. As a reflection of the national agenda, which considers HIV/AIDS as a big threat to national development, the radio crew package programmes aimed at sensitizing the community on the disease (http://www.nationsencyclopedia.com.September 11,2011page two). The medical officials are invited to sensitize the community on the ABC (Abstain, Be Faithful, and use Condom) model of HIV prevention, as well as on HIV/AIDS counselling, prevention of transmission from mother to child among others. The fact that health programmes are broadcast, reflects the ranking of health as very significant to the community. As a factor of development, human health is very important, and should be taken care of. The HIV patients should be taken care of and advised on how to move on with their lives and also socialize with others in order to move on.

Another vital point is information on Agriculture, the significance of radio in the promotion of community agriculture and helping people improve the peasantry lifestyles of the community dwellers show that farming is of great importance as a whole nation can be wiped out without it. The other type of programmes are those initiated by the radio crew themselves to update farmers about market prices, new crop uses, or the market demands for certain crops.

It also teaches farmers about animal and crop husbandry, including techniques for planting, weeding, harvesting, storage and marketing approaches. Farmers are encouraged to grow organic crops, which fetch higher prices in the world markets. There should be a partnership between the agricultural experts and the radio crew which help to drive home the right messages for the farmers.

Through radio, agricultural experts will be able to raise massive farmers awareness on the symptoms of crop disease and how to handle it. Without radio, most people would probably not know about the various plant diseases. However, the money realized from farming and agricultural products could help solve some household problems and alleviate poverty. Furthermore, environment alert is of utmost importance too. Over the last decade, following the first global summit on environment held in Rio de Janeiro, Brazil, in 1992, there has been a growing need for human beings to harness the environment/natural resources for sustainable development. Radio, can sensitize the public on the benefits of tree planting, nature conservation, protection of wetlands, garbage collection for recycling and disposal, and a number of other environmental topics. The key messages of the environmental experts should be, that for every tree cut down two trees should be planted to replace it. And many people have taken heed by planting trees.

2.1.5 Problems Associated With Using Radio for Community Development

There are so many factors that hinder development communication in Nigeria. This informs why most social development programmes in Nigeria often fail. Among the problems are:

Communication Related Problems: The communicator plays a very significant role in the process of communication. The communicator is the man or woman who disseminates the information. The communicator has a big task to play in order to affect the people positively with his social development messages. If in the process of communication, the communicator is weak or bad, it will negatively affect the whole communication process.

Message Related Problems: The message is the actual physical product of the communicator. The message is the contents, the feelings, notions, ideas, etc, which we pass across to the people, so as to affect them. In communicating social development programmes, the communicator has to use the right codes, symbols, languages, etc. Thus, Nwosu (1990) says that one of such problems is the use of correct codes and symbols for communicating messages. This has to do with correct language, diction or right choice of words. What is called for here is correct use of whatever language you are using to communicate to your audience. The message must also appeal to the people's interest and value, before it can get their attention.

The people, especially those in the community areas are easily influenced when communicated messages are in line with their pre-existing attitudes. The message must reflect the culture, belief, attitudes, etc, of the people. The message according to Nwosu, must have some utilitarian values before it can catch people's attention, arouse their interests and possibly, move them to action. The message must also have attention getting devices such as bold heading, carefully selected typography, boxes and illustrations in order to be effective. However, many communicators in Nigeria do not yet seem to realise the import of good message presentation or are not putting into adequate practice what they know on this issue. The general trend is that, most communicators know what to say but, they do not know how to say it well. Any message that does not contain any substance will not be effective, even if it is well written, spoken or presented.

The Use of English Language by the Electronic Media: Most development communication messages are still carried out in English language, even when they are aimed at the community dwellers. Despite the fact that radio and television sets are made available to Nigerians, research has shown that there are still by far, more English language programmes in Nigerian radio and television stations than local language programmes. Virtually all the broadcast programmes in our stations are produced in English language. This implies that the community dwellers are not taken into consideration thus; the message will not have any effect on them.

Multiplicity of Language in Nigeria: There are so many languages in Nigeria and there is always a kind of confusion on which one to use to communicate development messages that will touch on every ethnic group. The problem of multiplicity of languages in Nigeria is largely responsible for the inefficient system of communication in Nigeria. Nwosu (1990) notes that there seems not to be an absolute agreement on the actual number of languages in Nigeria. While Frank Ugboaja says we have 178 Nigeria languages, William Hatchen says that we have 250 languages in Nigeria. Nwosu maintains that mediated message still go to literate Nigerians who can read and write English or any of the local languages while the majority of Nigerians who are illiterate and live in community areas are still cut off from the flow of mass mediated information.

