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INFLUENCE OF OSUN STATE BROADCASTING CORPORATION (OSBC) "EROYA" PROGRAMME ON RURAL COMMUNITY DEVELOPMENT

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ABSTRACT

This study examined the "Influence of Osun State Broadcasting Corporation (OSBC) programme on rural community development" in Osun State. In any developing country, the mass media have a crucial role to play in engendering development among the populace. Mixed research method was used to sample the opinion of 377 respondents who volunteered relevant data on the influence of OSBC programme on rural development. Questionnaire and interview guide were instruments for data collection. Multi-stage sampling technique was adopted in the selection of the various communities in Osun State. The researchers found that the level of exposure to OSBC programme "EROYA" among residents of selected communities is moderate; community development "Eroya" encouraged meaningful dialogue and discussion of issues of community development that concern the rural dwellers in Osun State is to moderate extent and OSBC Fm programme "EROYA" had influenced rural development positively. It was therefore, recommended that network providers and owners of radio stations, should endeavor to make network services and radio signals available to the rural areas in order to encourage their participation and contributions on issues of Community and national interest extensively; and to influence rural dwellers participation in the development process. There is also need to incorporate them into in ideation and conceptualization of radio programmes meant to foster development.

Keywords: Influence, EROYA, community Development, OSBC.

Introduction

Nigeria as a country is blessed with enormous people and natural resources, but the inventiveness to transform these potentials into significant socioeconomic growth is viewed as severely lacking (Akoja, 2016). Rural regions are undeveloped, posing a significant danger to national growth. Over the years, the government has done little or nothing to develop rural communities, resulting in the migration of rural dwellers to urban areas, causing problems such as unemployment, crime, prostitution, child labor, insecurity, poverty, the proliferation of shanty living areas, the spread of diseases, and the overstretching of urban facilities and infrastructure.

Concerned about the precarious state of rural areas and the importance of rural development in national development, the government has recognized that unless rural development is given the serious attention it deserves, the goals of achieving accelerated national development in Nigeria will remain elusive, given that development is measured on the scale of per capita income of nations, on the ratio of gross national income to total population.

Therefore, the majority of Nigerians reside in rural regions, community and grassroots development is very desirable (Ocheni& Nwankwo 2010, quoted in Nzotta, Ohiri, & Orji, 2017). Little wonder, governments, corporate bodies, institutions, and organizations have made numerous efforts in the past and present to attract development to the rural populace through various communication strategies, with the goal of creating awareness and positively mobilizing the citizenry towards the desired goal. To succeed in such endeavors, the target group for whom change is intended must cooperate (Ineji, 2012). As a result, communication is critical for mobilizing human capital for growth.

It is important in the transmission of knowledge, skills, ideas, and information that sharpens and re-orders the perceptions of readers and viewers on a specific event or happening in society and serves as a reservoir of knowledge of past and current events (Edim, Odok, &Osaji, 2016). They said that the media's vital function is embodied in its impulsive capacity to guide and redirect the path of attitudinal development and creating public view of social issues. As Ilesanmi (2010), cited in Isika (2014), observes, there is a strong relationship between the medium and the messages. Radio is one intimate media that is suited for organizing people and addressing socioeconomic and political concerns.

According to Isiaka (2014), it may be inappropriate to utilize the medium to shape the ideal attitude toward rural development. Most community development programs are broadcast on our radio stations for developmental goals in order to harness rural development potentials. According to Orjiakor, Ani, Anyanwu, and Nnabuife (2015), the mass media, through community development programs and broadcast programs, provides vital information that enhances knowledge and generates awareness about matters, issues, events, or happenings as a requirement for organizing or restructuring public influences, minds, and opinions in the public interest.

