An Evaluation of the Attitudes of Rivers State Youths Towards All-Talk Broadcast Stations:  
A Study of Nigeria Info and Today FM

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Against the backdrop of the notion that a good number of youths are favourably disposed to music and other forms of pure programmes on radio, this study was undertaken to ascertain the attitude of undergraduates in Rivers State towards Nigeria Info 92.3 FM and Today 95.1 FM, both Port Harcourt-based All-Talk radio stations. The study adopted the survey research design, using a set of questionnaires to generate data from 450 respondents from three universities. The analysis of the data showed that youths give preference to musical programmes, drama and other light-hearted programmes. The result also indicated that the youths found the all-talk programmes boring. And concluded that youths prefer radio stations with mixed programmes to All-talk ones and that this was the reason why none of the stations studied was among the most preferred radio stations in Port Harcourt. Based on this finding, it was recommended that Today FM, Nigeria Info and any other All-talk station should introduce musical programmes, drama, variety shows and other entertainment programmes in their programming in order to capture the youths who make up a very important segment of the Nigerian population.

Background

The mass media have become part of human existence to the extent that in today's world, we can hardly go a day without them. The level of development of media technology has given people a wide range of choices from the type of media they want to patronize to the type of media product they want to expose themselves to. Competition has also characterized today's media landscape. In spite of all these, the basic functions of the mass media in the society have not changed—information, entertainment, education, surveillance, debate, advocacy, and so on. In doing these, the media must survive, thus to stay in business, the media devise means of satisfying and retaining the loyalty of a large chunk of the aggregate audience. Conventionally, radio and television stations plan and schedule programmes for broadcast in areas such as music, variety and magazine, drama, talk shows, documentary among others, all in a bid to cater for as many people as possible.

In Nigeria, radio broadcasting took after the British Broadcasting Corporation's style of programming, offering a wide variety of programmes for information and entertainment, ranging from documentary, drama, and music programmes. A former Executive Director in Radio Nigeria, Atoyebi (2001) summarizes thus:

Entertainment is one of the primary missions of radio...entertainment programmes are being broadcast on Radio Nigeria in many forms on a daily and weekly basis. There are variety and light entertainment programmes that sometimes involve audience participation (p.36).

Atoyebi also notes that radio drama has been a major strength of Radio Nigeria. On music programme, he identifies three broad categories on Radio Nigeria. They are classical, popular and cultural. The author also observes that “the contribution of the station to the emergence of indigenous music artists is unparalleled” (p.37). Not only does radio bring music artists to lime light, the medium also promotes indigenous music and by implication, indigenous culture. The likes of Fela Ransome Kuti, Akinwande Oshin, Steve Rhodes, Sam Akpabot, Soji Bucknor among others rode on Radio Nigeria to stardom. Similarly, Aknon’s show and Saturday Night out were great music programmes that graced the airwaves in the 1960s and 70s. Several programmes of Radio Nigeria Safe Journey, Zuma Echo (drama), Abuja Express, Gwagwalada High Points, BKT Show (Magazine) Day Don Break o, Odenigbo (music) were very popular in their days of broadcast.

When radio stations were established in the states, their tradition did not change as they took after the Radio Nigeria style of programming. Ray Power FM, a baby of Duar Communications Plc., was the first private radio station in Nigeria following the deregulation of the industry in

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1992. The station's menu included programmes with drama flavour (such as Straight from the Heart) and others, some of which were sponsored and may have been rested. Ray Power continues to present its listeners with a heavy dose of music. However, it is Silverbird's Rhythm 97.3 FM in Lagos that has the record of being the first all entertainment radio station. With its slogan, "more music, less talk", the station started out and has continued to remain one of the toasts of young people in the Lagos area with its heavy dose of musical offering.

In other private radio stations, music forms a good part of their programming. In fact, as Sterling (1992) observes, "the vast majority of radio programming consists various types of recorded popular music. In major cities, some stations emphasize news and talk formats but most exist to play records and provide short newscasts" (p.59).