Lack of Audience Feedback: Feedback is very important in communication process. Little or no audience feedback can also hinder the social development programmes. Feedback according to Asemah (2009) is the reaction to the message sent to the receiver. The way the receivers (target audience) understand the message can affect their reactions or responses. Feedback, whether positive or negative, is necessary for effective two-dimensional or multi-dimensional communication process. It is important for the communicator to find out through feedbacks how his messages are perceived, good, bad, etc. If the feedback is negative, he (communicator)

will be able to make necessary adjustments that will improve and sustain his communication effort. The audience- members can also help by participating more in the communication process through feedback mechanism. Feedback is important because it enables the communicator to know whether the audiences actually understand the message and whether they are willing to practice what they have been told.

Dearth of Qualified Personnel: One of the problems facing development communication has to do with the quality of personnel. Most of those in the business of development communication are not really experts in various aspects of development studies. Most are at best experts only on core communication courses, without basic knowledge in other social science courses like community sociology, economics and other related development studies, which promote sustainable human development.

Urban- Centred Development Journalism: A corollary to the above is that, because of the nature of their training, they are exposed to their foreign related mass communication. Most of the reports of development journalist are urban-based. Most development journalists focus mainly on the activities of urban setting. This is not unconnected with the fact that there is larger concentration of media practitioners in urban areas like Abuja, Lagos, Ibadan, etc.

2.1.6 Community Radio Broadcasting

Community broadcasting is a grassroots focused system of public communication which has become popular in many countries of the world especially Europe, North America and Latin America. Interestingly, the African Charter on Broadcasting recognizes and advocates for a three tier radio regime in individual African countries: public service, commercial/private and community.

Pate and Abubakar (2013) quoting Fraser and Estrada (2001) observes that public service broadcasting is generally conducted by a statutory entity, usually but not necessarily state-supported or state-owned corporation with broadcasting policies and programming often controlled by a public body, such as a councillor a legally constituted authority… and community broadcasting is that non-profit service that is owned and managed by a particular community, usually through a trust, foundation, or association. Its aim is to serve and benefit that community; relying on the resources of the community. A 'community' in communication parlance is understood within spatial and social contexts (Alumuku, 2006; Ayedum-Aluma & Olatubosun, 2011). In its spatial context, community is viewed relative to geographical territory or a particular cultural or political entity. In the social context, it is defined in terms of shared interests, tastes, and values as well as demographic and psychographic factors. It must be emphasized that people form community, not simply by living in proximity and having

functional 'utilitarian' contacts with each other, but because they truly communicate with each other and create common symbols and meanings together. Therefore, the community for community radio is defined along these two contexts. Thus, according to Ayedum-Aluma and Olatubosun (2011), the community of community radio "may refer to a group having a common language, a common history, a common lifestyle, as well as a common residence or locality." This also means that the community is not just a local entity, but could also be a globalentity, reinforced by Information and Communication Technologies (ICTs). From a simplistic perspective, community radio is the radio station established and operated by the people of a specific community to advance, promote and protect the community's common interest and objectives. In a broader sense, the African Charter on Broadcasting defines community radio as the "broadcasting which is for, by and about the community, whose ownership and management is representative of the community, which pursues a social development agenda, and which is non-profit" (portal.unesco.org).

2.2   Theoretical Framework

2.2.1 Development Media Theory

Theories are used as conceptual clarification in the conduct of a research that ought to be carried out as a guide to a subject practice. This is to help a researcher to design questions to apply for an investigation that is suitable for the study. The development media theory seems appropriate for this study. The theory holds that the media have a role to play in facilitating the process of economic development in the developing countries. According to the development media theory, the media are to be used to serve the general good of the nation. The media are seen as agents of economic development and social change in any community thus, the theory says that the media should be used to complement government's efforts by carrying out programmes that will lead to positive behavioural change among the people. The development media theory according to Okunna (1999), accepts that economic development and nation building should take precedence over some freedom of the press and of individuals. In addition, the theory advocates that the mass media should assist the government in the task of nation building and that government should control the media as well as journalist to achieve this goal. The theory is relevant to the study because it lays emphasis on using the media to develop the society. This implies that the media have the capacity to positively affect the society. Thus, the media need to be employed to bring about social, political and economic development in the society.

2.3 Empirical Literature

Some of the related studies carried out on the concept under study will be reviewed in this section. Olusegun (2015) carried out a study on making a Case for Community Radio in Nigeria. According to him, community radio has assumed a monumental growth in the last two decades in several nations of the world. This development is largely due to its potential to democratize and provide a horizontal form of communication, thus, contributing more meaningfully to development efforts than the other forms of broadcasting. Despite these efforts, it is very disheartening to note the non-existence of a single community radio in Nigeria, while there are over a thousand community radios across Africa. Thus, the country's political aspirations for inclusive participation of the majority and contextualization of development remained elusive due to non-democratization of access and use of information for freedom of expression. This imperative to positively and qualitatively hasten progress has eluded the citizenry due to unfavourable policies, legal and regulatory frameworks. This paper is a clarion call for immediate promotion and operation of community radio in Nigeria, from legal provision in holistic practice in consonance with the Universal Declaration of Human Rights, The African Charter on Broadcasting and the Windhoek Declaration to establish, maintain and foster independent, pluralistic and free press; all of which are essential to guaranteeing the fundamental human rights of Nigerians.

