

Analysis of Presentation Patterns and Followership of Sports *Yoruba* Language Radio Programme among Selected Broadcasting Stations in Ibadan Metropolis, Oyo State

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Certification

This is to certify that **Adekunle Mobolaji OBADIMU (LCU/PG/002058)** conducted this study on **Analysis of Presentation Patterns and Followership of Sports Yoruba Language Radio Programme among Selected Broadcasting Stations in Ibadan Metropolis, Oyo State**, for the award of Master of Science (MSc) degree in Mass Communication and Media Technology in Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, Nigeria, under my supervision.

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Dedication

This work is dedicated to God Almighty, the Giver of life. And also my beloved Wife Aderonke and our lovely Children Adeife and Aderinsola.

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Acknowledgement I give thanks to God Almighty who has been my source, wisdom, knowledge, understanding and strength during the course of my study at the Lead City University, Ibadan, Oyo State, Nigeria. And also, my gratitude is extended to Lead City University, Ibadan, a citadel of academic excellence, for the privilege given to me to undergo my postgraduate studies therein. I am grateful also to the University Professors and lecturers for always lending a listening ear, guiding me, and offering assistance where needed. I am grateful to God Almighty for creating, nourishing, sustaining, and keeping me alive to complete this thesis. I am forever indebted to Him. May His name be exalted forever, Amen. I owe a deep gratitude to my supervisor, Dr. Adekunle Olusola Otunla, who guided me through this thesis. I will forever be indebted to the Head of Department, Dr. Yemi Oginni, Prof. Lambert Ihebuzor, Professor Taye Babaleye, Dr. Waheed Busari, Dr. Abigail Irele. I also appreciate specially Dr. Antony Amdeu, Dr. Abidemi Bello, Dr. Babafemi Jacobs, Mr. Sunday Idowu for their special interest in my work. I am also grateful to Dr. Ayobami Owolabi and Dr. Kenneth Umezurike who taught me during my postgraduate programme. I sincerely appreciate the great support I received from my friend, Mr Oyedeji Obaloluwa and Mr. Oluwamayowa Samuel Lawal, a friend cum spiritual father and mentor, who kept on pushing me till I made this huge success. I appreciate also, all staff members of 89.1FM for their support and contribution. It has been a wonderful time being with you at LCU. Lastly, I appreciate my parents, Dr. and Mrs. Clement Obadimu, my siblings, Lydia, Lizzy and David. To my beloved wife, Mrs. Aderonke Obadimu and my beloved children, Adeife and Aderinsola, I say a very big thank you for your support and endurance.

Abstract

Sports entertainment programme is one of the broadcast content that gathers a lot of listenership. Historically, Yoruba language sports programmes served as essential platforms for disseminating sports updates and fostering community bonds. These programmes, however, were primarily limited to straightforward commentaries, offering little in terms of interactivity or tailored audience engagement. The study analyzed the presentation patterns of followership of sports Yoruba radio programme among selected broadcasting station in Ibadan Metropolis, Oyo state. The selective exposure theory, agenda setting theory, and use and gratification theory provided the theoretical framework for the study. Content analysis was adopted, and sports radio programmes from three stations were purposively selected: *Amuludun 99.1 FM*, *Lagelu 96.7 FM*, and *Agidigbo 88.7 FM*. The specific programmes analyzed were *Jekonmo* from *Lagelu 96.7 FM*, *Ere Idaraya* from *Amuludun 99.1 FM*, and *Idan Ere daraya* from *Agidigbo 88.7 FM*. The collected data were presented and analyzed with descriptive analysis using frequency counts and percentages as well as contextual analysis in essay form. Findings revealed that *Agidigbo FM's "Idan Ere Daraya"* leads in modern sports coverage, with 32% of its content dedicated to this category. Findings revealed "*Jekonmo*" on *Lagelu FM* places a strong emphasis on expert commentary, dedicating 60% of its airtime to this feature. Also *Jekonmo* on *Lagelu FM* had the highest audience reach, with 20,000 listeners. It also recorded the highest regular listenership, with 70% of its audience tuning in consistently. Findings further revealed that *Ere Idaraya*" on *Amuludun FM* highlights listener contributions as its key feature, which accounts for 55% of the program. The study recommends *Lagelu FM* should expand its engagement beyond call-ins by increasing its presence on social media to attract a younger, more tech-savvy audience. *Agidigbo FM* could enhance its community engagement by organizing more local sports events and involving listeners through live broadcasts from these events. *Amuludun FM* should focus on improving its call-in strategies and expanding the range of sports covered to boost listener participation and grow its audience.

Keywords: Radio, Broadcasting, Sports programmes, Indigenous Sports Programme, Radio stations

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Chapter One

Introduction

1.1 Background to the Study

The concept of communication is closely tied to the mass media; this is because mass media itself is communication that reaches a large audience. Media, which is the plural form of medium, describes all channels of communication that includes the television, radio, advertisements, movies, the Internet, the newspapers, magazines, among others. In other words, mass media refers to a diverse array of media technologies that reach a large audience via mass communication¹. Some of the definitions of mass media include – ‘one that is intended to reach a mass audience. Here, mass media is seen as a primary means of communication used to reach a vast majority of people at once’¹.

Mass media is virtually a current awareness service informing people about current events and activities of human beings and also about every significant natural phenomenon and such others of public interest. Mass media encompasses almost every conceivable subject and the focus is on a wide audience, irrespective of their background and knowledge². Mass media is a channel, medium, utility, device, or instrument used in the mass communication process. The mass media also includes printed media, electronic media and cyber media. Printed media such as newspapers, magazines, books, pamphlets, billboards and other technical tools bring out message by touching the sense of sight. Electronic media such as radio, recorded

programmes use the senses of hearing and television programmes, motion picture and video recording covering both senses which is hearing and vision³.

Meanwhile, the online media is the internet-based mass media. Mass media, however, happens to be the suggestions for cultural development, not just culture in the sense of art and symbol but also in the sense of the development of settings, fashion, lifestyle and norms³. Another definition simply put that mass media are defined as media which have their proper programme and constitute their own audience⁴. In all of the above definitions, it is discovered that the major roles of the mass media in general is to communicate with the people for different functions, ranging from education to information.

In furtherance, it would be right to say that communication has become so important in every country of the world today to the extent that the success of humans' daily activities is greatly determined by the effective communication they have with fellow humans. The word, communication, originates from the Latin word *comminis* which means 'common', which suggests that there must be a common understanding of the message between the source and the receiver concerning the message being communicated⁵. Communication is further stated that the general view of communication is that Communication is an interaction within a social context. Communication always involves a sender (source) and a receiver. Communication involves the interlocutors' exchanging signals. The signals could be verbal or graphic, Communication could be gestural or visual (photographic)⁶. In essence, communication involves using codes that are done with the eyes, body movement or sounds made with the voice. Whichever way it is done, there is always a process in which someone initiates a meaning intent that is passed to the interlocutor (receiver)⁵.

It is also important to note that for communication to take place, it must be carried out through some channels which include auditory, visual and electronics. Extensively, it could

be said that anything that can reach or influence people, including phones, television and the internet could be considered to be a channel through which information is being passed across to the masses⁷.

The history of the mass media started in the year 1450 when Johannes Gutenberg invented the printing press⁶. However, the mass media started in Nigeria with a Briton, Rev. Henry Townsend, who published *Iwe Iroyin* in 1859 as the first news media when Nigeria was a colony of the British⁷. With this, however, the news media adopted printing press as a trend and developed a manual distribution model. This model was later accepted by all and sundry, in fact, as the model for news production and distribution, and for centuries to come, media professionals delighted at the invention and its acceptance went to sleep⁷. Towards the end of the 20th century, mass media has been developed to the extent of being classified into different industries which include the newspapers, magazines, books, the internet, movies, radio, and television among others⁸.

The history of broadcasting in Nigeria could be traced back to 1932 when the then British colonial administration set up the Radio Distribution System (RDS) in Lagos which served as a reception base for the British Broadcasting Corporation. Later in 1939, some new base stations were set up in Ibadan, and one in Kano in 1944. Long after, the name of the broadcast system was changed to Radio Diffusion System. Long after that, there was a re-appraisal of the colonial administration broadcast objectives in 1951, the Radio Distribution System (RDS) was able to transform into the Nigerian Broadcasting Service (NBS), but by 1956, it was renamed Nigerian Broadcasting Corporation (NBC) which body long after was saddled with the responsibility of regulating whatever goes on radio, television, cable and satellite within Nigeria. This had a great influence on education in Nigeria, particularly due to the educational broadcast that were available to teachers and pupils. The first educational radio

programmes were for English language and were broadcast once a week in the early forties by the RDS⁹.

The radio has become a very important and easiest medium to reach out to a large number of people at a time for news updates, entertainment and informative contents in Nigeria. People referred to radio as wireless in the first decade that followed the intervention of the radio by 1895. The first radio had the same technology as today; it used electromagnetic spectrum for transmitting the audio signals to the receivers¹⁰. Presently, there are twenty-five (25) FM stations and three (3) AM stations in Ibadan.

1.2 Statement of the Problem

The presentation and followership of sports *Yoruba* language radio programmes have evolved significantly over time. In the past, sports radio content was predominantly delivered in English, focusing on basic match updates and limited analysis. This approach often alienated Yoruba-speaking audiences who preferred culturally and linguistically relevant programming, resulting in low engagement with indigenous-language content.

Today, Yoruba language sports programmes have gained traction, offering dynamic features such as expert commentary, live updates, and interactive listener contributions. Broadcasting stations like *Lagelu FM*, *Agidigbo FM*, and *Amuludun FM* in Ibadan Metropolis have emerged as key platforms for delivering engaging and culturally resonant sports content. However, despite this progress, variations in the presentation patterns and levels of followership among these programmes have not been adequately studied, leaving critical aspects of audience engagement unaddressed.

As the popularity of indigenous-language sports programming continues to rise, there is a growing need to examine how presentation styles shape audience preferences and loyalty. Although studies have been carried out on sports radio programming in Nigeria, not much attention has been given to the analysis of presentation patterns and followership of Yoruba language sports radio programmes. Hence, this study analysed presentation patterns Yoruba sports language radio programmes among selected broadcasting stations in Ibadan metropolis, Oyo State

1.3 Aim and Objectives of the Study

The aim of this study is to analyse presentation patterns Yoruba sports language radio programmes among selected broadcasting stations in Ibadan metropolis, Oyo State. The objectives are to:

1. Identify programme presentations patterns of sports Yoruba language radio programmes among broadcasting stations in Ibadan Metropolis, Oyo State;
2. classify presentation types of Yoruba sports language radio programmes among selected broadcasting stations in Ibadan Metropolis, Oyo State; and
3. ascertain the extent of followership of selected Yoruba language sports radio programmes among selected broadcasting stations in Ibadan Metropolis, Oyo State.

1.4 Research Questions

1. What are the programme presentations patterns of sports Yoruba language radio programmes among broadcasting stations in Ibadan Metropolis, Oyo State?
2. What are the sports Yoruba language radio programmes by their presentation types of the selected broadcasting stations in Ibadan Metropolis, Oyo State?
3. What is the extent of followership of selected Yoruba language sports radio programmes among selected broadcasting stations in Ibadan Metropolis, Oyo State?

1.5 Significance of the Study

Though the mass media has been developed to the extent of being classified into different industries which include the newspapers, magazines, books, the internet, movies, radio, and television among others, the radio has been found to be the easiest when it comes to accessibility and which really costs the listeners little or no financial implications. Moreover, a number of studies have been carried out by scholars on the mass media, looking at different aspects of it including the radio itself. However, this study provides statistical data of the number of radio stations in Ibadan where Yoruba sports programmes are being aired, with the name(s) of the presenter(s) in each station, and also measures why listeners would prefer to listen to one but never care to listen to the other.

1.6 Scope of the Study

The Scope of this study covers Yoruba Language Radio Sports Programmes that features Sports reportage, coverage, analysis, discussion, and interviews that are also streamed on social media platforms such as Facebook, YouTube, Tictok, and Instagram. The scope is also limited to the Radio station within Ibadan metropolis which has includes Eleven (11) Local Government Areas (LGAS) of Oyo States.

1.7 Limitations of the study

This study has several limitations. First, the sample size is relatively small, which may limit the generalizability of the findings. Second, the study relies on self-reported data, which could introduce bias and affect the accuracy of the results.

1.8 Operational Definition of Terms

Indigenous Sport Programme: This refers to local and international radio content or set of events/sporting coverages designed to promote and preserve sports and games that forms part of a radio programmes.

Followership: This refers to the online audience of a radio sport programmes on streaming social media platforms.

Radio Broadcasting: This is the transmission of audio content via radio waves to a wide audience.

Broadcasting: This is a process of distributing audio or video content to a large and dispersed audience through various means of transmission

Social media: These are online platforms and technologies that enable users to create, share, and interact with content and connect with other users.

FM: This means Frequency Modulation.

Mass Media: This is the means of communication that reach a large number of people in a short time.

Sports Entertainment Programme: This is a type of programme which presents sports events on the radio to inform and entertain sports lovers

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Chapter Two

Literature Review

To provide empirical background and theoretical support to this study and also make this work comprehensive, the literatures and theories will be reviewed under the following sub-headings:

2.1 Conceptual Review

2.2 Theoretical Review

2.3 Review of Empirical Studies

2.4 Conceptual Model

2.5 Summary of Related Literature Reviewed

2.1 Conceptual Review

2.1.1 Mass Communication

The concept, mass communication revolves around human interaction, transfer of information, its effect or influence, mutual understanding, cultural background, and so on. Mass communication is institutionalised and source specific¹. It functions through well-organised professionals and has an ever increasing interlaced. Mass communication has, with its always increasing interlace, converted the whole world into a global village. It is a platform where people could be educated, entertained, informed, persuaded and guided among other functions. And for the print media, it gives an opportunity to be a news reporter, news presenter, an editor, a feature writer, photojournalist, and so on¹. Mass communication is further described as any mechanical device that multiplies messages and takes it to a large

number of people simultaneously. And in the academics, mass communication is the term used to describe the academic study of various means by which individuals and entities relay information to large segments of the population at once through mass media¹.

2.1.1.1 Mass Media

Mass media influence our daily life more than any other cultural institution. They are our main sources of news and entertainment. They define our purchase decision, voting behavior, academic achievement and so on. Because of this all-encompassing impact of mass media, politicians, businessmen and government agencies depend on media to influence people². During election time, we witness politicians spending millions of naira for political campaign through mass media. Business firms across the world spend billions of dollars to market their products with the help of mass media advertisements³. We are informed of the policies of our governments through newspapers and electronic media. Likewise, we people need mass media to express our needs, complaints and wishes to the authorities. In short, role of mass media in our society is omnipresent.

According to a scholar, mass medium is essentially a working group organized around some device for circulating the same message, at about same time, to a large number of people⁴. From this definition, let us know that there is a well organized system behind each mass medium. For example, a newspaper is produced everyday with the collective efforts of a lot of people using various information sources ranging from local reporters to international news agencies. Same is the case of distribution of the newspaper also. Everybody from circulation manager to local newspaper boy is actively engaged in smooth circulation of each copy of a newspaper. Moreover, every county has its own policy, laws, and telecommunication systems to facilitate mass media. In this sense, the production of a mass medium is the result of a well-organised system^{4,5}. And, the messages are disseminated to a

large number of people i.e. mass. They are called the audience. No media can sustain without a sufficient audience. We learned the characteristics of mass audience in the earlier unit.

The definition again talks about devices of circulating messages. These devices are technological means through which messages are communicated to the audience. Devices include printed documents, television, radio, DVD, cassettes, the internet etc.

2.1.1.2 Types of Mass Communication

Mass media can be categorized according to physical form, technology involved, nature of the communication process etc. Given below are the major categories of mass media⁶.

- **Print Media:** Johannes Gutenbergs invention of the moveable metallic type in the fifteenth century paved the way for proliferation of the print media. The printing press using moveable types introduced the method for mass production of texts. Before the invention of the printing press, books were expensive materials affordable only for the aristocrats and royal families. Printing reduced the cost of books and made them available to the common men also. Rapid duplication of multiple copies of handy texts led to the innovation of modern newspapers⁷. Print Media include; newspapers, magazines, books, and other textual documents.
- **Electronic Media:** The history of electronic mass media starts with the invention of radio by Marconi. The first radio station was set up in Pittsburg, New York and Chicago in the 1920s. Following the USA, European countries also started radio stations for broadcasting news and entertainment content. The colonial powers like Briton and France set radio stations in Asian and African countries in the early years of 20th century. The next step in electronic communication media history was the

invention of cinema. Following cinema, television broadcasting was initiated in the US on experimental basis during 1920s⁸. But, the dramatic impact of television as a mass medium began in 1950s. Parallel to these, recording industry was also boomed in the western countries. In short, the term electronic media mainly include; radio, movies, television, audio and video records.

- **New Media:** Online and digital means of producing, transmitting and receiving messages are called new media. The term encompasses computer mediated communication technology. It implies the use of desktop and portable computers as well as wireless and handheld devices. Every company in the computer industry is involved with new media in some manner. The forms of communicating in the digital world include; CD-RoMs, DVDs, Internet facilities like World Wide Web, bulleting boarding, email etc.

Functions of Mass Media: As mentioned earlier, mass media have pervasive effects on our personal and social life. The role and scope of mass media in our society are in the following areas; information, education, entertainment, and persuasion.

- (a) **Information Function:** Mass media carry a lot of information which are essential for our day to day life. We know exam results, weather forecasts, current affairs, traffic regulations, last dates, precautions, government policies, etc, from mass media. The core of media's information function is performed by the media content called news. The place or time dedicated for news in a mass media is called news hole. News is the most consumed item of any media. News can be defined as reports on things that people want or need to know. Information should be accurate, objective and complete. Biased or incomplete reports will keep the audience away from the media⁹. Advertising is also mass media's information function. We get much useful information from classified advertisements.

- (b) **Education Function:** Information is different from education. Education is systematically organized information with predefined objectives. The primary source of education in our society is schools or colleges. Media also perform the functions that educational institutions do. Media are life-long educators for the society. They give us comprehensive knowledge of selected topics. Non-news content or news-based content like editorials, articles, columns in newspapers provide us with complete idea of a subject. Health Magazines, IT magazines are also examples for education through media¹⁰.
- (c) **Entertainment Function:** Irrespective of their type, mass media are wonderful entertainers. All media have entertainment content. Newspapers publish cartoons, comics, puzzles, special weekend supplements for amusing people. Lion share of magazine content such as short stories, novels, satires and cartoons are for entertainment. Movies are another big stock for entertainment. Audio-Visual media such as television and radio are also primarily concentrate on entertainment function through their programmes based on sports, film, and fashion shows etc.
- (d) **Persuasion:** This means influencing attitudes or opinions. Mass media have many ways to persuade people. Most people form their opinion from information they get from mass media. Media have direct and indirect methods for persuasion. For public opinion formation, mass media use editorials, news analysis and commentaries. In such cases, the purpose is clear and direct. The most obvious method of persuasion is advertising. Advertisements are direct methods to influence purchasing behaviour of the public. Some media report events hiding their vested interests in news. Such biased, subjective reports are for persuading people to form favourable attitudes towards them or their interests. Opinionated news is an undirected method of

persuasion. It's against the ethics of responsible journalism. News and opinion should be given separately⁸.

A western media scholar states that, mass media, be print or electronic, have the following functions; surveillance of the environment: mass media observe the society and its activities and report them to make people aware of their socio-cultural environment. In other words, we as social animals are always under the close observations of mass media. Media are our watchdogs. It always watches who do good things and who do bad things, and report them to encourage or correct our deeds. Reports about corruptions are good example. Considering this watchdog function of mass media, we call the media as the Fourth Estate of our democratic political system. The other estates are Legislative, Judiciary and Executive; transmission of heritage: mass media are the bridge between our past and present. They report day to day affairs which will become history of tomorrow.

The best records of modern history are newspapers of yesteryears. We get our cultural tradition from history and we follow the best of them. In keeping our culture flowing, media play a vital role. It advises us which part of our culture is good and to be followed and which is bad and not to be followed; Interpretation of Information: mass media provide us with information from every nook and corner of the world. They do not just report facts and figures of the events, rather they interpret events to make us aware of what happens, and why, where, when and how it happens. Media interpretation may be biased or not. But, it helps develop our views towards an event or object or personality.

Every media report is an analysis and one version of the fact. There may be another versions and analysis; prescription for conduct: how should we behave in a society? What should be our approach towards something important to the society? What is good for social life? As a member of a larger social system, we face these questions every now and then. In most cases,

mass media provide us answers. During the election time, we are confused of electing a candidate. But, news coverage of political policies and leaders of various parties give us an insight that helps us take decisions. This is how media prescribe our political conduct. So do the advertising. Which product or service is better? Which is suitable to our budget? We depend on advertisements before taking purchase decisions; catalyst for development: in a country like India, media's role in national development is highly important. Media's contributions to national development are mainly in two ways:

As advocates for development and as carriers of development messages. Mass media find out problems faced by people in different walks of their life and make the administrators aware of them. Most often, media report such events and further campaign to get the grievances redressed. On the other hand, media make people aware of their rights, government subsidies, development policies and the merits and demerits of adopting or practicing them for better life. Government controlled media perform these duties better than the private media do. This development orient function of media is termed as Development Communication. Development Communication has been recognized as a special area in communication study and research⁸.

2.1.2 Functions of Mass Media

Mass media in written, spoken, or broadcast forms has a significant impact on the masses. Commercials on TV, billboards, and social media platforms allow brands to build brand awareness. Companies search for the most effective ways to convey their message when it comes to branding, including sites, social media channels blogs, and forums. When they find the right type of mass media channel for their businesses, they can communicate their ideas and conduct branding campaigns.

Mass media informs, educates, and entertains people in a wide variety of ways. Brands can educate users to get the most out of their products. The majority of companies now use social media platforms, create blog posts on their sites, and launch commercials on YouTube to describe their best features, the problems their products can solve, and provide step-by-step guides⁹.

Almost everyone gets his or her information about world, national, and local affairs from the mass media. This fact gives both print and broadcast journalism important functions that include influencing public opinion, determining the political agenda, providing a link between the government and the people, acting as a government watchdog, and affecting socialization.

- **Public opinion:** The mass media not only report the results of public opinion surveys conducted by outside organizations but also increasingly incorporate their own polls into their news coverage. More important, newspapers and television help shape public opinion as well. Research has shown that the positions Americans take on critical issues are influenced by the media, especially when the media air divergent views and provide in-depth analysis.
- **Political agenda:** The term *political agenda* is broader in scope than the term *public opinion*, and it refers to the issues Americans think are the most important and that government needs to address. A person's perception of such matters as crime, civil rights, the economy, immigration, and welfare are affected by the manner and extent of media coverage. Studies indicate that a correlation exists between the significance people assign a problem and the frequency and amount of space or time newspapers, magazines, and television give to it¹⁰.

