

COMMUNITY-BASED RADIO AS TOOL FOR RURAL DEVELOPMENT IN NIGERIA: A STUDY OF BAUCHI STATE COMMUNITY-BASED FM STATIONS

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Abstract- The idea of setting up the 10 community-based FM stations in Bauchi State initiated in 2012 is considered as a bridge building process that brings different people of the state closer to radio programmes than in the days when only the mother Bauchi Radio Corporation station was there to serve the entire State. The establishment of the FM stations, therefore, is intended to help in rural development through raising the level of awareness of the rural people on government policies, as well as national and international events and issues. This study sought to find out whether the FM stations have contributed in educating rural dwellers on development issues, especially those that affect the vulnerable group of people in the rural areas. The study discovered that the FM stations have significant contribution in bringing government closer to the people and raising the awareness of the rural dwellers towards rural development.

Keywords- Community-based Radio, Rural Development

I. INTRODUCTION

Most people in Nigeria are rural dwellers, and most know very little about the ample opportunities available to them. They live in the past centuries and old culture of low informed and shared beliefs that put them on the disadvantage of inequality in terms of quality of life. Lack of adequate awareness on development issues often exhibited by rural dwellers are being linked to media concerns on their level of education information, enlightenment, mobilisation and sensitisation drive, especially in northeast Nigeria where insurgency is ravaging. Incidentally, Bauchi is the most peaceful state among the six that makeup the geopolitical zone, making it a sanctuary of sorts to over two million of people fleeing insurgency from the other states. The establishment of community-based radio in Bauchi State therefore is an attempt to examine how rural development programmes on community-based radio can be employed to foster rural development.

Apart from the mother station of Bauchi Radio Corporation, BRC, which operates on Amplitude Modulation (AM) and covers most parts of Bauchi State, the station has other ten other community-based Frequency Modulation (FM) stations, within smaller communities, with limited outreach although the main BRC station still broadcasts in over 12 languages including English and Hausa languages. This accords the opportunity to the local communities to enjoy the FM radio stations which have carved local niches through popular talks, musicals and comedy, peculiar programming and local news, covering not fewer than 5 languages each.

One of the major roles of radio station is that of enlightenment and examining problems and issues that need to be understood in order to improve the

quality of life among the rural dwellers. Studies have shown that radio is only good at providing information to the masses, but the final decisions by human beings to adopt certain ways of life are much more influenced by other factors, including family members, friends, local leaders, and socio-cultural institutions (Servaes, 1999: 23). No any rural development in the developing nations can be attained without careful and systematic approach towards mobilization and participation of rural communities. People in all parts of Nigeria access media, especially radio but the signals that are received from international, national and regional radio station whose programme contents do not adequately cater for the needs of rural communities, and thus the people in the rural areas are not educated enough to understand some of the information passed to them. The idea of setting up the FM stations initiated in 2012 is considered as a bridge building process that brings different people of the state closer to radio programmes than in the days when only the BRC mother station was there to serve the entire State. This therefore helped in raising the level of awareness of the rural people on government policies, as well as national and international events and issues. This study seeks to find out how FM stations are educating rural dwellers on development issues, especially those that affect the vulnerable group of people in the rural areas.

Over sixty-eight percent of the people of Nigeria live in the rural areas, and up to 68 percent of the country's approximated 160 million people live below the poverty line of \$1.25 based on UNDP, 2013 World Human index Report. The National Poverty Eradication Action Programme (NAPEP), National Bureau of statistics (AAS 2009,) and the National Communication Policy, BRC Bauchi establishment edict, together with the mission

statement of the FM radio stations all concur on the need for radio stations to enhance developmental programmes state-wide.

II. OBJECTIVES OF THE STUDY

Specifically the objectives of this study are:

- To find out the main contributions of the BRC FM radio stations to the development of rural areas of Bauchi state.
- To find out appropriate adjustments needed in editorial policies of the FM radio stations in promoting development initiatives in the rural areas of the state.
- To identify barriers to rural communities' participation or interaction with radio stations.

III. BRIEF ON BAUCHI RADIO CORPORATION (BRC)

Bauchi Radio Corporation is a state-owned Radio whose history dated back to 1977. Since then, the station has been developing and expanding until 2012 when it become the fourth largest broadcasting outfit

S/N	STATIONS	LOCATIONS	FREQUENCIES
1	BRC FM Alkaleri LGA	Alkaleri	90.3 MHZ
2	BRC FM Kirfi LGA	Kirfi	89.5 MHZ
3	BRC FM Tafawa Balewa LGA	Bununu	89.9 MHZ
4	BRC FM Toro LGA	Toro	89.1 MHZ
5	BRC FM Ganjuwa LGA	Kafin Madaki	90.3 MHZ
6	BRC FM Ningi LGA	Ningi	88.3 MHZ
7	BRC FM Jama-are LGA	Jama-are	89.5 MHZ
8	BRC FM Misau LGA	Misau	89.1 MHZ
9	BRC FM Gamawa LGA	Gamawa	88.3 MHZ
10	BRC FM Zaki LGA	Katagum	89.9 MHZ

V. REVIEW OF RELATED LITERATURE

In developing countries, the media especially radio,

in the country with 12 FM stations beside the main AM station.

BRC, broadcasts mainly in English and Hausa and not less than 10 other local languages, promoting socio-political mobilization, peace, tolerance and understanding among the diverse ethnic groups of the population in the state and its neighboring states, as well as raising the consciousness of the people towards their civic rights and obligations as responsible citizens of this nation.

IV. LOCATIONS AND FREQUENCIES OF THE FM STATIONS

All the 10 FM stations are Bauchi State Government-owned and are managed by the BRC Bauchi with its headquarters in Bauchi, the State capital.

The stations commenced test transmission on 26th April, 2012 and subsequently went fully on air operating for 12 to 15 hours daily. Most of their broadcast is done in the local Hausa language, although they have some slots for English news, programmes presentation and spot announcements.

are recognized to have made tremendous impact on national development through disseminating information, education and entertainment to improve people's socio-economic conditions, as well as raising the level of the people's participation in political activities. This goes in line with many scholarly works. According to Tengo, media: help to increase the degree of understanding among people of different ethnic groups. Among democratic countries, media have also been used to teach new skills and competences which are required in sustaining changes. The major point of argument among scholars concerned with the influence of radio communication in development is whether the increase in the numbers and rapid expansion of the media had affected the lives of the people towards significant improvement or whether the change is not adequate and irrelevant. These ideas are important because the role of communication in national development involves the changing of peoples' social values. It also involves designing suitable media messages that reflect the people's culture, aims, life style and aspirations, (1986:30).

VI. DEVELOPMENT AS A CONCEPT

Since the mid 20th century, 'development' has become a term synonymous with 'growth', 'modernization', and 'social change' (Mattelart & Mattelart, 1998: 36). Researchers have not been able to agree on a single definition of development – perhaps because of the diverse nature of the notion (Fisher, 2001; Sparks, 2001; Waisbord, 2001). This study agrees with some scholars who contend that the meaning of development in one part of the world may

be different from that of another area because each country is considered peculiar in her own physical environment, culture, natural resources, and general way of life. (Fisher, 2001; Servaes et al., 1996).

Servaes et al. (1996:82) see development as “a multi-dimensional process that involves change in social structures, attitudes, institutions, economic growth, reduction of inequality, and the eradication of poverty”. In the past, development meant the poor countries imitating the ‘developed west’, and abandoning ‘traditional’, ‘barbaric’ or ‘uncivilized’ technologies and cultures in favour of the ‘modern’ Westernised ones (Thussu, 2000). Later scholars coined the term ‘development’, which calls for satisfaction of needs, indigenous self-reliance, participatory democracy and life in harmony with the environment – now popularly known as sustainable development (Servaes, 1999; Servaes et al., 1996; Waisbord, 2001). One would agree with Servaes (1999) that ‘development’ is one of the oldest and most powerful of all Western ideas about social progress or lack of it. It can be traced to as far back as the works of 19th century philosophers such as Condorcet, Comte, Durkheim, Saint-Simon, Spencer and even Karl Marx (Servaes, 1999: 19).

VII. DEVELOPMENT AND CULTURE

According to Meaning (1973), “development is the means of making use of the media in acceleration of social – economic changes”. He opined that once a country has decided to use radio as one of the means to facilitate national development, the first thing is to determine the best way to use them. Radio performs economic function for people by bringing together, through advertising, the buyers and sellers of goods and services. Radio as one of the electronic media plays the roles of mass mobilizer of support for the activities of the government.

