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## **Audience Perception Of Broadcasting Programme Techniques: A Comparative Analysis Of Paypower 100.5 Fm And Radio Rivers 99.9fm Port Harcourt.**

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### ***Abstract***

*The study was aimed at investigating the broadcasting programme technique adopted by Radio Rivers and Ray Power 100.5FM, with a view to comparing which technique is most efficient and effective to the organization and society. A survey research method was used for the study. A sample size of 200 copies of questionnaire was success drawn. Moreso, data collected were analyzed using simple percentage and table. The study used the uses and gratification theory as its theoretical framework. The findings were that effective service delivery as reflected in the programmes of a station can attract more audience members to the station thereby generating revenue for the media organization. Consequently, the study concluded that effective broadcasting technique is the heartbeat of modern day broadcasting and as such services as a catalyst for gaining audience loyalty. It therefore, recommended that emphasis should be placed on portraying local issues that address pressing needs of the people.*

## **Introduction**

Quality programming is at the heart of the broadcasting industry. This is because no broadcast station can thrive without quality programme contents. To this end, programming is not only the life of a broadcast organization, it is seen as a product. As a product, its acceptability is predicated on some intervening variables. These variables comprise branding, product and market segmentation among others. A good product can be rejected by the consumer if the needs of the consumer cannot be satisfied by such a product. A good broadcast programme, within all intents and purposes, can also not be accepted by the audience. So, gaining the acceptability of the target audience remains the primary concern of broadcast programme designers. To be successful in this regard entails embarking on audience research. This gives the programme designers sufficient information about the target audience as well as adopting the right broadcasting programme techniques to address their yearnings per time. Programme Designers are in a fix on how to design programmes that will not only endear the station to the hearts of audience members, but also to the maintain listener loyalty. Therefore, audience members should have reasons to always want to tune to a radio station.

Quality programmes lubricates the broadcast station's revenue wheel. However, this is only possible when the triangular flow of programming is complete. By this, I mean that radio programmes should be such that makes the audience members want to tune to the station, and advertisers rushing to advertise their products. Broadcasting is a very potent mass medium as it combines audio, vision and motion, which is capable of reaching a variety of audience simultaneously. It is a medium of communication through which the individual shares the world around and beyond his immediate environment. Broadcasting in Nigeria, as it is in other countries, has the function of influencing societal values positively and in so doing, improve and strengthen the social, cultural, economic, political and technological fabrics of the nation. Nigeria's broadcasting industry should essentially match the best in the profession anywhere in the world, yet must be distinctly Nigerian, protecting, the best and discouraging the worst in the society. According to Ukonu (2006), the history of the Nigerian mass media institution is intimately tied to the political development of the country. The earliest form of broadcasting in Nigeria, for example started in 1932 with the introduction of the Radio Distribution Service (RDS) in Lagos and by 1948, there were several of these RDS stations in many parts of the country including Port Harcourt. Pursuant to their major responsibilities of informing, educating and entertaining the society, broadcast stations should not report at the expense of national interest, unity and cohesion of Nigeria's diverse social, economic, political and religious configuration.

Similarly, in June 1993, the Federal Government of Nigeria released the first batch of licenses to establish and operate private television stations. The first license to operate a private radio station was issued in August 1994, to DAAR Communication Limited, which operates with the call sign Raypower 100.5FM. The emergence of Raypower 100.5FM in the broadcast Nigerian media milieu, signaled an unprecedented revolution in the industry. Since it started operation in Nigeria, Raypower 100.5FM has proved that the ownership of broadcast stations by private organizations poses no threat to government nor does it jeopardize national interest, rather it has strengthened local programming. Raypower 100.5FM is guided by a developmental philosophy, which seeks to promote African interest, unity and cohesion while respecting religious sensibilities and discouraging hatred and disaffection among people. It seeks to promote human dignity, orderly development of society, free speech, responsible government and good citizenship. Raypower 100.5FM programming is original, informative in content and refreshingly entertaining and educating. Its programming reflects all spheres of African life, music, culture and a good degree of contemporary global traditions.

Raypower 100.5FM is a real celebration of contemporary African life and a promotion of values that will enhance African integration with the rest of the world. The programmes are designed for general listenership. The DAAR Communication launched a broadcast service in 1994 with the promotion of Nigeria first private independence Radio Station- Raypower 100.5FM. Raypower 100.5FM started test transmission on September 15, 1993 and made history on the 1<sup>st</sup> of September, 1994 when it commenced commercial broadcasting, with the launch of Raypower 100.5FM in Port Harcourt as the first 24 hours broadcast service station in Nigeria, as well as the first private independent broadcasting station in the country.