- **Link between the government and the people:** The mass media is the vehicle through which the government informs, explains, and tries to win support for its programs and policies. President Franklin Roosevelt's "*fireside chats*" used radio in this manner. Today, the major networks do not always give the president desired airtime if they believe the purpose is essentially political. If they do grant the time, the opposition party usually has the opportunity to rebut what the president says or present its own views on a topic immediately after the president speaks.
- **Government watchdog:** From muckraking early in the century to today's investigative reporting, an important function of the mass media is to bring to the attention of the American people evidence of corruption, abuse of power, and ineffective policies and programs. Watergate would have remained just another burglary buried in the back pages of *The Washington Post* had Carl Bernstein and Bob Woodward not dug into the story. Although the media are often accused of having a "liberal bias" (and, indeed, surveys show most journalists to be liberal Democrats), all presidential administrations face close scrutiny from print and broadcast journalists.
- **Socialization:** The mass media, most significantly through its news, reporting, and analysis, affects what and how we learn about politics and our own political views. Along with family, schools, and religious organizations, television also becomes part of the process by which people learn society's values and come to understand what society expects from them. In this regard, the impact comes primarily from entertainment programming. Television's portrayal of minorities and women, family relations, and the place of religion in American life is considered to be a powerful influence on our attitudes¹¹.

Some people believe that Americans, especially children, imitate behavior observed in media communications. They are, therefore, concerned about the quantity of sex and violence on

TV. This theory of behavior may be naive, and certainly it lacks consistent or weighty scientific evidence. Nevertheless, the perspective is a significant political force, because it links social conservatives who disapprove of sexual promiscuity with social liberals who find America's gun culture distasteful. Both the legislative and executive branches have pressured networks to clean up what former Vice President Al Gore called the "cultural wasteland."

2.1.2.1 Radio Broadcasting

Radio, as defined by Wikipedia, is the art and science of utilizing radio waves to transmit information, such as sound, through systematic modulation of electromagnetic energy properties. This remarkable technology encompasses a spectrum of attributes, from amplitude and frequency modulation to phase or pulse manipulation. The term "radio" derives from the Latin word "radius," akin to a spoke of a wheel or a beam of light, reflecting its historical roots in military communications¹².

Originally confined to military applications, the metamorphosis of radio in the 1920s marked its transition into a mass communication medium, a shift catalyzed by electronic amplification. Some scholars highlight the role of new audio technologies like mobile phones and podcasts in expanding radio audiences. This evolution extends to diverse forms, encompassing wireless networks, mobile communications, and radio broadcasting, transcending traditional amplitude modulation and frequency modulation stations to include platforms like laptops, mobile phones, MP3 players, podcasts, and satellite radio¹³.

Radios' pervasive influence resonates across the globe. In the United Kingdom, the introduction of new audio technologies led to an increase in radio audiences¹⁴. Similar trends were observed in the United States, where a substantial majority of citizens aged 12 and above engage with radio daily¹⁵. Across diverse cultural landscapes, radio programming

became a transformative force, such as in India, where private FM radio stations facilitated an increase in radio listenership¹⁶. Nigeria stands as a testament to radio's dominance, with over 77.4% of its population engaging with this medium¹⁷.

Radio's resilience and enduring relevance are evident through its role as a cornerstone of human communication. Some scholar's positions radio as a transformative force that nurtures, informs, and reforms individuals¹⁸. A scholar underscores its role in enhancing the quality of life, providing current news, entertainment, and education. In the digital age, radio retains its advantage by catering to dispersed and isolated communities, transcending barriers of illiteracy and distance¹⁹.

Radio's profound influence is echoed in its role as a conduit for advertisers seeking to engage with target audiences. Advertisers harness radio's reach to create effective communication strategies²⁰. The concept of "listening to the radio" encompasses diverse levels of engagement, from focused attention to the ambient presence of an audible radio. A scholar emphasizes that radio's influence extends beyond dedicated listening, encompassing moments when individuals are engaged in other activities while the radio resonates in the background²¹.

As radio's waves traverse the airwaves, they paint a vivid canvas of diverse listenership experiences. This dynamic medium forms an integral part of daily life, shaping perspectives, disseminating information, and fostering connections. The symphony of radio resonates within the hearts and minds of listeners, creating a harmonious blend of technology, communication, and human interaction. Within this vibrant backdrop, our exploration delves into the interplay between sports programme contents and the dynamic choices of Ibadan's discerning listeners, unveiling the symphony of communication that dances across the radio spectrum²².

2.1.2.1 History of Radio Broadcasting in Nigeria

In Nigeria, radio started with the introduction of the Radio Distribution System in the year 1933 in Lagos by the British colonial government under the Department of Post and Telegraphs (P&T), according to Idebim The Radio Distribution System (RDS) was a reception base for the British Broadcasting Corporation and a relay station, through wire systems, with loudspeakers at the listening end. In 1935, the Radio Distribution System was changed to Radio Diffusion system. The aim was to spread the efforts of Britain and her allies during the Second World War through the BBC.

The Ibadan station was commissioned in 1939, followed by the Kano station in 1944. Later, a re-appraisal of radio broadcast objectives gave birth to the establishment in 1950 of the Nigerian Broadcasting Service (NBS). The NBS began broadcast in Lagos, Ibadan, Kaduna, Kano and Enugu on short wave and medium wave transmitters. Through a Bill by the House of Representatives, the Nigerian Broadcasting Corporation (NBC) was established in 1956. The NBC took up the responsibilities of radio broadcast in Nigeria. The Federal Radio Corporation of Nigeria (FRCN) was established in 1978. The Voice of Nigeria (VON) which served as the external service was established in 1990. With the creation of more states and each state wanting to propagate its people and culture, the pace for radio broadcast began in Nigeria and has spread fast across the length and breadth of the nation. Each state owns and operates at least one radio station.

Radio was quite popular in the earlier days as it was the only medium of mass communication available. Later television came and there was a decrease in the listenership of radio was observed. Gradually, the popularity of television increased on the cost of radio listeners. In modern world a new media has arrived called the 'new media' so, now seeing the listening habits of 'audience would be interesting. Communication in today's date is

considered very powerful. Radio, being a medium which can be afforded by everyone, plays a vital role in mass communication.

One of the reasons why FM Radio has revived its lost identity is because of the improvements in technology, competition and an increased reach of the Radio. Increased number of owners of cars in India has made it easy to listen to radio even while travelling. Another big reason is the introduction of different patterns with the FM pattern. Like music, drama, quiz and other participating programmes which have the involvement of the audience which make it participating and the audiences connects with it more rather than being a passive audience. In this fast-changing world everyone wants to remain in touch with the ever-changing events. Radio is believed to be talking newspaper. We need not read the newspaper and exert our eyes. Lying down in our easy chair or bed, we may listen to the important news from the farthest corner of the world. Even illiterate people can keep themselves abreast of world events by listening to the radio. So broadcasting is a boon for the literates and illiterates alike.

- **Establishment of Television in Nigeria:** The evolution of television in Nigeria followed a similar pattern as that of radio. The irony here is that while it was the Federal Government that started the first radio broadcasting station in the country, it was a regional government that first ventured into television broadcasting. On 11 October, 1959, the then Western Region sent out the first television signals in the whole of Nigeria and Africa. The principal aim of establishing the Western Nigeria Television (WNTV) as was claimed by the proponents was to serve as surrogate teacher in improving the regional school systems that were handicapped by ill-qualified teachers or a shortage of them in certain subject areas.

The Eastern Regional Government followed by establishing its own station on October 1, 1960, the day Nigeria gained political independence from Britain. The aim was also for formal and non-formal education. But sooner or later, the aims were abandoned and the station, just like that of the West, became fully commercial. The Northern Regional Government established its own station and it came on air in April, 1962, as Radio-Television Kaduna (RTV Kaduna). Television stations were established in Nigeria with the ostensible reason of providing adequate services in education, and social and economic development. However, it was soon realised that they had gone commercial and depended heavily on foreign programmes. The establishment and running or managing television stations remained in the hands of federal and state governments until Decree No.38 of 1992 that deregulated broadcasting media and established the National Broadcasting Commission. This paved the way for private ownership of the electronic media of radio and television stations especially in the southern parts of the country.

- **Ownership and Control of Broadcasting in Nigeria:** Before the deregulation of 1992 by the Babangida administration, the broadcast media were solely owned and operated by federal and state governments. State governments established their stations to educate, inform and entertain their peoples, and actually did so during the Second Republic because they felt the National Television or the National Broadcasting Organisation existed to serve the interests and needs of the ruling party, by then the National Party of Nigeria (NPN) at the federal level, and in those states where the party was in control. Scholars points out that othe states administered by other political parties in opposition were either blacked out or given unfavorable coverage. Those who challenged this unorthodox form of democracy were told that the system of government that was being practised during this time meant “winner take all”. In order to ensure absolute control of the television, for example, the government redeployed the Director-General, a seasoned broadcaster to the Ministry of Information and appointed a party ally and a historian in his place.

Even now, the federal government dictates what should be broadcast and what should not. The state-owned broadcast stations are even worse in this aspect. When one tunes to any of such stations, most of news that is aired is about the governor of that state. Since the state government hires and fires employees, the station dare not broadcast any news that is anti-government. News is always about what the governor and his team of political appointees wants to hear. The Government even regulates the news contents of private broadcast stations such as the Africa Independent Television To a certain extent, almost all if not all government-owned and -controlled broadcast media have become praise singers of government policies. At times, one listens to a one-hour broadcast news without coming up with anything that in real sense would be regarded as news.

- **Deregulation of Broadcast Media Industry in Nigeria**

The deregulation of broadcast media in 1992 paved the way for private ownership of the broadcast media stations in Nigeria. According to Idebi (2008:6), the first sets of radio and television stations were issued their licences of operation soon after the decree was promulgated. There were 14 television stations and 13 private radio stations, some of which were Clapperboard TV Channel 45, Lagos; Minaj System Television; Channel 38 Kaduna; and Africa Independent Television, Alagbado, Lagos. A source states that each station is in competition with the others in their struggle to attract and retain a sizeable audience for its programmes. The competition, therefore, directs thought, as to what approach best suits a station to adopt in a bid to accomplish its task. The competition may come in many forms, for example, programme producers who supply programmes to the station may find out that careful selection is made from the programmes and the ones that best suit the stations' needs and objectives may be selected. This means that only programmes that satisfy the station's audience would qualify for production by the station. If the newly established stations tend to meet the demands of the audiences, then the already existing ones may be threatened because the new ones may attempt to capture and retain the audience. The new stations are likely to come up with innovations in equipment to improve programme quality and delivery, and as such the audience may likely switch from the old to the new stations.

2.1.2.2 The Nature of Radio

A scholar describes radio as one of the many ways of getting messages to a large number of people at the same time, because it transcends the boundary of space and time, and also leaps

across illiteracy barriers. Radio is the single most important media equipment, because it reaches larger audiences anywhere in the world. This is so because it is fast, as events occur they are related to the potential audience”²³. The scholar further asserts that radio can persuade and effectively influence a large audience, thereby contributing substantially to the building of a national consensus. Furthermore, it is a powerful instrument in the area of public enlightenment, on health issues, family planning, cultural re-awakening, business improvement and other social development issues²³.

Radio has the ability to reach millions of people simultaneously, yet it speaks to an individual personally. The listener feels a great companion in his radio especially when it is discussing something so relevant, sensible or personal to him²⁴. It is amazing how radio can reach a large number of people and it’s still so personal to each individual who listens. Listeners depend so much on radio to get information, entertainment and education. It is a companion to its listener. Programmes of interest therefore have a strong hold on the listener that if there is power failure or unavailability of batteries, the listener’s day seems incomplete. Radio for those who love it, is perhaps more than a friend, because the language of radio is many times soft and gentle, appealing, teaching and persuasive²⁵.

Radio has the ability to talk back to its listeners when messages are sent, through phone calls, text messages, social media (*Twitter, Facebook, etc.*). This (interactive nature of radio) puts members of an audience in touch with one another, and creates a horizontal flow of communication. A scholar explains that radio is selective²⁶. This means that choice for the listener is only in his mental switching-off which occurs during an item which fails to maintain his interest, or when he tunes to another station. Radio allows its listener to consciously or unconsciously select contents, unlike other mass communication media

(newspaper, magazine) where the reader has too many contents to decide which to attend to first.

Some scholars referred to radio as a blind medium that paints pictures in the mind of the listener. A blind medium, but one which has capacity to stimulate the imagination such that as soon as a voice comes out of the loud speaker the listener attempts to visualize what he hears and to create in the mind's eye the owner of the voice. In essence, listeners many times detect and create scenarios just by hearing sounds, yet it is a blind medium²⁶.

2.1.2.3 Radio Broadcasting Stations

A radio station is a facility or organization that broadcasts audio content over the radio waves to a designated geographic area or a specific audience. Radio stations can vary in terms of content, format, and target audience. They play a crucial role in creating and curating radio programs that cater to the interests and preferences of their listeners²⁷.

Some of the key components of a radio station include:

- i. **Broadcasting Equipment:** Radio stations have transmitters, antennas, and broadcasting equipment that allow them to send out radio signals over specific frequencies. These signals can be received by radios within the station's broadcasting range.
- ii. **Programs and Content:** Radio stations produce and air a variety of programs, which can include music playlists, talk shows, news segments, interviews, live broadcasts of sports events, and more. These programs are curated to engage and entertain the station's target audience.

- iii. **DJs and Hosts:** Radio stations often have disc jockeys (DJs) or hosts who introduce songs, provide commentary, interact with callers, and contribute to the overall atmosphere of the station.
- iv. **Adverts and Sponsorship:** Radio stations generate revenue through advertisements and sponsorship deals. These can be in the form of commercials, sponsored segments, or promotions.
- v. **Format and Genre:** Radio stations can have specific formats or genres that guide their programming. For example, a station might focus on playing rock music, classical music, pop hits, or talk radio discussions.
- vi. **Local and Global Reach:** Depending on the power of their transmitters, radio stations can have varying broadcasting ranges. Some stations are local, catering to a specific community or city, while others have a broader regional or even global reach through online streaming.
- vii. **Online Presence:** In the digital age, many radio stations also have an online presence, allowing listeners to stream their content over the internet. This expands their reach and accessibility to a wider audience.
- viii. **Public and Private Ownership:** Radio stations can be owned and operated by government entities, public broadcasting corporations, or private companies. The ownership structure can influence the station's content and goals²⁸.

Radio stations contribute to the cultural and informational landscape of a region, offering a diverse range of content that reflects the tastes and interests of their listeners. They serve as a platform for entertainment, education, news dissemination, and community engagement.

2.1.2.4 Strengths and Weaknesses of Radio

The most important advantage radio offers is its ability to reach specific audiences through specialized programming. Radio can be adapted for different parts of the world, and can reach people at different times of the day, because its signals are strong and can reach almost all corners of the world, with an instant message²⁹. Radio is not expensive; to obtain a radio set is very cheap, compared to other medium. It could take the form of transistor radio, walkman, and mobile phones. It is portable. It can be easily carried around. Unlike other mediums which require full attention, radio can be listened to while doing other activities such as, driving, house chores, reading, etc. Radio is faster and flexible in the presentation of news and events more than all other media of mass communication; this is because as events occur they are related to the audience. It gives listeners opportunity to make informed choices about decisions³⁰.

It is interactive and allows for immediate feedback from the audience. Listeners are allowed to call in and talk to a radio personality immediately about a subject they are discussing. This makes the programme more interactive where a variety of listeners can give their opinion. Radio messages can be easily understood³¹. One of the biggest disadvantages to radio communication technology is the limited range of a radio signal. A powerful radio signal is only capable of reaching receivers within a specific geographic region, requiring that a vast network of radio stations be set up to communicate effectively to a large or spread-out group of receivers. According to study; radio signals are also susceptible to interference from atmospheric conditions and other broadcasts. In addition, it can be hard to receive a clear signal from certain locations, such as areas shielded by mountains. A structure's insulation or electrical interference from other appliances can diminish the effectiveness of an individual radio receiver³².

Like most other forms of electronic communication, radio requires the presence of electricity, both at the point of the transmission and the point of reception. While battery-powered radios are common, these power needs are more cumbersome than those of land line telephones, which can operate using electricity already in the lines to make calls even during periods of emergency or power outages. A powerful radio transmitter, such as a regional broadcast station, requires large amounts of electricity at all times to send out its signal³³.

Finally, radio communication relies on a very limited spectrum of bandwidth frequencies. This is why commercial radio stations sometimes seem to overlap or blend together, and why the regulatory radio body National Broadcasting Commission (NBC) strictly regulates the use of all publicly-owned airwaves. Radios require a relatively large amount of bandwidth relative to the amount of data they transmit, leading to more and more air space being allocated for cell phone networks and wireless Internet networks³⁵.

2.1.2.5 Radio Listenership

Majority of the population listen to radio regularly especially adults and young ones. Surprisingly, many listeners are loyal to their favourite stations and are often tuned for long periods to a station³⁶. Listeners use and relate to radio in a very different way to other media.

Ninety percent of listeners are actually doing something else while listening to radio. Typically this will be routine tasks for example, driving, chores, housework³⁷.

The majority of people are listening to radio on their own. Even if they are listening when other people are around, it is still very rarely a group experience: they will have their own personal experience of the output which is not shared with other people. Their inner eye, and their feelings, is doing the work³⁸. This possibly explains why individuals have preferences amongst the radio stations at their disposal.

Some of the Nigeria's top radio stations that people listen to are:

1. 99.9 – *Beat FM* (Ikoyi,Lagos) —*Facebook* fan-page (378,187 likes)
2. 95.1 – *Wazobia FM* (Lagos) —*Facebook* fan-page (118,591 likes)
3. 99.3 – *Fresh FM* (Ibadan) —*Facebook* fan- page (43,383 likes)
4. 88.9 – *Fresh FM* (Ibadan) – sports —*Facebook* fan-page (32,565 likes)
5. 96.9 – *Lagelu FM* (Ibadan) – urban music —*Facebook* fan-page (14,109 likes)
6. 97.3 – *Damond FM* (ibadan)- *Facebook* fan-page (12,365 likes)
7. 88.7 – *Agidigbo 88.7 FM*– (Ibadan) —*Facebook* fan-page (11,439 likes)
8. 92.3 – *Inspiration FM* (Ibadan) —*Facebook* fan-page (5,203 likes)
9. 100.5 – *Ray Power FM* (Alagbado, Lagos) —*Facebook* fan-page (5,094 likes)
10. 105.1 – *Splash FM* (Ibadan) —*Facebook* fan-page (1,303 likes)

In a survey report by the Radio Audience Measurement Survey (RAMS), about 90% youngsters in South Africa tune in to radio at least once in a week. The statistics show that youngsters over the age of 15 follow this kind of listening habit³⁹.

Some of the advantages of radio include the following:

1. Radio has a broad audience reach, even in remote areas where other forms of media might be inaccessible. It is a cost-effective means of reaching many people.
2. Radio provides real-time information and news updates, allowing listeners to stay informed about current events as they happen.

3. Radios are portable devices, making it convenient for people to listen while on the go, such as during commutes or outdoor activities.
4. Compared to other mass media channels like television, producing and broadcasting radio content is generally more affordable, making it accessible to a wide range of broadcasters.
5. Audio-based content engages the listeners' imagination, allowing them to create mental images, enhancing the overall listening experience.
6. Radio stations can cater to specific local communities, addressing their unique interests and concerns effectively.

Some of the disadvantages of Radio

1. Radio lacks the visual element present in mediums like television and online platforms, which may limit its impact on certain types of audiences. This is fast changing now as radio stations have adopted posting on social media platforms.
2. While radio allows some level of selectivity, listeners cannot skip content as easily as in digital media, which might lead to occasional disinterest.
3. The rise of digital media platforms, such as streaming services and podcasts, has introduced strong competition for radio listenership.
4. Radio offers limited scope for direct interaction and feedback from listeners, unlike social media and other interactive mediums.
5. Compared to online platforms, targeting specific audiences for advertising on radio is more challenging

2.1.2.6 Advantages of Listening to Radio

Listening is the ability to perceive information adequately. It is a receptive communication skill, which allows the audience to receive information. It is also a skill that enhances the growth of knowledge and development of students either morally or intellectually⁴⁰. Most people want to be heard, but very few people are good at listening. People tend to spend more time evaluating what is being said or mentally composing their responses than they do actually listening⁴¹. Judging by the fact that few people are good listeners means that people who possess this rare skill have some advantages which include:

- i. **Obtaining Information:** Attentive listening helps an individual to learn more about people, things and the society at large. In essence, it creates a forum for awareness on various issues and increases the volume of knowledge of a person. Through obtaining information, an individual learns more about people which is helpful personally and professionally, because it creates a better understanding of people and realities of life.
- ii. **Interpreting Information for great clarification:** Careful listening helps an individual to avoid confusion, misunderstandings and conflicts that are common in communication flow, especially when messages are relayed. Careful listening offers an opportunity to clarify information that is being passed across. It also helps the individual to interpret such messages to his or her understanding.
- iii. **Analyzing Information:** Listening aids critical identification, absorbing and analyzing of messages, through an internal process.
- iv. **Better relationships:** Listening creates a feeling of goodwill in intimate and professional relationships. Many relationships have been broken because of lack of understanding, which could be as a result of low listening skill. By listening nonjudgmental, relationships can be improved. It pays to listen without judgment.

- v. **Airtime:** If you listen first, others are more likely to return the favour. There will always be people who, because of stress, self-absorption or other reasons, will use another person's ear and not return the favour. Nevertheless, the great majority of individuals understand there should be give and take in conversation⁴².

2.1.3 Followership of Broadcast Radio Programmes

Sport radio followership refers to the audience or listenership of sports radio broadcasts. It represents the number of people who regularly tune in to sports radio programs to listen to live coverage, analysis, commentary, and discussions related to various sports and sporting events. Sports radio stations typically broadcast play-by-play commentary of games, interviews with athletes and coaches, sports news updates, and debates about current sports topics. Sport radio followership can vary widely depending on factors such as the popularity of the sports being covered, the quality of the broadcasting team, the reach and accessibility of the radio station, and the overall interest in sports within a particular region or demographic. Advertisers and sports organizations often value sports radio followership as it provides an engaged and targeted audience for their promotions, advertisements, and sponsorships. Radio ratings, surveys, and audience measurement tools are used to gauge the size and demographics of the sports radio listenership, helping advertisers and broadcasters understand their audience better and make informed decisions regarding programming and advertising strategies⁴³.

