

TALK RADIO AS A TOOL FOR ACHIEVING SUSTAINABLE DEVELOPMENT: PROSPECTS AND CHALLENGES

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Abstract: Talk radio is found to be one of the best channels of communication that enhances development initiatives in developing countries like Nigeria. This is apparent because of its

unique style of democratic broadcasting that enables full audience and listener's participation, as well as not being limited by language barriers in its traditional functions of informing, educating and entertaining. With the Federal Radio Corporation of Nigeria (FRCN) as the pioneer indigenous radio station in Nigeria, several otherspecialised radio stations broadcasting in indigenous languages have since sprung up. Such stations as Faaji FM that delivers mainly in Yoruba language and Wazobia FM that delivers in the pidgin English and Bond FM stations that broadcast in Yoruba, Igbo and Hausa languages respectively. These stations have opened up opportunities for Talk-in-programme where radio audiences are engaged in conversation by sending messages through audience participation using telephone, SMS or WhatsApp to send messages to the programme host to ask questions or make contributions to issues under discussion. This study seeks to research the prospects and challenges of using Talk Radio to achieve Sustainable Development Goals (SDGs)in eradicating poverty in Nigeria. This paper specifically content analyze d the programme schedule of *Nigeria Info.FM* with the aim of discovering its effectiveness or otherwise in achieving the SDGs in Nigeria. The study concluded that the prospects of using Talk radio stations for development purposes outweighs its challenges, and therefore, should be encouraged in different states in order to achieve SDGs in Nigeria on or before year 2030. The paper therefore advocated the involvement of the government in the formulation of a workable Talk Radio Broadcasting policy that would provide a realistic road map for sustainable national development in the Nigeria.

Keyword: Talk radio stations, sustainable development, prospects, and challenges.

Introduction

The quest for development has been the concerns of governments and development institutions worldwide. This explains why at the beginning of the second half of the 20th Century, the United Nations in its millennium summit evolved an eight interrelated development agenda, which it christened Millennium Development Goals (MDGs). Member nations were given ten years within which to achieve the set goals. In 2015, the goals were extended to 17 and was rechristened the Sustainable Development Goals (SDGs) with mandate given to all member states to achieve them by year 2030. Since then, all member States have put all machinery into motion trying to accomplish the set goals. One of the surest ways to achieve the goals according to Owolabi & Adeniran (2024), is to put a good governance in place. Tejumaye and Adelabu (2011, p.64) reasoned that “governance is the manner in which power is exercised in the management of a country’s socio-economic resources”. Going by that definition, three distinct characteristics of governance were identified, which include the type of political regime, the process by which authority is exercised in the management of a nation’s economic and social resources for development; and the capacity of government to design, formulate, implement policies and discharge functions effectively. For a government to exercise its authority and control while discharging the roles outlined above, there has to be a means of information sharing between the government and the citizens on one hand, and among the citizens on the other. This is where the mass media in general and radio in particular as information sharing organ become pertinent to provide platform for disseminating development message to the listening publics. One of the media organs deployed in this context is radio, and in particular, talk radio programme. Talk radio is a radio broadcasting channel which consists mainly of discussion with and among people who frequently call the programme host from outside to discuss issues affecting their immediate environment. Talk radio stations are a critical part of the radio network today. They exist not just to inform, but to entertain, enlighten, and even infuriate their listeners – all for a definite purpose.

It is essential to know that development in the society cannot be achieved without communication, because, “the art and science of human communication is linked to a

society's planned transformation from a state of poverty to one dynamic socio-economic entity that makes for greater equality and the larger unfolding of individual potentials" (Quebral, 2001, p.56).

The importance of using the right channel to communicate cannot be over-emphasized in the process of communication, because, it determines how the receiver perceives the message sent, which would either lead to development or otherwise. For SDGs to be achieved, it needs to be communicated through the right channel. The large task of achieving development goal in the society requires the activities of the mass media to perform the duties of information dissemination. Owolabi and Adeniran (2024) explains that the mass media should relay ideas and information on development issues; they should present a representation of the society in which they operate, they should be tools for attitude formation and attitude change.