The concept of culture has a very broad meaning. Just like the disagreement over what development itself means, scholars have often come up with different definitions of culture (Fisher, 2001). However, there is a common thrust that runs through all the different definitions of culture, which is that, is viewed as the deposit of knowledge, beliefs, and experiences, shared meanings about symbols, signs, values, attitudes, hierarchies, religion, timing, roles, concepts of the universe, and material objects and possessions through individual and group striving. (Clarke, 2006; McQuail, 2001; Servaes et al., 1996; Sparks, 2001). Change within any society depends in part on the members’ willingness to abandon certain cultural traits in favour of new ideas or ways of life (Hendy, 2000), which is why scholars view culture as a significant factor in any process of development, and the media as agent of cultural revolution. There is therefore an obvious correlation between media and

culture, and as McQuail puts it, “every aspect of the production and use of mass media has a cultural dimension”, (McQuail, 2005: 113).

In development, increase or growth in any or all of the physical things that boost the human living standard and interactions among people, is given a generic term of ‘capital development’ (Servaes et al., 1996). The level of capital development in any given village, country, region or society determines the extent to which that community’s way of life changes (Norris & Zinnbauer, 2002; UNDP, 2005).

VIII. DEVELOPMENT, PEACE AND COMMUNICATIONS

Another important school of thought in the field of development is that which interlocks development with peace and communitarians. The latter notion comes from the word ‘commune’, which means a mutually supportive social group of people, in which possessions and responsibilities are shared. This perspective stresses that for meaningful societal development to be realized, members of the whole communities must be in harmony with each other, and that every member of the society must be free to contribute towards the general community wellbeing. Among the leading exponents of this perspective are; Paulo Freire, Jean Jacques Rousseau, Emile Durkheim, John Ruskin, Mahatma Gandhi, Leo Tolstoy and intellectual leaders of the current worldwide environment and peace movements including Johan Galtung, the Norwegian peace researcher (Tehrani, 1996: 44). This school emphasizes the preservation of the community as the highest value, necessary for peace and development (McQuail, 2005). It argues that when people are mobilized together as a group, for instance through a community radio, in this instance rural programming, they tend to ‘develop’ much better than when everyone does as he or she wishes, to satisfy his or her own selfish needs.

IX. CONTEMPORARY GLOBAL PARADIGN OF DEVELOPMENT

Global development organizations like the United Nations (UN), the World Bank and the International Monetary Fund, have codified standard indicators of development. For this study, we refer to this as ‘contemporary paradigm of development’. The UN Development Programme (UNDP) has a Human Development Index (HDI), a composite indicator which it uses to measure and rank the progress in different countries every year – which findings are published in its annual Human Development Report (HDR). The HDI covers three broad dimensions of human welfare: income, education and health. These are then broken down to numerous significant indicators of human development. They include life

expectancy, adult literacy, enrollment in schools, gender equality, infant mortality, maternal mortality, access to information, health services, transport and communication, child rights, democracy and food security. Other elements encompass employment, capital-intensive technology, investment, and access to water and electricity (Norris & Zinnbauer, 2002).

X. DEMOCRACY AND DIVERSITY OF RADIO CHANNELS

Democracy is defined differently by different scholars, but there are key elements that determine whether a society is democratic or not, these include the respect for rule of law, respect for human rights, transparency and accountability by local leaders, regular, free and credible elections of leaders, freedom of expression and that of the press, justice and equal opportunity for all members of the community (White, 2001). As the UNDP puts it in its annual HDR 2005:

“Democracy is a fundamental aspect of human development. It is both intrinsically valuable, and therefore a human development indicator in its own right, and a means towards wider human development goals.” (UNDP, 2005: 20)

Discussing the relationship between radio and democracy, Hendy (2000: 139) explains that “radio imbues itself with an aura of democracy.” Radio promotes democracy by allowing multiplicity of opinions and expressions through debates, talk shows, phone-ins, etc. on radio is good for the community. This makes radio a “free marketplace of ideas” through which different views can make the audience learn to be discernible (Hendy, 2000: 139). The theory of diversity of channels believes that whenever there are more channels of communication, like a number of radio stations within a community, the audience has the opportunity to absorb information through various sources.

A communications researcher, McAnany, (1973) in his book, *Radio's Role in Development and Oriented Communication*, observed that development “is the means of making use of the media in accelerating social –economic changes.” Once a country has decided to use radio as one of its means to facilitate national development, the first thing is to determine the best way to use it. Therefore, for communication to facilitate economic and social development, Schramm (1964:41) suggested important approaches that must be fulfilled including:-

i. That people should be provided with quick information focused primarily on the needs for change and the opportunities must exist for them to participate in the decision-making process while a feedback mechanism must exist to know the people's reaction.

ii. That there must be the need to teach new skills and competence necessary for sustaining the changes. To illustrate the important role of radio in development programmes, series of health community efforts, agricultural campaigns conducted in Nigeria in the 1980s and 1990s with the aid of radio forum and jingles, led to a great deal of village self-help efforts in rural electrification projects, roads construction, schools infrastructure, etc. The role of mass media in agricultural development of a nation is very crucial, considering the fact that agricultural extension workers are usually inadequate or not available to go round the villages to educate rural dwellers on new ways to improve farm inputs and yields. In such situations it is only radio that fills up the gaps, as most of the farmers are reached with the latest information about their farming through various radio packages.

Nigerian Broadcasting Commission, NBC, the regulatory agency of broadcasting in Nigeria, has made an elaborate explanation on the functions of broadcast stations in helping the development needs of the rural community, which include programmes on economy, health, education, community self help. Schramm (1964:41) rightly said “it would be utterly impossible to think of national economic and social development without the mass media as a means of communication more so to rural dwellers”.

XI. DEVELOPMENT BROADCASTING

In covering the development news beat, broadcasters should critically examine, evaluate, and report the relevance of a development project to national and local needs, and typical stories for the development broadcast would be about agricultural breakthroughs, successful literacy programmes, or the impact of large-scale projects on local communities. The issues addressed by the media must affect the lives of the ordinary people or the majority. Some scholars refer to development journalism as ‘positive journalism’.

XII. RADIO AND PARTICIPATORY COMMUNICATION IN RURAL AREAS

The concept of participatory communication is the process by which people within a particular community “create and share information with one another in order to reach a mutual understanding” (Waisbord, 2001: 5). In the case of radios, it means debates or other active forms of participation in the decision-making, production and the thrashing out of numerous diverse ideas over radio. (Kivikuru, 2006; Streeten, 2002) singled out the power of the FM radio, which brings the radio station closer to a small, local audience, which hardly ever had a chance to express their views on centralised AM radios based mainly in the capital cities. The closer the radio is to the audience, the easier it is for the social and environmental needs of the masses to be considered

during programme production and feedback. In fact, some scholars have argued that radio is part of the society itself, and the way radio works in any society reflects that society's context.

XIII. RESEARCH METHODOLOGY

In order to widen the scope of the data collation from the individual interview, the study also collected a month's programme schedule from each of the 10 FM stations, and analysed them for "mapping" and "comparing" the major development programmes of the stations over a period, drawing conclusion as to what is applicable on the rest of the months since they are managed by the same authority. The survey method required respondents to express their views on the programme of the broadcasting services of BRC Bauchi FM Stations, which is very convenient and cost effective and enables the study to have a general view of the research problems after selecting a representative sample.

XIV. RESEARCH DESIGN

The study utilised two methods of qualitative study - questionnaire and interviews. The questionnaire for the FM managers has eight questions while that of the media executive or policy makers conducted at the headquarters in Bauchi were mainly on policy issues. The FM managers were engaged on how the programmes were structured in terms of content. These samples were evaluated to establish the extent to which the stations are discharging their mandate in meeting up with the development needs of the rural listeners. On their side, the policy makers in the mother station were asked about the objectives of setting up the FM stations and what kind of impact they are expected to make in terms of rural development. Three instruments were used for the purpose of data generation: Questionnaire, Interview and Content analysis (of programme schedules). For the purpose of this study, interview guide was designed for the purpose of interview with policy makers, the Bauchi State Commissioner of Information¹ and the Group Managing Director² of the BRC and respectively have been interviewed on the objectives of Bauchi State Government in the establishment of the FM stations.

The other component of the study comprises six respondents interviewees, comprising of three news editors/station managers (one from each of the three FM stations), and three field reporters (also from the three different stations). The interview format has been a face-to-face interview with individuals that the

¹ Alhaji Muhammed Dhamina is the State Commissioner of Information.

² Muhammed Ahmed Abdullahi is the Group managing Director of the Bauchi Radio Corporation.

study felt can best answer the research questions. For this study, the interviews lasted between 30 and 45 minutes apiece. All the interviews were conducted at the interviewees' own stations, tape-recorded and held separately with each reporter.

The respondents were asked to comment on the kinds of programmes which they think are developmental; how such programmes are promoting rural development; how the people participate in the production of the programmes; and the challenges of reaching out to the rural communities.

The final sample collated was the programme schedules of all the ten FM stations. After the collections, they were vividly studied to ascertain the nature of development related programmes in each of the stations.