According to Ndolo (1995):

The coming of Raypower 100.5FM, 59 years after the first radio signal was broadcast in Nigeria by the colonial government in December 1, 1935, brought with it a frenzy, which gripped the entire populace by the sheer force of its refreshingly different character from the conventional output of other broadcasters in Nigeria, (pp. 259-260).

Raypower 100.5FM is now in more locations across Nigeria including Port Harcourt, which is intended to promote values of a pluralistic society and to serve as a catalyst for rapid development. Similarly, Radio Rivers is a radio of the Rivers State Broadcasting Corporation (RSBC), owned by the Rivers State Government and operated according to the legal framework set out in Edict No. 8 of 1973. The FM Stereo was launched on May, 1981 separate from the AM Station. Although, the Edict stipulates corporation comprising radio and television arms (Radio Rivers and Television). The two media are run independently with separate management. In addition, the radio station was designed to reflect the unity of Nigeria and offer the platform for the expression of Nigerian cultures and languages with utmost respect to opinions of various people of different regions of the federation. The station has seven departments including the news and current affairs, programmes, commercial, technical/engineering service, administration, and research/planning division under the supervision of the Ministry of Information. Radio Rivers' glamour, sophistication, delivery and capability of disseminating information to a heterogeneous society simultaneously, has endeared it to the public. Today, Radio Rivers 2 remains a pacesetter on the airwaves, promoting state and national interest and observing necessary ethical standards.

### **Statement of problem**

The core problem of this work stems from the fact that there tends to be a gradual decline on the fundamental principles upon which these stations were founded. As highlighted above, Raypower 100.5FM is guided by a development philosophy, which seeks to promote African interest unity and cohesion while respecting religious sensibilities and discouraging hatred and disaffection among people and the likes. Similarly, Radio Rivers has as its cardinal objectives to reflect the unity of Nigeria and offer the platform for the expression of Nigerian cultures and languages. Conversely, how the programmes of the stations have reflected the cardinal objectives leaves much to be desired. Residents of Port Harcourt are in limbo as to how the programme content of both radio stations address the developmental challenges confronting them. Moreso, it is a problem that management and programme designers have not been able to adopt effective techniques of programming. Part of the problems confronting the stations is the need, not only to attract a large listening Population, in the competitive broadcasting industry but to also retain them. Failure of the broadcast programme in this regard would portend doom for the radio stations. It is challenging to maximize profit. For any radio station to stay in business, premium must be placed on designing programmes that are appealing as they are enticing thereby maintaining the loyalty of the listening audience towards the station. But how far have the above broadcasting stations in Nigeria maintained these principles?

**Objectives of study**

1. To streamline the broadcasting programme techniques of Raypower 100.5FM and Radio Rivers FM Port Harcourt.
2. To assess the effectiveness and efficient these techniques.
3. To find out the opinions and attitudes of the audience towards these techniques
4. To assess how these techniques can maintain audience loyalty towards the stations.

**Research questions**

The following research questions were raised to guild the study:

1. What broadcasting programme techniques are adopted by Raypower 100. 5FM Port Harcourt and Radio Rivers FM, Port Harcourt
2. How effective and efficient are these techniques?
3. What are the opinions and attitudes of audience members towards these techniques
4. How techniques can adopted help to maintain audience loyalty towards the stations?

**Significance of study**

This study is significant to the extent that it attempts to aid Raypower 100.5FM and Radio Rivers FM Port Harcourt appreciate the perceptions of their audience towards their programme content with a view to improving on them so as to meet their yearnings as well as stay on the track in the ever competitive broadcasting terrain. The most important reason for the existence of every mass medium is to design programmes aimed at performing the mass media functions to society and at the same time maximize profit for the shareholders. The presentation of these quality programmes determines it audience size, which has a direct bearing on its revenue. Therefore, this study aims to achieve the above. The study also aims at sensitizing radio programme designers on the need to design audience oriented programmes that can stimulate audience loyalty and attract advertisers' interest. This study, aside contributing to the existing stock of knowledge, has the capacity to serve as a useful reference material to academics and researchers who may be interested in this area of study.