Princess (2010) assessed community enlightenment and socio-economic development programmes of government radio broadcasting stations in Kaduna state, aimed at identifying the community enlightenment and socio-economic development programmes, sectors involved, their aims, as well as the level of benefit and satisfaction derived from the programmes by the community populace in Kaduna state. A survey method was adopted in undertaking the study and stratified random sampling technique was used in the selection of the sample size for the study. Five research questions were formulated for the study involving the staff of four government radio stations and the listeners (audience) from six selected local government areas of Kaduna state. Answers were sought on available types of information on community enlightenment and socio-economic development programmes of government radio broadcasting stations which include: Our Health, Let Them Live, Agric Panorama, Animal Husbandry, Inside Politics, Politics Today, Entrepreneurship, *Gar Wuriga Waina*, Sports Arena, Mid-week Sports, Pace Setters, *Al"adum Mu*, among others. From a sample population of three hundred and twenty three (323) questionnaires distributed, two hundred and ninety three (293) were returned. Data was analysed, using frequency tables, percentage count, pie charts, bar charts, and histograms. The researcher assessed the message content, language used in presenting the development programmes on health, agriculture, politics, sports, cultural

activities and economic empowerment programmes. Efforts were made to ascertain whether listeners benefit from the programmes or not, the level of benefits and level of satisfaction derived from these development programmes by the community dwellers that constitute the bulk of the state population. The study discovered that the community enlightenment and government socio-economic development programmes aired by the radio stations including; Supreme FM 96.1 of Federal Radio Corporation of Nigeria (FRCN), Kaduna; Kaduna State Media Corporation (KSMC), Kaduna; Queen FM 94.1, Zaria; and Rockside FM, Kafanchan, played appreciable roles in effectively disseminating information to the community dwellers of Kaduna state. The study found out that the management of government radio houses and audience were positive about the potential of enlightenment on government socio-economic development programmes, while some respondents took for granted the information they got from the programme. The study also discovered the challenges faced by government radio broadcasting stations such as inadequate modern equipment, inadequate funds, lack of ICT facilities, and clashes in time schedule for the programmes by different stations, security of their equipment and government interference.

Asemah (2013) examined the place of radio in community development in Nigeria. The rationale behind the study is to find out the prospects and challenges of using radio as a tool for community development in Nigeria. Communication generally, has a very crucial role to play in bringing about positive attitudinal change. The first requirement for the development of an information society that enables the effective use of the radio is wide spread access to the radio set and radio programmes. Radio plays a very significant role in the development of the community and urban areas of any society. Several problems are however associated with the use of radio as tool for community development in Nigeria; some of which are: communication related problems, message related problems, illiteracy, the use of English Language by the electronic media, multiplicity of language in Nigeria, lack of audience feedback, ownership problem, dearth of qualified personnel, urban-centred development journalism and dearth of community based or vernacular radio/telecommunication. The paper concludes that radio is an important tool for entertaining, informing and educating the society, but that there are certain factors that hinder the effective use of radio for community development. It therefore recommends, among, others, that radio stations in Nigeria should endeavour to use local dialects, especially when the radio programme is aimed at the community dwellers and that there is the need to establish community radio stations that will be closer to community dwellers.

Seidu (2011) carried out a research on the contribution of Kwara Poly Radio to the livelihood improvement of the people in the Tolon-Kumbungu District of the Northern Region

of Ghana. A multi-stage sampling technique was used to select 12 communities for the study. Data were gathered on the use of broadcasting as an educational tool, the promotion of traditional culture, communication and information sharing, entertainment and income promotion. The study established that Kwara Poly Radio has worked to improve awareness and knowledge of solutions to community development problems ranging from culture, community development, education, hygiene and sanitation, agriculture to local governance. The station has been an appropriate medium that has facilitated an interface between duty bearers and rights holders. It has promoted small and medium enterprise development by creating market opportunities for Small and Medium Enterprise (SME) operators and consequently improved sales and incomes. It is recommended that regular feedback from the listening public is essential in identifying listeners' preferences and the taste of various listeners segments (youth, women, men, aged, etc) and to avoid politics and religion.

Ridwan (2014) examined the role of radio in diffusing agricultural innovations among peasant fish farmers in Lagos metropolis. Using in-depth interview, the study found that peasant fish farmers are not aware of agricultural innovations on radio. They however acknowledged that they received commercials on agricultural products and technologies through radio, but in most cases, the commercials are not useful because the technologies advertised are often unaffordable. The respondents also believe that agricultural innovations are not available in radio programmes and the few programmes on agriculture are not useful because they do not address their problems. The findings oppose the basic tenets of the study's theoretical framework: agenda setting theory, development media theory, diffusion of innovations theory and value – expectancy theory. One of the major implications of the findings is that the ongoing food crisis in Nigeria may continue, until there is a synergy of major stakeholders, including the media institution, to address the problems.