Thus:

<u>Sample Size</u>	=	Commissioner Information
8 Respondents		MD BRC
		3 Reporters
		3 News Editors /Station Managers

XV. DATA COLLECTION

In carrying out the study, data were collected from three perspectives as follows;

a. Face to face interview

Under this method, the data for this study were collected mainly through structured on the spot interview, where the respondents were asked questions and as they responded they were recorded and studied thereafter. The Editors/Managers and Reporters that were interviewed had all worked in their respective capacities and stations for at least one year. Their ages range from 32 to 52.

Three women, the station head of programmes in Toro FM, head of presentation in Kirfi FM and head of presentation in Gamawa, featured among the interviewees.

Two key stakeholders in terms of policy making and implementation in respect of the administration, funding and control of the ten FM stations were interviewed. They are the Commissioner of Information Bauchi State, and the Group Managing Director of the Bauchi Radio Corporation. The two principal officers gave in-depth insights into the mission, vision and mandate of the FM stations. Their submissions were later assessed in order to find out whether the established radio stations are on course or otherwise.

b. Questionnaire administration

Information was obtained from structured questionnaires which were distributed to some identified key players in the research area. All in all fifty questionnaires were distributed and collected back from the target group afterwards.

c. Analysis of the stations Programme Schedule

Schedules of the ten rural FM stations established by the Bauchi State government were collated and studied based on the aspect of development focused programmes, looking at the social indices particularly agriculture, commerce, environment, self-help projects, health and politics. Tabulation was made based on days and nature of development perceived programmes to ascertain their frequency and even existence.

According to the Bauchi State Commissioner of Information³, the main objective for establishment of the ten FM radio stations at the rural areas of Bauchi state was to foster development at the grassroots considering the fact that information is power: "The present government in Bauchi state has strong belief that, by giving access to the media, the populace are going to discover their potentials and harness them for their individual and collective benefit" In his words, the Group Managing Director of the Station⁴ said: "The ten FM stations are public stations funded by public funds and are expected and mandated to champion the course of rural development. Therefore the focus of their programming is going to center on critical issues of development such as Health, education, economy, environment, agriculture, peace building and cultural re-orientation".

On the mandate of the station towards political education and emancipation, the Station's Managing Director explained that the stations were able to accommodate all and sundry without being accused of biased coverage and reporting. "I am proud to lead these baby stations and stand to say that, we have continued to do our work with all sense of professionalism, due process and rule of law. We have not recorded a single petition talk less of any litigation in respect of dealings with politicians, as such we have provided a leveled playing field to all the political parties and divergent views. The people are treated maturely; they are also given access to contribute to positive political debate and discussions on the radio which hastens good governance and national cohesion, things that to our conviction fast-track the attainment of national development."

XVI. NEWS PROGRAMMES

The importance of news emerged as one of the dominant themes in both the respondents' interviews and programme schedule assessment. The news editors and reporters said the news bulletin, especially the morning and evening ones in the local Hausa

³ Alhaji Muhammed Dhamina is the State Commissioner of Information.

⁴ Muhammed Ahmed Abdullahi is the Group managing Director of the Bauchi Radio Corporation.

language are among the most listened programmes of their stations. The fact that all the 10 Stations schedule their news bulletins – both in the local Hausa and English languages – around the same time, between 7.00am and 8.00am in the morning, and between 7.00pm and 8.00pm in the evening, shows that news is among their top priorities. The station Manager of FM Kirfi⁵ put it, "People always want to know what is happening around them, in the central government or local council, and outside the country." The local Hausa language and English news in all the stations last between 10 and 15 minutes each.

On the role of information to the rural people, the news editor of FM Jama'are⁶, stressed that, before the coming of the FM stations in 2012, the people were ignorant of things transpiring in the cabinet, parliament or even here in the local government. But now anything what happens in the central government in Abuja, Bauchi and here at the LGA headquarters, within few minutes people in the rural areas have already got the news. Now, tell me if that is not development brought about by the FM radios".

XVII. PEACE AND RECONCILIATION

The contribution of the FM radios towards bringing peace to their communities was emphasized by both the interviewees and policy makers, the Manager of Bununu FM⁷, explained that, when the FM came on board, it paid significant attention to the issue of harmony among various interest groups, religious, political, ethnic and gender, people are encouraged to live in peace devoid of sentiments considering the volatile nature of Tafawa Balewa LGA. "For more than two years now, the FM station has been running peace and reconciliation programmes targeted at luring the restive youth of the locality to appreciate the value of peace".

Community Based Organizations, CBOs, have also been utilising the Station in drumming up the spirit of reconciliation and forgiveness among the various interest groups which have seen each other as enemies in the past. Some listeners also phone-in live to applaud the youth in the area for their resolve to live in peace. The Station also plays peace jingles and peace songs in order to compliment the other on-going efforts.

The Toro FM head of programmes⁸ said as the result

⁵ Mr. Haruna Adamu Yusuf is the Manager of Kirfi FM station of the radio.

⁶ Mr. Nazif Abba Pali is the News Editor of FM Jama'are.

⁷ Mr. Garba Muhammed Jodi is the Manger of Bununu FM Station of the radio.

⁸ Ms Debra Sadiq is the Head of Programmes of the Toro FM station of the radio.

of the station's commitment to peace building, a culture of exchange of visitation among people of different faiths during religious festivities has been upheld in the area. This, according to head of presentation, has helped in ensuring confidence and trust building among the people of the area.

The Station also hosted officials of the State Inter-Religious Committee to talk to the people and advocate for peaceful co-existence. The head of presentation said "one can see how powerful radio is, we are winning the peace imitative, people's perception is changing, peace and development have been the main contribution of this radio station."

FMs Ganjuwa and Alkaleri also have peace building programmes with similar aims and objectives as those of Toro and Bununu FM stations. However, the fact that both stations have similar programmes could be interpreted to mean that they are very significant programmes in the promotion of peace, which is one of the main public concerns among the entire people of Bauchi State especially nowadays that the northeast region is faced with serious insurgency.

XVIII. CULTURAL AWARENESS

The Ningi FM station produces "Mu kewayar masarautunmu" (our emirates) programme which contributes to "preservation" of local cultures, like knowledge of the origins of local clans, traditional artifacts, and certain important cultural practices that are facing extinction. Kirfi FM station a Hausa vernacular programme "Kasashen Masarautun Kirfi" (Chiefdoms of Kirfi) for the projection of the history of people and their tradition. The people especially the older generation are always enchanted by the historical perspective of the programme, including the traditional flute being played on the FM Kirfi station which brings back their "good old days". Underscoring the importance of community-based radio to preservation of culture, a programme presenter of ⁹ FM Gamawa, said:

Our listeners like the local songs, and to promote local artistes, our programme schedule has provided generous times for local music and local artistes to showcase their talents, some are recorded while some do even come to the studio live, during which they speak about their songs. On our station, there is what is called Filin Zabe, (the request time), time dedicated to local musicians to showcase their songs and talents, and the deeper meanings of their lyrics. This process helps to inspire other people, especially young ones, who may learn language and culture."

The FM radios have become the best "marketing forum" for musicians. According to the Ningi FM

⁹ Ms Aliya Babaji is a programmes presenter in Gamawa FM station of the radio station.

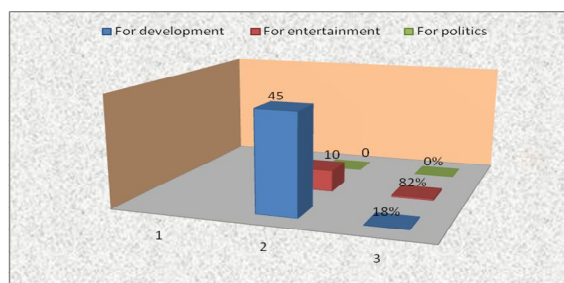
Manager¹⁰, "It is the radio that brings musicians to the limelight. We don't charge them anything to play their songs, and they don't demand anything from us for playing their songs. For as long as they have released a new song, most of them usually just run to us to play their songs, and so far we have about over 100 collections of such indigenous musicals".

The themes of the songs are mostly on social issues, and therefore a source of education for the public on social values. This is one way to enhance development because the songs can motivate people into doing positive things advocated for in the songs. For instance, there are popular Poems sang by a poet¹¹ which advises people to acquire permanent Voter card to enable them discharge their civil responsibility of electing responsible people into political offices. This has become one of the most influential songs on the radio stations.

Most of the ten FM radios have specific times during which listeners phone in to request for local songs of their choice. The Ningi FM Manager, said "at least these young people can be exposed and even make them earn some little money from the sales of their music albums, which is good for them and their families. We can therefore say that the FMs have done a good job for the sake of development." Some of the musicians are contracted by NGOs or government departments to produce songs to promote a local issue of public interest.

XIX. ANALYSIS OF RESEARCH QUESTIONS

Based on the data generation mechanism, some set of questions have been structured and administered to the stations managers in order to assess their priority areas and their line of operations towards meeting the goals and objectives of setting up the stations. The following explain the managers' expression towards delivering their mandate in line with the development goals.



Source: field Work April-May 2014.