In the Port Harcourt area, Radio Rivers 2 FM reigned for a long time around the 1980s. The station had very popular presenters, especially in the music genre, which helped in endearing the station to the youths. Treasure FM, a Radio Nigeria station was opened in 2003. Treasure also is a mixed bag station. The likes of Rhythm FM Port Harcourt, Cool FM Port Harcourt and others came on stream to provide the Port Harcourt audience a variety of entertainment and news programmes. However, residents of Port Harcourt and its environs were to experience a new approach to broadcasting with the commencement of operations of Today 95.1FM and Nigeria Info, 92.3 FM, both in Port Harcourt. The two stations run a twenty-four hour service, all-talk. Their programmes include news, discussions, and interviews. Most of the programmes are audience participation programmes, where the public are allowed to take part in discussing the issues raised through phone call, text messaging, Facebook, twitter and other social media platforms.

The problem

In Nigeria, the youths constitute not only the largest chunk of the population, amounting to 70 per cent, but also the most vibrant segment of that population. Development partners and advertisers cannot afford to ignore that important segment of the Nigerian population. The youths have a tendency to place high premium on and hence preference for pure entertainment, particularly music. If youths find all-talk radio stations to be boring and unable to satisfy their entertainment needs, such stations would be denying them their vital service, and in turn losing patronage from the youths.

Objectives

The objectives of the study included to:

i) Find out the extent to which undergraduates in Rivers State listen to Today FM and Nigeria Info.

ii) Ascertain the level of satisfaction undergraduates derive from programmes on Today FM and Nigeria Info.

iii) Determine whether youths in Rivers State prefer all-talk radio stations like Today 95.1 FM and Nigerian Info 92.3 FM to others.

iv) Find out the factors that influence the attitude of undergraduates in Rivers State towards Nigeria Info and Today FM, Port Harcourt.

Research Questions

The above set objectives gave rise to the following questions that guided the investigation.

i) To what extent do undergraduates in Rivers State patronize Nigeria Info and Today FM, Port Harcourt.

ii) To what extent do undergraduates in Rivers State get satisfaction from the programmes of Nigeria Info and Today FM radio stations?

iii) Do undergraduates in Rivers State prefer all-talk radio stations to others?

iv) What factors influence the attitude of undergraduates in Rivers State towards all-talk radio stations?

Theoretical Foundation

The study was anchored on uses and gratifications theory and entertainment-education hypothesis.
Uses and gratifications theory is a well-known theory among researchers and critics. Since this theory recognises the fact that audience members are not just there to receive what is offered them by the media; meaning they decide what they are willing to take from the media, the mass media cannot operate with the illusion that whatever programme they dump on the people will interest them. If the media compete with other sources of need satisfaction, as Katz, Blumler and Gurevitch (in Anaeto, Onabajo and Osifeso 2008) have noted, then radio stations like Nigeria Info and Today FM must have good reasons for operating as all-talk stations, otherwise they must find means of ensuring that they present their messages in ways that will make them sound appealing and entertaining to the entire population, including the very vibrant and large segment made up of youths.

Entertainment education, also known as edutainment theory, places emphasis on the need to use entertainment as a vehicle to drive home media messages. In that case, the radio station makes use of interesting, exciting and aurally stimulating elements to educate (Baran 2009). Media messages have to be deliberately created to educate and entertain at the same time. “When this is done, the knowledge of the audience about educational issues, will be increased, favourable attitudes will also be created and change of overt behaviour will be achieved” (Usua 2014a, p.16). The overall objective of every media organisation is to bring about action that will ultimately result in a better society. They can achieve this objective by adopting the edutainment approach which Singhal et al (in Usua 2004a), believe make such media social mobilizers, advocates and agenda setters and thus help in influencing policy initiatives in a desirable way.

Education-entertainment postulation may have arisen from the realisation of the fact that a lot of people listen to or view mostly, entertainment materials like musicals, drama, and other light-hearted materials, as well as by the recognition of the fact that entertainment can be very effective in realising political, social and even developmental goals.