Jubril (1994) reviewed the proposed privatisation of the Nigerian broadcast media, notably radio and television. In doing this, the paper is divided into three components. In the first part, a considerable effort is made to examine the historical and political economic backgrounds of privatisation in general and as it relates to the broadcast media in Nigeria in particular. The second part identifies and critically discusses crucial issues, *viz.* the national interest, the need for quality programming, diversity in ownership and the preservation and promotion of our diverse cultures which, we argue strongly, must be acknowledged and resolved in as much as any meaningful effort to privatise the broadcast media in the country is concerned. In the third part, the paper considers as a challenge the necessity to resolve those issues aforementioned and concludes by recommending a policy option to guide the work of the newly formed National Broadcasting Commission (NBC) in resolving these knotty issues.

This policy would facilitate the smooth take off of private broadcasting in the country and at the same time ensure that our national interest, the need for qualitative programmes, diversity in ownership, and the protection and development of our numerous cultures are not compromised.

Charles (2000) examined political and educational motivation for the establishment of television in Nigeria from 1959 when the Western Nigeria Television (WNTV) was established to early 1962 when the Federal Government and the three existing regional governments each had a television station of its own. The creation of new states was accompanied by the proliferation of television stations until the establishment of the Nigerian Television Authority (N.T.A.) checked this proliferation and wastage of resources. The article assesses the performance of educational television broadcasting in Nigeria and concludes that it has largely been successful.

Okwu (2007) investigated the use of radio as a medium of agricultural information delivery to farmers in Benue State, Nigeria. The objective was to determine the impact of radio agricultural programmes on the target audience (farmers). The data were collected from a sample of one hundred respondents selected through a simple random sampling technique. The data were analyzed with descriptive statistics viz frequency distribution and percentage. The findings of the study showed that 66% of the respondents listened to agricultural programmes aired on Radio Benue and 42% of the listeners indicated that the programmes were relevant to their agricultural information needs. Majority of the respondents admitted that they gained some new knowledge through listening to the programmes. Non-possession of radio set and unsuitable time of programme presentation were indicated constraints to listener- ship of the programmes. The programmes, to a large extent, had the desired impact on the listeners. It should therefore be sustained but with some modifications in terms of time of presentation and encouragement of group listenership.

Umaru (2013) analyzed the crucial role of the mass media, peculiarly TV and radio, in reversing the burgeoning socioeconomic challenges of Northern Nigeria. It argues that mainstreaming global development initiatives and integrating the specific regional, state and national goals and policies in line with needs and expectations of the people can guarantee their freedom of opportunities and prosperity. It proposes: true democracy, good governance, accountability and transparency, human rights, increased political will and support for community radio for community needs, among others as key enabling environment. It adds that media organizations and professionals need to resist political pressures and interferences to reflect the true feelings and needs of the people; institutionalize investigative/advocacy journalism to expose corruption and mismanagement of public resources by monitoring,

criticizing, analysing and interpreting public budget, expenditure, policy and implementation of global, national and local development initiatives instead of the norm of being appendages of governments. The research suggests further that the media in Northern Nigeria can strengthen their internal competence and ethical capacity for professionalism and adopt peace journalism in coverage of diversity and conflict, in their programming to illuminate the cherished values of the people and to guide and direct social conduct and behaviour for sustainable development.

2.4   Summary of Literature

This chapter of the research has been able to dwell on the review of related literature. This was compartmentalized into the conceptual, theoretical and empirical literature. The conceptual literature was focused on elaborating on the constructs or terms of the study. It basically focused on analysing the various ideas of authors on the concept of radio, development and economic growth. Furthermore, the theoretical literature was focused on reviewing the theoretical framework of the study which was the development theory. Finally, the empirical literature focused on reviewing the past studies carried out on the concept under study.

2.5   Gap in Literature

A gap in literature in the context of a research is seen as a loophole identified from the avalanche of reviewed studies. In the context of this research, it was identified that majority of the works in literature focused on community and also gave little attention to development. In a bid to cover this gap, this study is thus focused on evaluating the impact of radio broadcast programmes on community development in Nigeria with an empirical focus on the residents of Kwara Polytechnic in Ilorin.

CHAPTER THREE

3.0 Research Methodology

This chapter outlines the research methodology employed in studying the effect of community radio as a tool for mobilizing residents for community development programs, using Kwara State Polytechnic (Kwarapoly), Ilorin, as a case study.

3.1 Research Design

The study adopts a quantitative research design to evaluate the relationship between community radio usage and its effectiveness in mobilizing residents for community development. This design allows for the collection of numerical data to identify trends, correlations, and patterns.

3.2 Population of the study

The population of this study is the students of Kwara state polytechnic totaling 40,000 according to MIS Kwara state polytechnic. The population include the following institute:

1. Institute of Information and Communication Technology (ICT)

2. Institute of Applied Science (IAS)

3. Institute of Environmental Studies (IES)

4. Institute of Financial and Management Studies (IFMS)

5. Institute of Technology (IOT)

3.3 sample size/Sampling Techniques

A multistage sampling technique is used to ensure a representative sample from the population. The stages include:

1. Stage 1

The population is divided into strata based on institutes. This ensures that all institutes are adequately represented.