The broadcast media comprises all electronic means of disseminating information to a widely dispersed heterogeneous audience. Radio and Television, according to Pennington (2000), sell transmissible content or programmes to attract audiences who are dynamic in nature and domiciled within the scope of available frequency within a defined geographical location. The ubiquitous nature of Radio makes it a vital tool for sustainable development as captured by Maniewicz (2022), President of the International Telecommunication Union (ITU), in an interview granted to the UN News Report (2022), in the event marking the 127 years anniversary since the first radio transmission by Guglielmo Marconi in 1895, describes Radio as the supreme form of broadcasting and a powerful medium for celebrating humanity in all its diversity.

According to Odunlami (2020), radio broadcasting was established in Nigeria through the BBC rediffusion set in 1932 and was later transformed to the Nigerian Broadcasting Service in 1951 and reorganised to become the Federal Radio Corporation of Nigeria (FRCN) in 1978. Private broadcasting came into being in Nigeria by Decree 38 of 1992 which permitted private organizations to own and operate radio stations. The first independent private radio station, Raypower 100.5 was established in 1990 but commenced operation in Lagos in 1994 and

since then, several others have opened shop and have been run successfully across the country (Kolawole and Umejei, 2018).

Radio stations are categorised into two; indigenous and contemporary. The indigenous radio stations are those whose medium of presentation is either Pidgin English or other ethnic languages like Yoruba, Igbo, Hausa or several of the over 250 ethnic groups in Nigeria. Contemporary Radio Stations are stations that presents their programmes in English Language.

The relative simplicity of setting up a contemporary radio stations particularly in urban and semi urban areas coupled with commercial buoyancy and advertising revenue, have lately been a major cause for its proliferation in the last decade. Ilelah (2021), Director General of the National Broadcasting Commission, stated that as at 2021, there are 625 functional radio stations in Nigeria spread across all the 36 states of Nigeria out of which 32 operate in Lagos. The rise in specialised Radio Broadcasting with the advent of community radio typically in the mode of sports radio, campus radio, military, police radio and specialised commercial talk radio is an obvious strategy in differentiation, giving listeners something outside of the ordinary.

While the exploits of the print media has been severally acknowledged by scholars and the public in the coverage of developmental issues in Nigeria, it is curious to note that the extent of coverage of same in radio programming is limited. The depth and weight of the broadcast media in the strive towards attaining SDGs, which as a target was set for 2030, leaves much to be desired as most radio stations monitored within the Lagos territorial space are heavily commercialised. They focus largely on entertainment interspersed with news broadcast and limited analysis and participatory programme on sustainable development.

Chat-based radio talk as a radio format is not new to radio programming, it is as old as radio itself. It is simply a programme of discussions on topical issues consisting of almost original spoken words in talk shows, interview, commentary, analysis and discussion programmes. However, Talk Radio is different. It is an entirely wholesome station devoted to talking as a

format in radio programming. All programmes are based on different sub-genre of talk; there is talk on sports, news, development and human interest. The scope of this paper is limited to Talk Radio as a radio brand, differentiated from other talk programmes in contemporary radio stations, which by its format is entirely conversational. From its inception, Talk Radio has played significant role in deepening democratic culture and ensuring participatory politics through what is called 'dial-in-democracy' (Bosch, 2010).

Talk Radio is an interesting development in radio contribution to sustainable development pioneered by *Info FM* limited owners of *Nigeria info*, *Cool FM* and *Wazobia FM*. The focus of this paper however is the unique style of democratic broadcasting demonstrated on Talk Radio.

Nigeria Info stations entails more talk in diverse format and less music. It becomes necessary for a critical appraisal of how Talk Radio has been used in Nigeria to promote participation in development process. The study also attempts to detail the prospect and challenges of radio broadcasting vis a vis sustainable development in Nigeria with particular reference to Talk Radio pioneered by Nigeria Info station.

This study aims at identifying the differentiating features of talk radio for development purposes at the grassroots level. Besides, it intends to discover how radio can be used as a development problem solver through its capacity to reach more people and to mobilize for audience participation in the development process. The study will expand the concept of specialised radio and its role in enhancing the success or failure of broadcasting industry in dissecting and analysing development issues geared towards the attainment of the SDGs strategic goal.

