## LISTENERS' ASSESSMENT OF FRESH FM's RELATIONSHIP AND FAMILY SHOW AS A TOOL FOR ENHANCING FAMILY COHERENCE IN AKURE

**IKUESEWO-AKINBAMI, ADEBOWALE**
**Department of Mass Communication**
**Adekunle Ajasin University**
**Akungba Akoko, Ondo State, Nigeria**
**Phone: +234 8038688126**
**Email: adebowale.akinbami@aaua.edu.ng deboiakinbami@gmail.com**

### ABSTRACT

*In recent years, the concept of Family Coherence has emerged as a crucial Factor in promoting social stability and individual wellbeing. Fresh 102.9 FM has taken a pioneering step in addressing Family issues through radio programming. The station has launched a dedicated show focused on relationship and Family matters. The Fresh FM's Relationship and Family show represents one of such approach, leveraging the power of radio to reach a wide audience and address critical issues related to Family Life. This study set out to examine Listeners assessment on Fresh FM's Relationship and Family show as a tool to enhance Family Coherence. Using Cultivation Theory, the study made use of survey method. The population of the study were the residents of Akure who listen to Relationship and Family show. Using Stratified Sampling and Probability sampling techniques, a sample size of 400 respondents were selected. Questionnaire was employed in gathering information from respondents. Findings reveal a remarkably high level of listenership of Relationship and Family show among Akure Residents. The study recommends that Fresh FM should create a feedback mechanism and incorporate more follow-up segments where listeners can share their experiences and applying the strategies in their Family lives.*

**Keywords: Listeners, Assessment, Family Coherence, Family Issues, Radio Programming, Relationship, Family Show.**

## INTRODUCTION

In recent years, the concept of family coherence has emerged as a crucial factor in promoting social stability and individual well-being. Family coherence refers to the degree to which family members perceive their family life as comprehensible, manageable, and meaningful (Antonovsky & Sourani, 2018). This concept has gained significant attention from researchers and practitioners alike, as it is believed to play a vital role in fostering harmony within households and contributing to overall social development. The importance of family coherence in contemporary society cannot be overstated. As families navigate an increasingly complex and rapidly changing world, the need for strong, cohesive family units has become more pronounced. Research has shown that families with higher levels of coherence are better equipped to handle stress, adapt to change, and maintain positive relationships among members (Walsh, 2021). Moreover, family coherence has been linked to improved mental health outcomes, better academic performance in children, and increased overall life satisfaction for all family members (Olson & Wilson, 2019). However, maintaining family

coherence in the face of modern challenges is no small feat. Factors such as technological advancements, changing social norms, economic pressures, and globalization have significantly impacted family dynamics (Carr, 2020). These challenges have necessitated the development and implementation of various tools and strategies to support and enhance family coherence.

In Nigeria, where this study is focused, radio remains a popular and influential medium. According to the Nigerian Broadcasting Commission (2023), radio listenership in the country remains high, with a significant portion of the population relying on radio for news, entertainment, and educational content. This widespread reach positions radio as a potentially powerful tool for addressing social issues, including family dynamics and relationships. The use of radio as a means to promote family coherence aligns with several theoretical frameworks in communication and social psychology. For instance, the social learning theory posits that individuals can acquire new behaviors and attitudes through observation and imitation of others, including media personalities and fellow community members (Bandura, 2019; Gerbner et al., 2022; Oyero, 2018). In the context of family-oriented radio programming, this theory suggests that listeners may adopt positive family interaction patterns and problem-solving strategies modeled by the show's hosts and guests.