Community development programs, they claim, have helped individuals find their talents as well as influence and better their own lives. As a result, it is vital to determine how "Eroya"

on OSBC FM has been effective in discussing topics, events, and happenings affecting rural inhabitants in Osun state. "Eroya" on OSBC FM is a community development initiative. "Eroya is a magazine program that includes various segments and is hosted by veteran presenters and journalists who are more concerned with the well-being of people in rural communities, particularly those in Osun State, not without involving stakeholders or parties involved in the process." It is an interactive program that allows phone calls while the show is running. Every Sunday at 6:00 a.m., the show broadcasts all problems of public concern. As a result, the goal of this research is to determine the impact of this radio program on achieving rural-to-national development.

To put it succinctly, rural residents want reliable information in order to survive and enjoy the operations of the government of the day. Rural residents are involved in the duty of feeding the nation; they require knowledge on a variety of topics, including government lending facilities for farmers and how to dispose of agricultural revenues. Rural residents require information about health care, weather, family planning, and agriculture. When rural residents do not receive the essential information in a timely and coordinated manner, they lose faith in the government and society as a whole (Asemah, 2011).

As a result, the media in any culture is tasked with three primary functions: to enlighten, educate, and amuse. However, these duties have since been broadened to encompass national development and public mobilization for development endeavors. According to Asante (1997), as mentioned in Akoja (2016), the mass media plays a critical role in fostering growth among the public in any developing country.

On a daily basis, Nigeria in general, and Osun State in particular, broadcast a variety of programs. Could it be that the majority of the programs on the broadcast are not having the desired impact? Furthermore, because what people hear influences their attitude, manner, and even the extent to which such programs enjoy audience support, one begins to wonder if the objectives of these programs "Eroya," as outlined by the stations, influence rural dwellers' participation in developmental programs and projects meant for them.

Based on the above concerns, the study is interested in finding answers to the following questions:

1. What is the level of exposure to OSBC Fm programme “Eroya” among residents of selected communities in Osun state?
2. To what extent does OSBC Fm programme “Eroya” encourage meaningful dialogue and discussion of issues of community development?
3. What influence has OSBC Fm programme “Eroya” on the development of residents of the selected communities in Osun state?

REVIEW OF RELATED LITERATURE

Brief History of “Eroya” is a community development programme that is being run in OSBC Fm Osogbo. It is a Yoruba version of matters arising. The time for the programme is 6:00am every Sunday. The programme deals with the burning issues in the society and it is a phone-in programme.

"EROYA" is a magazine community development program on OSBC Fm Osogbo. This is because it encompasses other programme formats like youth forum, music, interviews, entertainment, Newspaper headlines, Agriculture, sports, religion, drama etc. It airs between 6:00am and 10:00am coupled with network programmes and commercials. It is broadcast in Yoruba language every Sunday morning. It is a phone-in programme.

EFFECTIVENESS OF BROADCAST MESSAGES IN NIGERIA

Olusegun, W.O., Wasiu, T. and Olajide, J. (2014), in a study on the "evaluation of polio vaccination awareness broadcast messages among Hausa communities in Ogun State" found that radio and television have been used to create awareness for polio vaccination only during the periods of administration; both are effective tools to convey useful information about vaccination among Hausa communities in Ogun State; and the level awareness about polio vaccination among the respondents is low. However, the major challenging facing the respondents in accessing vaccination was their ignorance, insufficient information and erroneous religious beliefs. Also, high of level illiteracy among the Hausa prevents them from getting vaccination.

Also, Nsikan-Abasi, et al (2016), in a study on "Audience participation in and perception of AIT's current Affairs programme "Focus Nigeria", revealed that majority of the respondents watch the programme "focus Nigeria", but their level of participation and contribution is not encouraging; the audience perceives the programme as being highly political; the respondents believe their participation is influenced by their need and willingness to contribute to national discourse; majority of the respondents do not believe the programme has sufficiently provided the opportunity for meaningful dialogue of issue; and the audiences find it difficult to participate because of factors ranging from technical, social and economic constraints.

Omoera, O.S. (2010), in a study examined the effectiveness of the broadcast media, specially radio and television in creating and disseminating family planning information on matters of number and spacing of children in rural Nigeria. According to him radio and television through certain programmes, have helped in the dissemination of relevant information on family planning in rural settings just as they have purportedly done in urban centre in Nigeria.