Followership relates to the audience or listeners who regularly tune in to specific radio shows or stations. It encompasses the individuals who engage with and show loyalty to a particular radio program, host, or station over time. Followership is a key aspect of a radio station's success and is measured in various ways to understand the station's reach and impact. So many factors contribute to audience followership in radio programmes, some of which are;

audience loyalty: followership indicates the level of loyalty and dedication of listeners to a specific radio program or station. It reflects the extent to which the audience consistently chooses to consume content from a particular source⁴⁴.

In the context of sports radio, listeners might become followers of a show that provides in-depth analysis, insightful commentary, or their favorite team's coverage; engagement: Followership goes beyond passive listening. Engaged followers actively participate in the radio community. This engagement can take the form of calling in to express opinions, participating in contests, sending feedback, or interacting on social media. A high level of engagement can be an indicator of a strong followership base; consistency: radio programs often build followership over time through consistency in content and schedule. Listeners who know when and where to find their favorite shows are more likely to become regular followers⁴⁴.

Consistency in quality content and the presence of familiar hosts or personalities can also contribute to a strong followership; demographics: understanding the demographics of a radio program's followership is crucial for both content producers and advertisers. It helps tailor content to the preferences of the audience and enables advertisers to target specific consumer segments effectively. For instance, a sports radio show may aim to attract a younger demographic interested in a particular sport or team; ratings and surveys: radio stations use various methods to measure followership, including ratings and surveys. Nielsen Audio, for example, provides ratings that measure the number of listeners and their demographic characteristics⁴⁶.

Media Surveys gather data on listener preferences, habits, and satisfaction, offering insights into what keeps followers engaged; monetization: a strong followership is attractive to advertisers. Advertisers are more willing to invest in radio programs or stations with a

substantial and dedicated audience. This allows radio stations to generate revenue through advertising, sponsorships, and partnerships; content tailoring: understanding followership enables radio stations to tailor their content to meet the specific interests and preferences of their audience. For instance, a sports radio show may adjust its coverage to focus on the teams and topics that resonate most with its followers; community building: successful radio programs often build a sense of community among their followers. Listeners feel connected to the station and to each other through shared interests, and this sense of belonging can strengthen followership⁴⁶.

Followership in radio programs is a multidimensional concept encompassing loyalty, engagement, consistency, and demographic characteristics of the audience. It is vital for both content creators and advertisers, as it determines the reach, impact, and monetization potential of radio shows and stations. Understanding and nurturing followership is key to building a successful and sustainable presence in the competitive radio broadcasting landscape⁴⁶.

2.1.4 Use of Radio Broadcasting for Development

Since the dawn of civilisation about two and half million years ago, every society's growth, survival and continuity depends on among other things, a system of communication, through which people exchange of ideas, feeling; an economic system for the production of goods and services, a health system to counteract disease and ensure human reproduction; a sociopolitical system to maintain control and order and a defence system to protect their territories against external aggression⁴⁷. Another scholar observes that the partial success of modern mass media application for development projects, especially in the rural areas have resulted in various calls by communication scholars for rural development agents in the field, for a greater utilisation of indigenous communication channels for rural development⁴⁸.

The importance of rural radio in the introduction and sustenance of change in rural communities is undeniable, yet, successive Nigerian leaders have continued to utilize the Western mass media as the panacea for rural development, thus, there is a pressing need to improve and create more rural stations and create programmes that will meet the needs of the rural dwellers, thereby, bringing about national development. Radio can be used to mobilise the people at the grass root level for community development and national consciousness. No serious mass-oriented development programme, especially in rural communities in Africa ever succeeds without the active involvement of the people within the traditional system⁴⁸.

Rural radio programme serves as a source of cultural, political, health and other educational and enlightenment programmes for the masses, leading them towards self-actualisation and national development. It is in this light that a scholar submits that much of the failure that attends government mass-oriented programmes are traceable to the fact that policy makers at the national level fail to utilise this powerful and credible medium. Radio can be used as a source of entertainment through arts and cultural festivals, musicals and dramatic performance, by local singing groups, masquerades and other music and drama groups. Radio is a medium of communication through which the individuals share the world around them and beyond their immediate environment. Radio in a country should influence social and, especially the political fabric. The social objective of using radio to mobilise people in Nigeria entails the area of education, information and entertainment. It is essential to provide a kind of general education for people, irrespective of their educational background through radio. This would be by a combination of formal and informal form of education⁴⁷.

Electronic media generally, provide the public with information. Electronic media serve as watchdog and do not abuse power. For education, there is thrill of learning from the source material. Radio as an electronic media, is expected to play the role of improving and

changing social, cultural, political and technological thinking, which will, in the long run, have positive results on the process of rural development. This sensitive role expected to be played by radio is not far from the fact that it shows special qualities in disseminating information. Radio is so powerful that it brings political, economic and social news to any community or group of communities faster than other medium⁴⁷. A scholar states that radio has brought stimulus into the house, brings about competitions within families, thereby, grooming people who will contribute positively to the process of development⁴⁸. This fact agrees with the idea of another scholar because of the emphasis on grassroots development. Radio serves as an opinion leader in its news commentary and editorial. It mirrors the society in programmes like drama that present issues relevant to society in action which creates easy understanding and learning.

Radio also informs and educates the listeners in its discussion and documentary programmes. Radio entertains in its light programmes like musicals, sports comedy and dances. It also seeks to improve the society in its special occupational programmes geared towards agricultural business and other related areas. In essence therefore, radio can be employed to pass across vital information about latest techniques in agriculture, trends in agricultural extension services, etc, to the generality of rural dwellers⁴⁹. A local broadcast media like radio, if well managed, fully operated, will provide a continuous flow of educational information on all aspects that affect the lives of rural communities and also arouse their awareness with a view to changing what is detrimental to their lives. Thus, radio can be effectively used to promote health related issues. Radio educates, informs and enlightens the public of which the rural populaces are included⁵⁰.

Radio just like television is a tool that can be used to bring about positive attitudinal change in the audience. Radio helps to achieve development, both in the rural and urban areas, as

issues of development are aired to the audience in the form of various programmes and individuals are exposed to happenings in and around their society, through listening to programmes. Radio can be employed to pass vital information about the right attitude, behaviour, knowledge, techniques and skills, which are expected from the members of the public. Radio has been found to be one of the most effective media of transforming a hitherto, under-developed society to a developed polity. A scholar concurs when he says that with few years of its emergence, radio has metamorphosed from being an object of private concern, to a political and development instrument in the hands of governments and NGOs^{51,52}. The information dispersing and the enlightenment role of radio is the commonest of its functions. This disseminating function covers information to people's alertness to health, agriculture, education, economy, politics, etc. In this case, lectures, news, entertainment, drama, discussions etc, can be used. Radio stations in Nigeria often relay special programmes that promote rural development. More so, radio has the capacity to mobilise support for government programmes⁵³. Thus, the government at various levels - local, state and national, has used both radio and television to mobilise support for its programmes. Successful governments in Nigeria have used the media to console people and reassure them of their support in times of fire disaster, religious crisis, flood and other catastrophic events. During the crises in plateau state, the government relied heavily on the mass media in holding together the people; not only in terms of crisis, but also for the continuous peaceful coexistence of the different ethnic groups. Both private and public television and radio stations have introduced programmes, relayed jingles that lay emphasis on the need for peaceful coexistence⁵⁴.

2.1.5 Sports Programme on Radio and their Classification

A sports program refers to a scheduled and organized set of activities, events, or content that revolves around sports-related topics. It can encompass a wide range of formats and media, including television broadcasts, radio shows, podcasts, online streaming, and more. The primary purpose of a sports program is to provide entertainment, information, analysis, and coverage of various sports and sporting events to its audience⁵⁴.

Key components of a sports program can include; live game broadcasts, and many sports programs that features live coverage of sporting events, such as; football games, basketball matches, cricket matches, and more. These broadcasts include play-by-play commentary, analysis, and often discussions between commentators; analysis and commentary: sports programs often provide in-depth analysis and commentary on recent games, upcoming matches, player performances, team strategies, and other related topics. Experts and analysts discuss and share their insights to help viewers better understand the game; highlight reels: programs might showcase highlight reels that capture the most exciting and important moments from recent games. These reels provide a quick recap of key plays and memorable actions; interviews: interviews with athletes, coaches, and other sports personalities provide viewers with insights into the thoughts, feelings, and perspectives of those involved in the sports world; documentaries: some sports programs create documentaries that delve into the history, stories, and behind-the-scenes aspects of specific sports, athletes, or teams; discussion panels: panel discussions involving sports experts and analysts can cover a wide range of topics, from predictions and analysis to debates about various aspects of sports; interactive content:

With the rise of social media and digital platforms, some sports programs incorporate interactive elements such as viewer polls, fan opinions, and live chats, allowing the audience to participate in the conversation; news updates: keeping the audience informed about recent

developments, trades, injuries, and other news related to the world of sports is another important aspect of sports programs; profiles and features: these segments provide a closer look at athletes' backgrounds, training routines, personal stories, and journeys to success; fantasy sports and betting insights: some sports programs cater to fantasy sports enthusiasts and provide insights related to player performance, statistics, and betting odds^{55,56,57}.

Sports programs can vary in length, format, and style based on the media platform and the preferences of the target audience. They play a significant role in connecting fans to their favorite sports and athletes, fostering a sense of community and engagement within the sports culture.

2.1.6 Sports Radio Programme Contents

Sports programs refer to any form of media (radio, television, podcasts, streaming platforms, etc.) that focus on covering various aspects of sports. These programs can include live broadcasts of games, analysis, commentary, interviews, documentaries, highlight reels, and more. The content aims to provide entertainment, information, and insights related to sports events, athletes, teams, and the broader sports culture⁵⁸.

2.1.6.1 Programme Listeners' Preferences

The success of a sports program depends on understanding and catering to the preferences of its audience, often referred to as listeners or viewers. These preferences can vary widely and may include factors like: type of sports: preferences for specific sports (e.g., football, basketball, soccer, cricket, etc.); format: some listeners may prefer live game broadcasts, while others might enjoy analysis and discussion shows; engaging commentary: well-informed and engaging commentary that adds value beyond what's visible on the screen; expert analysis: in-depth analysis of players' strategies, team dynamics, and game outcomes;

human interest stories: Stories about athletes' personal lives, struggles, and achievements; interactive content: platforms that allow listeners to participate through call-ins, social media interactions, or polls; quality production: high-quality visuals, sound, and presentation^{59,60}.

2.1.6.2 Adapting to Listeners' Preferences

Successful sports programs continually adapt their content to align with listeners' preferences. They may conduct audience surveys, monitor social media discussions, and analyze viewership or listenership data to understand what resonates with their audience. This feedback loop helps shape the content and presentation style⁶¹.

- **Technological Influence:** The digital age has brought significant changes to how sports programs are consumed. Streaming platforms, social media, and personalized content delivery have transformed how listeners access and engage with sports content.
- **Cultural and Regional Considerations:** Preferences for sports and content can vary across cultures and regions. A successful sports program might tailor its content to match the local interests and sporting events of its target audience.
- **Competition and Niche Targeting:** In a competitive landscape, sports programs may differentiate themselves by focusing on niche interests, such as specific sports leagues or unique angles of coverage.

2.1.7 Sporting Events

The word “sport” has been defined by many scholars according to their view of what it is. Some scholars define sports as various physical activities, through which casual or organised participation aims to improve or maintain physical fitness and also to entertain the participants^{12,13}. A scholar states that sport is a competitive game on the basis of physical

skills which are won or lost and played according to specific rules. Sports are organised physical motion, which sometimes requires maximum physical and mental effort and governed by accepted rules⁶². With these definitions, we can say sports are different recreational activities in which humans engage in.

Sports are being participated in, at the local and international level, both indoor and outdoor, and involve teams and individuals. The major sports of the world are football, basketball, tennis, aquatics, boxing, Judo, athletics etc. There are lots of sports competition in the world today but Olympics and FIFA World Cup are the two biggest sporting events in the world in which every country strives to participate in. The level of skills and strength are the major sources of entertainment in sports while injuries and casualties are the topmost problems the participants encounter. Different sports activities are being governed by a set of rules for participants to be respectful of opponents and officials. Physical events such as scoring goals or crossing a line first often define the result of a sport. Records are kept and updated for most sports at the highest levels, while failures and accomplishments are widely announced in sports news⁶³.

Sports over the years have become one important area of life worldwide, to the extent that every country attempt to be recognised as a giant in one sport or another⁶⁴. The involvement of national sports emphasises the fact that sports occupy an important place in world affairs. Hence, different countries struggle to dominate others in different sporting activities.

In the world of sports today, different countries are known for different sports. Brazil, France, and Germany are well known to be a force in football; the United States of America is a big force in basketball; China and Japan are leaders in table tennis; just as South Africa, India, and Sri Lanka are well known in cricket. Sports affect human's life which includes their

benefits for health, self-confidence, leadership skills, socialisation, and relationship across divisions of race, culture, and gender⁶⁵.

2.1.8 Sports Casting

Sports casting often referred to as Sports broadcasting is the transmission of sports activities to a dispersed audience through radio and TV. Transmitting sports broadcast to the widespread audience is not a new thing as it has been acknowledged to have a strong impact on the development of sports. It requires the service of sportscasters i.e., broadcast professionals who report sporting events through radio and television. Sportscasters are professional sports broadcasters who cover and report sporting events, using varieties of media outlets such as television, radio and the internet⁶⁶.

The field of sports broadcasting is a wide profession as the job varies. Some people specialize in providing contents while some run commentaries. A scholar shed more light on this by listing the following professions of sports broadcasters: (i) Announcers, Commentators, and Reporters; (ii) Audio and Video Technicians; (iii) Camera Operators; (iv) Graphics and Replay Technicians; (v) Producers and Directors; (vi) Spotters and Statisticians; (vii) Stage Manager; (viii) Technical Director. Any sportscaster who plans to prevail in this profession needs to comprehend the multifaceted manners by which the business really operates and functions. There are tricks and terminologies, and before you can ever get a foot in the entryway, you'll need to learn them²⁰.

Some other roles of sportscasters and reporters as suggested by scholars are listed below:

- i. A good sportscaster should be able to bring the players, coaches, and administrators closer to the public and fans in particular. Check out the popular players, coaches, and

administrators and you will find that their popularity is often connected to favorable media coverage.

- ii. Sports reporters could also act as the watchdog over the players, administrators and coaches to avoid and help expose embarrassing behaviour associated with sportsmen and women.
- iii. One of the primary roles of sportscaster is to beam their searchlight on negative boardroom politics that could hamper sports development.
- iv. Sports reporters must see to the end of a game and make sure accurate and unbiased account of such games is published timely.
- v. It is one of the core roles of sportscasters to analyze game situations before and after the games to help build excitement and sense of fulfillment respectively in the fans^{21,22,67}.

2.1.9 Radio Broadcasting and Sports Communication

Radio broadcasting involves the transmission of sound through the electromagnetic spectrum as carrier waves, which means, it uses electromagnetic waves to disseminate information in form of sound to the widespread audience⁶⁸. Radio traditionally includes Amplitude Modulation (AM) and Frequency Modulation (FM) stations. AM radio is the earliest form of radio. It uses the long-wave band in some countries. It has different transmission process from FM and has a better long-distance capability. At night, the signal can travel more distance. Its disadvantage is that it can easily be distorted by lightning, solar radiation, and electrical storms. FM radio was invented in 1933 by Edwin Howard Armstrong to overcome radio-frequency interference problems. FM occurs on VHF airwaves in the frequency range of 88 to 108 MHz. Currently, FM is the dominant medium in most urban centres⁶⁹.

The ability of radio to reach a great number of people at comparatively small costs has a distinct advantage over other media⁷⁰. A scholar identify the edges that radio has over other mass media viz: radio has a wider reach; it transcends the boundary of illiteracy; it is portable and can be carried about because of its small size; radio is less complicated to operate; it is less expensive; and it is universal and gives room for feedback. Radio was once the best way to follow the sports lives, with a talented team of commentators and stadium sounds playing through loudspeakers across the UK. Over the decades, televisions have become much more popular, with even more options for monitoring or watching live sports online. Nevertheless, radio still plays an important role in many of the country's most popular sports⁷¹. People of all ages find themselves listening to the radio because of the modern setup of many of the biggest sports.

Although there are many TV channels covering major international competitions, they cannot broadcast all sporting events. With these shortcomings, fans must resort to alternative means to get in tune with the action. Also, there are plenty of live score shows and online live trackers, but it is the radio that provides the closest and most indepth live coverage of the matches. If you want to watch a particular game, you are bound to find a national or local station that offers live coverage⁷².

In some ways, listening to football on radio can be better than television, especially if the game is not particularly fun. While other media are dedicated to reporting teams, athletes and leagues, radio also serves the sports betting side by providing live updates on match time and score lines. As such, watching the action is not as necessary as in other sports, but keeping up with the actions when betting on matches is necessary for the entertainment factor²⁹. A great team of radio commentators can also make the sport incredibly fun, with fast, scrambling voices adding extra energy to the experience.

Some of the greatest boxing matches of all time have been perfectly captured by radio commentary, especially for British followers during the days when America was the homeland of boxing. Now, with boxing making the headlines and British boxers leading the way, perhaps the only sticking point for many fans is the cost of the pay overview (PPV). It is an expensive sport to watch, and pay-per-view costs for overseas and after-hours fights are not reduced, so many people are turning to live radio coverage. In fact, for Joshua v Ruiz Jr II in Saudi Arabia, BBC Radio 5 Live received a million coins for the boxing big night. With PPV costs on the rise and local heroes looking to more countries to host their events, radio could play an even more crucial role for boxing fans in the years to come^{29,30}. Radio retains relevance in popular sports because of its accessibility, extensive coverage, and most importantly, the quality of commentary, which provides a thrilling experience³¹.

2.1.10 Sports Programmes on Television

In the context of sports/news reporting, television has clearly become the dominant medium. Like the radio, it provides for live reporting. Television sends not just sound but also live images. Television viewers have a higher sense of being present than radio listeners. As a result of television, important sporting events are no longer only available to viewers in attendance, but to many millions more who can watch the game from the comfort of their own homes on their television screens⁷³. Close-ups, replays, slow motion, multiple camera angles, and cameras that follow the action all contribute to television's value. It can be more exhilarating to be a spectator in front of a television screen than to be a spectator in the stadium, far away from the playing field or arena.

Television displays sportsmen and women, including athletes who are completely fit, attractive, and highly trained. The "communication trinity," which includes sports, media, and advertising, generates a highly marketable service known as show business. Televised

sports reach more people than on-site events because of the additional values of stemming dramatisation, reporting skills, and broadcasting itself. “The phenomena of broadcast sport’s mass consumption have generated a significantly different feel for sport than in the past”⁷⁴.

The Broadcast media have literally paved the future direction and success of grassroots, college, and professional sports the world level. However, the manner in which the broadcast media inform, interpret, and establish particular ideas about sports and society must be realised and understood in right perspective. Television has also made World Cup, The European Championship, the Wimbledon, French Open, US Open, Australia Open-Tennis tournaments big events³⁴.

There is no doubt that sports provide a great deal of entertainment for both players and spectators; nevertheless, the role of the media cannot be neglected. One of the reasons sports are such an important part of our culture is because each game is recorded, documented, and archived. The media influences not just what events we see, but also how we view them and, more significantly, how we remember them^{35,75}.

2.1.11 Relationship between Mass Media and Sports

The most vital change that has occurred in sports is the critical part the media is playing in its advancement throughout the world. Aside from the way that the media has expanded games mindfulness and spectatorship among people of the world, it has additionally expanded income level, which has improved the different sports partners. Some scholars emphasises that the media have been playing a vital role in sports development through the dissemination of information about different sports and sports persons in different countries³⁶.

The mass media enhance and re-arrange the impression of the audience on a specific occasion or happenings in the general public and add to a supply of information on the past and current

occasions. Some scholars call attention to the notion that, competitive sports would grow and survive with the collaboration of the media. This is, therefore, the major reason why sports must appreciate great association with the press; newspapers, radio and TV^{36,37}. Some scholars notice that sports and the media have moved towards becoming related to such a degree, to the point that it is frequently hard to talk about sports in present-day society without acknowledging its association with the media³⁸.

In characterising the advantageous relationship that exists between the media and games, some scholars explain that; media and sports are presently so complicatedly associated that it has turned out to be difficult to talk about one without the other. But in a general sense, the relationship isn't in anyway exceptional. The media have developed so remarkably in the most recent decade, so they influence all intents and purposes of human life that almost everyone is currently a media professional. The supposed new media have viably re-imagined the limits of consideration as bloggers and twits stand balanced with their PCs and mobile phones prepared to break the news or post new recordings on the web. All these are a piece of the new global culture that is currently characterising the modern media scene, conceding unequivocal access to the media and making information dispersal to a greater degree^{76,77}.

The global culture creates the new media and the new media, in turn, drives the global culture; and wish the two combined, propelled by the logic of the mass market and consumerism to repackage sports as a commodity, delivered to the market through the satellite television, the internet, and internet-based channels, like *Facebook*, *Twitter*, and *YouTube*⁷⁰.

Sports icons like Lionel Messi, Cristiano Ronaldo, Lebron James, Kobe Bryant, Usain Bolt, Tiger Woods, and the William sisters are individuals one has never met and would most likely never meet. However, one can perceive and really feel they know them through the media. The interpretation of these young worldwide symbols couldn't have occurred without

the media that have conveyed their additional standard abilities to individuals' lounge rooms and even their cell phones⁷¹.

To see how crucial the media are to sports development, one must visualise what sports would be today without the media. Imagine for a minute that El-Clasico matches between football giants, Real Madrid and Barcelona, at the Santiago Bernabéu and Nuo Camp and other interesting matches of the English Premier League (EPL), the administration of these leagues choose to disregard the worldwide media that has transformed them into worldwide brands and rather, choose to declare the matches by means of a little sign-post set at the stadiums. We can envision the quick outcome of such a choice. We can imagine the immediate consequence of such a decision. There will be a massive drop in the income from gate fees, as only a few people will know about the fixtures⁷⁸.

From the foregoing, it is clear that in the primary role of informing, entertaining and educating the masses, the media today have become a vital part of different sports activities. So indispensable is the media to sports that without the media, particularly satellite pay TV, the sports business known today will stop to exist. It will just return to the mere recreation it used to be hundreds of years prior. To back this up, a scholar says: "if ever there was a marriage made in heaven it was between media and sports"⁷⁹.