To achieve the above goals, the research will provide answers to the following questions.

1. How is Talk Radio station different from other chat talk programmes on contemporary radio stations?
2. What amount of programme airtime distinguishes chat radio talk from Talk Radio?
3. What are the prospects and challenges of a talk radio station?

Literature Review

The purpose of establishing a broadcast station is to attract relevant and targeted audiences for profit making, advocacy and behavioral change. Commercial stations are entirely set up for profit while the Public Service Stations are set up for public good.

Broadcast stations sell transmissible content or programmes to attract audiences who are dynamic in nature and domiciled within the frequency available within a defined geographical location. And as Pennington advises that a good broadcast programme must be able to convince listeners that they are on their side, and interested in what concerns them; encourage them to be part of the programme; and to encourage them to contribute their views and concerns. Also, the task of every programmer/producer/director is to choose programmes that meet the needs and wants of an audience (Alawode, 2019).

Radio is regarded as an important channel of communication because of its characteristics. It is cheap and readily available, its content is inexpensive to produce and transmit. Accessibility for radio listeners does not require literacy, its convenient and the programming is flexible. Radio has grown beyond mere medium of entertainment and news to become a forum for analysis and critical discourse of development issues. It has come to represent a symbol of companionship and the emotional connection with the listener.

Radio is moveable, available, can be operated without electricity, relatively inexpensive and globally accessible to a greater proportion of the population.

Two major types of radio stations have been observed to operate within Nigeria, commercial stations are operated by organisation for profit through commercials while community radio stations operate on non-profit basis. Community radio according to Odunlami (2020), is made up of localised media that serves as an alternative to mainstream media.

Indigenous radio station was pioneered in Nigeria by the Federal Radio Corporation as a component of daily broadcasting routine particularly in delivering news to the audience. Several others specialized radio stations have sprung up to satisfy the information quest of some identified listening audiences. . Such stations as *Miliki FM*, *Faaji FM* delivered in

Yoruba and the pidgin English of *Wazobia FM* have won the heart of many listeners who, otherwise would have been limited to participate due to language barriers.

It is imperative to note that radio as an electronic media serves tripod functions of informing, educating and enlightening with the use of local languages as a medium of expression in any setting (Akanbi & Aladesanmi, 2014). Community radiolike the Talk radio are specialised according to the language of operation, demography and location. It can be terrestrial or virtual depending on the audience level of exposure and access to modern internet enabled technology.

Talk Radio

Talk Radio is defined as a format characterised by conversation that is initiated by a programme host and usually involves listeners who telephone to participate in the discussion about topics such as politics, sports, current events (Rubin &Step,2000) and in the case of Nigeria Info, developmental issues. Talk Radio presents another innovation in creative radioprogramming and brand positioning. It belongs to the contemporary commercial category of radio stations in Nigeria. It is a novel kind of specialised broadcasting which startedin 2005 in the United Kingdom as SW Radio. Talk Radio uses a broadcastformat containing discussions about topical issues and consisting entirely of original spoken word content with very minimal music interludes. Most shows are hosted by a single individual with a guest analyst. Talk Radio typically includes an element of listener participation usually by broadcasting live conversations between the host and listeners who call in via telephone. Talk Radio is democratic in style, allowing more callers and feedback on real time issues. Listeners' contributions are usually screened by a show producer to maximise audience interest and, in case of commercial talk radio, to attract advertisers. Generally, the shows are organised into segments, each is separated by a pause for advertisements; however, in public or non commercial radio, music is sometimes played in place of commercials to separate the programme segments. Variations of talk radio includes conversation talk, hot talk and sports talk.

Talk Radio broadcast is accessible not only on radio but also on a wide variety of other devices and services including podcast, PCs using iTunes, station directories, smartphones with apps such as Zeta, which Nigeria Info currently uses.