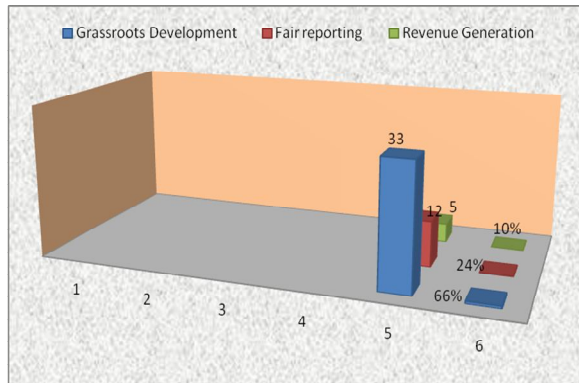
Figure 4.3.1. Why was the Radio Station started here?

Out of the total number of fifty staff interviewed from

¹⁰ Mr. Bala Usman Kurba is the Manager, Ningi FM station.

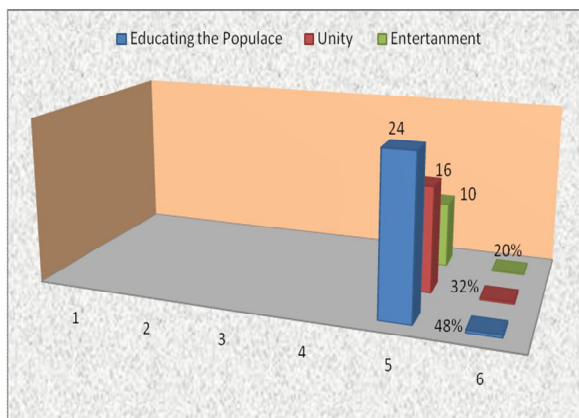
¹¹ Mr. Dahiru Musa Jahun is a popular Hausa poet on Bauchi Radio Stations.

the ten FM stations, majority of them numbering 45, said the purpose of establishing the FM stations was for development, while five of the total number, see the reason for putting the stations in place as being political reason. This indicates that, the overwhelming view about the purpose of establishment of the stations was to ensure development of the people.



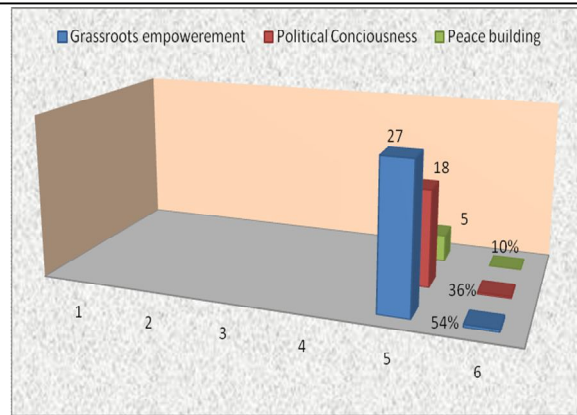
Source: field Work April-May 2014.
Figure 4.3.2 What is your Editorial policy?

The Figure above, shows that 33 of the 50 Managers interviewed identified Grassroots development as the main focus in the editorial policy of the stations, while 12 out of the 50 interviewees said fair reporting was the main policy thrust, leaving out 5 of the 50 respondents who said that, revenue generation was the main policy based on these submissions, the main editorial policy of the majority of the stations is enhancing grassroots development. This is in tune with the primary aim of the station whose mandate is that of fostering rural development as emphasized earlier by the policy makers' view.



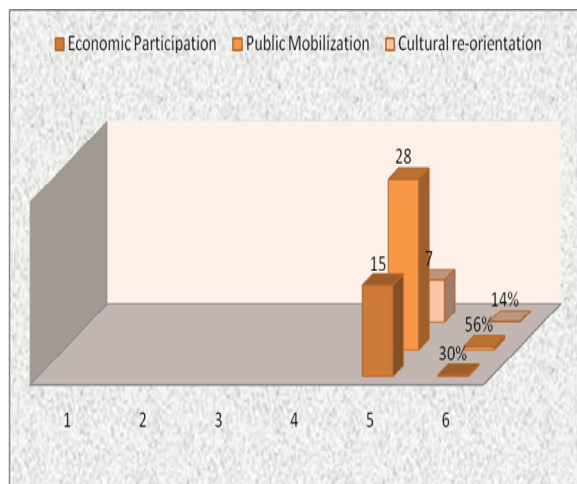
Source: field Work April-May 2014.
Figure 4.3.3 What is the main objective of your radio station?

24 of the total 50 respondents said, educating the populace is the main objective of the stations, while 16 out of the 50 interviewees explained that, creating unity among the people was the main objective and 10 of the 50 respondents said entertainment was the main objective. The finding here is that, greater percentage of the managers of the station see their task as that of educating their listeners, therefore becoming relevant with the goal of development.



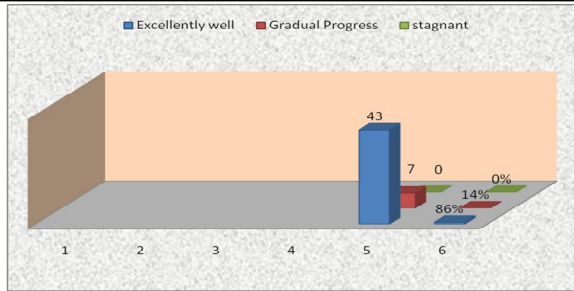
Source: field Work April-May 2014.
Figure 4.3.4 What concept of development has the government set for the FM stations?

While trying to ascertain the primary mandate of the stations as handed over by the government, 27 of the 50 interviewees said grassroot empowerment was the main concept, while 18 of the 50 respondents said raising political conciousness of the people was the overall concept of the government in putting the stations in place and 5 of 50 interviewees described peace building as the main concept. With this finding, it is evident that, the concept of government thinking towards the stations was to firstly empower people at the grassroots followed by political awareness and peace building respectively which are all integral components of sustainable development as explained in chapter two of this research work.



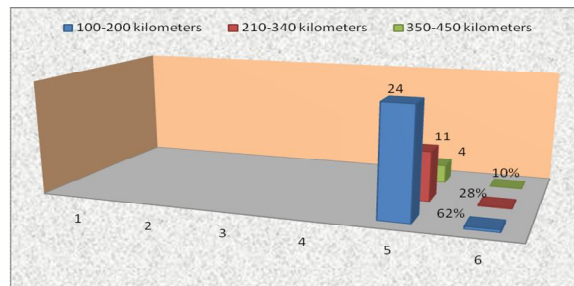
Source: field Work April-May 2014.
Figure 4.3.5 What is the mission of the station in respect of development?

In terms of the stations' focus towards enhancing development among various communities, 28 out of 50 interviewees explained that public mobilization takes centre stage as mission of the stations, while enhancing economic participation in the scheme things and cultural re-orientation received the blessings of 15 of the 50 respondents said, public mobilization, 14 of the 50 interviewees stated that, the main mission of the stations was for cultural re-orientation.



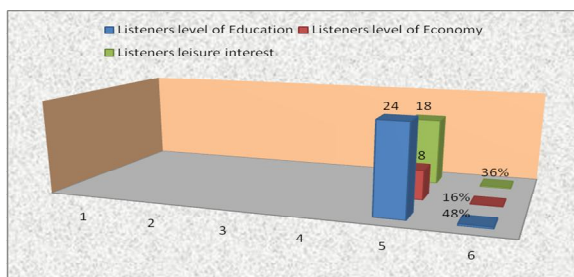
Source: field Work April-May 2014.
Figure 4.3.6 How do you assess the journey so far towards meeting the set goals?

In assessing the performance of the stations, 43 of the 50 respondents, expressed that, their stations are making progress excellently well and 7 of the 50 said that the stations are making gradual progress. None of them rated the stations as stagnant in terms of progression. This shows that, the initiative is paying well as there is considerable progress from the stations in terms of performance and service delivery within the assigned mandate.



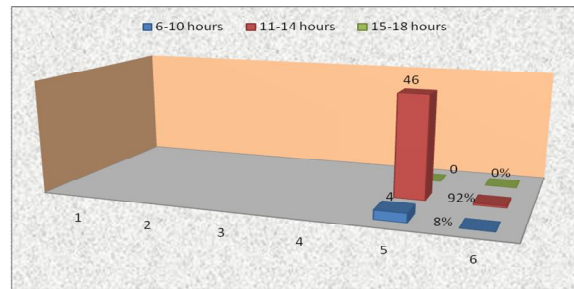
Source: field Work April-May 2014.
Figure 4.3.7 What is your Coverage area in kilometers ?

Coverage area is one of the competing indices among Media stations especially the Radio. Looking at the figure above, 24 out of the 50 managers interviewed confirmed that, out-reach of their station as between 100 and 200 kilometers, radius, while 11 out of 50 reported achieving between 210 and 340 kilometers radius, while 4 of the 50 confirmed that, their station can reach up to between 350 to 450 kilometers radius. This research work found that, on the average, the stations can at any giving time reach between a 100 and 200 kilometers radius. This shows how large the listenership of the stations is indicating that, their role towards enhancing development is herculean and ultimate.