2.1.12 The Mass Media and Sports Development

Before the advent of the mass media, people rely on the information they get from the verbal exchange of literate individuals about sports activities (match venue, scores, players etc.). With the importance of education and increase in literacy, the introduction of the media (newspaper, radio, and TV) became a well-known method for reporting sports and telling the populace around an occasion⁴⁴. Sporting activities also enrich the media through sports communication, awareness creation and by providing spaces/time for advertisement. The

advertising industry forms an essential part of the relationship. The media and sports in conjunction with sponsors, maintain continuous interactions between individuals who are sport fans, in an attempt to effectively influence their thoughts and action in order to create advertising market⁸⁰.

The media can influence the prominence of sports, publicise the local teams, enhance players' personality and engineer fans' devotion to a particular athlete or team/ meanwhile, some media organisations pay for the rights to show some specific sporting event. Teach PE explains that sports that appears on the TV attract more sponsorship, people take in the tenets of the game from watching it on TV, seeing great sport individuals on TV and daily on newspapers makes them a good example for individuals to admire Media conveys sports to individuals who may not ordinarily get the chance to encounter it. Generally, this can urge individuals to get involved. Watching experts on the TV can enable us to perceive how a technique could be performed better⁸¹.

Sports associations with the media have numerous positive and negative perspectives. The positive effects include money as media companies pay for the rights to show a sporting event. Sports in the media generate income from sponsorships and advertisements. People learn the rules of the sport from watching it on TV and listening via radio. Seeing good sportspersons on TV and in newspapers makes them a role model for people to look up to⁴⁷. Media brings sports to people who may not normally get to experience it. This can encourage people to get involved. Finally, watching professionals on the TV can help you see how a technique should be performed which could help your performance⁸².

However, the negative effects of media on sports includes but not limited to biasness, that is, only the most popular sports get much attention on the broadcast and in the print media. This does not help to encourage people who participate in the less popular sports. Another

disadvantage of the sports in the media is lack of attendance. For matches that are shown on TV and available on live radio, ticket sales often drop. There is a lot of sport in the various media nowadays, some take too much broadcast time and large spaces on newspapers⁴⁸. Also, sports stars often complain of too much attention being paid to their private lives. The media can put pressure on the organisers of sporting competitions to make the viewing experience better for the TV audience. For example, in a previous Olympics, the marathon was run at a time which suited TV companies, even though it was at the hottest time of the day⁸³.

2.1.13 Overview of Indigenous Sports Radio programs

Indigenous sports radio programs, particularly those broadcast in native languages, are crucial in promoting cultural identity, providing localized content, and fostering sports engagement within communities. Scholars posit that these programs create a bridge between sports and community identity, offering a unique platform where listeners can engage with sports events, commentary, and discussions in languages that reflect their culture and heritage. Such programs increase listener engagement, addressing the demand for culturally relevant sports media, especially in regions where local language proficiency is higher than in foreign languages.

Indigenous sports programming is generally tailored to reflect the preferences and traditions of the local audience. Researchers suggest that this cultural resonance helps bridge gaps in mainstream sports media, which are often dominated by Western perspectives and English-language content. Through features like local sports commentary, live updates on indigenous sports, and interactive call-in segments, these programs encourage active community involvement and offer a sense of ownership and pride in local events. This model strengthens community bonds, as sports enthusiasts feel more connected to the games and teams that represent their culture and heritage.

Furthermore, scholars contend that indigenous sports radio programs significantly contribute to grassroots sports development by spotlighting local athletes and community-based sports events. These programs give visibility to emerging talent, fostering interest and participation in indigenous sports. This positive influence on youth engagement in sports promotes healthy lifestyles, nurtures community spirit, and encourages the growth of sports at the community level. By broadcasting local sports events, these programs also contribute to the preservation and revitalization of indigenous sports that might otherwise receive little attention in mainstream media.

In regions such as Southwest Nigeria, Yoruba-language sports programs like Idan Ere daraya on Agidigbo FM, Jekonmo on Lagelu FM, and Ere Idaraya on Amuludun FM illustrate the effectiveness of indigenous sports programming in appealing to local listeners. These programs offer expert analysis, live match updates, and interactive listener segments that enhance their appeal and foster audience loyalty. Scholars highlight that the content emphasis of these programs, including expert commentary, live updates, and listener contributions, provides an engaging experience for the audience, increasing their attachment to these programs.

Indigenous sports radio also plays an educational role by deepening listeners' understanding of sports rules, strategies, and histories, especially when these are conveyed in familiar language. By presenting sports commentary and analysis in local languages, these programs demystify sports for their audiences, making complex concepts more accessible and relatable. This educational aspect is essential in promoting indigenous games, which may lack exposure in mainstream sports media.

Cultural relevance is another strength of indigenous sports radio programs. They often incorporate local proverbs, idioms, and expressions, which resonate deeply with listeners and

reinforce the cultural connection between the audience and the program. By embedding familiar language and perspectives, these programs not only entertain but also strengthen community identity and shared heritage.

Moreover, scholars observe that indigenous sports radio programs often serve as a platform for social discourse, using sports as a lens to discuss broader societal issues. Programs frequently address topics like youth development, community health, and social values, emphasizing their role in fostering social cohesion. This approach demonstrates how indigenous sports radio goes beyond entertainment to address critical issues within the community.

The economic benefits of indigenous sports programming are also notable. These programs attract regional advertisers looking to engage the local market, creating revenue for stations and job opportunities for local journalists, analysts, and technical staff. Thus, indigenous sports radio is not only a cultural asset but also a contributor to local economies.

2.1.14 New media and Yoruba Sports Language Programmes

The advent of new media has significantly influenced Yoruba sports language programs, transforming how content is created, shared, and consumed among audiences. Scholars posit that new media technologies, including social media platforms, streaming services, and mobile applications, have expanded the reach and impact of indigenous language programming. In the Yoruba-speaking regions of Nigeria, these advancements have enabled sports programs to deliver content in the Yoruba language across diverse digital platforms, attracting a wider audience and increasing engagement with Yoruba-speaking sports fans locally and globally.

One of the key impacts of new media on Yoruba sports programs is the enhanced accessibility and convenience it offers audiences. Traditional radio and television broadcasts often have fixed schedules, limiting the audience's ability to access content. However, new media platforms allow audiences to listen to or watch sports programs at any time, enabling on-demand access that aligns with the fast-paced, mobile lifestyles of modern audiences. For instance, Yoruba-language sports programs such as *Idan Ere daraya* on Agidigbo FM and *Jekonmo* on Lagelu FM can now be streamed online, allowing fans to catch up on missed segments or enjoy live updates while on the go.

Additionally, new media has amplified the interactive nature of Yoruba sports programming. Through platforms like Facebook, Instagram, and WhatsApp, audiences can actively participate in discussions, share opinions, and engage with content in real time. Social media's comment sections and live chat features enable Yoruba sports programs to foster a sense of community, where fans can express their thoughts in their native language. This interaction enriches the content, as audience contributions add diversity to the discussions and provide valuable insights into listeners' preferences and opinions. Furthermore, these platforms encourage discussions around cultural identity and pride, as fans engage in conversations that highlight Yoruba heritage and linguistic expressions in the context of sports.

Moreover, new media enables Yoruba sports language programs to reach a global diaspora audience. Yoruba-speaking communities around the world, especially those in countries like the United States and the United Kingdom, can now access sports content in their native language, which strengthens cultural ties and provides a sense of connection to their roots. Scholars argue that this global reach helps Yoruba language programs thrive and maintain relevance, even outside Nigeria, as the programs provide an important cultural link to Yoruba-speaking audiences abroad.

Another benefit of new media for Yoruba sports language programs is the ability to incorporate multimedia content. Platforms like YouTube, TikTok, and Instagram allow Yoruba sports programs to deliver visual content, which can enhance the audience's experience through highlights, behind-the-scenes footage, and clips from live events. This visual dimension adds depth to the programming, allowing audiences to witness significant moments and engage more fully with sports content that would otherwise be limited to audio-only formats.

Economically, the integration of new media in Yoruba sports programs has created opportunities for advertising and sponsorship. Local brands and businesses looking to target Yoruba-speaking audiences can advertise on digital platforms associated with these programs, providing revenue streams for content creators and broadcasters. Scholars observe that new media also enables targeted advertising, allowing businesses to reach specific demographic groups, which increases the effectiveness of marketing strategies and strengthens the sustainability of Yoruba sports language programming.

However, challenges remain, as some Yoruba-speaking regions face limitations in internet access and digital literacy, potentially restricting the full potential of new media in these areas. To address this gap, broadcasters and program producers are exploring hybrid models that combine traditional media with digital access, ensuring wider reach while catering to varying levels of digital access.

2.1.15 Social Media Platforms

Social media platforms have had a transformative impact on the followership of sports radio programs, reshaping how audiences engage with content and follow their favorite shows. Scholars posit that platforms like Facebook, Twitter, Instagram, and YouTube have expanded the reach and visibility of sports radio programs by enabling direct interaction, real-time

updates, and on-demand access. For sports enthusiasts, social media has become an essential extension of radio, offering interactive experiences that traditional broadcasting alone cannot provide.

One of the primary ways social media enhances the followership of sports radio programs is by enabling continuous engagement beyond the airtime of live broadcasts. Through social media pages, radio stations can post updates, scores, highlights, and commentary in real time, allowing followers to stay connected with the program even when they cannot tune in live. This continuous stream of content keeps listeners engaged, which, in turn, reinforces their loyalty to the show. For example, fans of Yoruba-language sports programs like Jekonmo on Lagelu FM or Idan Ere daraya on Agidigbo FM can follow their favorite programs on social media to receive updates, discuss games, and participate in the community of listeners in real-time.

Social media also serves as an interactive platform where followers can actively participate in discussions about sports topics covered on-air. Platforms like Twitter and Facebook enable fans to comment on posts, share their opinions, and engage in conversations with other listeners and even radio hosts. This interactive element encourages a sense of community and deepens the connection between the program and its followers. By facilitating a space for audiences to express their thoughts and emotions, social media enhances the bond that listeners have with sports programs, which has proven to increase audience loyalty and program followership.

Another advantage is the role social media plays in reaching a broader, more diverse audience. With social media, sports radio programs are not confined to geographic boundaries and can reach fans both locally and globally. Scholars observe that social media extends the program's influence to non-traditional listeners, such as younger audiences who

are more active online than on traditional radio. Social media posts also attract users who may have initially missed the program but, through shared content, discover it and become new followers. This dynamic allows sports radio programs to grow their fanbase by reaching audiences who may not tune into radio but are engaged in digital spaces.

Moreover, social media offers a visual and multimedia dimension that enhances the experience for sports radio followers. Platforms like Instagram and YouTube allow stations to share video highlights, game recaps, behind-the-scenes content, and player interviews, adding value to the radio experience. Visual content complements audio broadcasts by providing a more immersive and memorable experience, as followers get to see highlights and moments that were only discussed on-air. This mix of audio and visual content allows sports radio programs to stay relevant in a multimedia landscape, appealing to a generation of followers who expect engaging, diverse content.

The economic benefits of social media for sports radio programs are also significant. Social media creates opportunities for advertising and sponsorship, as platforms provide metrics that attract advertisers interested in specific demographics. Radio stations can promote sponsored posts, incorporate branded content, and conduct live sponsored events on their social media pages, generating revenue that supports the sustainability of the program. Scholars suggest that this monetization potential has motivated many sports radio programs to invest more heavily in social media strategies, as it helps them to both grow their followership and sustain operations.

Despite these benefits, there are challenges. Social media requires constant updates and active engagement to maintain relevance, which can be resource-intensive for radio stations. Additionally, the fast-paced nature of social media can lead to misinformation or the need for

rapid responses to controversial topics, potentially putting strain on stations to manage their online presence effectively.

2.1.15.1 Types of social media platforms

- **Facebook:** *Facebook* is an online social networking service headquartered in Menlo Park, California. Its website was launched on February 4, 2004 by Mark Zuckerberg with his college roommates and fellow Harvard University students, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities and later to high school students. Since 2006, anyone who is at least 13 years old is allowed to become a registered user of the website, though the age requirement may be higher depending on applicable local laws. The name 'Facebook' came from a colloquialism for the directory given to it by American universities students. Being part of the social network is simple. An individual would be required to register in order to have an account. After registering to use the site, users can create a user profile, add other users as "friend", exchange messages, post status updates and photos, share videos and receive notifications when others update their profiles. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People from Work" or "Close Friends"²⁰. *Facebook* had over 1.18 billion monthly active users as of June 2015. Because of the large volume of data that users submit to the service, Facebook has come under scrutiny for their privacy policies. Facebook Inc. held its initial public offering in February 2012 and began selling stock to the public three months later, reaching an original peak market capitalization of \$104 billion. As of February 2015,

it reached a market capitalization of \$212 Billion. Ethnographic sources revealed that *Facebook* is the most popular social networks used in Nigeria.

- **X: (formerly *Twitter*)** is an online social networking service that enables users to send and read short (240 characters) messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access *X* through the website interface, SMS, or mobile device application. *X* Inc. is based in San Francisco and has more than 25 offices around the world. *Twitter* was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and launched in July 2006. The service rapidly gained worldwide popularity, with more than 100 million users who in 2012 posted 340 million tweets per day. The service also handled 1.6 billion search queries per day. In 2013, *Twitter* was one of the ten most-visited websites, and has been described as the 'SMS of the Internet'. As of May 2015, *X* has more than 500 million users, out of which more than 302 million are active users. There are many ways to use and/or search on *X*. You can find Tweets from friends, local businesses and everyone (ranging from well-known entertainers to global political leaders, sports men and women and other high-profile personalities). By searching for topics, keywords or hashtags, you can follow ongoing conversations about breaking news or personal interests. Follower is the name of the game on *Twitter*, you need to get as many followers as possible, so you need to start interacting with other people for them to notice and follow you. To be active in *X*, you need to:

i. Follow Other People: Search for people that would like to follow you and what you provide and start following them. As with every other social network, they will receive a notification and most will check you out, if they like what they see, some will follow back. This is true for all the other social networks. Some accounts are used rarely; some are redundant, while some people may not just be interested in what you offer. Therefore, not all

notifications will be accepted to check you in and follow you back. After a certain period of time (5-10 days), it is a good idea to un-follow the ones that did not follow you back so you keep your followers/follows ratio in a good balance.

ii. Follow People Back: Just like you follow other people and want to be followed back in return, other people will follow you with the same idea in mind. Although, these might not be the people you want to target, in the beginning, it's a good idea to follow everybody back so you have a nice-looking profile with a decent number of followers. If you don't follow them back fast, they might un-follow you, so keep that in mind.

iii. Re-tweet Other People's Tweets. It is important that one should find tweets that are in line with his/her area(s) of interest(s) and re-tweet them. There are lots of interesting things on twitter that one can find and re-tweet. Once you re-tweet, the user that made that tweet will get a notification and might follow back. A new user might find people that are 'high up' with great accounts and re-tweet and interact with them often. They will eventually notice you and will help if you ask nicely or at least re-tweet some of your tweets for all their followers to see. To have a recipe for a great growing twitter handle, it is recommended that you schedule post, get other posts from other people on twitter, and get some post from different other feeds that are highly relevant to you based on your interests. This will make your account active on the social website.

- **Instagram:** *Instagram* is an online mobile photo/video sharing and social networking services that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as *Facebook*, *Twitter*, *Tumblr* and *Flicker*. Its distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 4:3 aspect ratio typically used by mobile device cameras. Users can also apply digital filters to their images. Instagram

was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile application¹⁰. *Instagram* rapidly gained popularity, with over 100 million active users as of April 2012 and over 300 million in December 2014. The service was acquired by Facebook Inc. in April 2012 for approximately US\$1 billion in cash and stock. In 2013, Instagram grew by 23%, while Facebook, as the parent company, only grew by 3%¹¹. It is a powerful social media site that can drive amazing traffic to websites. A lot of powerful brands are using it successfully and they are reporting that it works better for them than Facebook and Twitter combined. The only downside of this platform is that, because of the way it was designed, one can only post images on it from ones' smartphone; thus, one cannot post images online from a computer or by any other means. To become an active user of Instagram is very simple. The first thing to do is to create an account; thus, creating Instagram account can be done from a phone in order to get accustomed with the way it works. These include setting up the account like details of the user, a Uniform Resource Locator (URL) and good profile images. It is important for one to make his account look good so that when people see it, they will be attracted to follow you without thinking twice. For an account to look good images of attractions and social/current issues (up to 15-20 pictures) are recommended and people will actually begin to take a look at it. It is advisable that after the initial posting, additional 5-10 new images should be uploaded on a daily basis. This trick is to attract many followers as possible. Thus, to get many followers, you need to:

- i. Start Following Other People: Use the search "function" and find people of like mind with their interests alien to yours. One also needs to be creative and target other users in order to entice them to follow you back. Once you start following people, they will receive a

notification and in turn will follow you back if they like your account, and in some cases, some may follow back without going through your account¹².

ii. Start Liking Other People's Images: People like to be appreciated and liked, and they will receive a notification when you do this. For these reasons many will be grateful and follow you in start noticing you after a while and will want to reciprocate.

iii. Start Commenting on Other Peoples' Images: This can help to create connections that could help you to further grow your account. One final thing you can do on *Instagram* in order to boost your follower's growth is to talk with other people on Instagram with big accounts and ask them to post one or two images from you to their followers. Posting interesting images grows one's account and leads to steady increase in traffic.

- **WhatsApp:** *WhatsApp* was developed as an alternative to standard messaging. Currently, it meets the communication needs of more than one billion people. At present, WhatsApp supports voice and video calling, and the sending and receiving of many different types of media such as text, photos, videos, documents, and locations. It also provides the ability to create stories as social media applications. WhatsApp and other messaging applications make it easier for individuals to communicate more readily and better fulfill the fundamental need for relatedness. In this context, it can be said that WhatsApp supports communication with the existing neighborhood and does not have the uses to help make new friends. Studies connect the use and gratification theory with maintaining existing relationships as well as informational and educational motives¹³.
- **Snapchat:** *Snapchat* is an instant messaging application that allows its users to send photos or short videos (called snaps). Users can determine how long the submitted snapshots can be viewed, and can create unlimited stories for 24hrs (*Snapchat* is

known to have more than 100 million users, and is the third most popular SMS after Facebook and Instagram. The use of Snapchat is often seen as fun and it is used to communicate with the immediate community. Previous studies investigating Snapchat use from the Use and Gratification Theory perspective have reported different motivations such as entertainment, convenience, medium appeal, self-expression, modality, agency, interactivity, navigability, and privacy.

- **YouTube:** *YouTube* is ranked second in the ranking of all websites visited on the Internet, and ranked first among video sites. It serves a very broad audience, both amateur and professional. Every user can rate (like/dislike), upload videos, and can comment on and share them. It allows users to interact with the site using methods such as rating, video uploading, commenting, and sharing. There are also numerous videos based on the self-promotion and self-broadcasting culture. *YouTube* offers a wide variety of opportunities for individuals in the form of active and passive participation, and has achieved previously unthought of levels of social interaction and participation. Previous studies investigating YouTube use from the Use and gratification theory perspective have reported different motivations such as content creation and viewing, social gratification, relaxing entertainment, social interaction, and information seeking.
- **Google+:** *Google+*, an SMS operated by Google, offers instant messaging, video-conferencing, grouping friends to allow content sharing, and engaging people with similar interests. *Google+* is viewed as a mix of the features of Facebook and Twitter, but it is more akin to Twitter because of the unidirectional flow. Naturally, *Google+* finds it difficult to compete with many popular social networking sites, and little research concerning SMSs has focused on *Google+*. Nevertheless, studies pointed the wide usage of *Google+* for education and information

- **Viber:** *Viber* was founded by four Israeli and Belarusian partners: Talmon Marco, Igor Magazinnik, Sani Maroli and Ofer Smocha, with Marco as its CEO. It was initially launched for iPhone on December 2, 2010, in direct competition with Skype. Viber is a mobile application that allows phone calls and text messages to all other users, whether mobile or landline, for free. It is available over WiFi or 3G with sound quality much better than a regular call with mobile carrier charges applicable when used over a 3G network. Once the application is installed, calls can also be made to numbers that do not have Viber at low rates using ViberOut. Viber works on most android, iphone, blackberry, windows, mac, nokia and bada devices. Once Viber has been downloaded on a mobile phone an access code is received via SMS or a callback to activate it. This ensures that only the real owner of the phone number can get it registered and prevents others from obtaining the access code and placing calls with the caller ID. Viber first requires installation on a phone in order to work on a desktop operating system environment. Viber has over 100 million monthly active users from its 280 million global registered users¹⁷.
- **Tango:** Tango was developed in September 2009 by Uri Raz and Eric Setton of TangoMe Inc. and is based in Mountain View, California. It is a third party voice over internet protocol (VoIP) social media platform which offers video calls, voice calls and text messages over 3G, 4G and Wi-Fi networks. Tango is free except when used over 3G and 4G networks where data plan charges by the mobile carrier apply. Tango can be deployed using iphones, ipads, windows, and android devices. As at March 2014, there were over 200 million user and it was rated the twelfth most downloaded android phone app by PCMag. It has a simpler interface and does not require usernames and passwords and once installed the app searches through existing phone contacts to pinpoint contacts already using Tango and highlight them as those

reachable via the app. On the other hand, there are some key issues with Tango as it has poorer voice and video quality especially when video calls are being made. To use this app, both the sender and receiver must be registered on the social media platform with no possibility of calls to non-Tango users and landlines. Unlike the situation with some popular VoIP social media apps, Tango has no integration with other social media platforms, no conference calling and no instant messaging capability. These are some of the disincentives to the mass acceptance of Tango.

- **LinkedIn:** This social media platform was launched in 2003 in Mountain View California and was founded by Reed Hoffman, Allen Blue, Konstantin Guericke, Eric Ly and JeanLuc Vaillant. Available in twenty-four languages, LinkedIn has been described as the most popular tool for professional networking. It is a social networking tool available to job seekers and professionals where users can invite other users and even non-users to connect. Inviters who get several rejections from invitees' risk having their accounts restricted or closed. On this platform, users can get introduced to networks of contacts, new job and business opportunities, display products and services in their company profile pages, list job vacancies and search for potential candidates¹⁸.
- **Myspace:** Chris DeWolfe and Tom Anderson founded Myspace, which is headquartered at Beverly Hills, California, in 2002. It is a social networking website offering an interactive, user submitted network of friends, personal profiles, blogs, groups, photos, music and videos. It was the biggest social media platform up till 2008 when it was overtaken by Facebook. Its influence on pop culture and music was widespread and is credited with the creation of unique URLs for companies and artistes. A major issue leading to the loss of popularity of Myspace was the inability to build an effective spam filter which led to vandalism, phishing, malware and spam.

