
Coverage of Agricultural Programmes in Broadcast Stations in Oyo State

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Abstract

Coverage of agricultural programmes in broadcast stations was examined. Simple random sampling procedure was used to select six (6) radio stations while 60 % the television stations were purposively selected in order to reduce difference in the number of the types of stations selected, instead of the 30% selected for radio stations. Therefore, three (3) television stations were selected. Data were collected from 60 respondents through the use of questionnaire. Data were analysed using descriptive statistics such as percentage, mean and standard deviation while inferential analysis of the data was done through the use of Pearson's Product Moment Correlation (PPMC) and t- test. The study revealed that 55.6% of the stations broadcasting agricultural programmes had low coverage of agricultural programmes. Only five (5) of the broadcast stations engaged in the broadcast of agricultural programmes. Sponsorship (66.7%) was the most important factor in the choice programme type for broadcast. There was no significant difference between radio and television stations coverage of agricultural programmes. The coverage of agricultural programmes in the broadcast stations was generally low. Organizations with the zeal for agricultural programmes should be encouraged on sponsorship and incentives for more coverage by broadcast stations.

Key words: Coverage, agricultural programmes and broadcast stations

Introduction

Mass media plays very important role in societal development in general and agricultural development in particular. Channels of mass media are veritable avenues for information dissemination, education, entertainment, and motivation to farmers on agricultural innovations. Hence, mass media serves as a vehicle for agricultural technology transfer. In addition, mass media helps stakeholders in agricultural value chain to make informed decisions on agricultural activities (Global Forum for Rural Advisory Services (GFRAS), 2012; Shema, 2011).

Mass media is a compendium of various media technologies that reaches a large audience through mass communication. Payel (2011) classified mass media into print media, electronic media and new media. Examples of print media are newspapers, magazines, and handbills. The channels of electric media are radio and television while new media some of the constituents of new media are social media, e-books and websites. Messages through radio and television are usually disseminated through broadcast stations. The activities of the broadcast stations (radio and television stations) underpin the importance of broadcasting.

According to Folarin (2010) broadcasting entails planned provision of information, education and entertainment to large and diverse audiences through media of radio and television. Over the years, the mass media through broadcasting have played the role of ensuring free flow of information which is pivotal to proper functioning of the society. Different broadcast stations have been established. National Broadcasting Commission (NBC) (2010) stated that broadcasting assists individuals to share their views on issues of interest to the masses.

Farm broadcasting is one of the broadcasting endeavours that are carried by broadcast stations. Farm Radio International (2014) stated that farm broadcasting involves the use of programming by subject matter experts and communicators to disseminate technical agricultural knowledge to farming communities. Agricultural programmes are vital in achieving the essence of agricultural communication which Yahaya (2003) elucidated as development communication that facilitates interaction among farmers which should stimulate improvement in quality of information output for agricultural development. Some of the agricultural programmes that are broadcasted in Oyo state include *Agbelere and Farmers' Forum* by Diamond FM in University of Ibadan, *Food Today* by Nigeria Television Authority, Ibadan station, and *Ere Agbe* by Amuludun FM.

Aside agricultural programmes, broadcast stations are involved in the other types of broadcast such as entertainment, political, educational, economical programmes. The relative importance accorded to agricultural programmes by broadcast stations in comparison to the others types of programmes will likely affect the coverage. Farm Radio International (2014) averred that broadcast stations attached more importance to other programmes that appear to be more exciting such as sports and politics when compared to agricultural programmes.

There have been researches on perceptions of information values of radio and television programmes (Yahaya and Badiru, 2002), effectiveness of radio and television as communication channel (Myers, 2008 and Ifukor, 2014) and significance of mass media in promoting agriculture (Ridwan, Sulaiman and Stephen, 2014). However, there is dearth of research on coverage of agriculture programmes by broadcast stations. Hence, there is need to assess the propensity of coverage of agricultural programmes in broadcast stations.

Purpose of the study

The general objective of this study was to assess the propensity of coverage of agricultural programmes in Oyo State. The specific objectives were:

- 1) describe the characteristics the broadcast stations based on agricultural programme broadcast; and
- 2) identify the factors that influence the types of broadcast in the selected stations

Hypotheses of the study

- 1) There is no significant difference in the coverage of agricultural programmes between the radio and television stations.

