APPRAISAL OF WOMEN 91.7 FM PROGRAMME FOR DEVELOPMENT IN NIGERIA

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ABSTRACT

Using radio to create effective communication for the promotion of culture, morals for corruption free, good and effective governance in the society towards development has also been identified with the radio. Though radio station airs programme in relation to this and many more, Women 91.7FM was created to focus majorly on programs that would be development friendly to the gender in Nigeria. With a secondary research approach, the information for this study was acquired from journals, papers, books, and websites. In this paper, the researcher examined the appraisal of women's programmes for development on radio stations, through the types of programs broadcasted at allotted duration on time and days of the week: from Monday to Friday. As a result, suggestions were made to address the appraisal, it was stated in this paper that more women-oriented radio stations be established and that other radio stations should have women-focused programmes in the country.

Keywords: Radio, Women, Frequency, Development, Inclusion.

INTRODUCTION

The advent of technology havehelped in developmental issues concerning women in lots of ways as regards radio, it became a tool that assisted women, it also became an eye opener to lots of things for women worldwide, radio in its dynamic way featured the femineity of women and their reaction to fashion, music, politics and other discussions where 200 million people, women inclusive are 21 percent less likely to own a cell phone and have internet access. Technology also improved Radio by making it accessible and portable to carry around, even on phones.

Radio was identified by Kumar, (2003) as a channel for interactive contact and a useful instrument for women's economic and social advancement. Radio alongside television firstly contributes to mass media, which had an impact on global ideas as well as how we perceive literacy in a classroom. Although these initially served as a kind of entertainment, individuals soon realized the advantages they provide in a learning environment, but the larger benefits lay with radio which has large audiences and coverage. As the world kept developing daily, radio has been discovered to bemainly successful in offering voices to disadvantaged groups

in society, Bandelli, (2011). Radio was primarily viewed as a medium for development programs when the field of mass media studies called it "development communication".

Radio stations are seen as a forum for discussion as well. They give people a platform to express themselves and make the appropriate choices and actions. These radio stations have a tremendous impact on raising awareness and fostering participation, enhancing and broadening knowledge and skills, and meeting the cultural and health requirements of underprivileged and impoverished populations Ambekar, (2004). Many developments work which has women as its beneficiaries irrespective of countries also Consider radios to be the messengers for growth. This point of view has not been refuted, but a more complex definition of development is required. In fact, many scholars argue that empowerment of listeners is the key to modern growth through what they hear.

Kate Lacey (2018) speaking on radio as a medium to express the voices of women, said that Since radio's early integration into home spheres in the 1920s, Lacey claims it's one of the tools for the expression of women's voices, demands, and concerns. She also contends that radio constituted a fundamental modification in the reorganization of spaces. Nokoko, Oreoluwa (2013) indicated stating "the majority of women listen to radio every day, with all women listening at least once a week". This is largely true because radio is a companion to women; most of the women audience listens to music, news, and current affairs programs as well as public consciousness messages on the radio. Some of the challenges some women claim to have regarding radio, included time, interesting and pertinent content, a steady power supply, and personal access are all lacking.

Women ought to be more actively involved in developing and presenting radio programs, according to this statement. In order to more accurately reflect the variety of women's experiences, viewpoints, and interests, it is crucial that women from various backgrounds participate in the content production of the programs. This norm is in existence so far, in the only women radio station WFM 91.7 in Nigeria. These are part of the Women's rights; right to information. It must be noted that most developed countries have women development programmes on their radio stations, some even have women focused radio stations, but in Nigeria, the narrative is not the case because, out of the numerous broadcast stations, narrowing it down to radio stations, only one gender focused radio station exist in the country, and the station is Women 91.7 FM based in Ogun State.

OBJECTIVES OF THE STUDY

Research project must have objectives, if not, nothing would be achieved, as effort directed towards it will be fruitless.

The objective of this study is as follows:

- 1. To know whether the radio programmes on Women 91.7 FM is development based.
- 2. To find out the various types of women development programmes.
- 3. To appraise Women 91.7 FM women development programmes objective.