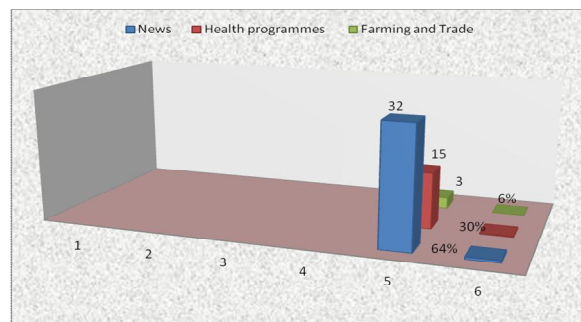
Source: BRC 10 FM schedules June 2014.
Figure 4.3.8 What consideration do you give while coming up with the station schedule ?

24 of the 50 managers interviewed said they put level of education as the bases of packaging their programmes while 18 of the 50 they put listeners leisure interest foremost before coming up with their programme content and lastly 8 of the 50 explained that, consideration into the improvement of the level of listeners economy was the major consideration in the process of their programming. Going by the foregoing, level of education ideally takes foremost ground while coming up with the programming content so that, listeners perception and mode of comprehension is considered topmost.



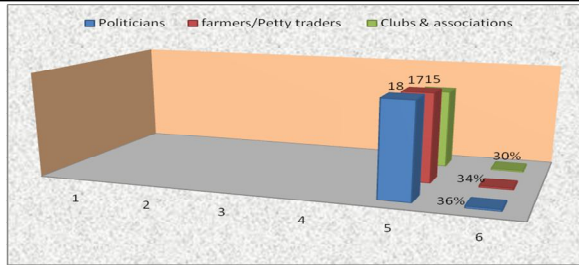
Source: field Work April-May 2014.
Figure 4.3.9 How many hours do you broadcast per day?

From the findings as indicated in the figure above, majority of the stations 46 out the 50 interviewees said they are able to sustain a total broadcast hours of between 11 and 14 hours in a day while others amounting to 4 out of the 50 number interviewed said they are able to sustain 6 to 10 hours in a day. Be it as it may, the broadcast hours are indeed reasonable enough to win the hearts and confidence of their listeners and impact into their working hours of eighteen hours in a day.



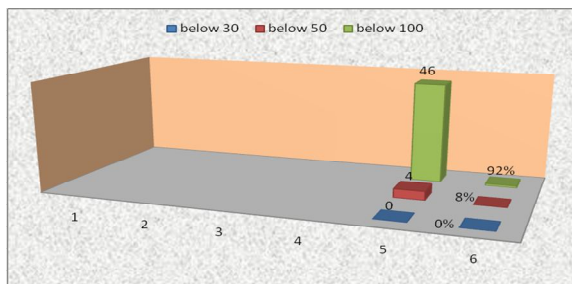
Source: BRC 10 FM schedules June 2014.
Figure 4.3.10 Are there some programmes that you give more time?

The figure above, shows that, 32 of 50 interviewees have identified News programmes as their areas of priority, 15 of the 50 respondents said health programmes enjoyed their priority while 3 of them said they accord farming and trading their lines of priority. Looking at this submission therefore, it is evidently clear that, News as a serious programmes enjoys more attention followed by health programmes which are all parts of development journalism, as highlighted in the literatue review in chapter two of this research work.



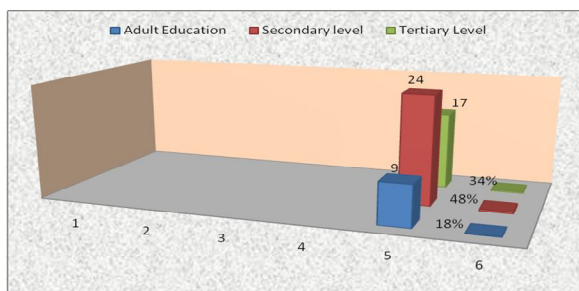
Source: field Work April-May 2014.
Figure 4.3.11 Who are your major sources of Information?

The figure above shows that, most of the FM stations considered politicians as their major source of news, with this segment of people carrying away 18 of 50 managers interviewed, followed closely with 34 out of 50 who viewed farmers and petty traders as their major source of news. Those who identified clubs and associations as their source of news are 15 out of the 50 interviewees. This indicates that, politicians are given access more than other segments of the population when it comes to coverage. Though it is observed that, if you put farmers, petty traders, clubs and associations together, they will carry the major allocation of the audience having access, which is considered reasonable access.



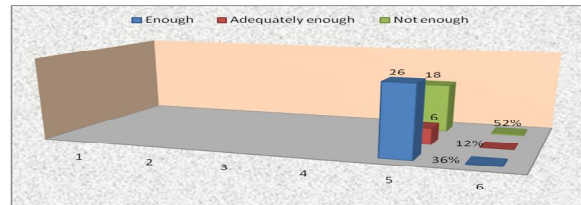
Source: field Work April-May 2014.
Figure 4.3.12 What is your staff strength?

In terms of staff strength that are managing the FM stations, this research work found that, majority of the stations staff interviewed 46 out of the 50 said the stations are manned by upto hundred staff, while 4 of the 50 interviewed said the stations are being manned by about 50 persons. Going by the ninety two percent claims, one can say clearly that, most of the stations have reasonable number of staff with the exception of only eight percent that reported below fifty staff which suggested that they need additional hands to support the existing staff strength.



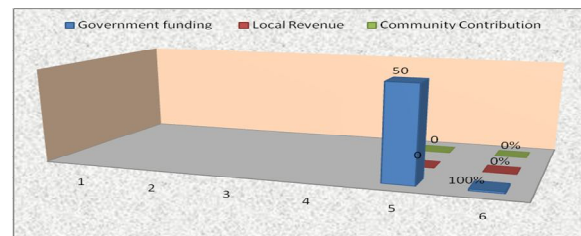
Source: field Work April-May 2014.
Figure 4.3.13 What is the level of Education of your staff ?

Level of education is an issue of consideration in assessing the capacity to deliver. Out of the 50 managers interviewed are found to be Secondary School leavers, 17 of the 50 number are graduates of tertiary level institutions while 9 of the 50 interviewed are graduates of adult literacy classes. With this finding, it is evident that, majority of the staff are of middle level education, therefore the issue of additional training should be something of paramount consideration.



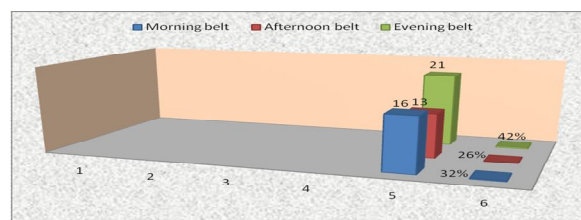
Source: field Work April-May 2014.
Figure 4.3.14 Are your staff enough to serve the station?

Going by the findings as shown by the figures above, majority of the stations managers are of the opinion that they need more hands to be able to discharge their mandate. 18 out of the 50 respondents see themselves as having reasonable number of staff, 26 of the 50 interviewed see their number of staff as not enough while 6 of the 50 confirmed having adequate staff. Generally speaking, more hands are required in most of the stations, however, while recruiting, the issue of qualification should also be put into consideration in order to bridge the gap of educational qualification shown in the last chart.



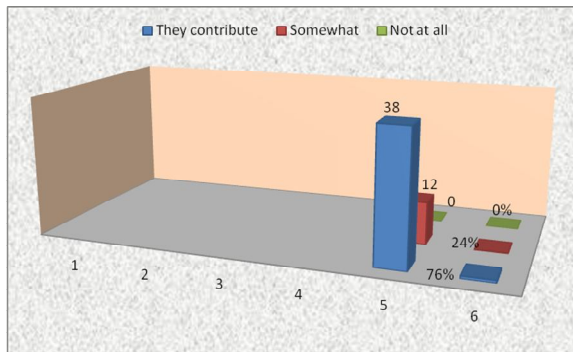
Source: field Work April-May 2014.
Figure 4.3.15 How is the station funded?

When it comes to funding, all the 50 respondents identified one single source of funding that is, the state government which established the 10 FM stations. Therefore, with hundred percent government funding, the stations need to look inwards to diversify means of generating additional funds with a view to complimenting government's support.



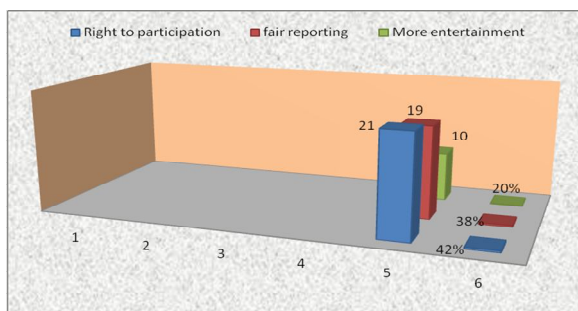
Source: field Work April-May 2014.
Figure 4.3.16 Are there particular hours when people listen to the station more?