Methodology

The study was carried out in selected broadcasting stations in Oyo state. There are twenty-one radio stations in Oyo state. The radio stations are: Lead City University FM (89.1), Ibadan, Space FM, (90.1), Ibadan, Star FM (91.5), Ibadan, Ajilete FM (92.1), Ogbomosho, Impact Business Radio (92.5), Ibadan, Premier FM (93.5), Ibadan, Ray Power FM (95.1), Ibadan, Oke Ogun FM(96.3), Oke Ogun, Lagelu FM (96.3), Ibadan, Beat FM (97.9), Ibadan, Naija FM (102.7), Ibadan, Parrot FM (101.1), Ogbomosho, Oluyole FM (98.5), Ibadan, Amuludun FM (99.1), Ibadan, Petals FM (102.3), Ibadan, Splash FM (105.5), Inspiration FM (100.5), Fresh FM (105.9), Diamond FM (101.1), Ibadan, Radio O.Y.O Ile Akede (75.6 kHz) and Amour Radio. Also, there are five television stations in the state which include Broadcasting Corporation of Oyo State (BCOS), Ibadan, Nigeria Television Authority (NTA), Ibadan, Africa Independent Television (AIT), Ibadan, Galaxy Television, Ibadan and Muritala International Television (MITV), Ibadan.

The population of the study include: all members of staff in programme management, editorial and correspondence units/cadres. Simple random sampling technique was used to select the stations. Thirty percent of the 21 radio stations which gave a total of 6 stations were randomly selected. The radio stations include Premier FM (93.5), Amuludun FM (99.1) Ray Power FM (95.1), Lagelu FM (96.3), Petals FM (102.3) and Diamond FM (101.1). Meanwhile, 60% of the five television stations were purposively selected because the number of the television stations in the study area is very small when compared to the number of radio stations in the study area. Therefore, the purposive selection of the television stations was done to reduce difference in the number of the two types of selected stations. One programme manager was selected in each of the stations. While respondents in the other units/cadres were proportionately sampled using simple random sampling technique. This gave a sample size of 60 members of staff from the selected stations. Data were collected through structure questionnaires.

Characteristics of the broadcast stations based on agricultural programmes broadcast and factors that influence the types of broadcast were the independent variables of the study. While the dependent is propensity of coverage of agricultural programmes. The characteristics of agricultural programmes considered include language, age and repeat of broadcast of the programmes. Language of the programmes was measured with the response options of Yoruba and English with the scores of 1 and 2 assigned respectively. The age of the programmes was measured in terms of the number of

years of the existence of the programmes, while response options 'repeated' and 'not repeated' was used to measure repeat of broadcast of the programmes and scores of 1 and 0 were assigned respectively. Factors that influence types of programme broadcast that were considered include sponsorship, listenership/viewership, profit and sensationalism and scores of 1, 2, 3 and 4 were assigned respectively. Coverage of agricultural programmes was computed through the summation of the standardized scores of frequency of broadcast of agricultural programmes, total programme duration and prime time placement of agricultural programmes based on weekly broadcast. The specific objectives were analysed with frequency and percentage distribution. The hypothesis of the study was tested with T-test.

Results and Discussion

Characteristics of Broadcast Station Based on Agricultural Programme Broadcast

Table 1 shows that from the 9 selected broadcast stations, five (55.6%) of the stations broadcast nine agricultural programmes. Amuludun FM has the highest number of agricultural programme i.e total of four (44.4%) agricultural programmes, followed by Diamond FM which broadcasts a total of 2 (22.2%) programmes, while the remaining three broadcast stations broadcast 1(11.1%) agricultural programme each. The result also revealed that five (55.6%) of the nine agricultural programmes were broadcasted in Yoruba language. By implication, the programmes have the potency to break communication barrier and benefit farmers who are mainly non-literate. This is in line with the assertion of Odegbenle (2013) that indigenous languages in the media will facilitate better understanding of the programmes. Furthermore, Sepehri (2010) reported that lack of adequate consideration of local language in a radio broadcast made some of the audience to ignore and loose trust in the radio broadcast.