CONCEPTUAL FRAMEWORK

This segment presents an analysis of the concept on the following aspect: Appraisal of Women Development Programmes for development in Nigeria through Women 91.7 FM, a radio

station based in Arepo, Ogun state, established to disseminate information, and to impact Women through the development programmes at the radio station.

The conceptual review is an assessment of the current level of expertise in a specific sector. Any researcher should be able to do a literature review because, regardless of the module they are taking, it gives them a context in which to situate their research. However, it entails reading what others have written in the area of inquiry, acquiring data to contradict or bolster certain claims, and then compiling results.

Based on this, the researcher strives to conduct a worthwhile study that will stand the test of time, usingtextbooks, journals, the internet, magazines, newspapers, and interview with renowned communication scholars, which will satisfy the interest of its readers, particularly the Media students.

Definition of Radio

Collins Dictionary (2021) projects radio as a piece of technology to listen to programming. This method uses electrical signals to broadcast sound over long distances. The author goes on to say Radio also denotes to the practice of conveying signals from a source to broadcast programs, it uses frequency electromagnetic waves for broadcasting, two-way communications, and the broadcasting content of sound radio programmes.

The prime purpose of radio is for the dissemination of information, which is to transmit data without using wires by using intervening media (such as air, space, and nonconducting materials). Radio is utilized for the transfer of coded data in addition to the delivery of sound and television signals. Infoplease (2012). Radio such as walkie-talkie also falls into this category. Gibraltar (2012) postulates that People now have more access points to a wider variety of information, thanks to technology, but despite these issues, the radio continues to be extremely important in today's society. In this time and age, there is no way people can be denied information, if they don't get access to it on radio, social media will avail them of such. Radio is more than just being used for announcements, songs, and news, Radio is about having a friend and developing a relationship with the listener(s).

Today with the advancement of technology, radios are now made as rechargeable transistor radios, they are as well built-in mobile phones, hence making it easy to carry around, as it comes cheap, affordable, and accessible.

FlexiPrep, (2021) states that Radio has the objective of informing, educating, and entertaining. It must be noted also that radio makes pictures: by enabling one to visualize scenes in your mind as one listens to a program. Along with hearing the programme of your choice, you construct mental images of objects using your creative abilities.

Radio is also one of the fastest mediums of communication. It is instant with its information, particularly breaking news messages can be sent or broadcast in real time as events unfold in and out of a studio. Anyone with access to radio can tune into the preferred radio station to listen to these messages.

As interesting as it sounds, radio needs and actually uses very simple kit and knowhow. It is not expensive and this is because it is one of the cheapest mediums of communication. Also, Radio can operate even on dry battery cells, negating the constant requirement for an electric power source. From my view, when we talk of entertainment, radio is one of the best medium for it, because it offers healthy entertainment programs or music various listeners, particularly women. People can listen to a variety of songs on the radio, depending on their personal musical preferences. Popular musical genres heard on the radio include classical, light, folk, devotional, and cinematic music. Above all, radio serves as companion to its listeners.

Common Radio Programme Formats

Interviews/Discussions: This style calls for the airing of multiple voices and viewpoints. A community member may be interviewed, and a group debate about a pressing topic may also be recorded. It can also be a discussion between a presenter of the program and an expert in the field of discuss.

Drama: This can be a straightforward radio adaptation of an existing play or a more inventive dramatization of problems that the community has recognized. Drama may generate a lot of interest and hold listeners' attention for a very long period. Radio drama is always interesting to listen to, as most listeners often visualize the image of the discourse on the radio program as it airs.

Music: In cultures where large singing, dancing, and popular music are traditions, this style works exceptionally well. Songs are frequently used to raise awareness of certain concerns or to support particular behaviors. With women as a large percentage of the listenership of radio stations, some of them have favorites among the radio stations when it comes to music.

Feature: It is a program with a particular focus. Straight conversation or a combination of talking and music can be used. But it concentrates on only one thing.

A lecture or "straight talk" is used to provide information or impart knowledge on specific topics. As it might be rather monotonous and flat, it should only be used for a brief period of time (maximum 15 minutes).