Upon all the broadcast belts, 21 of the 50 interviewees said evening belt is the most listened to, 16 of the 50 have considered morning belt as the most listened to, while 13 of the 50 favored afternoon belt. Be that as it may, evening belt is considered more favorable for placing very important development oriented programmes so that more of the listeners could benefit from them.



Source: field Work April-May 2014.
 Figure 4.3.17 Do listeners contribute to the production and presentation of some programmes?

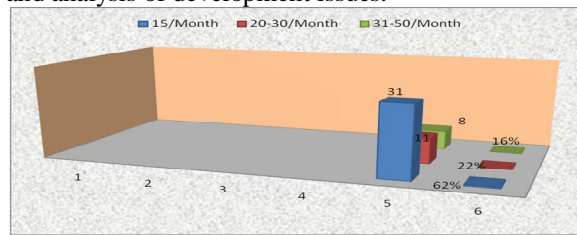
Participatory programming is one technique in radio that attempt to open up access to the valuable listeners to have sense of belonging in the ownership and control of radio stations. In this respect out of the 50 interviewees, 38 reported of minimum involvement of listeners in the production and presentations of their station’s programmes while 12 of the 50 respondents confirmed partial involvement and none reported non involvement at all. While on development perspective, this finding showed that the stations are working towards exploring the potentials of the listeners and giving opportunity for them to develop them which is a good avenue for fast tracking development.



Source: field Work April-May 2014.
 Figure 4.3.18 What issues do people normally ask for from the stations?

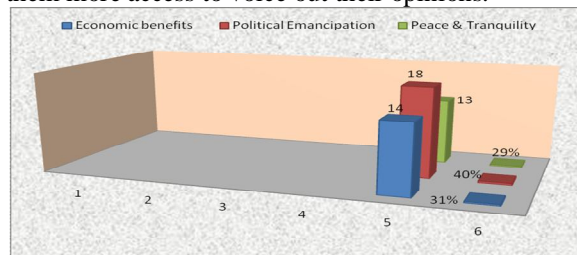
In terms of feed back, out of the 50 total population interviewed, 21 said, right to participation in the station programming was the main demand of the listeners, and 19 of the 50 respondents said, request for fair reporting was the main demand and 10 of the 50 interviewees suggested for more entertainment. Going by this result, it is the view of the majority of the listeners that, the stations should give more chance to the listeners to partake in the programming

through active contribution in terms of programming and analysis of development issues.



Source: field Work April-May 2014.
 Figure 4.3.19 How many Phone-ins, letters,visit do the station record in a month.?

As a way of upholding a sustainable feedback mechanism, the figure above has indicated that, the stations have means of getting feedback from the listeners. 31 of the 50 interviewees said they receive not more than fifteen feedbacks in a month, and 11 of the 50 respondents confirmed receiving 20 to 30 feedback in a month while 8 of the 50 respondents said they receive twenty to thirty feedbacks a month. This finding is suggesting therefore that, they stations need to further expand the feedback mechanisms by allocating more air time to programmes like listeners view, phone-in and letters from the listeners to give them more access to voice out their opinions.



Source: field Work April-May 2014.
 Figure 4.3.20 What benefits do you think listeners drive from your station?

In terms of what listeners gain from the station, the figure above shows that, 18 out of the 50 interviewees confirmed political benefits as the first thing, while 14 of the 50 respondents said economic benefit is the highest gain that listeners have enjoyed and 13 of the 50 saw maintenance of peace and tranquility as the paramount benefit derived from the stations. Going by this indices therefore, it is right to say that, the listeners have in actual sense benefited in development related perspectives from the services of the FM stations.

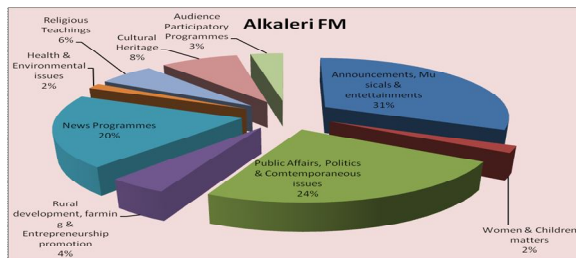
ANALYSIS OF THE PROGRAMME SCHEDULE

One of the methodologies adopted in this work, is to study the programmes schedule of all the ten FM stations in order to ascertain their individual conformity with the development needs of the listeners. This analysis gives first hand information on how the ten FM stations utilize their air time and how utilization relates to the promotion and initiatives that enhance development at the grassroots. The Schedules are seen as mirror of the station, because it is through

their schedules that, one can easily understand how the stations operate, what they produce and dish out to the outside listener. In the course of the analysis, all the programmes were grouped based on their content synopsis namely:-

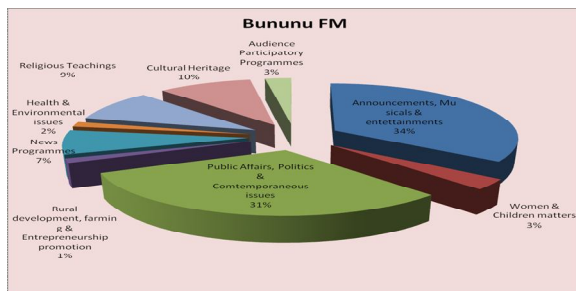
- Announcement, musicals and entertainment belt
- Public affairs, politics and contemporaneous issues
- Women and Children belt, Religious teachings
- Health and environmental issues
- News Programming
- Rural development, farming and entrepreneurship promotion
- Cultural heritage
- Audience participatory belt.

The following figures state the findings at these ten FM stations based on their broadcast schedules.



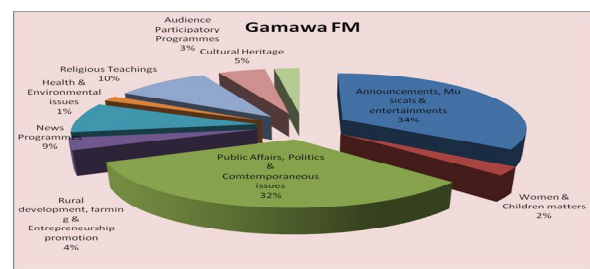
Source: BRC 10 FM schedules June 2014.
 Figure 4.4.1 Time allotted to development issues by Alkaleri FM station

From her total broadcast time, Alkaleri FM station has allocated the highest ratio of 21.35 hours to announcements, musicals and entertainment, while aspect of news programmes gets 13.50, which appears as the average time of the broadcast from the down level. Health and environmental issues, women and children matters are given 1.30 and 1 hours respectfully. This shows that, announcement and musicals as entertainment programmes are allocated more development desired time, thus suggesting need for a review to increase time allocation to the real development issues such as health, environmental, rural development, farming, entrepreneurship issues and women and children. By this adjustment, more positive development could be achieved as listeners would benefit more in terms of real development issues.



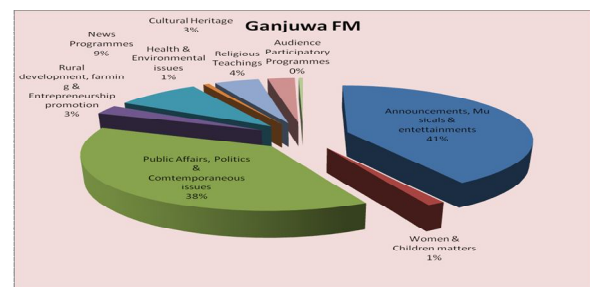
Source: BRC 10 FM schedules June 2014.
 Figure 4.4.2 Time allocation on development issues by Bununu FM station

Bununu FM has a total of 75.48 hours of broadcast out of which, 26 hours amounting to 34 percent are allotted to announcements, musicals and entertainments which is too much against the little 1 hour allocated to rural development, farming and entrepreneurship matters and audience participatory programme which gives voice to the listeners is given only 2 hours in a week. From this perspective therefore, it is recommended that, Bununu FM should make adjustment in the time allocation to reflect development driven programming by increasing the hours allocated to rural development, farming programmes and Entrepreneurship enhancement so that, the station schedule would go in line with the overriding goal of fostering development through the promotion of development related issues.



Source: BRC 10 FM schedules June 2014.
 Figure 4.4.3 Time allocation on development issues by Gamawa FM station

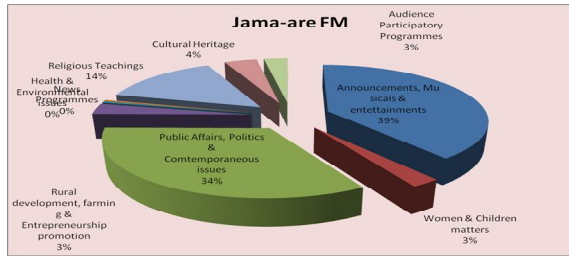
Gamawa FM has a total broadcast hours of 83.25 in a week, out of which 28.25 hours are allocated to announcement, musicals and entertainment. Though people enjoy entertainments, yet, the time allocated is considered too much to the detriment of health and environmental issues which are given only 1 hour 30 minutes of the total weekly broadcast hours. Necessary adjustment will further improve the attainment of the station's goal towards rural development issues especially when programmes such as health, environment, women and children are given more priorities.



