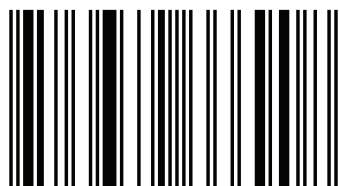# Secondary Gatekeeping By Radio: Survival and Future of Newspapers

Primary gatekeeping occurs when the mass media select fragments of numerous daily occurrences for presentation as media contents, while secondary gatekeeping occurs when further fragments of these primary media contents are selected by another media for mass communication. Whereas the former has attracted robust research globally, attention paid to the latter has been scanty despite its prevalence in the Nigerian broadcast media. This study, therefore, examined secondary media gatekeeping in Oyo state, Nigeria, in terms of the procedure followed, newsworthiness criteria, the devices employed in delivering gate-kept contents, the impact of the practice on the audience, and its implication for survival of newspapers in Nigeria. Secondary gate-keeping serves as the major news tunnel for most audiences, not only in Oyo State, but also in other parts of the country where radio stations review news contents of newspapers. The practice is beneficial to the electronic media, but it has a predatory effect on the newspaper industry in Nigeria.

Dr Babatunde Raphael OJEBUYI had a Bachelor of Arts (B.A.) Degree, a Master's Degree (M.A.), and a Ph.D from the Department of Communication and Language Arts, University of Ibadan, Nigeria, where he also works as a full-time lecturer. Ojebuyi's teaching and research focus includes media studies and journalism, media theories and ethics, and reading.
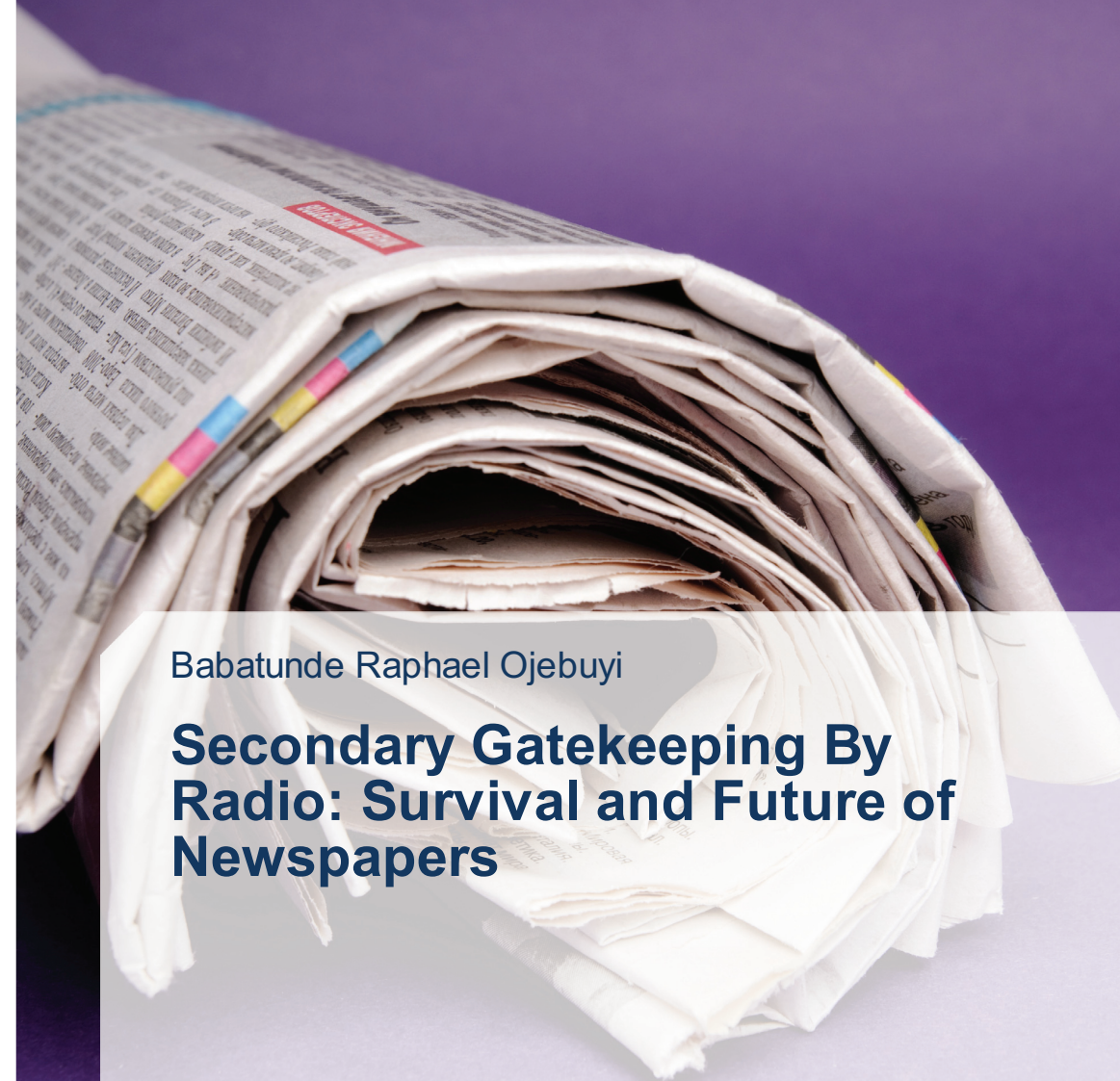
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Babatunde Raphael Ojebuyi

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Secondary Gatekeeping by Radio Stations

Ojebuyi

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Babatunde Raphael Ojebuyi

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Secondary Gatekeeping By Radio: Survival and Future of Newspapers

DEDICATION

I dedicate this humble work

To

God Almighty, God of gods, and King of kings, who brought me up to this lofty height from the base of a rusty beginning;

And to You

My Beloved Mother**, Grace Fagbami Asabi Ojegbemileke** (*Mama Busayo*);
You went into Eternal Rest in the Lord on Friday, August 7, 2009.
 Forever we will celebrate you as a Great Mother—a True Amazon: *Aporogunjo, Eso Ikoyi Omo Eru Ofa...*

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focused and give my doctoral study all attention it deserved. He really inspired and assisted me in diverse ways.

My acknowledgements will remain incomplete in this regard if I fail to recognise the following Staff members of our Department: Mrs M. Olaide, Babajide; Mr Eyitope Femi Kuti; Rev. Sis. Doghujde; Mr Samuel.O. Olawoyin (My Big Uncle); Mr Ayoola F. Falana; Mrs Rashidat O. Kamil (Alhaja); Mr Tajudeen Shittu, and Mr Mathew Dare, Olaoye. They all rendered unquantifiable auxiliary assistance and moral support to me throughout the period that the conduct of this study lasted.

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The Special One that really complements my life is my wife and confidant—Rachael Temitope Ojebuyi (nee Adelere). Your presence in my life is massively instrumental. Your ceaseless prayers, encouragement, warm companionship, and moral and financial supports are unquantifiable. I really denied you and our sons—Oluwaferanmi Olamilekan Michael (Ojebabson), Oluwanifemi Olabisi Victor, and Aanuoluwa Olanrewaju Ebenezer—many things, but you patiently endured and bore it all with me. God will give me the grace to reward you appropriately.

Babatunde R. Ojebuyi, PhD.

October, 2014

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CHAPTER ONE

BACKGROUND AND ARTICULATION OF RESEARCH PROBLEM

1.1   Introduction

News is not just the occurrence of events, but also an account of such events as reported by the appropriate news media. It is a reported piece of information (Agbese, 2008; Alao and Osifeso, 2009) about current event(s) that have significance for the people. Daily, across the world, millions of incidents happen: new children are born; people, old and young, die; wars and crises break out; disasters, natural or man-made, strike unannounced; man makes exciting scientific exploits; suicide bombers kill in hundreds and thousands; monumental frauds are unearthed. In fact, the list is endless. It is from this plethora of events that the mass media select some items, process them, and make them available for the consumption of the mass audience. Talking about this process of selection, Paul and Elder (2006:4) posit that:

> The logic of constructing news stories is parallel to the logic of writing history. In both cases, for events covered, there is both a massive background of facts and a highly restricted amount of space to devote to those facts. The result in both cases is the same: 99.99999% of the "facts" are never mentioned at all.

The foregoing position of Paul and Elder paints a paradoxical picture of the news selection process: it is just a fragment of the innumerable occurrences that the mass media report to the public. This phenomenon is what Paul and Elder (2006:4) describe as "massive facts, massive omission".

The mass media are a fundamentally vital institution of the world's democracies and social order. They constitute a significant part of the dominant means of ideological construction because what they produce is considered the representation and images of the social world. As events and issues occur daily, the mass media try to bring them to the consciousness of the public. They describe, explain and interpret events, and create the platforms for perception of how the world is, and why it operates

as it is reported and described to operate (Norris, 1995; Vreese, 2005; Watson, 2007). The mass media serve as the 'eyes' and 'ears' of the citizens by helping them to keep surveillance on their environments. They gather and report events in the immediate and remote environments. The citizens see the media as a storehouse of information. For this reason, millions of people turn eagerly to the news media—the modern town crier and constructor of social reality (Eun-Ho, Kyung-Woo, and Afif, 2007)—to satisfy their appetite for up-to-date information about the events that have significant impact on their lives and conducts.

Through their agenda-setting role (Severin and Tankard, 2001; Watson, 2003; Sambe, 2005; McQuail, 2007), news selection and production functions, the mass media help to shape public opinion and dictate public action (Baran, 2002; Soola, 2007). However, not all the happenings can be reported by the mass media. Some issues are reported, while some—or even many—are discarded (Aliagan, 2006; Paul and Elder, 2006). Two main reasons account for this: First, most of these events potentially possess almost comparable status of importance. Second, the criteria for determining what is important are numerous, or quite often, intrinsically subjective and competing. Mass media actors usually consider certain events to be newsworthy. Such events are believed to possess significant implications for the target audience, the larger society, the organisational policies, the proprietors' interest, the advertisers' demand, and or the journalists' professional orientations.

Within the media organisation, the individuals—often with some level of professional training and orientations— who decide what is to be reported, how it is to be reported, and what is to be discarded, are referred to as the media gatekeepers (McKain, 2005). The interaction between the media environment and these actors within the news production milieu, together with other socio-cultural forces, influences the editorial decisions as to what is discarded, and what is selected and reported as news (McManus, 1995). In the process of news production, this critical role of deciding what and how stories are selected for media contents is called *gatekeeping.* In other words, gatekeeping, in mass media terrain, is conceptualised as the process by which competing news items are sieved, shaped, and reduced into those few that are eventually transmitted to the audience (Donohew, 2001; Shoemaker, Eichholz, Kim and Wrigley, 2001; Paul and Elder, 2006). Gatekeeping is a complex mass media process that involves multifarious activities, actors, forces, and stages which underpin how media organisations select, reduce, construct, and transmit the social reality. It is

about opening and closing the channels of communication; it is about granting or refusing access (Watson, 2003).

Describing the gatekeeping process, Lewin, cited by Lyons (2002), says items encounter gate regions as they pass through various channels in the media organisation. Also, the media gatekeepers, whose business it is to decide whether an item will scale through the gates, always encounter a lot of forces that influence their decisions as they guard these gate regions. What the reporters consider as being newsworthy and what the editors eventually select as news items are always determined by the aggregate of such forces. The audience, in some cases, are now setting the agenda for selecting the information they consume on daily basis (Wright, 2005; Min cited by Storm, 2007). This trend compels the editors to give the audience what market findings indicate they prefer. If a media outfit fails to give what the audience want, other competing media organisations will definitely satisfy the audience.

Three kinds of influence that underscore how the inherent interplay between audience preference and competitors' influence affects the gatekeepers' ultimate decisions were identified by Pearson, Brand, Archbold, and Rane (2001). The first is an agenda-setting influence, where editors' decisions about ideological and social issues and their selection of news items or their prioritising of news schedules might be largely shaped by other media. The second is a lesser competitive influence, where editors of a media organisation monitor other media in order to ensure their outlet is on top of the news agenda and not missing out on any significant news items. Pearson et al. (2001) describe this influence as a "safety net" that allows news editors to follow up on stories of which they might have been uninformed if other media did not make them available. The third is a reference influence where a media organisation uses other media as a reference source—something to be used to support an issue or to authenticate information before making it available to the audience.

Interestingly, the profit-driven mentality of the liberal economy has intensified the magnitude of competition in the media market (Lyons, 2002; Fog, 2004). If gatekeeper X refuses to publish or broadcast certain information that the audience need, they (the audience) have the option of switching to gatekeeper Y or Z. The mass media—radio, television, newspapers, and the Internet— co-exist and compete with one another (Thorburn and Jenkins, 2003). They are all operating probably in the same market segment. And ultimately, each of these competing media

organisations must ensure that it remains perpetually afloat by offering what the numerous market forces demand. All these are instances of individual, cultural and societal forces that potentially influence gatekeepers' decisions (McManus, 1995; Lyons, 2002; Barzilai-Nahon, 2008; Sang, 2008).

The aggregate of these influences, as identified by Pearson et al., patently underpins the trend in information dissemination process by the mass media, where certain media genre constantly monitors and reports the contents of other media, probably to satisfy their audience and remain relevant in the news market. This phenomenon is, in the context of this study, termed *secondary gatekeeping* (that is, secondary or second-level selection of information). In this case, the print media—newspapers especially—serve as the primary gatekeepers because they gather, select, process, and report facts which they consider significant from daily events. In the process, they perform their agenda-setting function by selecting which public affairs stories will be reported, and giving special prominence to some stories at the expense of others. Thus, the news media suggest which people, issues, and events are especially deserving of public attention, and help to shape public attitudes and opinion (Althaus and Tewksbury, 2002). The broadcast media, in addition to their primary gatekeeping and agenda-setting functions, monitor, select and broadcast some portions of the contents of the print media. Such secondary selection (Secondary gatekeeping) is influenced by a myriad of yet-to-be-identified forces.

Specifically, the secondary gatekeeping function of radio in terms of *structure* (procedure and content)*, forces* (news values) and *outcome* (impact) is the primary focus of this study. The study investigated how the radio stations selected and delivered the news items they reviewed, the dominant issues that they usually reviewed from the newspapers, the rationale for discarding or selecting certain news items for review, and the actual cognitive and behavioural impact of the reviews on the audience. The study also aimed at assessing the validity or otherwise of the claims as to whether the secondary gatekeeping—review of newspapers by radio stations in Nigeria—actually had some adverse impact on the level of readership and sales of the newspapers or it indeed encouraged the radio audience to buy and read the reviewed newspapers.

1.2 Secondary Gatekeeping in Nigerian Broadcast Stations

Of course, secondary gatekeeping is not a new practice. The newspapers supplied the news of early radio stations, especially in the United Kingdom and the United States of America (Streibert and Lewis, 1941). In Nigeria, before December 2008, the broadcast media—radio and television—always reviewed contents of newspapers and news magazines, and broadcast them to the mass audience. These secondary gatekeepers (radio and television), usually adopted different methods to broadcast the contents of other media they monitored. Some broadcast stations presented verbatim, almost the entire contents of the news items they selected from newspapers or news magazines, while some stations paraphrased the news items, or read only the headlines and the leads of the news stories. In some instances, some broadcast stations translated the news stories from the English Language to the indigenous languages of the local audience. The broadcast stations coined for the programme, different titles such as "Headliner", "From the Dailies", "Press Review", and "Koko inu Iwe Irohin" ("Newspaper Headlines"). In addition, the broadcast stations acknowledged their sources by directly mentioning the names of the newspapers being reviewed and referring their audience to the pages or sections where the reviewed stories could be found in the newspapers. The leading Nigerian newspapers whose contents were reviewed by these broadcast stations, especially in South-Western Nigeria, were *The Guardian, The Nation, New Age, Nigerian Tribune , Daily Independent, The Punch, Oke-Ogun News, The Sun, This Day, and Vanguard*, among others.

In 2008, the newspaper owners intensified their protest against this trend of secondary broadcasting and instigated some rounds of litigation against the broadcast stations (*Newswatch* [Nigeria] March 3, 2008). Consequently, in December 2008, the Broadcasting Organisation of Nigeria (BON) and the Newspapers Proprietors Association of Nigeria (NPAN) met and BON announced a ban on the review of newspapers by radio and television stations in Nigeria. This however, seemed to have little effect as the trend still continues, albeit in a more indirect style. The radio stations now adopt a new style of review whereby the presenters neither acknowledge the names of the selected newspapers that originally published the stories they review nor make reference to the audience to the pages or sections of the newspapers where the reviewed stories could be found. Programme titles such as "Headliner", "From the Dailies", "Press Review", and "Koko inu Iwe Irohin", no longer exist. What the radio stations now use instead are elusive names like "Day-Break Gist", "Top Stories", *Gbe*

e Si Mi L'eti, "Review", "Have You Heard?", *Eti Oba N'ile, Tifun-Tedo,* "News Update", and "Inside-out". The stations, in a more blurry style, obliterate every trace of the sources of the news items they review. Most times, they embellish the reviews with locally sourced stories, and attribute substantial segments of the entire reviews to their local reporters whom they refer to as *stringers* (local informants).

The motives for this secondary gatekeeping by the Nigerian broadcast media might be—as noted earlier— to remain firmly relevant in the ever competitive market, win the audience's loyalty, and make profit by broadcasting programmes that appeal to the audience as well as securing the advertisers' patronages. But the Newspapers Proprietors Association of Nigeria (NPAN) had alleged that these reviews were adversely affecting the sales and readership of newspapers, and had consequently forced some newspapers out of circulation (*Newswatch* [Nigeria] March 3, 2008). It was further claimed that once the audience listened to the reviews, they felt they had heard all the relevant information the newspapers had for them, then, they (the audience) no longer had the usual appetite to buy or read the papers (Ojebode, 2009).

This trend has expectedly generated a lot of comments, issues and criticism from the general public and stakeholders as to why the broadcast stations continue to review—though indirectly in most cases—the contents of newspapers, especially long after the ban. For instance, Ayankunbi, in an article titled "Review of Newspapers Reports by Electronic Media" (*Sunday Punch [*Nigeria*]* August 8, 2010:14) reflects this feeling as he contends that:

> The argument has often been that anybody that hears the stories over the radio or television may decide not to buy the newspaper. It has to be made clear that newspaper outfits are losing enormous amount of money on a "normal day" i.e. where there is no major newsbreak as a result of this review. Many readers, especially those that are not concerned about documenting newspapers reports, have jettisoned the idea of buying newspapers because they are sure of an unhindered access to the newspapers' contents during the review period.

The foregoing argument by Ayankunbi and the position held by the Newspapers Proprietors Association of Nigeria (NPAN) and the Broadcasting Organisation of Nigeria (BON) are proximate. Evidently, both NPAN and BON centred the ban on the review programmes on emotional sentiments as there are no

empirical proofs or reliable statistics yet, to the best of the current researcher's knowledge, to establish such claims or show that readership and sales of the newspapers were related to review of the newspapers by the broadcast stations. Interestingly, however, some individuals have claimed that the reviews actually inspired them to buy the newspapers (Ojebode, 2009).

What transformed to the contemporary secondary gatekeeping practice by radio stations (as the case in Nigeria) could be traced to the early radio-newspaper synergy. The first radio stations got most of their news contents from newspapers (Streibert and Lewis, 1941; Ayankunbi, 2010). As far back as the 1920's, radio stations in the United States of America had established a symbiotic relationship with the newspapers. The inception of radio broadcasting witnessed a phenomenon where press associations supplied their news contents directly to radio networks. Radio news presenters were allowed to make free use of the news from the press associations. This practice served as a catalyst for the growth of news programmes on the various radio stations, and made both the newspapers and the radio stations to become more popular among the audience. However, the progressive popularity and success of radio broadcasting as a medium for both news and advertisement gave the press services and the newspaper publishers a serious concern. Thus, the press associations discontinued their supply of news to radio in March1930 (Streibert and Lewis, 1941).

Despite the breakdown of the press-radio agreement, the demand for more news on the radio continued to increase. Therefore, in 1935, the International News Service and the United Press Associations felt compelled to resume service to radio networks. In March 1939, the press-radio relation was further enhanced when the Associated Press decided to give its news services to the radio networks for non-commercial and non-sponsored purposes. The same news contents that were made available to the radio stations were also reported by newspapers. From the 1930s, till date, radio continues to whet the appetite of the mass audience for newspaper reading. It does this by broadcasting news contents of newspapers. As explained earlier, this practice, in Nigeria, is tagged 'press reports', newspaper review', 'headliners', and similar appellations (Ojebode, 2002). With this trend of media synergy and blend of journalistic genres (Streibert and Lewis, 1941; Riedel, 2008), the spate of competition between the press (newspapers) and the radio stations has increased, and the audience have more options as to where to be informed of the daily news reports.

1.3 Brief History of Radio as a Medium of Mass Communication

Radio as a medium of mass communication involves the transmission process whereby sound signals are sent and received through electromagnetic waves (Sambe, 2005). As far back as the late nineteenth century, researchers had intensified efforts to liberate electronic communication from the wire. These efforts were inspired by the observations earlier made by Michael Faraday—an English Physicist—that (a) an electric current travels in a circuit, and returns to the source of energy once the circuit is broken; and (b) a magnetic field is generated around an electronic circuit, while the circuit lasts, and disappears once the circuit gets back to the source of energy. Similarly, in 1864, James Clark Maxwell, Professor of experimental physics at Cambridge University, had predicted that electrical charges and their magnetic properties could be exploited to transmit messages (Folarin, 1999). The implication of these phenomena was that wireless communication was possible. Later in the 1890's, Heinrich Hertz, German Professor of physics, carried out a series of experiments to test Maxwell's prediction, and eventually established the validity of the prediction. However, none of the scientists was able to solely produce a perfect system of wireless communication. Thus, radio as the first form of wireless communication was a product of the concerted efforts of various inventors. Prominent among these scientists are Guglielmo Marconi, Reginald Fessenden, and Lee De Forest (Folarin, 1999; Dominick, Messere, and Sherman, 2004).

In 1896, Marconi started experimenting with radio transmitters and receivers and was able to successfully carry out experiments that confirmed Heinrich Hertz's findings. Eventually, he was able to transmit a radio signal over a mile distance. Marconi signalled the dawn of the age of radio, when in December 1901, he successfully sent a wireless signal carrying letter 'S' in Morse code across the Atlantic, covering a distance of more than 2,000 nautical miles. He had earlier formed his wireless telegraphy system company after he had been granted a patent by the British in 1896 (Baran, 2002). This earned Guglielmo Marconi the name the 'Father of Radio'.

However, the next hurdle was the transmission of human voice*s* by wireless communication. Other scientists realised this challenge and intensified their quest. Therefore, in 1903, Reginald Fessenden, a Canadian-born electrical engineer, came up with the solution when he built a high-speed alternator (liquid barreter), the first audio device that could permit continuous reception of human voices through wireless

process (Folarin, 1999; Baran, 2002).   On Christmas Eve, 1906, Fessenden demonstrated the efficacy of his alternator when he sent human voice signals across to people on ships on the eastern coast of the United State of America. That was the first 'broadcast' (Dominick et al. 2004:7), and the beginning of a new age for radio with more than just dots and dashes as the case with Marconi's wireless telephony.

One major challenge still confronted radio transmission device developed by Marconi: Weak incoming voice signals especially over a fairly long distance could not be amplified. Later, around 1910, during his experiments with something called a Fleming Valve (Dominick et al. 2004), Lee De Forest surmounted the challenge. He invented the *audion tube*, a vacuum tube that improved and amplified wireless signals over a long distance. De Forest's invention turned radio to a means of broadcasting (Baran, 2002). The *audion tube* invented by De Forest really improved transmission and reception of wireless signals. But it was later refined into the vacuum tube which eventually formed the basis of all radio transmissions. This continued until the 1950s, when the transistor and solid state electronics replaced the vacuum tube (Folarin, 1999; Baran, 2002; Dominick, 2004; Sambe, 2005).

Since Marconi's time till today, radio has received remarkable improvements and has been adopted as an effective mass communication medium spreading fast across the continents. It has transformed from an experimenter's weird tin box in a lonesome enclave to "the marvel of the whole world and to the ubiquitous companion of man" (Ojebode, 2003:87). From being the rescue device in the *Titanic* saga of 1912, and the military/propagandist instrument during the World War I, radio has burst on the scene and become a global craze because of its inherent ability to catalyse national development.

1.4 Advent of Radio Broadcasting in Nigeria

The advent of radio in Nigeria is dated back to 1932 when a monitoring station/listening post was built in Lagos. The project was designed within the framework of the British Corporation Empire Services, and was meant to experiment reception of the BBC overseas. According to Folarin's (1999) account, the Monitoring Station transformed into a Radio Distribution Station (RDS) in 1936, with the assistance from the Post and Telegraphs Department. In the same year, the Plymouth Committee proposed a remarkably adapted BBC model for radio broadcasting in Nigeria and all other British colonies.

Later in 1939, the colonial Public Relations Office, which later became Federal Department of Information, started to supply the Radio Distribution Station (RDS) with cultural programmes that featured Nigerian artistes. The RDS moved to Ikoyi Crescent, Lagos and started using the call sign 'Radio Nigeria'. The periods between 1946 and 1950 witnessed the establishment of radio stations in the three regions of the country.

In an attempt to improve radio services in Nigeria, government in 1948 set up the Turner-Byron Commission. The mandate of the Commission was to look into the broadcasting imperatives of Nigeria and other British West African colonies. Subsequently, the Committee recommended a wireless system of radio broadcasting for Nigeria, and advocated the replacement of all old broadcasting equipment (Sambe, 2005). In addition, 1,200 radio sets and 8,000 rediffusion boxes were sold in Nigeria. On April 1, 1951, the Nigerian Broadcasting Service (NBS) was inaugurated.

In 1954, broadcasting became a concurrent legislative matter in Nigeria, and two years later (1956), the NBC Act was enacted. Shortly in 1957, the Nigerian Broadcasting Corporation (NBC) was established purposely to produce a nationally representative domestic service and an external service. In May 1959, the Western Nigerian Broadcasting Service (WNBS) was established after the Western Region Government had signed a contract with an overseas Rediffusion Company for the establishment of a television and radio station. Thus, the Western Nigeria became the first region to own a TV and a radio station in Africa (Duyile, 1989; Sambe, 2005). With the emergence of military government, the NBC Act of 1956 was amended in 1961 to empower the Federal Minister of Information to give directives to the NBC on matters of policy and appointment of board members. Also, in 1962, the Federal Military Government inaugurated the NBC External Service—Voice of Nigeria.

The military government demonstrated some dynamism in the area of communication development as it approved and inaugurated AM/FM stereo in 1977 as a second sound channel. One year after, government re-organised the NBC, and changed its name to 'Federal Radio Corporation of Nigeria' (FRCN). This followed the promulgation of Decree No. 8 of April 1978. Subsequently, in 1980, FRCN zones were established in Lagos, Kaduna, Ibadan, and Enugu, while FRCN stations were also established in the states of the federation. The early 1990s witnessed the emergence of the first few private radio stations after the liberalisation and decentralisation policy of the Federal Government. Before 1992 when Broadcasting in Nigeria was fully de-

regulated, the broadcast media were owned and controlled either by the National, Regional or State Governments. This monopoly continued until the promulgation of Decree 38 of 1992, under the leadership of General Babangida. The decree and its amendment have been adopted as Acts of the National Assembly numbers 38 and 55. This development compelled Government to really take a decisive step to discontinue with its perennial monopoly of the broadcast sector. The decree established the National Broadcasting Commission (NBC) and charged it with the responsibility of regulating and deregulating broadcasting in Nigeria. The law also empowered the NBC to license stations, regulate content and, generally, set standards for quality broadcasting across the country.

The emergence of the new regulatory framework has significantly changed the broadcast landscape in Nigeria: It has allowed private ownership of radio and television in the country. At present, as a result of that revolution in the Nigerian broadcast industry, the number of broadcasting stations in the country has, at the last count, moved to 394, from less than 30 before deregulation. These include 55 private companies licensed to offer radio broadcasting services. Over 90% of these private radio stations are operational across the country (see appendix). Also, the Commission has licensed 25 companies to offer television service; 34 companies to provide Wireless Cable; and five (5) companies to offer Direct to Home (DTH) Satellite Television Platforms across the nation (*National Broadcasting Commission, 2011*).

1.5 Articulation of Research Problem

Despite the prevalence of secondary gatekeeping in the Nigerian Broadcast media, the practice is yet to receive attention of communication researchers. Various scholars (for example, McManus,1995; Clayman and Reisner, 1998; Shepard, 1999; Donohew, 2001; Shoemaker, Eichholz, Kim and Wrigley, 2001; Lyons,2002; Fog, 2004; Bazilai-Nahon, 2005, Bazilai-Nahon, 2008; Sang, 2008) have carried out studies on how and why some news items are given access to in the media channels, while others are prevented or ignored. However, hardly does any of these studies come from Nigeria or focus on the Nigerian media system. Most of the studies on media gatekeeping come from America, Europe, and Asia. Also, the studies predominantly concentrate on primary gatekeeping in the print media, thus creating a gulf in respect of secondary gatekeeping in the broadcast media, radio in particular. For instance, Clayman and Reisner (1998) conducted a study among editors of purposively selected eight

metropolitan and rural-based American newspapers to investigate the actual procedures (structure) through which the editors render gatekeeping decisions. Donohew (2001) carried out a study on why media gatekeepers in Kentucky selected or published certain items and suppressed the others. Also, Lyons (2002) conducted a study on gatekeeping decisions by editors of a South Florida-based newspaper.

In addition, given the new trend of growing competition occasioned by liberalisation of the media and communications industries as asserted by Olorunnisola (2007), and the emergence of new media, the media audience now have greater freedom and a wide range of alternatives from where to get information about events that affect their lives (Thorburn and Jenkins, 2003; Morrisett, 2004). This trend has compelled media organisations to be more sensitive to their roles to transmit or publish what the audience really want and what they can get from other competing media (Lyons, 2002). This phenomenon and other forces have modified or complicated the process of traditional gatekeeping as some media organisations now monitor others, reproduce and report to the audience, contents of other competing media. Riedel (2008) describes this practice as secondary gatekeeping—a trend yet to receive serious attention of media scholars, especially in Nigeria.

Based on the phenomena presented above, the complexities of secondary gatekeeping, especially in terms of the procedure followed (structure); the news values and other criteria that are always applied (forces); and the impact on the media organisations and the audience (outcome), deserved scholarly attention. Therefore, this current study attempted to fill the identified gap by extending the scholarly conversation to the context of secondary gatekeeping in the broadcast media—especially radio—in Nigeria.

The dearth of empirical studies on secondary media gakeeping in the Nigerian broadcast industry, coupled with the fact already established that emerging forces are changing the media gatekeeping configuration, makes this study worthwhile. The fundamental questions that presented the gap that this study intended to fill are: What major forces really influence the editorial decisions of secondary media gatekeepers? Do the news reviews actually drive radio audience to read or buy newspapers? Do radio stations have bias for specific public issues or news values in their news reviews? How have the radio stations fared in using their news review programmes to inform the audience of daily events and set public agenda? Because of the normative values that prescribe how the mass media operate in their peculiar environments (Folarin,

1998; Watson, 2003; McQuail, 2007), it is relevant to investigate and establish, with empirical evidence, how Nigeria radio stations perform secondary gatekeeping; the factors that always guide the media operators in their secondary news selection decisions; the justification for secondary gatekeeping by these radio stations; the implications of this practice for the corporate survival of the affected media types; the impact of this trend on listeners' expectations, and perception of social reality; and how the trend affects the audience's decision in terms of their choice of, and preference for, one media type or the other. The identified variables served as the basic premise for this study.

1.5.1 Research Questions

Against the premise articulated above in the statement of the problem, the following research questions were formulated. These research questions were used to pilot the study while the answers they generated formed the core findings of the study.

(1) What criteria are applied in the selection of items for broadcast in news review programmes?

(2) What topic areas are most frequently discussed in news reviews by the radio stations?

(3) To what extent do the contents of news reviews by the radio stations satisfy the audience expectations and urge to be informed of the daily happenings in their environments?

(4) How well do radio stations set public agenda by their secondary gatekeeping?

(5) What is the extent of eagerness of radio audience to read the news contents of newspapers after listening to the daily broadcasts of news review by radio stations?

1.5.2 Research Hypotheses

To complement the research questions presented above, one alternate and five null hypotheses were constructed for this study. The combination of research questions and hypotheses would enrich the quality of the study. The hypotheses are listed as follows:

H 1.1: News editors always demonstrate bias for some news values in their editorial decisions, while selecting items for news reviews.

Ho 2.1: In terms of themes, there is no statistically significant difference in the contents of news reviews by federal, state and private radio stations.

Ho 2.2: In terms of proximity, there is no statistically significant difference in the contents of news reviews by federal, state and private radio stations.

Ho 2.3: In terms of the frequencies of duration, and extraneous comments added by the presenters, there is no statistically significant difference between the news reviews presented in the English Language and those presented in the Yoruba Language.

Ho 3.1 There is no statistically significant relationship between respondents' frequency of listening to news review programmes on radio and their willingness to read newspapers.

Ho 3.2 There is no statistically significant relationship between respondents' frequency of listening to news review programmes on radio and their frequency of buying newspapers.

1.6 Purpose of the Study

Specifically, the study examined the procedure followed by editorial teams while performing secondary gatekeeping exercise. The study further examined the forces and factors (newsworthiness values) that usually influenced the editorial decisions of media gatekeepers in terms of what they considered newsworthy enough to pass through the gate region and form contents of the news review programmes, and what they prevented from getting to the audience.

Also, the study investigated how radio stations' secondary gatekeeping process shaped the structure of the news they disseminated to the mass audience. That is, the study examined the composition of radio stations' news review programmes contents in terms of the issues that always featured prominently and most frequently at the expense of others.

Furthermore, the study assessed the extent to which radio stations, through their news review programmes, sustained the interest of the audience and informed them of the daily happenings in their environments. Here, the packaging and the delivery devices employed by the on-air personnel of the radio stations to present the secondary content matters were examined.

In addition, the study aimed at investigating the extent to which radio stations, through their news review programmes, influenced the audience to see and interpret societal issues in the same way the mass media (radio stations) presented such issues. This was directed at proving the validity or otherwise of the theoretical proposition that the mass media have the power, through repeated coverage and emphasis given to an issue, to make the audience treat such an issue with the same degree of significance the mass media ascribe to it (Severin and Tankard, 2001).

Moreover, the study attempted to assess the impact of news review programmes on the audience in terms of the extent to which he audience patronised newspapers after listening to news review on radio. This specifically was to reveal whether or not listening to news reviews on radio stations could drive the radio listeners to buy newspapers and or read contents of newspapers after listening to the secondary content matters presented by radio stations.

1.7 Significance of the Study

This study would provide for media researchers and theorists a new perspective of studying media gatekeeping specifically in respect of its other variant—secondary gatekeeping—especially when the objective is to domesticate the study within the normative variables that determine how the media industry fare in the given social context. Findings of the study would contribute to knowledge and literature in the domain of the communication theories upon which the entire study is anchored, and in the area of secondary media gatekeeping, especially in radio broadcasting as a medium of news dissemination.

Through seminars, workshops and publishing in journals and chapters of books, findings of this study would sensitise and educate radio stations managers, editors, and news producers to evaluate the extent to which they satisfy their audience in terms of production of programmes that educate the audience and update them with the events in their immediate and remote environments. This would ultimately enable the radio stations' managers to adjust accordingly and compete favourably with other media types that serve the same sets of audience. Similarly, when findings of this study are made public, stakeholders in development projects would find the findings valuable by enabling them to measure the scope and strength of radio in its broadcast of development-centred messages within the context of news reviews, which was the primary focus of this study.

Secondary gatekeeping as an emerging trend in the media ecosystem, where one medium feeds on the other to keep the circle going, deserves more scholarly attention in terms of research. This study would, therefore, help to sensitise communication researchers to carry out further investigations especially in the areas of media bias and ethics, and how the interface between these core factors shapes media contents.

1.8 Scope of the Study

The focus of this study was *secondary gatekeeping* in radio broadcasting. Specifically, the study covered the aspect of news review where radio stations directly or indirectly monitor and report the news contents of other news media. The major radio stations in Oyo State (Premier FM, Radio O-Y-O, also known as Broadcasting Corporation of Oyo State Radio [BCOS], and Splash FM) were studied. Although, Nigerian broadcast media could also get news contents from other mass media such as the News Agency of Nigeria (NAN), Cable Network News (CNN), British Broadcasting Corporation (BBC), and other foreign news agencies, this study primarily focused on newspaper reviews by the selected radio stations in Oyo State, Nigeria.

Audience of these radio stations formed a segment of the human population for this study. The audience who always listened to the news reviews by the radio stations were selected from the senatorial districts of Oyo State (Oyo North, Oyo, Oyo Central, and Oyo South), which were the coverage areas of the radio stations selected for this study. In addition, editors and producers of news review programmes of the selected radio stations, and some journalists in Oyo State were interviewed to establish how they (radio editors and producers) make, and what always guided their journalistic and editorial decisions in terms of selection of news items from the primary sources, and how they (journalists) perceived the impact of news reviews by radio stations on economic survival of newspapers.