Jingles/Slogans: These are typically part of a bigger program. A radio station needs to generate funds and one of the mediums of sources for such is the use of jingles which can be used as a form of advertisements, where you may occasionally hear a brief phrase or jingle flashing at you to serve as a quick reminder of a certain product. In the context of development, the same is possible.

Magazine: This radio format typically includes a number of topics or mini-programs in its running time. It might take the form of a news story or include a variety of components like music, interviews, and plain talk. Its purpose is to educate the audience on a variety of various topics.

Infotainment: Information and entertainment are combined in the format. It might be a portrayal of an actual event or a priority-focused radio soap opera. The instructional and instructive substance of this program, which occasionally contain a humorous element are

enjoyable, which is likely the key factor in its success. Information need not always be handled in a serious and frequently boring manner, contrary to popular belief. Additionally, unique radio uses for development are possible.

Overview of Radio as a channel of transmission for programme

Essays, UK (2013) indicates "Signal transmission by modulation of electromagnetic waves with frequencies below that of visible light" is how radio is defined. Radio is a potent and crucial form of communication. When related to television and added media, it has a wider reach and a more diverse audience, which includes women.

Radio is a media that transmits audio data using radio waves. Feedback from the audience it is speaking with is allowed. Its transmission reaches as far as the signal can travel on the frequency chosen by its medium.

Visualizing women programmes on radio for development

Chandan, (2013) Women's development and the idea of empowerment has long focused on raising the economic standing of women and ensuring their full involvement in the growth of the economy. A nation is empowered when you empower a woman. A better scenario for moving in an upward direction is provided by historical data currently available and the status of numerous programs.

Chandan opined that the empowerment of women involves a "time element" and that, by empowering a woman, you also empower her children, her community, and your country. Woman is an embodiment of empowerment, there is no investment you make on them and in whatever form that does not yield result because of the tenacity and skill.

Women's empowerment and development is interwoven, and Radio can help create an environment where women feel empowered. Radio is very effective at reaching out to women and other underrepresented groups', Shaun (2012). The marginalized are often believed to be the vulnerable, but an un-empowered woman can also be termed vulnerable, hence entering the classification of the marginalized. The author further argues that Women can speak, exist, make decisions, work, own, and feel safe in an environment that represents their many identities and relationships. Therefore, a setting must be shaped where women's rights to talk, exist, work, decide, own, and be safe may be upheld while being facilitated. A woman thrives in an enabling environment, her joy affects all and vice versa, thus her development is impactful.

Radio helps shape audiences' perceptions of, and attitudes toward, women's empowerment in relation to the perspective of individual women's paths and the ways they might increase their action, leading to self-improvement; it is now necessary to take into justification the variety of dealings that limit women and uphold cultural values.

From my viewpoint, the desire for women programme is not to overpower the man, but to be adequately informed of necessary things for existence, since women have the ability for quick instinct, which on the long run can help them, their children, husband, family, society, community, country and the nation at large.

Women programmes in order to be perceived and up-to-date, form informed views, acquire the collaboration art of knowledgeable debate, and develop into more active representatives in their own progress, radios have proven to be a supportable and engaging medium for poor and marginalized communities.

In my view, the Women programmes which focus only on women tend to cover and influence areas such as the political, economic, sexual reproductive health, employment/career, business, networking, relationships, entertainment, politics, security, sports, family development, law and the human rights of the lives of women and all that concerns them.

Just as the country desires development in sectors of society, without being gender biased, it must include women in its growth, because women also have supporting roles to play in development.

Ownership and control of the radio station

Khan (2017) argues that a radio station's ownership and control are typically its most significant and essential characteristics. The higher authority makes verdicts between management meetings, editorial meetings, or yearly general members meetings whether the radio station is privately or publicly held.

In addition, the ownership authority/management controls the station's day-to-day operations and guarantees that the guidelines are followed. A radio station is often headed by a general or station manager, who sees to the smooth running of the station.

Women development programmes and radio content

Radio content according to FlexiPrep (2021) varies and it could be used as live program content refers to material that is aired immediately, without pre-recordings or noises created before to the broadcast.