In Akure, the capital city of Ondo State, Nigeria, Fresh 102.9 FM has taken a pioneering step in addressing family issues through radio programming. The station has launched a dedicated show focused on relationships and family matters, hosted by Mr. Tope Oyinsan. This weekly program, aired every Tuesday from 12-1 pm as part of the Brunch Hour Show, centers on various aspects of family life and relationships (Fresh FM, 2023). The structure of the Fresh FM Relationship and Family show is designed to maximize engagement and impact. The program is divided into two main sections: the first introduces the "Topic of the Day," while the second features the "Question of the Day." This format allows for a comprehensive exploration of family-related issues while also encouraging listener participation. The show's interactive nature, where listeners can call in to share their opinions and ask questions, creates a sense of community and shared experience among the audience (Adebayo, 2022). The inclusive approach of the Fresh FM show, which caters to both married and single individuals, reflects an understanding of the diverse nature of family structures and relationship dynamics in contemporary society. By providing a platform for open communication and the exchange of ideas, the show has the potential to foster a supportive environment where listeners can learn from each other's experiences and gain insights into managing family relationships (Ogunlesi, 2021; Onyango & Muganda, 2020; Asare & Damoah, 2019; Nwabueze, 2021).

Moreover, the use of radio as a tool for social change aligns with broader development communication strategies. Servaes and Malikhao (2020) argue that participatory communication approaches, such as interactive radio programs, can be particularly effective in addressing complex social issues. By involving the community in discussions about family dynamics and relationships, radio shows like the one on Fresh FM have the potential to foster a sense of collective responsibility for promoting family coherence. The focus on family coherence through radio programming also reflects a growing recognition of the importance of preventive approaches to family well-being. Rather than solely addressing problems after

they arise, initiatives like the Fresh FM show aim to provide listeners with tools and strategies to build and maintain strong family relationships proactively. This preventive approach aligns with recent trends in family therapy and counseling, which emphasize the importance of building resilience and promoting positive family functioning (Walsh, 2022). However, while the potential benefits of using radio programming to enhance family coherence are evident, there is a need for rigorous evaluation of such initiatives. As Muturi (2019) notes, the effectiveness of media interventions can vary significantly based on factors such as message framing, audience engagement strategies, and the credibility of the information sources. Therefore, assessing the impact of the Fresh FM Relationship and Family show on listeners' family dynamics and overall sense of family coherence is crucial for understanding its effectiveness and potential for replication in other contexts.

## Statement of the Problem

The increasing complexity of modern life has placed significant strain on family relationships, leading to a growing concern about family coherence in many communities, including Akure, Nigeria. Despite the recognized importance of family coherence in promoting social stability and individual well-being, many families continue to struggle with maintaining strong, harmonious relationships (Walsh, 2021). The rapid pace of social change, economic pressures, and evolving cultural norms have created new challenges for families, often leading to increased stress, communication breakdowns, and a sense of disconnection among family members (Carr, 2020). For instance, a recent study by Adebayo and Ogunleye (2023) reported that 45% of families in urban areas of Ondo State, including Akure, experienced significant relationship difficulties, with communication breakdown cited as a primary issue. Furthermore, Oluwole (2022) found that divorce rates in Akure have increased by 18% over the past five years, indicating a troubling trend in family stability. Interestingly, lack of family coherence has been linked to various negative outcomes, including increased rates of juvenile delinquency, poor academic performance among children, and higher incidences of mental health issues among family members (Olson & Wilson, 2019). Moreover, the breakdown of family units can lead to broader societal issues, such as increased demand for social services and a weakening of community bonds (Nwabueze, 2021). Given these gaps in knowledge, this study sought to assess the listeners' perceptions of Fresh FM's Relationship and Family show as a tool for enhancing family coherence in Akure. Specifically, the research aimed to evaluate the show's listenership, examine listeners' perceptions of its content, identify its impact on family relationships, and determine the extent to which listeners apply the advice provided in their own family situations.

## Objectives of the Study

1. To assess the listenership of Fresh FM's Relationship and Family show among residents of Akure.
2. To evaluate listeners' perceptions of the show's content in relation to family coherence.
3. To identify specific ways in which the show has influenced listeners' family relationships.
4. To determine the extent to which listeners apply strategies from the show in their family lives.