Nigeria Info is a network of Talk Radio stations in Nigeria owned by Info FM Nigeria Ltd. It began operations in Lagos in 2011 and in Abuja in 2012. It broadcasts on 99.3 MHz in Lagos, 95.1 MHz in Abuja and 92.3 MHz in Port Harcourt. The station in Lagos has over 1 million listeners. Nigeria Info is the only Talk Radio Broadcast Station in Nigeria that focused on just conversations around National development in all its ramifications.

Nigeria Info in 2018 became the first radio organisation to launch Visual Radio. Visual Radio affords listeners the opportunity to watch their favourite local FM radio presenters in action on their computers and mobile devices deploying professional, multicamera positions and angles with high quality effects, graphics and multiple ad spaces. With visual radio, listeners can enjoy engaging and exciting contents. Listeners can also participate in the radio station's promotions, polls, contest and interact with the show host and their special guest as well as a listeners reward programme called the treasure Hunt.

Theoretical Framework

The study is based on development media by Dennis McQuail (1983) as one of the two additions to the original four theories of the press by Siebert et al (1956).

Development Media Theory

Development media theory propounded in 1987 by McQuail seeks to explain the normative behaviour of the press in countries that are classified as developing or third world countries (Folarin, 2005, p.42). According to McQuail, (1987, p.119) there are diverse economic and political conditions in developing nations that will make it improper to make a generalised statement on the workings of the media and also reduce the benefits of applying other press theories to their development situation. These conditions, according to McQuail include:

Absence of communication infrastructure, professional skills, production and cultural resources, dependence on the developed nations for technological needs, skills and cultural products; commitments given to economic, political and social development vary; developing

nations have become increasingly aware of their identical interests in international politics and are pursuing them.

These varying conditions were the basis of Owolabi's (2014) submission that: among the developed nations, development gave birth to mass media but to the developing nations, the media is seen as a means of development. It is also for this reason that development media theory kicks against absolute press freedom, foreign domination and irresponsible journalism. This study which sees mass media as core participant in the development process agrees with the tenets of the development press theory.

According to McQuail (2007), the media under development press theory must participate in development tasks as designed by the state, the freedom of the press must be justified by giving priority to economic development, the media must build bridges across countries that are related geographically, culturally and politically, the pressmen must be free to access information and disseminate same; and in the interest of development, the state's censorship of the media can be justified.

This theory is very relevant to the study by the fact that Nigeria as a sovereign entity has been classified as a developing nation following some economic index. It is therefore, urgently in need to increase the level of participation of its citizenry in discussing and ideating on measures to achieving sustainable development as a country. Talk Radio as critical part of the mass media serves as a rallying point given the many advantages of radio especially mobilizing the citizens for participation in the development process within their communities. Three phone lines are dedicated to this purpose with a special line for females only to enable the female gender have more access to air their views on national discourse. Studies have shown that little has been achieved so far in the goals outline with a time lapse of a few more years before 2030.

Methodology

This study employed qualitative content analytical method. According to Vaismoradi, Turunen and Bondas (2013) content analysis is a generic term commonly used to define the study of recorded textual information such as words, meaning and pictures. The population of the study comprised of all the programmes of Talk Radio *Nig. Info* for two weeks. The choice

of *Nig. Info* was based on the fact that it was the pioneer and the only Talk Radio station in Nigeria. The study investigated the different programmes of Talk radio station, Nig Info and examined how they have contributed to sustainable development of the state. It also studied the station's website and podcast as well as analyzed recorded programmes that bordered on sustainable development. The researchers employed qualitative approach to summarize and discuss the findings descriptively.

Findings

1. What makes a Talk Radio different from other contemporary Radio stations?

Nigeria Info being the pioneer and arguably the only Talk Radio Station in Nigeria finds its niche in the following areas:

A production day starts with the Morning Cross Fire, for Four (4) hour divided into four segments. The show either initiates a topic for discussion or allows listeners to determine the nature of conversation on its Open Mic Days which is usually on Thursdays. It also has a segment for the review of the day's newspapers, sports talk, open platform for listeners to comment on the dailies and the flagship segment called 'the conversation' which is an hour long interview session with experts on the topic to be discussed. Sometimes these experts are interviewed remotely via a telephone chat.