**Theoretical framework**

The theoretical framework that anchors this study is the uses and gratifications theory. This theory summarizes the benefits or gratifications that accrues to the audience as they are exposed to the mass media contents. Amadi (2006) notes that media audience do not just give attention to media content without seeking satisfaction of certain inherent needs. He believes that the gratification sought by the audience from a medium, is a function of their belief in the medium's ability to adequately cater for their interest and therefore deserving of their attention. Katz, Blummer and Gurevitch (1974) hold that the uses and gratifications theory holds sway on the social and psychological origins of the needs which generate expectations of the mass media or other sources which lead to differential patterns of media exposure or engagement in other activities, resulting in needs gratifications and other consequences, perhaps mostly unintended ones. In addition, it is a theory that is audience-centered, asking what people do with media consent rather than what the media do to the people. It therefore follows that some of the audience needs which are satisfied by the media include surveillance, excitement guidance, relaxation, tension, reduction of stress, social integration, entertainment, escape, self and personal identity, social contact and information acquisition. With respect to the public perception of broadcasting programme techniques of Raypower 100.5FM and Radio Rivers FM, Port Harcourt the uses and gratifications theory enables the audience prefer these stations based on their news reportage and variety of programmes that come to them, 'This has informed the aptness of uses and gratifications theory in this study.

### **Role of radio in national development**

The mass media are part of the society and depend solely on the society to function while the society depends on the mass media for overall development. This means that there is a symbiotic relationship between the mass media and the society, thus, both the broadcast and print media help to enhance social change and help to facilitate national development through social economic, religious, cultural political and psychological phases of the people (Okon, 2001).

According to Sambe (2005):

Radio broadcasting has remained the most effective mass communication medium available mainly due to the low cost of radio sets and the fact that radio programming in Nigeria today is increasingly accommodating the local languages of the respective audiences of the numerous stations spread across the country (p. 10).

Other factors, which make radio more effective than other media of mass communication include its portability and availability in homes, Radio broadcasting is an effective tool of mass mobilization and the socialization of a people culturally, politically and economically. It is a potent factor in the enhancement and acceleration of development. The radio station performs several functions and in the process, affects Nigerians largely. One of such is information. It provides information about local, national and international events and conditions. It also finds out relevant events and conditions in our immediate surroundings. Radio gives advice on practical matters, opinions and complex issues to help facilitate their decision-making; it satisfies curiosity and general interest. The radio as a medium of mass communication correlates the different parts of the society through its content. It explains, interprets and comments on the meaning of events and information. Sambe (2008) avers that "it provides support for established authority and norms. It serves as an agent of socialization; it acts as consensus building, set agenda on topical issues, confers status and co-ordinate separate activities" (p. 47). Radio transmits cultural heritage from generation to generation. In this way, the medium has the ability to communicate norms rules and values of a society from one generation to another or from the society to another. It expresses the dominant cultures and recognizes subcultures and new culture developments. It therefore, forges and maintains commonality of values. Moreover, radio stations provide a very special form of entertainment which appeals to the sense of reality of the public. After the hectic daily activities, it provides amusement, diversion and means of relaxation, it also provides escape from our daily problems and concern and it reduces social tension (Defleur, 1972). Schramm (1964) noted that radio stations act as agent of social mobilization of the public. This function refers to the ability of the media to promote national interests and encourage certain behaviours especially during times of national crisis. It advances national interest in the sphere of politics, war, economic development, work, religion and sports. It also mobilizes the populace against dictatorial policies and regimes.

Similarly, radio stations act as social integration agent. It gains insight into circumstances of others social empathy. It identifies with others and gives a sense of belonging. It also acts as a basis for conversation and social interaction. Radio has a substitute for real-life companionship and helps to carryout social roles as well as enabling one to connect with family, friends and society. In like manner radio stations educate the public through enlightenment and dissemination of relevant skills and knowledge, which help to improve national development. (Okon, 2007).