1.9 Justifications for the Scope of the Study

Oyo State was chosen as the geographical focus for this study not only because it is geographically contiguous to the researcher's constituency (the University of Ibadan, Nigeria) but also because the radio stations in the state represented the pattern of the national broadcast system in Nigeria. The three radio stations (Premier FM, Radio O-Y-O, and Splash FM) selected for this study are owned by the Federal Government,

the Oyo State Government, and a private individual respectively. This pattern of ownership is a reflection of the trend in the Nigerian broadcast media system after 1992, when the Federal government liberalised the sector. The choice of the three radio stations would essentially enable the study to explore the dimension of ownership as one of the major potential forces that were likely to have influence on the editorial decisions of media actors.

Secondary gatekeeping—news review—was a common practice of the three radio stations selected for this study and all these stations broadcast the programme around the same broadcast belt (starting from 6:30-9:30am). This period is strategic: many civil servants and other categories of people are always eager to be informed of the latest news of the day before they set out for that day, and they rely on the mass media to get the news. Radio, given its unique nature, is probably the media genre to first bring the news to the mass audience. Managers of the radio stations must have been aware of this fact as they targeted the early hours of the day when majority of the audience would not have had access to the contents of other media, especially newspapers. Potentially, this critical phenomenon was likely to have some implications for the rival radio stations, which had almost the same coverage areas, and the newspapers which might not get to the audience until after the radio stations must have broadcast the latest news of the day, coupled with the assumption that the newspapers' contents served as the primary sources for substantial portions of the news reviews. The foregoing situation informed the choice of the news review segment of the daily broadcasts of the radio stations.

1.10 Limitations

This study focused only on radio broadcast. The restriction to radio stations' news review might limit the results of the study, as the findings might not be applicable in other media types. Another factor that could limit the generalisation of the findings of this study to other radio stations in Nigeria is that the radio stations selected for this study are all from Oyo State. Furthermore, this study focused on news review by radio stations and impact of this programme on radio audience frequency of buying and reading newspapers, but not on the numerical indicators of sales figures recorded by the newspaper vendors. Thus, this study did not provide statistical evidence to show the direct effect of news review by radio stations on the actual sales volume of newspapers. In addition, this study did not employ an experimental approach;

therefore, the findings here could be limited in terms of establishing a strong causality between audience frequencies of listening to newspaper reviews and their patronage of newspapers. In spite of these limitations, the study provides an insightful springboard for further research into how secondary gatekeeping is practised in other media types, and the possible effect of secondary gatekeeping by radio stations on survival of newspapers in Nigeria.

1.11 Operationalized Definitions of Terms

News Review: This is a programme in which radio and television stations broadcast, in part or in full, news contents of newspapers, news magazines or other news media. In the past, these broadcast stations used to directly and fully acknowledge the newspapers whose news contents they reviewed. However, the trend in most radio stations, as at the time of this study, was that these news newspapers were no longer fully acknowledged.

Secondary Gatekeeping: This is a recycled, secondary or second-level selection and dissemination of information. It is a process where certain media type constantly monitors and reports the contents of other media. In this case, the print media—newspapers especially—serve as the primary gatekeepers because they gather, select, process, and report facts which they consider significant from daily events. The broadcast media, in addition to their primary gatekeeping and agenda-setting functions, monitor, select and broadcast some portions of the contents of the print media. News and editorial reviews by Nigerian broadcast media are examples of secondary gatekeeping.

Criteria: In this context, the term, c*riteria,* is used to explain the decisive factors in the newsroom operations. These criteria cover two broad categories—**forces** and **news values**.

Forces are those internal and external factors that always influence what journalists and editors select as news and what they discard from among the competing daily events. Examples of such forces are the editors/reporters' experiences, backgrounds, demographic variables, influence of competitors, audience interest, impact of ideology and culture, roles conception and evaluation, market forces, internal values, and political alliances of the media organisation.

News Values are the professional norms that journalists use to decide what is newsworthy. They serve as the yardstick for determining which out of competing issues should be included in the list of news to be disseminated to the mass audience.
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Structure: This is the composition of the contents of the news review programmes by radio stations and the procedures through which the radio stations select and report such news contents. It also implies procedure and delivery techniques in terms of the linear movement of news items from the primary gatekeepers (newspapers) and to the secondary gatekeepers (radio stations and their editorial teams) before the news items finally get to the audience.

Outcome: Outcome, in this context, refers to the impact of the various forces at the media gate regions on the structure of news contents of the selected radio stations, and the consequences that the secondary gatekeeping of the radio stations are likely to have on the audience. The impact may manifest in the cognitive and behavioural reactions of the audience in terms of their perception/interpretation of social reality, eagerness to buy or read newspapers, empowerment through development-centred news, awareness of events in the immediate and remote environments, and taking political decisions.

Stringers: These are individuals who serve as informants by helping some media organisations to gather and post information from different sources, especially from remote, local areas where regular staff of the news media are not present. These individuals are not fully employed by the media organisations they serve. Rather, they collect commissions according to the volume of information they supply. They serve as local correspondents.

CHAPTER TWO

THEORETICAL UNDERPINNINGS

2.1 Introduction

This section presents a review of theoretical perspectives that are relevant and make significant contribution to the core focus of this study. Review of relevant theories provides the ideological framework for a good scholarly work. A study without any theory or model to substantiate its findings or claims would be hanging and may lack universal acceptability. The gatekeeping theory, the theory of newsworthiness, and the agenda-setting theory of communication are selected to form the theoretical base for this study.

A lot of events happen daily, and these usually compete for space in the news media, but only a fraction of them get to the audience through the media (Paul and Elder, 2006). The success of the potential news items is always determined by the individuals at the media region. In turn, the decisions of these media actors as to what items are selected as news are frequently influenced by diverse forces attached to the various gate sections in the news media organisations (Shoemaker, Eichholz, Kim and Wrigley, 2001). Through the media actors' roles of news selection and reconstruction of social reality, the mass media help to shape public opinions, prompt trends of public debates, and dictate public actions (Baran, 2002; Soola, 2007). The foregoing submissions, which capture the thrust of this study, fall in the ambits of the three theories identified earlier, and other relevant models selected for the study.

2.2 Gatekeeping Theory

Gatekeeping as a theoretical concept was first coined in 1947 by Kurt Lewin, a social psychologist. In his post-World War II work, *Frontiers in Group Dynamics*, a research on social change, Lewin proposed a gatekeeping process, which he used "to explain how social change might occur by affecting food consumption" (Shoemaker, Eichholz, Kim and Wrigley, 2001:234). Lewin suggested a model that explained how food items that came from different channels had to travel through several gates before

being ready for consumption by the family members. He used the term "gatekeeper" to represent the individuals who are engaged in the acts of buying, transporting, and preparing the food items before they become available for the final consumers. In each section of the channel, the food items undergo some manipulation before their final destination. Lewin reported that in the groups he studied, housewives controlled the pattern of decision-making process in terms of food habits and activities by establishing behavioural barriers and incentives. He described these housewives as gatekeepers. Therefore, viewing the societal impact of gatekeepers as a matter of "group dynamics", Lewin concluded that the best way to affect widespread social change is to pay attention to influential individuals, who control the flow of goods and ideas through the societal spectrum (Clayman and Reisner, 1998; Shoemaker, 2001; Barzilai-Nahon, 2007, 2008).

Since 1947, Lewin's concept of gatekeeping has been adopted in various fields of scholarship such as Information Science, Political Science, Law, Management, Sociology, and notably, Communication Studies. Although, he did not originally apply the theory to communication studies, Lewin had suggested that his gatekeeping theory of "how 'items' are selected or rejected as they pass through 'channels' could be applied to the flow of news" (Shoemaker, et al., 2001:233).

2.2.1 Gatekeeping in Communication

Within the framework of communication, gatekeeping is simply conceptualised as the process by which competing news items are sieved, shaped, and reduced into those few that are eventually transmitted to the audience. It stipulates that in a media organisation, there are individuals who control the flow of information, language and knowledge (Donohew, 2001). McKain (2005:416) describes gatekeeping as a process of deciding what events would be allowed to go into broadcast; "process of deciding what news is or what will become news." Wesley and Maclean, cited by Shoemaker, et al. (2001), present a metaphorical model to explain Lewin's concept of gatekeeping in the context of mass communication. According to them, the channels are the gates controlled by Cs, who in different ways, manipulate messages. They describe "Cs" as the individuals or organisations in the communication process (that is, the reporters and editors, or the media outlets they work for), who select items that are communicated to the audience, especially when such items are not within the

immediate reach of the audience. This simple model describes the elements in the gatekeeping process through which information travels from discovery to transmission.

> In the context of the news media, channels refer to communication linkages, whether they are passages in the source-journalist relationship or within media organisations themselves. Sections are events or states of being that occur within each channel, e.g. the editing process, and a channel may have multiple sections, such as multiple editing points. Gates are decision points at which items may be stopped or moved from section to section or channel to channel. Gatekeepers are either the individuals or the sets of routine procedures that determine whether items pass through the gates (Shoemaker, et al., 2001:235).

It is evident from the foregoing descriptions that gatekeeping in mass communication is a complex systemic process, involving multifarious activities, actors, forces, and stages that define how media organisations select, shrink, construct, and transmit the social reality. "It is opening and closing the channels of communication; it is about accessing or refusing access" (Watson, 2003:123); the process of determining what news items, information or entertainment get to mass audience (Pearson, Nelson, Titsworth and Harter, 2006).

2.2.2   David Manning White's Model of Gatekeeping

David Manning White became the first scholar to really apply Lewin's gatekeeping concept to mass communication. In 1950, he conducted a case study in the news selection process. He tried to investigate the reason why 'Mr Gate', a telegraph wire editor on an American non-metropolitan newspaper—*Peoria Star*, a morning newspaper—selected some stories and discarded others (Watson, 2003; Sang, 2008). Eventually, White came up with a simple model to explain the gatekeeping process in mass communication. The model is presented below.
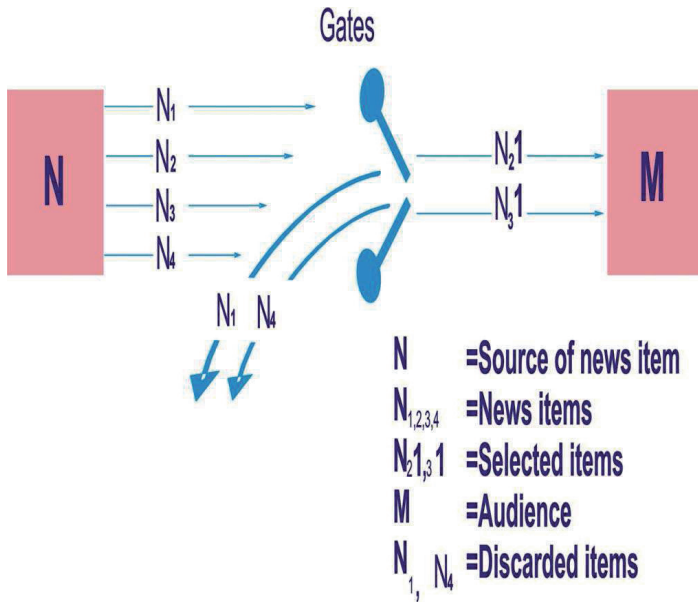
Figure 2.1: White's Simple Gatekeeping Model (1950)

Source: Watson, J. 2003.*Mass communication: An introduction to theory and   process.* 2nd ed.
   New York: Palgrave Macmillan. 133

White's model in Figure 2.1 shows that in the gatekeeping process, there are a number of potential news items ($N_{1, 2, 3, 4}$), coming from different sources (N). At the gate is the sub-editor ($Mr Gate$), who decides what items to be selected and which to be discarded. In the process, the N_2 and N_3 have been selected, while the N_1 and N_4 are discarded. After going through modification, N_21 and N_31 become mediated information eventually communicated to the audience (M). White's model is very simple and explanatory, but it gives much emphasis to Mr Gate's individual force or discretion in the news selection process at the expense of other forces such as media routines, socio-cultural influences and other criteria for selection or rejection of news items. It also fails to appreciate the fact that in news gatekeeping, there are various gates, and at each level of gate keeping, modification to the selected news items occurs (Sang, 2008; Watson, 2003; Shoemaker et al., 2001).

2.2.3 Westley and McLean's (1957) Model of Gatekeeping in Mass Communication

This is another communication model that adapts Lewin's gatekeeper concept to explain the gatekeeping process in mass communication. The model is presented in figure 2.2 as follows:
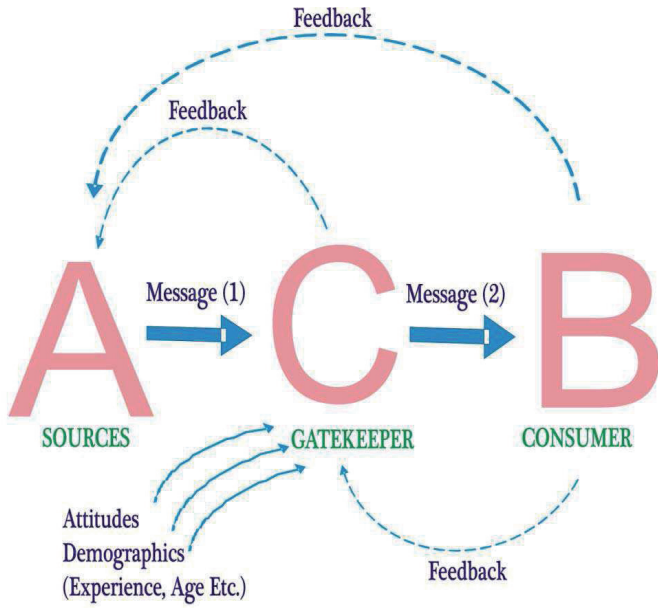
Figure 2.2: Westley and Mclean's (1957) model of gatekeeping in mass communication. Source: Cartmell, D.D.; Dyer. J.E. Birkenholz, R.J. (2001).

The gatekeeping model by Westley and McLean as shown in figure 2.2 above explains that the source /reporter (**A**) gathers and passes information to the editor (**C**). The editor performs the role of the gatekeeper by deciding what items of the information are to be selected as news, and which items are to be thrown away. While making these decisions, the editor is always likely to be influenced by some forces or factors such as the editor's attitude, interest, demographics, age, and experiences. When the selected news items are published, they get to the consumer (**B**), who may receive the information positively or negatively depending on how the gatekeeper at the gate region views and constructs the news. The consumer (**B**) may give feedback to the source (**A**) or the gatekeeper (**C**).

2.2.4 Levels of Gatekeeping Mechanism

According to Shoemaker et al. (2001:234), Shoemaker (2006), and Barzinlai-Nahon (2008), the assessment of the gatekeeping process occurs on five stages of analysis. These levels are (1) **the individual level,** (2) **the routines level**, (3) **the organisational** level, (4) **the institutional level**, and (5) **the societal level**. The individual level refers to the extent to which individuals—reporters and news editors—are responsible for the gatekeeping business, that is, how the individuals' experiences, backgrounds, interpretations of events or issues, decision making, roles conception and values affect the gatekeeping process. The routines level has to do with structural elements such as patterned, repeated, internalised activities that usually guide journalists in their daily assignments. The organisational level comprises those internal values or variables that shape organisational operation, and these vary by organisations, and sometimes, groups' decision-making patterns. The institutional level refers to the external characteristics of media organisations and their external representatives that affect their gatekeeping business. These factors may include political alliances, market forces, influence of competitor, and other social institutions. The social level looks at those normative factors such as the impact of ideology and culture on media gatekeeping process. Citing Shoemaker and Reese, McManus (1995) explains that the five stages of analysis are interdependent as what happens at one level affects the structure of the next level, and this may produce a chain effect across the five stages. MacManus, therefore, presents a hierarchical model to summarise the inter-relatedness of the five-level analysis of news forces. The model is presented in Fig. 2.3 as follows:
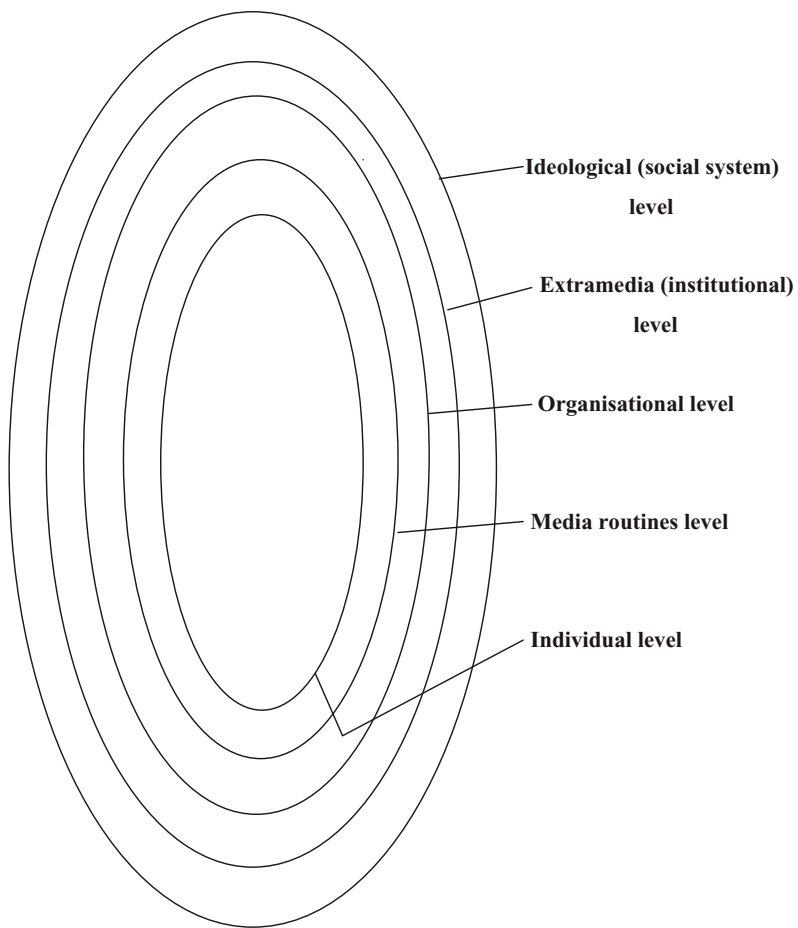
Fig 2.3: Shoemaker and Reese' hierarchy of influence model

Source: McManus, J. 1995. Market-based model of news production. *Communication Theory* 5.4:303

From a differing point of view, Zeh (2009) presents an abridged version of Barzinlai-Nahon's (2008) five levels of gatekeeping analysis when he identifies three levels namely: (1) **the micro level** or the level of the individual gatekeeper, (2) **the organizational level**, and (3) **the macro level**, which consists of influences from the surrounding environment and society. The macro level is similar to Barzinlai-Nahon's first and second levels—the individual and the routine levels. The macro level as identified by Zeh accommodates Barzinlai-Nahon's institutional and societal levels which are the fourth and the fifth levels respectively.

2.3 The Theory of Newsworthiness

The theory of newsworthiness examines the characteristics of events and topics that are selected as news in terms of their news values (Elders, 2006; Shoemaker, 2006; Zeh 2009; McGregor, 2010). The newsworthiness theory is anchored on the following tenets that:

(a) news value determines the chances of an event to be selected as news by gatekeepers.

(b) the higher the news value of an event or social reality, the higher is its probability of being considered for publication as news, whereby the newsworthiness of an event is determined by diverse news factors. That is, the newsworthiness factor explains why some events or issues of social reality are selected as news while others are neglected by gatekeepers.

(c) journalists use professional norms called news values, such as **proximity**, **impact**, **magnitude, timeliness/freshness**, **oddity/bizarre, conflict**, **celebrity** and **human interest**, to decide what is newsworthy (Lasorsa, 2008; *Media Awareness Network,* 2010).

(d) the concept of newsworthiness is not limited to which item is selected as news, it is also signified through the space allocated to the story, the position of the story, and the visual or vocal emphasis the story receives. That is, newsworthiness of an event selected for publication is usually noticed through the overall editorial significance or emphasis the story is accorded.

The term *news value* was introduced by Walter Lippmann in 1922 to describe characteristics or features of an event. It is also known as *news factors*. Charles Merz conducted the first empirical study of this concept. He identified four elements of news: **conflict, personality, prominence,** and **suspense** (Schwarz, 2009; Zeh 2009).

One of the first scholars to look for explanations on why international news flow seems to be distorted was Einar Östgaard. In 1965, Östgaard presented a rather complex theory to explain this phenomenon (Watson, 2003). He explained that some countries got more media attention than others, irrespective of their sizes. He further asserted that there are certain characteristics of news that make these countries particularly interesting for journalists. These features are (a) simplicity, (b) identification, and (c) sensationalism. Thus, events that are fresh, simple and odd; that have a high degree of sensationalism and identification or relevance (for the readers) are newsworthy and are most likely to be considered as news ahead of others that lack the attributes (Folarin, 1998; Ufuophi-Biri, 2006; Alao and Osifeso, 2009).

Of course, the foregoing submission is right to a very large extent. Human beings, by nature, are eager to know about new events in their environment; they are curious about events that appear unusual or abnormal, and events that have significance for them or for their relatives.

In 1965, Galtung and Ruge published a study that listed 12 news factors that may determine the newsworthiness of an event (Watson, 2003; Schwarz, 2009). These factors are enumerated below:

Frequency: If the time span of an event fits the timeliness of a medium, the event has the higher probability of being selected for publication.

Threshold (intensity/increase). Before an event is noticed or considered by the medium, the intensity or force of the event has to pass a certain threshold. The bigger the increase in intensity, the higher is the likelihood for it to be covered.

Intelligibility (simplicity): An event that is simple and clear has the chances for publication.

Meaningfulness (proximity and relevance). Events with far-reaching consequences or impact (for a large number of people) with direct effects for the lives of the audience or events that take place "next door" will receive more media attention.

Consonance (predictability): The more an event fits expectations of the recipients, the better its chances are in becoming news.

Unexpectedness (unpredictability): The more surprising or unusual an event is, the better its chances are in becoming news.

Continuity: Once an event has been defined as news, it will stay as news, even if its intensity drops.

Composition: If the news is dominated by a certain type of event or topic, a complementary topic has good odds in becoming news to balance the overall representation of the news.

Reference to elite nation: Events that take place in powerful (politically, economically, and militarily) nations naturally get more media attention.

Reference to elite persons: Analogous to the previous factor, the media are more attentive and sensitive to events in which powerful, prominent or influential persons are involved.

Reference to persons: Generally speaking, the media prefer events that can be seen as actions of identifiable persons over abstract events. This has to do with concreteness of such events.

Reference to something negative: If it bleeds, it leads. Damage, disaster, conflict, and negative consequences raise the chance of an event to be selected as news by media actors.

The first eight factors, according to Galtung and Ruge, are compatible with general rules of human perception and are considered to be stable across different cultures. They are called *culture-free criteria.* The last four are considered to be peculiar to the Western culture and are expected to vary along the north-south or centre-periphery alignment. These last four, therefore, are tagged *culture-bound criteria* (Schwarz, 2009).

However, Zeh (2009) argues that some of the news factors identified by Galtung and Ruge contradict themselves. For instance, he contends that an event usually cannot be predictable and surprising at the same time.

This argument by Zeh is valid, at least to some extent. The more predictable an event is, the less the degree of suspense or surprise such events has, and *vice versa*. And when an event has an insignificant element of surprise, editors may not consider such an event as being newsworthy. This is what Galtung and Ruge have failed to realise. However, it is not in all occasions that a less surprising event may not be considered by editors. An event that is low on the dimension of surprise, but is high on another factor(s), may be selected for publication or broadcast by the news editors. Zeh describes this as *complementarity.* Consequently, he postulates five hypotheses concerning how these factors constitute the newsworthiness of an event:

(1) The more an event satisfies the criteria mentioned, the more likely that it will be registered   as news (*selection*).

(2) Once a news item has been selected, what makes it newsworthy, according to the factors, will be accentuated (*distortion*).

(3) Both the process of selection and the process of distortion will take place at all steps in the chain from event to reader (*replication*).

(4) The higher the total score of an event, the higher the probability that it will become news and even make headlines (*additivity*).

(5) If an event is low on one dimension or factor, it may compensate for that by being high on another (*complementarity*).

On the other hand, Schulz, cited by Zeh (2009), argues that news factors cannot be seen as objective characteristics of reality when deciding on the newsworthiness of events or issues. In other words, the news factors should be seen as assumptions about social reality and journalists use these assumptions to decide the news value of an event. The news factors are strict rules that journalists have acquired during their professional training and socialisation periods. These rules, especially those that relate to the culture-free criteria, as identified by Galtung and Ruge (Schwarz, 2009; Zeh, 2009), are universal. Journalists, and even the audience, use the criteria for selection and retention of media content. Perhaps, this phenomenon accounts for why different media organisations covering the same geographical and thematic terrain usually make similar news-selection decisions.

2.4 Relevance of Gatekeeping and Newsworthiness Theories to the Study

Both gatekeeping and newsworthiness theories provided the framework for constructing the research questions about the concepts of *structure* (selection process and composition of secondary content matters) and *forces* (criteria and news values that were applied in the secondary gatekepping process of the selected radio stations), which formed some of the core variables that the study addressed. The tenets of the two theories are complementary as they explain media concepts that operate in the same domain. That is, the theories underscore the selection process and predict the factors and forces that always shape the editorial decisions of journalists in their routine coverage, preparation and dissemination of news. These forces always shape the structure of the news contents that the media gatekeepers disseminate to the mass audience: they have been reported to raise the question of bias in the media business because they have a direct influence on

what issues are likely to dominate the media contents at the expense of others (D'Alessio and Allen, 2000; Donohew; 2001; Martin, 2005; Levasseur, 2008; Mathews, 2009**).**

2.5   Agenda-Setting Theory

This theory explains the mass media's power, through repeated coverage of an event, to raise the significance of such an event in the public's mind. That is, when the mass media give repeated attention to an issue, they cause such an issue to be elevated in significance to the public (Severin and Tankard, 2001). Agenda setting theory describes how information output is shaped in such a manner that certain issues are raised in importance to the public at the expense of some other events. According to agenda-setting theory (Lippmann, 1922; Cohen, 1963) , as the mass media raise issues, they might not tell us what or how to think (for example, what position to take on a health, political, or an economic issue or what candidate to support in an election), but they tell us *what to think about* (for example, what issues are important or what candidates are viable); they do influence our becoming aware of the issues, and eventually forming an opinion on them. The media do this by assigning the issues a high degree of importance through repeated coverage and editorial emphasis (McLeod, Becker and Byrnes, 1974; Palmgreen and Clarke, 1977; McCombs, 2004; Kiousis and Wu, 2008). The agenda-setting theory extends the gatekeeping concept as it establishes a connection between news items that are allowed through the media gates to reach the audience, and the issues audience hold to be significant to their own lives (Sibii, 2006; Lasorsa, 2008; Nesbitt-Larkinc, 2008). Watson (2003:128) puts this more succinctly that "what is emphasised by the media is given emphasis in public perception; what is amplified by media is enlarged in public perception".

The first empirical study of the agenda setting hypothesis could be traced to the late 1960s and the early 1970s (1968-1972) when Maxwell McCombs and Donald Shaw, after studying the U.S. presidential campaigns of 1968, found a high correlation between what the news media reported as issues during that year's U.S. presidential race and the set of issues of significance among undecided voters in Chapel Hill, North Carolina, where the study was really conducted. McCombs and Shaw, therefore, conceptualised the media coverage as the "media agenda" and the voters' concerns as the "public agenda." The two researchers consequently hypothesised that the mass media set the agenda for each political campaign by influencing the salience of attitudes towards the political issues. They coined the term "agenda setting" to describe this hypothesis.

The promising results of the 1968 study inspired McCombs and Shaw to extend their study to all voters in the 1972 presidential election. They, in addition, tested the opposite hypothesis that *the public agenda set the mass media agenda, rather than the converse*. After they had tracked and juxtaposed the press and public agendas three times during the election campaign, their findings showed that changes in the mass media agenda at one time led to subsequent changes in the public agenda, but the changes in the public agenda did not alter or reflect subsequently in the mass media agenda. . Their findings explicated the definition of agenda setting as a theoretical concept focusing on the cognitive (awareness) domain rather than the affective (feeling) domain. That is, the mass media have capability to affect cognitive change among the audience by making them aware of the issues raised by the media, but do not tell them how to think or feel about the issues (Severin and Tankard, 2001; Watson, 2003; DeSanto, 2004; Lasorsa, 2008).

2.5.1 McCombs and Shaw's Agenda-Setting Model of Media Effects

The model explains how the mass media control the representation of social reality in such a way that the public see issues as the media present the issues. Issues that the media present as significant become what the public consider to be significant, and issues that the media de-emphasise become trivial in public assessment. Based on their judgement of newsworthiness of competing events, the mass media give different proportions of attention or emphasis to issues. Consequently, the public rate these issues according to the proportion of emphasis the issues receive from the media (Watson, 2003; McQail, 2007). According to the model, as presented in fig. 2.4 below, X represents an issue that is amplified by coverage in the mass media.

Issues	Differential Media Attention	Consequent Public Perception of Issues

x_1 X_1

x_2 X_2

x_3 X_3

X_4 X_4

X_5 x_5

X_6 X_6
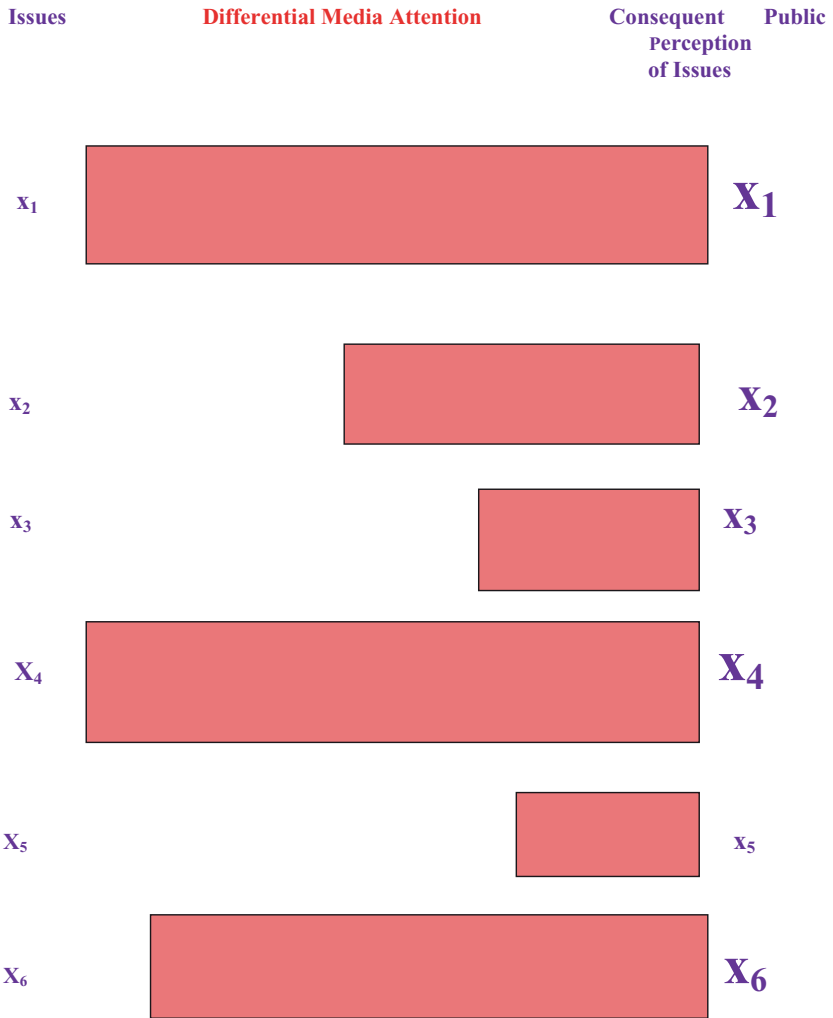
Fig 2.4: McCombs and Shaw's Agenda-Setting Model of Media Effects (1976).

Source: Watson, J. 2003. *Mass communication: An introduction to theory and process.*
2nd ed. New York: Palgrave Macmillan

As shown in the model (Fig. 2.4), X_1, X_4, and X_6 represent issues that receive the highest emphasis from the mass media at a given period, and the issues get the same degree of emphasis in the public perception. Also, X_2, X_3, and X_5 are issues that get lesser media attention in that descending order, while the importance the public consequently attach to these issues is proportionate to the degree of media attention they receive. The implication of this is that the extent of amplification the media give an issue determines the degree of significance the public will consequently attach to the issue. "When the media pay attention to certain topics, they determine, or set the agenda, for what topics are discussed by individuals and society" (Pearson, *et al.*, 2006:273). This explains why issues of great significance may be treated as less important in public perception if such issues are underplayed by the mass media. Thus, the mass media have the power to set "the public agenda, and their coverage of the day's events aids the cognitive mindset of the public in terms of ranking the important news makers (personalities in the news) and issues" (Iyengar and Kinder; McCombs and Shaw cited by Melkote, 2009: 548).

2.6 Relevance of Agenda-Setting Theory to the Study

This study, in part, focused how well radio stations (through secondary gatekeeping) set the agenda for the mass audience; satisfied their urge to be informed of the daily happenings; and increased their eagerness to buy and read newspapers after listening to news review programmes by radio stations. The agenda-setting theory is, therefore, relevant to this study because the theory explains how the media can help the audience to be conscious of the 'significant' happenings, which may affect their dominant opinions and perception, or understanding of the social realities. The theory helped the researcher to make predictions as to what issues the radio audience would think or talk about after listening to news review programmes by the radio stations.

CHAPTER THREE

LITERATURE AND EMPERICAL DISSERTATION

3.1 Introduction

This chapter presents a review of literature and empirical works that are relevant to this study. The broad headings discussed in this section include the following: Attributes of Radio as a Mass Communication Medium; The News Coverage Roles of Radio; Organisational Structure of Radio Station; The Nexus among Media Bias, Ethics and Structure; Codes of Ethics for Nigerian Journalists; Forces in Media Gatekeeping; and Some Empirical Studies on Media Gatekeeping.

3.2 Attributes of Radio as a Mass Communication Medium

Radio as a mass communication medium has some attributes that make it a unique medium. However, as expected, some of these attributes constitute strengths for radio while some are its weaknesses.

3.2.1 Strengths of Radio

Radio, by its nature, has some peculiar attributes that give it an appreciable degree of advantage over other media of mass communication. These characteristics, as espoused by communication scholars (Baran, 2002; Ojebode, 2003; Oyero, 2003; Dominick et al., 2004; Sambe, 2005) are discussed as follows:

3.2.1.1 Radio is Specialised and Flexible

Radio has the advantage of creating interesting programme contents that can be directed at a specific segment of the public, and can do this comparatively economically. The emergence of format radio where a specific programme concept is chosen and given priority has enabled the medium to attract a highly specialised, unique audience of a uniform interest. Although, adopting a given format may reduce the number of potential listeners, what really counts here is not the size of the audience, but the relative economic advantage derivable. Advertisers who have a specific segment of the public as their target audience can look for the appropriate specialised stations that offer the very programme types the target audience naturally prefer. For instance, in Nigeria, *Brilla FM*, Victoria

Island, Lagos, is a specialised station that gives its audience all-sports programme contents; while *Steam Broadcasting FM,* with stations in Victoria Island, Lagos, and South City Centre, Abuja, is a cool FM that plays music more frequently. Also in Ibadan, Oyo State, *Amuludun FM*, Moniya, a subsidiary of *Premier FM*, Gbagi, broadcasts its programmes (except some commercials and the network news) in Yoruba language, and plays only Yoruba music. Only radio can enjoy this flexibility and specialisation without investing at a relatively high cost. Baran (2002:247) justifies this when he asserts that:

> Format radio offers stations many advantages beyond low-cost operations and specialized audiences that appeal to advertisers. Faced with falling listenership or declining advertising revenues, a station can simply change deejays and discs. Neither television nor the print media have this content flexibility. When confronted with competition from station with similar format, a station can further narrow its audience by specialising its formula even more.

Obviously, competition is a central issue in radio business. By almost every standard, there are more radio stations than any other mass media (Dominick et al., 2004), and this has serious implications for the survival of these stations. But radio stations that can effectively combine flexibility and specialisation will always stay afloat.

3.2.1.2 Radio is Ubiquitous

Another characteristic of radio that gives it an edge over other mass media is its fragmentation. Radio stations are widely scattered across the country. In the United States of America, almost every town, irrespective of size, has at least one radio station (Baran, 2002). Although Nigeria cannot boast of this massive presence of radio stations, especially in the less-city areas, the liberalisation of broadcast industry in 1992 has made radio the largest mass medium in Nigeria. For example, apart from over 55 licenses granted different private companies to operate radio stations, there are 43 National Federal Government-owned radio stations; more than 41 State Government-owned radio stations; and about 27 campus radio stations across the country (*National Broadcasting Commission,* 2009). Many radio stations are actually serving many areas. Even where there are no radio stations, radio signals are clearly received: The nomads in the plain desert of the North, the farmers in the green savannah of the Middle-West, the fishermen in the creeks of the Niger Delta, and the hunters in the heart of the thick tropical forest of

the West, enjoy music and get news about current events in the cities. No other mass media can boast of this unique advantage.