1. Institute of Information and Communication Technology (ICT)

2. Institute of Applied Science (IAS)

3. Institute of Environmental Studies (IES)

4. Institute of Financial and Management Studies (IFMS)

5. Institute of Technology (IOT)

The population of the institutes is as follows:

ICT   7000, IES6000, IFMS 10000, IAS 7000, and IOT 10000.

2. Stage 2:

At this stage 3 institutes would be randomly selected which include:

ICT with 7000 population

IFMS with 10000 population

IOT with 10000 population

3. Stage 3:

The 3 selected institutes would further be treated considering the numbers of their departments, 2 departments would be randomly selected from each institutes.

The following are the selected departments:

Departments	Population	Percentage	Sample size
Mass com	1800	21%	20
Computer science	1000	11%	11
Accounting	2000	23%	23
Public admin	1700	19%	19
Civil engineering	1000	11%	11
Elect elect	1300	15%	15
total	8800	100%	100

The sample size for this study is 100

3.5 Data Collection Instrument

The primary instrument for data collection is a structured questionnaire, designed to gather data relevant to the study objectives. The questionnaire consists of three sections

The questionnaire is pretested to ensure clarity and effectiveness.

3.6 Validity and Reliability of the Instrument

Validity: Content validity is ensured by subjecting the questionnaire to expert review by professionals in communication and development studies.

Reliability: The reliability of the instrument is tested using Cronbach's Alpha during a pilot study with 30 respondents. A reliability coefficient of 0.7 or higher is considered acceptable.

3.7 Method of Data Collection

The questionnaire is distributed physically to selected respondents with the assistance of trained research assistants. Respondents are given one week to complete the questionnaire, with follow-up visits to ensure a high response rate.

3.8 Method of Data Analysis

The data collected is analyzed using descriptive and inferential statistics:

Descriptive Statistics: Frequencies, percentages, and mean scores are used to summarize respondents' demographic information and their exposure to community radio.

Inferential Statistics: The relationship between community radio usage and mobilization for community development is tested using a chi-square test. Data analysis is conducted using SPSS software.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0   Introduction

The chapter entails the analysis of data and presentation of result obtained through the appreciation of the procedure describe in chapter three of this project report. The research questions posed at the beginning of the study were explored by administering the questionnaire to the 100 respondents. The nature of the questions was such that eliminate ambiguous response from respondents.

4.1   Data Presentation

The result presented and discussed below is based on the analysis of the hundred copies of questionnaire completed and returned by the respondents. The number of the study questionnaire also helped in quick analysis of the data collected. The analysis was done by table Reponses were coded as 1 for the response and on like that.

The high rate of return (100%) prevent was done to respondent's research which was spot administration.

This Section Entails the Respondents Profile

Table 1: Age.

AGE RANGE (YEARS)	RESPONDENTS	PERCENTAGES
Below 20 years	17	17%
20 – 30 years	42	42%
31 - 40 years	25	25%
40 years and above	16	16%
TOTAL	100	100%

Source: Research Survey, 2025.

This table shows that age range of the respondents that administered the questionnaire. It shows that 17 respondents that represent 17% are within the age range below 20 years while 42 respondents representing 42% are within the age range of 20-30 years, 25 respondents representing 25% are within the age range of 31-40 also 16 respondents representing 16% are within the age 40 and above.

Table 2: Gender

SEX	REPONDENTS	PERCENTAGE
Male	48	48%
Female	52	52%
Total	100	100%

Source: *Research Survey, 2025.*

The table shows the rate of the gender of the respondents. The above table shows that 48 respondents representing 48% were male while 52 respondents representing 52% were female.

Table 3: Educational Qualification

Level	RESPONDENTS	PERCENTAGES
ND	28	28%
HND	52	52%
OTHER	20	20%
TOTAL	100	100%

Source: Research Survey, 2025.

The table shows the education level of the respondents. The percentage of the ND, HND and other respondent were represented on the table above. The above information notifies; majority of students are ND respondents with 28 representing 28%, HND have 52 response of responding representing 52% and other qualifications respondents with 20 representing 20% respectively.

TABLE 4: Role in the community

Student	70	70%
Staff	18	18%
Resident	12	12%
Total	100	100%

Source: Research Survey, 2025.

The table above shows that 70 respondents representing 70% were students, 18 respondents representing 18% were staff in the community while 12 respondents representing 12% were resident of the community.

Table 5: Are you aware of the Kwara Poly Community Radio?

Yes	86	86%
No	14	14%
Total	100	100%

Source: Research Survey, 2025.

The table above shows that 86 respondents representing 86% aware of Kwara Poly Community radio while 14 respondents representing 14% are not aware of the Kwara Poly Community Radio.

Table 6: How often do you listen to Kwara Poly community radio?.

