

IMPACT OF SOBI 101.9FM RADIO PROGRAMME “REBIRTH HALF HOUR” IN PROMOTING GOOD GOVERNANCE IN KWARA STATE

BY

ATOLAGBE MUMEEMAH KEHINDE ND/23/MAC/PT/0770

A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION, INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY, KWARA STATE POLYTECHNIC ILORIN IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF ORDINARY NATIONAL DIPLOMA (HND) IN MASS COMMUNICATION

JUNE, 2025

CERTIFICATION

This research work has been carefully examined and approved as meeting the requirement of the department of Mass communication, institute of information and communication technology, Kwara State Polytechnic, Ilorin in partial fulfilment of the award of Higher National Diploma (HND) in Mass Communication.

MALLAM IBRAHIM A. A.
(Project Supervisor)

DATE

Mrs G. T OPALEKE
(Project Coordinator)

DATE

MR. OLOHUNGBEBE F.T.
(Head of Department)

DATE

DEDICATION

I dedicate this project to Almighty God for the wisdom, for the grace and opportunity to successfully finish my project.

ACKNOWLEDGEMENT

All glory, praise and adoration go to almighty god, the creator of heaven and earth for

His infinite mercy over my life and my families. Thank you, God.

I, sincerely show my profound gratitude to my supervisor Mr. Abbas Ibrahim of his effort in ensuring the completion of this project. Your instruction and positive advice enhanced the quality of this project. Thank you so much. My appreciation goes to the Head of department Mrs Opaleke department conducive and all other lecturers in the department for their contributions in one way or the other to the success of my academic programme may God bless you all.

TABLE OF CONTENTS

CERTIFICATION	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
ABSTRACT	viii
CHAPTER ONE	1
1.0 Background of Study	1
1.2 Statement of Problem	4
1.3 Objectives of The Study	5
1.4 Research Questions	6
1.5 Significance of The Study	6
1.6 Scope of the Study	7
1.8 Operational Definitions of Term	7
CHAPTER TWO	9
LITERATURE REVIEW AND THEORETICAL FRAMEWORK	9
2.0 Introduction	9
2.1 Conceptual Review	9
2.1.1 History of Radio in Nigeria	9
2.1.2 Basic Functions of Radio	11

2.1.3	About Sobi FM	12
2.1.4	The Concept of Good Governance	14
2.1.4.1	Element of Good Governance	18
2.1.4.2	Good governance in the media and by the media	19
2.1.4.3	Good governance for the media	21
2.1.5	Impact of radio in good governance	21
2.2	Theoretical framework	22
2.2.1	Uses and Gratification Theory	22
2.2.2	Agenda Setting Theory	24
2.3	Empirical Framework	24
	CHAPTER THREE	28
	RESEARCH METHODOLOGY	28
3.0	Introduction	28
3.1	Research Design	28
3.2	Population of the Study	29
3.3	Sample size and Sampling Techniques	29
3.4	Research Instrument	31
3.5	Validity of the Instrument	31
3.6	Reliability of the Instrument	32
3.7	Method of Administration of the Instrument	32
3.8	Data Analysis	33

<u>CHAPTER FOUR</u>	34
<u>DATA ANALYSIS AND RESULT</u>	34
<u>4.0 Introduction</u>	34
<u>4.1 Demography of the Respondents</u>	34
<u>4.2 Nexus Between Rebirth Half Hour and Kwara State Government</u>	36
<u>4.3 Effect of the Radio Programme in Promoting Good Governance in Kwara State</u>	40
<u>4.4 The Public Perception about the Radio Programme "Rebirth Half hour"</u>	42
<u>4.5 Discussion of the Findings</u>	43
<u>CHAPTER FIVE</u>	46
<u>SUMMARY, CONCLUSION AND RECOMMENDATION</u>	46
<u>5.1 Introduction</u>	46
<u>5.2 Summary of Key Findings</u>	46
<u>5.3 Conclusion</u>	47
<u>5.4 Recommendation</u>	48
<u>5.4.1 Suggestions for Further studies</u>	48
<u>5.5 Limitation of the Studies</u>	49
<u>REFERENCES</u>	50