Myspace was re-launched in 2013 and has bulletin, instant messaging and access to radio stations as some of its features¹⁹.

- **Blackberry Messenger** : Blackberry Messenger (BBM) was launched by blackberry manufacturer Research in Motion in 2006. It is a proprietary internet-based pin instant messenger, video and telephony application included on blackberry devices, that enables messaging and voice calls between one or several users on the platform. Developed initially for only blackberry devices, by 2013 it became available to android and ios phones. With the release of BBM 5.0, users can send a QR Code to add each other to their respective contact lists rather than using an alphanumeric pin or an email address associated with the users' blackberry²⁰.
- **Skype**: First released in August 2003, Skype was created by Dane Janus Friis and Niklas Zennström in partnership with Ahti Heinla, Priit Kasesalu, and Jaan Tallinn, who developed the backend. It is an IP telephony service provider that can be used to make free voice and video calls over the Internet to any Skype subscriber or to any other non-user at low calling rates. It is relatively simple to download and install the software, which works on most computers and phones. A dedicated Skype phone can be used on desktop computers, notebooks, tablets, mobile phones and other mobile devices fitted with a headset, speakers, microphones or USB phone. Skype also enables file transfers, texting, video chat and videoconferencing. In September 2005, eBay acquired Skype for \$2.6 billion.

2.1.16 Social Media Streaming Effects on Yoruba Sports Language Programmes

Social media streaming has had a profound impact on Yoruba sports radio programs, reshaping how these programs reach and engage their audiences. Through platforms like Facebook Live, Instagram Live, and YouTube, Yoruba-language sports programs such as Idan Ere daraya on Agidigbo FM and Jekonmo on Lagelu FM can now stream live content,

making sports discussions and updates more accessible to Yoruba-speaking audiences locally and globally. Scholars posit that this shift not only increases the reach of Yoruba sports programs but also enhances real-time engagement, as audiences can tune in, comment, and react during the broadcast, creating an interactive experience that traditional radio alone does not offer.

One significant effect of social media streaming is the broadening of the audience base. Yoruba sports programs are no longer restricted to local FM frequencies; rather, they now reach a global diaspora who can access content in real time, regardless of location. This has helped Yoruba-language programs tap into international audiences, allowing listeners from different parts of the world to connect with cultural and sports content from their homeland.

Additionally, social media streaming allows programs to incorporate multimedia elements, such as video highlights, visual analyses, and on-screen comments, that enhance the depth and quality of the broadcast. This visual engagement strengthens audience attachment to the program, as followers can watch hosts in action, participate in polls, and view visual content alongside the audio broadcast.

Moreover, social media streaming has opened new advertising opportunities for Yoruba sports programs, as sponsors can place ads within live streams or sponsor interactive segments, creating a sustainable model for the programs. Overall, social media streaming has increased the accessibility, engagement, and economic potential of Yoruba sports radio, making it a powerful tool for preserving and promoting Yoruba language and sports culture in the digital era.

2.1.17 Social Media Engagement

Social media engagement refers to the interaction between content creators and their audience on social media platforms. It encompasses various forms of audience participation, such as liking, commenting, sharing, retweeting, and direct messaging, all of which contribute to a two-way communication process between content producers and their followers. High levels of social media engagement are indicative of a strong connection between the content and the audience, often leading to increased visibility, loyalty, and influence.

In the context of sports radio programs, especially those in indigenous languages like Yoruba, social media engagement plays a pivotal role in expanding their reach and deepening audience involvement. For example, fans of Yoruba-language sports programs such as *Idan Ere daraya* on Agidigbo FM or *Jekonmo* on Lagelu FM can engage with the content in real-time through comments, shares, and likes on platforms like Facebook, Twitter, Instagram, and YouTube. This interaction not only enhances the listening experience but also fosters a sense of community, as followers can discuss ongoing games, share their opinions, and contribute to the conversation surrounding the program.

Moreover, social media engagement allows for the creation of more personalized and dynamic content. Followers' feedback, questions, and opinions can be integrated into future broadcasts, enabling sports radio hosts to address the interests and concerns of their audience directly. Interactive elements like polls, quizzes, and live chat sessions further enrich the engagement, giving listeners a voice and making them active participants in the content creation process.

For Yoruba sports programs, social media engagement also presents opportunities for audience growth and retention. As followers interact with content and share it within their networks, the program's reach expands, potentially attracting new listeners. This can lead to

greater followership and sustained popularity, which is crucial for the survival and success of niche-language programming in an increasingly digital media landscape.

2.1.17.1 Social Media Engagement Strategies

Social media engagement strategies are essential for building and maintaining strong relationships with audiences, particularly in the context of promoting indigenous sports programs. These strategies help increase visibility, encourage interaction, and foster a sense of community around the sports. Effective engagement on platforms like Facebook, Twitter, Instagram, and YouTube involves several key strategies:

Content Creation and Diversification: One of the first steps in driving social media engagement is creating varied and engaging content. This can include highlights of indigenous sports events, behind-the-scenes footage, interviews with athletes, and user-generated content like fan posts. Visual content, such as photos, infographics, and videos, tends to generate higher engagement rates. Sharing stories about the history, rules, and cultural significance of indigenous sports also attracts both sports fans and those interested in cultural heritage. Regularly posting fresh, relevant content keeps audiences engaged and excited about upcoming events.

Live Streaming and Real-Time Interaction: Social media platforms offer the ability to stream events live, allowing fans to watch indigenous sports competitions in real-time. This strategy not only boosts engagement during the event but also creates a sense of community as fans can interact in the comment sections, share opinions, and celebrate victories together. Live streaming creates a dynamic, participatory experience that makes fans feel more connected to the sport and its athletes. Platforms like Facebook Live, Instagram Live, and

YouTube provide accessible avenues for indigenous sports programs to reach both local and international audiences.

Hashtags and Campaigns: Using popular or unique hashtags can increase the reach of social media posts and encourage community participation. Hashtags related to specific events, teams, or athletes allow users to easily find and join conversations. Creating branded campaigns or challenges that encourage followers to participate (such as sharing videos or photos of them playing indigenous sports) can lead to viral engagement. For example, campaigns that celebrate important dates or highlight key moments in indigenous sports history can amplify the program's visibility.

2.1.18 Sports Yoruba programmes and Followership on Social Media

Sports Yoruba programs have witnessed a significant boost in followership on social media platforms, driven by the growing trend of digital interaction and increased access to online content. These programs, which are typically broadcast in the Yoruba language, connect deeply with audiences by delivering culturally relevant sports content in a language they understand and identify with. Platforms like *Facebook*, *Instagram*, *X*, and *YouTube* have become essential tools for extending the reach of Yoruba sports programs such as *Idan Ere daraya on Agidigbo FM*, *Jekonmo on Lagelu FM*, and *Ere Idaraya on Amuludun FM*. Social media engagement has allowed these programs to not only attract a wider audience but also foster a stronger relationship with their listeners.

One of the key factors driving the followership of Yoruba sports programs on social media is the interactive nature of these platforms. Unlike traditional radio broadcasts, social media enables listeners to engage in real-time conversations, comment on posts, share updates, and even participate in live broadcasts. This level of engagement creates a sense of community, where listeners can discuss their favorite teams, share opinions on game outcomes, and

interact with hosts or analysts. It also allows fans to have a direct voice in the conversation, making them feel more connected to the program.

Furthermore, the multimedia capabilities of social media enhance the sports listening experience. Programs can post video clips, highlights, behind-the-scenes footage, and player interviews, making the content more dynamic and visually engaging. This visual aspect appeals to younger audiences, who are more accustomed to consuming multimedia content. The sharing of these visual elements on social media platforms increases the visibility of Yoruba sports programs, attracting new followers and retaining existing ones.

Social media also enables Yoruba sports programs to reach a broader and more global audience. While these programs are rooted in local cultural contexts, platforms like Facebook and YouTube allow them to engage with Yoruba-speaking communities worldwide. Diaspora audiences, who may not have access to local radio stations, can now follow their favorite programs and stay connected to their cultural roots, further expanding the listener base.

The ability to track engagement metrics on social media also benefits program producers. By analyzing likes, shares, comments, and views, they can gauge the effectiveness of their content, identify trends, and better cater to the interests of their audience. This data allows Yoruba sports programs to tailor their content to what resonates most with their followers, thus enhancing the overall listener experience.

2.1.18 1 Mass Media and Indigenous Sports Radio Programmes

Mass media plays a critical role in the promotion of indigenous sports programs, acting as a powerful tool for visibility, audience engagement, and cultural preservation. Indigenous sports programs, which often highlight traditional games and regional sporting events, benefit greatly from mass media's ability to reach large, diverse audiences across different platforms.

Through radio, television, and increasingly, digital platforms, mass media amplifies the presence of these programs, fostering greater recognition and support for indigenous sports.

One significant contribution of mass media in promoting indigenous sports programs is its ability to raise awareness and educate the public about lesser-known or traditional games. Many indigenous sports, such as traditional wrestling, local football variants, or cultural dances, are underrepresented in mainstream media. Mass media offers a space to showcase these sports, providing them with exposure and helping them reach wider audiences who may not be familiar with them. By broadcasting these events or featuring them in dedicated programs, mass media helps keep indigenous sports alive, preserving the cultural heritage tied to these games.

In addition, mass media fosters the development of indigenous sports by giving them a platform for regional and national recognition. For example, Yoruba-language sports programs like *Jekonmo* on *Lagelu FM* or *Idan Ere daraya* on Agidigbo FM bring attention to local sports events, providing live commentary, interviews, and analysis that can enhance their appeal. This not only attracts fans but also helps to build a local sports culture, encouraging youth participation and investment in indigenous sports. When sports programs are regularly broadcast, they create a cycle of interest that generates support from communities, local governments, and sponsors, further promoting these sports.

Moreover, mass media enables the integration of indigenous sports into broader sports conversations. Programs that focus on local or indigenous sports can offer expert commentary, interviews with athletes, and discussions about the rules, history, and cultural significance of these games. Such content helps elevate the status of indigenous sports within the larger sports ecosystem, making them more legitimate and respected. Mass media

coverage, especially when combined with expert opinions, also brings credibility to indigenous sports, attracting more attention from fans, sponsors, and media outlets.

The rise of digital mass media, particularly social media, has further expanded the promotion of indigenous sports programs. Platforms like *Facebook*, *Instagram*, *X*, and *YouTube* allow for real-time updates, interactive discussions, and viral content that can bring indigenous sports programs to global audiences. These platforms provide opportunities for fans to share highlights, discuss games, and participate in online communities dedicated to these sports. This engagement helps build a loyal following, while also attracting the attention of potential sponsors and advertisers, creating a more sustainable model for promoting indigenous sports.

Furthermore, mass media's reach enhances the economic potential of indigenous sports programs. With a larger audience base, programs are more likely to secure sponsorship deals, advertisements, and government support for local sports events. Media coverage of indigenous sports programs can also attract tourism, with local and international fans visiting to watch games or festivals, boosting the local economy.

- **Mass Media and the Promotion of Regional Identity:** Mass media plays a vital role in promoting regional identity through the broadcasting of indigenous sports. These programs often highlight cultural practices and traditional games specific to certain regions, which serve as a form of cultural expression for local communities. By showcasing indigenous sports from a particular area, mass media helps to cultivate a sense of pride in regional heritage. Sports like local wrestling, traditional football games, or indigenous dance often reflect the customs and values of a region. Broadcasting these events on TV, radio, or digital platforms makes these cultural expressions visible to a wider audience. As a result, these sports become symbols of local identity, which can unite people within the region and foster a deeper connection

to their roots. This promotion of regional identity via sports also encourages younger generations to participate in and learn about their cultural heritage, ensuring that these traditions are passed down.

- **Mass Media as a Platform for Grassroots Sports Development:** Mass media plays an essential role in the development of grassroots sports by providing exposure to emerging athletes and local sports events. Indigenous sports programs often start from the community level and have limited initial visibility. Mass media platforms, particularly local radio stations and community television, can help bring these grassroots activities to a larger audience, allowing up-and-coming athletes and teams to gain recognition. This exposure is crucial for the development of talent as it provides opportunities for sponsorship, partnerships, and community support. By broadcasting community-level sports events, mass media helps raise the profile of local athletes, encouraging participation and competition in indigenous sports. Additionally, by showcasing local sports programs, media outlets contribute to the growth of grassroots initiatives, helping to ensure that indigenous sports are supported at the community level.

2.1.19 Mass Media's Role in Indigenous Sports

Mass media plays a pivotal role in the promotion, preservation, and development of indigenous sports. By providing a platform for visibility and engagement, mass media helps elevate these sports from local activities to broader cultural phenomena. Indigenous sports, often tied to local customs and traditions, can be marginalized or overlooked in favor of more mainstream sports. However, through radio, television, and increasingly digital media, mass media offers a critical space for these sports to be showcased to wider audiences.

One of the primary roles mass media plays is in raising awareness. Through regular coverage of indigenous sports, such as traditional wrestling, local football variations, or cultural games, media outlets ensure that these sports are not only preserved but also celebrated. This exposure helps bridge generational gaps by educating younger audiences about the history and significance of these games. It also fosters a sense of pride and identity, as communities see their cultural heritage being celebrated.

Mass media also helps in the commercialization and professionalization of indigenous sports. By broadcasting games, interviews with athletes, and in-depth commentary, media outlets can attract sponsors, investors, and advertisers. This not only increases the financial sustainability of these sports but also encourages local governments and institutions to invest in their infrastructure and development. The visibility provided by mass media also contributes to a sense of legitimacy, positioning indigenous sports as not just cultural activities but professional endeavors worthy of attention.

Moreover, mass media facilitates engagement, offering fans a platform for interaction. Through social media and digital platforms, fans can follow games, share content, and discuss events in real time. This interaction not only enhances the sports experience but also helps cultivate a loyal, growing audience.

2.2 Theoretical Framework

2.2.1 Selective Exposure Theory

The Selective Exposure Theory proposes that individuals tend to choose media content that aligns with their existing beliefs, attitudes, and interests, while avoiding content that contradicts or challenges their viewpoints. This phenomenon is driven by the desire for cognitive consistency and the reinforcement of one's existing perspectives⁸⁴.

In the context of sports program consumption, listeners might be more inclined to engage with content that supports their favorite teams or reinforces their opinions about players and game outcomes. They might avoid programs that provide a different perspective or critique their preferred sports narratives. This theory highlights the importance of understanding how listeners' preexisting biases and preferences influence their media choices, and how sports programs can navigate these tendencies to engage a diverse audience⁸⁵.

2.2.1.1 Relevance of the Theory to this Study

By exploring these theories of media consumption, you can gain insights into why audiences engage with sports programs in specific ways. Understanding the underlying motivations and cognitive processes can help sports programs tailor their content, messaging, and delivery methods to effectively capture and retain their target audience's attention. It also sheds light on the challenges and opportunities associated with addressing different listener needs and preferences within the realm of sports broadcasting⁸⁶.

2.2.2 Agenda-Setting Theory

Agenda-setting was propounded by Max McCombs and Donald Shaw in 1972. The theory contends that the mass media have an effect on masses by picking certain issues and neglecting others. Individuals tend to give careful consideration to those issues as indicated by the order of priority set by media. Therefore, the media sets agenda for masses, which helps in acquiring a subjective change in individuals i.e., it outlines for individuals what to think⁸⁷.

As indicated by the proponents, Agenda-setting theory rests on two basic assumptions: The first assumption states that the media filters, then shape reality than simply reflecting it. For instance, news stories are not displayed sequentially or as per the number of individuals

affected by them, but rather in an order of request that a producer or editor decided to be the most "electrifying," or most appealing to the audience. The second assumption states that the more attention the media gives to certain issues, the more likely the public will be to label those issues as vital ones. In other words, agenda setting does not really tell individuals how they should contemplate certain issues, but rather what issues they should consider⁸⁸.

Some scholars reaffirmed the above by summarising the basic assumptions that underlie most studies on agenda-setting theory that, the media do not reflect reality since they filter and shape it; and tend to focus on a few issues and subjects driving general public to see those issues as more vital than different issues not so presented^{53,54}.

2.2.2.1 Relevance of the Theory to this Study

The essential fundamental of this theory is that the media takes up an issue and puts it to the public by informing the people what to think about as opposed to advising what to think. In other words, media educate their audience what to think about by providing and recommending points to discourse; and, at another level, reveal to them how to consider the subjects⁵⁵.

In this way, agenda setting theory also reinforce the perspective of media literacy. Through sports programmes, radio sport stations can provide an excellent platform to people on what to think about when it comes to the Football Leagues and create awareness which will also increase the league's followership.

2.2.3 Uses and Gratifications Theory

The Uses and Gratifications Theory suggests that individuals are active and purposeful in their media consumption choices. People seek out and engage with media content based on their specific needs, desires, and goals. This theory assumes that audiences are not passive

recipients of media but rather play an active role in selecting and interacting with content to satisfy various psychological, social, and entertainment needs⁸⁹.

2.2.3.1 Relevance of the Theory to this Study

In the context of sports program consumption, this theory helps explain how listeners' preferences align with their needs and gratifications. For instance, someone might tune into a sports program to fulfill their need for entertainment, stay informed about their favorite team, or engage in social interactions by discussing sports with friends and colleagues. By understanding these underlying motivations, sports programs can tailor their content to better resonate with their audience's preferences and provide the desired gratifications⁹⁰.

2.3 Review of Empirical Studies

As broadcast, audiovisual and print media converge with telecommunications, computing, and information systems, research carried out by scholars on media literacy and information literacy, shows that both audio and visual could hardly separate despite their contrasting disciplinary backgrounds, theories, and methods⁹¹. They looked into the public's understanding of an effective engagement with media information and communication technologies of all kinds. They advocate a converged or at least dialogical concept of media and information literacy's, arguing that each tradition has much to learn from the other, although the researchers accept that some differences must remain⁹².

Technologies as emphasized by the study do not stand still and therefore nor do the literacy's associated with their use. In the literature review for the study carried out by the researchers, it shows that some scholars prefer to introduce new terms to characterize the supposedly new skills of media literacy's such as digital literacy, cyber-literacy, internet literacy, network literacy, and others, emphasize the continuity between old and new media and information

communication technologies by extending the term media literacy or literacy in general to encompass a converged concept of media and information literacy⁹³.

Looking at how public's ability to access, navigate, critique and contribute to the contents and services available via information communication technologies, the term media literacy becomes ever more important world over. The study postulates that policy makers are seeking to extend media literacy to cover new media and information literacy to cover new information technologies. That is why different bodies, government, media houses, and unions have or are carrying out studies on how to increase or establish a role for the communications regulators to promote media literacy through confident use of communication technologies which will make people gain better understanding of the world around them and be better able to engage with it. For a sports writers or presenter to be regarded successful in today's technologically driven society, he or she must have the required media literacy to compete at the top level of sports journalism⁹⁴.

Some scholars respectively carried out a research titled "reconfiguring media sport for the online world: An inquiry into sports news and digital media". They examine a pioneering intervention by the government of Australia in the control and ownership of media sport under prevailing networked digital media condition. The 2009 Australian senate inquiry into "sports news and the emergence of digital media" provided a political forum for debate among the participants including the International Olympic Committee (IOC) and the World Association of Newspapers. The participation of these and other international organizations demonstrated that the study was of global significance in regulatory and commercial debates over how the media sport content economy might operate in the digital age⁹⁵.

The researchers focus their analysis on the causes of the disagreements that prompted the inquiry, which demonstrated that emerging media sport markets are characterized by complex

interaction, tense competition, and awkward overlaps between broadcast media and networked digital communication. The researchers were able to use their study to describe the situation which has disturbed the established media sport order and destabilized pivotal organizing categories, including the definition of sports news.

This study is very necessary for people to understand the nature of media sports and how it ought to operate and the study is important and applicable to all sports media world over because though the study was carried out in Australia, there was a massive contribution from different sporting bodies like FIFA, to the English Premier League, PGA (Professional Golfers Association) and LPGA (Ladies Professional Golf Association). Even after the inquiry by the researchers, the study was given to these sporting bodies for their careful analysis and correction⁹⁵.

In another research, early studies on sports reporting and social media (twitter) shows how twitter is used to reproduce or contest the Super Bowl XLVII, in reaction to real time televised broadcast⁹⁶. This study explored how Twitter users reproduced or contested the game in reaction to real time televised broadcast. The diffusion of innovation theory was adopted by the researchers as a framework for their study since it provided a systematic explanation of how an innovation is communicated through communication channels in a social system. Guided by the theory, their study aimed to analyze Twitter patterns and its usage amounts at a macro-level in the context of media convergence.

The study adopts a hybrid approach, combining a data mining approach to collect, filter and analyze a massive amount of tweets with manual content analysis. The study used all possible Twitter feeds of high profile organizers such as the NFL. This macro level analysis shed light on when people are more engaged during broadcast. The research points out that as more audiences are multitasking during TV viewing, it becomes important for media marketing

and advertising professional to gain a better understanding of audience behavior, focusing on how they use specific platforms like the twitter which is one of the fastest growing form of new media. The study had one major contribution; it was based on all possible tweets about the super bowl game from individual users who used Twitter to engage with the game and not just Twitter feeds of high profile organization such as the NFL. It also uses a macro level analysis, shedding light on when people are more engaged during a broadcast. Such analysis provides more to people to understand how and when people tweet⁹⁷.

In addition, Price, Farmington and the Lee Hall of Sunderland University carry out a media study on the impacts of new social media “twitter” on sports journalism and education of sports journalism students within the year 2013. Their findings suggest that, the new technology twitter is creating some problems and divisions among journalists due partly to a lack of clear guideline and best practice in using twitter as a tool for journalism⁹⁸.

While they argue that twitter undoubtedly offers new journalistic opportunities in terms of sourcing, publishing, and accessing audiences, they were of the view that it poses a number of potential problems including workload, loss of exclusive source access and context and abuse from readers. As a result, they came up with solutions that, training in the use of twitter should form an essential part of any sports journalism course if future reporters are to get the best out of this social media twitter⁹⁸.

In a research on the Olympic games, media and the challenges of global image making revealed that hosting an Olympic Games is one several strategies used by city and national governments for image enhancement on a global stage¹⁸. Some scholars call this a spectacular event approach versus a cumulative image strategy of lower profile behavior over time. Rivenburgh in her study highlights that spectacular sports events is a high-risk endeavor where the potential for success or failure looms equally large. The researcher buttresses that;

one element of risk is that a mega event host mostly relies upon the whims and ways of a largely independent, global media network to project its desired image around the world.