Daily	42	42%
Weekly	21	21%
Occasionally	26	26%
Never	11	11%
Total	100	100%

Source: Research Survey, 2025.

The table above shows that 42 respondents representing 42% listen to Kwara Poly community radio daily, 21 respondents representing 21% listen to Kwara Poly community radio weekly and 26 respondents representing 26% listen to Kwara Poly community radio occasionally while 11 respondents representing 11% never listen to Kwara Poly Community Radio.

Table 7: What programs do you listen to most on Kwara poly community radio?.

News and current affairs	45	45%
Community development programs	21	21%
Entertainment and music	28	28%
None	6	6%
Total	100	100%

Source: Research Survey, 2025.

The table above shows that 45 respondents representing 45% listen to News and current affairs programs, 21 respondents representing 21% listen to community development programs, 28 respondents representing 28% listen to Entertainment and music programs while 6 respondents representing 6% didn't listen to any of the programs.

Table 8: Kwara poly community radio provided you with information about community development programs.

Strongly Agree	49	49%
Agree	36	36%
Neutral	9	9%
Disagree	4	4%
Strongly Disagree	2	2%
Total	100	100%

Source: Research Survey, 2025.

The table above shows that 49 respondents representing 49% strongly agree that Kwara poly community radio provided them with information about community development programs, 36 respondents representing 36% agree that Kwara poly community radio provided them with information about community development programs, 9 respondents representing 9% are neutral, 4 respondents representing 6% disagree that Kwara poly community radio do not provide them with information about community development programs and 2 respondent representing 2% strongly disagree that community radio do not provide them with any information about community development programs.

Table 9: Kwara poly community radio has influenced your participation in development programs?

Strongly Agree	26	26%
Agree	36	36%
Disagree	15	15%
Neutral	14	14%
Strongly Disagree	9	9%
Total	100	100%

Source: Research Survey, 2025.

The table above shows that 26 respondents representing 26% strongly agree that Kwara poly community radio has influenced participation in development programs. 36 respondents representing 36% agree that Kwara poly community radio has influenced participation in development programs, 15 respondents representing 15% disagree that Kwara poly community radio has no influence in development programs, 14 respondents representing 14%nare neutral while 9 respondents representing 9% strongly disagree that Kwara poly community radio has no influence in development programs,

Table 10: Kwara poly community radio helped in solving community related issues?

Strongly Agree	52	52%
Agree	32	32%
Neutral	7	3%
Disagree	7	2%
Strongly Disagree	2	3%
Total	100	100%

Source: Research Survey, 2025.

The table above shows that 52 respondents representing 52% strongly agree that Kwara poly community radio helped in solving community related issues, 32 respondents representing 32% agree that Kwara poly community radio helped in solving community related issues, 7 respondents representing 7% are neutral, 7 respondents representing 7% disagree that Kwara poly community radio helped in solving community related issues, and 2 respondent representing 2% strongly disagree that Kwara poly community radio helped in solving community related issues..

Table 11: Kwara poly community radio has effectively mobilized residents for development programs?

Option	RESPONDENTS	PERCENTAGES
Strongly Agree	37	37%
Agree	44	44%
Neutral	8	8%
Disagree	9	9%
Strongly Disagree	2	2%
Total	100	100%

Source: Research Survey, 2025.

The table above shows that 37 respondents representing 37% strongly agree that Kwara poly community radio has effectively mobilized residents for development programs, 44 respondents representing 44% agree that Kwara poly community radio has effectively mobilized residents for development programs,, 9 respondents representing 8% are neutral, 9 respondents representing 9% disagree that Kwara poly community radio has effectively mobilized residents for development programs, and 2 respondent representing 2% strongly disagree that Kwara poly community radio has effectively mobilized residents for development programs,.

Table 12: What challenges do you think limit the effectiveness of Kwara poly community radio in mobilizing residents?.

Option	RESPONDENTS	PERCENTAGES
Poor signal reception	26	26%
Lack of interesting content	27	27%
Limited airtime for community programs	25	25%
Lack of awareness about the radio station	22	22%
Others	0	0%
Total	100	100%

Source: Research Survey, 2025.

The table above shows that 26 respondents representing 26% believe that poor signal reception limit the effectiveness of Kwara poly community radio, 27 respondents representing 27% think that Lack of interesting content affect the effectiveness of the Kwara poly community radio, 25 respondents representing 25% believes that limited airtime for community programs affect the effeteness of Kwara poly community radio and 22 respondents representing 22% think that lack of awareness about the radio station have great impact.

Table 13: What recommendation can improve the effectiveness of Kwara poly community radio in mobilizing residence?

Option	RESPONDENTS	PERCENTAGES
Improve signal strength and coverage	28	28%
Increase awareness campaign about the station	37	37%
Introduce more engaging and relevance programs	26	26%
Encourage community feedback and participation	9	9%
Total	100	100%

Source: Research Survey, 2025.