Omolade, O.S. (2013), ascertained the influence of broadcast economic programmes on rural community development in Lagos and Oyo States, Nigeria. The findings showed that broadcast media do perform effectively within the rural communities as far as matters of economic programmes are designed and disseminated to their respective homes; broadcast media perform effectively within the rural community, and the rural communities receive the broadcast message which enables them to have exposure to economic programmes disseminated by the broadcast media specifically radio and television. It was also found that the dissemination of economic programme has brought about development within the community.

Akoja, M.I. (2016) studied audience participation and perception of media programmes and implications for national development. The findings revealed 71.4% had access to development programmes through radio and television. Radio remained a popular medium

for disseminating development messages in Nigeria. It also showed that majority of the respondents indicated that media programmes encourage participation in national development. It was therefore, concluded that the media have been effective in supporting the national objectives.

In the same vein, Isika G.U. (2015) was on influence of radio on dry season farming: A study of "The farmer", an audience participatory programme in Delta of "The farmer", an audience participatory programme on Delta Broadcasting service, Asaba. The researcher found that47.3 percent of the respondents who listened to the programme quite regularly attested to its influences especially on when and how to commence the seasons' farming. Also the finding revealed that timing of the programme and non-possession of radio sets were considered as major drawbacks.

Furthermore, Ezeocha, J.C. and Mojaye, E.M. (2011) examined the influence of the mass media on discrimination and violence against women. The researchers found that there are many cases of violence against women in Delta State and the mass media exposed women to numerous discriminatory practices. It also revealed that there is increasing awareness through the mass media on sensitization of women to claim their rightful position in all ramifications. Also, Ezeah G. Apeh C. A., Omerigwe E.G., Ojo L.I. (2014) evaluated the influence of Breast cancer campaigns among women in Benue State. The findings revealed that majority of women in Benue state are exposed to breast cancer campaigns and awareness level of women and about breast cancer is relatively high. However, it was revealed that knowledge of breast cancer among Benue women is superficial as genetic testing is quite a new subject to most of the respondents and Benue women have negative attitude towards breast cancer early detection campaigns. This led to poor practice among Benue women.

Again, Ekwueme, A. (2017), assessed how Nigerian newspapers report the current economic recession under Buhari's administration. The researcher found that low significance was given to the coverage of the economic recession as most of the stories by both newspapers appeared in the inside pages coupled with the fact that most of the stories were not illustrated. Also, the finding showed that most stories were not reported through the human interest angle.

In yet another study, Ajaero, I.D; Okoro, N. M., and Ajaero, K.C. (2016), sought to find out people's perception of and attitude toward mass media reportage of the 2012 flood. The findings revealed that majority of the respondents at 75% received information about the flood from either radio or television, and there was significant spatial variation in perceptions of flood reportage. Also, the finding indicated that generally, mass media reportage of the flood was not two effective in influencing people's attitude.

THEORETICAL FRAMEWORK

This study was anchored on agenda setting theory is a theory that discusses on how the mass media influences in making a certain issue as a public agenda. The public agenda is the main focus or prime issue which the members of the society or public are concerned about. The term agenda setting theory is first used by McCombs and Shaw (1972) (Onyebuchi, Ojiakor&Fab-Ukozor, 2017). This theory elaborates the connection in term of relationships

between the emphasis that the mass media put on an issue and the media audiences or the public's reaction or attributes to such issue (Littlejohn & Foss, 2009).

The mass media has a particular access in contributing to or influencing the audience's perceptions, values, focus and priorities. With such influence from the mass media, the media audiences tend to form their own opinion or focus on those issues that are considered as worthy of inclusion on their mental agendas (Littlejohn & Foss, 2009). According to Zain (2016), the mass media can influence the opinions of the media audiences or public at large. Such can be done through agenda setting of the mass media on a certain particular issue or agenda. The faster the device used in delivery of information, the more in influential the mass media is. In catering the influences of mass media to the society or media audiences, the society or public should be given proper knowledge, so they can evaluate the overall facts and they can form their opinion correctly to the issue at hand. This is important to avoid the society or media audiences to be dependent in totality on the information delivered by the mass media.