ABSTRACT

This study examined impact of Sobi 101.9 FM radio programme “Rebirth Half Hour” in promoting good governance in Kwara state. The study is anchored on Uses and Gratification theory and Agenda settings theory. Multi stage sampling techniques were used to select the sample size of one hundred and fifty. A self-administered questionnaire was used as data collection instrument. The study concluded that the residents of the state believes that the programme is not truly performing its duty because of its level of controlled. The programme is seen to have been promoting only good activities of the state government but this can be concluded to be because of their political resentment on the programme which made them believe the programme can cause chaos in the state. Findings revealed that not all the respondents listens to the radio programme and some of those who listened to it don’t listen often and could also be as a result of political resentments of some respondents in the state, since the programme discussion is only about the achievements and duties of a particular won political party which could lead to the lack of some public participations in the radio programme. The study recommended that the radio programme should carry the listeners and/or concerned parties along in the broadcasting activities so that they can easily make informed contribution to the programme.

CHAPTER ONE

1.0 Background of Study

Radio is one of the mass media used to transmit information from one geographical entity to another. It is said to be the most effective medium amongst other media such as television, newspaper, magazines, internet etc. (Chiamaka, 2018). Radio is regarded as the most effective medium because it transcends the barrier of literacy and it covers a wide geographical region. Thus, radio broadcasts, when skilfully used, have proven to be the most effective medium of communication with the population. (Oyesomi & Okorie, 2015).

(Chiamaka, 2018) Also opine that Radio promotes economic development, stimulates political participation and arouses national consciousness and unity; It is important for a radio station to be independent, free and responsible to the public so that awareness is created in order for the citizens to know the problems and issues confronting the state and of their possible solutions and consequences. Therefore, Radio programme is a vehicle for promoting an ideology through which it attracts and holds an audience. It is an efficient instrument for getting a message to a large number of people at the same time, because it transcends the boundary of space and time, and also leaps across illiteracy barriers (Onabajo, 1999; cited in Oguchi, Obafemi and Melody, 2015).

In modern day governance globally, the issue of Good Governance has assumed the front burner as an indispensable requirement for social, economic and political developments (World Bank, 1989, UNESCO, 2005; Nanda, 2006; Hout, 2007; Gisserlquit, 2012), y

et better governance continues to be a source of worry and a big challenge to most countries including Nigeria. Interestingly, Nigerian government in a bid to ensure good governance in the country had in, the 1999 Nigerian constitution in Section 16 (1) a, b, c, and d, and Section 16 (2) entrenched some of the principles of Good Governance as possible criteria for governance in the country.

Despite these constitutional provisions, as well as the enormous financial resources, and huge potentials of the state, including the social and economic policies that have been implemented by successive administrations, good governance continues to be elusive to Kwara state and that were what brought about the “O to Ge” mantra. The Nigerian constitution in section 22 made provision for such an exercise where it stated inter alia; “The press, radio, television and other agencies of the mass media shall at all times be free to uphold the fundamental objectives contained in this chapter and uphold the responsibility and accountability of the government to the people”. This links the Radio programme “Rebirth Half hour” to the establishment of good governance.

The nexus between radio programme and good governance has been viewed as being influential in unstable developmental tide in the African continent (Okoro, 2013). Media scholars have made concerted effort aimed at examining the role of the radio in the development process which is coordinated by government and its structures. These efforts have led to widely accepted view that good governance is crucial to sustainable development but linkage of good governance to sustainability of such development through radio programme is yet to be fully appreciated (Langmia, 2010; Okoro, 2010).

The radio programme impact in promoting good governance should be clear. In which all aspects of the good governance are facilitated by a strong and independent media landscape within a society. The radio programme is like a beacon that should be welcomed when there is nothing to hide and much to improve. Indeed, this is the concrete link between the functioning of the radio programme and good governance; radio programmes allow for ongoing checks and assessments by the population of the activities of government and assist in bringing public concerns and voices into the open by providing a platform for discussion. The citizenry can thereby use the radio programme to express their assent or dissent or explore aspects of issues not considered through programme.