3.2.1.3 Radio is Personal and Mobile

Rapid technological improvements over the years have changed the relationship between radio and its audience. The big ugly box hung at a conspicuous corner to serve a group of curious listeners has been remarkably miniaturised to the size of a pen. An individual can carry his radio set in his pocket; hang it on his neck, and listen to the programme of his choice. As we select personally gratifying programme format, we listen and engage in other personally important activities. On our way to lecture rooms, as we rush to get to work, and while eating our supper, we listen to radio. As Sambe (2005:95) puts it, radio "is effective in mobilising people; hence it bypasses illiteracy and appeals to the individual person". That radio is personal and mobile makes it a reliable communication medium that can penetrate large portions of the masses, and constitute a potent tool in behaviour change process (Jamison and McAnany cited by Oyero, 2003). Because radio is personal and mobile, it has become "the ubiquitous companion of man" (Ojebode, 2003:87).

3.2.1.4 Radio is Cheap and Local

Unlike television and the print media that require huge resources to establish and manage, radio costs less to run. Baran (2002:246) sums it up that "because it costs more to run a local television station than a local radio station, advertising rates on radio tend to be lower than on television. Local advertisers can afford radio more easily than they can television, which increases the local flavour of radio". The implication here is that when local people are the target audience or the potential consumers, radio becomes the advertisers' choice because it can take the message to the grassroots people at a lower cost.

    With direct reference to rural segment of our society, Oyero (2003:191) while citing FAO, asserts that radio has unique potentials to fulfil a number of crucial roles, and is

    i.   an important mechanism for rapid diffusion of development information in a diversity of languages and to widespread, often remote geographical areas;

    ii.   a channel for interactive communication, for dialogue and debate on the major issues of rural development;

iii. a platform for democratic and pluralistic expression of the opinions, needs and aspirations of rural communities;

iv. a tool for cultural expression and entertainment, and a means of collecting, preserving and enhancing the oral and musical heritage of rural communities;

v. a medium for collecting local information on social issues, which is essential for defining, planning and implementing development efforts;

vi. a means of raising public awareness and motivation; and

vii. a tool which, combined with other media, can be used for training and the transfer and exchange of knowledge and technologies.

Arguably, radio as a medium of mass communication is really unique. Its attributes are crisply captured in the following descriptions by Ojebode (2003:88):

> "...radio possesses some qualities that endear it to development practitioners. It is cheap, both to transmit and receive. It is easy to operate and does not require literacy. Radio listening is convenient and its programming is flexible. It is battery-powered; therefore, non-availability of electricity is no barrier. It reaches very far and remote places where there is no access to other mass media. It can report an event on the spur of the moment..."

Radio has the social power that makes it irresistible to the agents of development and the advertisers. It has become a core part of the social fabric; the number-one source of home entertainment. Radio news reports possess an element of immediacy that sets them off from items in the newspapers (Dominick, Messere, and Sherman, 2004).

3.2.2 Weaknesses of Radio

Radio is not devoid of weaknesses. In fact, it has some limitations that, if not carefully taken care of, are capable of rendering the medium ineffective especially when it is employed to broadcast development messages. Ojebode (2003), citing empirical findings by some scholars (e.g. Kilvin *et al*.; Gilluly and More; Brieger; Bogue and Peigh; Rosario-Braid), contends that radio is not an omnipotent medium as certain development hurdles have proved very hard for the medium to cross: First, as Ojebode explains, radio is less effective at making people adopt new practices, especially when such new practices contradict the people's old habits and some firmly entrenched tradition. Second,

radio does not take development messages to everyone; formally educated people have the tendency to use radio for education, while the illiterate listen to radio for entertainment. Third, radio cannot effectively transmit complex technical details without heavily depending on written materials and the assistance of experts in the field. Finally, radio, especially under the control of government, and in the contemporary neo-liberal economy (Moemeka, 2009; Ojebode, 2009), lacks credibility. People believe that message contents by radio are always heavily influenced by some gatekeeping factors such as ownership, editors' preference, advertisers' interest, and organisational interest (McManus, 1995; Donohew, 2001; Epstein, cited by McManus, 2005). This phenomenon adversely affects the reliability of the radio messages.

It is imperative that people who use radio are aware of these fundamental limitations of the medium. This would enable the various stakeholders to minimise these weaknesses, and exploit the strengths that make radio an irresistible medium of mass communication and development messages.

3.3 The News Coverage Roles of Radio

Radio, no doubt, has the unparalleled capacity to reach the mass audience at a relatively cheaper cost and within a short time. It is not hindered by the factor of illiteracy, as the case with other mass media, especially the print and the new media (mobile phone and the Internet). Radio has the power of spontaneity and it combines with this, other attributes of the mass media in general as captured in the words of Emery, Ault, and Agee cited by Ojebode (2002:57) that:

> They illuminate the societal fabric of the nation. They are essential to the development of the economic fabric in a modern industrial state. And they contribute to fulfil their historic role of protecting and improving the political fabric of democracy. Among the many opportunities enjoyed by the communicator, none is more important than the opportunity to help shape public opinion.

Radio, like other mass media, performs the traditional roles of dissemination of news, entertainment, information and other development messages (Mwakawago, 2006). Having realised the lofty attributes of radio, governments, individuals and development agencies have fallen in love with the medium as a potent tool for educating and/ or informing the public as well as achieving development goals.

In terms of speed and flexibility in news coverage, radio is the fastest medium. No other news media can compete with radio when it comes to covering events of tremendous national or global significance that must be disseminated instantly to a large, scattered, heterogeneous audience (Sambe, 2005) and cause them to act spontaneously. For instance, the power of radio to report on the spurs of events and produce instant effects was demonstrated on Thursday November 27, 2008, when a group of suspected armed robbers attacked some commercial banks around Idi-Ape; Iwo-Road; and Awolowo, Bodija, all in Ibadan, Capital of Oyo State, Nigeria. Spontaneously, *Splash FM* radio station in Mokola, Ibadan, alerted the public and the Oyo State police Command. The Police instantly mobilised its men and countered the suspected armed robbers. Just three days later (Saturday November 29, 2008), *Premier FM* radio station in Dugbe, Ibadan, successfully foiled further armed robbery attack in Mokola and Gbagi areas of the city by promptly alerting the Police and warning the public to stay off those areas. The television stations in the capital city relayed the stories moments later, while local and national newspapers could not report the incidents until the following days. Probably, majority of the mass public got the details of the incidents during news review programmes by radio stations.

On the 9th of April, 2011, when the Independent Electoral Commission (INEC), halted and announced the postponement of the National Assembly elections, which was already underway, most of the electorate relied on the radio as a reliable and rapid source to ascertain the authenticity of the news. Even when the electorate first received the breaking news from friends through mobile communication (GSM), they still remained sceptical until the local radio stations relayed the information. *Splash FM,* Ibadan, the only radio station (private) that was not totally affected by the national strike called by the nation's labour unions to reject the removal of fuel subsidy by Federal Government, really connected the people in the state capital and beyond. Throughout the period (Monday 9th to Monday 16th January, 2012) that the strike and the nationwide protests lasted, the station continued to give situation reports of the events receiving updates and distress calls from the citizens and helping them to inform the relevant security agents for rapid responses. Despite that there was no electricity in much of the city, the radio station continued to broadcast the minute-by-minute updates on the unprecedented mass protests that greeted the government's policy. In a developing country like Nigeria, where epileptic electricity hampers effective functioning of mass communication media and other social infrastructure, only radio can broadcast with such unusual, astonishing

velocity, and substantial veracity, without cultural barriers. Radio performs this golden function without marginalising the grassroots (Ansah, 1979; Okigbo, 1988; Haussen, 2005).

3.4 Organisational Structure of a Radio Station

Radio stations may vary in terms of their sizes and peculiar in-house cultures or philosophies; they share a similar organisational structure. The structure explains the flow of interdependent managerial coordination in a typical modern radio station. According to a model provided by Dominick, Messere, and Sherman (2004), a radio station must have typically four core departments. They are (a) **operations,** (b) **programming**, (c) **sales,** and (d) **engineering**. Figure 3.1 presents the diagrammatic illustration of the relationship among the departments.

The Operations Department is also known as Traffic Department. It is headed by operations director or traffic manager. The primary responsibility of this department is continuous placement of advertising or commercials on the station's daily broadcast belts. The placement must be done according to the agreed schedules and the contract signed with advertisers. Failure to adhere strictly to the schedules for airtime, length, and position may have some negative implications for the station. This is why the task of the staff in this department is considered difficult and delicate. To forestall any possible breach of contract, some radio stations usually automate their operations department with computer software to track billing and placement of commercials.
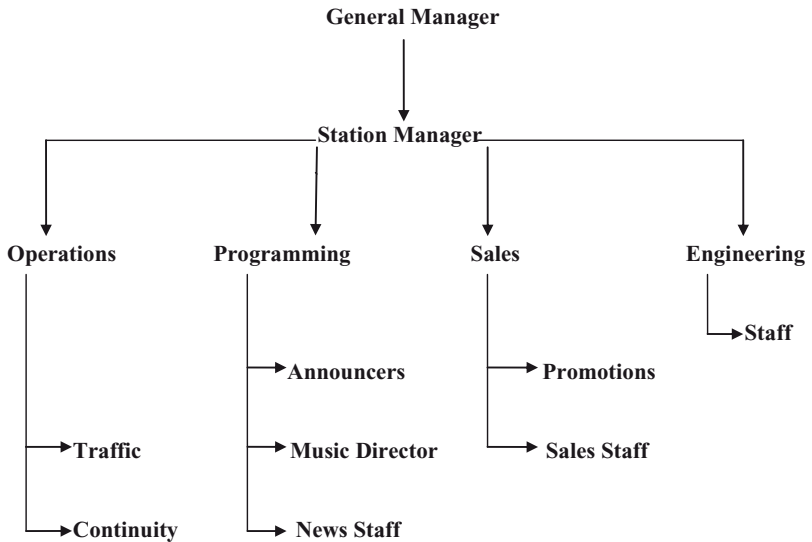
Fig. 3.1: A Radio Station Table of Organisation

Source: Dominick, J.R., Messere, F., Sherman, B.L. 2004. *Broadcasting, cable, the internet, and beyond: An introduction to modern electronic media.* Boston: McGreaw-Hill Companies, Inc. P.98

The next is the Programme Department, which is primarily responsible for producing sound for the station. The station's sound in this context includes music, public affairs, news, documentaries, and other programme contents, apart from commercials. The department is headed by programme director and staffed mostly with news personnel. A station with music and/or news/talk formats may appoint a music director to oversee music production, and a news director to supervise coverage and production of news, public affairs and other related programmes. These two directors, as the case may be, are directly answerable to the programme director. Some radio stations, because of economic factors, merge the operations and programme departments. In the case of a merger like this, the name may change to *production department* while the operations and programme personnel (which may include producers, editors, and on-air personalities like presenters, announcers, hosts, co-host, anchors, disc jockeys or radio jockeys) are responsible to the

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production director. The personnel must always collaborate to ensure that the station has appropriate contents to broadcast as specified in the programme schedules.

The sales department, headed by the sales manager, is probably the most important unit in a radio station, especially in a competitive environment like Nigeria where the media market is profit-driven as a result of the deregulation of the media industry (Olorunnisola, 2009). The department is solely responsible for making money for the station. It oversees the sales of commercial time the various categories of advertisers. The department may also combine promotion and research functions which are overseen by a promotion director and a research manager respectively.

The station s expected to always be on air with the best quality signal. It is a complete embarrassment and potentially loss of public confidence and patronage by advertisers if a radio station transmits on a weak or an epileptic signal. To avoid this ugly phenomenon, every radio station must have the engineering department whose sole duty is to perpetually keep the station on air with a high quality signal. It is supervised by the chief engineer. Most times, a radio may retain the services of a consulting engineer or firm, mostly on a part-time basis, to handle some highly technical operations or repairs.

At the top management level is the General Manager and /or the Station Manager as the case may be. The Station Manager assists the General Manager to coordinate the station. Unless a station is very large and is owned by station groups, only the General Manager (GM) is appointed to oversee the overall management of the station in terms of revenues and expenses, staff recruitment, planning, profitability, forecasting, and budgeting. The GM serves as the main link between the station and its corporate ownership, the relevant regulatory agencies, the community, the federal and the state governments. He is the image of the station and all department heads are answerable to him.

3.5 The Nexus among Media Bias, Ethics And Structure

Media bias, a phenomenon that has attracted the attention of various scholars (e.g. Burke, 1983; Peh and Melkote, 1991; Al-Ahram and Le Monde, 1989; D'Alessio and Allen, 2000; Whitaker and Dyer, 2000; Sutter, 2002; Martin, 2005; Levasseur, 2008; Mathews, 2009) is the term used to describe a situation where the media show an unjustifiable favouritism in their news contents. In such cases, the media present the audience with a partial and an inaccurate, unfair picture of the social reality.

According to D'Alessio and Allen (2000), there seems not to be a major theory about media bias but three types of approaches to its explanation exist. The first approach has to do with the issue of gatekeeping. This explains that journalists select few items from a pool of potential stories, and by extension, deselect those stories that will never get to the mass audience. This type of bias is termed *gatekeeping bias.* This bias is located in the domain of the levels analysis (McManus, 1995; Shoemaker et al., 2001; Barzinlai-Nahon, 2008; Zeh, 2009) as first demonstrated in David Manning White's "Mr Gate" study (Watson, 2003; Sang, 2008). The second type is called *coverage bias.* This approach attempts to describe media bias by measuring the physical amount of coverage either side of an issue gets from the media. In newspapers and newsmagazines, coverage bias is usually measured in column inches, through photographs and headlines, whereas in television and radio reporting, the amount of airtime given to each side of the story is measured.

The third approach is described as *statement bias.* This occurs when journalists interject their own opinions, judgement or sentiments into the content of the coverage of an issue. This is measured in terms of whether the media coverage is favourable or unfavourable. This type of media bias is more knowable and noticeable than the other two types. However, it is not just the presence of these personal opinions and sentiments that makes a story to be biased. When such personal opinions come in equal proportions on both sides of an issue being reported, the report is described as neutral. But when such opinions tilt to one side, then the story is described as biased. An objective story is the one that does not contain, in whatever proportion, traces of personal opinions and judgement. According to D'Alessio and Allen, all the three categories of media bias are structural because they have to do with the structure of the media content.

On the other hand, Levasseur (2008) identifies two taxonomies that broadly underpin the concept of media bias. These are *partisan bias* and *structural bias*. The first type—partisan bias—involves media reports that are tilted in favour of a particular political party. Media news that manifests a partisan bias favourably projects one political party at the expense of other political parties. Therefore, in political reporting, when people accuse the media of biased reporting, they are making reference to partisan bias. The second type of media bias—structural bias—springs from certain frameworks (e.g. customs, reporting routines, and commercial pressures) that operate within the news industry. For example, within any given media organisation, journalists face certain pressures and incentives. As the journalists are driven by these pressures and incentives,

they develop a particular routine practices. When reporters put a certain slant on their stories to adhere to these industry pressures and incentives, their stories reflect the industry's structural bias. The media's structural bias favours negative news and conflicts. Naturally, negative information and conflicts attract human attention (Folarin, 1998; Uphuofu-Biri, 2006; Agbese, 2008; Alao and Osifeso, 2009; Anaeto, Solo-Anaeto and Tejumaiye, 2009). Therefore, the media, in their attempt to satisfy their audience, always have bias for stories that portray individuals negatively and in a state of conflict.

The concept of bias is highly interwoven with media gatekeeping and newsworthiness decisions. This is because the journalists who determine what is newsworthy among the contending issues of almost equal status and importance are always guided by some prescribed institutional and professional criteria. These criteria always exert great influence on the editorial decisions of the journalists. This is where and why media bias creeps into the news reporting function of the media (D'Alessio and Allen, 2000). From the perspective of political economy, the news media are directly or indirectly influenced by the social forces that frequently are the manifestations of dominant economic power. According to Martin (2005), media ownership, for example, is always a powerful factor that exerts great influence on the content of the news. This happens directly through promulgation of a statute or indirectly through institutionalisation of certain ideological environment that shapes how the journalists present their reports. Martin (2005:2) further asserts that:

> The for-profit orientation of media corporations also tends to result in a situation where the media try to aid their supporters—namely their advertisers and the wider business community. This orientation can affect news content directly and indirectly. In terms of direct influence, we see journalists and editors bowing to advertisers' requirements for a hospitable climate for their ads.... In terms of a more indirect effect on media content, observers have noted a rise in upbeat, personality-based news stories. It is argued that these stories,... placed prior to going to commercial break, are intended to keep the public in the "buying mood" where a story of poverty or war may cause the audience to react negatively to an advertisement for unnecessary purchases.

The foregoing scenario suggests that as long as these factors continue to exist, the media actors will always have to contend with the inevitable reality that certain criteria will perpetually shape the structure of media gatekeeping and agenda setting business. Consequently, reporting unbiased, objective news may be impracticable as

editors would always be compelled to tilt in favour of certain predominant forces at the expense of the social responsibility functions of the mass media.

Another significant variable in the news media business is the issue of ethics. According to Foreman (2010:17), "ethics is a set of moral principles, a code—often unwritten—that guides a person's conduct". Michael Josephson, cited by Foreman (2010), identifies two aspects of ethics: First, ethics involves the ability to discern right from wrong, good from evil, and propriety from impropriety. Second, ethics entails the readiness to do what is right, good and proper. In summary, ethics is the pursuit of good when evil is a strong alternative; it is coping with the challenge of doing the right thing even when that will force one to pay some price or make some sacrifice.

Media ethics is the moral principles that guide the media professionals in the discharge of their duties as agents of truths, who are expected to give accurate, objective, comprehensive and intelligent account of the day's events in a manner that gives meaning to these events. Scholars have justified the emergence of media ethics. One of them, Coleman (2009:1), argues that:

> The need for media ethics rises as news reporting becomes driven more and more by the free market rather than the truth. As forms of communication evolve, avenues of news reporting increase, and the scope of media influence expands, media ethics becomes an increasingly important issue in modern society. People are exposed to television news, radio broadcasting, newspaper articles, and now digital media as well. The mass media is an intrinsic part of everyday lives. What exactly drives the powerful Western media — government mandates, social responsibility and the quest for truth, or is it the financial goals of large media corporations?

Though ethics explain the standard for acceptable conduct, there is hardly a universally acknowledged code of ethics, especially for electronic media journalists. What is accepted as professional code of conduct varies from one normative context and one media organisation to another. Even within an electronic media setting, code of ethics may vary from one department to another (Albarran, 2010). For instance, the editorial personnel of a radio station in Nigeria always work under an entirely different ethical situation in terms of newsrooms complex decision making and responsibilities compared to personnel in the Marketing or Public Relations department, who are expected to be creative, courteous and competitive in their dealings with the various publics of the organisation. Yet, irrespective of their departments, electronic media

personnel are obliged to observe the specific and general code of ethics specified by their organisation. Journalists in particular, who directly process the primary product that the media organisation sells to the audience (Foreman, 2010), must always ensure as much as possible that their personal moral beliefs do not conflict with the organisational code of ethics.

It is professionally desirable that journalists practise sound ethics because, like other professions such as medicine, law, business and engineering, actions of journalists have consequences for the mass audience to whom they are accountable. Journalists have some moral duties they must perform. Christians, Rotzoll, fickler, McKee, and Woods, cited by Albarran (2010), identify five basic ethical duties of news media employees at all levels. These are summarised as (a) duty to self in terms of objectivity, individual integrity, and conscience, (b) duty to the audience by considering how their moral decisions will affect their audience, (c) duty to employer or organisation, (d) duty to professional colleagues, and (e) duty to society by carefully considering the issues of individual rights and confidentiality, while reporting news. Also, Foreman (2010) identifies two core incentives for ethical behaviour among journalists. He categorises these incentives as *moral* and *practical.*

The moral incentive stipulates that journalists should be ethical because they, like other human beings, love to see themselves as decent and honest. They love to feel the satisfaction and psychic reward that they have tried to do what is morally acceptable within the social order. For this reason, ethical journalists would not do what is capable of bringing disrepute to their persons.

The practical incentive has to do with the ethical responsibility imposed on the journalists by the institutional framework. Journalists are expected to promote their organisation's credibility and public acceptability, which in turn mean commercial gains for the organisation. Journalists have a commodity to sell, and this is news. The commodity will sell fast if the public have trust in it. If the news the journalists sell is not credible, nobody will be interested in such news. In this circumstance, the journalists' organisation will be the prime victim because it will lose the confidence of its audience. Therefore, an ethical journalist will always strive to write credible stories that can promote the image of his organisation, while an unethical journalist brings disrepute to the corporate image of his media organisation through biased stories.

The sensitive debate on the justification for observation of ethical principles by media practitioners can be x-rayed by juxtaposing the perspectives of the Social

Responsibility and the Libertarian Systems of news reporting. The two systems hold divergent views on the issue of ethical responsibility by journalists. While the Social Responsibility system holds that journalists should observe the principles of ethical behaviour because the press (the mass media) is socially responsible to, and expected to service the society, the Libertarian system contends that the press enjoys endless freedom, but is incapacitated by financial reliance, which makes it difficult for journalists to be socially and ethically accountable to the public (Mathews, 2009). This discussion is further explicated by Coleman (2009:1-3) as he captures in the following submission that:

> In the social responsibility theory of the press, the media is driven to benefit the public. It expects journalists to answer society's need for truth, requires an open and diverse debate on public issues, and honest updates of current events. In this model, media ethics is automatic because the press is free to serve its purpose for the public, as opposed to special interest groups or advertisers. Another condition of the social responsibility model is that news reporting cannot be dependent on groups that may encourage bias and unethical practices in exchange for financial support.

Coleman cites the British Broadcasting Corporation (BBC) and the American NPR news as the best examples of Western media organisations that operate in the context of social responsibility system. The media outlets, according to him, are not worried about corporate interests as they rely on their public audience, rather than on advertisers, for corporate sustenance. Balancing his argument, Coleman asserts that the converse holds in the phenomenon under the Libertarian system. He contends:

> The Libertarian model is more popular in Western media than the social responsibility model. In this system, the freedom of the press is endless; it is not constrained by the government, by society, or by media ethics. Instead of being a sea of different ideas, opinions, and voices however, news reporting in the Libertarian system is indeed restricted. It may not be as limited and biased as the media found in an authoritarian society, which would serve the government's interests, but it is still constrained by its financial dependence...Western media outlets, particularly television stations, rely heavily on advertisers for money, and therefore design their news reporting to support and never conflict with the will of their financial supporters. Also, because of the deregulation movement of the past fifteen years, Congress and the FCC

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have allowed more freedom within the telecommunications field, loosening laws that were at one time designed to ensure social responsibility and ethics in the media. Today, a large percentage of Western media outlets, especially those in America, are part of a handful of media conglomerates, companies which have to focus on increasing their profits every year.

The Libertarian system scenario described above by Coleman is similar to the media terrain in the contemporary Nigerian communication industry. The 1992 deregulation of the broadcast industry via Decree No. 38 (*National Broadcasting Commission, 2009*), and the 1999 neoliberal policy (Olorunnisola, 2009) of the Federal Government of Nigeria have entrenched stiff competitions in the profit-driven economy.

The drive to survive in the commercially competitive media industry combined with other predominant social forces (Martin, 2005), on the one hand, and the normative prescriptions where each media system is influenced by the prevalent social, political, cultural and economic factors in its operating environment (Folarin, 1998; Watson, 2003; Sambe, 2005; McQuail, 2007) on the other hand, make it apparently impracticable to set a universal ethical standard for all journalists across the continents. Although, journalism practice across the world is governed by the universal characteristics and common principle of truthful, accurate reporting, there are yet other attributes of journalists that are context-bound (Ebo, 1994). This is one of the circumstances that provoke the question of ethical dilemma—a situation where the moral agent faces conflicting ethical values. As journalists endeavour to be ethical in the discharge of their duties, they also have to contend with some local socio-economic realities that may largely shape the structure of their news coverage and reporting. Day (2006: 21) contends that "with so many diverse forces bombarding us with ethical cues, it is inevitable that conflicts between competing values will emerge." This statement seems to apply most to journalists given the complex nature of their job. Christians (2004:1) realises the complexity of making ethical decisions by journalists and he submits as follows:

As a subset of professional ethics, media ethics, in terms of its logic and rationale, is bilingual. It combines theory with actual events and real-life dilemmas. Even the most sophisticated media ethics retains an interest in concrete moral judgments, in the way ethical decision making actually

functions in media practice. But integrating particular knowledge into general ethical theory is considered crucial as well. Work in the larger world of applied ethics demonstrates that if description of actual morality becomes the exclusive aim, the results are superficial moralism. If abstract theory dominates, the conclusions are out of touch with reality.

Journalists, especially in Nigeria, always face the delicate task of striking a balance between ethical obligations and realities in their work environment. Truth is sacred and absolute, and it must be reported. Yet, reporting the absolute truth will naturally have some consequences for both the journalists and the audience. To cope with the challenge of ethical dilemma, scholars like Foreman, (2010:22; 76-77) have counselled that moral agents (journalists) should exercise some measure of caution and learn how to blend both deontological (also known as absolutism, rule-based or duty-based thinking) and teleological (i.e. consequentialism, utilitarianism or ends-based thinking) orientations when they are faced with the knotty task of making ethical decisions. Citing Josephson, Foreman therefore, concludes that:

> Most decisions have to be made in the context of economic, professional and social pressures which can sometimes challenge our ethical goals and conceal or confuse the moral issues. In addition, making ethical choices is complex because in many situations there are a multitude of competing interests and values. Other times, crucial facts are unknown or ambiguous. Since many actions are likely to benefit some people at the expense of others, the decision maker must prioritize competing moral claims and must be proficient at predicting the likely consequences of various choices.

Bias and ethics are two inverse forces that largely shape the structure of media content. The extent to which a media organisation adheres to the general ethical standard mostly determines the structure of its news content. A news organisation with a high ethical inclination is expected to produce news reports whose contents reflect objectivity, whereas a media outfit with low ethical adherence has high proclivity to feed its mass audience with biased reports. For example, as Levasseur (2008) observes, media corporations that place greater emphasis on profits motive will have their news coverage tilted in favour of the advertisers' interests while media organisations that are owned and

almost absolutely financed by the ruling political parties are likely to have strong bias for the ruling parties, at expense of nonpartisan, objective news standpoints.

3.6 Code of Ethics for Nigerian Journalists

Codes, according to Dominick, Messere, and Sherman (2004:257), are "written statements of principle that guide the overall behavior of those working in a profession." Codes set the expected standard of ethical behaviour in terms of what members should do and what they should not do, while discharging their professional duties. Therefore, codes can be structured in a prescriptive or proscriptive language. At the prescriptive extreme ("thou shall do this"), the codes spell out the ideal manner of conduct (for example, "a journalist should abide by all rules of copyright established by national and international laws and conventions"), while at the proscriptive extreme ("thou shall not do this"), the codes resent the minimum expectations of the profession (for example, "a journalist should neither solicit nor accept bribe..."). Throughout the world, professional bodies such as journalism, pharmacy, engineering, medicine, and law have codes of ethics (codes of conduct) for their members. In most cases, government agencies or professional associations are to enact and enforce these codes.

The Nigerian Press Council (NPC) is the body which ensures that Nigerian journalists conduct themselves and discharge their duties in accordance with the highest professional standards. Apart from promoting high professional standards among the Nigerian journalists, the Council also attends to complaints emanating from members of the public about the conduct of journalists in their professional engagements or complaints emanating from the press about the conduct of persons or organisations towards the journalists. As part of its statutory functions to ensure acceptable practice among journalists, the Nigerian Press Council prepares and enforces the code of ethics for the Nigerian journalists.

The old code, which had been in existence since 1979, was considered deficient by the stakeholders: "It lacked boldness, forthrightness and clarity and looked more of a gratuitous contrivance which could compound and obfuscate judgement of any perceived wrong doing in journalism practice" (*Nigerian Press Organisation,* 1998:5*).* This propelled the Council to commence the review process in March 1996 with a national workshop in Otta, Ogun State in collaboration with the Nigerian Union of Journalists (NUJ) and the Nigerian Guild of Editors (NGE). After the adoption of the amended version of the code by the central working committee of the NUJ, the NPC held

a forum in Ilorin, Kwara State, from March18-20, 1998, where the Nigerian Press Organisation (NPO), comprising the NUJ, NGE, and the Newspapers Proprietors Association of Nigeria (NPAN), eventually ratified the code.

The code of ethics for the Nigerian journalists covers a broad spectrum of matters such as editorial independence, accuracy and fairness, decency, reward and gratification, violence, plagiarism, as well as qualifications and registration of members. *Press* as defined by the code includes radio, television, wire services, newspapers, magazines and such other media of communication involved in the collection and dissemination of information for the mass audience. Therefore, anyone, whose responsibility is to collect or disseminate information on behalf of a media organisation, is a journalist. The sections of the code, which is considered relevant to this study, are presented as follows:

1**. Editorial Independence**

   Decisions concerning the content of news should be the responsibility of a professional journalist.

2. **Accuracy and Fairness**

i.   The public has a right to know. Factual, accurate, balanced and fair reporting is the ultimate objective of good journalism and the basis of earning public trust and confidence.

ii.   A journalist should refrain from publishing inaccurate and misleading information. Where such information has been inadvertently published, prompt correction should be made. A journalist must hold the right of reply as a cardinal rule of practice.

iii.   In the course of his duties, a journalist should strive to separate facts from conjecture and comment.

3. **Privacy**

   As a general rule, a journalist should respect the privacy of individuals and their families unless it affects public interest.

   A. Information on the private life of an individual or his family should only be published if it impinges on public interest.

   B. Publishing of such information about an individual, as mentioned above, should be   deemed justifiable only if it is directed at:

   i. Exposing crime or serious misdemeanour;

ii. Exposing anti-social conduct;

iii. Protecting public health, morality and safety;

iv. Preventing the public from being misled by some statement or action of the individual concerned.

4. **Privilege/Non-Disclosure**

  i. A journalist should observe the universally accepted principle of confidentiality and should not disclose the source of information obtained in confidence.

  ii. A journalist should not breach an agreement with a source of information obtained as "off-the-record" or as "background information."

5. **Decency**

  i. A journalist should dress and comport himself in a manner that conforms to public taste.

  ii. A journalist should refrain from using offensive, abusive or vulgar language.

  iii. A journalist should not present lurid details, either in words or picture, of violence, sexual acts, abhorrent or horrid scenes

  iv. In cases involving personal grief or shock, enquiries should be carried out and approaches made with sympathy and discretion.

  v. Unless it is in the furtherance of the public's right to know, a journalist should generally avoid identifying relatives or friends of persons convicted or accused of crime.

6. **Discrimination**

  A journalist should refrain from making pejorative reference to a person's ethnic group, religion, sex, or to any physical or mental illness or handicap.

7. **Reward and Gratification**

  i.   A journalist should neither solicit nor accept bribe, gratification or patronage to suppress or publish information.

  ii.   To demand payment for the publication of news is inimical to the notion of news as a fair, accurate, unbiased and factual report of an event.

8. **Violence**

A journalist should not present or report acts of violence, armed robberies, terrorist activities or vulgar display of wealth in a manner that glorifies such acts in the eyes of the public.

9. **Children and Minors**

A journalist should not identify, either by name or picture, or interview children under the age of 16, who are involved in cases concerning sexual offences, crimes and rituals or witchcraft either as victims, witnesses or defendants.

10. **Access to Information**

A journalist should strive to employ open and honest means in the gathering of information. Exceptional methods may be employed only when the public interest is at stake.

11. **Public Interest**

A journalist should strive to enhance national unity and public good.

12. **Social Responsibility**

A journalist should promote universal principles of human rights, democracy, justice, equity, peace and international understanding.

13. **Plagiarism**

A journalist should not copy, wholesale or in part, other people's work without attribution and/or consent.

14. **Copyright**

i. Where a journalist reproduces a work, be it in print, broadcast, art work or design, proper acknowledgement should be accorded the author.

ii. A journalist should abide by all rules of copyright, established by national and international laws and conventions

15**. Press Freedom and Responsibility**

  A journalist should strive at all times to enhance press freedom and responsibility (*Nigerian Press Council,* 2009).

    As noted earlier, Nigerian journalists, as their counterparts in other parts of the world, are always caught in the web of dilemma as to whether they should diligently adhere to the provisions of the code that spells their ethical behaviour as professionals or to act within the whims of the normative realities in environment within which they operate. There are a lot of powerful and conflicting forces that always dictate what the journalists should do even when such an action is an apparent dissonance with their code of ethics (Levasseur, 2008). This is where the questions of bias and ethics become more complex in media profession.

3.7 Forces in Media Gatekeeping

Forces in media gatekeeping are those factors or variables that have potential influence on the decisions of the gatekeeper as to which news items he selects for transmission to the audience or which items he discards among the millions of competing issues. The channels of information flow is made up of gate sections that are manned by the gatekeepers whose actions are controlled by a number of forces that may be favourable (i.e. positive) or unfavourable (i.e. negative) (Sang, 2006). These forces spread across the five-layer spectrum of gatekeeping analysis, and the degree to which they are applied by the journalists in their editorial decisions have some fundamental connections with the questions of media bias and ethics.

3.7.1 News Values

 Among the most powerful and potential justifications of journalist's assessment of what becomes news, however, are perhaps the news factors or news values, which are captured in the tenets of the theory of newsworthiness. Masterton, as quoted by Pearson, Brand, Archbold, and Rane (2001), has assigned some labels to the attributes of what journalism experts call 'newsworthiness'. He submits that all news must satisfy three key ingredients namely timeliness, interest and clarity. He extends these by adding other criteria of consequence, proximity, conflict, magnitude, human interest, novelty and prominence. These criteria of newsworthiness fall within the media routines level of analysis (Shoemaker et al. 2001), and they are used by journalists to determine which items pass

through the gate regions and become news. Essentially, the classifications according to Masterton, are highly constructive, yet, they do not exclusively provide a scientific or an almighty formula for news selection. In fact, there are other forces—possibly more powerful—that really influence the gatekeepers in their choice of what becomes news.

3.7.2   Proprietorial Interference

Influences of ownership on editors are pervasive. Either public or private news media, the news producers routinely receive orders from their publishers or media owners concerning what is to be covered, what is to be reported, and how it should be reported. For instance, Donohew (2001), conducted a research, in Kentucky, to investigate what forces influenced the decisions by media gatekeepers to run certain news stories and not others. His findings show that publisher attitude is an important force in the news channel. The prevalence of proprietorial interference has raised some ethical questions as to who really controls the media gate: the news producers, who are tagged 'traditional pipers', or the proprietors, who actually pay the pipers? Epstein, cited by McManus (2005:302), categorised within the organisational level of news forces analysis, the ownership influence or the self-interest of the organisation. He applied organisational analysis to network news production that negated the "simple notion that news 'mirrored' reality." He therefore, concluded that organisational self-interest "selects and distorts social reality" that the mass media are expected to transmit. Obviously, imposition of a policy or organisational self-interest about what news should be negates journalistic principle of objectivity.

3.7.3   The Internet

Indeed, the emergence of the new media—the Internet—is rapidly influencing and changing the role of the traditional gatekeepers. One does not require a giant printing press or a broadcast license to control an army of journalists under an organisational bureaucracy to report current events. With the Internet, one does not need extensive journalistic experience, ethical training or a huge amount of money to feed the audience with the latest reports. To become a blogger requires access to a functional computer, an Internet connection and an active Web address. Howard Dean, former governor of Vermont, the United States of America, has described the Internet as the most democratic invention since Gutenberg and the printing press (Fiedler, 2008:39). In effect, the Internet

is 'democratising' or 'revolutionising' the business of news gathering, selection and reporting (Kim and Weaver, 2002). If gatekeeper 'A', for any reason, withholds a particular news item or pieces of urgent information that the audience ought to know or have, within the next few minutes, the bloggers would make it a public property. Once the piece of information is available on the Internet, it is there for the public, and the power to suppress it has been taken away from the traditional media gatekeeper. He can only make his best judgement to the news story on how to handle it (Shepard, 1999). The Internet is actually moving the gatekeeping business to the centreline. The consequence is that the old media—newspapers, radio and television—are swiftly scrambling for the new media's space in order to capture the ever dynamic audience.

However, the emergence of the new media does not suggest the disappearance of the traditional ones. Rather, the convergence of the old and the new media has created a complementary phenomenon where the strengths of one genre take care of the flaws of the other. Baran (2002:266), for example, posits that "convergence of radio and the Internet promises to bring further change to the radio and recording industries. In fact, it promises to completely reinvent the recording business". Baran's view is, indeed, in consonance with Rosen's position, as quoted by Fiedler (2008:40), that

> The rise of blogs does not equal the death of professional journalism. The media world is not a zero-sum game. Increasingly, in fact, the Internet is turning it into a symbiotic ecosystem—in which the different parts feed off one another and the whole thing grows.