The content which could also be script, targeted to develop women listeners could be: written words of copy to be spoken during a programme, it could as well be produced as a pre-recorded programme, on compact discs, phonographic discs or magnetic tapefor all the various women programmes which will all be broadcasted at the time scheduled for the programme.

Programmes tailored for women on radio

Due to the importance of radio towards development and although the vision and mission statements of some Radio stations imply that they can contribute significantly to the information, education, and enjoyment of women and their surroundings, as well as to their growth. However, the extent of the specific role radio stations may play in the development of women is not made clear. Some radio stations' absence of especially women-focused programming may be explained by the lack of a clear role or vision for women and the focus on inclusion.

Radio stations with women development programmes are few in the world and also in the country: Nigeria, some of such with women-focuses programgives the marginalized women

access to communication and information outlets to empower them, wholly owned and controlled by women. With the direction of increasing awareness of the predicament of women, such places a focus on their viewpoints and issues and also creates a forum where they can speak freely. Most importantly, though, such efforts aim to break down barriers related to language, class, ethnicity, nationality, and culture. This can be likened to a woman preferring a female doctor to treat her, rather than a male doctor.

Women's' Right

Women 91.7 FM believes in woman's right and inclusion. Women to African men used to have less importance because the African culture gives more credence to the male factor sex category of child only. Women are part of gender and when we talk of gender, reference is made to the female; the girl child because of this notion was denied adequate education and excluded from other necessities of rights to living. The female was to be nursed or raised to know requisite needed to run a home once she is of age and gets married, and this was on for a period until radio was introduced as a tool for women development. Before the commencement and advancement of technology, Women, in contrast to men, continue to be uneducated, and had deficiency access to pertinent information that is essential to facets of growth and development.

Therefore, this made information poverty to remain as contributing factor to underdevelopment. It is emphasized that radio is the only widely available and reasonably priced medium that can have a substantial impact on women's development. According to Alhassan (2011) it helps offer information and gives support to educating women irrespective of their location.

Women take on range of vital and crucial duties from the start until the end of their lives. Despite doing all of the responsibilities and jobs punctually and ineffectively, she is still viewed as weak, FairGaze, (2013). The lives of women continue to be far more complicated than those of males despite numerous awareness campaigns, laws, and regulations.

'Despite the fact that women are the most maternal, sensitive, and caring individuals in the world, they are special for a variety of reasons. Women are unique because they enjoy completing tasks and collaborating with others to achieve their goals' Thirteen, (2015). Women in this world have come a long way and that is what makes them so special, the radio helped to beam importance on women and the need for their inclusion, hence radio being used as one of the development tools to help, support, protect and promote women.

Using or having women development programmes to empower or developed women is very good, and in doing so it is important for everyone to know that programmes production on radio are affordable enough to be produced locally in a variety of languages, Gatua et al. (2010). On International Women's Day 2015, the Carter Center in Guatemala made several recommendations, one of which was to use radio more frequently as a revenue of efficiently reaching women.

Not having women development programs on radio could be described as hindering women's right to information. Hosken (1981) defines 'The rights and privileges demanded by women and girls around the world, as women's rights. They served as the inspiration for both

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the feminist movements of the 20th and 21st centuries as well as the women's rights movement in the 19th century.

These rights supported by legislation focuses on bodily integrity and autonomy, to be free from sexual violence, to vote, to hold public office, to enter into legal contracts, to have equal rights in family law, to work, to fair wages or equal pay, to have reproductive rights, to own property, and to education are among the issues frequently associated with notions of women's rights, Hosken (1981).

Radio gives information and as such, Women must have immediate access to information in order to educate themselves and make quick decisions. Women have found it handy to listen to information while working on other tasks at home or at work. Popular media outlets for communication and information access include radio stations (Lockwood, Bert 2006).

Nigeria as a country also benefitted from the genesis of radio in African continents, it gave women the opportunity to get information by hearing the radio which as at then, was not a household commodity accessible and affordable by all, because only the rich and heads of community had it at their disposal, so the women had to at times move to the house of those who has it to listen to programs being transmitted through the radio.