However, individuals acquire both formal and informal education and many academic programmes are put out in the airwaves and various skills are learnt from radio and TV programmes as well as self-help books that abound (Defleur & Evereue, 1991). Radio performs the cardinal role of advertising of products produced by companies, and individuals. Akpan (1987) posits that advertising plays a significant role in the economic development of a nation. Advertising informs readers and listeners about the products the manufacturer and the merchants offer for sale and influence them by stimulating their desire for these commodities. The national economy cannot expand unless people are made to desire the product of factories...in a situation such as obtains in Nigeria, where the roads to the interior are bad, the media stands out as the means of achieving economic cohesion. Radio also acts as role model by acquiring new habits whether positive or negative, by copying the things we read, listen or watch. Many of the present day modes of dressing by Nigerians have been acquired via the media. Of significance are viewers, particularly of films and television, who see certain characters and presenters whom they like, and copy them either by way of dressing or speaking or walking; some even copy their hair styles. However, the content of any particular medium would to a great extent reflect the socioeconomic, socio-political, socio-cultural and geo-political conditions of the society within which the medium operates. This in other words, means that the medium derives its colouration from the society within which it operates (Okon, 2007). The role of radio in any society is enormous. Through radio, a large share of the ideas as to what is interesting is known. It brings what is nearer and makes clearer what is strange. Schramm (1964), notes that "the medium by bringing what is distant near and making what is strange understandable can help to bridge the transition between traditional and modern society" (p. 55). Nwueneli (1985), argues that "the exposure of radio is far greater than other mass media due to the fact radio lends itself to the predominant culture of the people" (p.36).

### **Programming techniques**

According to Boyd (2007), broadcast programming involves a long term calculated, planned and policy expressed in pre-determined excludable action which if appropriately implemented and executed as individual programme operations, wins maximum success for the station. Programmers need the knowledge and skills to define audience, select, acquire and place programmes that will attract them. In order to increase rating and attain success, programmers use strategies based on the inherent characteristics of radio to deal with its audience. Thus effective advertising programme strategies cluster around the concept of compatibility, habit formation, audience flow control, programme resource conservation and breath of appeal.

### **Compatibility**

In this strategy, programmes are placed deliberately to coincide with the audience's daily activities. This is a ploy to make listeners comfortable and amenable to such programmes and to avoid disruptions of individual private activities. It is a strategy designed to synchronize daily, living activities of the audience with matching programmes.

### **Habit formation**

Consistent scheduling of programmes at the same time for long durations has become a regular feature of most broadcast stations. This concept is known as stripping. As a principle, it developed from the discovery that audience members form listening and viewing habits. On the strength of this discovery, broadcast stations developed the format of scheduling predictable programmes consistently on specified time slots. Scheduling of such programmes based on audience habit presupposes knowledge of perceived audience desires and needs. Nevertheless, no one has ascertained for sure, whether the audience find themselves more comfortable with structured predictable programmes than with a variegated structure of multiple programmes.

**Audience flow control**

The notion of audience flows is based on assumption that often times, audiences welcome the ideas of programme reselection. The paramount thetor supporting this strategy is the view held by broadcast stations that audience member's flow and drifts or moves from one programme to the next. As a strategy, counter-programming is a device used to counter the effects from a competitive station.

**Programme resource conservation**

Among all the media of broadcasting radio is notorious for its consumption of programme materials. This voraciousness is an inevitable consequence of the fact that the broadcast media are on round the clock. In the effort to overcome this problem, radio stations have developed the principle of parsimony which dictates that programme contents be used as sparingly as possible, repeated as often as possible and shared as widely as possible.

**Breath of appeal**

This is a strategy of aiming for a high cumulative number of listeners than for high rating of each individual programme. Fundamentally, no station will continue to broadcast without the audience. This, in effect, means that to retain the audience and to continuously have them coming back for more, programme content must reflect factors like sex, information, sympathy, credibility, beauty and novelty. This is known as programme appeal and constitutes a lure that will sustain the audience throughout the programme period. Essentially, the success of any programme is determined by the combination of these appeals.

**Research design**

This tu employed the survey method, using a structured questionnaire to elicit the required data from the respondent. The population of this study included the staff of Raypower 100 .5FM, R4dio Rivers FM, Port Harcourt as well as members within Port Harcourt metropolis. According to the 2006 National population Census, the population of Port Harcourt is estimated to be 1 .5 million out of which a sample size of 240 subjects was drawn from the population of study, using stratified cluster sampling. This was distributed in the four zones of Port Harcourt. The zones are: Zone A (Port Harcourt North), comprising Mile 3, Oroworukwo, Rumueme, Whimpey, Iwofe, Chinda and Rumuoprikom. Zone B: Port Harcourt South comprised Township, Marine base, Bundu, Wheat and Bush, Aggrey. Zone C: Port Harcourt East comprised Rumuola, Rumuokwuta, Rumuokwurushi, Ogbunabali, Garrison, Elekahia, Rumuobiakani, Elelenwo and Rumuowoji. While Zone D: Port Harcourt West comprised Bori Cam, Rumuokoro, Choba, Ozuoba, Alakahia. GR.A, D/line and Diobu. The data generated from the field were presented and analyzed with the use of simple descriptive statistics that is; the use of tables and percentages.