This study of Rivenburgh tries to review the key influences on how international media construct image of an Olympic host and for better understanding, the researcher analyzes the challenges faced by cities and countries that pursue this global image making strategy. The immediate goal of any Olympic host as put forward by this study is to produce a successful sports and cultural spectacle that will garner favorable media coverage worldwide without question, an Olympic host steps dramatically and alone onto a world stage. The broadcast reach of the Olympic remains unsurpassed by other mega events. The Atlanta games were broadcast in 214 countries and territories and for Sydney 2000, the figure rose to 220^{99,100}.

Furthermore, while comparative studies according to Rivenburg of international media content shows an increasing convergence in media formats, production value and even topic selection across national contexts, closer textual analyses consistently reveal how coverage of sports and other news is domesticated in ways that promote a home Nation's perspective, one that is relevant, appealing and favorable to home nation audience⁹⁹.

Other related research shows that there is no difference for media coverage of the Olympic Games because national media tend to cover the Olympic as members of the cultures in which they reside¹⁰¹. In fact, the host production of the Olympic is designed in a way that encourages international media to tailor the event to their interest. The Olympic host broadcast provides right holding broadcasters with an international signal (visual, natural sound and information graphics only) upon which national broadcasters overlay their commentary and edit as they wish, adding specialized graphics, sound, advertisements, features, or footage from their own camera placement at the sports venues. Similarly, print journalists receive raw event results and background information on specific events, athletes,

and the host setting to interpret and formulate into stories of interest to home audiences¹⁰². Briefly, these studies try to show how the media take raw material and construct the Olympic host through the unique lens of their home culture and this we can say is applicable to reporting other sporting events like the World Cup, National Competition etc.

In a study, “*Sports Journalism, context and issues*”, the scholar examines the extent to which the development of a digital media landscape is altering the practice, role and position of the sports journalists. The study concludes that, digital media and new media are significantly changing the environment within which sports journalists operate. Areas of particular interest raised by him was the rise of online sports journalism, the impact of the internet on sports sources, and the evolving conflicts between journalists and sports clubs as they attempt to not only exert greater control over their perceived intellectual property and image rights, but also reshape contemporary sports journalism in a more corporate age of sport¹⁰³.

That is why in today’s practice of sport reporting, people see sports clubs like Real Madrid, Arsenal or Manchester United, having their own media outlet so that they can also broadcast their clubs sporting activities through their media, but not withstanding, they always make sure that journalists from other media outlets are carried along through press conferences.

In a study of the popular press argued that the ability of sporting narratives to be woven into a wider fabric of popular history was a key element in popularizing newspaper with a growing reach which was made even more possible with technologies¹⁰⁴. In Conboy’s arguments, he observed how sports reporting has in one way or the other influenced positively in the popularity of newspapers because, even Oriard, argued that sports reporting as part of the entertainment function of the mass circulation dailies benefited from and contributed to the newspaper revolution of the early era when newspaper emerged from new York in the 1880s and 1890s^{104,105,106}.

In another study, titled European football clubs newspapers in Nigeria, gratifications or media imperialism? He looks at content, uses, and gratifications of football club newspaper as an emerging phenomenon. He made analysis of the contents of nine titles from different samples of the European newspapers in Nigeria and it shows that the birth of these newspapers has lead to an increasing number of Nigeria football fans shifting their support to foreign football clubs¹⁰⁷. This finding shows a drastic shift of football fans from local leagues to European leagues but did not indicate the fact that not every football fan in Nigeria is literate and that, there are other local football newspapers like the complete sports soccer star, and sporting life“ sold here in Nigeria. The researcher did not mention the Nigerian papers roles, whether or not they are adding to the shift of sports fans to European football¹⁰⁸.

Also, in a study, the researcher only mentioned the year in which sports broadcasters like Digital Satellite Television (DSTV) emerge. He did not show the roles such broadcast media outfits are playing in promoting the dominance of European football in Nigeria. Also, the local radio, television and conventional newspapers have columns for foreign football or sports stories and on television and radio, there are time slots for sports stories and special programs for sports, where European football analysis are done. So how well are the local broadcast media helping the European sports popularity in Nigeria? The study should have given more insights¹⁰⁹.

Stress the implications facing broadcaster in the use of digital equipments in their operation in their research work titled, “The Broadcasting Media in the Age of Risk.” They assert that the process of digitization has far-reaching implications for the broadcasting field and that the most suitable theoretical framework to comprehend the full scope of these changes is provided by Ulrich Beck's theories on risk society. The study showed and explained that despite predictable development, digitization increases the sources of uncertainties and the level of risks for the expanding number of players involved in broadcasting. Other arguments

were put forward by the research. That the process of digitization is challenging public service broadcasters and may contribute to weaken their presence in the public sphere. Technological mastery increasingly tends to rest in the hands of commercial firms and digital broadcasting furthers the commercialism of television. Also fuelling the growth of condition access, digitization threatens universal access, one of the key principles of public broadcasting¹²¹.

Giving the risk digitization pose to broadcasting and being in line with the arguments of the researchers in the study, one can share the views and arguments of the study which explains the facts that when digital broadcasting will be fully operational, watching television will cease to be a common experience, to become a shared activity that individuals experience separately. Therefore, with a vivid understanding of both media convergence and sports journalism, the researcher here will focus on studying the impacts of convergence particularly on sports journalism/reporting and how it has improved sports reporting in Nigeria¹²².

A scholar conducted an ethnographic study to explore the cultural significance of sports programmes on radio in Ibadan. Through in-depth interviews and participant observation, the study uncovered how sports programmes served as a communal experience, fostering a sense of belonging among listeners. The research provided rich qualitative insights into the role of radio in local culture. Deep qualitative exploration of the cultural dimensions of sports programmes. The study offers a holistic view of the audience experience. Small sample size was used due to the intensive nature of ethnographic research. Findings may lack generalizability¹²³.

Another scholar employed a quantitative survey to investigate the factors influencing listeners' choice of sports programmes in Ibadan. The study identified age and gender as significant predictors of content preferences. Additionally, the research found that perceived

expertise of radio hosts played a crucial role in attracting and retaining audiences. Clear identification of demographic factors shaping preferences. Focus on radio hosts' influence adds nuance to the analysis. Limited exploration of other potential factors, such as cultural or emotional resonances. Reliance on self-reported data may introduce response biases¹²⁴.

A scholar conducted a longitudinal study using both content analysis and audience surveys to explore shifts in sports programme content and listeners' preferences over time. The findings revealed a transition from traditional match commentary to more interactive talk shows, driven by audience demand. The study's strength lies in its temporal analysis; however, the focus on content evolution overshadowed the exploration of individual-level factors influencing choices. The strength of the study is longitudinal perspective capturing changes in content and preferences, limitations of the study; potential underrepresentation of psychological and sociocultural influences on listeners' choices, with limited emphasis on the role of radio stations' programming strategies¹²⁵.

The reviewed empirical studies collectively emphasize the intricate relationship between sports programme contents and listeners' choices. While a scholar provides foundational insights into content themes and engagement, another scholar delves into the audience's communal experience, and another scholar highlights the dynamic evolution of programming. However, gaps remain, in fully understanding the psychological, cultural, and strategic dimensions of listeners' choices. Additionally, there is a lack of exploration into the potential impact of emerging digital platforms on sports programme preferences in Ibadan¹²⁶.

Another scholar explored in 2016 sought to unravel the essence of sports programme contents within Ibadan's radio stations and the captivating preferences of listeners. With a meticulously crafted survey research design, the study elicited responses from 150 participants through a thoughtfully constructed questionnaire. Unveiling a rhythmic pattern,

the study found that listeners' hearts resonated with radio stations that choreographed live sports coverage, adorned with expert analysis and captivating interviews with sports personalities, using methodical survey research design. Unveiling content attributes influencing listeners' choices¹²⁷.

Limited Exploration of Listener Motivations: While existing studies acknowledge the importance of understanding listener preferences, they often fall short in deeply exploring the underlying motivations driving these choices. The intricate interplay of psychological, emotional, and social factors shaping listeners' preferences remains obscured. Our research seeks to unveil these motivations, illuminating the fundamental reasons behind why certain sports program contents resonate with audiences.

Inadequate Analysis of Content Impact: While it is recognized that radio listeners respond to various program contents, a comprehensive analysis of the impact and effectiveness of different content types is notably absent. The extent to which specific content elements, such as live coverage, expert analysis, and interviews, influence listeners' engagement and satisfaction requires further scrutiny. Our study endeavors to dissect these elements, shedding light on their differential effects.

Neglect of Changing Media Consumption Patterns: The rapid evolution of media technologies and platforms has transformed how audiences consume content. However, the impact of these changes on radio listenership and sports program preferences has been underexplored. Our research acknowledges this gap and investigates how shifting media consumption patterns, including the rise of digital platforms, influence listeners' choices and behaviors.

Limited Examination of Cultural Influences: Culture plays a pivotal role in shaping individuals' preferences, yet the impact of cultural factors on sports program choices on radio

remains a relatively unexplored territory. Our study recognizes this gap and seeks to unravel the cultural nuances that influence listener preferences, considering how cultural identity, norms, and values intersect with content selection.

Scarcity of Comprehensive Audience Segmentation: Existing research often treats the audience as a monolithic entity, neglecting the need for nuanced audience segmentation based on demographics, psychographics, and behavioral patterns. Our study recognizes the significance of tailored content and aims to provide a comprehensive segmentation analysis, offering insights into how different listener segments engage with sports program contents¹²⁸.

One study examined how radio broadcasts contribute to the visibility of traditional sports in rural areas, particularly in Nigeria. The research focused on how indigenous sports like traditional wrestling and local football games were broadcast on local radio stations. The findings indicated that radio played a crucial role in promoting these sports by increasing their visibility and attracting listeners, especially in rural communities. It was found that radio broadcasts helped foster community participation and engagement, allowing local sports to be recognized as part of the cultural identity. The study concluded that radio remains an important medium in rural areas for the preservation and promotion of indigenous sports, especially where access to television or the internet may be limited¹²⁹.

Another study explored the impact of social media platforms (particularly Facebook and Twitter) on the promotion of indigenous African sports, such as Senegalese wrestling and Ugandan traditional games. The research found that social media has provided a new platform for fans to engage with their favorite indigenous sports, breaking down geographical barriers and fostering a global following. The study highlighted how athletes, coaches, and sports organizations used platforms like Facebook Live and Instagram to engage with their audiences, offering live updates, training tips, and behind-the-scenes content. Findings

showed a significant increase in fan engagement and participation, with fans sharing content, commenting, and joining online communities. The study concluded that social media engagement has played a pivotal role in revitalizing interest in indigenous sports and expanding their reach¹³⁰.

A study conducted in Kenya assessed how mass media, including television and newspapers, influenced the commercialization of indigenous sports. The research examined the visibility of traditional sports like "Bul" (a traditional form of basketball) and "Nguvumali" (a local wrestling game) through televised broadcasts and newspaper coverage. The study found that while these sports had limited initial visibility, television broadcasts significantly helped increase their appeal, particularly among urban youth. The study revealed that mass media exposure not only raised the popularity of indigenous sports but also attracted sponsors, which provided funding for events, athlete development, and infrastructure. The research concluded that mass media played an essential role in the commercial viability and financial sustainability of indigenous sports, facilitating their transition from purely traditional games to professionally organized events¹³¹.

Another study investigated the use of social media platforms such as Twitter, Facebook, and Instagram in promoting indigenous Nigerian sports, including "Ayo" (a traditional board game) and "Dambe" (traditional boxing). Findings revealed that social media allowed for real-time interaction with fans, increasing the visibility of indigenous sports both locally and internationally. The study showed that social media campaigns, especially those involving fan-driven challenges and hashtag movements, helped create viral content that attracted a younger audience to participate in these sports. It was found that platforms like Instagram were particularly effective in showcasing the athleticism and cultural importance of these sports through visually appealing posts and short video clips. The study concluded that social

media has become an invaluable tool in revitalizing interest in indigenous Nigerian sports and connecting fans globally¹³³.

Finally, a study focused on the role of digital media (including streaming services, YouTube, and social media) in increasing the popularity of traditional Latin American sports such as "Tejo" in Colombia and "Juegos Autóctonos" (native games) in Argentina. The findings indicated that digital media significantly expanded the audience for these sports, with platforms like YouTube providing access to both live streams and archived games. Fans of these sports were able to interact with athletes and organizers through social media, which increased fan loyalty and attracted new participants. The study found that digital media helped bridge the generational gap, as younger people were exposed to these sports via platforms they were already using. The study concluded that digital media not only increased the reach of indigenous sports but also encouraged youth participation, ensuring the sustainability and continuity of these cultural traditions¹³⁴.

2.4 Conceptual Model

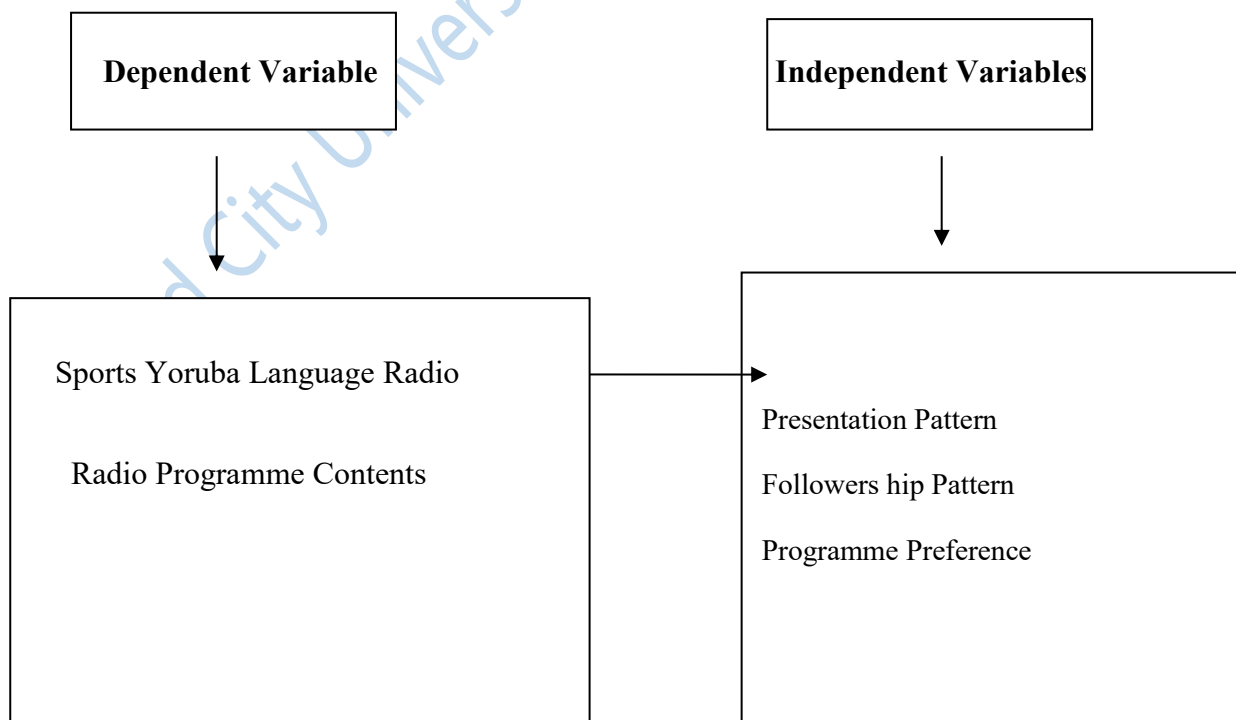


Figure 2.1 Conceptual Model

Source: Researcher Conceptual Model, 2023

The conceptual model for this research depicts the relationships between the independent variables (Program Content, Broadcasting Schedule, and Perceived Quality of Broadcast) and the dependent variable (Followership of Yoruba Indigenous Sports Radio Programme). The model shows the connection between the independent variables to the dependent variable to show the direction and strength of their relationships.

2.5 Summary of Gaps in Literature Reviewed

The landscape of research on the analysis of sports program contents in selected radio stations in Ibadan and listeners' choices reveals several gaps and limitations that beckon for exploration and resolution. These gaps represent uncharted territories, ripe for investigation, and lay the foundation for the significance of our study. By venturing into these voids, we aspire to not only advance academic understanding but also inform practical strategies in radio programming and audience engagement.

Academically, this study enriches the discourse by delving into unexplored dimensions of listener motivations, content impact, technological shifts, cultural influences, and audience segmentation. Practically, radio stations can benefit from evidence-based insights to optimize content strategies, enhance audience engagement, and strengthen their competitive edge. Advertisers, too, can leverage a deeper understanding of audience preferences to craft more effective marketing campaigns.

In venturing into these uncharted territories, our study embodies the spirit of curiosity and exploration, contributing to the advancement of knowledge while providing practical guidance for the dynamic realm of radio programming and audience connection. By addressing these gaps, our research bridges the divide between existing knowledge and

untapped potential, enhancing our comprehension of sports program contents and listeners' choices.

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Chapter Three

Methodology

This chapter presents the methods of data collection, techniques adopted for the analysis and the method of enquiry employed for this study. The research design of the population of the study, sample and sampling techniques, instruments for data collection, procedure for administration of research instruments and data analysis methods and procedures will all be explained in details.

3.1 Research Design

This study adopted content analysis research design whereby, thematic content analysis was conducted on of social media platforms of the selected indigenous sports radio programmes.

3.2 Population of the Study

The population for this study comprises of all sports radio programmes from three stations: Amuludun 99.1 FM, Lagelu 96.7 FM, and Agidigbo 88.7 FM. The specific programmes analyzed are *Jekonmo* from Lagelu 96.7 FM, *Ere Idaraya* from Amuludun 99.1 FM, and *Idan Ere daraya* from Agidigbo 88.7 FM.

3.3 Sample and Sampling Techniques

The study adopted a purposive sampling technique to select three radio stations: Lagelu 96.7 FM, Amuludun 99.1 FM, and Agidigbo 88.7 FM. The stations were selected based on their broadcast of Yoruba indigenous sports programmes. The specific programmes selected from these stations were "*Jekonmo*" on Lagelu FM, "*Ere Idaraya*" on Amuludun FM, and "*Idan Ere daraya*" on Agidigbo FM. These programmes were examined in detail as part of the study's analysis.

3.4 Description of Research Instrument(s)

To collect comprehensive and relevant data for the analysis of Yoruba indigenous sports radio programmes, a self-designed coding sheet named the Sports Radio Content Analysis Coding Sheet (SRCACS) was used. The coding sheet had three sections with relevant items. Section A covered the demographic characteristics of the respondents. Section B was used to gather data on the broadcasting patterns of Yoruba indigenous sports radio programmes among the selected broadcasting stations in Ibadan Metropolis, Oyo State. Section C was designed to collect data on the extent of followership and preference among the selected broadcasting stations in Ibadan Metropolis, Oyo State. (See Appendix I)

3.5 Validity of Research Instrument

Ensuring the validity of the research instrument, particularly the Sports Radio Content Analysis Coding Sheet (SRCACS) used for collecting primary data, was crucial to ensure accurate measurement of the intended variables. To establish the validity of the research instrument, the following steps were taken: The coding sheet was developed based on a comprehensive review of relevant literature, theoretical frameworks, and concepts. Experts in the field of sports communication and research methodology were consulted to review and validate the Sports Radio Content Analysis Coding Sheet (SRCACS) for relevance, clarity, and comprehensiveness. A pilot test of the Sports Radio Content Analysis Coding Sheet (SRCACS) was conducted with a small sample of indigenous radio programme from a similar population different from the radio stations selected for this study. This pilot test helped to identify ambiguities, difficulties, or issues with the questionnaire. Feedback from the pilot test was used to refine and improve the Sports Radio Content Analysis Coding Sheet (SRCACS).

3.6 Reliability of the Research Instrument

A pre-testing phase was conducted with a small sample of respondents to test the reliability of the content analysis. Two Yoruba indigenous sport radio stations were selected, and the responses from these stations were analyzed using statistical methods, such as Pearson's correlation coefficient, to determine the consistency of responses over time. For constructs composed of multiple items, such as preferences for sports program content, internal consistency reliability was assessed using techniques like Cronbach's alpha. This method measured the extent to which the items within a construct consistently measured the same underlying concept.

3.7 Method of Data Collection

Sports program content from the selected Yoruba indigenous sport radio stations were downloaded from the episodes on Facebook and analyzed based on predetermined criteria. A content analysis coding sheet guided the categorization of content elements.

3.8 Method of Data Analysis

The method of data analysis were descriptive in nature using frequency counts and percentages as well as contextual analysis in essay form.

Chapter Four

Results and Discussion of Findings

4.1 Data Presentation

This chapter presents results, interpretations and discussion of findings in relation to each research questions

Table 4.1: Coding Category Information: Programme Duration, Frequency, Presentation format and Audience Interaction

Station	Programme Name	Average Duration (minutes)	Frequency (per week)	Content Format	Audience Interaction (methods)
Lagelu	Jekonmo	60	5	News, Interviews, Commentary	Phone-in, WhatsApp messages, Facebook comments
Amuludun	Ere Idaraya	60	5	Analysis, Debate	Facebook comments, Live calls
Agidigbo	Idan Ere Daraya	60	5	News, Commentary, Interviews	SMS, Twitter polls, Interviews, Facebook comments

Source: Field Survey, 2024

The table reveals that the Yoruba indigenous sports radio programmes on Lagelu FM, Amuludun FM, and Agidigbo FM share a consistent average duration of 60 minutes and are broadcast five times per week. This regular scheduling suggests that each station places significant emphasis on sports content, aiming to engage their audience consistently throughout the week. The uniformity in duration and frequency also implies that sports

programming is a priority in these stations' content strategies, catering to the interests and routines of their sports-focused listeners.

Furthermore, the table highlights differences in content format across the programmes. Jekonmo on Lagelu FM combines news, interviews, and commentary, indicating a broad approach that blends information with expert perspectives, likely designed to keep listeners well-informed while also providing analysis. Ere Idaraya on Amuludun FM stands out by emphasizing analysis and debate, suggesting that it encourages in-depth discussions, appealing to listeners who appreciate critical examination of sports topics. Meanwhile, Idan Ere daraya on Agidigbo FM balances news, commentary, and interviews, indicating a versatile approach that could attract a diverse audience seeking both updates and opinion-driven segments.