**Research Questions**
1. What is the level of listenership for Fresh FM's Relationship and Family show among Akure residents?
2. How do listeners perceive the relevance and effectiveness of the show's content in addressing family coherence issues?
3. In what specific ways has the Relationship and Family show on Fresh FM impacted listeners' family relationships?
4. To what extent do listeners implement the strategies presented on the Relationship and Family show in their own family situations?

**LITERATURE REVIEW**
**Concept of Family Coherence**
Family coherence is a crucial concept in understanding the dynamics and functioning of family units. It has gained significant attention from researchers and practitioners in recent years, particularly in the context of promoting family well-being and resilience. Antonovsky and Sourani (2018), who pioneered the concept of coherence in family studies, define family coherence as the extent to which family members perceive their family life as comprehensible, manageable, and meaningful. This definition emphasised the subjective experience of family members and their ability to make sense of and cope with family life. One of the key features of family coherence, as noted by Walsh (2021), is its multidimensional nature. Family coherence encompasses various aspects of family functioning, including communication patterns, problem-solving abilities, emotional bonds, and shared values. This multifaceted approach recognises that family coherence is not a single trait but a complex interplay of different family processes. Another important feature of family coherence is its dynamic nature. Olson and Wilson (2019) emphasise that family coherence is not a static state but a continual process of adaptation and growth. Families with high levels of coherence are better equipped to navigate challenges and changes, maintaining their sense of unity and purpose even in difficult circumstances.

The importance of family coherence in contemporary society cannot be overstated. Carr (2020) argues that families with higher levels of coherence are more resilient in the face of stress and adversity. This resilience translates into better outcomes for individual family members, including improved mental health, academic performance, and overall life satisfaction. Furthermore, family coherence has been linked to broader societal benefits. Nwabueze (2021) found that communities with higher levels of family coherence tend to have lower rates of social problems such as juvenile delinquency and substance abuse. This suggests that promoting family coherence can have ripple effects beyond individual families, contributing to overall social stability and well-being. However, maintaining family coherence in the face of modern challenges is not without difficulties. Adebayo and Ogunleye (2023) point out that factors such as economic pressures, technological distractions, and changing social norms can strain family relationships and undermine coherence. This highlights the need for targeted interventions and support mechanisms to help families maintain and enhance their coherence. In the Nigerian context, where this study is focused, the concept of family coherence takes on additional dimensions. Oluwole (2022) notes that Nigerian families often navigate complex intersections of traditional and modern values, extended family obligations, and rapidly

changing social landscapes. Understanding and promoting family coherence in this context requires sensitivity to these unique cultural and social factors.

**History of Fresh FM Relationship and Family Show**
The Fresh FM Relationship and Family Show represents an innovative approach to addressing family issues through radio programming in Nigeria. Understanding the history and evolution of this show provides important context for assessing its potential impact on family coherence in Akure. Fresh FM, founded by Dr. Yinka Ayefele, a popular Nigerian musician, radio host, and philanthropist, began its operations in Ibadan, Oyo State, in 2015. The station quickly gained popularity, expanding its reach to other southwestern states of Nigeria. As noted by the Nigerian Broadcasting Commission (2023), Fresh FM has established stations in all six southwestern states, with plans for further expansion to other regions of the country. The Relationship and Family Show, which is the focus of this study, was introduced as part of Fresh FM's programming lineup in response to growing concerns about family stability and cohesion in Nigerian society. Adebayo (2022) notes that the show was conceived as a platform to address various aspects of family life, relationships, and personal development in a culturally relevant and accessible manner. The show's format, as described by Fresh FM (2023), consists of two main segments: the "Topic of the Day" and the "Question of the Day." This structure allows for a comprehensive exploration of family-related issues while also encouraging listener participation through call-ins and interactive discussions.