**Literature**

From around the 1920s when radio was invented, the medium has remained a very important medium of communication and its use in many societies for entertainment, information dissemination, persuasion and advocacy has not been denied. It has since then remained a major force for exchange of culture and opinion. Its very nature of being ubiquitous and personal medium coupled with simplicity of operation, advantage of cost effectiveness as well as adaptability and portability gives this medium the advantage that no other medium of mass communication has enjoyed. These factors combine to make radio the preferred medium for exchange. It therefore explains why, more than any other, radio permeates nearly every community where humans are found (Daramola 2003, MacBride et al, 1980). As far back as 1925, over 5.5 million radio sets were being used in America alone and by 1927 over 30 million people in that country were regular listeners to radio (Campbell, Martin and Fabos, 2009; Harrow 2010). By 2006, Lindsay, in Baran (2009) observes that there were two radio sets available to one man in America. Elsewhere, the popularity of the medium also increased so that as it is today, radio is an undeniable companion to man at home, on the farm, at the sea, in the office, market place on the road and indeed everywhere he goes. In Africa today, while newspaper and television patronage is to a large extent, restricted to urban and semi-urban settlements as well as to people with a reasonable level of literacy, especially in the case of newspaper, radio continues to scale such barriers and endear itself to people in all social strata and reach them at all literacy levels.

Radio was once challenged; when television debuted with its dual sensory appeal. But as Campbell, Martin and Fabos (2009) have observed, radio has kept its own. Format programming, introduction of heavy music menu, which takes care of genres like jazz, alternative rock, classical music etc., helped radio to reinvent itself.

Variety has been one source of strength for radio as a medium. Ever since the realization of the attractiveness of music on radio, there has been no going back. In fact from around the 1960s when a popular radio content creator, McLendon created the Top 40 format, which was meant to give listeners the best-selling songs continually, with only occasional brief newscast and the voice of the disc jockey, the use of music as radio content has remained popular (Biagi, 1998).
Music has its own inherent strength which gives us an advantage when used specifically for communication. That inherent strength is in its soul the deeper meaning that inspires the listener. This in the view of Usua (2014b, p. 138) "is the basis upon which radio producers deliberately make music a part of radio programmes and make use of it in various ways". Bakare (2005) shares this view and opines that "music fills the greater part of the day...many programmes on radio are built mainly on music, around music or with music as intrinsic bait" (p.125). It is actually through musical presentation mostly, that radio stations achieve cultural marketing (Owuamalam, 2008). In fact, the way Hilliard (2008, p.304) puts it is that "music both reflects culture and builds it. Contemporary music is the dialogue of youth, providing a sense of psychological freedom for the listener and a sense of artistic freedom for the performer".

In the same vein, drama described as the re-enactment of human experiences, intended to entertain and teach lessons of life, has been part of radio programming for a long time now because like music, drama has high entertainment value. Owuamalam (2008) sees drama as one that gives the radio producer the opportunity to treat socio-political issues euphemistically as "it aids the producer to address thorny issues of society from a humorous or entertaining perspective. The essence is to treat a theme in the most permeating manner, through artistic ingenuity, while achieving the programme's task" (p.203).

It is in scheduling music, drama and other entertainment programmes, along with very serious, usually talk programmes, that the expansion of the audience of any radio station is guaranteed. The broad aims of broadcasting include to inform, educate and entertain, and that should involve as many people as possible. Thus, types of programmes should appeal to a variety of tastes to give the public freedom to choose programmes of their interests (Anigbo, 2012).

In programming for radio, Mann and Mahoney (1985) identify three vital questions to ask. These are: 1) Is there a format that is not yet represented? 2) Is there an audience for the format to be produced? 3) Is there room to further fragment an audience for an existing format or can the audience for existing market be expanded?

To answer these questions is to think of all inclusive type of programming, including music magazine programmes, drama and other variety shows in the schedule of radio stations, alongside talk shows like interviews, discussion and phone-in programmes because in doing it, the audience is expanded, and youth population which loves music and other variety shows are catered for.

### Methodology

The study on youths' attitude towards all-talk radio stations adopted the survey method to find out the attitude of youths in three institutions of higher learning in Rivers State towards Nigeria Info and Today 95.1 FM, Port Harcourt. The three institutions were: University of Port Harcourt, Rivers State University of Science and Technology (UST) and Rivers State University of Education (UOE). The three Universities have a combined population of 114,657 made up of 42,400 (UST) 28,657 (UOE) and 43,600 (University of Port Harcourt). A sample size of 450 respondents was drawn, shared equally among the three universities for easy administration. The study adopted the multi stage sampling techniques. Respondents were spread across the various faculties of the three institutions. With the help of research assistants, copies of the questionnaire were administered on respondents by hand who also returned by the same method after filling. Four hundred and thirty-eight copies (or 97.3%) were correctly filled and returned. This was what formed the basis of analysis, done by percentages, frequency tables and weighted means score. For weighted mean score, 3.0 was the value for decision.