The multiplication of blogs on the Internet is what Barzilai-Nahon (2005) describes as *network gatekeeping*—a multi-layer system where both the gatekeeper and the gated can create and produce information. By implication, it is possible for the gated to circumvent the gatekeepers and gatekeeping process. The cyberspace has thus produced a new paradigm shift in the information flow by creating a more open channel that challenges the seeming monopoly of the traditional gatekeepers.

3.7.4. Public Relations Operatives and Commercial Interests

Apart from proprietorial control, another strong force that may impinge on editors' choice of news is the influence of public relations and commercial interests. According to Pearson et al. (2001:27),

public relations have used a range of strategies and mechanisms for getting access to journalists. These have included direct approaches in person and by telephone, the mailing of press releases to target publications and journalists, the purchasing of advertorial space, the offering of "freebies" in return for editorial coverage, the staging of press conferences.... Then, there are the commercial influences upon journalists, particularly in the realm of advertorials. The radio 'Cash for Comment' saga certainly brought to light the fact that news and current affairs decision-making can be influenced by the power of the dollar.

The influence of public relations and commercial interests, as exemplified in the submission of Pearson et al. above, is undisputable. Research findings have shown that journalists across the world usually compromise journalistic ethics for pecuniary advantage. As the power of the dollar influences news choice in America, so does the power of the naira in Nigeria. Journalism across the world is currently undergoing a dramatic transition from the age of objectivity to that of sleaziness. McManus(1995:301), corroborates this as he posits that "journalism in the United States is undergoing a fundamental change—a move away from reliance on craft norms defining what is newsworthy and how to report, towards a journalism based on serving the marketplace." Similarly, Schultz reported by Pearson et al. (2001), surveyed 247 American journalists and discovered that the fundamental subjective impediment to investigative reporting in their respective organisations was commercial considerations. She therefore, submitted that journalists were caught in serious dilemma as to whether to maximise profit or to fulfil their Fourth Estate obligations. This is in line with the submission of Whitney, Sumpter and McQuail (2004:1) that:

> The single largest influence on the production of news is probably that of money in one way or another (Bagdikian, 2000; Ettema & Whitney, 1994), especially where news organizations have a primary goal of making money. Even when that is not the case (there are nonprofit media and publicly owned news services), the high costs of modern news production and distribution introduce economic criteria at every stage, from selection to distribution. News that meets professional standards of originality and novelty value, as well as embodying production and presentation values, is bound to be expensive, not only because of the necessary costs but also because of market values under competitive conditions.

This trend of for-profit orientation of media corporations has forced journalists to worship and aid the advertisers and the large business community at the expense of the public. Any journalist that fails to net profit for his media organisation is likely to be laid off. This has a serious implication for the media world as argued by Martin (2005:2):

> The cutback in journalists usually means a reduction in investigative reporting, pursuit of non-traditional sources, and reliance on press releases, easy-to-locate officials, and media handlers. Focus is restricted to the same institutions and sources and coverage tends to privilege pre-planned media events as opposed to spontaneous social problems.

Obviously, it is not completely possible for the news media to be absolutely free from the influence of the advertisers. To remain and operate in the market-driven atmosphere, the media need to look for means of survival. Even the government-owned media that receive subventions from the public money still need to augment their resources with proceeds from commercials. Whitener, Sumpter and McQuail (2004:1) provide a more realistic explanation thus:

> Where advertising is the main source of revenue, much the same applies, with the additional factor of seeking to please and also not offend key advertisers.... Although well-established media companies, such as U.S. network news channels, could afford up until the late 1980s to cross-subsidize their news operations for reasons of prestige, news is increasingly required to make a profit for itself. The growing "free media" category, paid for by advertising, hardly makes a pretence of applying standards based on journalistic values and cannot claim independence of judgment in commenting on news. Although minority and alternative media can still offer news, and now more easily by way of the Internet, their chances of gaining a significant public reach are very limited.

As long as advertising remains the main source of revenue for news media, there will always be a continuous battle between social responsibility function of the media and profit making. Obviously, neoliberal reforms have enthroned profit making drive among media managers, and generally in the media industry. As Ojebode (2009) asserts, the principal effect of the foregoing trend is a progressive suppression of social responsibility functions of the mass media.

3.7.5   Influence of Competitors and Audience Interests

Similar to the market force are the influence of competitors and audience interests. As much as the editors must strive to fulfil their Fourth Estate obligations, they are also bound to ensure that their organisations stay afloat in the face of stiff competitions—a by-product of market-driven journalism. One of the ways of ensuring this is to select and transmit or publish what the audience wants. The people at the other end of the channel have liberty to choose any message they prefer, and any media organisation that fails to satisfy the interests of its audience risks losing the patronage and loyalty of such audience. Most times, editors are not guided by what they think is right (individual routines factors), but by what their audience really want to know (Lyons, 2002). Citing Fancher, McManus (1995:301), supports this argument by submitting that "the surest way to editorial failure is to impose upon readers our sense of what they ought to know."

As mentioned earlier, the new technologies have empowered the media audience to choose from diverse information sources. By implication, the prerogative of information selection power is gradually moving away from the custody of the traditional news producers. Because the audience, to some extent, are now setting the pace for selecting the information they consume on daily basis (Wright, 2005), the editors are now eager—or compelled—to give audience what market findings indicate they prefer. If one media outfit fails to give what the audience really wants, other competing media organisations are likely to make news available to the audience. And any media organisation that wants to compete favourably must ensure that it always satisfies majority of the audience segment. As Whitney, Sumpter and McQuail (2004) argue, if the main source of revenue of a given media outfit is the paying audience, the audience has to be large, and to attract large audiences, the media organisation must provide news that will always follow audience-maximising strategies, with likely popularity guiding selection rather than judgments of significance.

3.7.6   Journalists' Routine Experiences and Roles Conception

 As asserted by White (Watson, 2003; Sang, 2008), to a certain degree, the news selection decision responsibility is controlled by an individual media actor (e.g. an editor, a journalist). Similarly, citing Bird and Dardenne, Norris and Carroll (1997:2) contend that journalists are guided mostly by their routine experiences to select and frame certain

events that eventually make the news stories of the day. This, as they argue, creates some element of bias in the news selection process. According to them,

> ...routine journalistic practices may contribute more to systematic biases in news reporting than any liberal or conservative leanings within the press. Decisions in the news-gathering process— determining what and how stories are covered—may prove critical here. Out of the myriad ways of describing events in the world, reporters, editors, and producers rely upon frames to convey dominant cultural meanings, to make sense of the facts, to focus the headline, and to structure the story-line. Although the specific details of a day's occurrences might be unique to that day—a plane crash, a presidential speech, a local murder—the way that journalists observe and report these occurrences has a lot to do with how similar events have been framed in the past.

Therefore, individual journalist's characteristics such as his or her personality, routine experiences and interest, values and role conceptions as well as his or her capabilities can influence news selection decision. However, the journalist is not independent of other forces from the media organisation, external institutions and society at large while performing his news selection responsibility. A combination of these forces shape what the media select and present as news.

3.8 Some Empirical Studies on Media Gatekeeping

The first empirical study in media gatekeeping was done by David Manning White in 1950 when he applied Lewin's gatekeeping concept to mass communication by conducting a case study in the news selection process. White combined interview, observation and non-quantitative content analysis in his study to examine the news selection forces and how such forces shaped the news contents produced by "Mr Gates". His findings revealed that "Mr Gates" rejected many of the daily stories because of many influences. Prominent among these forces were space, proximity, or redundancy issues. The study further revealed that the editor discarded a smaller group of news for subjective reasons. White submitted that the latter finding suggested that Mr. Gates's experiences and attitudes influenced both the selection and rejection of news stories.

In 1956, Gieber conducted a multisite and multi-method study as an extension of White's (1950) Mr. Gate's study. He employed non-quantitative content analyses, ethnographic fieldwork, interviews, an experiment, and self-reports to study wire editors

at 16 afternoon dailies in Wisconsin. His study proved that White had over-generalised in the findings of his study. Unlike White's Mr. Gates, Gieber's wire editors reported that they exercised minimal news judgment in their story selections because of deadline pressures. Gieber's series of content analyses revealed on the contrary that the wire editors used a quantifiable sample of wire traffic study. He observed a strong degree of uniformity of behaviour among news editors across newspapers (Whitney, Sumpter and McQuail, 2004).

According to Whitener, Sumpter and McQuail, for two reasons, the White's (1950) and Gieber's (1956) studies are significant in media gatekeeping studies. First, the studies allow the analyst simultaneously to make empirical statements at several levels of analysis of gatekeeping. These levels include individual and the organisational. In White's study, "Mr. Gates" and his colleagues in the newsroom routinely made their editorial decisions without consultation with others in the organization. For this reason, individual and organisational behaviour are one and similar. However, when Gieber observed a high level of uniformity of behaviour among editors and reporters across newspapers, he incorporated the industrial level to the analysis. Second, the two studies demonstrated the relevance and desirability of using multiple methods to analyse gatekeepers' behaviour, and encouraged examinations of the gatekeeper roles of reporters and sources.

Also, Storm (2007) used a multi-method approach (triangulation) to determine how gatekeepers at one community newsroom were interacting with, and being influenced by, Web-generated user contents. Through an analysis of the 986 randomly selected editorial stories in the three newspapers, it was established that very little attributed user content is penetrating from the Web and into print. Only 23 stories had evidence of Web-generated user content. This is 2.3% of the total 2004 and 2005 content randomly sampled from the three newspapers. The study, however, reported a significantly larger proportion of Web-generated user content in the three newspapers in 2005 than in 2004, with 19 (3.9%) occurrences of Web-generated user content of the total contents in the three newspapers printed in 2005 and four (8%) occurrences of the three newspapers printed in 2004.

The results of the study further revealed that Web-generated user content is not evidence of a convergence of content creators but rather an avenue for a convergence of conversation within newsrooms. This suggests that impact of Web-generated user content transcends the physical amount of user content making its way into print. It has a great

implication for the cooperation and conversation the Web site facilitates between the newsroom and the public (audience). Findings of the study indicate that very little attributed Web-generated user content is making its way from newspapers' Web sites into their print editions. This, according to Storm (2007:19-20), implies that:

> ...while Web-generated user content may be a "legitimate presence in today's media sphere" (Bowman & Willis, 2005), it primarily remains online and outside of professional newspapers' content. This suggests Min's (2005) argument that "readers, or news audiences, are no longer passive consumers of news produced by a few privileged, arrogant reporters. They are active producers of the news they will consume.

In America, Clayman and Reisner (1998) conducted a study on how newspaper editors, in conference meetings, jointly determine which stories will appear on the front page. The researchers focused on the specific practices that usually guide gatekeeping decisions in the newsroom. They provided an overview of the primary phases of activity in conference meetings, identified various practices for promoting stories as page-one material, and analysed in detail one particular practice—verbal assessments of newsworthiness of competing events. Data for the study consisted of audio recordings of editorial conferences conducted in 1989 at eight daily newspapers. A one-week block of conferences were recorded and roughly transcribed. Findings of the study revealed that editors display a systematic preference for mildly favourable assessments over both stronger and weaker ones, apparently because restrained support enables them to maintain solidarity relations with reporters and their editorial colleagues in the newsroom. Also, assessment favourability is significantly associated with gate-keeping outcomes.

Findings of the study further indicate that newsworthiness assessments constitute just one part of a multifaceted and complex gatekeeping process as the verbal assessment a story receives from the editors has a strong relationship with its placement in the newspaper. For instance, of those stories that got strong favourable assessment by editors during the review session, 78% eventually appeared on the front page. In only two cases, a strongly endorsed story failed to be placed on the front page. On the contrary, negatively assessed stories were never chosen to occupy front page.

The significance of this study is that it stimulates the sociologists' perspectives on news business that journalists work within a complex institutional and cultural

environment that shapes how they make daily decisions on what they select from the pool and what they report as news. The researchers sum this up that:

> ...news is a social construct, but in a way that has not been appreciated previously in the context of editorial gatekeeping. Not only do extra-journalistic, organizationally driven considerations enter into the gatekeeping process (although that is undoubtedly so); gate-keeping itself is fundamentally a social and collaborative process. That process is negotiated by the editorial staff, each of whom promotes particular stories for page one through a variety of discursive practices....When editors render explicit verbal assessments; these are intertwined with, and conditioned by, the framework of social relation-ships at the newspaper. Thus, passing judgement on a story's newsworthiness is not a purely intellectual task discharged by atomistic professionals; it is an observable social action, situated within interaction, and performed with an eye toward its immediate relational implications (p.197).

The submission of Clayman and Reisner here suggests that, after all, news may not be purely a judicious selection of the most newsworthy issues of the day. It negates the widely held assumption that journalists are independent professionals that are protected from external forces because of their special training to gather and report news objectively based on the stipulated standards of newsworthiness.

In Kentucky, Donohew (2001) conducted a study aimed at examining the forces that are related to the decisions by newspapers gatekeepers to run certain issues as news and not the others, to promote certain news items and bury others. He employed an integrated research design combining analysis of content, administration of a questionnaire and collection of demographic data. The researcher selected the population of afternoon newspapers (in Kentucky) subscribing to Associated Press (N = 7). This was to ensure that all gatekeepers were exposed to the same stimulus—Medicare issue. Gatekeepers' news-coverage responses to the stimulus were recorded through content analysis. Then, these responses were correlated with the indicators of attitudes, perceptions, and conditions that might be regarded as part of the environment where the gatekeepers operated.

The researcher set the hypotheses that each of the indicators of publisher's perception of community opinion, and community conditions would be found to be

systematically related to each of the measurements of gatekeeper behaviour (news selection and reporting). Findings of the study, therefore, revealed that: (1) publisher attitude is a significant force in the news channel; (2) perceived public opinion does not alter gatekeeping behaviour; and (3) community conditions are not related to coverage of news (i.e. there is a little or no relationship between the coverage of the newspapers of the Medicare issue and the publishers' assessment of community opinion on the issue). The findings generally nullify the research hypotheses.

Another study was conducted by Berkowitz (1991) to investigate the roles of four forces (*news judgement, constraints on resources for covering stories, subsidised news, and electronic technology*) on news selection process. Data for the study were collected through newsroom observation and quantitative coding of potential news items at network-affiliate television in Indianapolis. The researcher identified the potential news items by attending morning story conferences, scanning the assignment editor's daily news budget, observing editors' discussions at the news desk, and watching news producers during the newscasts. Items for the station's 5 o'clock evening newscasts were the major focus of the study. The study was piloted by three hypotheses: (1) News judgement will be the most important of story selection, but not the only one; (2) resource constraints will be nearly as important a determinant as news judgement; and (3) the roles of electronic technology and information subsidy will have less impact on story selection than news judgement or resource constraints.

Findings of the study confirmed the three hypotheses. Specifically, the study revealed that news judgement was a significant force in news stories selection, but it was not the only criterion that was applied in news selection decisions. Rather, the editorial decisions were also influenced by resource constraints (e.g. the impact of available time, staff, funding, travel, and equipment), an item's mesh with electronic newsgathering technology, and sources' attempts to provide easily accessible information. Constraints on resources for covering news stories were nearly as important in shaping the structure of news content, but the impact of subsidised news and electronic technology was comparatively less significant. Generally, the four forces identified in the study accounted for 51.8% of the variance in the news stories selection process. Berkowitz, therefore, recommended that further studies might consider exploring other forces, such as entertainment, business, and organisational policy, in the news business.

A comprehensive analysis of press review with an emphasis on media selection function, the daily schedule and selected communication models relevant to the selection

of secondary media broadcasts was also conducted by Riedel (2008). The study also discussed various characteristics of press review as a broadcast media format in relation to process, media synergy and formatting the audience. Through content analysis method, the study made comparative empirical examination of 200 press reviews between May 15, 2005 and June 15, 2008 from selected television stations (TVP, TVN, and TVN24), radio stations (RADIO TOK FM, POLSKIE RADIO), Internet portal (www.wp.pl, www.onet.pl, www.wprost.pl), Wireless Application Protocol (WAP), and one weekly with re-prints of press texts from other newspapers. This made the analysis to encompass all types of press review. The study aimed at proffering answers to the following research variables: (1) number of presented newspapers; (2) choice of topics; (3) subjects ignored; (4) phrases used by press review hosts; (5) topic areas most frequently discussed; (6) preferred news-papers; and (7) press review dynamics.

Findings of the study reveal that if a press review directly comes before a news service, then the materials selected for it are not the same as the ones presented in the news brief. Also, in some cases, press reviews take place near midnight, or five to six hours before the newspapers reach the stands. This is specifically the case on TVN24 where, after midnight, the headlines of major newspapers for the next day are presented. Furthermore, the study shows that press review styles differ according to media types. For example, radio press reviews (as opposed to TV) use more citations of articles, while TV ones present a selection of photos, charts or other visual data.

The researcher, based on his findings, therefore, concludes that (1) press review as a media format presents an interesting synergy effect, where one press specificity interpenetrates with other media specificity, that is, TV, radio or the Internet; (2) the observed mega trends, such as a diffusion of IT technologies or audience fragmentation provide a conducive atmosphere for the interactions between different media subsystems; (3) press review, being an information programme, plays an important role in creating order of the day; (4) being based on the mechanism of *gate keeping*, the role of press review is the selection of key information, and by this, hosts of press reviews direct the attention of public opinion toward certain events, while ignoring others, influence and form public opinion, strengthen the impact of the original media content by publicising it and increasing the audience base. Thus, press reviews are another stage in the selection of information (*secondary gatekeeping*), aiding in establishing which news is noteworthy and talked about by the audience (*agenda setting*). However, Riedel observes, there is

also a weakness as press reviews give media content public acceptance through the mechanism of social credibility.

The concept of 'force' by Kurt Lewin was explored in a study conducted by Shoemaker, Eichholz, Kim, and Wrigley (2001). The study combines Lewin's theory of gatekeeping with Shoemaker and Reese's hierarchical model of gatekeeping to explore the relative influence of diverse forces on how prominently U.S. newspapers covered major legislation over two Congressional sessions. The researchers combined content analysis and survey methods. Newspapers stories concerning 50 Congressional bills were content analysed and two separate surveys were conducted among 10 editors and 214 staff writers who covered one or more of the 50 Congressional bills. The study tested the following hypotheses to compare the relative influence of individual and routine forces: H1: The routine gatekeeping force of assessing a bill's newsworthiness will be related to how prominently a bill is covered. H1: The characteristics (preference) of the individual journalist will be related to how prominently a bill is covered.

To test the hypotheses, the researchers used Pearson correlation coefficients. Findings of the study support the first hypothesis but they reject the second one. Specifically, for the first hypothesis, findings show that the editors' assessment of a Congressional bills' newsworthiness was significantly correlated with the number of words covering a bill ($r = .36$, $p < .05$) and the number of articles covering a bill ($r = .35$, $p < .05$). This supports the first hypothesis. For the second hypothesis, findings show that none of the characteristics of journalists who covered a bill was significantly correlated with either of the variables measuring the quantity of bill's coverage by the newspaper. In summary, the study substantiates the proposition that media gatekeeping (newspaper in the context of this study by Shoemaker, *et al*.) is influenced more by forces on the routine level of analysis than by individual journalist's characteristics.

In summary, the findings of the foregoing studies have proved that news is a social construct and the news selection process is a collaborated, complex exercise that is controlled by a number of forces. These forces go beyond the basic, routine news values: they include other extra-journalistic, organisationally, and socially induced factors that determine what fragments of the competing social events escape the gate regions to become news, and which ones are prevented from reaching the mass audience. Also, most of the studies discussed above focused on primary gatekeeping. Furthermore, none of the studies is from Africa, let alone Nigeria. This trend further highlights the dearth of

scholarly attention on secondary gatekeeping—a prevalent practice in the Nigerian broadcast media.

CHAPTER FOUR

CONCEPTUALISATION OF SECONDARY GATEKEEPING

4.1 Introduction

The primary focus of this chapter is to provide a conceptual framework for the study. Basically, the chapter presents textual and diagrammatic explanation of the structure, process and likely effect of secondary gatekeeping as practised by radio stations in Nigeria.

4.2 Secondary Gatekeeping: A Conceptual Clarification

The conceptual framework for this study was inspired by Westley and McLean's (1957) model as explained on pages 25 and 26. The focus of this study is gatekeeping at the secondary level. Consequently, the researcher constructed the conceptual framework for this study by adapting the Westley-McLean model. The model is modified and expanded to accommodate the peculiar nature of the study. The conceptual framework for the study can be diagrammatically represented as follows:
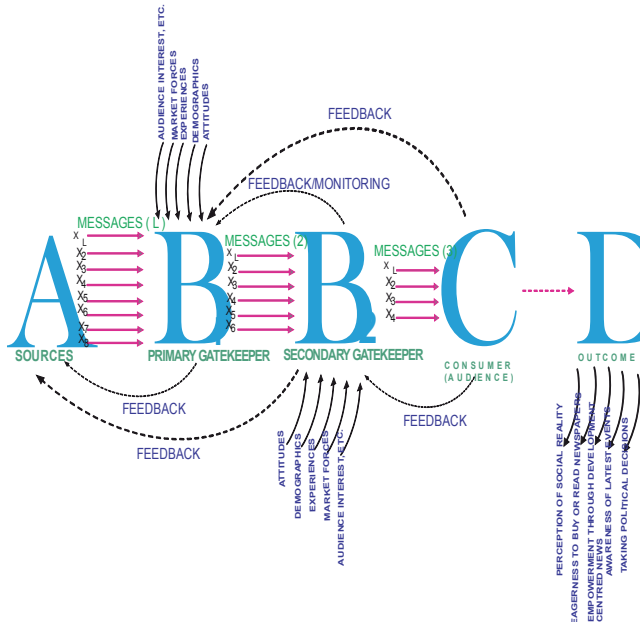
Fig 4.1: Secondary Gatekeeping Model

Source: Ojebuyi B.R. (2012).

Explanation:

Sources (**A**) are the individuals that gather or provide the raw information for the mass media. The reporters, correspondents and other sources of news stories fall in this category. They pass the information to **B₁**, which comprises the editorial teams and other personnel. The **B₁** serves as the Primary Gatekeepers, who collect the pieces of information from the sources (**A**). They perform their gatekeeping function by first sieving the raw information from the sources. After that, they process and reconstruct the selected items that would escape the gate regions and get to the public outlets, while they discard other items that are not selected. They constantly provide feedback to the sources. As the primary gatekeepers perform their news selection duty, their editorial decisions are always influenced by some criteria and forces, which subsequently determine the composition of the media contents.

The secondary gatekeepers (**B₂**) operate on the other stratum of gatekeeping terrain. This stratum also comprises the editorial teams and other personnel (reporters, editors, producers and presenters) in the newsroom of the media organisation, especially the broadcast stations. At this level, the secondary gatekeepers may not get raw information directly from the sources (**A**). Instead, they monitor the media contents already screened and packaged by primary gatekeepers (**B₁**). At this stage, the secondary gatekeepers further screen the media contents they get from the primary gatekeepers by selecting some news items for mass communication, and discarding the rest. Those few items selected for mass communication are further repackaged before they are finally reported as news stories to the consumer (**C**)—audience. But the secondary gatekkepers may also provide feedback to both the primary gatekkepers and the sources. In the context of this study, the primary gatekeepers (**B₁**) represent the newspapers, while the secondary gatekeepers (**B₂**) represent radio stations. As the messages (**X**) move in a linear pattern from the sources (**A**) through the primary gatekeepers (**B₁**) and the secondary gatekeepers (**B₂**), to the consumer (**C**), their quantity continues to decrease because of the gatekeeping activities at the different gate regions.

When the news items from the secondary gatekeepers (**B₂**) eventually get to the consumer (**C**), such news items are likely to produce some impact or outcomes (**D**). These outcomes may manifest in terms of consumers' perception/interpretation of social reality, eagerness to buy or read newspapers, empowerment through

development-centred news, awareness of latest events in the immediate and remote environments, and taking political decisions.

Both the primary and the secondary gatekeeping procedures are similar: The two are screening exercises whereby a few out of competing news items are selected and packaged for mass communication. Also, as applicable at the primary stratum of gatekeeping, the secondary gatekeepers' decisions to select certain news items at the expense of the others are always influenced by some forces such as the editors/reporters' experiences, news values, backgrounds, demographic variables, roles conception and evaluation, internal values, political alliances of the media organisation, market forces, influence of competitors, audience interest, impact of ideology and culture. The major difference between primary gatekeeping and secondary gatekeeping is that the items discarded by primary gatekeepers are not likely to get to the mass audience as news stories because the items have been "killed". On the other hand, the items discarded by secondary gatekeepers may still reach the mass audience through other outlets because the items have been published as news by other news media.

CHAPTER FIVE

METHODOLOGY AND PROCEDURE

5.1 Introduction

The specific methodological approaches and procedures adopted for this study are discussed in this chapter. The methodology is discussed under the following sub-headings: The Research Design; Conceptual Framework; Population; Sampling; Sample Size; Research Instruments; Validity and Reliability; Method of Data Collection; Method of Data Analysis.

5.2 The Research Design

Research design, which is a pattern of decisions that are made explicitly or implicitly in the course of designing and conducting a study, eventually determines what can be claimed as the findings of the research (Riley cited by McTavish and Loether 2002). This study employed both quantitative and qualitative approaches. To be specific, the study employed survey, in-depth interviews, Focus Group Discussion (FGD), and content analysis to answer the research questions constructed for this study.

The combination of research approaches like this is tagged *triangulation* (Berg, 2001). What informed the choice of eclectic approach here was the nature of this study, which involved quantitative and qualitative analysis of radio audience responses, and the contents of the news reviews by the selected radio stations on the one hand; and explorative assessment of the forces that control the gatekeepers' editorial decisions, on the other. Some scholars (for example, Dabbs, cited by Berg 2001; Travers, 2009) have contended that both quantitative and qualitative approaches are mutually exclusive and extremely incompatible, thus, the two approaches must not be combined. This notion is described as *incompatibility thesis* (Howe, cited by Johnson and Onwuegbuzie, 2004). Contrarily, combining quantitative and qualitative research methods in a study usually allows the researcher to have better in-depth understanding of the issue being investigated as well as to achieve sharper data reduction and verification than what is achievable using only one research approach.

This combination of the two seemingly exclusive research paradigms has the ultimate advantage of producing better and more valid results (Kaplan and Duchon, 1988; García-Álvarez and López-Sintas, 2002). Both quantitative and qualitative research methods have their exclusive values, and when the two are used to complement each other in a study, the researcher exploits their strengths and minimises their limitations to generate findings that would be richer, better, and present a more functional picture of fact as well as more complete body of symbols and theoretical perceptions (Sieber, 1973; Berger, 2000; Berg, 2001; Abawi, 2004; Johnson and Onwuegbuzie, 2004). Maxwell (1998:3), shares a similar view as he posits that combination of qualitative and quantitative methods provides a greater range of insights and perspectives, and permits the researcher to confirm findings of his study. This improves the overall validity of results and makes the study to be very useful to the constituencies at which it was targeted. However, in order to generate results that are valid and reliable, the researcher must ensure that possible extraneous variables are properly controlled.

In this study, content analysis was used to examine the composition of the content of the news review programmes by the radio stations selected for the study. Content analysis, according to Kerlinger, cited by Wimmer and Dominick (2000:135), is 'a method of studying and analysing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables.' Content analysis operates on certain principles that ensure strict adherence to explicit and consistently applied rules; unbiased method of sample selection; and uniform coding and analysis process.

Survey and Focus Group Discussion (FGD) were used to measure, in quantifiable terms, and explore, in qualitative terms, the responses of the audience of the radio stations in respect of their attitude towards news review, the impact of the programme on the listeners, and their choice of media type.

In-depth interviews were conducted with the news editors of the radio stations to explore the structure of their roles as gatekeepers and the forces that influenced their routine newsroom decisions. Journalists were also interviewed to gauge their perspectives on possible impact of news review on the sale of newspapers. According to Poindexter and McCombs, cited by Storm (2007), in-depth interviews are most relevant and beneficial as a research tool when the issue being investigated has to do with change, novelty, or uniqueness and the interviewees perform influential or unique responsibilities. In this study, the people that were interviewed (news decision-makers) play significant roles in the process of what items are selected for the news reviews.

Both survey and content analysis are quantitative in orientation, while in-depth interview and Focus Group Discussion are qualitative. The combination of the different methods (eclecticism) was directed towards answering the following research questions that guided this study:

(1) What criteria are applied in the selection of items for broadcast in news review programmes?

(2) What topic areas are most frequently discussed in news reviews by the radio stations?

(3) To what extent do the contents of news reviews by the radio stations satisfy the audience expectations and urge to be informed of the daily happenings in their environments?

(4) How well do radio stations set public agenda by their secondary gatekeeping?

(5) What is the extent of eagerness of radio audience to read the news contents of newspapers after listening to the daily broadcasts of news review by radio stations?

Question 1 aimed at examining the procedure followed in performing secondary gatekeeping, the forces, and the factors that usually influenced the editorial decisions of media gatekeepers (producers, news editors and presenters of the selected radio stations) in terms of what they considered newsworthy enough to pass through the gate region and form contents of the news review programmes. These factors also include the professional norms that guide journalists' decisions. One alternate hypothesis was formulated to answer this research question:

H 1.1: News editors always demonstrate bias for some news values in their editorial decisions, while selecting items for news reviews.

Question 2 aimed at examining the structure of radio stations' news review programme contents in terms of the issues that always feature prominently at the expense of others. The question also aimed to investigate if language format and ownership factor would play significant roles in shaping the structure of the news review programme contents. Therefore, the following specific null hypotheses were tested here:

Ho 2.1: In terms of themes, there is no statistically significant difference in the contents of news reviews by federal, state and private radio stations.

Ho 2.2: In terms of proximity, there is no statistically significant difference in the contents of news reviews by federal, state and private radio stations.

Ho 2.3: In terms of the frequency of duration, and extraneous comments added by the presenters, there is no statistically significant difference between the news reviews presented in the English Language and those presented in the Yoruba Language.

Since it is naturally impossible for man to be everywhere at the same time, he cannot know simultaneously all the events that are happening at different places. But the mass media gather, process, and bring most of these happenings to the audience. Consequently, the audience always rest assured that the mass media would feed them with news about the latest events. The research question 3, therefore, was constructed to examine if the radio stations, through their secondary gatekeeping function (news reviews in this context), actually attract interest of the audience and help them to be aware of the significant events as they happened in their immediate and remote environments

The mass media have the power, through repeated coverage and emphasis given to an event, to raise the significance of such an event in the public's mind. This is established by the theoretical framework for this study. Question 4 aimed at investigating the extent to which radio stations, through their news review programmes, influence the respondents to see and interpret societal issues in the same way the mass media (the selected radio stations in this context) present such issues.

There had been claims by newspapers proprietors that newspapers review by broadcast media adversely affects the sales of their newspapers. Research Question 5 aimed at establishing whether or not listening to news reviews on radio stations would drive the radio audience to read the contents of newspapers. This took care of *outcome* as one of the core variables in the study. Therefore, the specific null hypotheses tested here are:

Ho 3.1 There is no statistically significant relationship between respondents' frequencies of listening to news review programmes on radio and their willingness to read newspapers.

Ho 3.2 There is no statistically significant relationship between respondents' frequencies of listening to news review programmes on radio and their frequencies of buying newspapers.

Forces, structure, and outcome are the three core variables that feature most prominently in the central theme that this study explored. Research question 1,

therefore, aimed at examining the procedure of secondary gatekeeping and the forces that guide radio gatekeepers' editorial decisions while performing the secondary gatekeeping act. Questions 5 and 4 aimed at establishing the actual outcome (effect) of the news review programmes by radio stations in terms of how the programmes affect the respondents' cognitive and affective reactions after listening to the programmes. Question 2 took care of both structure and forces, while question 3 aimed at exploring structure and outcome in terms of how the programme is packaged and delivered to attract audience interest and raise their consciousness about events in their immediate and remote environments.

Basically, in-depth interview was used for research question 1. For research questions 5, 3 and 4, survey method was predominantly used, while content analysis was primarily employed for research question 2. However, for some of the research questions, both quantitative and qualitative data were combined to complement each other in order to strengthen the findings of the study.

5.3 Population

The study had two broad types of population—human population and non-human population. The human population comprised news-decision makers (the news editors and producers), journalists, and the audience of radio stations in Oyo State, Nigeria. The non-human population comprised the radio stations in the state and the contents of news review programmes by the radio stations. The titles and schedules of the reviews by the selected radio stations, as at the time of this study, were as follows: Premier FM: Day-Break Gist, 6:30-7:00am, and *Gbe e si Mi L'eti,* 8:00-8:30am; Radio O-Y-O (BCOS): News Update, 6:45- 7:00 am, and *Koko Iroyin*, 8:45-9:00am; Splash FM: Top-Stories, 7:30-8:00am, and *Tifun-T'edo*, 9:00-9:30am.

What informed the choice of the population was the focus of this study— secondary gatekeeping in radio stations. The radio stations in Oyo State performed this function through their news review programmes. Besides, majority of the radio audience were believed to be aware of and listened to this programme and, therefore, possessed the knowledge to provide insights into the impact the programme had on them (the audience). The editors/producers/presenters were also believed to possess the professional competence that would enable them to provide answers that would help to identify and explain how their editorial decisions were made, and the predominant forces that always influenced these editorial decisions.

5.4 Sampling Techniques

The research design adopted for this study required a combination of multiple populations and sampling techniques. Table 5.1 below presents an overview of the categories of population and the sampling techniques that were applied to them:

Table 5.1: Population Types and Sampling Techniques

Population	Sampling Technique
Radio Stations	Purposive
Days of News Reviews by Radio Stations	Simple Random Balloting (without replacement)
Editorial Personnel of the Radio Stations	Purposive
Journalists	Purposive
Radio Audience (for Focus Group Discussions)	Purposive Sampling Technique.
Radio Audience (for Survey)	Stratification; Simple Random Balloting Technique; and Convenience Sampling Technique.

The purposive sampling technique was used to select the radio stations to be studied because, as at the time of the study, the selected radio stations performed the secondary gatekeeping function, and reflected divergent ownership patterns, which constituted a core variable in this study. Besides, the radio stations are located in the geographic coverage of the study.

A Simple random balloting (without replacement) technique was used to select the days of the news review broadcasts that were content analysed. The 2010 almanac was used as the sampling frame. The simple random sampling method was used because it allowed the researcher to achieve the principle of *Equal Probability of Selection Method (*EPSEM*),* where bias and subjectivity were reasonably minimised, and all members of the population were given an equal chance of being chosen for the study (Wimmer and Dominick, 2000). For the English version of the news reviews, six (6) days in a month (excluding weekends) for each of the radio stations were randomly selected (through balloting) across the eleven months (February—

December, 2010, making a total of 240 working days) that constituted the study period. This made sixty-six (66) days for each of the three radio stations. The recorded news reviews that fell on the randomly selected days were, therefore, selected and content analysed for the study. This was done separately for each of the three radio stations—*Splash FM, Premier FM, and Radio O-Y-O*—that were chosen for the study. Consequently, for the English version, a total of 198 news review broadcasts were content analysed.

For the Yoruba version of the news reviews, two (2) working days in each month were randomly picked from each of the six working days already selected for the English version. The news review broadcasts that fell on the selected days were content analysed. However, only two radio stations—*Splash FM* and *Premier FM*—were selected for the Yoruba version. This made a total of 22 broadcasts for each station, and 44 for the two radio stations (see appendixes for these distributions of the randomly selected days over the period of eleven months that the study covered).

The reason for selecting the Yoruba version was to complement the English version, and establish the basis of comparison between the two versions in terms of duration and occurrence of banters (extraneous comment by on-air personnel). Therefore, fewer days were selected for the Yoruba version. Further, *Radio O-Y-O*, in its English version of the news reviews, did not include any commercials, and the presenters hardly introduced any extraneous comments in their presentations whereas the other two stations did. Also as at the time of this study, Radio O-Y-O had not started the Yoruba version of the programme. Therefore, in selecting the content matters of the Yoruba version of news review, the radio station (*Radio O-Y-O*) was excluded.

News editors and producers of the review programmes of the radio stations were purposively selected. The purposive sampling method was considered appropriate here because the news editors and news producers were responsible for the selection of the news items, and they were believed to possess professional experiences considered to be relevant to the focus of this study.

Similarly, purposive sampling technique was used to select the Focus Group Discussions (FGDs) participants and the newspaper practitioners that were interviewed. The researcher considered this method appropriate here because the individuals selected for the FGDs were only radio audience who admitted that they persistently listened to news reviews by the radio stations selected for the study. That

is, merely being a radio audience did not make an individual to be qualified as a participant, the people selected were considered eligible because they were constant listeners of news reviews. Also, the method was considered appropriate for selecting the journalists because they were believed to possess the cognate professional experiences that would enable them to provide insights into the impact of newspaper reviews on the sales of newspapers.