TABLE DESCRIBING THE DAILY ROUTINE OF NIG. INFO

Program	Description	Anchor	Duration
MORNING Cross fire	An early morning breakfast chitchat on current burning national issues, a look at the day's newspapers and the latest sports news.	Sherrif Quadry	Weekdays Mon-Friday 5 am -9 am

Daily Digest with Jimi Disu	It is a onehour programme that analyze s trends and topical issues with the society using pundits with informed opinion on diverse areas of national development as guest. Listeners call in at half hour while discussions go on for another half hour with advertisements as interludes.	Jimi Disu	Weekdays and Saturday 9-10 am
Whaaats Up Lagos	takes a look at the social media highlights of the day,	MaryAnn Okon	Weekdays Mon-Friday 10 am -12 noon
Mid Day news	National News	Several	15 minutes
Sunny Side with Joyce	Onyemuwa brings SMEs Africa, Open Thought, Language and Interpretations and Confessions Thursday,Language and Interpretations	Joyce Onyemuwa	Weekdays Mon-Friday 12,15 pm -pm
Hard Facts with Sandra	Discusses the trending news and current affairs stories of the day along with the Big 3, Community report, Checkpoint, Balogun and Broad	Sandra Ezekwesili	Weekdays Mon-Friday 3.00 pm -7pm
Sports Republic	Sports discussions, live commentaries and analysis	Femi and the Gang	EveryDay 7pm-9 pm

Public square with Rotimi Sankore	is a flagship weekly current affairs programme hosted by Rotimi Sankore and focuses on democracy, development, governance, economy, Policy, Politics and Public interest debates around topic ranging from youthing inclusion, women's right, ending inequality and poverty to urgency of bridging Deficit in Education, electricity and health care etc.	Rotimi Sankore	
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Prospects of Talk Radio in Nigeria

1. Talk Radio as resolution in cultural Tension

Research carried out by Christensen (2020) found that respondents turn to Talk Radio as an antidote to loneliness and lack of substance in human connections while listening to other radio programmes. There is an evident resolution as listeners express a feeling of being more connected when they participate in Talk Radio. Upliftment in new callers mood are evidently triggered by hearty shouts of Whaaat's Up Lagos, a programme on Talk Radio designed to reduce cultural tension in the society. It promotes the translation of the programme slogan in all languages that the callers are from thereby bringing about a cultural balance and cohesion. Listeners who eventually call in express feelings of exhilaration and outright comments of "you have made my day" resonates among many of the callers. Though there exist feelings of frustration from some other listeners who express their inability to get through the conversation as lines are constantly jammed from too many calls, this is soon drowned by the excitement of being heard on radio. The station builds its content around issues of sustainable development using a soft entertaining but factual approach to deliver its programmes.

1. *Talk Radio as Public Sphere for Citizens' Participation*

The key criteria for the formation of the Habermasian Public Sphere are universal access, autonomy and the quality of the contribution or a rational critical debate as observed by Bosch (2010). Specialised radio programming such as the Talk Station, Nigeria Info 99.3 FM Lagos and other sister stations within the network fosters greater participation in providing access through call-in segments on all their programmes except News. This is crucial for democratic governance in two ways. One, it allows greater participation by listeners in suggesting what to talk about on 'Thursday Open Mic Day', a day set aside for callers to discuss the most topical issues in the news and to give policy makers an insight into what audiences consider crucial for their well-being and serves as a feedback mechanism to measure policy implementation. This process helps to ensure that development decisions are tailored to the needs of the people. Second, it deepens the democratic process, which is a precursor to good governance and sustainable development. The role of an independent Talk Radio station in fostering citizens' participation in the decision-making process gives stakeholders a voice in how they are governed. Freedom of the media allows for the formation of a public sphere in which a wide range of debates can take place and a variety of viewpoints are represented. The citizenry can thereby use the media to express their assent or dissent or explore aspects of issues not considered through official channels. Government has a responsibility to allow the media to contribute to the participation process, especially in areas where face-to-face participation is not possible.