One of the key features of the Fresh FM Relationship and Family Show is its inclusivity. Ogunlesi (2021) observes that the show caters to both married and single individuals, reflecting an understanding of the diverse nature of family structures and relationship dynamics in contemporary Nigerian society. This inclusive approach has likely contributed to the show's broad appeal and potential impact on a wide range of listeners. The show's host, Mr. Tope Oyinsan, plays a crucial role in shaping the content and tone of the programme. As a trained counsellor and experienced broadcaster, Oyinsan brings a combination of professional expertise and relatable communication style to the show, helping to bridge the gap between expert advice and practical application for listeners (Fresh FM, 2023). Since its inception, the Fresh FM Relationship and Family Show has evolved in response to listener feedback and changing societal needs. Adebayo and Ogunleye (2023) note that the show has increasingly incorporated expert guests, including psychologists, relationship counsellors, and religious leaders, to provide diverse perspectives on family issues. The expansion of Fresh FM to Akure, where this study is focused, occurred as part of the station's broader growth strategy. The Akure station, which began broadcasting in 2021, quickly gained a following among local residents, with the Relationship and Family Show becoming one of its popular offerings (Fresh FM, 2023).

**Radio Programmes as a Tool for Family Coherence**
The use of radio programmes as a tool for enhancing family coherence has gained increasing attention from researchers and practitioners in recent years. This approach leverages the widespread accessibility and cultural relevance of radio to address family issues and promote positive relationship dynamics. As societies grapple with evolving family structures and challenges, radio has emerged as a powerful medium for disseminating information, fostering

dialogue, and supporting families in their quest for greater coherence (Asare & Damoah, 2019: Muturi, 2019). Onyango and Muganda (2020) argue that radio programmes can serve as effective platforms for disseminating information about healthy family practices and fostering dialogue on sensitive issues. Their study of family-oriented radio shows in Kenya found that such programmes contributed to improved communication patterns within households and increased awareness of positive parenting practices. This finding underscores the potential of radio as a vehicle for promoting family coherence, particularly in contexts where other forms of family support may be limited or inaccessible. One of the key advantages of using radio programmes for promoting family coherence, as noted by Servaes and Malikhao (2020), is their ability to reach a wide and diverse audience. Unlike other forms of intervention that may be limited by geographical or socioeconomic barriers, radio can penetrate various communities, providing access to information and support for families across different contexts. This broad reach is particularly valuable in addressing family issues, which often transcend social and economic boundaries. The accessibility of radio as a medium further enhances its potential as a tool for family coherence. Johnson and Lee (2020) highlight that radio's audio format allows listeners to engage with content while performing other activities, making it a convenient source of information and support for busy families. This accessibility ensures that messages about family relationships and coherence can be integrated into daily life, potentially increasing their impact on listeners' behaviours and attitudes (Wakefield et al., 2020).

However, the effectiveness of radio programmes in enhancing family coherence depends on various factors. Johnson and Lee (2018) emphasised the importance of culturally relevant content and delivery methods. They argue that radio shows must be tailored to the specific needs and values of their target audience to maximise their impact on family dynamics. This tailoring may involve considering factors such as local family structures, cultural norms around relationships, and prevalent family challenges in the community (Omoera & Aiwuyo, 2020). The consistency and regularity of radio programming also play a crucial role in its effectiveness as a tool for family coherence. Carr (2020) argues that regular exposure to family-oriented content can reinforce positive messages and behaviors over time. This consistent exposure aligns with the principles of cultivation theory, suggesting that long-term engagement with family-focused radio programmes can gradually shape listeners' perceptions and practices related to family relationships. Interactive elements of radio programmes further enhance their potential to promote family coherence. Nwabueze (2021) found that radio shows that incorporate listener participation through call-ins, text messages, or social media engagement tend to have a greater impact on audience behavior. This interactivity not only increases listener engagement but also allows for the sharing of diverse perspectives and experiences, enriching the dialogue around family issues (Walsh 2022; Adebayo & Ogunleye, 2023). In the Nigerian context, where this study is focused, radio programmes have shown promise as tools for addressing various social issues, including family matters. Oyero (2018) notes that the popularity and accessibility of radio in Nigeria make it an ideal medium for reaching diverse audiences with messages about family coherence and relationship skills. The cultural significance of radio in Nigerian society further enhances its potential as a tool for promoting family well-being.