Furthermore, the result showed that the agricultural programmes have existed as far back as twenty years and as new as about 3 weeks. Two (22.2%) of the stations which are NTA and BCOS repeat agricultural programme broadcast, while the remaining do not repeat broadcast. It also evident from the result that sponsorship is below average whereby four (44.4%) out of the 9 programmes are sponsored. This suggests that most of the agricultural programmes in the study area are not sponsored. Invariably, most of the stations are bearing the cost of the broadcast of most of the agricultural programmes, this may make most of the programmes not to be sustainable. In addition, the time allotted for agricultural programmes will also be limited. According to Olajide and Amusat (2012), lack of adequate sponsorship of agricultural programmes was the possible reason for low duration of the Agricultural Commodities Trend Programme (ACTP).

Table 1: Distribution of characteristics of broadcast station based on agricultural programme broadcast

S/N	Stations	Language	Number Agric. prog. broadcast	Age	Repetition of broadcast	Sponsorship
1	Amuludun FM	Yoruba (4)	4	About 3 years (2) 1year (1) 3 weeks (1)	Not repeated (4)	Sponsored (3) Not sponsored (1)
2.	Diamond FM	English (2)	2	4 years (1) 3 years (1)	Not repeat (2)	Not sponsored (2)
3.	Petals FM	English (1)	1	About 8 months (1)	Not repeat (1)	Partly sponsored (1)
4.	BCOS	Yoruba (1)	1	About 15 years (1)	Repeat (1)	Not sponsored (1)
5.	NTA	English (1)	1	20 year (1)	Repeat (1)	Not sponsored (1)
6.	Lagelu FM	Not Applicable	Not applicable	Not Applicable	Not Applicable	Not Applicable
7.	Raypower FM	Not Applicable	Not applicable	Not Applicable	Not Applicable	Not Applicable
8.	Premier FM	Not Applicable	Not applicable	Not Applicable	Not Applicable	Not Applicable
9.	AIT	Not Applicable	Not applicable	Not Applicable	Not Applicable	Not Applicable

Source: Field, 2016

In addition, Table 2 presents the names of the nine agricultural programmes broadcast by the five media stations. The four agricultural programmes broadcast of Amuludun FM broadcast include *Arokobodunde*, *Sagbedoro*, *Ketigbo* and *Ere agbe*. While the agriculture programmes broadcast of Diamond FM are *Farmers' Forum* and *Agbelere*. Lastly, NTA, Petals FM and BCOS agricultural programmes broadcast are *Food today*, *Back to farm* and *Boluyo* respectively.

Table 2: Names of the agricultural programmes of the broadcast stations

Station	Programme name
NTA	FOOD TODAY
Diamond FM	FARMER'S FORUM
Diamond FM	AGBELERE
BCOS	BOLUYO
Petals FM	BACK TO FARM
Amuludun FM	AROKOBODUNDE
Amuludun FM	SAGBEDORO
Amuludun FM	KETIGBO
Amuludun FM	ERE AGBE

Factors Influencing Types of Programme Broadcast

Table 3 shows that sponsorship (66.7%) was the most important factor that influences type of programme broadcast and sensationalism was the least important factor that

influence the type of programme broadcast. Other factors that fall in between the most and least important factors that influence type of broadcast are listenership/viewership and profit. This implies that all concerned stakeholders should be encouraged to sponsor as many agricultural programmes as possible, in order to ensure the broadcast of satisfactory number of agricultural programmes in broadcast stations.

Table 3: Distribution of the factors that influence the types

Factors	High	Low	No
Sponsorship	66.7	23.3	10.0
Listenership/viewership	38.3	38.3	23.3
Profit	16.7	41.7	41.7
Sensationalism	11.7	30.0	58.3

Source: Field survey, 2016

Coverage of Agricultural Programmes in Compared with Other Programmes

Table 4 shows that the frequency, total duration and prime time placement of agricultural programmes in radio and television stations in a week in comparison with non- agricultural programmes are 12 (0.5%), 400 (0.6%) and 75 (0.3%) minutes respectively. This implies that the coverage of agricultural programmes in radio and television is very insignificant. In addition, it can be deduced that the broadcast stations are either not attaching significant importance to the broadcast of agricultural or they are constraints by the factors that limits their broadcast of agricultural programmes. This supports the findings of Nwogbo (2015) which revealed that the coverage of agricultural news in newspapers was not impressive. However, the findings contradict the findings of Ijeome and Olajide (2018) on the coverage of agricultural transformation agenda (ATA) news in some selected newspapers. High coverage of ATA news especially in the first year (2012) was reported as one of the findings.