2. *Talk Radio as Court for Human Rights Abuses*

The Universal Declaration of Human Rights states that all human beings have certain basic inherent, inalienable and unassailable rights to which they are entitled by birth. Talk Radio designed programmes namely 'community report', 'glass seeing', and 'ogalanlord' are programmes that empower citizens to know their rights and report cases of abuse of their fundamental human rights. It provides a platform for callers to be anonymous in their information concerning human rights abuses by law enforcement agencies. By reporting and denouncing cases of human rights violations, a free and open media can increase awareness among citizens about their rights and act as a reliable source of information on the basis of

which civil society organizations and public authorities can work to reduce incidences of arbitrary abuse. However, many obstacles often face journalists investigating cases of human rights violations: restrictive censorship, lack of fair access to official information, heavy fines or even prison terms. Ensuring freedom of expression and press freedom should therefore be regarded as a priority.

3. **Anti-corruption, Transparency and Accountability**

4. Corruption is one of the most terrible issues Nigeria has to contend within the governance process. Corrupt practices rob governments of the means to ensure the best life for their people, while many in government may feel that exposure of corruption erodes their legitimacy. Journalists who investigate corruption often face severe reprisals as corrupt officials threaten their place of work, their families and their reputation. Talk Radio promotes anonymity that facilitates whistle blowing against corrupt tendencies and protects both whistle-blowers and the media that report on corrupt practices in government.

Talk Radio promotes an open conversations on corrupt practices which is the bane for the attainment of any sustainable development initiatives. Positive expressions of an open relationship between the media and democratic governments include judicial protections for the media, inculcated respect for freedom of expression and access to information, support for national independent broadcasters and news agencies in the public service and the lessening of punitive restrictions on journalistic activities.

Closely linked to the issue of transparency is accountability. Where transparency focuses on the practices of public administration, accountability points to the responsibility for judging those practices and their effectiveness by various entities, including the public.

Accountability includes a sense of moral accountability to the public with various kinds of sanctions guaranteed by the rule of law. In an atmosphere in which the public is free to examine the transactions of the government and to hold its representatives accountable for their actions, the public simultaneously takes responsibility for the functioning of their government through this form of participation.

5. **Access to Information**

Talk radio as practiced by Nigeria Info ensure sun restricted access to information, through the practice of freedom of informationwith reasonable caution which ensures greater citizen

participation in governance. This allows for maximum verifiability of information and allows all stakeholders to come to the table equally on important issues. Governments should also explore ways to strengthen “e-governance” which provides media and citizens with direct access to administrative information and decision-making processes. Openness and transparency in the electoral process is also critical. Media coverage is a crucial component of elections and it is important that journalists be trained to cover the electoral process in a fair and impartial manner, giving equal voice to everybody.

6. **Poverty reduction**

One of the key declarations adopted at the year 2000 Millennium Summit was to reduce the number of people living with extreme poverty by half in year 2015. The eradication of poverty is indeed today a vital condition for global stability, democracy and peace. As long as the poor are excluded from participation in global growth, sustainable peace and development will remain unattainable.

An open and free media can play an important role in the fight against poverty. Firstly, by increasing the level of accountability in the business of government, thus enabling the citizens to make informed decisions, without which the battle against poverty cannot be won. Secondly, against the above background, talk radio serves as watchdog against corruption and ensures that greater importance be attached to development issues in the allocation of resources. Finally, it can contribute to combating the exclusion and marginalization of the poor. This is important, for poverty is more than just a lack of resources; it is a lack of empowerment. Poor people are generally unable to contribute meaningfully to the society and earn a living. Simply providing them with additional resources is therefore not enough to lift them from their deprivation. What they need are increased capabilities to gain control over their lives and to productively use whatever resources are available for sustainability.

Providing the poor with access to the media is an important step in achieving this objective: by supplying them with reliable information, it allows them to take well-informed decisions and make better choices about their lives; it also gives them the opportunity to express their views and have a say in the election of decision-makers, thus increasing the chances of a more efficient allocation of resources. Finally, a free media can contribute to the empowerment of

citizens through educational and public health programmes which Talk Radio focuses on every Thursday.