Good governance is an essential framework which serves as a means of achieving wider goals such as social and political development, alleviation of poverty and protection of the environment. It is about security of life and property, peace and prosperity. Without good governance, social, economic and political progress is difficult to attain and impossible to guarantee. In fact, it is the bedrock of any modern democracy. Promoting good governance is not an easy task as it is much more involving than organizing elections and appointing people into public offices.

As a watchdog of the society, the radio owes it as a duty to monitor governance closely and hold public office holders accountable to the people who elected them as required by the constitution. Given the appropriate situation, the radio programme are key factors in the overall strategy to promote good governance, rule of law, ensure probity and accountability, wipe out illiteracy and eradicate poverty. It is against this backdrop that this r

Research examines the role of the media in promoting good governance and some of the challenges facing the media in meeting up with this task. This study will explore the nexus between media and governance and how this translates into Good Governance.

1.2 Statement of Problem

The impact of radio programme in promoting good governance cannot be over emphasized. The radio programme acts as check and balances to any government in terms of its reportage of the activities of governance to the people. Despite the activities of the radio programme to ensure good governance in the state, it's still difficult to put the government into account. Sometimes, the government makes certain efforts to conceal their activities from the radio and may even go as far as removing the enabling environments for the media to flourish.

It has also been recorded that the radio coverage is limited to some certain local government and this has prevented it from its reportage among the residuals of the state.

Radio programmes in Kwara state, particularly, has been going through a lot of challenges especially in terms of checkmating the activities of the government. It is assumed that Sobi FM has always been on the verge of reporting and calling to the attention of the state government on some activities that are left undone through one of her Programmes titled "Rebirth Half Hour" but despite all these, the medium is yet to hold into account the government in performing their duties. Given some of the challenges of the radio, one cannot deny their impact it has recorded in promoting good governance in the state.

This study is meant to examine the impact of Radio Sobi FM radio programme in promoting good governance in Kwara state.

1.3 Objectives of The Study

The aim of this study is to examine the radio programmes and good governance in Kwara state. The following objectives will strengthen the study:

- i. To establish the nexus between Rebirth Half Hour and government of Kwara state.
- ii. To investigate the effectiveness of the Rebirth Half Hour on good governance in Kwara state
- iii. To assess the public perceptions on “Rebirth Half Hour”.

1.4 Research Questions

The research will be guided by the following research questions:

- i. To what extent is the nexus between Rebirth Half Hour and government of Kwara state?
- ii. How often does “Rebirth Half Hour” have any effect in promoting good governance in Kwara state?
- iii. What are the public perceptions on “Rebirth Half Hour”?

1.5 Significance of The Study

This study will help to increase the knowledge about Sobi FM Rebirth Half-hour eff

ectives on good governance it social, economic and political development in the state. It will give insights to audience on the role of Rebirth Half-hour in promoting good governance in Kwara state.

Members of the government officials and the staffs of Sobi FM will also find the findings of this study useful and informative in terms of the perception of Kwara state residents on the impact in which the radio programme play in good governance of the state.

Also, students and researchers who may want to carry out future research on similar topics will find this study as useful source materials for their work. Lastly, this research is useful for its contribution to knowledge as it will increase the literatures in media practices.

1.6 Scope of the Study

This study focuses on the impact of radio programme in promoting good governance in Kwara state using Sobi FM “Rebirth Half Hour” a radio discussion programme aired every Saturday between 10:30am and 11:00am every morning on Sobi 101.9 FM. The programme is aimed at enlightening the public on topical social-political issues in different sectors of the economy that concerns citizens and residents of the state. It will also focus on assessing what the objectives of the research by using a relevant theory to back it up. Kwara state has 16 local governments and because it will be difficult to study all these local government areas, however, this research has been narrowed to studying only Ilorin in West. The reason for these selected local governments is because the Radio programme only covers these areas.

It also examines the public perspectives on the effect “Rebirth Half Hour” has on the government of the state. The researcher will be using the case for examining the data collection. The study will not go beyond the objectives stated above.