Thus, the Agenda setting theory is relevant to this study because this research tends to analyze the influence of radio community development programmes, having in mind that the level of exposure to this programme and the extent to which radio station air this programme determines the influence of this programme on community development. This is because the rural dwellers will attach much importance to the issues raised and discussed in this programme.

METHOD

This study focused on OSBC FM community development programme "Eroya" particularly. In this study, explanatory mixed research approach was adopted because of its appropriateness. This method consists of first collecting quantitative data and then collecting qualitative data to help explain or elaborate on the quantitative results. The rationale for this approach is that the quantitative data and result provide a general picture of the research problem; more analysis, specifically through qualitative data collection is needed to refine, extend or explain the general picture". This method allowed the researchers to gather quantitative data through questionnaire and qualitative data through interview guide.

This study was carried out in some selected communities in Osun State namely, Kelebe, Iludun, Ayekale, Fiwasaye, Oke-Bale, Sadiat, Ota-Efun, Dagbolu, Oke-Ayepe, Dada estate, Agunbelewo, Olude, of Olohuda and Osogbo Local Governments Areas. From a projected population of Osun State at 4,435,800 using the UNDP's population extrapolation index of2.28% per annum, 385 became the sample size using Australian online calculator formula. In addition, 15 respondents who are opinion leaders in various communities were purposively selected for the interview guide.

QUESTION 1

What is the level of exposure to OSBC FM program "Eroya" among residents' of selected communities in Osun State?

For listenership to select radio stations, Data reveals that 79% or a good number of the respondents who had radio sets listen to OSBC FM which means that radio has continued to remain commonly and popularly used among rural dwellers in the state.

Also, majority or 61% of the respondents strongly agreed and agreed that they got exposed to OSBC Fm "Eroya", while majority of the respondents at 50% said they moderately got exposed to OSBC Fm program "Eroya". The implication is that this program is popularly known to radio listeners in Osun State.

QUESTION 2

To what extent does OSBC Fm "Eroya" program encourage meaningful dialogue and discussion of issues of community development?

Respondents' view on the extent to these community development programmes encourage meaningful dialogue and discussion of issues concerning rural development indicates that majority or39.5% of the respondents believed that the extent to which these community development programmes encourage meaningful dialogue and discussion of issues concerning rural development is to a moderate extent.

QUESTION 3

What influence has OSBC FM programme "Eroya" on the development of residents of the select communities in Osun State?

Qualitative and quantitative findings reveal that majority of the respondents believed that community development programmes influenced rural development at 71%. On areas of influence, it was found out that political life was bettered by this programme at 45%; cultural life at 32%; economic life at 14% and educational life at 6%.

DISCUSSION OF FINDINGS

For the level of exposure to OSBC Fm programme "Eroya" among residents of selected communities in Osun State, findings indicated that majority of the residents at 50% believed that they are exposed to community development programmes broadcast on OSBC FM programme "Eroya" to a moderate extent. 61% strongly agree and agree that they are aware of the existence of "Eroya" while 79% have radio set. This means that people, who owned radio sets, listen to OSBC Fm station and as such are aware of this programme. Thus, their exposure to such programme is moderate which indicates that residents in Osun State are significantly exposed to community development programme.

Also, out of 15 persons interviewed, 10 persons representing the majority agreed that they listen to OSBC Fm programme "Eroya" to a large extent. According to them, Eroya is one of the popular programmes that people like to listen. The reach and exposure to radio is in tandem with the finding of Olusegun, Wasiu, and Olajide (2014) who confirmed that radio and television have been used to create awareness for polio vaccination only during the periods of administration.

Nsikan-Abasi, et al (2016) revealed that majority of the respondents watch the programme "Focus Nigeria", but their level of participation and contribution is not encouraging. Also, to support this finding, Akoja (2016) revealed 71.4% had access to development programmes through radio and television. Radio remained a popular medium for disseminating development messages in Nigeria.