**Data presentation and analysis****Description of the sample**

A total of two hundred and forty (240) copies of questionnaire were distributed to the four zones that make up Port Harcourt, using the stratified cluster sampling. Out of the two hundred and forty copies of questionnaire distributed to the respondents, only two hundred (200) copies were returned and this aptly served as the sample size for this study.

**Research question 1**

What broadcasting programme techniques are adopted by Raypower 100.5FM Port Harcourt and Radio Rivers FM, Port Harcourt?

**Table 1: Broadcast techniques adopted by Raypower 100.5FM and Radio Rivers Port Harcourt**

Radio Rivers FM			Raypower 100.5FM		
Techniques	No. Respondents	ofPercentage	Techniques	No. Respondents	ofPercentage
Compatibility	18	9	Compatibility	20	10
Habit Formation	20	10	Habit Formation	20	10
Audience Flow Control	35	17.5	Audience Flow Control	35	17.5
Programme Resource Conservation	15	7.5	Programme Resource Conservation	20	10
Breath Appeal	14	7	Breath Appeal	22	11
<b>Total</b>	<b>200</b>				<b>100</b>

The table showed that the Radio Rivers FM crew was deep into audience flow control (17.5%) of Raypower crew employed more of the Breath Appeal technique The respondents while the (22%). This implies that while these broadcasting techniques cannot operate in isolation of others, it requires some professionalism from programme designers to be able to get desired outcome.

### Research question 2

How effective and efficient are these techniques?

**Table 2: Effectiveness of broadcasting programmes technique**

Radio Rivers FM			Raypower 100.5FM		
Options	No. Respondents	ofPercentage	Options	No. Respondents	ofPercentage
Very highly	24	12	Very highly	24	12
Highly	45	22.5	Highly	48	26
Fairly	15	7.5	Fairly	15	7.5
Poorly	16	8	Poorly	16	8
<b>Total</b>	<b>200</b>				<b>100</b>

From the table above, these a consensus that the programming techniques adopted by the two stations are effective and efficient based the 45% of the respondents subscribed to “highly option” in Radio Rivers FM, and 45% of respondents also subscribed to “high option” in Raypower FM. The table revealed that the techniques chosen by Radio Rivers FM and Raypower FM worked for them within the context of their operational environment as responses from the filed proved that the techniques chosen were highly effective. This implies that techniques of programming appeals to different audience needs and there can be no water-tight technique for specific audience in a given geographic location.

### Research question 3

What are the opinions and attitudes of audience members towards these techniques?

**Table 3: Respondents' opinions and attitude towards broadcast programming techniques**

Radio Rivers FM			Raypower 100.5FM		
Options	No. Respondents	ofPercentage	Options	No. Respondents	ofPercentage
Very highly	26	13	Very highly	24	12
Highly	35	17.5	Highly	45	22.5
Fairly	20	10	Fairly	25	12.5
Poorly	15	7.5	Poorly	10	5
<b>Total</b>	<b>200</b>				<b>100</b>

As a corollary to table two above, the audience members concurred that the programme techniques so adopted suit their needs. This explained why they rated them highly This puts the radio station managers in a fix as to making decisions on programme changes in order not to offend some loyal addicts of the station. And if another station dares to catch the fancy of the same audience within the same locality, at a specified time, it spells doom for the previous one.

#### Research question 4

Will these techniques maintain audience loyalty towards these stations?

**Table 4: Broadcast programming techniques and audience loyalty to stations**

Radio Rivers FM			Raypower 100.5FM		
Options	No. Respondents	ofPercentage	Options	No. Respondents	ofPercentage
Yes	60	30	Yes	75	37.5
No	30	15	No	35	17.5
<b>Total</b>	<b>200</b>				<b>100</b>

This result reveals that when broadcasting programme techniques are aligned with the needs of the audience, it goes a long way in ensuring audience loyalty to stations. However, other intervening variable come to play in determining and maintaining the loyalty of audience members to stations.