Since it would be impractical to study all audience of the radio stations in Oyo State, a representative sample of the population were chosen. First, the geographic study area—Oyo State—was stratified according to its senatorial districts, comprising Oyo-North (Oke-Ogun/Ogbomoso); Oyo-Central (Oyo/Afijio/Akinyele); and Oyo-South (Ibadan/Ibarapa). These districts were further stratified according to Local Government Areas. Four (4) local government areas each were randomly selected from the senatorial district, with the exception of Oyo-North (Oke-Ogun/Ogbomoso) district which has the largest number of local governments. Given its size, five (5) local government areas were picked from the district through simple random balloting technique. This made a total of 13 (10%) of the 33 local government areas in all the senatorial districts of the states. This distribution is presented in table 5.2 below.

Table 5.2: Randomly Selected Local Governments from the Three Senatorial Districts

Senatorial District	No. of Local Govt	Local Governments Selected
Oyo-North	13	Ogbomoso South, Ogbomoso North, Kajola, Itesiwaju, Iseyin, (5)
Oyo-Central	11	Oyo East, Atiba, Akinyele, Afijio (4)
Oyo-South	09	Ibadan North, Ibadan South-West, Ibadan North-East, Ibarapa East (4)
TOTAL	**33**	

Convenience sampling technique was consequently used to select the radio audience that responded to the questionnaire. Any individual who admitted that he/she listened to the selected radio stations, and was willing to respond to the questionnaire, was chosen for the study. Convenience sampling technique was considered most appropriate in this circumstance because the target population—audience of the radio stations in Oyo State—were scattered and relatively heterogeneous.

5.5 The Samples

It would be difficult to study the entire population for the study. Therefore, the following representative samples of the different study populations were selected.

5.5.1 The Sample Sizes

Three (3) radio stations— *Premier FM, Radio O-Y-O,* and *Splash FM*—were selected for this study. From each of the radio stations, two news-decision makers (news editors/news producers/news presenters) were selected and interviewed. The reason for their selection for the interview was that these categories of personnel were believed to be usually involved in the gatekeeping business. This is shown in table 5.3 below.

Table 5.3: Editors/Producers of the News Review Programmes

RADIO STATION	NUMBER
Premier FM, Ibadan	2
Splash FM, Ibadan	2
Radio O-Y-O, Ibadan	2
TOTAL	6

As shown in table 5.4, 574 copies of the questionnaire were distributed in the three senatorial districts—Oyo-North (Oke-Ogun/Ogbomoso); Oyo-Central (Oyo/Afijio/Akinyele); and Oyo-South (Ibadan/Ibarapa)—using ratio 39:33:27 respectively as the approximated percentages of the total number of local governments in the state. The ratio was considered necessary because of the varying sizes of the three senatorial districts in the state. For instance, out of the 33 local governments in

Oyo State, Oyo-North has 13 (39.4%), Oyo-Central has 11 (33.3%), while Oyo-South has 9 (27.3) local governments respectively (*http://oyostate.gov.ng/media/oyo-state-profile*, May, 2010).

Table 5.4: Number of Questionnaire Copies Distributed and Retrieved

Senatorial District	No. of Local Governments	No. of Questionnaire Copies Distributed	No. of Questionnaire Copies Retrieved
Oyo-North (Oke-Ogun/Ogbomoso)	13 (39.4%)	226	203 (89.8%)
Oyo-Central (Oyo/Afijio/Akinyele)	11(33.3%)	191	176 (92.1%)
Oyo-South (Ibadan/Ibarapa)	09 (27.3)	157	141 (89.8%)
Total	**33 (100%)**	**574**	**520 (90.6%)**

The copies of the questionnaire were, therefore, distributed as follows: Oyo-North with 13 (39.4%) Local Governments got 226 copies; Oyo-Central with11 (33.3%) Local Governments got 191 copies; while Oyo-South with nine (27.3%) Local Governments received 157 copies. However, five hundred and twenty (520) copies were retrieved eventually and this made the sample size. This means that 90.6% of the copies distributed was retrieved while the attrition rate was just 9.4%. Out of these 520 respondents finally selected for this study, 203 respondents came from Oyo-North District; 176 respondents came from Oyo-Central District; and 141 respondents came from Oyo-South. To complement qualitative data collected through the questionnaire, five FGD sessions were conducted with 43 listeners of news reviews programmes who were purposively selected. Also, to determine the impact of newspaper reviews on the sale of newspapers, 12 newspaper practitioners in Oyo State were purposively selected and interviewed.

For the English Version of content analysis items, a total of 66 days (for each radio station) were selected through simple random balloting as explained earlier. This made a total of 198 day for all the three radio stations. News reviews that fell on the selected days were content analysed. For the Yoruba version, a total of 22 days each (for two radio stations) was selected. All the items of the news reviews that fell within the selected days formed the total sample that was content analysed. This made a total of 198 news reviews for the English version, and 44 news reviews for the Yoruba version as presented in table 5.5.

TABLE 5.5: Sample Size of the News Reviews for Content Analysis

RADIO STATION	LANGUAGE FORMAT	
	English	**Yoruba**
Premier FM. Ibadan	66	22
Splash FM, Ibadan	66	22
Radio O-Y-O, Ibadan	66	-
TOTAL	**198**	**44**

5.5.2   Description of the Samples

 Table 5.6 below shows demographic analysis of the audience respondents. Two hundred and ninety-seven (297) constituting 57.1 of the respondents were males, while 223 (42.9%) were females. Description based on age shows that 236 (45.4%) of the respondents were between ages 21 and 30 years; 126 (24.2%) respondents were between ages 31 and 40; 74 (14.2%) were teenagers. Only 31 (6.0%) respondents were above 50 years, while 53 (10.2%) were between the ages of 41 and 50 years. The age distribution shows that absolute majority 436 (83.8%) of the respondents were below the age of 41, while those above the age of 40 were just 84 (16.2%).   Based on

educational qualifications, 40 (7.7%) of the respondents did not have formal education; only 29 (5.6%) respondents had primary education; 83 (16.0%) had secondary education; and 368 (70.8%) possessed post secondary school qualifications. The implication of this is that majority of the respondents were educated and were likely to have interest in public affairs that affected their welfare. Three hundred and twenty-seven (327, 62.9%) of the audience respondents were yet to marry; 174 (33.5%) were married; three (.6%) were cohabiting; only one (.2%) was widowed; while 15 (2.9%) of the respondents remained silent on their marital status. One hundred and ninety-three (193; 37.1%) of the audience respondents were Muslims; 324 (62.3%) were Christians; and only three respondents were adherents of traditional religions.

Table 5.6: Composition of Questionnaire Respondents According to Demographic Variables

S/N	ITEMS	FREQUENCY	PERCENT
1	**GENDER**		
	Male	297	57.1
	Female	223	42.9
	Total	**520**	**100.0**
2	**AGE**		
	Below 20	74	14.2
	21-30	236	45.4
	31-40	126	24.2
	41-50	53	10.2
	Above 50	31	6.0
	Total	**520**	**100.0**
3	**LEVEL OF EDUCATION**		
	No formal education	40	7.7
	Primary school	29	5.6
	Secondary school	83	16.0
	Post secondary school	368	70.8
	Total	**520**	**100.0**
4	**MARITAL STATUS**		
	No response	15	2.9
	Single	327	62.9
	Married	174	33.5
	Widowed	1	.2
	Cohabiting	3	.6
	Total	**520**	**100.0**
5	**RELIGION**		
	Islam	193	37.1
	Christianity	324	62.3
	Traditional religion	3	0.6
	Total	**520**	**100.0**

Source: Author's computations using SPSS for Windows version 16.0; underlying data from survey, 2011

The editorial personnel selected from the three radio stations were of different status. They comprised three news editors; two presenters; and one producer of the news review programme. Mr Bimbo Akanbi is an Assistant Producer of news review at Radio O-Y-O. He has an OND and a HND in Mass Communication from The Polytechnic, Ibadan. Mr. Yemi Ogunyemi trained as an agriculturalist at the University of Ife (now Obafemi Awolowo University, Ile Ife), but his natural talents in, and passion for, journalism encouraged him to change to broadcasting. He had worked with the FRCN before he eventually retired from the National Television Authority (NTA), Ibadan. He now works as a part-time presenter of news review at Radio O-Y-O, Ibadan. Mr. Yemi Ogunyemi was selected for the interview because he was also part of the editorial team that usually selected news items to be reviewed. The selection, as explained by Mr. Bimbo Akanbi, was done collaboratively by everybody on duty, irrespective of whether the person belonged to the Yoruba or the English group. The news items reviewed in the English Language were also translated for the Yoruba version. Mr. Kunle Thomas is the News Editor at the Splash FM, Ibadan. He started his career in journalism in 1971, with the Radio Nigeria, Ibadan. He left the station to work with the *Daily Times* newspaper. On creation of new states, he moved to join Ogun State Broadcasting Corporation as a pioneer staff. Some years later after his retirement, he joined the Splash FM as the pioneer editor. He has an OND and a HND in Mass Communication. Mr.Abolade Salami is a veteran news presenter. He retired from Radio Nigeria, Ibadan, in 2007 after about 30 years in the broadcasting industry. On retirement, he joined Splash FM, Ibadan, and later as a free lance presenter at Radio O-Y-O, Ibadan. He trained as a journalist at the Institute of Journalism, Ibadan, and he later had some professional training in journalism. Mr Tunde Oluwanike is a news editor with the Federal Radio Corporation of Nigeria (FRCN), Ibadan. He is a graduate of Mass Communication. Mr Olaolu Fawole is the Sub-editor and presenter of news review, FRCN (also called Premier FM), Ibadan. He has over five years of professional experience in journalism. His had his Higher National Diploma (HND) in Mass Communication from The Polytechnic, Ibadan.

5.6 Research Instruments

Four separate instruments were constructed and used for this study. The instruments were questionnaire, coding sheet (content categories), in-depth interview guide, and Focus Group Discussion guide. The instruments are described as follows:

5.6.1   The Questionnaire

The questionnaire, an instrument for survey, was designed to answer research questions 2, 4 and 5. The questionnaire contained 44 items in all, and had four main sections—A, B, C and D. Part A contained 17 items that helped the researcher to obtain information about the audience respondents' general knowledge on the issue under focus; section B (12 items) was used to obtain information on respondents' habit and attitude towards news review programmes, their urge for information, and their eagerness to read or buy newspapers after listening to the news reviews; section C, with 9 items, was used to collect data on impact of the news review programmes on audience perception of , and decision about, social reality; while section D contained 6 items on demographics such as age, sex, religion and marital status. The main sections of the questionnaire contained both closed-ended and open-ended items. The open-ended items gave the respondents some level of liberty to provide responses they considered appropriate without being restricted to some lists of options. This type of questionnaire items helped researchers to generate richer and quasi-qualitative responses by exploring deeper into the respondents' views, which closed-ended items would not have permitted.

5.6.2 Categories and Unit of Analysis

Content categories and Unit of Analysis are relevant to content analysis. They are described as follows:

5.6.2.1 Categorisation and Operationalisation (The Coding Sheet)

The coding sheet is the basic instrument used to gather data when content analysis is the chosen research design for a study. It is employed to analyse the contents of a given communication material. In this study, the coding sheet, comprising the content categories was used to analyse the contents of news review programmes of the selected radio stations.

To meet the principle of *mutual exclusivity and exhaustiveness*, two broad categories—***Proximity*** and ***Themes***—were constructed. Proximity, in this context, means the level of geographical contiguity or placement of the issues discussed in the story, while themes mean the focus or subject-matter of the news stories. For each of the two broad categories, other sub-categories were, therefore, created. The categories are explained below.

5.6.2.1.1   Proximity: Three sub-categories were created for content-analysing proximity as a major category. These are briefly explained as follows:

Local News: This refers to news type that affects and or originates from the grassroots and less-city areas; news that has its content in the metropolis but treats local issues such as divorce, domestic theft, assault, battery, crisis, and politics.

National news: This refers to news that discusses national issues, or issues that go beyond the local constituency.

Foreign news: News whose content and focus relate to countries other than Nigeria falls into the category foreign news category. However, setting is given priority over focus in this context. For example, news that talks about Nigerian President but which is set in America is categorised under foreign news.

5.6.2.1.2   Themes: There were eight sub-categories used in content-analysing themes in the content of news review programmes. They are explained as follows:

Politics: News items about issues such as election, political campaigns, political parties, political rallies, parliamentary debates, judicial matters, constitution and administrations are categorised under politics. To take care of the variable of ownership as a factor in gatekeeping, news stories in the category of politics are further polarised into **ruling party, opposition parties, and neural.**

Religion: This is news about all forms of religion—Islam, Christianity, and African Traditional Religions (ATR).

Crimes: This refers to news about armed robberies, burglary, theft, and other related issues.

Crises: This is news about issues such as riots, protests, industrial action (strike), fuel crisis, and communal clashes.

Development-centred news: These are news items about health, agriculture, economy, education, environment, science and technology, and other similar issues that can empower the audience, or contribute to the overall improvement of their general wellbeing.

Disaster: News about earthquakes, floods, drought, accidents, and other forms of disaster falls under disaster.

Sports: This covers news about football, volley-ball, athletics, and other forms of sports generally.

Society: This is news about entertainment, birthdays, music, coronation, burial ceremonies, and other social functions.

Apart from the foregoing broad categories, other supplementary categories were also constructed as they were relevant to the study. These are as follows:

Duration: This is the length of the entire daily news reviews per radio station in terms of the number of minutes the review covered.

Language Format: This is the language in which the reviews were done. Two major languages (the English and the Yoruba languages) applied here.

Commercials: Commercials are the sponsored advertisement jingles that were included in the news reviews.

Banters: These are the extraneous comments that the presenters were likely to infuse into the news reviews. These comments came in the form of adlibs because they were not contained in the news contents being reviewed.

5.6.2.2 Unit of Analysis

In respect of the two broad categories of theme (politics, religion, crime, development-centred news, disaster, crisis, sports, and society), and locality (local, national, and foreign news), the Unit of Analysis was each item of news in the whole review each day for each radio station. For example, on each day, the whole review of a radio station had an average of 18 to 20 rounds/news segments of the news review. Each of these segments (i.e. each news item including its headline, lead and other details) formed the Unit of Analysis that was actually content analysed. For other supplementary categories such as, commercials and extraneous comments, the occurrence of each of these categories was the Unit of Analysis, while duration was measured in minutes per an entire daily review by each station.

5.6.3   In-depth Interview and Focus Group Discussion (FGD) Guides

There were two sets of in-depth interviews—one for the editorial personnel of the selected radio stations and another for the newspaper practitioners. The first set of in-depth interview guide contained a list of open-ended questions (17) that were used to elicit information from the editors of the selected radio stations. The second set of in-depth interview contained five open-ended questions that were administered to the

newspaper practitioners. The FGD guide contained 12 open-ended questions. The qualitative information collected through the first set of interview guide was used to primarily answer research question 1, while the qualitative responses generated through the second set of in-depth interview were used to complement the responses elicited from the FGD guide to largely answer research question 5. The interview and the FGD guides were flexible enough to accommodate unscripted follow-up questions that arose during the interviews and the discussions.

5.7 Validity and Reliability

As regards the questionnaire, a pilot study was conducted in Agbowo, Ibadan, with 45 purposefully selected radio listeners who claimed they listened to the news reviews. The pilot study helped the researcher to modify the questionnaire by eliminating items that were considered irrelevant, and adding some items that catered for some inadequacies that were noticed after the pilot study.

Also, to ensure reliability and validity in respect of the coding sheet containing the content categories, the researcher took three major steps, as suggested by Wimmer and Dominick (2000). First, boundaries of the categories were carefully constructed and clearly defined with maximum details in order to make them copiously exhaustive and mutually exclusive. Two, coders were well trained and were each given a copy of the coding sheet to study closely. Three, the researcher conducted a pilot study and measured inter-coder reliability on the categories. To do this, the two independent coders already trained were engaged. The independent coders were undergraduates (one in the third year, and the other in the fourth year) in the Department of Communication and Language Arts, University of Ibadan. The researcher himself joined as the third coder. The two independent coders, including the researcher himself, used the coding sheet to content analyse some items of news reviews randomly selected from the recorded broadcast of news reviews. The reliability index of the decisions of the independent coders was tested for inter-coder reliability using the Holsti's (1969) method as described by Wimmer and Dominick (2000: 150-154). The reliability index was calculated separately for the two major categories (proximity and themes) contained in the content categories. The procedure for the inter-coder reliability is summarised as follows:

$$\text{Reliability} \quad = \quad \frac{3M}{N_1 + N_2 + N_3}$$

Where **M** is the number of coding decisions agreed upon by all the coders, N_1 is the total number of decisions by first coder; N_2 is the total number of decisions by second coder; and N_3 is the total number of decisions by third coder. Holstis' original formula is $\frac{2M}{N_1 + N_2}$. Based on choice, the researcher made it $\frac{3M}{N_1 + N_2 + N_3}$.

Therefore, we used the following calculations to determine the inter-coder reliability for the categories of proximity and themes:

(A) Proximity: $\quad \dfrac{3M}{N_1 + N_2 + N_3} \quad = \quad \dfrac{3\,(15)}{17 + 17 + 17}$

$\text{Proximity} = \quad \dfrac{45}{51} \; = \; 0.882$

(B) Themes: $\quad \dfrac{3M}{N_1 + N_2 + N_3} \quad = \quad \dfrac{3(14)}{17 + 17 + 17}$

$\text{Themes} = \quad \dfrac{42}{51} \; = \; 0.824$

As shown in the calculations above, for the category of proximity, the three coders agreed on 15 items (**M**) out of a subsample of 17 units they judged; while for the category of themes, the three coders agreed on 14 items (**M**) out of a subsample of 17 units. The index for proximity was **0.882**, and the index for theme was **0.824**. These indexes were judged high enough. Therefore, the instrument was considered reliable enough to generate valid results.

For scrutiny, quality, and approval, all the instruments were submitted to the supervisor, and they were appropriately corrected before they were used. Ultimately, the panel of examiners at the pre-field seminar (proposal defence) examined, corrected

and approved all the instruments used in this study. The instruments also got inputs of some senior academic staff in the Department and the Faculty.

5.8 Method of Data Collection

The news review broadcasts of all the radio stations selected for this study were recorded. The researcher used the combination of an MP4 device, a laptop, and a tape recorder to record the news reviews. The recording covered an eleven-month period (February to December, 2010). However, all the weekends were skipped. The reason for skipping the weekends was that virtually all the radio stations selected for this study did not feature the regular English versions of the news reviews on weekends.

The researcher recruited and trained seven research assistants. Five of them assisted the researcher to administer the questionnaire, while two of them joined the researcher to recruit the FGD participants. One of the research assistants was a postgraduate student, and six of them were undergraduate students of the Department of Communication and Language Arts, University of Ibadan. The students were chosen because they had offered a core course in Research Methods. It was, therefore, believed that the knowledge they had gained in research methods lecture sessions and practical assignments, and the training they had received before going to the field would significantly assist them to administer the questionnaire efficiently, and recruit, with a relative ease, the Focus Group Discussion participants. The questionnaire copies were administered personally by five of the research assistants and the researcher. In some cases, we waited to retrieve the copies of the questionnaire, while in some cases we had to go back some hours later or on the following day to retrieve copies of the questionnaire. Only the respondents that admitted they listened to radio, and were willing to respond to the questionnaire were involved. The contents of the questionnaire were orally interpreted into the local language of the people (Yoruba) for few audience respondents, who said that they could not read, but had adequate knowledge to respond to the questionnaire. Respondents in this category were only 7.7% as the overwhelming majority (92.3%) of the respondents had formal education. The researcher thoroughly supervised the whole exercise. The administration of the questionnaire spanned a period of one and a half months (January to middle of February, 2011). The reason for this was that the senatorial districts were covered one after the other, and this took some time to complete.

The qualitative data were collected through in-depth interviews and Focus Group Discussion (FGD). Six news-decision makers (editors, producers, and presenters) selected from the three radio stations were interviewed. Twelve journalists were also interviewed. Besides, four FGDs were conducted with 43 purposively selected listeners of news review programmes. A manual tape recorder and a midget were used to record the interviews and the FGDs on each occasion. Writing materials were also used as backups to complement the recording gadgets. It, however, took four months (February to May, 2011) before the interviews were completed because some of the interviewees cancelled appointments several times before the interviews eventually took place. The interview sessions and the FGDs were flexible as the interviewer and the participants were able to raise other relevant issues not directly contained in the interview and the FGD guides.

5.9 Method of Data Analysis

Both descriptive and inferential statistics were used to analyse the quantitative data in this study. The descriptive statistics were used to present the responses from the survey in terms of frequencies, percentages and tables. Also, appropriate inferential statistics were employed to test each of the hypotheses. For instance, in testing for relationship between respondents' frequencies of listening to newspaper reviews on radio, and their level of willingness to read newspapers, the chi-square method was used to measure the two cross-tabulated variables—respondents' frequencies of listening to newspaper reviews and level of willingness to read newspapers.

Similar analytical technique applied to the test of the relationship between respondents' frequencies of listening to newspaper reviews on radio and their frequencies of buying newspapers. That is, the chi-square method was used to measure the cross-tabulated variables of listening to news reviews and buying newspapers by the audience.

Furthermore, the hypothesis on the relationship between the ownership factor and themes of the contents of news reviews by radio stations was tested through the chi-square. The same technique was used to test the hypothesis on the relationship between radio stations and proximity of news reported. The data here were mainly from content analysis.

Finally, in testing for the significant difference between the news reviews presented in English Language and those presented in Yoruba Language, the

researcher used the technique of Analysis of Variance (ANOVA) to measure the frequency of extraneous comments added by the presenters. In each case, for testing the hypotheses, significance was tested at the 5% level of significance (that is, $p<0.05$)

The researcher transcribed the qualitative data (responses from the in-depth interviews with the editorial personnel and newspaper practitioners on the one hand, and the Focus Group Discussion with listeners of news review programmes on the other hand), and analysed them using the emerging themes technique. After reading through the transcribed responses from the interviewees and the FGD participants, the researcher generated some themes that were prevalent across the data. These themes guided the sorting of the qualitative responses to answer the appropriate research questions.

CHAPTER SIX

DATA AND FINDINGS

6.0: Introduction

This chapter presents detailed analysis of data collected through the research instruments constructed for this study. The chapter also contains a comprehensive discussion of the findings of the study. To achieve clarity, appropriate tables are used to present the data. A total of five research questions, five null hypotheses, and one alternate hypothesis were constructed to guide this study. The data are presented and the findings are, therefore, discussed as they answer the research questions, and validate or reject the hypotheses.

6.1: RESEARCH QUESTION 1: **What criteria are applied in the selection of items for broadcast in news review programmes?**

Qualitative responses from the in-depth interviews with the editors, producers and presenters of news reviews were used to answer this research. The following alternate hypothesis was formulated to answer this research question.

H 1.1: *News editors always demonstrate bias for some news values in their editorial decisions, while selecting items for news reviews.*

6.1.1: Rationale for News Reviews by Radio Stations: Towards Increased Audience Patronage and Commercial Gains

It was considered expedient to first examine the primary objectives of news review programmes of the selected radio stations. Responses from the news editors, producers and presenters of news review programmes interviewed showed a similar pattern of objectives. The primary reason for floating this programme, according to the interviewees, was to satisfy the radio audience. By extension, this would increase the listenership for the stations and expand their profit margins in the market place. The respondents obviously held a consensus in this respect. For instance, Mr Tunde Oluwanike, news Editor with Radio Nigeria, Ibadan, put the goals of the programme

simply as thus: "The core goals of the news review programme are to entertain, to educate, and to inform the listeners by keeping them abreast of current events." News gathering is about reporting events that happen in the environment, and by extension (at the secondary level), news review is also about reporting issues that affect the people. This is what Mr Abolade Salami seemed to say: "News review has to do with telling the people the things that happen in their community." Mr Yemi Ogunyemi, a presenter of the Yoruba Version of news review at Radio O-Y-O, Ibadan, gave more insight into the objectives of the programme. This is his response:

> Basically, we run the news review because of our listeners. We want news to reach the people. It is not everybody that is able to buy newspapers; it is not everybody that listens to VOA or watches CNN. Therefore, it is the basic interest of this programme (news review) to put the world in the hands of everybody.

Mr. Bimbo Akanbi, one of the producers of news review programme at Radio O-Y-O, gave a similar justification for the programme, but he added the angles of language and humour as factors that could help to sustain the listeners' interest. "When the programme is presented in the local language of the people and humour is added, listeners would enjoy the programme and be encouraged to always tune in for the programme". He explained. "We add a little bit of humour for the people to enjoy as they listen to the programme. This, we believe, encourages the audience to continue to accept the programme", he added. Mr Olaolu Fawole of FRCN Ibadan and Mr Kunle Thomas of Splash FM added another dimension to this. The two shared similar opinion as they argued that wider coverage and depth of news review would make it appeal to the listeners better than the normal news bulletin that is limited in scope and length. Mr Kunle Thomas, for instance, justified the programme thus:

> The review is necessary. It serves the listeners better than the conventional news bulletin. For instance, the philosophy of our (Splash FM's) news is to feature 40% of foreign and 60% of local issues in the content of our news. Out of this 60% of local news content, we have sports, crime news, religion politics, and the rest. The news review is for 30 minutes, and this can accommodate more stories. You can cover larger areas than what you have in news bulletin which normally lasts for ten minutes. Within the ten minutes, you cannot cover

much interesting stories that will satisfy the people especially when you still have more government activities that are competing for space in the bulletin. But the news review accommodates more stories from different sources.

In addition, the news personnel interviewed did not deny the fact that money also played some roles in determining what they considered as news. Even government-owned stations would jump at any opportunity to run commercials in the reviews. After all, the interviewees claimed, there is nothing bad in making money for the stations to survive. "Of course, we can run the programme without money. Our aim is to serve the people. But if we have sponsors, we will not mind. With commercials, we are making money for the station. That is what we call commercialisation," Mr Bimbo Akanbi of Radio O-Y-O clarified. Supporting the opinion of his colleague, Mr Yemi Ogunyemi, also of Radio O-Y-O, explained as follows:

> This is a government station. Radio broadcast should be for community service. That's what gives people satisfaction. When we started, there were programmes that were basically community-based. But, you see, in Nigeria today, every other thing has been commercialised. Government itself would tell us to go and source for fund to subsidise the station's survival. So I will not blame any station that decides to sell their airtime. Generally, in an ideal situation, there are some things that should be done as service to community.

Also speaking from the perspective of government-owned media enterprise, Mr Olaolu Fawole of FRCN admitted that some commercials would enhance the station's financial profile: "If we have commercials on the programme, everything is okay. After all, FRCN is to generate revenue for the Federal Government. I don't see anything bad in that since everything has been commercialised," he added.

To ensure perpetual survival, private radio stations are more likely to lean on proceeds from commercials than government stations are. The position of Mr Kunle Thomas confirms the assumption that commercial interest is a stronger force in private radio stations. He confessed:

> Of course, we carry stories that are not sponsored, but we enjoy it when people come to sponsor stories. Ours is a private and commercial radio station. We enjoy patronage

from advertisers and members of the communities generally. For example, if the people of a community approach our station that the road in their area is bad and they want to appeal to government to repair it, as long as they pay for an advertorial, we will write the story for them and run it in our news review or other relevant programmes. Some radio stations, which are of course government-owned, may not collect money for some types of advertisement, but here, we would take some money and run the story. We must make money to service the station.

The single largest influence on the media gatekeepers' decisions is probably that of money, Whitney, Sumpter and McQuail (2004) have argued. Similarly, McManus (1995) posits that journalism in America is drifting towards serving the marketplace. The situation presented in the finding above shows that money is no less a significant force in secondary gatekeeping of the selected radio stations. Although the interviewees did not put the issue of commercials first, it is evident from their responses that the stations still consider money as an imperative factor for the stations to survive.

In summary, the foregoing findings have shown that the fundamental rationale for secondary gatekeeping by the selected radio stations is to win more audience by giving them a wide range of news contents that the conventional news bulletin does not and cannot accommodate. The underlying covert motive, however, as hinted by the interviewees in their responses, is to gain more audience (listeners) for the stations and make more money. As observed by Ojebode (2009), the profit-driven economy triggered by government's neo-liberal ideology has increased competition and stiffened the market. Any news organisation that really wants to survive in the present media and communication industries in Nigeria must devise further means of winning more audience and increasing its profit margin. This, perhaps, is what the radio stations intend to achieve through their news review programmes. This secondary gatekeeping practice is what Pearson, Brand, Archbold, and Rane (2001:27) describe as "safety net", a phenomenon where editors of one media type monitor and report contents of the other media purposely not to miss out the important news of the day that would really interest the people.

Apparently, this phenomenon of profit-driven media industry has some serious implications for responsible journalism. The sacred principle of truth and objectivity may be compromised by editors in their bid to satisfy their financial

benefactors. When interviewed by the researcher, Mr Segun Olatunji, former Managing Director of *The Nigerian Tribune*, Ibadan, and Mr. Olaoluwa Ajayi of *Vanguard* Newspaper provided some insights into how monetary consideration usually compels journalists to abdicate their duties as apostles of truth. According Mr. Segun Olatunji, the sharp drop in the sales of newspapers as a result of economic hardship and audience dependence on radio has forced newspapers to depend too much on commercials to survive. This, as he argued, always obligates editors to compromise the truth. "if there is a serious scandal and the person involved has been giving adverts to the media organisation, the editors will not be able to publish the scandal objectively, that is, if they carry the story all", he contended. Similarly, Mr. Olaoluwa Ajayi submitted that commercials are really helping newspapers to survive, but he was quick to mention that heavy reliance on these commercials by media houses to survive is killing responsible journalism. It is difficult to write anything that may negatively affect somebody who is feeding you", he stressed.

6.1.2: Sources of Contents for News Reviews: Newspaper Leads the Pack

Various sources where news producers and editors got contents for the news reviews were identified. These sources are categorised into two: the primary and the secondary sources. The primary sources are other national and international news media. The prominently mentioned sources, of course, are the newspapers, the internet, and other foreign giant news media (CNN, BBC, and so on), but the newspaper was identified as the prime source. "As the name implies (news review), we gather news from newspapers of national coverage and look for stories that we think our listeners will want to hear. The only input we have is to select for the news readers. The content and figures are intact, but our presenters can introduce some adlibs on a lighter mood." Mr. Tunde Oluwanike of FRCN clarified. Mr Olaolu Fawole was quick to mention the relevance of the Internet as a complementary source. "Occasionally, we first go through the Internet. Obviously, most of these newspapers have websites where we can first get their contents. Then we reach out for the hard copies." he explained. In his own response, Mr. Olakunle Thomas of Splash FM put it this way:

> We monitor foreign news media such as BBC, CNN, and
> Euro News. We also monitor national stations—NTA,

Radio Nigeria, BCOS, and all broadcast stations within our reach. We make use of the newspapers to get the top stories. That is the name of our programme (*Top-Stories*).

Additionally, press releases from government or other agencies form the secondary sources of items for the news reviews. Mr. Yemi Ogunyemi summarised this as follows:

Basically, we get information from newspapers. Next is the radio. Sometimes we get news from CNN, Voice of Nigeria (VON), and other news media. These are the major sources of news for the programme. And at times, government releases serve part of the sources for the programme.

However, Mr Abolade Salami reminded us of other important sources that contribute to the contents of the news reviews. These are community-based events, that is, news that break around or within the community. News stories from these events form the local news and they are always supplied by some human agents called *stringers*. In an interview with Mr. Adenrele Ajisefini, General Manager of Amuludun FM, Moniya, Ibadan, he said these stringers serve as the "eye and ear" of the radio stations that engage them. "They are not regular staff; they only get commissions for their services", he added.

As evident from the findings above, sources of news stories that form contents of news reviews are diverse, ranging from local sources to international news media. The Internet is not left out. But a close look at the pattern of the sources identified above shows that significant portions of news stories in the news review programme come from other news media with newspapers as the leading sources. What this pattern implies is that news review as a broadcast programme is really a secondary gatekeeping exercise where news selection activities and news selection criteria (forces and news value factors) are applied again at the secondary level by the broadcast media (radio in this study). News items that had obviously escaped the gate regions of other news media are again subjected to other rounds of screening and selection procedure by the news editors of the radio stations running the news review programmes. At this stage, some news items are allowed to pass through the gates, while some are prevented.

6.1.3: Procedure for Selecting News Content for News Reviews: A Collaborated Secondary Gatekeeping Exercise

Selecting items for news reviews is always a team work—a collaborated news selection exercise— but with some degree of division of labour, among reportorial, editorial and on-air personnel. The reportorial team first singularly selected the news contents, which were further collectively screened by all the personnel. The editorial gate approved tiny inlets of content matters. About three or more people are usually involved. All of them are focusing on different categories of news—local, national, foreign, politics, crimes, society and so on. However, the news items so selected must pass through a central gate—the editorial gate headed by a chief gatekeeper, who must screen all items selected by the team of gatekeepers and certify the stories newsworthy. Thereafter, the editorial team would transfer the screened items to the on-air personnel to include the items in the day's news review broadcast. The chief gatekeepers here are the editors or the producers as the case may be. Presenters and some other staff members on duty in news department form the team of gatekeepers. Mr Kunle Thomas, the News editor, Splash FM, summarised the picture of this procedure:

> It is team work. Those staff members in the shift including the presenters are all involved. Some individuals source for local stories. Some source for foreign news, some politics, and some human angle stories. Ultimately, everything still has to pass through me. It is like we have about 50 or more stories, whereas, all we need might just be a few stories. So, my job as the editor now comes in to assess the newsworthiness of the stories and pick the few ones to be used for the day. We discard the others that do not meet our criteria.

The foregoing description of news selection procedure given by Mr Kunle Thomas is similar to the picture painted by Mr Tunde Oluwanike of FRCN, Ibadan: "About three or four people are always on night duty. We all go through the newspapers available for the day. We pick the stories after thorough screening and take them to the presenters in the studio", he explained. Also, Mr Yemi Ogunyemi described the news selection procedure as follows:

> The people on duty for each day select the stories. The other people that help in the selection are the editor and the producer. The producer is the boss of any programme. He must always have his input. During our selection, our producer can point some news items to us to pick. Basically, we get our stories from the newspapers. The newspaper is very voluminous, but we have to look out for stories that have to do with the people. We make sure that our selection cuts across all important news segments. We select information that is useful to the people.

Mr Yemi Ogunyemi's descriptions above make some allusion to a collaborative job in the news selection process. But, the following scenario painted by Mr Bimbo Kanbi, a producer of news review programme, Radio O-Y-O, Ibadan, clearly presents selection of items for news review as a collaborative exercise:

> Most times, we are four or more engaging in the selection exercise. I am a producer; I have the Chief Producer. We are two. When the newspapers for the day arrive, we sit down together. We read through together, and we align. We have two presenters for the programme, and they are also involved. I might see a story which is not interesting to me, but the Chief Producer may say the story is good. Then, we would use that story. We might not see a story, but he would see. He might not see a good story, but we would see. We are all involved, not that someone would just pick a story unilaterally. No. Everybody would be there; my Chief Producer would always be there to screen news items. Our routine experiences play a significant role. We put heads together and say this and that are stories we would use; stories that would interest members of the public.

As contained in literature, Watson (2003), and Sang (2008) both asserted that, to some extent, news selection decision is influenced by some individual media actors. Also, journalists are mostly guided by their routine experiences to select and frame those events that escape the media gate and make news of the day (Bird and Dardenne, cited by Norris and Carroll, 1997). The pattern of news selection procedure, as established by the finding above, justifies the foregoing assertions and can be labelled "conference verbal assessment of news", a practice similar to what obtains in America, as reported by Clayman and Reisner (1998), in a study on how newspaper editors, in conference, jointly determined which stories would be given a space on the front page. The

implication of this finding, therefore, is that, ultimately, what is considered as news may not be exclusively a cautious choice of the most newsworthy events of the day but a product of routine editorial judgement of some media gatekeepers; the verbal assessment and approval a news story gets from the collaborative decisions of the editors or the producers of news reviews have a strong correlation with its inclusion in the broadcast for the day.

6.1.4: Criteria for Selecting Items for News Reviews

In selecting items for inclusion in the content of news review, a number of criteria (forces) determine what is considered as newsworthy and what is discarded. In terms of the prime factors that guide their editorial decisions, consensus of opinion from the editors, producers and presenters interviewed for this study suggests, to a large extent, a uniform trend in all the radio stations selected for the study. However, as expected, the degree of influence of proprietor's interest and ownership factors appeared to be at variance, especially between the private and the state-owned radio stations. These criteria are presented as follows:

6.1.4.1: Audience Interest Stories Come First

The criterion that is always considered first by the editorial team in their news selection decisions is the interest of the audience. The interviewees claimed that since one of the core objectives of the programme was to satisfy the audience, news that would really interest the people should always come first. News stories in this category are issues about politics, sports, economy, health, and all other human angle stories such as crimes, disaster, and bizarre. In Mr Kunle Thomas' explanation, interest of the audience comes first in deciding what goes into the news review. He said:

> Interest of the audience affects our judgement because we have to think of what the people want to hear. Often, Interest of the people would judge what we must include in the news review. For example, there was the issue of the tussle within the ranks of the National Union of Road Transport Workers (NURTW) in Ibadan, Oyo State; they had factions and there were serious crises. There were frequent killings. You cannot ignore this type of story. If you don't include this type of story, it is like you are deliberately leaving out crucial information;

and you know the implication of this. There are news stories we always look out for: A place like Cocoa House, Dugbe Ibadan, cannot catch fire and you refuse to report the story. We always take care of human interest stories. People want to hear what really has impact on them, or affects them, their neighbour, or their relatives.