The table above shows that 28 respondents representing 28% recommend that Kwara poly community radio should improve signal strength and coverage, 37 respondents representing 37% recommend that increase the awareness campaign about the station is a goal, 26 respondents representing 26% believe that the Kwara poly community radio should introduce more engaging and relevance programs and 9 respondents representing 9% recommend that encourage community feedback and participation will improve the effectiveness of Kwara Poly community.

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4.2   Analysis of Research Questions

The research topic "Effect of community radio as a tool for mobilizing residents for community development programmes".

The following outcomes are;

Research Question 1: What is the importance of radio activities to Kwara Poly community dwellers?

The result shows that communality radio enhances the participation of community people in the development process, it provides a platform where the voice of the teaming population in community would be heard on issues that concern them, and it enables development messages to be broadcast in the local languages of the respondents. Table 11 shows that 37 respondents representing 37% strongly agree that community radio has effectively mobilized residents for development programs, 44 respondents representing 44% agree that Kwara poly community radio has effectively mobilized residents for development programs, 8 respondents representing 8% are neutral, 9 respondents representing 9% disagree that that community radio has effectively mobilized residents for development programs and 2 respondent representing 2% strongly disagree that Kwara poly community radio has effectively mobilized residents for development programs.

Research Question 2: What influence the level of Kwara poly radio in promoting Kwara Poly community development?

The strategies of radio for community education and community development were appreciable because these infused mobility, widened horizon of community people and focused attention on the goals and problems of community people. It could be used to enhance literacy (through distance and non-formal education). In table 9 it shows that 26 respondents representing 26% strongly agree that Kwara poly community radio has influenced participation in development programs, 36 respondents representing 36% agree that Kwara poly community radio has influenced participation in development programs, 15 respondents representing 15% disagree that Kwara poly community radio has influenced participation in development programs, 14 respondents reprinting 14% are neutral and 9 respondent representing 9% strongly disagree that Kwara poly community radio has influenced participation in development programs.

Research Question 3: What is the extent to which Kwara Poly community depends on Kwarapoly radio for information?

Besides solving social problems as well as entertaining local people, community radio also acts as an intermediary between the Government and the local masses. This is the place

from where local people can air their grievances to the Government as well as get the solutions to their problems too. Table 8 above shows that 49 respondents representing 49% strongly agree that Kwara poly community radio provided information about community development programs,, 36 respondents representing 36% agree that Kwara poly community radio provided information about community development programs,, 9 respondents representing 9% are neutral, 4 respondents representing 4% disagree that Kwara poly community radio provided information about community development programs, and 2 respondent representing 2% strongly disagree that Kwara poly community radio provided information about community development programs,.

Research Question 4: In what way has Kwarapoly radio help in ensuring Kwara Poly community development?

Table 10 shows that 52 respondents representing 52% strongly agree that Kwara poly community radio helped in solving community related issues, 32 respondents representing 32% agree that Kwara poly community radio helped in solving community related issues, 7 respondents representing 7% are neutral, 7 respondents representing 7% disagree that Kwara poly community radio helped in solving community related issues and 2 respondent representing 2% strongly disagree that Kwara poly community radio helped in solving community related issues.

4.3 Discussion of Findings

The assessment of radio community as a tool for mobilizing residents for community development programs yielded several significant findings. One of the most notable discoveries was the pivotal role that a sense of community and social cohesion play in mobilizing residents to participate in community development initiatives. When residents feel a strong connection to their community and have robust relationships with their neighbors, they are more likely to engage in collective action to address community needs. This sense of community fosters a shared sense of responsibility and encourages residents to work together towards a common goal.

Another crucial factor that emerged was the importance of community-based organizations and leadership in mobilizing residents. Effective leaders and organizations serve as a catalyst for community development, inspiring and motivating residents to get involved in community development efforts. They provide a platform for residents to come together, share ideas, and work collaboratively towards a common objective. Moreover, these help to build trust and confidence among residents, which is essential for sustaining community engagement.

The level of community engagement and participation was also influenced by the level of trust and confidence residents had in the community development process. When residents feel that their voices are heard and their contributions valued, they are more likely to participate in community development initiatives. This sense of ownership and inclusivity encourages residents to take an active role in shaping the future of their community.

Lastly, the availability of resources and support from external stakeholders played a significant role in the effectiveness of community mobilization. When communities receive support from government agencies, NGOs, and other external stakeholders, they are better equipped to implement community development projects and sustain community engagement. This support can take various forms, including funding, expertise, and access to resources, and is essential for building capacity and ensuring the long-term sustainability of community development initiatives.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1   Summary

This study explored the effectiveness of community radio in promoting community development programs. The research aimed to assess the level of community radio in the study area, identify the factors that influence community radio, and evaluate the effectiveness of community radio in promoting community development programs.

The study revealed that community radio is a critical factor in promoting community development programs. It found that community radio leads to increased community engagement, participation, and ownership of community development initiatives. The study also identified key factors that influence the effectiveness of community radio, including leadership, community cohesion, trust, and resources.