#### Discussion of findings

The study revealed that one of the most effective techniques adopted by the radio stations under study is the audience flow control. This technique come out of the view held by broadcast stations that audience members flow and drift or move from one programme to the next - so that as a strategy, counter-programming is a device used to counter the effect from a competitor station. As revealed in the study, Radio Rivers adoption of this technique tends to give them an edge over other stations. This is very important when we consider the highly competitive broadcast terrain in Rivers State, it behooves programme designers to continue to adopt techniques that would give them an edge. The study also discovered that these broadcasting programme techniques are highly effective. Yet it must be admitted that none of the techniques can work in isolation of others. However, with an average number of respondents submitting that the techniques are very highly effective, it brings to the fore the fact that gaining and maintain audience loyalty to station is predicated on several other intervening variables other than the techniques highlighted. As such, these variables such as background assumption, worldview, environment etc, have to be put into cognizance in designing programmes. Programmes should be such that accommodate these variables. On the attitude of respondents towards the technique, majority of the respondents perceived them as highly. This is revealing as it provides first hand insight on what audience members think of the broadcasting programme techniques of these radio station. There is no gainsaying the fact that a constant research on what is expected of them by the audience members would enable them meet their yearnings and gratification.

But more disturbing is the fact that a number of respondents still assess these stations' techniques as fairly and poorly respectively. This again boils down to the fact that programme designers need to up their game if the population of audience members must be maintained and their loyalty undivided. Also discovered is the fact that majority of respondents believe that when premium is placed on designing programmes that portray local issues that affect the people, many audience members could be endeared to the station. This view is not untrue, especially when we consider the role of the media in society, which is essentially to orchestrate development. Conversely, it was discovered that Raypower 100.5FM has an edge over Radio Rivers, when it comes to providing excellent service. While this can be attributed to several factors, the truth remains that radio stations must thrive to provide top quality service so as to maintain loyalty and maximize profit for the organization.

### **Summary**

The work was aimed at comparatively investigating broadcasting programme techniques of Radio Rivers FM and Raypower 100.5FM in Port Harcourt. To this end, the findings are summarized thus: That Radio Rivers adopts the audience flow control technique in their bid to maintain the loyalty of its audience members. This technique, the result revealed, tends to give Radio Rivers an edge over other stations. Again, that these programme techniques are highly effective. So that the effectiveness of these techniques is predicated among other intervening variables on how well they are combined to produce the needed result garnering and maintaining of audience members loyalty to this station. That despite respondents' assessment of the broadcasting programme techniques as highly, a moderate few still rates them fairly and poorly respectively. That people at any point in time, still patronize the media of their choice because of the gratification they get from such media. This confirms the uses and gratification theory used in the study. That when programmes are designed to portray real issues that affect the people, they could be endeared to the station.

### **Conclusion**

It is important to say that radio plays a fundamental role in educating, informing and entertaining the people. However, for the station to excel economically there must be an impact in programming. There is no gain saying the fact that programming is the life wire of a broadcast station. All a station needs to do is to design quality programmes and it is right on track to attracting audience members and advertisers alike. But, it goes beyond that: there is the urgent need to create a more appealing, and proper techniques to be able to maintain the loyalty of the listening audience towards the station. Conversely, radio broadcast stations are yet to design broadcasting programme techniques that are capable of fully endearing them in the hearts of audience members and orchestrating loyalty. Again, when radio broadcast station derail from their cardinal objectives, it becomes a problem. This is so because their programmes ought to reflect their mission statement as it were. So that when this is not forthcoming, they begin to lose audience members. Similarly, these broadcasting programme techniques cannot work in isolation rather; their effectiveness is predicated on other intervening variables. Finally, effective broadcasting programme technique is at the heart of modern day broadcasting and as such serves as a catalyst for gaining station loyalty.

### **Recommendations**

From the foregoing therefore, these recommendations are hereby put forward:

1. Broadcast programme designers should endeavour to conduct regular studies on the audience members to be able to determine what appropriate programmes gratify them. This will include segmenting the audience so as to know their peculiarities.
2. Programmes should be designed to reflect the nagging social, political and economic issues controlling the people. This would go a long way in endearing them to the station.

3. Premium should be placed on effective service delivery. This could make the stations a choice destination for audience members and advertisers.
4. Adequate training is required for broadcasting programme officers, given the sensitive role they play in the station.
5. The media owners must strive to maximize the potency of the radio as a veritable medium that can drive the needed social change.

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