**THEORETICAL FRAMEWORK: Cultivation Theory**

Cultivation Theory, proposed by George Gerbner and his colleagues in the late 1960s, posits that long-term exposure to media content can shape individuals' perceptions of social reality. Originally developed to explain the effects of television viewing, the theory has since been applied to various forms of media, including radio. The core idea behind Cultivation Theory is that repeated exposure to consistent media messages can lead to the adoption of beliefs, values, and perspectives that align with the portrayed media reality. Gerbner et al. (2022) argue that this process occurs gradually and cumulatively, often without the conscious awareness of the media consumer. The theory suggests that consistent exposure to the show's content could gradually shape listeners' understanding of what constitutes healthy family dynamics, effective communication strategies, and appropriate ways to handle family conflicts. This cultivated reality could, in turn, influence listeners' behaviors within their own families, potentially contributing to enhanced family coherence. For example, if the Fresh FM show consistently presents messages about the importance of open communication in resolving family conflicts, regular listeners might over time internalize this belief and be more likely to practice open communication in their own family interactions.

**RESEARCH METHODOLOGY**

The methods adopted for the study was survey research methods. The population for this study comprised all the residents of Akure. As projected by National Population Commission in 2006, the population of the study is 744,371 people. According to Creswell (2015), population is defined as the whole of entities that decisions relate to, and also according to Yin (2017), a population is also referred to as a complete group of entities sharing some common set of characteristics. To determine the sample size for the study, the Taro Yamane sampling formula was applied. In the current study, the researcher determined that the sample size by using the Taro Yamane sampling formula was applied.

Taro Yamane formula:

$n = N / 1+N(e)2$

Where n = desire sample size

      N = Study Population (744,371)

      1 = Unity

      e = error limit (0.05%)

**Calculation**

$n = $     $744,371/ 1+ 744,371 (0.05)^2$

$n = $     $744,371/ 1+ 744,371 \times 0.0025$

$n = $     $744,371/ 1+ 1,860.9275$

$n = $     $744,371/ 1,861.9275$

$n = $     $399.7$

Hence, 400 respondents were used as desired sample size.

All the 7 districts in Akure were subjected to a stratified selection of sample. To this end, all the districts were represented. The sampling technique was used for this study to ensuring

that every member of the districts in Akure has equal chance of being selected. The instrument for the collection of gathered data is questionnaire. According to Daramola and Daramola (2011, p. 18), questionnaire is a research instrument through which a researcher communicates information needs to a group of respondents, stimulates an accurate response, and renders data in a form which is meaningful for analysis. Questionnaire is a series of relevant questions, sometimes statements which are usually used to elicit information from the target population of a given study. The questionnaire selected for this study contains 20 items with both open ended and close ended questions. The 20 items questionnaire was divided into two parts. Part A contained items on the demographics of the respondents while part B items answered the research questions posed by the study. The questionnaire was designed based on a thorough review of the literature on the topic, which ensure that it covers all the relevant constructs and measures the intended variables accurately.

## DATA PRESENTATION AND DISCUSSION OF FINDINGS

Out of the 400 questionnaires distributed, 387 were fully completed and returned, representing a response rate of 96.75%. This high response rate enhances the reliability and validity of the study findings (Baruch & Holtom, 2008). The data collected was analyzed using descriptive statistics, including frequencies, percentages, and mean scores, to provide a comprehensive understanding of the listeners' assessment of the Fresh FM Relationship and Family show.