The radio at invention was only affordable to heads of communities, or rich folks in a geographical area, listeners who are mostly women, look forward to the programme time of some of the radio programmes that interested them. Seeing and using the developed country as a template, an all-women radio station which has only female as its staff, and which broadcast only women development programmes for its listeners came into existence, it is called Women FM (WFM 91.7).

The National Broadcasting Commission NBC, gave accreditation to the Women 91.7 FM (WFM 91.7), and for the NBC to accredit the one hundred percent women focused radio station situated in Ogun state, then nothing stops established radio stations or a new one seeking license in other parts of the country from having a women focused programme on air.

WOMEN 91.7 FM

Radio station Women 91.7 is run by and for women. Women Nigeria's first and only radio station dedicated to women and their families is Radio 91.7. Unabashedly female. Our female-focused programming emphasizes issues from the perspective of women.

A radio station in Nigeria called Women FM (WFM) 91.7 MHz has a license from the Nigerian Broadcasting Commission (NBC) to broadcast shows for women and their families. It is the first radio station in Sub-Saharan Africa that focuses on women. The radio station is owned by Dr. Babatunde Okewale and Toun Okewale Sonaiya, and Ive's communication is in charge of running it. Its headquarters are in the hamlet of Arepo in the south-west Nigerian state of Ogun.

On October 29, 2015, the station's test transmission commenced. In a similar spirit, the station's debut show, which focused on sports, health, economics, business, politics, government, families, relationship issues, and youth from a female perspective, was broadcast to Nigerians on November 16, 2015.

Through its platforms that honor roles which women play as decision makers, change agents of society, and inmatters of interest that pertain to their families, the station, which launched on December 18, 2015, was created as Voice of Women. Its mission is to inspire and amplify the voices of women as a tool for development.

WFM 91.7 has the vision of being a tool for Women Development and becoming the most reliable, trusted, leading source of information, to creating more female-centric programs that will elevate the voice of women and support national growth, and development.

Women FM, mantra is 'If you are a woman, mother, sister or a girl, WFM is the best station for you to listen to learn a lot and also to share your opinion about women issues'.It runs eradio and available on Apple podcast, Spotify, Castbox, Facebook, Amazon music, Overcast, Google podcasts, Pocket Casts, Radio Public, Sticker and Copy RSS.

PROGRAMMES FREOUENCY FOR WOMEN 91.7FM

S/N	PROGRAMME TITLE	FREQUENCY PER WEEK		
1	Adult Conversation	Every Day		
2	Music	Every Day		
3	Evening Experience	Every Day		
4	Tax radio	3-days		
5	Story Story Entertainment	Once		
6	Talk your own	2-days		
7	Sports Radio	Every Day		
8	Big Tune Show	Every Day		
9	Transport Hub	Once		
10	Radio School (education)	2-days		
11	Diplomatic Radio	Once		
12	Women Agenda	Once		
13	Blog on Radio	Every Day		
14	News Panorama	Every Day		
15	SME Mart (Entrepreneurship)	2-days		
16	Our Lagos (Hard Talk)	Once		
17	Political Arena	Once		
18	Radio Doctor (Health)	Every Day		
19	Governance	3-days		
20	Full Breakfast	Every Day		
21	Security	3-days		
22	Religious Program	2-days		
23	Youths	4-days		
24	Culture	2-days		
25	Law and Rights	3-days		
26	Hard Talk	Once		

From the study, Women 91.7FM has about 26 programs that run from Monday to Friday. Some of the programs air every day, and others air four times, three times, twice, and once a week respectively.