Challenges of Running A Talk Radio Station

Challenges of running a talk Radio station is not different from what obtains in any other broadcast outfit and not peculiar to Nigeria Info. The following are the challenges face by *Nigeria Info*:

1. Top on the list of these challenges is the issue of power. The station augments national grid supply with Electricity from Generators and Solar Power Inverter. The cost of power from the National grid is estimated at over a million naira monthly which can pay the monthly salaries of at least ten staff. A huge financial burden is also incurred in the cost of Diesel. The high cost of running a radio station is based on the principle that a radio station cannot afford to be out of power. Nigeria Info runs a 24 hour operations at a huge cost.

2. Competition

Competing for advertising patronage with over 35 Radio stations in the Lagos market and other regional markets in addition to its internal sister owned stations such as Cool FM and Wazobia FM can be worrisome. It portends serious implications for research, content development, marketing and advertising patronage. Advertising agencies patronise more of radio stations in the top 5 radio category of listenership and this affects the revenue potential of any Radio station. However, observations reveals that a major challenge for listenership of Nigeria Info is the frequent interruptions due to commercial breaks. Nigeria Info in a few years of its operations appears to have gained advertising agencies confidence judging from the number of Commercial Insertion per hour on a daily basis. As much as Five (5) different commercials are played during interludes of less than ten minutes.

3. Regulatory fines

National Broadcasting Commission (NBC) is the regulatory body that monitors radio stations, by enforcing its laws on misconduct and ethical breaches. The radio station applies a lot of professionalism helping to stem the fines payable. These fines are key issues that bothers on the lack of research to verify facts before presentation. Some fines are incurred while on air

due to non- professional mediation or moderation of listeners who use what is considered offensive statements in their contributions. There are controversies surrounding opinions sometimes made by On Air Personalities (OAP) which are considered breaches and based on their implicit bias. Recently, Nigeria Info was fined 5 Million Naira for professional breaches.

4. Multiple Taxation: Multiple taxation and levies are another challenge the *Nigeria Info* has to contend with. There are several taxes and levies, which are paid to all levels of government for different reasons

5. Ict and skilled Man power

The lack of adequate internet bandwidth has been prevalent but has been resolved internally through barter arrangement with two internet service providers for enhanced internet delivery. Finance for ICT infrastructure and purchase of equipment have also been a major challenge. Related to the above is the dearth of skilled manpower with adequate knowledge. However, this has been tackled through recruitment of additional personnel and skill upgrade for the incumbent. The station is also constantly sourcing skilled manpower to meet the challenges of the future through the establishment of a broadcast training school.

Conclusion.

Talk radio as represented by Nigeria Info is clearly different from contemporary radiobroadcast. Its content and presentation style is unique and designed around conversations interspersed with music as interlude.

The attempt to deregulate broadcasting has proven to be a success since the inception of radio broadcasting. Today, private radio stations far outnumber government stations employing more professionals with current relevant skills and generating revenue in forms of taxes, fines and advertising revenue. The quality of broadcast signals has witnessed significant improvement attaining industry standard of 24/7 hourly broadcast thus, giving audiences and advertisers the option to reach out to segments of the market that they consider appropriate to their business goals.

Nigeria Info is an innovation to contemporary radio broadcasting in Nigeria. By its positioning as a Talk radio station, it is clearly differentiated from the rest. Its contents are deliberately designed to address issues of National development in a creative and entertaining way using everyday conversational language.

Recommendation

In order to really enjoy the benefits of Talk Radio as a vehicle of sustainable development in Nigeria, it is important to consider the following suggestions:

- a) The Nigerian government should improve on power generation and distribution network so as to ensure adequate power supplies to business environments and indeed, Talk stations in Nigeria.
- b) Advertising agents should give preference to Talk Radio in their consideration of advertisement in order to generate more funds for the organization.
- c) There should be regular training and skill upgrade for Talk Radio operators on the peculiarities and operations of the stations.

Nigeria can employ the prospects of Talk Radio in achieving and sustaining development goals in the society by combining citizens participation both in the operations and discussion process of radio programme and contents generation, in order to fill the communication gap causing slow development progress of Nigeria.

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