The table also reveals varied audience interaction methods used by each programme. Jekonmo utilizes phone-ins, WhatsApp messages, and Facebook comments, offering multiple avenues for real-time audience engagement and interaction across platforms. Ere Idaraya relies on Facebook comments and live calls, promoting direct communication with the audience, which likely enhances listener involvement through live participation. Idan Ere daraya employs a broader range, including SMS, Twitter polls, interviews, and Facebook comments, combining instant feedback methods with social media interactions, allowing for both immediate responses and gauging public opinion through Twitter polls.

4.2 Presentation of Data Analysis

4.2.1 Analysis of Research Questions

Research Question One: What are the programme presentations patterns of sports Yoruba language radio programmes among broadcasting stations in Ibadan Metropolis, Oyo State?

Table 4.2a Presentation Patterns of Sports Yoruba Language Programmes among the Selected Broadcast Stations in Ibadan Metropolis

Theme/Category	Lagelu (<i>Jekonmo</i>)	FM Agidigbo (<i>Ere Daraya</i>)	FM (Idan <i>Idaraya</i>)	Amuludun FM (Ere <i>Idaraya</i>)
Traditional Sports Coverage	20%	12%		24%
Modern Sports Coverage	24%	32%		16%
Athlete Interviews	12%	20%		8%
Community Engagement	8%	16%		20%
Cultural Segments	16%	12%		20%
Audience Call-ins	14%	8%		12%

Source: Field Survey, 2024

The analysis of Yoruba indigenous sports radio programmes in Ibadan Metropolis across Lagelu FM, Agidigbo FM, and Amuludun FM revealed distinct patterns in the thematic focus of each station's programming. These patterns highlighted the unique priorities of each station in addressing their audiences' interests, whether through modern or traditional sports, community involvement, or cultural integration. Agidigbo FM showed a greater focus on traditional sports coverage, dedicating 24% of its airtime to this theme, contrasting with Lagelu FM, which allocated only 12% to traditional sports. Amuludun FM took a balanced

approach, giving 20% of its airtime to traditional sports. This reflected a notable difference in how the stations handled content related to indigenous sports, with Agidigbo and Amuludun focusing more on traditional sports compared to Lagelu FM.

In terms of modern sports coverage, Lagelu FM dominated this category, allocating 62% of its airtime to modern sports. This was in sharp contrast to Agidigbo FM, which dedicated 32%, and Amuludun FM, which allocated just 16%. This suggested that Lagelu FM placed overwhelming importance on modern sports, making it the station with the most contemporary sports content among the three. Agidigbo FM also led in athlete interviews, dedicating 20% of its airtime to this theme, while Lagelu FM followed with 12%, and Amuludun FM allocated only 8%. This indicated that Agidigbo FM placed more value on providing listeners with direct insights from athletes, potentially appealing to an audience interested in hearing personal stories and experiences from sports figures. For community engagement, Amuludun FM stood out with 20% of its airtime focused on this theme. Agidigbo FM followed with 16%, while Lagelu FM lagged behind at 8%. This demonstrated that Amuludun FM was more community-oriented, actively involving local listeners in its sports programming, thus fostering a stronger connection with its audience.

In the case of cultural segments, Amuludun FM again led, dedicating 20% of its programming to cultural content, followed by Lagelu FM with 16% and Agidigbo FM with 12%. This showed that Amuludun FM placed significant importance on blending sports with cultural themes, enriching its programming with indigenous traditions and values. Lastly, audience call-ins were most frequent on Amuludun FM, with 12% of airtime devoted to listener participation. Agidigbo FM followed with 8%, and Lagelu FM had only 4%. This indicated that Amuludun FM maintained a highly interactive format, encouraging greater audience involvement and feedback during its sports programs.

Table 4.2b Content Themes of Yoruba Sports Radio Programmes among the Selected Broadcast in Ibadan Metropolis

Content Theme	Lagelu FM (Jekonmo)	Agidigbo FM (Idan Daraya)	Amuludun FM (Ere Idaraya)	Remarks
Traditional Sports Coverage	Moderate (4 episodes)	Low (2 episodes)	High (6 episodes)	Amuludun FM dominates in traditional sports coverage.
Modern Sports Coverage	High (7 episodes)	Moderate (6 episodes)	Low (3 episodes)	Lagelu FM leads in modern sports discussions.
Athlete Interviews	Moderate (3 episodes)	High (5 episodes)	Low (2 episodes)	Agidigbo FM focuses more on athlete insights.
Community Engagement	Low (2 episodes)	Moderate (3 episodes)	High (4 episodes)	Amuludun FM excels in community-oriented programming.
Cultural Segments	Moderate (3 episodes)	Low (2 episodes)	High (5 episodes)	Amuludun FM also emphasizes cultural elements significantly.

Source: Field Survey, 2024

Table 4.2b distinct patterns in the thematic distribution of their episodes. Each station demonstrated unique strengths in the themes covered, reflecting their varying priorities and audience engagement approaches. In traditional sports coverage, Amuludun FM stood out

with the highest number of episodes (6), highlighting its dominant role in promoting indigenous sports. Lagelu FM followed with moderate coverage across 4 episodes, while Agidigbo FM had the lowest focus, featuring traditional sports in only 2 episodes. This suggested that Amuludun FM prioritized traditional sports more than its counterparts, positioning itself as a strong advocate for indigenous games.

For modern sports coverage, Lagelu FM led the discussions with 7 episodes, indicating a clear emphasis on contemporary sports trends. Agidigbo FM maintained a moderate focus with 6 episodes, while Amuludun FM dedicated the least attention, airing just 3 episodes on modern sports. This pattern highlighted Lagelu FM's commitment to modern sports, contrasting with Amuludun FM's inclination towards traditional sports. When it came to athlete interviews, Agidigbo FM dominated with 5 episodes, showing a strong focus on providing insights from sports figures. Lagelu FM maintained a moderate level of athlete engagement, airing 3 episodes, while Amuludun FM had the least focus on this theme with only 2 episodes. This pattern indicated that Agidigbo FM valued direct communication with athletes, offering listeners more personal stories and interviews.

In terms of community engagement, Amuludun FM excelled, with 4 episodes focused on this theme, showcasing its strong connection with the local audience. Agidigbo FM followed with 3 episodes, while Lagelu FM had only 2, reflecting a lower emphasis on community-driven content. This pattern showed that Amuludun FM prioritized local participation and interaction, likely building a stronger rapport with its audience through community engagement. For cultural segments, Amuludun FM once again led with 5 episodes, emphasizing its strong integration of cultural elements in sports programming. Lagelu FM followed with moderate attention to cultural content in 3 episodes, while Agidigbo FM had the least focus with only 2 episodes. Amuludun FM's dedication to cultural segments

suggested that it sought to blend traditional values with sports, making it more culturally aligned compared to the other stations.

Table 4.2c: Presentation Patterns (Audience Engagement Strategies) of Sports Yoruba Radio Programme among the Selected Broadcast Stations in Ibadan Metropolis

Broadcast Station	Engagement Methods	Frequency of Engagement	Type of Interaction	of Pattern Analysis
Lagelu FM	Live Call-ins, SMS Interaction	Weekly	Audience participation through calls	Limited engagement; primarily SMS and call-ins.
Agidigbo FM	Athlete Interviews, Live Call-ins	Multiple times per week	Direct audience interaction and feedback	High engagement, and frequent interaction with listeners.
Amuludun FM	Community Events, Live Call-ins	Weekly	Community-focused events and call-ins	Strong community connection through local events.

Source: Field Survey, 2024

The analysis of audience engagement strategies across the three Yoruba indigenous sports radio programmes—Lagelu FM, Agidigbo FM, and Amuludun FM—revealed varying approaches in how each station interacted with its listeners. These strategies highlighted the stations' priorities in audience involvement and the type of interaction facilitated. Lagelu FM primarily relied on live call-ins and SMS interaction as its main methods of engaging with listeners. The station offered weekly opportunities for audience participation, mainly through phone calls during broadcasts. However, the engagement level was somewhat limited, as it

lacked more diverse forms of interaction. Lagelu FM's reliance on call-ins and SMS pointed to a straightforward but less dynamic approach to listener engagement. On the other hand, Agidigbo FM demonstrated a more robust audience engagement strategy by combining athlete interviews with live call-ins, allowing for multiple touchpoints with its listeners. The station interacted with its audience several times per week, offering both direct feedback opportunities during broadcasts and insights from athlete interviews. This approach fostered high engagement, with frequent interactions that likely strengthened its connection with listeners through a more interactive and immersive experience. Meanwhile, Amuludun FM adopted a community-centered strategy by incorporating community events alongside live call-ins. While the station engaged its audience on a weekly basis through phone-ins, it stood out for its focus on organizing local events that allowed for in-person interaction with the community. This approach cultivated a strong community connection, as listeners were not only participants in radio programs but also active contributors to community-focused activities. Amuludun FM's engagement strategy extended beyond the radio waves, enhancing its local presence and influence.

Research Question Two: What are the sports Yoruba language radio programmes by their presentation types of the selected broadcasting stations in Ibadan Metropolis, Oyo State?

Table 4.3a: Presentation Types of Sports Yoruba Language Radio Programmes among selected Broadcasting Stations in Ibadan Metropolis

Programme	Expert Commentary (%)	Live Updates (%)	Listener Contributions (%)	Other Features (%)
<i>Jekonmo</i> (Lagelu)	60%	20%	15%	5%

FM)

Idan Ere daraya 40% 50% 5% 5%

(Agidigbo FM)

Ere Idaraya 30% 10% 55% 5%

(Amuludun FM)

Source: Field Survey, 2024

The analysis of the presentation patterns of the three Yoruba indigenous sports programmes—Jekonmo on Lagelu FM, Idan Ere daraya on Agidigbo FM, and Ere Idaraya on Amuludun FM—highlighted differences in their content emphasis, reflecting distinct approaches in engaging their audiences through expert commentary, live updates, listener contributions, and other features. Jekonmo on Lagelu FM dedicated a significant portion of its airtime to expert commentary, with 60% of the programme focused on providing in-depth analysis and insights from sports professionals. This emphasis suggested that Lagelu FM prioritized informed perspectives on sports topics.

Live updates accounted for 20% of the content, offering real-time sports news, while listener contributions represented 15%, indicating moderate audience involvement. Other features, such as special segments or interviews, took up the remaining 5%. In contrast, Idan Ere daraya on Agidigbo FM placed a greater focus on live updates, which made up 50% of its content. This indicated a strong emphasis on keeping listeners informed about current sports events as they happened. Expert commentary followed at 40%, reflecting the station's effort to balance real-time news with professional insights. Listener contributions were minimal at 5%, as were other features, suggesting less focus on audience participation and additional segments outside of the main sports updates and commentary. Ere Idaraya on Amuludun FM took a different approach, with listener contributions making up the largest share of the

programme at 55%. This indicated that Amuludun FM prioritized audience interaction and participation, making it the most listener-focused programme among the three.

Expert commentary accounted for 30%, showing that while expert insights were valued, the station placed more importance on involving its audience. Live updates were the least emphasized at 10%, with other features also constituting 5% of the programme’s content.

Table 4.3b Presentation Types (Audience Engagement Metrics) of Sports Yoruba Radio Programme among the Selected Broadcasting Stations in Ibadan Metropolis

Programme	Average Call-ins per Show	Average SMS/Comments per Show	Social Media Engagement (%)
<i>Jekonmo</i> (Lagelu FM)	25	10	20%
<i>Idan Ere daraya</i> (Agidigbo FM)	22	5	10%
<i>Ere Idaraya</i> (Amuludun FM)	15	20	50%

Source: Field Survey, 2024

The analysis of audience engagement metrics for the three Yoruba indigenous sports programmes—*Jekonmo* on Lagelu FM, *Idan Ere daraya* on Agidigbo FM, and *Ere Idaraya* on Amuludun FM—revealed different patterns in how each show connected with its audience through call-ins, SMS/comments, and social media interactions. *Jekonmo* on Lagelu FM recorded the highest average number of call-ins per show, with 25 listeners participating via phone calls during each broadcast. This indicated that Lagelu FM placed significant emphasis

on engaging its audience through live calls, allowing for direct listener participation. The show also averaged 10 SMS/comments per show, with social media engagement accounting for 20% of its audience interaction. This reflected a balanced but traditional engagement approach, with a primary focus on call-ins supplemented by SMS and moderate social media activity. On Idan Ere daraya on Agidigbo FM, the average call-ins per show were slightly lower at 22, but still indicated strong listener interaction through phone calls. The programme received fewer SMS/comments, averaging only 5 per show, and had relatively low social media engagement, at 10%. This suggested that Agidigbo FM's audience engagement strategy was more focused on direct call-ins, with less emphasis on digital or written feedback. In contrast, Ere Idaraya on Amuludun FM had a different engagement model, with a lower average of call-ins per show at 15. However, the programme compensated with a higher volume of SMS/comments, averaging 20 per show, reflecting a more written or asynchronous form of interaction with its listeners. Additionally, Amuludun FM excelled in social media engagement, with 50% of its audience interaction occurring through digital platforms. This demonstrated the station's strong presence on social media and its ability to connect with a digitally active audience.

Table 4.3c: Presentation Types (Coverage and Depth of Sports) of Sports Yoruba Language Radio Programmes among Selected Broadcasting Stations in Ibadan Metropolis

Programme	Variety of Sports Covered	Depth of Analysis (1-5)	Local Sports Coverage (%)	International Sports Coverage (%)
<i>Jekonmo</i> (Lagelu FM)	4 different sports	4	70%	30%

<i>Idan Ere daraya</i>	3	different	3	60%	40%
(Agidigbo FM)		sports			
<i>Ere Idaraya</i>	2	different	2	80%	20%
(Amuludun FM)		sports			

Source: Field Survey, 2024

The analysis of sports coverage and depth of analysis for the three Yoruba indigenous sports programmes—Jekonmo on Lagelu FM, Idan Ere daraya on Agidigbo FM, and Ere Idaraya on Amuludun FM—highlighted differences in the variety of sports covered, the level of analysis provided, and the balance between local and international sports content. Jekonmo on Lagelu FM covered a wide range of sports, featuring four different sports in its broadcasts. This variety demonstrated the programme’s effort to provide a diverse selection of sports content for its listeners. The depth of analysis was rated 4 out of 5, indicating that the show offered thorough and insightful commentary on the sports it covered. Additionally, local sports coverage made up 70% of the content, while international sports accounted for 30%. This balance showed a clear emphasis on local sports, while still offering a significant portion of international sports coverage. Idan Ere daraya on Agidigbo FM covered three different sports, reflecting a moderate variety in the programme’s content. The depth of analysis was rated at 3, indicating that the programme provided an average level of detail in its discussions, balancing between surface-level and more in-depth commentary. The programme leaned slightly towards local sports, with 60% of its coverage dedicated to them, while international sports made up 40%. This indicated a more balanced approach, offering a significant focus on both local and international sports events. Ere Idaraya on Amuludun FM covered only two different sports, showing a more focused approach with fewer sports featured in its programming. The depth of analysis was rated 2, indicating that the commentary provided

was relatively basic and less detailed compared to the other programmes. Local sports coverage dominated, making up 80% of the content, while international sports represented just 20%. This strong emphasis on local sports reflected Amuludun FM’s commitment to promoting indigenous and community-focused sports.

Research Question Three: What is the extent of followership of selected Yoruba language sports radio programmes among selected broadcasting stations in Ibadan Metropolis, Oyo State?

Table 4.4a Extent of Followership (Audience Reach and Regular Listenership) of Sports Yoruba Language among Selected Broadcasting Stations in Ibadan Metropolis

Station	Programme	Audience Reach (Listeners)	Regular Listenership (%)	Average (Interactions per episode)	Feedback per
Lagelu FM	<i>Jekonmo</i>	20,000	70%	150	
Agidigbo FM	<i>Idan Ere Daraya</i>	15,000	60%	100	
Amuludun FM	<i>Ere Idaraya</i>	10,000	55%	80	

Source: Field Survey, 2024

The analysis of audience reach and regular listenership for the three Yoruba indigenous sports programmes—Jekonmo on Lagelu FM, Idan Ere Daraya on Agidigbo FM, and Ere Idaraya on Amuludun FM—revealed key insights into audience size, listener loyalty, and interaction levels for each station. Jekonmo on Lagelu FM had the largest audience reach, with an estimated 20,000 listeners. The programme also boasted the highest regular

listenership, with 70% of its audience tuning in consistently. This indicated that Jekonmo had a strong and loyal listener base. In terms of average feedback, the programme received around 150 interactions per episode, reflecting a high level of audience engagement through calls, SMS, and other forms of communication. Idan Ere Daraya on Agidigbo FM reached around 15,000 listeners, making its audience reach smaller than Lagelu FM but still substantial. The regular listenership was slightly lower at 60%, suggesting that while the programme had a dedicated core audience, it attracted fewer consistent listeners compared to Jekonmo. Idan Ere Daraya also recorded an average of 100 interactions per episode, indicating moderate audience engagement with feedback from its listeners. Ere Idaraya on Amuludun FM had the smallest audience reach of the three programmes, with an estimated 10,000 listeners. Its regular listenership was 55%, suggesting a slightly lower level of consistent audience retention compared to the other stations. The programme had the lowest average feedback, with 80 interactions per episode, reflecting a smaller but engaged audience base that interacted less frequently than listeners of the other programmes.

Table 4.4b Extent of Followership (Audience Feedback Distribution) of Sports Yoruba Language among Selected Broadcasting Stations in Ibadan Metropolis

Station	Programme	Call- ins (%)	SMS (%)	Social Engagement (%)	Media	Total Feedback per Episode
Lagelu FM	<i>Jekonmo</i>	50%	30%	20%		150
Agidigbo FM	<i>Idan Ere Daraya</i>	45%	35%	20%		100
Amuludun FM	<i>Ere Idaraya</i>	40%	30%	30%		80

Source: Field Survey, 2024

The analysis of audience feedback distribution across the three Yoruba indigenous sports programmes—Jekonmo on Lagelu FM, Idan Ere Daraya on Agidigbo FM, and Ere Idaraya on Amuludun FM—revealed how listeners engaged with each programme through different feedback channels, such as call-ins, SMS, and social media. Jekonmo on Lagelu FM received a diverse range of feedback, with 50% of interactions coming from call-ins, indicating a strong preference for live listener participation. SMS feedback accounted for 30%, showcasing that a significant portion of the audience also engaged through text messages. Additionally, social media engagement contributed 20% to the total feedback. With a total of 150 interactions per episode, Jekonmo demonstrated a well-rounded approach to audience engagement, effectively utilizing various feedback methods to connect with listeners. On Idan Ere Daraya at Agidigbo FM, the distribution of feedback was somewhat similar. Call-ins comprised 45% of the total feedback, reflecting a strong listener interest in participating during live broadcasts. SMS feedback made up 35%, indicating that listeners were also keen to provide written feedback through text messages. Social media engagement, like in Lagelu FM, represented 20% of the interactions. The programme had a total of 100 interactions per episode, illustrating that while listener engagement was significant, it was slightly lower than that of Jekonmo. In Ere Idaraya on Amuludun FM, the feedback distribution shifted slightly. Call-ins accounted for 40% of the interactions, which was lower than both Jekonmo and Idan Ere Daraya. However, SMS feedback also comprised 30%, indicating a solid reliance on text messages. Notably, social media engagement was higher than in the other programmes, representing 30% of total feedback. The total interactions per episode for Ere Idaraya were 80, demonstrating a smaller overall feedback volume compared to the other two programmes, yet a noteworthy level of social media activity.

Table 4. 4c Extent of Followership (Followership Growth Over Time) of Sports Yoruba Language among Selected Broadcasting Stations in Ibadan Metropolis

Station	Programme	January 2024 (Listeners)	March 2024 (Listeners)	June 2024 (Listeners)	September 2024 (Listeners)
Lagelu FM	<i>Jekonmo</i>	18,000	19,000	19,500	20,000
Agidigbo FM	<i>Idan Ere Daraya</i>	13,000	14,000	14,500	15,000
Amuludun FM	<i>Ere Idaraya</i>	9,000	9,500	10,000	10,000

Source: Field Survey, 2024

The analysis of followership growth over time for the three Yoruba indigenous sports programmes—Jekonmo on Lagelu FM, Idan Ere Daraya on Agidigbo FM, and Ere Idaraya on Amuludun FM—revealed trends in audience growth from January to September 2024. Jekonmo on Lagelu FM experienced consistent growth throughout the year. Starting with 18,000 listeners in January 2024, the programme increased its audience to 19,000 by March. This growth continued, albeit at a slower pace, as it reached 19,500 listeners by June, and finally hit 20,000 by September. The gradual increase demonstrated Lagelu FM's effective strategies in retaining and attracting new listeners, solidifying its position as a leading programme in terms of followership. Idan Ere Daraya on Agidigbo FM also showed a positive growth trajectory. The programme began with 13,000 listeners in January 2024 and grew to 14,000 by March. By June, it had increased to 14,500, and by September, it reached 15,000. Although the growth rate was steady, it was slower compared to Jekonmo, reflecting a moderate audience engagement strategy. In contrast, Ere Idaraya on Amuludun FM showed

a more stagnant growth pattern. The programme started with 9,000 listeners in January 2024 and saw a slight increase to 9,500 by March. It continued to grow, reaching 10,000 by June; however, it plateaued at 10,000 listeners by September. This stagnation suggested challenges in retaining and growing its audience, indicating that the programme might need to re-evaluate its engagement strategies to attract more listeners.

Table 4.4d Extent of Followership (Followership and Engagement) of Sports Yoruba Language among Selected Broadcasting Stations in Ibadan Metropolis

Station	Programme Name	Average Call-ins	Social	Media
			Comments	Engagement Rate
Lagelu	<i>Jekonmo</i>	65	30	High
Amuludun	Ere Idaraya	50	25	Medium
Agidigbo	<i>Idan Ere Daraya</i>	50	20	Low

Source: Field Survey, 2024

In the analysis of followership and engagement trends among selected Yoruba sports radio programs, Table 3 provided valuable insights into listener interactions across three broadcasting stations. The data revealed distinct patterns of audience engagement based on call-ins, social media comments, and overall engagement rates. Lagelu FM's program "Jekonmo" demonstrated the highest level of followership, with an average of 65 call-ins and 30 social media comments. This significant interaction level indicated a robust listener base that actively participated in discussions, reflecting a strong connection between the program and its audience. The engagement rate for "Jekonmo" was classified as high, suggesting that listeners were not only tuning in but also contributing meaningfully to the program's content. In contrast, "Ere Idaraya" on Amuludun FM attracted an average of 50 call-ins and 25 social

media comments, which positioned it in the medium engagement category. While the numbers were respectable, they indicated a lesser degree of audience interaction compared to Lagelu FM's offering. This medium engagement rate suggested that while listeners were participating, there was potential for greater involvement and connection with the program. Agidigbo FM's "Idan Ere Daraya" recorded the lowest followership metrics, with an average of 50 call-ins and only 20 social media comments. The engagement rate was deemed low, highlighting a possible disconnect between the program and its audience.