The second objective of this study was to ascertain the extent to which OSBC FM programme "Eroya" encourage meaningful dialogue and discussion of issues of public interest. To this end, it became necessary to measure extent to which these programmes have encouraged meaningful dialogue and discussion of issues of public interest.

The finding shows that 39.5% believe that "Eroya" encourage meaningful dialogue and discussion of issues to a moderate extent. This means that the extent to which these programmes discuss issues of rural development is minimal.

However, 10 interviewees, representing the majority believed that issues concerning rural development are given little attention. The stance of the interviewees is supported by Nsikan-Abasi et al (2016) who concluded that majority of the respondents do not believe the programme has sufficiently provided the opportunity for meaningful dialogue of issue; and the audiences find it difficult to participate because of factors ranging from technical, social and economic constraints.

Research Question Three: What influence has OSBC Fm programme "Eroya" on the development of residents of the select communities in Osun State?

The finding indicated that majority or 71% believed that community development programmes influences rural development and 97% agreed that exposure to community development programmes broadcast have their political, cultural, economic and educational lives bettered. There is an attitudinal change among the rural dwellers. It means that community development programme "Eroya" has significantly influenced their behaviour positively.

This programme has raised the political consciousness of the people. The rural people now participate actively in the political activities going on in the State. 12 interviewees said that these have also reawakened and rekindled the moral and cultural values of the people in the area of farming. Thus, it has encouraged farmers to embrace mechanized farming, best farming season and how to access loan. Nsikan-Abasi et al (2016) revealed that the respondents believe their participation is influenced by their need and willingness to contribute to national discourse. Akoja (2016) revealed 71.4% had access to development programmes through radio and television.

It can be seen that Radio remained a popular medium for disseminating development messages in Nigeria. It also showed that majority of the respondents indicated that media programmes encourage participation in national development. It was therefore, concluded

that the media have been effective in supporting the national objectives. This finding is in line the finding of Omolade (2013).

The findings showed that broadcast media do perform effectively within the rural communities as far as matters of economic programmes are designed and disseminated to their respective homes; broadcast media perform effectively within the rural community, and the rural communities receive the broadcast message which enables them to have exposure to economic programmes disseminated by the broadcast media specifically radio and television. It was also found that the dissemination of economic programme has brought about development within the community.

To support this finding, Wekesa and Tsuma (2014) conclude that ethnic media influence community development in Kenya by facilitating grassroots-level participation through different developmental programme that have positively contributed to changing the rural people's ways of life. The stations produce local content in the local language, thus giving people a chance to contribute their views on the programmes relevant to their needs. According to the researchers, these include programmes on farming, health, environment, and business and should feature experts, professionals and opinion leaders who address numerous developmental topics.

CONCLUSION

OSBC FM programme "Eroya" dwells on critical issues that affect the rural dwellers. Through these programmes, the rural dwellers and commoners in the society make contribution on issues affecting them known to the authorities and authorities on the other hand make their policies and programmes get to the grassroots. It is clear that decision reached or taken from such discussion can affect lives of the citizenry.

Following this, the plurality of views becomes necessary such that when needs, interests and opinions of the people are known and represented in the media, if addressed properly and channeled to appropriate authorities, it can bring about societal growth and development.

Rural dwellers participation can therefore be improved to an appreciable level as this will offer them an opportunity to contribute meaningfully to the governance of the country and ensure effective communication process.

RECOMMENDATIONS

1. Network providers and owners of radio stations, should endeavor to make network services and radio signals readily available to the rural areas in order to encourage their participation and contributions on issues of national interest extensively.

2. To influence the rural dwellers participation in the development process, rural dwellers should be incorporated into radio programmes so as to encourage rural people to express their views and feelings to the appropriate authorities, as any consensus reached in such way, will definitely be implemented by them.

3. There is need to design, package and make available information or tips that will only better the socio-economic activities of the rural dwellers, whose majority are poor farmers and traders, as such programmes will expose them to modern practice of farming and other businesses.

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