Source: BRC 10 FM schedules June 2014.
 Figure 4.4.4 Time allocation by Ganjuwa FM station

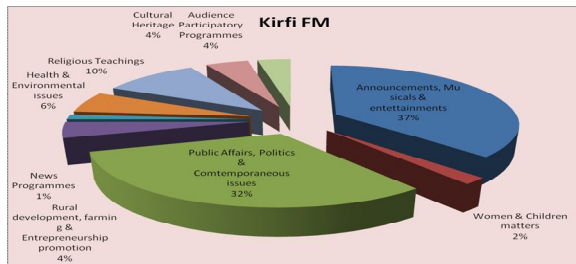
Ganjuwa FM has a total of 74.36 hours in a week, out of which 30.20 is allocated to announcement, musicals and entertainment belt, news programmes has 6.30 hours equivalent to 9 percent of the total time schedule of the week while audience participatory programmes is the lowest with only 30 the minutes weekly broadcast. This suggests the need

to review upward the broadcast time for audience participatory programmes and also for programmes such as women and children matters.



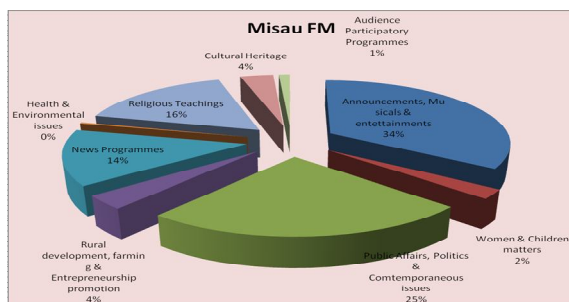
Source: BRC 10 FM schedules June 2014.
Figure 4.4.5 Time allocation by Jama'are FM station.

Jama'are FM has 91.45 broadcast hours weekly, out of which, announcements, musicals and entertainment share total of 31.50 hours leaving 2.45 hours to issues on rural development, farming and entrepreneurship while news and health programmes are allocated only 30 minutes each of the total broadcast hours in a week which is considered inadequate looking at the objectives of setting up the radio station which is primarily to boast rural development and enhance grassroots awareness.



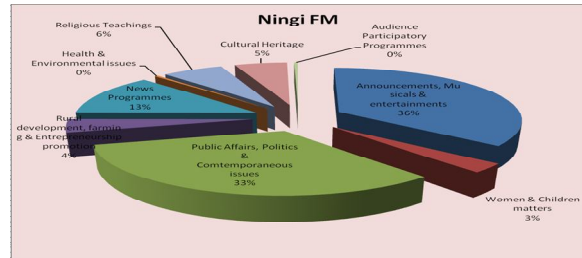
Source: BRC 10 FM schedules June 2014.
Figure 4.4.6 Time allocation by Kirfi FM station

81.25 hours is the total hours of broadcast in the Kirfi FM station, out of this, announcements, musicals and entertainments carry 26.30 hours religious programmes share 7.15 hours. News has share of 1 hour weekly of the total hours. Going by these findings from Kirfi FM, coverage on development issues are lagging behind compare to what has been allocated to entertainment belt, which suggests therefore, the need to allocate more air time to news programmes considering the fact that, news is a great "A" line of programming in any Radio station.



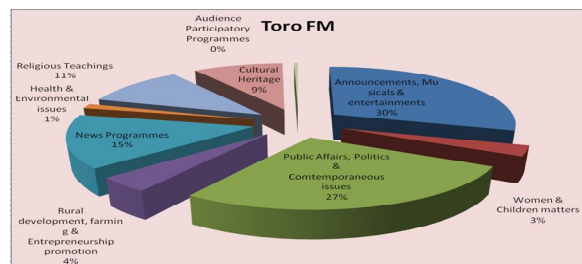
Source: BRC 10 FM schedules June 2014.
Figure 4.4.7 Time allocated to development issues by Misau FM station

Misau FM station has a total broadcast hour of 66.35 hours out of which 29.50 hours go to announcement, musical and entertainment issues as the highest allocation. Down level, religious programmes have 14.15 hours while at the lowest level is the audience participatory programme which is left with one hour in a week. From these findings, Misau FM is considered having too many religious programmes which, if reduced, more times will be saved to be allocated to other areas of development concern such as audience participation in the programming and health /environmental issues.



Source: BRC 10 FM schedules June 2014.
Figure 4.4.8 Time allocated to development issues by Ningi FM station

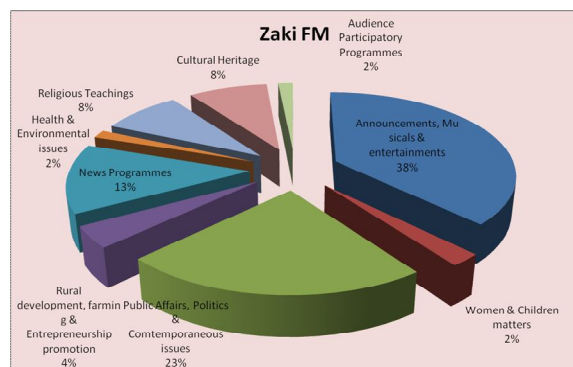
Ningi FM station has a total of 81hours of broadcast in a week from which, public affairs related programming takes away 26.15 hours of the total hours of broadcast, followed by announcement and entertainment belt of programming with percent, while health, environment and audience participatory programmes have the lowest allocation of less than 1 percent of the total hours of broadcast. From the foregoing therefore, Ningi FM station needs to make adjustment to give additional focus to health, environment and window for the listeners to participate with a view to voicing out their minds.



Source: BRC 10 FM schedules June 2014.
Figure 4.4.9 Time allotted to development issues by Toro FM station

Toro FM has a total of 79.05 hours of broadcast in a week, from which announcement and musicals entertainment went away with 23 hours of the total hours, public affairs issues has gotten 21 hours of the total weekly time. From the lower angle, programmes suffering from low allocation are audience participation and health issues/environment which are allotted 1 percent and less than 1 percent respectively. This suggests that Toro FM, has a vacuum in meeting up the goal of the station for bringing development nearer to the people, thus more time should be

allocated to these two belt which are of immense importance to the developmental needs of the people.



Source: BRC 10 FM schedules June 2014.

Figure 4.4.10 Time allotted to development issues by Zaki FM station

Zaki FM has a total broadcast hours of 84.50 out of which, announcement and musical entertainment issues go away with 31.45 hours News programmes from the middle bar got 11 hours out of the total hours, health related issues, environment and audience participatory programmes go away with one and half hours each per week each of the total hours of operation. With this findings, Zaki FM is found as the most fairly time distributed station with all the programmes having reasonable time allocation though still this finding shows that, the 38 percent allocation to entertainment related issues is on the high side as more of this hours could be re-allocated to issues of development such as Health, Environment as well as Women and Children.

SUMMARY

From all the discussion and analysis, it is clear that the objective of this study is to assess and find out the effectiveness of rural FM Radio programming, using the ten government established Bauchi Radio Corporation rural FM stations as a focal point of this study. To achieve this, vigorous sampling of the opinion of respondents and analysis of programme schedules was done through research questionnaire and other content analysis. This led to the presentation, analysis and interpretation of data in chapter four of this study.

The outcome and findings of the research proved that rural FM radio plays a tremendous and indispensable role in rural development. This was established by considering the issue raised in the questionnaire which dealt with the role of rural FM radio towards rural development and how the rural FM radio is effective in the creation of rural awareness and education. The findings have revealed that, the majority of the respondents were of the view that rural FM is a veritable tool for rural development and rural development is attributed to the effectiveness of the rural Radio programming. It has been found from

this study that, rural Radio programming provides the prerequisites for societal orientation towards harnessing rich potentials of communication for contributing to the rural development efforts of the communities and the people it is serving.

In this view, Bauchi state will be moving faster to becoming a better place to live in- one way of helping to achieve this objective of the Radio in its role towards rural development and exhaustive information packages such as development news, features, magazines, programming and entertainment shall continue to be enhanced in line with peculiarities and aspirations of the valuable listenership.

From the above analysis it can be deduced that, people in the rural areas of Bauchi state, rely heavily on FM stations for information received from these stations and they consider them as trusted sources owned by themselves.

A look at figures 1-10, where analysis were made on the programmes genre in the broadcast schedules of the ten FM stations, most programmes are provided in line with the needs of the people as they purely deal with issues of contemporaneous nature which directly affect the lives of the people. All the respondents in the policy makers' interview and stations Managers have expressly identified issues such as Unity of purpose, health promotion, awareness creation on education, environment, sanitation, farming and entrepreneurship skills development as the founding objectives of the stations.