4.2 Discussion of Findings

Based on the findings, Agidigbo FM's "Idan Ere Daraya" leads in modern sports coverage, with 32% of its content dedicated to this category. This demonstrates a significant focus on contemporary sports events and activities, positioning the station as highly attuned to current trends in the sports industry. The prominence of modern sports coverage likely appeals to a youthful and dynamic audience, reflecting a strategic content focus on events like football leagues, athletics, and other globally recognized sports. In terms of traditional sports coverage, Amuludun FM's "Ere Idaraya" stands out with 24%. This suggests that Amuludun FM prioritizes indigenous sports such as wrestling, traditional boxing, and other culturally significant activities. This emphasis not only preserves local sporting traditions but also creates a platform for indigenous culture within the sports scene, fostering a strong sense of cultural identity among its listeners. For athlete interviews, Agidigbo FM again takes the lead with 20%, showcasing the station's commitment to providing exclusive content and insights from sports professionals. By conducting athlete interviews, the program connects its audience directly with the sports personalities, enhancing engagement and offering unique perspectives on various sports-related matters. Community engagement is most significant on Amuludun FM, which devotes 20% of its programming to this aspect. This indicates that Amuludun FM prioritizes interactions with its listeners and local communities, promoting a

participatory culture. Such a strategy may foster stronger listener loyalty as the station acts as a platform for community-related sports initiatives. Finally, audience call-ins and cultural segments are most prominent on Amuludun FM, with 12% and 20% respectively. This points to a high level of listener involvement, as the station opens its platform for audience participation, thereby enhancing interactive dialogue around sports. The attention to cultural segments further cements its role in integrating sports with cultural preservation. The analysis of traditional sports coverage shows that Amuludun FM's "Ere Idaraya" dominates with 30% of its episodes focused on indigenous sports. This high percentage suggests that the station is dedicated to promoting and preserving local sports traditions, which could resonate with listeners who value cultural heritage. Lagelu FM's "Jekonmo" follows with 20% coverage of traditional sports, indicating a moderate level of focus on this category. In contrast, Agidigbo FM's "Idan Ere Daraya" allocates only 10% of its episodes to traditional sports, reflecting a lower emphasis on indigenous sports events. When it comes to modern sports coverage, Lagelu FM takes the lead with 35% of its episodes dedicated to contemporary sports discussions, making it the go-to station for listeners interested in current sporting events and trends. Agidigbo FM follows closely with 30%, showing that it also prioritizes modern sports but to a slightly lesser extent. On the other hand, Amuludun FM only dedicates 15% of its episodes to modern sports, suggesting that it places more importance on traditional sports and cultural content than on contemporary sports topics. For athlete interviews, Agidigbo FM stands out with 25% of its programming focused on providing insights from athletes. This shows a clear commitment to delivering exclusive content that connects the audience directly with sports personalities. Lagelu FM follows with 15%, offering a moderate level of athlete-centered content, while Amuludun FM lags behind with only 10%, indicating that athlete interviews are not a primary focus of the station's sports programming. In terms of community engagement, Amuludun FM excels with 20% of

its episodes dedicated to community-oriented programming. Agidigbo FM follows with 15%, showing moderate involvement in community engagement, while Lagelu FM only devotes 10% of its episodes to this theme, suggesting a lower focus on listener interaction and local sports activities. Lastly, Amuludun FM leads in cultural segments, with 25% of its episodes integrating sports with cultural discussions. This highlights the station's strong commitment to maintaining a balance between sports and cultural promotion, appealing to listeners who are interested in both aspects. Lagelu FM follows with 15%, and Agidigbo FM has the least focus on cultural segments at 10%, showing that while both stations recognize the importance of cultural content, it is less of a priority compared to Amuludun FM. The audience engagement strategies for the three sports radio stations highlight their varying methods and patterns of interaction with listeners. At Lagelu FM, the primary methods of engagement include live call-ins and SMS interactions, which occur on a weekly basis. Audience participation is largely limited to these channels, with most interaction happening via calls or text messages. This indicates a limited engagement strategy, as the station relies mainly on traditional methods of interaction rather than expanding into more dynamic or varied forms of audience involvement. Agidigbo FM, on the other hand, offers a more robust engagement approach, combining athlete interviews with live call-ins, and engages listeners multiple times per week. This frequent interaction provides listeners with both direct access to sports personalities through interviews and opportunities to provide feedback via call-ins. As a result, Agidigbo FM has a high engagement level, fostering a more interactive environment for its audience and enhancing listener participation through diverse engagement strategies. At Amuludun FM, the focus on community events along with live call-ins sets it apart from the others. Engaging listeners on a weekly basis, the station organizes community-focused events, creating a platform for local participation and support. This indicates a strong community connection, as Amuludun FM emphasizes interaction beyond the radio waves,

reinforcing its presence through local events and initiatives, which deepens the station's relationship with its listeners.

The findings align with the Uses and Gratifications Theory, which suggests that audiences actively seek media to fulfill specific needs. Agidigbo FM's focus on athlete interviews and frequent listener interactions meets the audience's desire for connection with sports personalities, enhancing engagement. Amuludun FM's emphasis on traditional sports satisfies listeners' needs for cultural identity and heritage, while its community engagement fosters a sense of belonging. Additionally, Agidigbo FM's coverage of modern sports caters to the audience's desire to stay informed about current trends¹.

The findings indicate that "Jekonmo" on Lagelu FM places a strong emphasis on expert commentary, dedicating 60% of its airtime to this feature. This suggests that the program prioritizes in-depth analysis and expert insights, likely catering to an audience that values well-informed opinions and professional perspectives on sports. The dominance of expert commentary implies that the program's listeners are more interested in authoritative views on sports topics rather than interactive or dynamic content like live updates or listener contributions. On "Idan Ere Daraya" aired on Agidigbo FM, the primary feature is live updates, which make up 50% of the content. This focus on real-time coverage signals that the programme aims to provide timely sports news, keeping listeners up-to-date with current sports events. Such an approach appeals to an audience that prioritizes staying informed with the latest developments in sports, reflecting a more news-centric style of programming. "Ere Idaraya" on Amuludun FM highlights listener contributions as its key feature, which accounts for 55% of the program. This focus on listener interaction demonstrates that the programme is heavily driven by audience participation, suggesting that the broadcasters value community engagement and real-time feedback from their listeners. This interactive approach likely

fosters a strong sense of involvement and inclusion, as listeners feel they have a voice in the programme's content.

The data on audience interaction across the three Yoruba sports programmes reveals interesting patterns in engagement through call-ins, SMS/comments, and social media participation. "Jekonmo" on Lagelu FM shows the highest average of call-ins per show, with 25 calls, reflecting a significant level of direct listener engagement. This suggests that listeners of "Jekonmo" are actively involved in the discussions and are likely encouraged to participate in real-time conversations with the hosts. However, the programme shows moderate SMS/comments at 10 per show and relatively low social media engagement at 20%. This indicates that while listeners prefer direct phone interactions, the show has not yet maximized its potential in digital or social media spaces. "Idan Ere Daraya" on Agidigbo FM has a slightly lower average of call-ins at 22 per show, but it also reveals a reduced interaction through SMS/comments, with only 5 per show. Its social media engagement is the lowest among the three programmes, at 10%. These numbers suggest that although the show encourages call-ins, it has not significantly fostered engagement through SMS/comments or online platforms. This could imply that "Idan Ere Daraya" leans more toward traditional engagement methods rather than expanding into digital interactivity. "Ere Idaraya" on Amuludun FM, on the other hand, has the highest level of social media engagement, with 50% of its interactions coming from online platforms. This demonstrates that the programme is particularly strong in leveraging digital tools to connect with its audience. While the call-in rate is lower at 15 per show, it compensates with a substantial amount of SMS/comments, averaging 20 per show. This suggests that "Ere Idaraya" focuses more on digital and indirect forms of interaction, creating a community that engages more through written comments and social media platforms rather than live call-ins. The analysis of the variety of sports covered, depth of analysis, and the distribution of local versus international sports coverage across the

three Yoruba sports programmes provides insight into their programming focus and audience appeal. "Jekonmo" on Lagelu FM stands out with a broad coverage of four different sports and a depth of analysis rated at 4 out of 5. This indicates that the programme not only covers multiple sports but also offers substantial insights and discussions surrounding them. Additionally, "Jekonmo" emphasizes local sports, dedicating 70% of its content to local coverage, which signifies its commitment to highlighting regional talent and events. The remaining 30% focuses on international sports, providing a balanced approach that satisfies listeners interested in both local and global sports narratives. "Idan Ere Daraya" on Agidigbo FM covers three different sports, with a slightly lower depth of analysis rated at 3. This suggests a moderate level of insight into the sports

The findings illustrate the application of Selective Exposure Theory, which posits that individuals prefer media content that aligns with their existing beliefs, interests, and preferences. "Jekonmo" on Lagelu FM, with its heavy emphasis on expert commentary and local sports coverage, appeals to an audience that values in-depth analysis and authoritative perspectives on familiar regional sports topics. This focus attracts listeners who seek validation of their preferences for local narratives and insights. Similarly, "Idan Ere Daraya" on Agidigbo FM prioritizes live updates, catering to an audience that desires immediate access to current sports news, reflecting their inclination towards timely information that keeps them informed. In contrast, "Ere Idaraya" on Amuludun FM emphasizes listener contributions and social media engagement, suggesting that its audience prefers interactive content that allows for community participation and real-time feedback. By focusing on these interactive elements, the program aligns with the preferences of listeners who seek to be actively involved in the content, thus enhancing their sense of ownership over the discussions. Overall, each program's distinct approach caters to the specific interests and engagement styles of their respective audiences, highlighting how Selective Exposure Theory helps

explain listener preferences and media consumption patterns in the context of sports programming².

Findings from the data showed that Jekonmo on Lagelu FM had the highest audience reach, with 20,000 listeners. It also recorded the highest regular listenership, with 70% of its audience tuning in consistently. Furthermore, Jekonmo had the greatest audience engagement, averaging 150 interactions per episode. Idan Ere Daraya on Agidigbo FM followed, with 15,000 listeners, a regular listenership of 60%, and 100 interactions per episode. Although it didn't lead in any category, it still performed well in terms of listener reach and engagement. Ere Idaraya on Amuludun FM had the lowest metrics, with 10,000 listeners, 55% regular listenership, and 80 interactions per episode. These results place Ere Idaraya behind the other programmes in terms of both audience size and interaction levels. Findings from the data showed that Jekonmo on Lagelu FM had the highest total feedback per episode, with 150 interactions, and the highest percentage of call-ins at 50%. This indicates that the majority of interactions on Jekonmo come from direct calls, reflecting a strong listener engagement through real-time participation. Idan Ere Daraya on Agidigbo FM followed, with a total of 100 interactions per episode. It had the highest percentage of SMS contributions at 35%, which suggests that its listeners prefer written communication over call-ins or social media engagement. Call-ins also made up a significant portion, with 45% of the interactions coming from calls. Ere Idaraya on Amuludun FM recorded the lowest total feedback per episode at 80 interactions. However, it had the highest social media engagement, with 30% of its interactions coming from this platform. This suggests that, while the overall feedback is lower, Ere Idaraya might appeal more to a digitally active audience compared to the other programmes. Findings from the data showed a clear trend in audience growth for each programme over the specified months. Jekonmo on Lagelu FM consistently increased its listener base, starting with 18,000 in January 2024 and reaching 20,000 by September 2024.

This represents a steady growth, particularly notable in the last quarter, where it gained an additional 500 listeners. Idan Ere Daraya on Agidigbo FM also demonstrated an upward trend, beginning with 13,000 listeners in January and growing to 15,000 by September 2024. This steady increase reflects a positive trajectory for the programme, although the growth rate was slower than that of Jekonmo. Ere Idaraya on Amuludun FM showed modest growth, starting at 9,000 listeners in January and reaching 10,000 by September 2024. However, it remained stagnant between June and September, indicating a potential plateau in listener engagement.

The findings agrees with the Uses and Gratifications Theory, which asserts that audiences actively seek media content that meets their specific needs and desires³. "Jekonmo" on Lagelu FM stands out with the highest audience reach and engagement, indicating that it effectively satisfies listeners' needs for in-depth sports analysis and real-time participation. The program's emphasis on direct call-ins reflects a desire for immediate interaction and connection, allowing listeners to engage actively with the content, thus enhancing their overall experience. In contrast, "Idan Ere Daraya" on Agidigbo FM, while not leading in any category, demonstrates a solid performance by offering a balance between call-ins and SMS contributions. This suggests that its audience values both real-time interaction and written feedback, indicating a preference for varied forms of engagement. The program's upward listener trend reflects its ability to cater to these diverse needs, providing content that resonates with its audience. On the other hand, "Ere Idaraya" on Amuludun FM, despite having the lowest audience metrics, shows significant social media engagement. This suggests that its listeners may seek digital interaction and community involvement, indicating a shift in how some audience members prefer to engage with sports content. However, the plateau in listener growth points to a potential mismatch between the content offered and the evolving needs of its audience.

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Chapter Five

Conclusion

This chapter presents the summary of the study, conclusion and recommendations based on the findings from the study. It subsequently states the contributions to knowledge and suggests areas for further study.

5.1 Summary of Findings

The findings reveal significant variations in the content focus and coverage of the three Yoruba sports programs. Agidigbo FM's "Idan Ere Daraya" prioritizes modern sports coverage, dedicating a significant portion of its content to contemporary sports such as football leagues and athletics, which appeals to a youthful audience interested in current sports trends. Similarly, Lagelu FM's "Jekonmo" leads in modern sports discussions, making it the go-to program for listeners who value updates on global sporting events. In contrast, Amuludun FM's "Ere Idaraya" stands out for its focus on traditional sports, dedicating much of its programming to indigenous activities like wrestling and traditional boxing. This focus not only preserves cultural heritage but also appeals to an audience seeking a connection with their cultural identity.

Audience interaction patterns highlight the diverse engagement strategies employed by the programs. Lagelu FM's "Jekonmo" leads in direct call-ins, reflecting strong real-time listener participation. Agidigbo FM balances its engagement by dedicating significant attention to athlete interviews, offering exclusive content that connects audiences with sports personalities. Meanwhile, Amuludun FM excels in social media interaction, successfully

leveraging online tools to engage a digitally active audience, despite having a smaller overall audience reach.

The presentation patterns of the programs further demonstrate their unique focus areas. Lagelu FM's "Jekonmo" emphasizes expert commentary, dedicating a large portion of its airtime to professional insights and in-depth analysis, which caters to listeners seeking authoritative perspectives. Agidigbo FM's "Idan Ere Daraya" focuses on live updates, appealing to an audience that prioritizes real-time sports news. On the other hand, Amuludun FM's "Ere Idaraya" highlights listener contributions, with most of its programming driven by audience interaction. This focus on community participation fosters a strong sense of inclusion and engagement among its listeners.

In terms of audience metrics, Lagelu FM's "Jekonmo" leads with the highest audience size and regular listenership, showing consistent growth throughout 2024. Agidigbo FM's "Idan Ere Daraya" follows, demonstrating a steady upward trajectory. However, Amuludun FM's "Ere Idaraya" lags behind in audience size and regular listenership. While its overall metrics are lower, its strong social media engagement indicates a shift toward digital interaction among its audience, reflecting evolving preferences.

5.2 Conclusion

Based on the findings, it can be concluded that the three Yoruba sports radio programmes—"Jekonmo" on Lagelu FM, "Idan Ere Daraya" on Agidigbo FM, and "Ere Idaraya" on Amuludun FM—each have distinct content priorities and audience engagement strategies that cater to different listener preferences. "Jekonmo" excels in modern sports coverage and in-depth analysis, attracting the largest and most engaged audience. "Idan Ere Daraya" focuses on live updates and athlete interviews, balancing modern sports coverage with moderate community engagement. "Ere Idaraya" stands out for its emphasis on traditional sports,

cultural segments, and social media engagement but faces challenges in maintaining audience growth and interaction. These differences reflect a diverse sports radio landscape in Ibadan Metropolis, where each programme serves a unique niche within the broader Yoruba-speaking audience.

5.3 Recommendations

1. Lagelu FM should expand its engagement beyond call-ins by increasing its presence on social media to attract a younger, more tech-savvy audience.
2. Agidigbo FM could enhance its community engagement by organizing more local sports events and involving listeners through live broadcasts from these events.
3. Amuludun FM should focus on improving its call-in strategies and expanding the range of sports covered to boost listener participation and grow its audience.

5.4 Contribution to Knowledge

This study contributed to knowledge by providing a comprehensive analysis of the presentation patterns, followership, and audience preferences of Yoruba sports radio programmes in Ibadan Metropolis. It highlights how each station—Lagelu FM, Agidigbo FM, and Amuludun FM—caters to distinct listener demographics by focusing on different aspects of sports broadcasting, such as modern sports, traditional sports, and athlete interviews. This insight expands the understanding of localized sports media content in Nigeria and its role in cultural preservation and audience engagement.

Furthermore, the study underscores the importance of audience interaction in shaping the success of radio programmes. By comparing call-ins, SMS feedback, and social media engagement, the research reveals the varied methods stations use to connect with their listeners. This contribution is significant in understanding how radio stations can effectively

maintain and grow their audiences in a digital age, providing valuable strategies for other broadcasters looking to improve listener retention and participation.

Lastly, the study enriches the academic conversation on the balance between traditional and modern sports coverage in media, particularly within indigenous languages. It shows how stations like Amuludun FM are preserving cultural heritage through sports programming, while stations like Lagelu FM and Agidigbo FM cater to contemporary sports interests. This dual approach to content curation not only highlights the evolving nature of sports broadcasting but also serves as a model for integrating cultural relevance with modern media trends.

5.5 Suggestion for Further Studies

Further Studies can be done on:

1. Impact of Digital Media on the Evolution of Yoruba Indigenous Sports Programmes
2. Audience Preferences for Indigenous versus Contemporary Sports in Nigerian Media
3. Comparative Analysis of Sports Broadcasting in Indigenous Languages Across Different Nigerian Regions

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Appendix I

Sports Radio Content Analysis Coding Sheet (SRCACS)

Section A

1. Name of radio station _____
2. Frequency _____
3. License types _____
4. Location

5. Year Of Establishment

Section B: Yoruba Indigenous Sports Radio Programmes Pattern

S/ N	Program me	Schedu le day/ Time	Programme/ Presentation pattern					Langua ge
			Individu al	Co presentati on/ Analysis	Inteervie ws	new s	Panel discussi on	
1								
2								
3								

Section C: Online Presence / Followership

S/N	Programme	Facebook	Twitter	Instagram	Youtube	Tiktok
1						
2						

3						
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Appendix II

Coding Category Information: Programme Duration, Frequency, Presentation format and Audience Interaction

Station	Programme Name	Average Duration (minutes)	Frequency (per week)	Content Format	Audience Interaction (methods)
<div style="position: absolute; top: 50%; left: 50%; transform: translate(-50%, -50%); opacity: 0.3; font-size: 2em; pointer-events: none;"> Lead City University Ibadan DO NOT COPY </div>					

Appendix III

Presentation Patterns of Sports Yoruba Language Programmes among the Selected Broadcast Stations in Ibadan Metropolis

Theme/Category	Lagelu (<i>Jekonmo</i>)	FM Agidigbo (<i>Ere Daraya</i>)	FM (Idan <i>Idaraya</i>)	Amuludun FM (Ere <i>Idaraya</i>)
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Appendix IV

Content Themes of Yoruba Sports Radio Programmes among the Selected Broadcast in Ibadan Metropolis

Content	Lagelu FM	Agidigbo FM	Amuludun	Remarks
Theme	(<i>Jekonmo</i>)	(<i>Idan Daraya</i>)	(<i>Ere FM Idaraya</i>)	(<i>Ere</i>)

Appendix V

Presentation Patterns (Audience Engagement Strategies) of Sports Yoruba Radio Programme among the Selected Broadcast Stations in Ibadan Metropolis

Broadcast Station	Engagement Methods	Frequency of Engagement	Type of Interaction	of Pattern Analysis

Appendix VI

Presentation Types of Sports Yoruba Language Radio Programmes among selected Broadcasting Stations in Ibadan Metropolis

Programme	Expert Commentary (%)	Live Updates (%)	Listener Contributions (%)	Other Features (%)

Appendix VII

Presentation Types (Audience Engagement Metrics) of Sports Yoruba Radio Programme among the Selected Broadcasting Stations in Ibadan Metropolis

Programme	Average Calls per Show	Average SMS/Comments per Show	Social Media Engagement (%)

Presentation Types (Coverage and Depth of Sports) of Sports Yoruba Language Radio Programmes among Selected Broadcasting Stations in Ibadan Metropolis

Programme	Variety of Sports Covered	Depth of Analysis (1-5)	Local Sports Coverage (%)	International Sports Coverage (%)

Appendix VIII

Extent of Followership (Audience Reach and Regular Listenership) of Sports Yoruba Language among Selected Broadcasting Stations in Ibadan Metropolis

Station	Programme	Audience Reach (Listeners)	Regular Listenership (%)	Average (Interactions per episode)	Feedback
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Extent of Followership (Audience Feedback Distribution) of Sports Yoruba Language among Selected Broadcasting Stations in Ibadan Metropolis

Station	Programme	Call- ins (%)	SMS (%)	Social Engagement (%)	Media	Total per Episode	Feedback
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Appendix IX

**Extent of Followership (Followership Growth Over Time) of Sports Yoruba Language
among Selected Broadcasting Stations in Ibadan Metropolis**

Station	Programme	January 2024	March 2024	June 2024	September 2024
		(Listeners)	(Listeners)	(Listeners)	(Listeners)

Appendix X

Extent of Followership (Followership Growth Over Time) of Sports Yoruba Language among Selected Broadcasting Stations in Ibadan Metropolis

Station	Programme	January 2024	March 2024	June 2024	September 2024
		(Listeners)	(Listeners)	(Listeners)	(Listeners)

Appendix XI

Extent of Followership (Followership and Engagement) of Sports Yoruba Language among Selected Broadcasting Stations in Ibadan Metropolis

Station	Programme Name	Average Call-ins	Social Comments	Media Engagement Rate
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