Table 4: Distribution of coverage of agricultural programmes in comparison with other programmes in the broadcast stations

Frequency of broadcast		Total duration of broadcast		Prime time placement	
Agric. program-Mmes	Non-agric. program-mmes	Agric. progra-Mmes	Non-agric. progra-mmes	Agric. progra-Mmes	Non- Agric progra-Mmes
12 (0.5%)	2647(99.5%)	400 (0.6%) minutes	66906 (99.4%) minutes	75 (0.3%) minutes	21027 (99.7%) minutes

Coverage of Agricultural Programmes

Table 5 shows that out of all the selected radio stations, Amuludun FM has the highest broadcast coverage of 7.14 (24.3%). While NTA has the highest broadcast coverage of 8.75 (29.7%) out of the television stations that were selected. Also Table 5 revealed that broadcast coverage of agricultural programmes in the selected media stations was low because result showed that 55.6% of the coverage in the media stations was low.

Table 5: Distribution of coverage of agricultural programmes

Stations	Frequency of agric. broadcast	Duration of agric. broadcast	Prime time placement	Broadcast coverage	
				Score	Percent
Amuludun FM	4	90	15	7.14	24.3
Diamond FM	2	75	0	4.39	14.9
Petals FM	1	30	0	2.87	9.8
Lagelu FM	0	0	0	0.00	0.0
Premier FM	0	0	0	0.00	0.0
Ray power FM	0	0	0	0.00	0.0
BCOS	2	55	30	6.28	21.3
NTA	3	150	30	8.75	29.7
AIT	0	0	0	0.00	0.0
Total	12	400	75	29.43	100

Source: Field survey, 2016

Table 6: Distribution of broadcast stations based on level of coverage of agricultural programmes

Coverage level	Frequency	Percent
Low (0.00-3.26)	5	55.6
High (3.27-8.75)	4	44.4
	9	100.0

Difference between Radio and Television stations in the Coverage of Agricultural Programmes

Table 7 shows that there was no significant relationship between radio and television stations in the coverage of agricultural broadcast ($t = -0.728, p > 0.05$). This implies that the coverage of agricultural broadcast does not differ across the type of media stations i.e radio and television stations. This could be due to low level of sponsorship of agricultural programmes in both radio and television stations. This is in support of the findings of Ogunjinmi, Onadeko and Ogunjinmi (2013) which revealed that lack of sponsorship was a major challenge to media coverage of nature conservation and in Nigeria national parks. The challenge of sponsorship of agricultural programmes has been occurring for a very long period of time. Oso (1993) reported that agricultural programmes are not adequately sponsored when compared with entertainment programmes.

Table 7: Difference in coverage of agricultural programmes between radio and television stations

Variables	Frequency	Mean	Mean difference	Df	t-value
Radio	6	2.14	1.56	7	-0.728*
Television	3	3.69			

*P≤0.05

Conclusion and Recommendations

Broadcast of agricultural programmes is low. Also, coverage of agricultural programmes is not contingent upon the type of media. Hence, other factors may account for the agricultural programmes in the broadcast stations. Among the factors, sponsorship is very crucial in influencing the coverage of agricultural programmes. Organizations with interest in agricultural development should sponsor programmes that are agriculture oriented. Also, regulatory authorities should demand and facilitate a reasonable percentage of the programme schedule for the coverage of agricultural programmes. Furthermore, broadcast stations should see adequate coverage of agricultural programmes in their weekly programme schedule as corporate social responsibility towards agricultural development. In addition, agricultural extension agents should produce agricultural jingles that are attractive to both the broadcast stations and the listeners.

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