Also, Mr Abolade Salami recognised human angle stories as a major force that always determined editorial decisions to select audience interest news. He explicated:

We give priority to political and human angle stories—the stories that concern the masses. My belief is that when you want to handle this kind of programme, you should give prominence to what people want to know, not just what a government or its agents want the people to hear. We have to strike a balance between the two.

Further, the editorial teams usually considered proximity factors while selecting audience interest stories. Issues that had social implications for the people, issues that were current, and issues that were geographically close to the people were usually considered. These are social, topical, and physical proximities in news value judgement. "We look at national angle. We also look at regional angle when local issues affected the people, especially people within our coverage areas. We select stories that would interest our listeners—stories that are strange; stories that have element of bizarre," Mr Bimbo Akanbi responded. Mr Tunde Oluwanike gave more indications of proximity in the selection process. Here is his explanation:

Basically, we cannot have ten items on foreign matters; we want to report issues about Nigeria, we want to talk about what is happening around the people. We should let people know what is happening in the North and in the South, let them know about a cholera outbreak nearby so that they can take precautions. We should let them know there were accidents along Ore-Benin road. This would help them drive with caution...

He further gave instances of topical proximity as a factor the editorial team also considered while selecting items to be included in the news reviews:

We select news depending on the mood of the nation and the happenings in the country. You know for now (April, 2011 when this interview was conducted), politics is the main thing. People want to hear more about politics. Therefore, when we select stories for our readers, political news comes first, followed by some other interesting stories like economy, crises, and so on. Sports can even come first depending on the time. Generally, we look at the angle of human interest to pick stories that would really interest the public.

Based on the foregoing evidence, the alternate hypothesis (**H1.1**) that *news editors always demonstrate bias for some news values in their editorial decisions, while selecting items for the news reviews* is valid. News reviews editors had bias for stories that have elements of **oddity, conflict, human interest**, and news that would always have impact on the audience (**consequence**). The editorial teams of the different radio stations selected for this study considered the angle of audience interest stories as the key criterion for news selection. From the aggregate opinions of the interviewees, we can conclude that news is news when it is about current issues; news is news when it has some element of unusualness; news is news when it has some geographical nearness to people it affects; ultimately, news is news when it has implications for the audience . The theory of newsworthiness holds that journalists use professional guidelines called news values to select what they report as news (Lasorsa, 2008). Leading among these news values, as confirmed by the editorial personnel interviewed for this study, are *impac*t, *conflict*, *human interest*, *timeliness, proximity*, and *oddity,* because news stories selected based on these criteria are more likely to attract audience than others that lack them. As Folarin (2006), Ufuophi-Biri (2006), and Alao and Osifeso (2009) all agreed, events that are fresh, simple and odd; that contain a high degree of sensationalism and identification or relevance for the audience are newsworthy and are most likely to be selected as news ahead of others that do not have the characteristics. This is what the finding of this study has confirmed here. The news personnel interviewed clearly agreed that they usually demonstrated strong bias for news that satisfied the news values identified above.

6.1.4.2: Who Pays the Piper Dictates the Tune

Although all the news personnel interviewed confirmed that they gave priority to human interest stories more often than other news values, they were quick to admit that in some cases, interest of the proprietors or owners of the stations overrode other

criteria. According to them, they were at times helpless and had to give in. However, ownership influence seemed to be more pronounced in Radio O-Y-O, the radio station owned by the State Government than in other radio stations. Mr Bimbo Akanbi is a producer of news review, Radio O-Y-O. His experiences really painted the picture. He recounted:

> Yes, interest of organisation's ownership does influence our news selection decisions some times. We might have read a news story in our news bulletin earlier at 6:30 am, and the same story would still come up in our news review at 6:45 am if such story is in-house and affects the interest of the management or the State Government. Our Chairman may just call: 'Bimbo, make sure you use this story in your news review.' If I try to explain that we had just used the story at 6:30 am, he would scream at me and say: 'That is what I want, use the story.' At this point, I just have to use the story. We (editorial team) don't have any option, if that is what the management wants.

In his effort to justify the phenomenon, Mr Bimbo Akanbi painted a comparison between situations in government and private radio stations. He continued:

> I just want people to know that a government-run station is different from private station. In state-owned stations, we are working for the Government, and we have to do their wishes. When Lam Adesina was there, we shouted *Lam, Lam*; when Ladoja was there, we shouted his name. When Bola Ige was there, the same thing happened. Alao Akala is there now (April, 2011, when this interview was conducted), we are shouting *Akala*. Even, at NTA and FRCN, the first name they always mention is Jonathan. That is sure! But Splash FM too cannot say anything negative about Chief Akande. It is not possible. It is the same thing everywhere.

Ironically, the privately-owned station appeared to enjoy a relatively higher degree of freedom, though they are not absolutely independent of the owner's interest. Mr Kunle Thomas, News Editor, Splash FM, had this to say:

> I must be honest; the Proprietor of this station does not interfere in our job. He has left everything to us the professional to determine what goes in as news. And the Management too has not been really disturbing us. Although, you know, we cannot

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run away from the realities of organisational policy and ownership. There are usually some times that our Chairman would call us and say: 'You see that man is my friend. If you use that story once, it is enough; just leave the man alone.' No matter how significant or newsworthy the story is, we just have to obey the Chairman and kill the story after we must have used it once. But, honestly, this is not that kind of censorship that would not allow you to use the story at all.

As shown above, the study has further confirmed that influence of ownership is a universal phenomenon in media gatekeeping, either public or private media outfits. The degree of this influence may, however vary according to country or ownership type as stated in the finding above. The finding here presents a Nigerian scenario similar to what Donohew (2001) discovered in Kentucky, when he conducted a study to investigate forces that influenced decisions by news editors to run certain news items instead of others. His findings indicate that proprietor's interest and attitude are major instances of the major forces in news room decisions. As contained in literature, Epstein, cited by McManus (2005), says the ownership influence is categorised within the organisational level of news forces analysis in gatekeeping theory. The implication of the finding here, therefore, is that what the editors give the public as news may not be true mirror of social reality after all, but a distorted picture as dictated by the media owners. Consequently, journalistic principle of objectivity may remain a mirage, to a large extent, as long as the news media proprietors continue to wield their influence in the news selection business.

Finally, we have been able to establish here that even though the interviewed gatekeepers claimed that the fundamental rationale for embarking on the news review programme is to satisfy their audience, the ultimate goal, as manifested in their responses, is to compete favourably with other media types and win more segment of the market. Further, as the study has revealed, radio stations in their secondary gatekeeping exercise (news reviews) adopted a collaborative news selection strategy to get news stories for their reviews from various sources, with newspaper as the most frequently consulted primary source. Ultimately, in answering the research question one above, findings have shown that a number of criteria are always applied by the gatekeepers while selecting items for the news reviews. Evidently, the editorial teams of all the selected radio stations demonstrated strong sentiments for audience interest stories. For instance, as shown in table 4.15 and figure 4.1, audience respondents

demonstrated preference for news about politics (n=390; 33.5%), sports (n=343; 29.5%), and crises (n=132; 11.3%) in that order, above other issues. These same issues (politics, sports, and crises) were reported more frequently than other issues by all the radio stations in their news reviews. Interest of the proprietors and commercial consideration also affected editorial decisions of the editors. Sang (2006) says that the gatekeeping channel of information flow comprises gate sections that are controlled by the gatekeepers. A number of forces—both negative and positive—influence the news selection decisions of these gatekeepers, and construct the structure of news contents they give to the public. As already explained in the literature, the gatekeeping theory specifies some levels of selection mechanism where the various forces operate. This study has proved that these news selection mechanism phases are also present in the secondary gatekeeping of the radio stations.

6.2: RESEARCH QUESTION 2: **What topic areas are most frequently discussed in news reviews by the radio stations?**

6.2.1: Association between Radio Station Ownership and Themes

This section attempted to establish the nature of relationship that was likely to exist between the ownership factor and the types of issues that dominated the contents of news items selected for reviews by the radio stations. That is, effort was made to examine if the dominant issues (themes) reported in the news reviews were affected by whether the station is a private or a government-owned.

As presented in table 6.1, out of the total 81 news items on religious matters, representing 2.2% of the total issues (3,689) that were content analysed, Splash FM, Ibadan, a private radio station, recorded 48 items, representing 2.9% of all the themes covered; Premier FM, Ibadan, a Federal Government-owned radio station, selected 42 items standing for 3.5% of total news items it reviewed; and Radio O-Y-O Ibadan, a State Government-owned station, reported three (3) news items on religious matters, representing just 0.3% of the entire issues it reported during the period under study. On crime issues, out of the 481 (13.0%) items reported by the selected radio stations, Splash FM had 153 items, representing 11.4% of the total issues it reported across all themes; Premier FM recorded 139 (11%); while Radio O-Y-O recorded 189 items, that is 16.8% of its total news reviews.

Table 6.1: Association between Ownership and Themes Reported in the News Reviews

SUB-CATEGORIES	THEMES	RADIO STATIONS			TOTAL	
		Splash FM, Ibadan	Premier FM, Ibadan	Radio O.Y.O, Ibadan	Overall Total	Sub-total
OTHERS	Religion	36 (2.7)	42 (3.5)	3 (.3)	*81 (2.2)*	*2382 (64.6%)*
	Crime	153 (11.4)	139 (11.4)	189 (16.8)	*481 (13.0)*	
	Development-centred news	87 (6.5)	135 (11.1)	211 (18.8)	*433 (11.7)*	
	Disaster	100 (7.4)	66 (5.4)	40 (3.6)	*206 (5.6)*	
	Crisis	215 (15.9)	177 (14.5)	46 (4.1)	*438 (11.9)*	
	Sports	211 (15.7)	188 (15.4)	254 (22.6)	*653 (17.70*	
	Society	39 (2.9)	43 (3.5)	8 (.7)	*90 (2.4)*	
POLITICS	Ruling party	100 (7.4)	147 (12.1)	209 (18.6)	*456 (12.4)*	*1307 (35.4%)*
	Opposition party	115 (8.5)	69 (5.7)	43 (3.8)	*227 (6.2)*	
	Neutral	292 (21.7)	211 (17.3)	121 (10.8)	*624 (16.9)*	
	Total	*1348 (100.0)*	*1217 (100.0)*	*1124 (100.0)*	*3689 (100.0)*	*3689 (100.0)*

Note: percentage within frequency of themes in brackets
Source: Author's Fieldwork

All the three radio stations reported a total of 433 (11.7%) development-based issues in their entire news reviews. Out of these development-based news items, Splash FM reported 87, that is, 6.5% of its total news reviews; Premier FM reported 135 (11.1%); and Radio O-Y-O had 211 development-based news items, standing for 18.8% of all the issues it reported in the news reviews. News about crises accounted for 438 (11.9%), out of which Splash FM reported 215 news items, standing for 15.9% of its total news reviews; Premier FM reported 177 (14.5%); whereas Radio O-Y-O reported only 46 crisis-related news items representing 4.1% of all its news reviews.

Out of sports news (n=653; 17.70%), Splash FM reported 211 items amounting to 15.7% of its total news reviews. Premier FM had the lowest frequency of sports news (188), representing 15.4 of all its news reviews; while Radio O-Y-O had the highest frequency of sports news (254 items) which represented 22.6% of its entire news reviews.

The foregoing pattern, however, does not mean that Premier FM paid greater attention to religious news than it did to other news, or Radio O-Y-O gave more emphasis to crime issues than it did to other news in their respective news review programmes. The implication, rather, is that Premier FM had more religious news (n=42; 3.5%) than other radio stations, while Radio O-Y-O reported more crime issues (n=189; 16.8%) than other stations did. Furthermore, Radio O-Y-O, among the three stations, had the highest frequency of development-centred news (n=211; 18.8%); while Splash FM reported news about development issues least (n=87; 6.5%). Also, Radio O-Y-O reported more sports news (n=254; 22.6) than other stations. News about society (n=90; 2.4%) is the least reported of all of issues in the news reviews. Premier FM had more society news (n=43; 3.5%) than other stations, while Radio O-Y-O had the least (n=8; 0.7%). These patterns show that the extent of attention given to the various themes in the news reviews varies according to radio stations. For example, Splash FM, the only private radio station among the three stations selected for the study, reported lesser development-centred news (n=87; 6.5%) than Premier FM (n=135; 11.1%), and Radio O-Y-O (n=211; 18.8%), which are government-owned stations.

To achieve clarity, *politics* as a theme in this study was presented in three sub-categories—*ruling party, opposition party,* and *neutral.* Political news that favoured the ruling party in Oyo State where the radio stations are located, and at the federal level accounted for 456 (12.4%) of all issues reviewed. Out of these, Splash FM reported 100 news items accounting for (7.9%) of its total news reviews; Premier FM reported 147 items, that is, 12.1% of all issues it reported in the news reviews; whereas Radio O-Y-O reported 209 items, representing 18.6% of its total reviews. News about opposition parties featured least (227). This accounted for 6.2% of the total issues reported by the three radio stations. Out of these, Splash FM reported 115, which stood for 8.5% of its entire news reviews; Premier FM got 69 representing 5.7% of its reviews; While Radio O-Y-O reported only 43 standing for 3.8% of its news reviews. News about non-partisan political issues had a frequency of 624 items, standing for

16.9% of the total news reviews. Splash FM reported most of the neutral political issues (292), which represented 21.7% of its total news reviews; this was followed by Premier FM with 211 items standing for 17.3% of its entire news review. Radio O-Y-O reported least of neutral political news (121), which accounted for 10.8 of all its news reviews.

The findings here show that political issues (n=1307; 35.4%) were the most frequently reported of all the themes identified in this study. Next in the ranking were news stories about sports (n=653; 17.70%), crimes (n=481; 13.0%), crises (n=438; 11.9%), development-centred issues (n=433; 11.7%), disaster (n=206; 5.6%), society (n=90; 2.4%), and religion (n=81; 2.2%), in that order. When all the frequencies for other seven categories of themes were added, the result gave a total of 2382 (64.6%) news items, whereas, the summation of subcategorises of political news gave a total of 1307, representing 35.4% of the total issues in the news reviews. This is well above one-third of all the issues covered in the news reviews by the selected three radio stations in Oyo State.

However, themes that were reported in the news reviews varied according to each radio station. For example, on the aggregate, Splash FM reported more political news (n=507; 38.8%) than Premier FM (n=427; 32.7%), and Radio O-Y-O (n=373; 28.5%). Table 4.2 further shows the variation in the level of attention each of the radio stations gave to news about politics.

Table 6.2: Association between Ownership and Political Content Categories Reported in the News Reviews

POLITICAL CONTENT CATEGORY	RADIO STATION		
	Splash FM	Premier FM	Radio O-Y-O
Ruling party	100 (19.7)	147 (34.4)	209 (56.0)
Opposition Party	115 (22.7)	69 (16.2)	43 (11.5)
Neutral	292 (57.6)	211 (49.4)	121 (32.4)
TOTAL	507 (100)	427 (100)	373 (100)

Source: Author's Fieldwork

As evident in table 6.2, ownership factor apparently influenced the extent of attention given to political news in the news reviews by the radio stations. Radio O-Y-O, which is owned by the Oyo State Government, allowed more passage of news (n=209; 56.0%) related to the ruling People's Democratic Party (PDP) in the state at the time of the study than news related to the opposition parties (n=43; 11.5%). Premier FM, a station owned by the Federal Government, also reviewed more contents about the ruling party (n=147; 34.4%) than the opposition parties (n=69; 16.2%). However, Splash FM, a private radio station, approved passage of contents about non-partisan matters (n=292; 57.6%) more than it did about the ruling party (n=100; 19.7%).

To further establish the relationship between radio station ownership and themes frequently reported, a null hypothesis was formulated and tested:

Ho 2.1: *In terms of themes, there is no statistically significant difference in the contents of news reviews by federal, state and private radio stations.*

To prove this null hypothesis, a chi-square test was conducted on the association between radio station ownership and issues reported. This is shown in table 6.3.

Table 6.3: Summary of Chi-Square Test for Association between Radio Station Ownership and Themes Reported in the News Reviews

THEME	Splash FM, Ibadan	Premier FM, Ibadan	Radio O.Y.O Ibadan	*Total*	Chi-sq (P-value)
Religion	36 (2.7)	42 (3.5)	3 (.3)	*81 (2.2)*	
Crime	153 (11.4)	139 (11.4)	189 (16.8)	*481 (13.0)*	397.4 (.000)
Development-centred news	87 (6.5)	135 (11.1)	211 (18.8)	*433 (11.7)*	
Disaster	100 (7.4)	66 (5.4)	40 (3.6)	*206 (5.6)*	
Crisis	215 (15.9)	177 (14.5)	46 (4.1)	*438 (11.9)*	
Sports	211 (15.7)	188 (15.4)	254 (22.6)	*653 (17.7)*	
Society	39 (2.9)	43 (3.5)	8 (.7)	*90 (2.4)*	
Ruling party	100 (7.4)	147 (12.1)	209 (18.6)	*456 (12.4)*	
Opposition party	115 (8.5)	69 (5.7)	43 (3.8)	*227 (6.2)*	
Neutral (others)	292 (21.7)	211 (17.3)	121 (10.8)	*624 (16.9)*	
Total	*1348 (100.0)*	*1217 (100.0)*	*1124 (100.0)*	*3689 (100.0)*	

Note: percentage within frequency of themes in brackets.
Source: Author's Fieldwork

From the findings as presented in table 6.3, it is evident that each of the three stations demonstrated some apparent bias for certain themes in the news reviews. For instance, Radio O-Y-O, out of the three radio stations, reviewed least religious issues (n=3; 0.3%), but most crimes (n=189; 16.8%); sports (n=254; 22.6%); and development-related issues (n=211; 18.8%). On the other hand, Splash FM reviewed most disaster-related issues (n=100; 7.4%) and crises (n=215; 15.7%). This confirms the submission of Mr Kunle Thomas, News Editor of Splash FM. He explained that to win the interest of the audience, his station always focused more on stories that would appeal to the audience. Prominent among issues in this category, according to him, are news stories about crises and disaster. His following statement reflects this:

> We have to think of what the people want to hear. Often, Interest of the people would judge what we must include in the news review. For example, there was the issue of the tussle within the ranks of the National Union of Road Transport Workers in Ibadan, Oyo State; they had factions and there were serious crises. There were frequent killings. You cannot ignore this type of story. If you don't include this type of story, it is like you are deliberately leaving out crucial information; and you know the implication of this. A place like Cocoa House, Dugbe Ibadan, cannot catch fire and you refuse to report the story. People want to hear what really have impact on them, or affect them, their neighbour, or their relatives.

Also, as shown in table 6.2, Radio O-Y-O, a station owned by the State Government reported most news about the ruling party (n=209; 56.0%), and least news about the opposition parties (n=43; 11.5%). For instance, news about the ruling People's Democratic Party (PDP) frequently featured in the news review broadcast of Radio O-Y-O. The following headlines from the station's news review of Tuesday, April 20, 2010 are instances of such pro-ruling party political news: (1) **How PDP Presidential Candidate Will Emerge;** (2) **Aide Condemns Defacement of Governor Akala's Poster.** Part of the content of the latter headline contained the following excerpts:

No matter how the oppositions try, the roads in Oke-Ogun; the structures in Ogbomosho Land; the face lift in Ibadan Land; and the rehabilitation in Oyo

Town and Ibarapa cannot be erased away (Radio O-Y-O, Ibadan, [*News Update]* April 10, 2010).

The content analysis shows that stories of this nature really dominated the contents of news reviews by the radio Station. The explicit objective of editorial approval of stories like this is to give information, but the implicit goal is to project the image of the ruling party and protect the interest of the State Government. This is understandable. The station is owned by the State Government, and it is bound to serve the interest of its owner. The response of Mr Bimbo Akanbi, a Producer of news review programme (*News Update*) at Radio O-Y-O, explains this phenomenon aptly. He asserts:

> ....a government-run station is different from a private station. In state-owned stations, we are working for the Government, and we have to do their wishes. When Lam Adesina was there, we shouted *Lam, Lam*; when Ladoja was there, we shouted his name. When Bola Ige was there, the same thing happened. Alao Akala is there now (April, 2011, when this interview was conducted), we are shouting *Akala*. Even, at NTA and FRCN, the first name they always mention is Jonathan. That is sure! And Splash FM too cannot say anything negative about Chief Akande. It is not possible. It is the same thing everywhere.

On the contrary, as contained in table 6.2, Splash FM, a private radio station in the state, reported most news about the opposition parties (n=115; 22.7%); most news about non-partisan political issues (n=292; 57.6%); but least news about the ruling party (n=100; 19.7%). Examples of such news about the opposition parties and non-partisan political issues by Splash FM are evident in the following headlines of its news reviews:

*Action Congress Calls for Probe of Alleged Failed Kidnap
   Attempt on Journalists in Oyo State* (April 16, 2010)
Fresh Crisis over New Constitution (June 25, 2010)
EFCC Raids House of Reps again (June 25, 2010)

Premier FM, a Federal Government-owned radio station remained in-between the two extremes except when it reported most news about social issues (n=43; 3.5%). Finally, the chi-square value of 397.4 at p greater than 0.05 (p<0.05) shows that, in

terms of issues (themes) reported, there is a statistically significant difference in the contents of news reviews by the three radio stations. That is, the three radio stations, with some uniqueness in terms of ownership types (Federal, State, and Private) had preference for different themes in the selection of contents for their news reviews. Hence, we reject the null hypothesis (**Ho2.1**).

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6.2.2: Association between Ownership and Proximity of Issues Reviewed

The aim here was to explore the nature of relationship between proximity of news stories in the reviews and ownership of the radio stations. To examine this, a null hypothesis was formulated and assessed using the chi-square test:

Ho 2.2: *In terms of proximity, there is no statistically significant difference in the contents of news reviews by federal, state and private radio stations.*

Table 6.4 shows that, out of 1348 news stories reviewed by Splash FM, Ibadan, 114 (8.5%) were local news; 273 (20.3%) were foreign news; whereas, 961 representing over two-thirds (71.3%) of its entire news reviews were national news. Premier FM reviewed a total of 1217 news stories. Out of these, 234 (19.2%) were local news; 247 (20.3%) were foreign news; while 736 (60.5%), more than two-thirds, were national news. Out of 1124 news items reviewed by Radio O-Y-O, only 21 (1.9%) were local news; 140 (12.5%) were foreign news, whereas a very high proportion (n=963; 85.7%) of its entire news reviews belonged to the subset of national news.

Table 6.4: Summary of Chi-Square Test for Association between Proximity and Stations

PROXIMITY	SPLASH FM, IBADAN	PREMIER FM, IBADAN	RADIO O.Y.O IBADAN	TOTAL	Chi-sq (P-value)
Local News	114 (8.5)	234 (19.2)	21 (1.9)	*369 (10.0)*	
National News	961 (71.3)	736 (60.5)	963 (85.7)	*2660 (72.1)*	**259.5 (.000)**
Foreign News	273 (20.3)	247 (20.3)	140 (12.5)	*660 (17.9)*	
Total	*1348 (100.0)*	*1217 (100.0)*	*1124 (100.0)*	*3689 (100.0)*	

Note: percentage within frequency of themes in brackets
Source: Author's Fieldwork

The result of the chi-square test shows that in terms of proximity, there is a statistically significant difference in the structural composition of the contents of news reviews by federal, state and private radio stations selected for this study. This is because the chi-square value of 259.5 at p greater than 0.05 (p<0.05) is an indication of a strong difference among the contents of the news reviews by the three radio stations, in terms of whether the news stories were local, national or foreign. Although, national news stories (n=2660; 72.1%) were most frequently reported by the three radio stations, Radio O-Y-O reported this category of news most (n=963;85.7%), but reported foreign news (n=140;12.5%), and local news (n=21; 1.9%) least among the three radio station. Premier FM reported local news most (n=234; 19.2%) of all the three stations, but Splash FM, among the three stations, reported foreign news most (n=961; 71.3%). However, in terms of foreign news, both Splash FM (n=273; 20.3%) and Premier FM (n=247; 20.3%) devoted the same attention in their news reviews. Generally, according to the findings above, there is a significant variation in the degree of attention the three radio stations devoted to the three categories of proximity in their gatekeeping business of selecting contents for their news reviews. Therefore, the null hypothesis (**Ho2.2**) is rejected.

6.2.3: Association between Language Formats/Stations, and Frequency of Extraneous Comments in the News Reviews

Apart from playing a significant role as regards meaning and effect in any communication encounter, language may also determine the level of formality, the nature, and the structure of syntactic elements present in any symbolic exchange of ideas or information. Therefore, attempt was made here to examine if language formats used in the news reviews by the radio stations had any effect on the volume of extraneous information or adlibs, in the form of banters, which were allowed into the contents of news reviews. In order to test for this likely variance, a null hypothesis was formulated.

Ho 2.3: *In terms of the frequencies of duration, and extraneous comments added by the presenters, there is no statistically significant difference between the news reviews presented in the English Language and those presented in the Yoruba Language.*

To test the relationship between the variables of language formats and frequencies of duration, commercials, and extraneous comments introduced by the presenters, the technique of Analysis of Variance (ANOVA) was used. This was done through an F-test and a T-test as presented in the tables 6.5 and 6.6 respectively. First, the F-test, as presented in table 6.4, was used to examine the variation in the frequencies of banters by presenters of news reviews, the duration (per minutes) of the news review broadcast, and the number of commercials in the programme. Table 6.4 shows that all the 4 items are significantly different among the radio stations. Taking the total number of stories presented by all the radio stations for instance, Splash FM had the highest average number of stories (approx 21), followed by Premier FM (approx 19), while Radio O-Y-O had the least (approx. 18). The F-value of 404.5 at p greater than 0.05 (p<0.05) shows that this difference is significant. The table also shows that the frequencies of banters by the news review presenters of the radio stations are significantly different. If the total number of extraneous comments is taken, for instance, Splash FM had a higher average number of banters (approx 7), while Premier FM had a lower average of extraneous comments (approx 5). Presenters of Radio O-Y-O did not include any extraneous comments in the review. The F-value of 964.1 at p greater than 0.05 (p<0.05) shows that the difference is significant. This means that

Splash FM has more of extraneous comments (approx 7 per daily news review broadcast) than Premier FM (approx 5 per daily news review).

The difference in the number of commercials each of the radio stations had in the programme is also significant. Splash FM had an average of three (3) commercials, while Premier FM had approximately two (2) commercials per day in their news reviews. Radio O-Y-O did not run any commercial in the programme. The F-value of 4418.7 at p greater than 0.05 ($p < 0.05$) shows that the difference in the number of commercials each station had in the programme is significant.

Table 6.5: Test of Differences in Number of Stories, Duration, Commercials and Banters among Stations

Items	Radio Stations	Mean	Std. Deviation	F-test	P-value
Total no. of stories	Splash fm Ibadan	20.6[a]	3.6	**404.5**	.000
	Premier fm Ibadan	18.7[b]	1.9		
	Radio O.Y.O Ibadan	17.9[c]	1.8		
Duration (per min)	Splash fm Ibadan	26.8[a]	1.6	**18786.4**	.000
	Premier fm Ibadan	23.7[b]	2.4		
	Radio O.Y.O Ibadan	13.6[c]	1.4		
Total number of commercials in the news review broadcast	Splash fm Ibadan	2.5[a]	0.5	**4418.7**	.000
	Premier fm Ibadan	2.0[b]	1.0		
	Radio O.Y.O Ibadan	0.0[c]	.00		
Frequency of extraneous comments (banters)	Splash fm Ibadan	6.5[a]	4.7	**964.1**	.000
	Premier fm Ibadan	4.5[b]	4.2		
	Radio O.Y.O	0.0[c]	0.0		

Note: The superscripts are to show the order of prominence with a>b. Scheffe mean separation test
Source: Author's Fieldwork

In table 6.6, the result of T-test conducted is presented to establish the relationship between language formats and the frequencies of extraneous comments the presenters introduced into the contents of the news. This variation was also considered in relation to duration of daily news reviews measured in minutes. The

table shows that frequencies of banters are significantly different between news reviews presented in English language and those presented in the Yoruba Language. The Yoruba version of the news reviews has more occurrences of banters (13 on the average) than the English version which has only 3 banters on the average.

Table 6.6: Test of Differences in Duration, Commercials and Banters between
English and Yoruba Reviews

	Language	Mean	Std. Deviation	T-test	P-value
Duration (per min)	English	25.9	2.2	**-17.0**	**.000**
	Yoruba	27.4	1.3		
Total number of commercials in the news review broadcast	English	2.3	0.9	**1.2**	**.240**
	Yoruba	2.2	0.8		
Frequency of extraneous comments (banters)	English	3.3	1.6	**-125.6**	**.000**
	Yoruba	13.4	2.7		

Source: Author's Fieldwork

For the duration of the daily news reviews, the T-value of -17.0 at p greater than 0.05 (p<0.05) shows that the difference in the duration of the two versions (English and Yoruba) is significant. Simply put, the Yoruba version of the news reviews takes a longer duration (approx 27 minutes, 36 seconds) than the English version (approx 25 minutes, 9 seconds). Furthermore, for frequency of extraneous banters, the T-value of -125.6 at p greater than 0.05 (p<0.05) confirms that that there is a significant variation in the frequencies of extraneous comments contained in the English and the Yoruba versions of the news reviews. Therefore, the converse of the null hypothesis (**Ho 2.3**) holds. The Yoruba version of the news reviews has a greater number of extraneous comments (approx 13) than the English Version (approx 3); and

a longer duration (approx 27 minutes, 4 seconds) than the English version (approx 25 minutes, 9 seconds). Apart from this, the Yoruba version of the extraneous comments is more wordy and prolonged than the English version. This probably is one of the factors that account for the longer duration of the Yoruba version of the news review.

. The following dialogue between the Yoruba presenters is an instance of this extraneous comments as contained in the news review by Premier FM (*Gbe e Si Mi L'eti*; July 27, 2010). The comments came shortly after a foreign news story about disaster, and just before commercial jingles were played:

EXTRANEOUS COMMENTS/BANTERS	ENGLISH TRANSLATION
Presenter A (Mr Olasunmade Akano):	
Olorun o maa ko wa yo o.	**God will continue to protect us.**
Presenter B (Mrs Abisola Oluremi):	
Amin e po. O o je a s'oro aje die	**Amen. Please, let us take some commercials.**
Presenter A:	
Se o ti se tan k'awoso ijo?	**Are you ready for business?**
Presenter B:	
Bee ni.	**Yes.**

The foregoing examples of extraneous comments are a common feature of the of news review. This feature is more prominent in the Yoruba version than in the English version of all the radio stations' news reviews. As confirmed by the FGD participants, the use of these extraneous comments by the presenters provided comic relief and made the audience to prefer the Yoruba version of the programme to the English version.

In summary, the foregoing findings have been able to confirm that there existed a statistically significant difference in the degree of attention each of the three radio stations gave to physical proximity as a news value. Although the radio stations

demonstrated bias for national new stories in their news reviews, Radio O-Y-O reported national news most (n=963; 85.7%), and reported foreign (n=140;12.5%) and local news (n=21; 1.9%) lesser than the other two stations did. Premier FM reported local news most (n=234; 19.2%) among the three stations, while Splash FM reported foreign news most (n=273; 20.3%) among the three radio stations. Also, language format had impact on the structure of news reviews by the radio stations. News reviews presented in Yoruba Language had more occurrences of extraneous comments (an average of 13 per a daily review) than those presented in English Language with just an average of three (3) per a daily review. While both Premier FM and Splash FM had banters (extraneous comments) in their reviews, Radio O-Y-O did not include such comments in its English version of the news reviews. The inclusion of banters in the news reviews by radio stations may raise some questions of ethics, but the FGD participants explained that these banters provided some entertainment that sustained listeners' interest in the programme, especially the Yoruba version.

Ownership factor, as confirmed in this study, suggests a discernible variance in how the radio stations covered and demonstrated bias for certain categories of public issues. The chi-square value of 397.4 at p greater than 0.05 ($p<0.05$) proves that there exists a statistically significant difference in the ideological perspectives of the stations in terms of their thematic sentiments. News stories about politics are the most prominently affected. For instance, government-owned radio stations demonstrated sentiment for political news about the ruling party in Oyo State and the nation at large, whereas the private radio station (Splash FM) reported more of neutral political issues (n=292;21.7%); less of political news about the ruling party (n=100; 7.4%), and most news about the opposition parties (n=115; 8.5%). The trend here lends more credence to part of the findings in research question one that proprietor or ownership factor is a significant force that determines what the editors consider as news. Since the government-owned stations are directly responsible to their respective owners (State or Federal Government), they are naturally expected to report political news that support the ruling party. On the other hand, Splash FM is naturally expected to be pro-opposition or remain neutral in reporting political issues since it is not answerable to the government of the day. In addition, this pattern of reporting issues suggests that the radio stations considered topical proximity as a significant news value guiding their editorial judgement. The period of this study was proximate to the general elections in the country; and this could explain the rationale for prominence received by political

news. The radio stations actually gave priority to current issues that would interest the audience.

These patterns of coverage identified above suggest media bias. As already established in literature, Levasseur (2008) identifies two types of media bias—*structural bias* and *partisan bias.* How the radio stations demonstrated sentiments for different news categories based on physical proximity describes structural bias. Media organisations' traditions, editors' routine experiences, and overall commercial interests are the forces that usually predispose structural bias. The other structure of coverage by these radio stations is partisan bias—a situation whereby a media content favourably projects one political party at the expense of other political parties. We can attempt an explanation for this phenomenon by applying one of the five-level analyses of news forces in gatekeeping theory as expatiated by McManus (1995), Shoemaker, Eichholz, Kim, and Wrigley (2001) and Barzinlai-Nahon (2008). The relevant level here is the institutional level which refers to the external characteristics of media organisations and their external ties (political alliances, market forces, and other social institutions) that affect their news selection decisions. The radio stations, like all other media organisations, are organic parts of the social system; therefore, they cannot function independent of these diverse internal and external forces that have implications for their corporate operations and survival.

6.3: RESEARCH QUESTION 3: **To what extent do the contents of news reviews by the radio stations satisfy the audience expectations and urge to be informed of the daily happenings in their environments?**

Because of the nature of this research question, the researcher used data generated through both the questionnaire and the content analysis. The two categories of data were used to complement each other.

6.3.1: Audience Level of Confidence/Belief in the Radio Stations' News Reviews
Here, we examined the degree of confidence or belief the audience had in the news reviews, that is, the extent to which the audience believed the information they got from the programme. As shown in table 6.7, a predominant percentage (n=416; 80.0%) of the audience respondents submitted that they always believed the authenticity of information they got through news reviews by radio stations. On the

other hand, only 104 (20.0%) of the audience respondents expressed doubts the genuineness of information they received through the news reviews.

Table 6.7: Respondents' Belief in the Contents of News Reviews

QUESTION	RESPONSE	FREQUENCY	PERCENTAGE
Do you always believe the information you get through the news reviews by radio?	Yes	416	**80.0**
	No	104	**20.0**
	Total	**520**	**100.0**

Source: Author's Fieldwork

The finding above shows that news review programme by radio stations is popular among the radio audience, and the audience have accepted it to be a reliable source through which they can be informed of the significant currents events that happen daily in their environments.

6.3.2: Audience Knowledge of Events through News Reviews

Through news reviews, radio stations broadcast information about public issues. These messages are targeted at the heterogeneous audience, who also rely on the media to be informed of daily happenings. Therefore, it is examined here if the selected radio stations, through their secondary gatekeeping operations, actually helped the audience to be abreast of the happenings in their environments. As presented in table 6.8, an overwhelming percentage (n=398; 76.5%) of the audience respondents admitted that the information they received from news reviews by radio stations really kept them abreast of the events in their environments, whereas, only 122 (23.5%) of the audience respondents accepted that the programme enhanced their knowledge of daily happenings.

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Table 6.8: Respondents' Awareness of Events by Listening to News Reviews

QUESTION	RESPONSE	FREQUENCY	PERCENTAGE
Does the information from news reviews keep you abreast of current issues in your environments?	Yes	398	**76.5**
	No	122	**23.5**
	Total	**520**	**100.0**

Source: Author's Fieldwork

What the findings suggest here is that radio stations, through their news review programmes, are helping the masses to be aware of the events that happen far and near. Oyero (2003:191), while citing FAO, asserts that, with direct reference to rural segment of society, radio has unique potentials to fulfil a number of crucial roles. One of these roles is that radio is a means of raising public awareness and motivation among the masses. This is what the findings of this study has justified here, as majority of the audience respondents (n=398; 76.5%) admitted that through news reviews, the medium actually informed them of new events that happened daily.