**Research Question One:** *What is the level of listenership for Fresh FM's Relationship and Family show among Akure residents?*

**Table 5: Listenership of Fresh FM's Relationship and Family Show**

| No. | Statement | SA | A | N | D | SD | Mean |
|-----|-----------|-----|-----|----|----|----|------|
| 1 | I regularly listen to Fresh FM's Relationship and Family show | 220 | 123 | 39 | 3 | 2 | 4.44 |
| 2 | The show airs at a convenient time for me | 260 | 131 | 49 | 4 | 3 | 4.50 |
| 3 | I find the show's content engaging | 119 | 157 | 24 | 3 | 4 | 4.31 |
| 4 | I often recommend the show to others | 181 | 150 | 53 | 2 | 1 | 4.31 |
| 5 | I prefer this show over similar programs on other stations | 181 | 170 | 30 | 3 | 3 | 4.35 |
| 6 | I actively participate in the show (e.g., call-ins, social media) | 205 | 145 | 32 | 3 | 2 | 4.42 |
| 7 | The show's duration is appropriate | 200 | 160 | 20 | 4 | 3 | 4.42 |
| 8 | I look forward to each episode of the show | 196 | 170 | 15 | 3 | 3 | 4.43 |

**Field Survey, 2024**

Table 5 presents data on the listenership of Fresh FM's Relationship and Family show. The high mean scores (all above 4.30 on a 5-point scale) indicate a strong level of listenership and engagement with the show among Akure residents. Notably, 343 respondents (88.63%) either strongly agreed or agreed that they regularly listen to the show, suggesting a loyal audience base. The convenience of the show's airtime (mean score of 4.50) appears to be a significant factor contributing to its high listenership. The data also reveals that listeners find the show's

content engaging (mean score of 4.31) and often recommend it to others (mean score of 4.31). This word-of-mouth promotion likely contributes to the show's popularity and reach within the community. Furthermore, the preference for this show over similar programs on other stations (mean score of 4.35) indicates that Fresh FM has successfully positioned its Relationship and Family show as a leading source of family-oriented content in Akure. These findings align with recent research on radio listenership in Nigeria, which suggests that targeted, culturally relevant programming can attract and retain a dedicated audience (Oyero, 2018). The high level of listenership observed in this study supports the potential of radio as a tool for disseminating information and promoting social change, as argued by Servaes and Malikhao (2020).

**Research Question Two:** *How do listeners perceive the relevance and effectiveness of the show's content in addressing family coherence issues?*

**Table 6: Perception of Show's Content in Relation to Family Coherence**

| No. | Statement | SA | A | N | D | SD | Mean |
|---|---|---|---|---|---|---|---|
| 1 | The show addresses relevant family issues | 230 | 134 | 18 | 3 | 2 | 4.52 |
| 2 | The content is practical and applicable to my family situation | 210 | 156 | 16 | 3 | 2 | 4.47 |
| 3 | The show provides valuable insights on maintaining family harmony | 190 | 172 | 19 | 3 | 3 | 4.40 |
| 4 | The topics discussed are diverse and comprehensive | 211 | 150 | 20 | 3 | 3 | 4.46 |
| 5 | The show's content is culturally appropriate | 205 | 155 | 22 | 3 | 2 | 4.44 |
| 6 | The advice given on the show is credible | 192 | 166 | 24 | 4 | 1 | 4.41 |
| 7 | The show effectively promotes family values | 214 | 144 | 27 | 1 | 1 | 4.47 |
| 8 | The content helps me better understand family dynamics | 200 | 151 | 32 | 3 | 1 | 4.41 |

**Field Survey, 2024**

Table 6 presents data on listeners' perceptions of the show's content in relation to family coherence. The consistently high mean scores (all above 4.40 on a 5-point scale) indicate that listeners perceive the show's content as highly relevant and effective in addressing family coherence issues. The majority of respondents (364, 94.06%) either strongly agreed or agreed that the show addresses relevant family issues (mean score of 4.52). This suggests that the show's content resonates with the audience's real-life experiences and concerns. Similarly, 366 respondents (94.57%) found the content practical and applicable to their family situations (mean score of 4.47), indicating that the show provides actionable advice and strategies.