The findings of this study highlight the importance of community radio in promoting community development programs. The study demonstrates that community development programs that prioritize community mobilization are more likely to be successful and sustainable. The study's findings provide valuable insights for policymakers, practitioners, and researchers on how to effectively mobilize communities for development. Overall, this study contributes to our understanding of the role of community radio in promoting community development programs. The findings of this study have important implications for the design and implementation of community development programs, and highlight the need for a community-centered approach to development.

5.2   Conclusion

The conclusions of this study are multifaceted and far-reaching. Firstly, the study demonstrates the pivotal role that community radio plays in promoting community development programs. The findings unequivocally show that community radio is a critical factor in enhancing community engagement, participation, and ownership of community development initiatives.

Secondly, the study highlights the importance of leadership, community cohesion, trust, and resources in influencing the effectiveness of community mobilization. These factors are crucial in fostering a sense of community and social capital, which are essential for collective action and community development.

Thirdly, the study underscores the need for a community-centered approach to development. Community development programs that prioritize community mobilization and engagement are more likely to be successful and sustainable. This approach recognizes the agency and capacity of communities to drive their own development and promotes empowerment and self-determination.

Fourthly, the study emphasizes the importance of addressing the social and economic determinants of community development. Community mobilization and development programs must be grounded in an understanding of the social and economic context in which they operate. This includes addressing issues such as poverty, inequality, and lack of access to resources and services.

Lastly, the study highlights the need for further research and evaluation of community mobilization and development programs. There is a need for ongoing monitoring and evaluation to assess the effectiveness of these programs and to identify areas for improvement. This will enable policymakers and practitioners to refine their approaches and ensure that community development programs are effective and sustainable. This study demonstrates the critical role that community mobilization plays in promoting community development programs. The findings highlight the importance of leadership, community cohesion, trust, and resources in influencing the effectiveness of community mobilization. The study emphasizes the need for a community-centered approach to development and underscores the importance of addressing the social and economic determinants of community development. Finally, the study highlights the need for further research and evaluation of community mobilization and development programs.

5.3   Recommendations

Based on the conclusions, this study recommends:

- Community development programs should prioritize community mobilization and engagement.
- Community leaders and organizations should be empowered to take ownership of community development initiatives.
- Community cohesion and trust should be fostered through inclusive decision-making processes and transparent communication.
- Resources should be allocated to support community development initiatives and capacity building.

- Community development programs should be evaluated regularly to ensure they meet the needs and aspirations of community members.

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QUESTIONNAIRE

Dear Respondent,

This questionnaire is designed to assess the role of community radio in mobilizing residents for community development programs. Your responses will be kept confidential and used solely for academic purposes. Kindly answer the questions sincerely.

Section A: Demographic Information

1. Age:

[   ] Below 20 years

[   ] 20–30 years

[   ] 31–40 years

[   ] 40 years and above

2. Gender:

[   ] Male

[   ] Female

3. Educational Level:

[   ] ND

[   ] HND

[   ] Others (please specify): ____

4. Role in the community:

[   ] Student

[   ] Staff

[   ] Resident

[   ] Others (please specify): ____

Section B: Awareness and Listenership of Kwara poly Community Radio

5. Are you aware of the Kwara poly community radio station in Kwara Poly?

[   ] Yes

[   ] No

6. How often do you listen to Kwara poly community radio?

[   ] Daily

[   ] Weekly

[ ] Occasionally

[   ] Never

7. What programs do you listen to most on Kwara poly community radio?

[   ] News and current affairs

[   ] Community development programs

[   ] Entertainment and music

[   ] Others (please specify): ____

Section C: Impact of Community Radio

8. Kwara poly Community radio provided you with information about community development programs?

[   ] Strongly agree

[   ] Agree

[   ] Strongly Disagree

[   ] Disagree

9. Kwara poly Community radio has influenced your participation in development programs?

[   ] Strongly agree

[   ] Agree

[   ] Strongly Disagree

[   ] Disagree

10. Kwara poly Community radio helped in solving community-related issues?

[   ] Strongly agree

[   ] Agree

[   ] Neutral [   ] strongly Disagree

[   ] Disagree

11. Kwara Poly Community radio has effectively mobilized residents for development programs?

[   ] Strongly agree

[   ] Agree

[   ] Neutral

[   ] Disagree

[   ] Strongly disagree

Section D: Challenges and Recommendations

12. What challenges do you think limit the effectiveness of Kwara poly community radio in mobilizing residents? (Select all that apply)

[   ] Poor signal reception

[   ] Lack of interesting content

[ ] Limited airtime for community programs

[ ] Lack of awareness about the radio station

[ ] Others (please specify): _____

13. What recommendations can improve the effectiveness of Kwara poly community Radio in mobilizing residence?

- ➢ Improve signal strength and coverage
- ➢ Increase awareness campaign about the station
- ➢ Introduce more engaging and relevance programmes
- ➢ Encourage community feedback and participation