6.3.3: Audience Preference for Issues versus Radio Stations' Thematic Focus

The researcher further measured the extent to which the contents of the news reviews by radio stations satisfy the audience expectations and the urge to have knowledge of the daily events in their environments. To do this well, the researcher, therefore, juxtaposed the issues that the audience preferred to listen to, and the issues that the radio stations actually reported more frequently in their news reviews.

Table 6.9: Juxtaposition of Audience Preference for Issues and Issues Actually Reported in the News Reviews

AUDIENCE PREFERENCE FOR ISSUES			ISSUES REPOERTED IN THE NEWS REVIEWS		
ISSUE	Freq. of Preference	Percentage	ISSUE	Freq. of Coverage	Percenta ge
Religion	25	2.1	Religion	81	2.2
Crime	70	6.0	Crime	481	13.0
Development-Centred News	156	13.4	Development-centred News	433	11.7
Disaster	36	3.1	Disaster	206	5.6
Crises	132	11.3	Crisis	438	11.9
Sports	343	29.5	Sports	653	17.0
Society	12	1.0	Society	90	2.4
Politics	390	33.5	Politics	1307	35.4
Total	1164[*]	100.0	Total	3689	100.0

*The total here exceeds 520 because multiple responses were allowed.

Source: Author's Fieldwork

Table 6.9 presents this relationship. However, for the sake of clarity, the contrast is further presented in figure 4.1. This brings out the comparability more clearly at a glance.

FIG. 6.1: Comparability of Audience Preference for Issues and Issues Actually Reported in the News Reviews
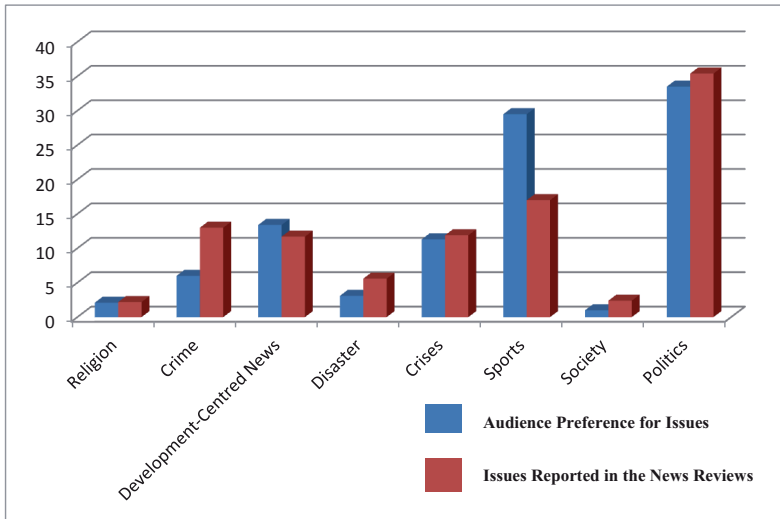
As presented in table 6.9, and further represented in figure 6.1, politics (n=390; 33.5%) is the most preferred issue by the respondents. This is followed by sports (n=343; 29.5%); development-centred news (n=156; 13.4%); crises (n=132; 11.3%); and crimes; (n=70; 6.0%) in that order. The audience displayed less preference for news about disaster (n=36; 3.1%) and religion (n=25; 2.1%); while they demonstrated least preference for news about society (n=12; 1.0%). Similarly, the radio stations apparently gave priority to political news (n=1307; 35.4%) in their news reviews. Next to political issue are sports (n=653; 17.0%); crimes (n=481; 13.0%); crises (n=438; 11.9%); and development-related issues (n=433; 11.7%). News about disaster (n=206; 5.6%), society (n=90; 2.4%) and religion (n=81; 2.2%) featured less in the news reviews of the three radio stations.

If we compare the frequencies of audience preference for news themes with how the radio stations reported the issues in the news reviews, the result shows that radio stations, to a very large extent, reported most frequently issues that the audience also preferred most; while issues that the audience preferred least also featured least in the news reviews. For instance, the audience showed the highest preference for politics (n=390; 33.5%) while the radio stations also reported political issues most (n=1307;

35.4%). Again, after politics, the next theme the audience preferred most was sports news (n=343; 29.5%), while at the same time, sports news (n=653; 17.0%) featured more frequently than any other themes excluding political issues. On the other extreme, the respondents demonstrated least preference for news about religion (n=25; 2.1%) and society (n=12; 1.0%), while the radio stations also reported news about society (n=90; 2.4%) and religion (n=81; 2.2%) least. The only obvious deviance is the area of news about crimes for which the audience demonstrated less significant preference (n=70; 6.0%), but which received a relatively higher attention (n=481; 13.0%) in the news reviews. The pattern of audience preference for issues as shown in the foregoing findings is similar to the pattern of preference for issues as revealed by the Focus Group Discussion participants. The participants unanimously confirmed that news about politics was the topic area they preferred to listen to most in the news review. The reason FGD participants gave was that politics was one of the contemporary public matters as at that time (i.e. the time was proximate to the 2011 general elections in Nigeria). Other issues they preferred to listen to were sports, crimes, crises and general human interest stories in that order. Generally, therefore, the findings here show that, to a large extent, the preference of the audience and the emphasis of the radio stations are similar. The discernible implication of this is that the radio stations in their news reviews satisfied the audience expectations and urge to get the latest information that happened daily in their environments.

6.3.4: Audience Degree of Satisfaction with Contents of News Reviews

To further answer the research question four above, the researcher examined the extent to which the audience derived satisfaction from news reviews, and agreed or disagreed with the assumption that the news reviews met their (audience) desire to get news about current events in their environments. Table 6.10 shows that 88 (16.9%) of the audience respondents strongly agreed that they always got from the news reviews all information they needed about current events in their environments; 292 (56.2%) agreed with the proposition; while 125 (24.0%) respondents disagreed. Only 15 (2.9%) strongly disagreed. Also, 106 (20.4%) of the respondents strongly agreed with a similar assumption that after listening to the news reviews, the audience always felt satisfied with the contents of the reviews; 281 (54.0%) agreed; while 116 (22.3%) respondents disagreed, and just 17 (3.3%) strongly disagreed with the proposition.

Table 6.10: Respondents' Degree of Satisfaction Derived from Contents of News Reviews

S/N	STATEMENT	RESPONSE/PERCENTAGE				TOTAL
		Strongly agree	**Agree**	**Disagree**	**Strongly disagree**	
1	I always get from the news reviews all information that I need concerning current events in my environment.	88(16.9)	292(56.2)	125(24.0)	15(2.9)	520(100.0)
2	After listening to the news reviews, I always feel satisfied	106(20.4)	281(54.0)	116(22.3)	17(3.3)	520(100.0)

Source: Author's Fieldwork

If the percentages of respondents that agreed and strongly agreed with the first proposition contained in table 6.10 are added, the result shows that well above 73% of the audience always got from the news reviews all the information they expected concerning current events in their environments, whereas only 26.9% of the audience did not get all the information they needed. Also, 387 (106+281) respondents, representing a predominant 74.4% (20.4+54.0), agreed that after listening to the news reviews, they always felt satisfied. Only about 25.6% (22.3+3.3) of the respondents claimed otherwise. What the findings suggest here is that, to a very large extent, that is, an average of 73.8% (73.1+74.4), the respondents derived satisfaction from the news reviews, as the programme provided them with news about current happenings in their immediate and remote environments.

Similarly, the Focus Group Discussion (FGD) participants confirmed that they enjoyed the newspaper review by radio stations. "I like the programme because it is educative, informative and highly entertaining, especially the Yoruba version," one of the participants said. Other major factors the participants said attracted them to the programme is the timing, comprehensiveness, convenience and the mode of delivery employed by presenters. A discussant summarised it all as follows:

> I have developed a strong passion for the programme. I like it because it is presented in a more dramatic style that adds fun to the whole exercise. The timing is right and convenient; if you miss the English version around six to

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seven o'clock in the morning, you are not likely to miss the Yoruba version that comes later. You can listen to the programme while you are eating; while you are driving; or while you are trekking. It saves time and money, and it brings news to everyone whether they are literate or not; whether they are in the city or in the village.

Specifically, mode of delivering the gate-kept contents has been identified as a significant factor that stimulated listener's interest towards the programme. Major devices of delivery that the on-air personnel employed to sustain audience interest include **proverbial translations, dramatisation, paraphrasing, voice modulation and mimicking, analogies, humour** and **suspense**. For example, the presenters of the Yoruba version of news reviews always introduced extraneous comments in the form of humorous, dramatic dialogue just after some interesting stories or before they played commercial jingles. At the beginning of every daily broadcast of the news review, the presenters of the Yoruba version of the review always engaged in an exchange of a lengthened comical dialogue that has almost become the stations' trademark in respect of the Yoruba version of news review. The version of dramatisation employed by Splash FM is more hilarious and extended than that of Premier FM. An example from the Splash FM Station's review of April 1, 2010 is provided as follows:

DRAMATISATION (Yoruba)   ENGLISH TRASNLATION

Presenter A (Akolawole Olagoke):

Bayo ooo!!!.   **Bayo!!! (Exclaiming his partner's name)**

Presenter B (Adebayo Faleke):

Ooo. Se o si nkan?   **Yes. I hope there is no problem?**

Presenter A:

O wa o, oun ree: Boya lo mo wipe 'rush-   **There is!! This is it: Do you know that**
rush' *ni yio fi mu rifaasi pada o?*   **it will hurriedly turn back?**

Presenter B:

Ta a ni o?   **Who is that?**

Presenter A:

Alangba to t'ori bo iho akeekee, walahi   **Honestly, a lizard that strays into a**
nigba ti atilaawi ba d'ehin mo o l'agbari,   **scorpion's hole would spontaneously**
enikan ko ni yio so fun un ti yio fi mu ori   **hurry back when the stinging insect**
pada ni 'rush-rush.'   **attacks.**

The foregoing dialogue is used as a delivery device to stimulate audience interest towards the programme. This is one of the unique characteristics of news review programme: It combines humour with news contents to sustain listener's interest. Newspapers do not have this unique advantage.

Paraphrasing and suspense are other delivery devices often combined by the presenter to stimulate listener's curiosity towards the day's review. The presenters do this by first running the headlines of the most interesting stories of the day and playing some commercials before the main review. Sometimes, the presenters even paraphrase the headlines and create some suspense either by concealing names of the central characters or leaving out important settings of the stories. They also introduce some rhetorical questions to cap the suspense. After running the headlines in this manner, the presenters go for the first commercial break and come back to start the review in details. This is done purposely to arrest listener's interest towards the programme. Examples of paraphrasing and suspense are found in the Yoruba versions of Premier FM and Splash FM, Ibadan, as presented in the following headlines read by their presenters:

SUSPENDED HEADLINE	ENGLISH TRANSLATION

Presenter (Abisola Oluremi):

Awon kan ti n pe fun idasile ajo awon afin.... N'ibo nio? Iroyin n bo l'ori e.
Premier FM (*Gbe e si Mi L'eti*), July 27, 2010

Plans are underway for establishment of Albinos' Association.... Where? Details coming shortly.

Presenter (Folake Otuyelu [*Omoluabi]***)**

Won ni awon meji ni won ti ba ara won n'ile ejo o..! Nitori esun kinni? E o maa gbo tifun-tedo re laipe.
Splash FM (*Tifun-T'edo*), May 11, 2010

Reports say two people have been dragged to court... What crime did they commit? We shall give you the details soon.

Presenter (Abisola Oluremi**)**

Awon kan ma ti n pe fun ki Abenugan Ile Asofin lo roo kun sile o... Awon wo ni awon egbe ohun? E o gboo laipe.
Premier FM (*Gbe e Si Mi L'eti*), June 10, 2010

Some groups are calling for suspension of Speaker of the House of Representatives.... Who are these people? You will know them shortly.

Also, at the opening of each day's review, presenters of Premier FM, Ibadan, for example, in the English and Yoruba Versions (*Daybreak Gist* and *Gbe e si Mi L'eti*) occasionally read headlines from some selected newspapers. At this point, the presenters mention the names of the newspapers being reviewed, but by the time the presenters resumed after the first commercial break, they no longer mention the newspapers throughout the review. Perhaps the implicit motive for this is to create suspense and encourage the audience to go and read, and possibly buy the reviewed newspapers.

Translation is another major strategy that the radio stations adopted to sustain listeners' interest. Laninhun (2009:13) says translation "involves inter-linguistic mediation" whose purpose "is to transmit knowledge or information in plain, appropriate and accessible language." In essence, translation is a communication

process where an attempt is made to render, comprehend and re-code in another language a message or an idea coded in one language. While translating news stories to the local language (Yoruba Language), presenters of the radio stations usually introduced some proverbial analogies in order to concretise the stories. That is, the on-air personnel used proverbial translation to create imagery and help the listeners to comprehend the story in the context of their socio-cultural experiences. Examples of such proverbial translations are provided in the following excerpts:

PROVERBIAL TRANSLATION

ENGLISH EQUIVALENCE

Presenter (Adeleke Faleke):

Won ni ona tooro naa lo kuku ja si ona iye. Oun naa si ni ona eleyii ti o ogbe Akunyili de oke agunla nitori pe won ni die l'okun ki ipo minister bo mo o l'owo.
Splash FM (*Tifun-T'edo*), April 1, 2010

Narrow is the way, they say, that leads to salvation. It was the same narrow path that took (Dora) Akunyili to victory as it was reported that she almost lost a ministerial appointment.

Presenter (Akolawole Oladoke):

Irohin eleyii ti o wa lowo mi nibi yii lo n mi tupe-tupe bi eni ti o bo lowo oniwe-ile ti o wa n so wipe won ti pari ayewo fun awon alokoso tuntun lai si awon asoju lati ipinle Ebonyi ati Taraba nibe.
Splash FM (*Tifun-T'edo*), April 1, 2010

The news I have with me here is panting nervously like a fleeing tax evader saying that screening for new ministerial nominees have been concluded without representatives from Ebonyi and Taraba states.

In the examples above, the translator created a metaphorical proximity between the news content (messages) and the relevant proverbial expressions peculiar to the socio-cultural template of the indigenous language (Yoruba Language). The on-air personnel of the radio stations, while doing these translations, also modulated their voices either to capture the mood and tone generated in the story being reviewed or to mimic the dramatis personae (characters) quoted in the story. These strategies were used to produce some imaginative effect and enable the listeners to visualise the action, actor(s), time and setting of the story being reviewed.

In summary, findings here have shown that audience really embraced news review as a reliable source of current information. This high level of interest, acceptance and belief that the audience have in the news reviews by radio may be partly attributable to the unique characteristic of radio as identified by Dominick, Messere, and Sherman (2004) that radio news reports possess an element of immediacy that sets them off from items in the newspapers. Really, as it is claimed by most of the editorial personnel of news reviews interviewed in this study, radio stations rely heavily on newspapers to generate contents for their news review programmes, yet, the style of presenting these reports by radio adds excitement, life and sense of immediacy that may enhance audience interest in, and preference for, radio to get news of the day. Therefore, in answering the research question five above, findings have proved that the selected radio stations really satisfied the audience expectation and urge to be informed of the events in their environments. Issues that the audience preferred most (politics, sports, crimes, crises, and development-centred news) are also given prominence by the radio stations in the contents of their news reviews ahead of others (news about society and religion) for which the audience demonstrated lesser preference. To further prove this, a predominant percentage (73.8%) of the respondents confessed that they really got news about events around them through the radio stations' news reviews. The findings here have some implication for what the study already established in answers to the research question one above. As revealed in the responses of the editorial personnel, the radio stations run the news reviews purposely to expand their market shares of the audience, and ultimately increase their net profits. Thus, the findings here imply that really, the radio stations are gaining more audience, as majority of the audience reveal that they derive real satisfaction any time they tune in to listen to the news review programme.

Yet, finding, as presented in table 6.8 and figure 6.1 that the radio stations, to a very large extent, reported most frequently issues that the audience preferred most, and reported less issues that ranked low in audience scale of preference, suggests that the audience also have influence in determining what the mass media present as news. This is evident in Watson's (2003:128) submission that "as far as the media are concerned one might say that the overt agenda is synonymous with public agenda; that is, what is of most importance to the public appears top of the media agenda." Agenda setting, thus, is not unilaterally done by the mass media; it is a cyclical process. The public, to a large extent, dictate what the mass media should present as news, while the

mass media too sets the public agenda by presenting issues for public discussion through the degree of emphasis attached to such issues.

6.4: RESEARCH QUESTION 4: **How well do the radio stations set public agenda by their secondary gatekeeping?**

As the preceding research question 3, this research question required a combination of two categories of data. Therefore, the researcher used data from both the questionnaire and the content analysis to answer it.

6.4.1: Issues the Respondents Considered to Be Significant

To answer the research question properly, the researcher first examined how the audience respondents perceived the public issues discussed in the news reviews in terms of the level of importance they attached to specific categories of the news contents, or which issues they considered to be more significant than the others. This is presented in table 6.11.

Table 6.11: Respondents' Rating of Public Issues

S/N	CATERGORY	FREQUENCY	PERCENTAGE
1	No Response.	24	4.6
2	Issues that most news media do not report well.	36	6.9
3	Issues that people in the neighbourhood talk about.	104	20.0
4	Issues that are reported by newspapers.	65	12.0
5	Issues that are reported and given much emphasis by almost all radio stations in their news reviews.	291	56.0
	Total	520	100.0

Source: Author's Fieldwork

Majority (n=291; 56.0%) of the respondents admitted that the most significant issues to them were the issues that received most emphasis by all the radio stations in their news reviews. In the opinion of some respondents (n=104; 20%), the most significant issues were those that people in the neighbourhood talked about. Some respondents (n=65; 12.0%) claimed that when certain issues were reported by newspapers, such issues were significant. Only 36 (6.9%) respondents surprisingly claimed that issues which most news media reported less prominently were the most significant, while 24 (4.6%) respondents declined response.

What this finding suggests is that issues that receive more media emphasis get the people's attention as being more significant than other news contents with less media attention. The finding has further proved here that when the mass media (radio in this context) give more emphasis to certain issues in their contents, such issues become significant public issues that audience in turn consider to be significant.

The foregoing claim is further reinforced by the findings presented in table 6.12. For instance, the table shows that the most significant factor that made the respondents attach importance to certain issues is when majority of the radio stations reported such issues in their news reviews (n=245; 47.1%). The next most significant factor that would make the respondents attach importance to certain public issues is when radio stations gave such issues longer duration of coverage than others in the news reviews (n=98; 18.8%).

Table 6.12: Factors Influencing Respondents' Rating of Public Issues

S/N	CATEGORY	FREQUENCY	PERCENTAGE
1	**No Response**	27	**5.2**
2	**When majority of radio stations report the issue in their news reviews**	245	**47.1**
3	**When most radio stations mention the issue as part of the main gist of the review**	79	**15.2**
4	**When radio stations give the story wider coverage**	98	**18.8**
5	**When the issue comes briefly in the review**	30	**5.8**
6	**When the issue comes first in the main review**	41	**7.9**
	Total	**520**	**100.0**

Source: Author's Fieldwork

Other factors that would determine the degree of significance the audience would attach to issues are inclusion of such an issue in the main gist of new reviews (n=79; 15.2%); and placement of such issues first in the news review broadcast (n=41; 7.9%). Only 30 (5.8%) considered brevity as a factor that made them consider certain issues to be significant. Twenty-seven (5.2%) respondents remained silent as to factors that made them to see some issue as being important. If the percentages in items two, three, four and six are added (47+15+19+8), the result shows that a predominant segment (89.0%) of the audience respondents saw the degree or intensity of media coverage of certain public issues an indication that such public issues must be significant.

6.4.2: Level of Prominence Public Issues Got in the News Reviews versus Respondents' Rating of the Issues

To verify the veracity of the second assumption above, and to answer the research question five further, the researcher compared the audience rating of issues and the level of prominence these issues received in the news reviews of the radio stations selected for this study. This comparison would make it possible to establish the patterns of relationship between the structure of the contents of news reviews and the outcome of this secondary gatekeeping exercise (news reviews) in terms of what issues the audience thought or talked about after listening to the news reviews.

To do this, the researcher created two windows; first, the window that shows what the radio stations broadcast most frequently, and second, the window that presents what issues the audience discussed most frequently after listening to the news reviews. As presented in table 6.13 and re-presented in figure 6.2, news stories about politics (n=1307; 35.4%) is ranked as the most reported issue by the radio stations in their news reviews, while politics is also ranked first (n=347; 35.9%) among the public issues that audience always talked about after listening to news reviews. Again, sports news (n=635; 17.0%) is ranked second among the news stories reported in news reviews, while the same issue (politics) is the second most discussed issue (n=154; 15.9%) by the audience after they must have to the news reviews.

Table 6.13: Comparison of Degree of Prominence Radio Stations Accorded Public Issues and Degree of Recognition Audience Gave to the Issues

S/N	Degree of prominence Public Issues Get in the News Reviews			Degree of Prominence Audience Accord Public Issues after Listening to News Reviews		
	News Theme	Freq/Percentage	Ranking	News Theme	Freq/Percentage	Ranking
1	Religion	81 (2.2)	8th	Religion	12 (1.2)	7th
2	Crimes	481 (13.0)	3rd	Crimes	98 (10.1)	5th
3	Development-centred News	433 (11.7)	5th	Development-centred News	111 (11.5)	4th
4	Disaster	206 (5.6)	6th	Disaster	95 (9.8)	6th
5	Crises	438 (11.9)	4th	Crises	143 (14.8)	3rd
6	Sports	653 (17.7)	2nd	Sports	154 (15.9)	2nd
7	Society	90 (2.4)	7th	Society	06 (0.6)	8th
8	Politics	1307 (35.4)	1st	Politics	347 (35.9)	1st
	Total	3689 (100.0)		Total	966* (100.0)	

The total here exceeds 520 because multiple responses were allowed.

Source: Author's Fieldwork

The public issues that received lesser emphasis from radio stations in their news reviews also received lesser attention from the audience. Although there are

some variance in the ranking of these issues under two categories of media emphasis and audience attention, these discrepancies are marginal. For instance, news about religion is ranked 8th (n=81; 2.2%) as the least reported issue in the news reviews, while the same theme (religion) is the second least discussed issue (n=12; 1.2%) by the audience after the news reviews. News about society (n=90; 2.4%) is the second least reported issue in contents of the news reviews, while the same news about society is the least discussed issue (n=06; 0.6%) by the audience.

Fig.6.2: Parity of Extent of Prominence Radio Stations Accorded Public Issues and Degree of Recognition Audience Gave to the Issues
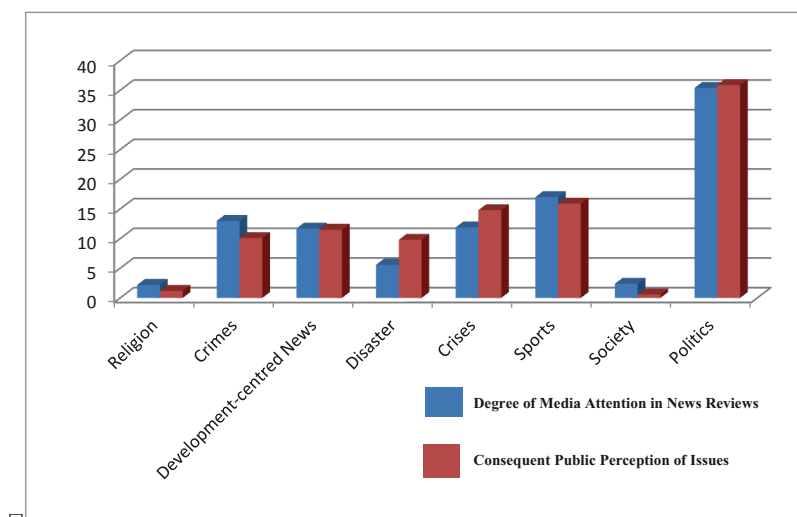
However, there is a discernible variance between the degree of emphasis the radio stations gave to news about crimes and the extent of attention the same issue usually received from the audience after they must have listened to the news reviews. The issue is ranked as the third most reported news focus by the radio stations in their news review programmes (n=481;13.0%); while the same issue got comparatively lesser attention from the audience as it is ranked fifth (n=98; 10.1%) among the issues the audience always remembered and discussed after the news review broadcasts.

What this pattern suggests is that the news editors of the radio stations had higher preference for news about crimes than the audience did for the news category

(crimes). News editors generally have special preference for events that make reference to something negative. As already discussed in the literature, Galtung and Ruge, in their model of selective gatekeeping as expatiated by Watson (2003) and Schwarz (2009), said that if it bleeds, it leads. Damage, disaster, conflict, and negative consequences increase the chance of an event to be considered as news by editors. The finding here, as evident in table 6.13 and figure 6.2, further affirms this submission. For example, apart from politics (n=1307; 35.4%) and sports (n=653; 17.0%), news stories that featured more frequently in the contents of the news reviews are news about crimes (n=481; 13.0%), crises (n=438; 11.9%), and disaster (n=206; 5.6%), ahead of news stories about society (n=90; 2.4%) and religion (n=81; 2.2%).

Findings here suggest some perceivable phenomena. First, not all public issues are accorded equal degree of significance, either by the mass media or by the audience. Because of some forces or factors, as identified earlier in answers to the first research question, news editors have preference for certain issues over the other. Second, issues that receive more media attention become significant public issues that audience remember and talk about.

Generally, the findings here show that, to a large, the selected radio stations used their secondary gatekeeping function (news reviews) to set public agenda for the audience. The findings have established the fact that there is a direct relationship between the degree of attention the radio stations in their news reviews gave to public issues and the level of importance the audience attached to such public issues after listening to news reviews. Issues that were reported more frequently by the radio stations in their news reviews (politics, sports, crises, crimes, development-related news, and disaster) were the same issues that the audience respondents admitted they remembered and talked about more frequently than those issues that the radio stations reported less frequently (society and religion). Therefore, as established by the findings here, the selected radio stations, through their news review programmes, have constructed the windows through which the audience always perceive public issues. What this means is that issues that got prominence in the news reviews, either through placement, frequency of occurrence, or intensity of coverage, became significant in the opinion of the audience while the converse holds. This supports the central tenets of agenda setting theory of the mass media as espoused by McCombs and Shaw in their Agenda-Setting Model of media effect (Watson, 2003:128) that what the mass media define and present as news is what the audience discern as news; "what is emphasised

by the mass media is given emphasis in public perception; what is amplified by media is enlarged in public perception." Obviously, the media always construct the windows through which the public perceive and interpret social reality.

6.5: RESEARCH QUESTION 5: **What is the extent of eagerness of radio audience to read the news contents of newspapers after listening to the daily broadcasts of news review by radio stations?**

In order to answer this research questions, the researcher constructed some sub-themes. These are discussed as follows:

6.5.1: Audience Preference for Media Genres, and Justification for their Preference

The aim here was to examine the media type the audience preferred to listen to most frequently as the source of information about daily occurrences. The findings here would serve as the premise for proving the veracity of the audience claims regarding their frequency of listening to the newspaper reviews by radio stations. As presented in table 6.14, an overwhelming majority, 346 (66.5%), of the respondents preferred to listen to radio most frequently to get information about daily events; 91 (17.5%) relied most on newspapers;

Table 6.14: Audience Preference for Media Types to Get News about Daily Occurrences

S/N	MEDIA TYPE	FREQUENCY OF PREFERENCE	PERCENTAGE
1	Radio	346	66.5
2	Newspaper	91	17.5
3	Television	83	16.0
	TOTAL	520	100.0

Source: Author's Fieldwork

while 83 (16.0%) showed preference for the television as the media type they most frequently relied on to be abreast of the latest information daily. This shows that radio is the most preferred of the three media types identified above. It was considered relevant to examine the reason for this high audience preference for radio as a medium of mass communication; therefore, table 6.15 presents the factors the respondents advanced as motivation for their preference for the different mass media.

Table 6.15: Factors Responsible for Respondents' Preference for Media Types

S/N	RESPONSE	FREQUENCY	PERCENTAGE
1	**Radio listening saves time**	51	9.9
2	**Radio is affordable**	122	23.4
3	**Radio is portable and convenient**	102	19.6
4	**Radio has wide coverage**	21	4.0
5	**Radio uses battery**	40	7.7
6	**Newspapers can be stored for future references**	57	11.0
7	**Television combines voice and motion**	65	12.5
8	**No Response**	62	11.9
	Total	**520**	**100.0**

Source: Author's Fieldwork

The pattern of audience response here presents radio as the most preferred news medium. This is probably attributable to the unique characteristics of the medium. As contained in table 6.15, a number of the respondents, 122 (23.4%), who

preferred radio most, said they did so because they considered the medium to be affordable; while 102 (19.6%) preferred it because the medium is portable and convenient to operate. Also, 51 (9.9%) of the respondents preferred the medium because, unlike newspaper and television that may require total attention of the audience, the audience can listen to radio and do other things simultaneously. One of the characteristics of radio is that electricity outage may not affect it as it can battery-powered.

As discussed in literature, radio is cheap to procure; convenient to listen to; local; found almost everywhere; personal and mobile; easy to operate; and battery-powered, among others (Baran, 2002; Ojebode, 2003; Oyero, 2003). These unique qualities, as established here by the finding of this study, endeared radio to the audience, and make it the most preferred medium of mass communication, especially when the mass audience are the targets of its message.

6.5.2: Audience Frequency of Listening to News Reviews

Attempt was made here to examine how frequently the audience listened to newspaper reviews by the radio stations in Oyo State. As shown in table 6:16, majority, 356 (68.5%), of the audience revealed that they listened to the newspaper review programmes everyday; while only 38 (7.3%) respondents listened just only once a week. This shows that generally, only 49 (9.4%) respondents never listened to the programme whereas an overwhelming majority (n=471; 90.6%) of the radio audience respondents listened to the newspaper reviews programmes.

Table 6:16: Respondents' Frequency of Listening to News Review   Programmes

QUESTION	RESPONSE	FREQUECY	PERCENTAGE
How often do you listen to newspaper reviews on radio stations?	Every day	356	68.5
	Two days a week	25	4.8
	Three days a week	33	6.3
	Four days a week	19	3.7
	Once a week	38	7.3
	Never	49	9.4
	Total	**520**	**100.0**

Source: Author's Fieldwork

The implication of this finding is that the newspaper review programme is popular among the audience, and majority of the radio audience have created habits for listening to the programme regularly, even though newspapers and the television are also likely to provide similar information as to events that happen daily in the near and far environments.

6.5.3: Audience Frequency of Reading Newspapers

It was considered necessary to examine audience frequency of reading newspapers as this would make it possible to further establish the patterns of media patronage by the respondents. Table 6.17 shows how often the respondents read newspapers to get information.

Table 6.17: Respondents' Frequency of Reading Newspapers

S/N	RESPONSE	FREQUENCY	PERCENTAGE
1	Every day	162	31.2
2	Twice a week	56	10.8
3	Three times a week	38	7.3
4	Four times a week	14	2.7
5	Once a week	125	24.0
6	Never	125	24.0
	Total	**520**	**100.0**

Source: Author's Fieldwork

From table 6.17 above, it is shown that 162 (31.2%) of the respondents claimed they read newspapers every day; 56 (10.8%) said they read newspapers two times in a week; 38 (7.3%) read newspapers three times in a week; and 14 (2.7%) claimed they read newspapers four times a week. One hundred and twenty-five (125; 24.0%) of the respondents said they read newspapers just once a week, while the same number, 125 (24.0%) of respondents claimed they did not read newspapers at all. If the percentages of the respondents that read newspapers just twice a week, those who read only once in week, and those who never read newspapers at all are added, this would suggest that a significant proportion (58.8%) of the total respondents had poor attitudes towards reading newspapers.

This finding implies that although people read newspapers, there was a great discrepancy between their frequency of listening to radio and their rate of reading newspapers. That is, people listened to radio quite more frequently than they read newspapers as earlier findings in this study had established that 66.5% of the audience

preferred to listen to radio most frequently whereas only 17.5% preferred to read newspapers to get information.

6.5.4: Audience Level of Eagerness to Buy and Read Newspapers after Listening to News Reviews

Attempts were made here to establish the truism of the claims by newspapers proprietors that newspaper reviews by broadcast media adversely affected the sales of their newspapers. Therefore, to do this, the researcher explored the impact of listening to newspaper reviews by radio stations on audience acts of buying and reading newspapers.

Table 6.18: Audience Radio Listening Habit, Urge for Information and Eagerness to Buy/Read Newspapers after Newspaper Reviews

S/N	STATEMENT	RESPONSE/PERCENTAGE				
		Strongly agree	Agree	Disagree	Strongly disagree	TOTAL
1	Contents of news review programmes are very rich and interesting	136(26.2)	337(64.8)	42(8.1)	5(1.0)	**520(100.0)**
2	I always get from the news reviews all information that I need concerning current events in my environment.	88(16.9)	292(56.2)	125(24.0)	15(2.9)	**520(100.0)**
3	After listening to the news reviews, I always feel satisfied	106(20.4)	281(54.0)	116(22.3)	17(3.3)	**520(100.0)**
4	I have formed a habit for listening to the news review programmes.	129(24.8)	280(53.8)	99(19.0)	12(2.3)	**520(100.0)**
5	Listening to the news reviews is already part of my daily routine, and I can't afford to miss the programme.	121(23.3)	254(48.8)	124(23.8)	21(4.0)	**520(100.0)**
6	Because I don't want to miss the programme, I have secured a portable radio transistor.	135(26.0)	212(40.8)	142(27.3)	31(6.0)	**520(100.0)**
7	Radio stations do not give details of news they review as reported by newspaper.	82(15.8)	194(37.3)	195(37.5)	49(9.4)	**520(100.0)**
8	After listening to the news reviews on radio, I still have the urge to read the newspapers.	73(14.0)	205(39.4)	179(34.4)	63(12.1)	**520(100.0)**
9	Actually, when I listen to the news review, I recognise the sources of the information in news review.	105(20.2)	270(51.9)	119(22.9)	26(5.0)	**520(100.0)**
10	I go as far as buying newspapers to read the details of news already reviewed by radio stations.	41(7.9)	118(22.7)	256(49.2)	105(20.2)	**520(100.0)**
11	As long as radio stations continue to review contents of newspapers, I don't need to buy or read newspapers.	87(16.7)	142(27.3)	233(44.8)	58(11.2)	**520(100.0)**
12	Even without any direct reference to the newspapers, it is clear that radio stations review contents of newspapers.	113(21.7)	284(54.6)	98(18.8)	25(4.8)	**520(100.0)**

Note: Percentage within items in brackets
Source: Author's Fieldwork

Item 4 of table 6.18 above shows that 24.8% of the respondents strongly claimed that they had formed the habit of listening to the newspaper review programmes, while 53.8 simply made the same claim. This suggests that overwhelming majority (78.6%) of the respondents had formed the habit of listening to newspaper reviews by radio station as against just 21.3% of the respondents who claimed otherwise. Similarly, as shown in item 5 of the table, 72.1% of the respondents claimed that they could not afford to miss the news reviews, while only 27.8% of the respondents submitted otherwise. This means that not less than 75.35% of the respondents had formed strong habits of not missing the programme every day.

As contained in item 6 of table 6.17, 135 (26.0%) and 212 (40.8%) of the respondents strongly and simply claimed respectively that because of their urge for the news reviews, they had gone as far as procuring personal transistor radio sets to enable them to listen to the programme. This means that 66.8% of the respondents had at least got personal radio sets to satisfy their urge for the news review programme.

Furthermore, if the percentages of those that indicated *strongly agree* and *agree* in table 6.18 above for each of items 1, 2, 3 and 9 are added, in each case, well above 70% of the respondents were of the opinion that they enjoyed the news reviews. Even though many of the respondents (53.4%) still saw the reason to read newspapers after news reviews (as shown in items 8), item 10 shows that only about 30.6% (7.9+22.7) actually accepted they went as far as buying the newspapers. The foregoing findings, therefore, show that less than half of those that listened to, and enjoyed the news reviews, actually claimed they bought newspapers after satisfactory reviews. The implication is that news review programme encouraged the audience to read newspapers, but the programme is less effective in driving the audience to buy newspapers. To further investigate this, two null hypotheses were constructed and Chi-Square Tests were conducted to prove the validity or otherwise of the hypotheses:

Ho 3.1: *There is no statistically significant relationship between respondents' frequencies of listening to news review programmes on radio and their willingness to read newspapers.*

Table 6.19 shows that 121 (34.9%) of those that listened to reviews everyday also read newspapers every day; 36 (10.1%) read twice a week; 23 (6.5%) also read newspapers three times a week; only eight (2.2%) read four times in a week; 89 (25.0) respondents read just once in a week; while 79 (22.2%) of the respondents never saw

the need to read newspapers anymore after listening to newspaper reviews. Only 6 (18.2%) of respondents that listened to news reviews three times a week also read newspapers everyday; four (12.1%) of them read newspapers twice a week; while seven (21.2%) of such respondents never bothered to read newspapers after the news reviews.