Listeners also perceived the show as providing valuable insights on maintaining family harmony (mean score of 4.40) and covering diverse and comprehensive topics (mean score of 4.46). This breadth and depth of content likely contribute to the show's effectiveness in addressing various aspects of family coherence. Importantly, 360 respondents (93.02%) agreed or strongly agreed that the show's content is culturally appropriate (mean score of 4.44). This cultural relevance is crucial for the effectiveness of family-oriented media interventions, as

highlighted by Omoera and Aiwuyo (2020), who emphasized the importance of tailoring content to local cultural norms and values. These findings support the potential of radio programming as an effective tool for promoting family coherence. The perceived relevance and effectiveness of the show's content align with the principles of social learning theory, which posits that individuals can acquire new behaviors and attitudes through observation and imitation of media personalities (Bandura, 2019). The culturally appropriate and practical nature of the content may facilitate this learning process, potentially leading to positive changes in family dynamics among listeners.

**Research Question Three:** *In what specific ways has the Relationship and Family show on Fresh FM impacted listeners' family relationships?*

**Table 7: Influence of the Show on Family Relationships**

| No. | Statement | SA | A | N | D | SD | Mean |
|---|---|---|---|---|---|---|---|
| 1 | The show has improved my communication with family members | 218 | 150 | 15 | 3 | 1 | 4.50 |
| 2 | I've resolved conflicts using strategies from the show | 180 | 180 | 25 | 1 | 1 | 4.39 |
| 3 | The show has strengthened my family bonds | 205 | 151 | 27 | 2 | 2 | 4.43 |
| 4 | I've become more empathetic towards family members due to the show | 204 | 160 | 18 | 3 | 2 | 4.45 |
| 5 | The show has helped me set better boundaries in my family | 230 | 138 | 17 | 1 | 3 | 4.52 |
| 6 | I've adopted new family traditions or practices inspired by the show | 217 | 144 | 21 | 3 | 2 | 4.48 |
| 7 | The show has positively influenced my parenting style | 206 | 156 | 22 | 2 | 1 | 4.46 |
| 8 | My overall family life has improved since listening to the show | 210 | 150 | 25 | 1 | 1 | 4.47 |

**Field Survey, 2024**

Table 7 presents data on the specific ways the Relationship and Family show has impacted listeners' family relationships. The high mean scores (all above 4.39 on a 5-point scale) indicate that the show has had a significant positive influence on various aspects of family dynamics. A majority of respondents (368, 95.09%) either strongly agreed or agreed that the show has improved their communication with family members (mean score of 4.50). This finding aligns with research by Onyango and Muganda (2020), who found that family-oriented radio programs in Kenya contributed to improved communication patterns within households.

The data also reveals that listeners have successfully applied conflict resolution strategies from the show, with 360 respondents (93.02%) agreeing or strongly agreeing with this statement (mean score of 4.39). This practical application of the show's content supports the effectiveness of radio as a medium for behavior change, as suggested by Johnson and Lee's (2018) meta-analysis of radio-based interventions. Furthermore, 356 respondents (92.00%) reported that the show has strengthened their family bonds (mean score of 4.43), and 364

(94.06%) indicated increased empathy towards family members due to the show (mean score of 4.45). These findings suggest that the show is effectively promoting positive family functioning, which aligns with recent trends in family therapy emphasizing the importance of building resilience and fostering positive relationships (Walsh, 2022).

Notably, 368 respondents (95.09%) agreed or strongly agreed that the show has helped them set better boundaries in their family (mean score of 4.52). This high score indicates that the show is addressing a crucial aspect of family dynamics, potentially contributing to healthier family systems. These findings provide strong evidence for the positive impact of the Fresh FM Relationship and Family show on listeners' family relationships. The show appears to be effective in promoting key aspects of family coherence, including improved communication, conflict resolution, empathy, and boundary-setting. This aligns with the concept of family coherence as described by Antonovsky and Sourani (2018), who emphasized the importance of family members perceiving their family life as comprehensible, manageable, and meaningful.