1.8 Operational Definitions of Term

1. **Radio:** Radio is an audio device of passing messages to a large audience. Radio involves the process by which messages are sent through electrical waves. In other words, the sound could be sent and received through these waves. The word Radio is defined as the process of sending and receiving messages through the air, using electromagnetic waves.
2. **Radio Programme:** is a segment of content intended for broadcast on radio. It may be a one-time production or part of a periodically recurring series. A single program in a series is called an episode.
3. **Good Governance:** The process of decision-making and are implemented. It is participatory, consensus oriented, accountable, transparent, responsive, effective and efficient, equitable and inclusive and follows the rule of law.
4. **Impact:** 'The actions of one object coming forcibly into contact with another' and 'a marked effect or influence'.
5. **Promoting:** Advance, promote, forward, further mean to help (someone or something) to move ahead. Advance stresses effective assisting in hastening a process or bringing about a desired end. Advance the cause of peace promotes su

ggests an encouraging or fostering and may denote an increase in status or rank.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Introduction

This chapter will use to look into the related literature of the study and will be consisting of the conceptual review, empirical review and theoretical framework.

2.1 Conceptual Review

2.1.1 History of Radio in Nigeria

The Federal Radio Corporation of Nigeria was founded in 1933 by the British colonial government. Named the Radio Diffusion Service (RDS), it allowed the public to hear the British Broadcasting Corporation's foreign radio service broadcasts in certain public locations over loudspeakers. In April 1950, the RDS became the Nigerian Broadcasting Service and introduced radio stations in Lagos, Kaduna, Enugu, Ibadan, and Kano. This service was reorganized into the Nigerian Broadcasting Corporation (NBC) on April 1, 1957, by act of parliament. Its mission was to "provide, as a public service, independent and impartial broadcasting services". By 1962 the NBC had expanded its broadcast stations into Sokoto, Maiduguri, Ilorin, Zaria, Jos, and Katsina in the north; Port Harcourt, Calabar, and Onitsha in the East; and Abeokuta, Warri, and Ijebu-Ode in the West. Each of these stations was considered a subsidiary station of a regional station. The subsidiary stations broadcast local interest programs during part of the day, and then relayed programming from their regional station during the rest of the broadcast day. National programs were broadcast from two shortwave transmitters and one medium wave transmitter located in Sogunle, near L

agos state. Adejumobi (1974).

As a support to Udomisor's view, Agba in Agba (2012) opines that radio broadcasting in Nigeria began in 1932, when the British colonial government established a Rediffusion Center in Lagos, for the reception and rebroadcasting of the British Broadcasting Corporation's programmes. Onabanjo (2000) explains further by stressing that "the objectives of this innovation by the BBC were to:

- Develop links between Great Britain and English speaking people, throughout the world;
- Propagate the British way of life, particularly in the empire and;
- Keep British citizens out of Britain informed about happenings back home.

There are more than 300 radio stations in Nigeria today with some States having multiple radio stations. Lagos, Oyo, Kaduna, Abuja and Anambra tops the list with 33, 23, 19, 17, and 16 radio stations respectively. Most of these radio stations are owned by private individuals while a greater number of them are owned by the government. Nigeria infopedia Report (2021).

2.1.2 Basic Functions of Radio

News and Information

It is the responsibility of the press to report timely events as they are happening to the public. Timeliness and factuality is one of the major criteria that make a radio station unique and standardized. Aziz(2012)

Education

Radio has been used severally to educate the public on societal cause, values, norms and health related issues. Public are educated on positive and negative effects of their actions. In general education, function of the radio broadcast are categorized in two groups. Formal education, education at school and informal education, adult education/ common education. Aziz(2012).

Advertisement

The function of promoting good service is particularly important for radio stations that were founded for commercial purposes. In consideration of the fact that private radios pursue the aim of generating profits, advertisement revenues represent the sole income source of private radios. However, indirect adverts are made through indirect promotional statements used in the programs even in the stations that do not give place to advertising. Aziz(2013).

Entertainment