### Data Presentation

From the data obtained, there were 229 males (52.2%) and 209 females (47.8%). 307 respondents (70.0%) fell within the age bracket of 16 to 24 years. 121 respondents (27.6%) were between 25 and 30 years. While 10 (2.2%) of the respondents were 35 years and above.

On the frequency of exposure to the radio. 299 respondents (68.2%) listened very often to radio. 115 of them (26.2%) listened often, while 24 respondents (5.4%) listened occasionally. There was no respondent who did not listen to radio.

On frequency of exposure to the two radio stations under study, the result obtained is presented in the table below.
Table 1: Frequency of respondents' exposure to Today FM and Nigeria Info

<table>
<thead>
<tr>
<th>Response</th>
<th>Today FM Frequency</th>
<th>Percentage</th>
<th>Nigeria Info Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very often</td>
<td>62</td>
<td>14.1</td>
<td>79</td>
<td>18.0</td>
</tr>
<tr>
<td>Often</td>
<td>169</td>
<td>38.6</td>
<td>178</td>
<td>40.7</td>
</tr>
<tr>
<td>Occasionally</td>
<td>205</td>
<td>46.8</td>
<td>181</td>
<td>41.3</td>
</tr>
<tr>
<td>Not at all</td>
<td>2</td>
<td>0.5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>438</td>
<td>100</td>
<td>438</td>
<td>100</td>
</tr>
</tbody>
</table>

From the question which sought to know which of the Port Harcourt based radio stations were most preferred, the result obtained showed that none of the two radio stations under study was the most preferred. The result on this is graphically presented below.

![Pie chart showing station preference by respondents](image)

From the above, Rhythm FM was the most preferred radio station with 86 respondents (19.6%), Cool FM was next with 76 (or 17.3%), while Ray Power FM was in the third position with 51 respondents (or 11.6%). Others were Wazobia FM with 38 (or 8.6%), Radio Port Harcourt 36 (or 8.2%), Treasure FM 35 (or 7.9%), Nigeria Info 33 respondents (or 7.5%) while Garden City FM and Today FM had 31 respondents each (or 7.1%). Radio Rivers 2 FM was the least preferred with 21 respondents (or 4.8%).

On the preferred programme format, more of the respondents settled for musical programmes, while those who preferred others such as commercials, documentary, variety show were the least as shown in table 2 below.

Table 2: Most Preferred Programmes

<table>
<thead>
<tr>
<th>Programme Type</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drama</td>
<td>86</td>
<td>19.6</td>
</tr>
<tr>
<td>Musical</td>
<td>202</td>
<td>46.2</td>
</tr>
<tr>
<td>Discussion</td>
<td>15</td>
<td>3.4</td>
</tr>
<tr>
<td>Interview</td>
<td>29</td>
<td>6.6</td>
</tr>
<tr>
<td>News</td>
<td>101</td>
<td>23.1</td>
</tr>
<tr>
<td>Others</td>
<td>5</td>
<td>1.1</td>
</tr>
<tr>
<td>Total</td>
<td>438</td>
<td>100</td>
</tr>
</tbody>
</table>

Answering the Research Questions

Research question 1: To what extent do undergraduates in Rivers State listen to the programmes of Nigeria Info and Today FM?
This question was answered with questionnaire item 6. The result got showed that Nigeria Info radio station occupied the seventh position on respondents' scale of preference while Today FM tied with another radio station at the eighth position (see fig 1). If listeners were to be shared equally among the 10 radio stations in Rivers State, each of them would come up with 10%. Thus Nigeria Info and Today FM with 7.5% and 7.1% respectively, are not well patronized by undergraduates in Rivers State.

**Research question 2:** To what extent do undergraduates in Rivers State derive satisfaction from the programmes of Nigeria Info and Today FM?