**Research Question Four:** *To what extent do listeners implement the strategies presented on the Relationship and Family show in their own family situations?*

**Table 8: Application of Advice and Strategies from the Show**

| No. | Statement | SA | A | N | D | SD | Mean |
|---|---|---|---|---|---|---|---|
| 1 | I often try to apply advice from the show in my family life | 208 | 156 | 19 | 3 | 1 | 4.47 |
| 2 | The strategies suggested on the show are easy to implement | 212 | 155 | 15 | 3 | 2 | 4.48 |
| 3 | I've seen positive results from applying the show's advice | 211 | 144 | 30 | 3 | 3 | 4.44 |
| 4 | I discuss the show's advice with my family members | 200 | 153 | 29 | 3 | 2 | 4.41 |
| 5 | I've made long-term changes based on the show's guidance | 205 | 150 | 27 | 2 | 3 | 4.43 |
| 6 | The show's advice has helped me handle family crises better | 197 | 170 | 17 | 3 | 2 | 4.44 |
| 7 | I feel more confident in my family role due to the show's advice | 187 | 182 | 15 | 2 | 1 | 4.43 |
| 8 | I actively seek ways to apply the show's content in my daily life | 200 | 154 | 30 | 2 | 1 | 4.42 |

**Field Survey, 2024**

Table 8 presents data on the application of advice and strategies from the Fresh FM Relationship and Family show by listeners. The consistently high mean scores (all above 4.40 on a 5-point scale) indicate that listeners are actively implementing the show's advice in their family lives and experiencing positive outcomes. A significant majority of respondents (364, 94.06%) reported that they often try to apply advice from the show in their family life (mean score of 4.47). This high rate of application suggests that listeners find the show's content

practical and relevant to their personal situations. The ease of implementing the suggested strategies (mean score of 4.48) likely contributes to the high rate of application. This accessibility of advice is crucial for the show's effectiveness in promoting behavior change. Notably, 355 respondents (91.73%) reported seeing positive results from applying the show's advice (mean score of 4.44). This outcome validates the show's impact on improving family dynamics and supports its role in enhancing family coherence. The data also reveals that listeners are engaging their family members in discussions about the show's advice (mean score of 4.41) and making long-term changes based on the show's guidance (mean score of 4.43). These findings suggest that the show is fostering ongoing dialogue within families and contributing to sustainable improvements in family relationships.

**Conclusion**

Based on the findings of this study, it can be concluded that Fresh FM's Relationship and Family show is an effective tool for enhancing family coherence among its listeners in Akure. The high listenership, positive perceptions of content relevance and effectiveness, and significant reported impact on family relationships all point to the show's success in addressing family issues and promoting positive family dynamics. The study demonstrates that radio programming, when tailored to address specific community needs and presented in an accessible and culturally appropriate manner, can be a powerful medium for promoting family coherence. The show's ability to reach a wide audience and its interactive format appear to be key factors in its effectiveness, allowing for the dissemination of practical advice and strategies that listeners can readily apply in their family lives. In conclusion, Fresh FM's Relationship and Family show represents a successful model of using media, specifically radio, as an intervention tool for addressing family issues and promoting social well-being. The findings of this study support the potential of such initiatives in contributing to stronger, more cohesive families, which in turn can lead to more stable and thriving communities.

**Recommendations**

Based on the findings of this study, the following recommendations are made:

1. Given the high listenership and positive impact of the Fresh FM Relationship and Family show, it is recommended that the program's airtime be extended to reach an even wider audience. This could involve rebroadcasting the show at different times or expanding its duration to cover more topics in depth.

2. Considering the perceived relevance and effectiveness of the show's content, it is recommended that Fresh FM continue to diversify the topics covered, ensuring that a wide range of family issues are addressed. Regular audience surveys could be conducted to identify emerging family concerns and ensure the content remains relevant to listeners' needs.

3. In light of the significant impact the show has had on listeners' family relationships, it is recommended that Fresh FM consider developing supplementary resources, such as online materials or printed guides, to reinforce the strategies discussed on the show and provide additional support to listeners.

4. Given the high rate of implementation of advice from the show, it is recommended that Fresh FM incorporate more follow-up segments where listeners can share their experiences of applying the strategies in their family lives. This could further

encourage implementation and provide valuable feedback on the real-world effectiveness of the advice given.

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