NIGERIAN STATES NUMBER OF RADIO STATIONS AND TYPES STATUS

S/N	METHOD (Programme type)	NUMBER OF	REGULAR	FEMALE
		RADIO	RADIO	RADIO
		STATION(S)		
1	Abia	12	Available	Not Available
2	Adamawa	7	Available	Not Available
3	Akwa Ibom	16	Available	Not Available
4	Anambra	25	Available	Not Available
5	Bauchi	6	Available	Not Available
6	Bayelsa	7	Available	Not Available
7	Benue	8	Available	Not Available
8	Borno	8	Available	Not Available
9	Cross River	8	Available	Not Available
10	Delta	16	Available	Not Available
11	Ebonyi	4	Available	Not Available
12	Edo	13	Available	Not Available
13	Ekiti	7	Available	Not Available
14	Enugu	19	Available	Not Available
15	Gombe	12	Available	Not Available
16	Imo	19	Available	Not Available
17	Jigawa	10	Available	Not Available
18	Kaduna	27	Available	Not Available
19	Kano	29	Available	Not Available
20	Katsina	8	Available	Not Available
21	Kebbi	5	Available	Not Available
22	Kogi	8	Available	Not Available
23	Kwara	16	Available	Not Available
24	Lagos	44	Available	Not Available
25	Nasarawa	9	Available	Not Available
26	Niger	11	Available	Not Available
27	Ogun	25	Available	AVAILABLE
28	Ondo	19	Available	Not Available
29	Osun	19	Available	Not Available
30	Oyo	54	Available	Not Available
31	Plateau	11	Available	Not Available
32	Rivers	20	Available	Not Available
33	Sokoto	5	Available	Not Available
34	Taraba	8	Available	Not Available
35	Yobe	3	Available	Not Available
36	Zamfara	1	Available	Not Available

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Federal	Capital	Territory	31	Available	Not Available
(Abuja)					
TOTAL			550		

This table indicates that Nigeria has 550 regular Radio stations with Oyo state having the highest of 54, while Zamfara state has the least, with one radio station. All the states of the federation run regular radio stations, except Ogun state which also runs an all-women radio station in the country.

KNOWLEDGE GAP

The stretch "knowledge gap" describes a disproportion and access to information needed for the purpose of determining if women prefer radio to other forms of mass communication, there should be more female-targeted radio shows and stations, gratifications are sought by women to satisfy them through listening to radio programs. This is a significant issue that has to be resolved. The public, government authorities and everyone else chooses to fully include women in development programmes, and the few that paid attention to women need more capacity in that regard. Nigeria has 36 states and only one state has an all-women radio station. Despite the high rate of approval for radio licenses for radio establishment. Though more women need enlighten to understand that radio is another source for education, empowerment, and development. Since radio is a popular means of communication for women, development professionals should make good use of it to spread educational programming to all regions and increase listenership. All of these widen the gap between those who understand the process and those who do not.

RECOMMENDATIONS

- 1. Since we are now in an age that places special interest in women, their wellbeing and development, Women 91.7FM should be applauded for having all-woman focused programs in its radio station.
- 2. This topic might prove to be beneficial for further study.
- 3. The researcher's online resources served as the foundation for the conclusion and understandings. But for a future study, fieldwork would also improve this analysis because the researcher may learn the views of Ogun State Women about the Women-Focused programs aired on Women FM, and how such programmes affect or improves their lives as women.
- 4. Though with radio, women undoubtedly have access to knowledge that is pertinent to their lives and situations, more awareness should be made for women to get adequate knowledge of issues.
- 5. Since the radio station is limited to Ogun state and its environs, investors in radio station establishments should start an all-women radio station in other states of the country.
- 6. Women should show interest and get familiarized with online radio, while they also utilize its existence to build their capacity.
- 7. For radio to continue, and for it to involve more people in the process of development and governance at all levels, it requires financial, technical, and skill-base support

- from policy makers, providing a chance for women to acquire a voice that would otherwise go unnoticed.
- 8. Radio should be supported with its platform on women focused programme, to bring the women to fore for consideration in government policies as well as being treated right by their spouses and family.
- 9. Women 91.7 FM radio have helped to improve the knowledge of the women on sensitive topics, therefore, experts used for various topics being aired needs to spread the tentacles of the discourse to capture all areas of interests of the women, as well as any topic that will be beneficial in the future.
- 10. Also, the owner of Women 91.7FM radio station needs to ensure continuity of its women-focused programmes, preserving diversity of women's needs, interests, cultures, and ambitions in the state and its environs.
- 11. Investors of radio corporations, irrespective of their gender, should embrace owning an all-women radio stations in states across the country.

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