Questionnaire items 8 and 9, which asked respondents to show the extent they derived satisfaction from the two stations, were used to answer the question. The following table shows the results.

Table 3: Extent to which respondents derived satisfaction from programmes of Nigeria Info and Today FM

<table>
<thead>
<tr>
<th>Extent</th>
<th>Frequency</th>
<th>w(x)</th>
<th>fx</th>
<th>%</th>
<th>Decision</th>
<th>Frequency</th>
<th>w(x)</th>
<th>fx</th>
<th>%</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very large extent</td>
<td>26</td>
<td>5</td>
<td>130</td>
<td>5.9</td>
<td>Negative</td>
<td>21</td>
<td>5</td>
<td>105</td>
<td>4.8</td>
<td>Negative</td>
</tr>
<tr>
<td>Large extent</td>
<td>71</td>
<td>4</td>
<td>284</td>
<td>16.2</td>
<td></td>
<td>53</td>
<td>4</td>
<td>212</td>
<td>12.1</td>
<td></td>
</tr>
<tr>
<td>Little extent</td>
<td>189</td>
<td>3</td>
<td>560</td>
<td>43.2</td>
<td></td>
<td>249</td>
<td>3</td>
<td>747</td>
<td>56.8</td>
<td></td>
</tr>
<tr>
<td>Very little extent</td>
<td>150</td>
<td>2</td>
<td>300</td>
<td>34.2</td>
<td></td>
<td>109</td>
<td>2</td>
<td>218</td>
<td>24.9</td>
<td></td>
</tr>
<tr>
<td>No extent</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>0.5</td>
<td></td>
<td>6</td>
<td>1</td>
<td>6</td>
<td>1.4</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>438</td>
<td>15</td>
<td>1276</td>
<td>100</td>
<td></td>
<td>438</td>
<td>15</td>
<td>1288</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

The data presented in table 3 above show that only 22.1% of respondents believed that Nigeria Info radio gives satisfaction to a good extent as the combined percentage of very large extent and large extent stands at 22.1%, while the combined percentage of 77.4% was for those who were of the opinion that the station does not satisfy them to any reasonable extent (e.g. 43.2 percent for little extent and 34.2 percent for very little extent). The weighted mean score (wms) was calculated

\[
WMS = \frac{\Sigma fx}{\Sigma f} = \frac{1276}{438} = 2.9
\]

With 2.9 being the calculated weighted mean score, and 3.0 being the critical value, the decision was negative, meaning that undergraduates in Rivers State did not derive enough satisfaction from the programmes of Nigeria Info.

In the same vein, the weighted mean score in the case of Today FM was calculated thus:

\[
WMS = \frac{\Sigma fx}{\Sigma f} = \frac{1288}{438} = 2.9
\]

The above result also indicates that undergraduates in Rivers State did not get enough satisfaction from Today FM since the calculated weighted mean score of 2.9 is lower than 3.0.
Research question 3: Do undergraduates in Rivers State prefer all-talk radio stations to others?

This research question was answered with item 10 in the questionnaire. The result showed that 363 respondents, or 82.9 percent indicated that they did not prefer such stations while the remaining 75 respondents, being only 17.1 percent preferred all-talk radio stations. A follow-up question was necessary which came as item 11. It served as the item used in answering the last research question.

Research question 4: What factor(s) influence the attitude of undergraduates in Rivers State towards all-talk radio stations?

From the result obtained it was clear that undergraduates in Rivers State found all talk radio stations to be boring. This was the opinion of 311 respondents. The following table indicates this as well as reasons given by other respondents for their attitude towards all-talk radio stations.