Findings from all the ten stations have shown that, on the average, seventy percent of the stations' total broadcasts hours ranging between 75 to 85 hours per week are devoted to issues of social, human and economic development which tally with the goal and policy framework for establishing the stations.

CONCLUSION

The study concerned itself to finding out how Bauchi Radio Rural FM stations, play their roles in the rural development of Bauchi state. The responses from the majority of the respondents showed that electronic media especially radio have played a very important role in economic development of Nigeria, particularly the northern parts of the country where life is generally agrarian. This, they say is because radio had the power to reach the remotest part of the rural areas regardless of literacy level and power supply. The emergence of the ten rural FM stations across Bauchi state in the last two and half years has opened the scope of media access, community interaction, learning, behavior modeling and cultural orientation among the teeming listeners of the stations, as discovered by this study.

From the findings and analysis in the previous chapters, it is rational to confidently conclude that, despite some weaknesses which call for adjustments, the FM radios are playing significant roles in the promotion of development initiatives in the rural areas. In chapter two of this study. Various facets of development as defined by development communication scholars and multilateral organizations such as the United Nations and its body, the UN Development Programme (UNDP) was presented. Also there was a review of the various theories of media effects on society. From the data analysis, specific conclusions have been drawn which supported the hypothesis in chapter one that the FM radios are promoting development in the rural areas. From the analysis of the interviews and the programme schedules of the 10 FM stations in Bauchi state, most of the programmes have conformed to the parameters of development. And by development, we should not only think of agricultural, health or nutritional programmes, as even the fact that the FM radios have broadened the people's horizon of access to information is an aspect of development.

Because of the fact that the FMs (all stations relay the Bauchi mother station on specific programmes, events and even the national network News), information about events happening anywhere in the country and other parts of the world now penetrate the villages much faster than in the days before the FMs came on board. The news bulletins run by each of the stations in local languages keep people abreast of the current happenings in and around the world. Hence, the theory of diversity of information channels is applicable here. This theory, as we see in chapter two, says that when there are multiple channels of communication, the audience has alternatives/options from where to get and compare/crosscheck information. At the same time, this diversity gives the community a chance to express itself on different fora. And of course as a result of the FM radios, whose signals are clearer than those of the mother station which was received hitherto in some faintly manner in the far areas of the state, people are now motivated to come closer to information sources as many people who don't care to listen to radio before, have now owned their own radio sets. Some go with their portable radios to the farms, grazing land and village markets or even when riding bicycles and motor cycles from the villages to the town. This shows that the rural people, who cannot afford TV sets or newspapers, love to listen to the radios. The theory of community radio, community participation and the bottom-up model of communication becomes relevant in this scenario. In this case, the FM stations have been able to take into consideration the views and demands of the local people, as well as giving prominence to local content. The rural community has thus been feeling part and parcel of the FM programmes. With programmes such as Women's

Desk, Children magazine, Farmers corner, entrepreneurship skills, health and cultural heritage among others, the rural people are increasingly becoming aware of their peculiarities and potentials. Religious programmes which are featured in all the FM stations cannot be underrated either. Being a Muslims or Christian, and given the fact that the majority of the population are devout religious people, it is important that such religious programmes on radio, help to instill in people and reinforce in them good morals. Without morals, a society cannot claim to. Other important programmes, which this research work looked at in the previous chapter, include Health, Environment and Sanitation, which have, no doubt, contributed to changing the people's perceptions and behaviour, so as to stay healthy and maintain good hygiene and environmental preservation. Through such programmes, many people have got tips on how to avoid certain diseases like malaria, cholera or sexually transmitted diseases like HIV/AIDS and the recent Ebola epidemic which has ravaged parts of West Africa. People have also increasingly become aware of the symptoms/side effects of certain diseases, and how to treat them or where to seek for treatment in case they fall sick. The FM radios have also played significant roles in propagating information on how to successfully start income-generating projects, or where to acquire small-scale credits/loans to kick-start or expand one's business. As a result of regular programmes produced by the agricultural extension workers from the state agricultural agency, so many people have started growing crops like upland rice and water melon after getting information on how to grow them, and where to get the seeds from, through the radios. By helping in promoting agricultural messages on new crop varieties, for instance, the FM radios are fulfilling the theories of diffusion of innovations and development journalism, which stress the role of the media in promoting technological innovations.

In terms of family cohesion, it was evident from the schedules analyzed in which programmes like Family Life, which preaches peaceful co-existence, tolerance, respect of the rights of one's husband or wife, in-laws and children, harmonious relationship with neighbours, in a way, have helped to build the spirit of communitarianism as an ingredient of communal development. It is discovered that through the FM radios, the rural people have been able to stay in touch with political developments and government policies. The rural people now know their political rights much better than before. They can now confidently challenge political leaders or public servants on policies or projects that seem to be inappropriate or are failing short of their needs. The political talk shows, phone-ins, letters, news programmes, etc. are positive steps in promoting and deepening democratic culture among the people of the rural areas. The more people become aware of their

democratic rights, the better their community will develop. These rights include participation in the elections of competent leaders, being able to critique their leaders, detecting bad government policies and raising voices against them, demanding for political accountability and transparency from both the local and national political office holders among others. The use of local language and local content generally, by the FM radios is another important element of development. As the Agenda of the World Summit on the Information Society (WSIS) states, the use of local language and local media content (like music, drama, etc.), is crucial for any community's development. As discovered, the FM stations in Bauchi state seem to have taken note of this recommendation. Without the 'platform' offered by the FM radios, there would not be many local musicians or drama groups coming up. By promoting local music, dramas and other cultural products, the FMs are fulfilling their development role as prescribed by the theory of "development and culture", which we looked at in chapter two. Under this theory, the media is expected to help the community conserve and preserve its cultural heritage. The FM stations have therefore become, institutions for the promotion and preservation of culture as against the Westernized attitude where foreign culture are always given order of priority. One thing which was not emphasized by the interviewees, but which this research work think is an important element of development, is the employment provided by the FM radios to local people. The FM stations have become a source of employment to many young people who, without the radios, would probably be unemployed. Even though they are not on a normal salary grade and wages for now, these people have been able to earn a living and support their families. They include those working as Artists, Casuals and Voluntary staff. One of such casual staff by name Zainab Babbaji Katagum was discovered and engaged by an international radio station Deutche-Welle Radio, Hausa Service.

UNDP Human Development Index, employment is an important component of human development. Hopefully there are expectations that, wages and salaries of those radio employees' will be improved and regularized so as to get them treated as normal civil servants. This research recommends that, more women should be subsequently recruited onto the radios. Findings from the field research have indicated that, there were fewer women than men working as editors, reporters and producers in the radio stations. Rural development itself was responsible for the rise of FM radios. Without the necessary conditions to support the FM radios, they would not be having the capacity they have today, let alone even springing up. The fact that the rural people are able to buy radio sets, and the fact that there is electricity, Mobile Phones to partake in the Phone-in

programmes, among others, shows that the rural areas have attained some level of 'development' to offer audience to the radios.

From the findings, it is clear that both the radio editors/reporters and the listeners have the same perceptions about the developmental role of radio. They only, in some cases, disagree on the degree and form of participation or interaction between the rural areas and the FM radios. The FMs have good ideas but they are constrained because of what the editors referred to as "limited resources" to cater for different programmes. The time limitation, they said, is based on the fact that they only have 12-14 hours of broadcasting per day. So several programmes have to be included, besides announcements, music and entertainment programmes.

But on the whole scale, the FM stations, during a period of two or so years of their existence, have helped tremendously in promoting and inducing different forms of development in the rural areas through the types of developmental programmes. Although the degree of community participation is still low, one can say that the trend is encouraging. As more people become aware of their rights, and as competition continues for the capture of more audience, among the FM stations, probably this would offer more platform for community participation as more and more accesses will be provided.

RECOMMENDATION

Based on the findings of this study the following are recommended:-

- All the staff, especially station Managers, Editors and Reporters, should be given some forms of trainings in respect of development journalism, so that they can fast tract their programming framework in line with development facet of journalism.
- The government should help to engage some of the brilliant and dedicated volunteers and casual staff of the FM stations as permanent staff in order to achieve sustainable progress in respect of content variety and quality output.
- The FM radios should find ways of encouraging more ordinary people and grassroots leaders to take part, either as guests or contributors, in the talk shows, phone-ins and other programmes as most of the stations now are found allocating only little airtime to listeners participatory programme.
- The ten stations are found to have allocated more than required hours towards commercial, musicals and entertainment belt, this suggesting that, a review is necessary in order to fast tract the appropriate time allocation to issues of development based on the priority ratio.
- Further research is recommended to assess the negative impacts of the FM radios, if any, in the rural areas; and other factors that contribute to rural

development, other than FM radios. Participant observation, through ethnography, would be the best method of studying this.

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