Table 5: Reasons for respondents' attitude towards all-talk radio stations

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boring</td>
<td>311</td>
<td>71.0</td>
</tr>
<tr>
<td>Entertaining</td>
<td>28</td>
<td>6.4</td>
</tr>
<tr>
<td>Informative</td>
<td>58</td>
<td>13.2</td>
</tr>
<tr>
<td>Undecided</td>
<td>41</td>
<td>9.4</td>
</tr>
<tr>
<td>Total</td>
<td>438</td>
<td>100</td>
</tr>
</tbody>
</table>

Discussion

From the data presented in the preceding pages both male and female undergraduates were well represented. The critical age brackets needed for a study of this nature were also represented. Undergraduates from the three universities under study were adequately exposed to the radio medium and it happened quite often as shown in table 1. The data also show that the two radio stations under study Nigeria Info and Today FM were not the preferred stations. Because it is possible for undergraduates to have preference for other all-talk radio stations without necessarily patronizing Nigeria Info and Today FM, especially if they had other reasons not to patronize the two stations, we sought to know in specific terms, why they had the attitude they displayed towards the two radio stations.

The outcome further hinted that undergraduates in Rivers State generally were not favourably disposed to all-talk radio stations; as 82.9% of respondents did not like programmes of Nigeria Info and Today FM while only 17.1% felt otherwise. They found such stations to be boring, for not having music for instance, as part of their offerings. This was what was seen when they were asked about the most preferred programme format, where musical programmes ranked highest, followed by drama before discussion and interview programmes which incidentally are the dominant formats in the two radio stations under study.

The logical conclusion to draw from this is that undergraduates in Rivers State do not listen to Nigeria Info and Today FM because they do not have in their programmes schedules, formats that give them pure entertainment. This position is in line with the response of respondents regarding the fourth research question which sought to know why respondents behave the way they did towards all-talk radio stations. The result on this shows that they find all-talk stations to be boring (tables 5). And because respondents gave musical programmes as their preferred programme type (table 2), any station that does not have music as part of its offering ends up being a bore to undergraduates in Rivers state and indeed youths generally.

The outcome of this study is in line with the thinking of the progenitors of edutainment theory. The theory which encourages the media to use entertainment as the vehicle through which media message are driven home, recognises the fact that even those issues considered to be very serious, can be addressed through music and drama among other formats. Music for instance, has a soul of its own and can be used to communicate deep feelings and important messages while...
entertaining listeners. It can therefore be a very important and successful tool for advocacy and persuasion and may even be more useful than discussion and interview, especially where a change in attitude of young people is the objective of communication. Neither discussion nor interview programme though, needs be discarded because as Goldsmith (2003) has observed, a good radio station has a mixed format with music, news, sports and advertising among others. These usually go along with a disc jockey playing popular music.

Since the broad aims of broadcasting are not only to inform and educate but also to entertain, all-talk radio stations may be failing in executing that aspect of their mandate. It is for this reason that Anigbo (2012) insists that radio stations should exist for all strata of the audience and have as part of their schedules, entertainment programmes in form of drama, music, magazine, or variety show, reality show, sports, stand-up comedy and soon. Incidentally these are programmes that youths are known to identify with, which are in limited supply in all talk-radio stations like Nigeria Info and Today FM.

**Conclusion and Recommendations**

While craving to stay in business, every media organization performs basic functions to the society. Both of these objectives can only be achieved when a media organization has an audience to serve. Broadcast stations come up with strategic programmes and innovations to interest their audiences. While some organizations come up with heavy dose of pure entertainment, as do all music stations, others adopt a mixture of serious talk programmes and good measure of music programmes and variety shows. Two Port Harcourt based radio stations, Nigeria Info, 92.3 FM and Today 95.1 FM, however, adopted the all-talk format, in an environment where people were used to musical entertainment, along with drama and other formats. The attitude of youths, in particular undergraduates, in Rivers State towards these stations led to the study.

As the study has shown, undergraduates in Rivers State do not patronize Nigeria Info and Today FM because all-talk approach to programming tends to be boring to them. The primary reason for this, as the study has shown, is because the larger number of them prefer musical programmes to other formats. Therefore all-talk programmes do not interest them, mostly because they want to hear music, drama and other soft programmes. Since this attitude of the youths has resulted in loss of a good chunk of what would be the audience of the two radio stations, it is recommended that all-talk radio stations should consider the introduction of music and drama into their programme schedules. This is critical because the youths constitute over 70 percent of the Nigerian population. Sacrificing that size of listenership is certainly not in the interest of the stations. Introduction of musical programmes therefore means increasing the size of the audiences of the stations and indeed that of any other broadcast organisation that has adopted the all-talk approach to broadcasting.

**References**