Table 6.19: Summary of Chi-Square Test for Respondents' Frequency of Reading Newspapers after Listening to News Reviews

Respondents' frequency of Listening to News Reviews	*Respondents' Frequency of Reading Newspapers after News Reviews*							Chi-sq value	P-value
	Everyday	Twice a week	Three times a week	Four time a week	Once a week	Never	Total		
Everyday	121(34.9)	36(10.1)	23(6.5)	8(2.2)	89(25.0)	79(22.2)	356(100.0)		
Twice a week	6(24.9)	5(20.0)	1(4.0)	2(8.0)	4(16.0)	7(28.0)	25(100.0)		
Three time a week	6(18.2)	4(12.1)	6(18.2)	0(0.0)	10(30.0)	1()21.2	33(100.0)	57.5	0.000
Four times a week	1(5.3)	2(10.5)	0(0.0)	4(21.1)	4(21.1)	8(42.1)	19(100.0)		
Once a week	10(26.3)	5(13.2)	2(5.3)	0(0.0)	11(28.9)	10(26.3)	38(100.0)		
Never	18(36.7)	4(8.2)	6(12.2)	0(0.0)	7(14.3)	14(28.6)	49(100.0)		
Total	162(31.2)	56(10.8)	38(7.3)	14(2.7)	125(24.0)	125(24.0)	520(100.0)		

Note: percentage within frequency of listening in brackets
Source: Author's Fieldwork

. In addition, 18 (36.7%) of the respondents who did not listen to news reviews read newspapers. Four (8.2%) read twice a week; six (12.2%) read three times a week; seven (14.3%) read once in week; and 14 (28.6%) of this category of respondents did not read newspapers. The implication of the foregoing statistics is that after listening

to news reviews, a good numbers of the audience actually went ahead to read newspapers.

The chi-square value of 57.5 at p greater than 0.05 (p<0.05) shows that there is a statistically significant association between respondents' frequencies of listening to news reviews on radio and their level of willingness to read newspapers. Hence, we reject the null hypothesis (**Ho3.1**). This means that there is a significant relationship between respondents' frequencies of listening to news reviews and their willingness to read newspapers. News reviews inspired the audience to develop eagerness for reading newspapers.

Ho3.2: There *is no statistically significant relationship between respondents'*
frequencies of listening to news review programmes on radio and their
frequencies of buying newspapers.

Table 6.20 shows that only 41 (11.5%) respondents out of 356 respondents that listened to news reviews every day also bought newspapers every day; while a high percentage 206 (57.9%) of respondents that listened to news reviews every day did not buy newspapers at all after listening to the news reviews. Furthermore, out of the respondents that listened to news review three times a week, nobody bought newspapers every day; only two (6.1%) bought twice a week; just three (9.1) bought three times a week; eight (24.2%) respondents bought newspapers just one time a week; while 20 (60.6) never bothered to buy newspapers after listening to news reviews. Only four (10.5%) of the respondents that listened to news reviews one time a week bought newspapers everyday; while 22 (57.9%) respondents never bought newspapers.

The message from the finding above is that the rate at which the audience read newspapers daily (n=121; 34.9%) after listening to news reviews (see table 6.19) is higher than the frequencies of buying newspapers (n=41; 11.5%) every day, as shown in table 6.20. Overall, the audience frequency of listening to news reviews every day is significantly higher than their frequencies of reading and buying newspapers after listening to the programmes.

Table 6.20: Summary of Chi-Square Test for Respondents' Frequency of Buying Newspapers after Listening to News Reviews

	Respondents' Frequency of Buying Newspapers after News Reviews							Chi-sq value	P-value
Respondents' frequency of Listening to News Reviews	Everyday	Twice a week	Three times a week	Four time a week	Once a week	Never	Total		
Everyday	41(11.5	20(5.6)	11(3.1)	5(1.4)	73(20.5)	206(57.9)	356(100.0)		
Twice a week	4(16.0)	1(4.0)	0(0.0)	1(4.0)	5(20.0)	14(56.0)	25(100.0)		
Three time a week	0(0.0)	2(6.1)	3(9.1)	0(0.0)	8(24.2)	20(60.6)	33(100.0)		
Four times a week	0(0.0)	0(0.0)	0(0.0)	0(0.0)	4(21.1)	15(78.9)	19(100.0)	34.8	0.1
Once a week	4(10.5)	0(0.0)	1(2.6)	0(0.0)	11(28.9)	22(57.9)	38(100.0)		
Never	8(16.3)	0(0.0)	1(2.0)	0(0.0)	2(4.1)	38(77.6)	49(100.0)		
Total	57(11.0)	23(4.4)	16(3.1)	6(1.2)	103(19.8)	315(60.6)	520(100.0)		

Note: percentage within frequency of listening in brackets
Source: Author's Fieldwork

Finally, chi-square value of 34.8 less than 0.05 (p>0.05) shows that the relationship between respondents' frequencies of listening to newspaper reviews and their frequencies of buying newspapers after listening to the programme is not significant. Therefore, the Null Hypothesis **(Ho3.2)** is accepted. This means that there is no statistically significant correlation between audience frequency of listening to news reviews and their frequency of buying newspapers. Respondents frequently listened to the newspaper reviews but they rarely buy the reviewed newspapers after listening to the programme.

The predominant trend in the responses of the Focus Group Discussion (FGD) participants further substantiates the hypotheses Ho3.1 and Ho3.2. Most of the

participants confirmed that after listening to news review, they usually developed the urge to read newspapers because they wanted to get specifics of some interesting news, to see pictorial illustrations or read detailed explanation of some reports that are complex or too technical to be clearly explained by the radio presenters. "The urge to get more details of the stories always moves me to go out and read the newspapers after listening to the programme," one of the FGD participants admitted. "The programme drives me to read newspapers. After listening to the programme on radio, if you are literate, you will develop the curiosity to read the newspapers even if it is just going through the headlines or front-page stories", another participant said. Some of the participants were more specific as to what drove them to read the reviewed newspapers after listening to the programme. The urge to correlate the authenticity of the stories in the news review on radio with the news contents of the reviewed newspapers, especially when the presenters translated the stories to the local language (Yoruba Language) and seemed to have exaggerated the stories, was specifically mentioned as the driving force. "No matter what I listen to, I am still eager to read the reviewed newspapers so that I can correlate what the radio has said with what the newspapers have actually reported that day," another participant confirmed. Similarly, another participant explained that:

> Most times, the presenters do exaggerate the stories. Because of this, I always want to read the newspapers to confirm the stories. Apart from exaggeration, there are usually some cases of misinterpretation of stories by these Yoruba presenters. Because they are translating from the English Language to the local language, there is the tendency for them to misinterpret the stories. Therefore, to clarify, I have the urge to read the reviewed newspapers.

Another participant added:

> Really, the way the radio presenters run the stories raises some curiosity. They are funny and dramatic with their additional comments. You will want to read newspapers that day to get more details about the stories. Every day after listening to the programme, I have to go to the newspaper stand to read and see more pictures, which are naturally absent in the radio presentation.

The foregoing positions held by the FGD participants, that radio presenters while translating the news usually exaggerated and were likely to misinterpret the stories,

justify Laninhun's (2009) argument that some inadequacies are inherent in broadcast news translation. Such inadequacies, according to her, are omissions, additions, verbatim translation, and distortion, among others. Unless the translation is done by a competent presenter, the primary meaning contained in the original story may be completely lost or distorted when it is rendered in another language. Listeners' consciousness of these inadequacies may explain the reasons for their desire to read the reviewed newspapers after listening to the news reviews on radio.

Although few of the discussants said that after listening to the news review on radio, they felt satisfied, and they did not have the urge or go further to read the newspapers, majority of the discussants said that listening to the programme encouraged them to read the reviewed newspapers. They agreed that modes of presenting the stories by radio presenters created some curiosity to read the newspapers. They even added that if they did not listen to the programme, they would not develop the strong urge to read the newspapers compared to when they listened to the newspaper review. Indeed, the FGD participants described the newspaper review by radio stations as the "appetiser" that sensitised them to the stories of the day and stimulated them to read more about such stories as reported in the newspapers. However, we could not establish the veracity of these claims as there were no evidences to prove that the discussants translated their urge to real action by actually going to read the reviewed newspapers.

On the other hand, majority of the participants revealed that it was not their habit to buy newspapers. The few participants that claimed to buy newspapers said they bought because they sometimes needed to look for adverts or keep some important information for future references. They attributed this to various factors. Interestingly, the participants revealed that listening to news reviews discouraged them from buying newspapers. They explained that after listening to the news reviews, they no longer had the urge to buy newspapers because they must have got the most important news of the day in the contents of the news reviews. "Of course, listening to newspaper review on radio is a major factor I don't buy newspapers. Why would I go and spend one hundred and fifty naira (#150.00) on a copy of newspaper if I can conveniently get almost the same stories published by different newspapers when I listen to radio? The best I can do is to read free from vendors," a participant said. Another discussant added: "The moment I listen to the newspaper review, I don't see any sense in buying newspapers again unless there are certain stories or some

important items of information I need to keep for future reference." This is the position of another discussant: "Anytime I listen to the programme, it saves my money. I don't need to buy newspaper again." In a rather aggressive and rhetorical tone, a participant retorted:

> In spite of the curiosity I develop after listening to the programme, I don't feel constrained to buy newspapers. After buying and reading it, what happens to the newspaper? After all, I feel that I have listened to the most important stories of the day. I read because I want to satisfy my curiosity. Simple! If I don't see any paper to read, I am fine. Unless there is a memorable story I want to keep, I don't feel obliged to buy newspapers. I can't even remember the last time I bought a copy of newspaper ever since I started to listen to news review on radio stations.

This is the position of another participant:

> Before this programme (newspaper review) started on radio, I could remember that I used to buy newspapers. But now, that has completely changed. I don't buy newspapers anymore because I have the opportunity to listen to news stories on radio stations, and I have more access to newspapers now than then. I can go to the Internet or the vendors to read.

Poverty or low purchasing power is another factor that the discussants said discouraged them from buying the papers. "Where would I get the money to buy newspapers?" one participant asked. As parts of the alternatives for them to have access to the newspapers the participants said that they sometimes went to the library to read. As the participants confirmed, the best they always did, however, to read the newspapers was to go to the newspaper vendors and read as a group of free readers, or pay a sum of twenty naira (#20.00) to the vendor to allow them read the newspapers. Mr Olaoluwa Ajayi, the Ibadan Correspondent of *Vanguard* newspaper, speaking from his experience as a practising journalist, made a similar submission:

> Free readers association is also really killing the sale of newspapers because once the people had listened to most parts of the stories in the newspapers through the radio, what they usually do is just to go to the newspaper stand and give the vendor maybe twenty naira (#20.00). With this, a group of readers would be allowed to glance or read through the

newspaper and return it to the vendor. That means that many copies that these readers would have bought will be returned unsold. You can see that this practice is really having a negative impact on the economy of the newspapers.

Asked if their attitudes towards buying and reading newspapers would remain the same if radio stations stopped to run the programme, the participants unanimously said that their attitudes would definitely be different. "It will surely affect me. I will be forced to go any length to know what is happening around me. This may even force me to buy newspapers," one discussant confirmed. The uniform standpoint among the participants was that without the newspaper review programme by radio stations, their urge to buy and read newspapers would be stronger than when they could conveniently get top stories of the day through the radio.

The foregoing findings suggest that listening to newspaper reviews on radio stations significantly encourages audience to read or be willing to read newspapers (n=121; 34.9%), but the programme lacks the power to drive audience to buy newspapers as only 11.5% of the audience respondents said they actually buy newspapers every day after listening to the programme. People prefer to, and actually, listen to news on radio. They have some urge to read newspapers, but they do not buy newspapers. Thus, if the news reviews make audience willing to read newspapers but significantly unwilling to buy newspapers, it is safe to conclude that the audience read newspapers through other means without buying. For instance, most of the audience claimed they usually read newspapers in the school libraries, at newspaper stands, through other people that bought newspapers, or through the Internet.

Although Ojebode (2009) observes that some individuals have claimed that news reviews inspire them to buy newspapers, the current findings have proved that the programme does not really drive listeners to buy newspapers after listening to the daily reviews. Instead, the programme in reality has a negative impact on the sale of newspapers. Newspaper practitioners that were interviewed confirmed this. For instance, Mr. Segun Olatunji, former Managing Director of *The Nigerian Tribune* newspaper said that newspaper review by radio stations in Oyo State had significantly reduced the sales figure of newspapers in the state. According to him:

Newspaper review by radio stations has a negative impact on the sale of newspapers. Most people depend on the reviews to get information. Some of these radio stations read almost all

the major stories from the beginning to the end. Therefore, there is nothing for listeners to read. People don't buy newspapers anymore. Even Mama H.I.D. Awolowo, the Chairman of *Tribune Newspapers,* sometime ago told me that when she listens to the newspaper reviews on radio, she no longer has to read newspapers except *The Nigerian Tribune,* though she gets free copies of all the newspapers in the country every day. You can see the impact of the programme. It is terrible. It has made sales of newspapers to nosedive seriously. Most newspapers can no longer make profit through newspaper sales because of the newspaper reviews. They survive through commercials.

He went further and quoted some statistics to substantiate his claims that newspaper review has significantly reduced sales of newspapers. He said that the volumes of newspapers that were circulated and sold were much higher in the pre-review era than what are being recorded now that broadcast stations are reviewing the newspapers. He submitted:

Members of the public are no longer buying newspapers. Before the newspaper review, at least newspaper sales were up to one million (1,000,000) copies daily on the average. But now, all the circulation figures of all Nigerian newspapers every day are below five hundred thousand (500,000) in the population of about one hundred and fifty million (150,000,000) people. The copies that are actually being sold on a daily average are not more than about three hundred thousand (300,000) now. But before the review, newspapers were selling up to between seven hundred thousand (700,000) and seven hundred and fifty thousand (750,000) copies daily. Now that the reviews are being done, people will prefer the elite, who have money, to buy. Most of the few people that read at all also have access to the electronic versions of the newspapers on the Internet. All these factors combined have really killed the sales of newspapers.

Corroborating the position of Mr Segun Olatunji, another journalist, Mr Olaoluwa Ajayi, the Ibadan Correspondent of *Vanguard* newspaper, while responding to the interview said that until the controversies on the effect of the programme became pronounced, he had believed that newspaper review by broadcast stations would help the newspapers to sell well. His conviction was based on the notion that after listening to the newspaper reviews on the radio stations, listeners would be motivated to go for the reviewed newspapers and buy copies to read. However, he

confessed that his interactions with the audience and his experience as a professional journalist had revealed that newspaper review by broadcast stations, especially radio stations, have really negatively affected the sale of newspapers. He asserted that:

> So many people are eager to listen to newspaper review on radio stations, and immediately the newspapers are reviewed, the listeners may not feel that urge to go and buy the newspapers again. They would say anyway they have got what they want to hear. Except for those who are literate and who really know the importance of books which can be kept for a long time for a reference purpose, ordinary Nigerians would say "I've listened to what I wanted to hear" and that is the end of it. Take for instance, this *Splash FM* Yoruba news review programme, "Tifun-Tedo", when it is 9 o'clock in the morning, go to some popular areas in Ibadan. You will see about 10 to 15 people glued to a radio set listening to the programme. If you ask whether they buy newspapers, you will not find anyone that buys newspapers. They all depend on the radio to give them the top stories of the day. Therefore, if we look at it from this aspect, and from my experience as a journalist, I would tell you the programme is really affecting the sale of newspapers negatively.

Some similar studies had earlier prophesied the end of conventional newspapers in Europe and America. For example, Ken Goldstein, a communications consultant based in Winnipeg, Manitoba, observed that sales of newspapers in Canada, Great Britain, and the United States of America have significantly dropped since 1950. Quoting Ken Goldstein, Tennant, (2011:1) says that

> ...daily newspapers' paid circulation as a percentage of households in all three countries has steadily declined since 1950. For national dailies in Great Britain, the fall has been from nearly 150% of households to 40%; from 100% to 30% or paid dailies in Canada; and in the United States, from just over 120% in 1950 to nearly 40% in 2010.

Like Goldstein's prediction, the findings here suggest that secondary gatekeeping by Nigerian radio stations have some negative implications for the future of newspapers in the country: the sale of newspapers is rapidly declining. If news reviews will continue, then free reading should stop for newspapers to sell more and continue to survive. Unless some measures are taken to encourage people to buy newspapers, the

gloomy future that researchers predicted for newspapers is gradually creeping into Nigeria.

4.6: **SUMMARRY**

In this chapter, the researcher has presented and analysed the data, and equally discussed such data as they answered the research questions, proved or refuted the hypotheses. Five research questions, five null hypotheses and one alternate hypothesis were constructed to guide the study.

Findings show that numerable forces influence news how the editorial teams of the selected radio stations make their news judgement. The most significant factor the editorial personnel consider while selecting items for the news reviews is audience interest angle of the story. The study has thus established that editorial teams of the radio stations have a strong bias for audience interest stories. The justification for their bias is that most human angle stories and stories about conflicts or crises are more likely to interest the listeners and consequently win more segment of the market place. Also, findings show that newspaper stands out as the most reliable, and most consulted source of all the news media from which the radio stations get contents for their news reviews.

News about politics gets most attention from all the radio stations in their news reviews. Sports news is the second most reported theme, followed by crimes, crises and disaster. News stories about society and religion receive a comparatively lesser media attention in the news reviews. Government-owned stations reported more political news about the ruling political parties and less about the opposition parties, while Splash FM, a private radio station, reports more news about the opposition parties, and neutral political issues than the other two radio stations—Premier FM and Radio O-Y-O. In addition, Radio O-Y-O reports more of national issues than all other stations, but least of local issues, whereas Premier FM reports more of local issues. Splash FM on the other hand reports foreign issue more than any other stations. The foregoing facts prove that ownership factor is also one of the significant forces that influence the structure of the content of the news reviews.

Really, the radio stations, through their news review programme, satisfy the audience in terms of reporting current public issues. Presenters of the radio stations employ various delivery devices to present gate-kept content and sustain listeners' interest. The radio stations also use the news reviews to set public agenda. Findings

show that issues that the radio stations report most frequently in their news reviews are the issues that the audience always remember and discuss most after listening to the programme.

Findings also show that language format is a significant factor in shaping the structure of the news reviews. For example, news reviews presented in the English Language have lesser occurrences of extraneous comments, while the Yorba version of the news reviews contains significantly higher occurrences of banters.

Majority of the audience respondents choose radio as the most preferred medium of information about current events. Also, listening to news reviews does not drive the audience to buy newspapers. Some of the respondents express the urge to read newspapers after listening to news reviews, but they hardly develop the urge to buy newspapers.

CHAPTER SEVEN
THE GNA-BOND MODEL

7.1 Introduction

This chapter discusses the relationship that exists among the three theories adopted for this study. In order to clearly establish this relationship, the researcher developed a model called *GNA-Bond Model.*

7.2: THE GNA-BOND MODEL: THREE THEORIES, ONE DOMAIN

The three theories (Gatekeeping, Newsworthiness, and Agenda-Setting) adopted for this study are interwoven. They operate in the same domain of news media business. The gatekeeping theory explains how and why mass media actors select and report some news items out of innumerable events of the day, while others are discarded. The gatekeeping process shapes the structure of the overall news contents of the news media. The theory of newsworthiness describes the "forces" or criteria that guide the journalists in their gatekeeping decisions, while the agenda-setting theory explains how the mass media shape public opinions through the news contents. Ultimately, the structure of these news contents is the product (outcome) of the interaction among the diverse criteria (forces) that operate at the media gate regions (Gatekeeping Theory); it is the product of the news values that editors always use as parameters for gauging newsworthiness of competing events (Newsworthiness Theory), and the degree of attention the news items get from the editorial team (Agenda-setting Theory).

The interrelatedness of the three theories as applied in this study is what the researcher coined as the *GNA-Bond Model.* The model, as presented below, shows that the three theories overlap; as one is applied the others are implied. **G** stands for Gatekeeping theory; **N** for Newsworthiness theory; and **A** for Agenda-setting theory. The **F** to the left side in the circle represents the forces that influence the gatekeepers' decisions, while the **F** to the right position stands for news values that journalists always consider to select news items from the competing events. **MA** is the degree of media attention the editors ascribe to the news stories; **S** is the structure of the media

contents, while **O** is the overall outcome or impact of the media contents on the audience. The circular, double-edged, broken arrows that connect the three theories show that they are operating together as a unit in the same domain. Some forms of forces are present in the regions of gatekeeping theory and newsworthiness theory. Also, the nature of media attention given to certain events by the editors as they set public agenda is a function of the interacting forces. The interaction of these forces and how the media actors frame and interpret the social reality shape the structure of the media contents. The nature of this media content has some outcome which explains the actual impact of the media message on the audience.

THE GNA-BOND MODEL OF ECLECTIC NEWS SELECTION APPROACH
Source: Ojebuyi B.R. (2014)
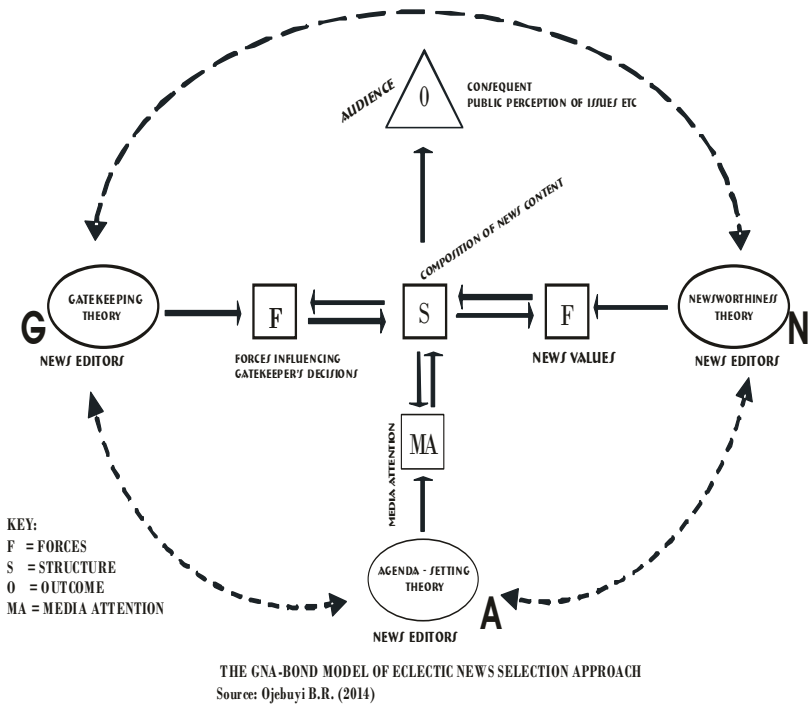
The model explains how the three theories are always applied in an eclectic manner in the overall news selection exercise. In this study, the editorial teams responsible for selecting items for the news reviews are always guided by some news values and are influenced by some forces. The product of these forces is the structure

of the news stories in the reviews, while this structure influences how the listeners react to the message and their aggregate interpretation of the messages contained in news reviews. These are already established in the discussion of findings.

As the editorial personnel select news items from the various primary sources, they do not give the same degree of attention to all items selected. Some are given more prominence than the others. This explains why some issues such as politics, sports, crimes and crises are reported more prominently and frequently in the news reviews than other issues such as news about religion and society. This media attention is obviously influenced by a number of forces. The outcome (impact) of the messages from the news reviews manifests in the consequent perception, interpretation and discussion of public issues by the audience.

The implication of the model for journalists, especially, is that news selection and reporting is a complex, eclectic exercise that is controlled by diverse forces. The knowledge and applicability of these inter-related theories in the domain of editorial mechanism would assist editors to deal with some ethical issues in news reporting. For instance, as journalists consider some forces that may influence their news selection decisions (Gatekeeping and Newsworthiness Theories), they would not forget that they are equally setting some public agenda (Agenda-Setting Theory). Journalists are socially responsible because what they report would definitely have some impact on the audience. Also, the model would further serve as a guide for communication scholars to always see beyond the confines of one-theory approach whenever they are faced with the task of constructing theoretical framework for discussing or explaining the concepts of forces, structure and outcome (effect) in news reporting.

CHAPTER EIGHT

SUMMARY, CONCLUSION AND RECOMMENDATIONS

8.1: Summary

News review programme by radio stations in Oyo State, Nigeria, formed the central focus of this study. The programme is a secondary gatekeeping process where radio stations monitor other news media, screen, select, repackage and report news items from the contents of these news media. It was believed that the editorial teams of the news reviews would always apply a number of criteria, and be influenced by a lot of forces in their news selection decisions. Again, the aggregate effect of these forces and values would determine what the radio stations eventually select and report from other news media. It was also believed that what the radio stations reported and how they presented the review were likely to have some impact on the audience. The programme was also believed to have some implications for other media types especially the newspapers. But it was observed that the complexities of this secondary gatekeeping practice had not received attention of communication scholars, especially in the Nigerian media context. Therefore, the study examined the forces that controlled the editorial decisions of news review editors, the structure, and outcome of the programme in terms of the consequent public perception of the issues reported by the radio stations in their news reviews. Specifically, the study examined secondary media gatekeeping in radio stations in Oyo state in terms of the procedure followed, newsworthiness criteria, the devices employed in delivering the secondary content matters, and the impact of the practice on the audience.

The researcher adopted the gatekeeping theory, the theory of newsworthiness, and the agenda-setting theory to construct the theoretical framework for the study. The study employed a combination of content analysis, in-depth interviews, Focus Group Discussions (FGD), and survey as the research methods. This eclectic approach is described as *triangulation* (Berg, 2001). The study had both human and non-human population. The human population comprised news-decision makers (the news editors and producers/presenters), newspaper practitioners, and the audience of radio stations

in Oyo State, Nigeria. The non-human population comprised the radio stations in the state and the contents of their news review programmes. Through the combination of Purposive, Simple Random balloting, Stratification, and Convenience Sampling Techniques, as applied appropriately for the different sub-categories of the study population, six editorial personnel from the three radio stations; 43 news review listeners; 12 newspaper practitioners; 198 news review broadcasts for the English version and 40 news review broadcasts for the Yoruba version; and 520 radio audience respondents were selected for the study. Premier FM, Ibadan; Splash FM, Ibadan; and Radio O-Y-O, Ibadan, were the radio stations selected. The descriptive statistics (simple percentages) were used to present the responses from the survey in terms of frequencies, percentages and tables. Also, appropriate inferential statistics (chi-square method, and the technique of Analysis of Variance [ANOVA]) were employed to test each of the hypotheses at 5% level of significance ($p<0.05$). The researcher employed the emerging themes technique to analyse the qualitative data by using some generated themes to guide the sorting and interpretation of the interview and FGD responses as they answered the appropriate research questions.

After a thorough analysis of the data collected for the study, the researcher critically discussed the findings to answer the research questions. The findings are summarised as follows:

A number of forces influence news selection decisions of the respective editorial teams of the selected radio stations. One of these forces, however, stands out as all the editorial personnel interviewed claim that the most significant factor they consider while selecting items for the news reviews is human interest angle of the story. Therefore, it is evident that editorial teams of the radio stations have a strong bias for human interest stories. They believe that this category of news is likely to win more audience in the market place. Apart from human interest stories, other criteria that are applied in the editorial decisions are proprietor's influence, and commercial interest. The news review programme is really a secondary gatekeeping; radio stations monitor and get most of their news items for the reviews from various other categories of news media including the international news agencies. Obviously, out of all these news media, newspaper stands out as the most available, most reliable, and most consulted source.

The radio stations show bias for some public issues than the others. Politics, for instance, get most attention from all the radio stations in their news reviews. Sports

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news is the second most reported issues, followed by crimes, crises and disaster. News stories about society and religion are the least reported issues. Ownership factors also play significant influence in shaping the structure of the content of the news reviews. Government-owned stations reported more political news about the ruling political parties and less about the opposition parties. On the other hand, Splash FM, a private radio station, reports more news about the opposition parties, and neutral political issues than the other two radio stations—Premier FM and Radio O-Y-O. Apart from partisan bias, there is also structural bias in the patterns of reporting public issues. Radio O-Y-O reports more of national issues than all other stations, but least of local issues. On the other hand, Premier FM reports local issues, while Splash FM reports foreign issue more than any other stations.

Language format also plays a significant role in shaping the structure of the news reviews. News reviews presented in the English language have lesser frequency of extraneous comments, and take shorter duration, while the Yoruba version of the news reviews contains significantly higher occurrences of banters, and lasts longer in terms of minutes per daily broadcasts of the reviews. The justification for these variations was that the on-air personnel (presenters) of the Yoruba version of news review employed more frequently than the presenters of the English version, delivery devices such as humour, proverbial translation, suspense, voice modulation and mimicking, to sustain interest of the listeners.

To a very great extent, the news reviews by the radio stations satisfy the audience urge to be informed of current events. The programme also stimulates and sustains listeners, interest. This perhaps is as a result of the delivery devices that the on-air personnel of the radio stations employed to present the news review. These delivery devices are proverbial translations, dramatisation, paraphrasing, voice modulation and mimicking, analogies, humour and suspense. Significant percentage of the audience respondents and the Focus Group Discussion participants confess that the news reviews provide great satisfaction. Furthermore, the issues that the audience prefer most (political and sports news) are the most reported issues in the news review, whereas news stories about religion and society that the audience rank lowest in their scale of preference equally receive the least attention in the news reviews.

The radio stations selected for this study really set public agenda through their news review programmes. Issues that the radio stations report most frequently in their news reviews are the issues that the audience always remember and discuss most after

listening to the programme. In other words, issues that receive more media emphasis get the audience attention as being more important than those issues with less media attention.

However, the fact that the issues that audience really want to listen to are the issues that the radio stations report most in their news reviews suggests that audience too are setting agenda for the mass media. The study has established it that one of the most significant forces that shape the structure of the news review contents is consideration for audience interest stories that would have good outcome by winning more audience for the stations and, by implication, expanding the radio stations' share of the media market place. Therefore, agenda-setting is a double-edged sword: the need to satisfy the audience usually compels the editors to select and report what the audience want while the degree of emphasis the media gives to certain public issues influences how the audience interpret such public issues.

Radio is the most preferred medium of news as majority of the audience respondents choose radio ahead of other mass communication media. To get news about daily events, audience prefer listening to news reviews on radio to reading newspapers. However, after listening to news reviews, some audience usually develop the urge to read the newspapers for more details. Some of the questionnaire respondents and even majority of the Focus Group Discussion participants claim that they often go as far as reading newspapers after listening to the programme, though there are no evidences that they actually read the newspapers. Conversely, listening to news reviews does not drive the audience to buy newspapers. Majority of the respondents and FGD participants, who claim that they read newspapers equally reveal that they do not actually buy newspapers. This suggests that majority of people who read newspapers do not buy newspapers; they read through other means. This finding shows that secondary gatekeeping through newspaper reviews by radio stations portends a great danger for the future of conventional newspapers particularly in Oyo State and generally in Nigeria.

8.2: CONCLUSION

This study has proved that news review is certainly a secondary gatekeeping. The editorial teams responsible for production of the programme monitor other categories of news media, most especially the newspapers. In doing this, they perform another round of gatekeeping by selecting some news items from the contents of these news

media and discarding the others they consider less newsworthy. A number of forces and news values influence the news selection decision of the editorial personnel. The staff respondent claimed that consideration for human angle stories is the most significant force that influences their decisions. The reason they give for this is to make the programme more acceptable to the listeners. However, from their responses, it was proved that other forces also play significant roles. One of these forces is the desire of the radio stations to expand their share of the media market place and consequently increase their net profits basically to compete favourably in the profit-driven, neoliberal economy. Other forces, as identified in this study, are influence of the proprietors or owners, and interest of the advertisers (commercial interest).

The study has further confirmed radio as a potent tool for public agenda setting. According to the study, the issues that are reported most frequently by the radio stations in the contents of their news reviews are the same issues that the listeners discuss most frequently after listening to news reviews. The implication of this is that radio is capable of raising and bringing important public issues, and causing the mass audience to discuss and remember such issues. This is cheering news for development agents, and government institutions that development-related issues and other topics that are capable of empowering the public can be transmitted to the target audience by sponsoring such information on news review programme by radio stations. Findings show that radio is the most preferred medium (66.5%) among other mass media especially newspapers (17.5%) and Television (16.0%).

One interesting thing with this secondary gatekeeping is that the concerned radio stations, as at the time this study was conducted, refused to mention or acknowledge the sources of their news stories for the reviews. One would be forced to ask if this does not constitute an act of plagiarism as espoused in the code of ethics for Nigerian journalists. Amazingly, however, producers and editors of the programme do not see it as an ethical aberration. Instead, they believe that by not mentioning the names of these news media (newspapers to be specific), the radio stations are doing the newspaper proprietors more good than harm. According to them, this act of anonymity is likely to increase suspense and compel the listeners to patronise newspapers. They also claim that they are trying to respect the court injunctions that had prohibited broadcast stations from mentioning names of newspapers in the news review programme.

However, contrary to the projections of the radio stations that by not mentioning names of the news media that served as primary sources for the contents of the news review programme, listeners are likely to patronise these media, findings of this study have proved that news reviews may be doing more harm than good for the newspapers especially. For example, the study shows that though a few (n=121; 34.9%) of the audience that listen to news reviews every day always have the urge to read newspapers after listening to the programme, out of these few that express willingness to read newspapers, just an insignificant percentage (n=41; 11.5%) is willing to buy newspapers. Others do neither read to nor buy newspapers after listening to the news review programme.

The study further shows that secondary gatekeeping as being practised by radio stations has strong implications for the future of newspapers in Nigeria. The market shares of the newspaper as a news medium is fast dwindling. Culture of reading newspapers, as established by this study, is waning, and the few people that claim to read are not ready to buy newspapers. They probably read through other means such as borrowing from colleagues, reading free at the newspaper stands or paying a token of twenty naira (#20.00) to the vendors to read and return the copy, reading the office copies or rather occasionally going to the websites of the newspapers. More so, the study has shown that most people (n=346; 66.5%) prefer radio to any other news media. If this trend continues, then the study projects that the end of the conventional newspaper as a popular mass communication medium is rapidly approaching, especially in Nigeria!!!

8.3: RECOMMENDATIONS

It is recommended that further studies are carried out to provide more empirical proofs that the sales of newspapers are really dwindling as a result of news reviews by radio stations. This study has provided the empirical reference to show that the rate of reading newspapers is dropping as the audience respondents show great preference for radio but very weak willingness to read or buy newspapers. This study, however, does not provide statistical figure to show the volume of newspapers being sold daily especially in the region where news review programme is being run. Therefore, further studies—especially experimental studies—in this direction are strongly recommended.

Similarly, it is recommended that, if fund is available, this study is replicated and its scope is expanded possibly across the nation, especially in those areas where

news review programme is run by radio stations. This would make the findings of this study to be capable of being comfortably contextualised in the entire Nigerian media milieu. The scope of this study is limited to three radio stations in Oyo State, Nigeria.

As a matter of fact, Governments at all levels and other stakeholders should aggressively address the ugly trend that portrays a progressive drop in the rate of reading among Nigerians. Findings of this study have probably reflected the situation as regards the reading culture among Nigerians. Unless urgent measures are taken to nip the trend, reading as a significant communication skill for learning would be drastically subdued. This really has a serious implication for the nation's education system.

Secondary gatekeeping, as being practised in most of the Nigerian broadcast stations, has raised some questions of ethics especially in most cases when the broadcast stations fail to acknowledge the names of newspapers that provide contents for the news reviews. This practice may be seen as an act of copyright violation. It is, therefore, recommended that both the Broadcasting Organisation of Nigeria (BON) and the Newspapers Proprietors Association of Nigeria (NPAN) meet again and revisit the litigation which led to the 2008 BON's pronouncement that placed a ban on review of newspapers by radio and television stations in Nigeria. Perhaps, if the broadcast stations are legally permitted to review contents of newspapers without concealing the identities of the newspapers whose contents they use, as they used to do before the ban, and are advised to reduce the volume or depth of the stories they read from the newspapers, the programme would have more credibility and create a better professional cordiality between the newspapers proprietors and the broadcast stations.

Some audience admitted that anytime they listened to the news reviews, they were stimulated to read the reviewed newspapers because the reviews raised some suspense. This is a proof that, to some extent, there is a positive relationship between secondary gatekeeping (news reviews) and culture of reading, and if radio is effectively used, it can encourage listeners to become avid readers. It is, therefore, recommended that government should invest more on radio since it can be used as a social mobilisation tool to stimulate the culture of reading among the citizens. Communication experts should also exploit this great potential of radio by running some programmes that can further stimulate radio listeners to read.

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DEPARTMENT OF COMMUNICATION AND LANGUAGE ARTS
UNIVERSITY OF IBADAN, NIGERIA

QUESTIONNAIRE

Dear Respondents,

This questionnaire is intended to gather information on the impact that the news review programmes by radio stations in Oyo State have on audience. *News Review* in this context refers to the broadcast programme whereby radio stations report some contents of Nigerian newspapers, however, without any clear reference to the names of the newspapers whose contents are being reviewed. Examples are "Top-Stories"*T'ifun-T'edo* by Splash FM, Ibadan, and Daybreak-Gist/*Gbe e si Mi L'eti* by Premier FM, Ibadan.

This exercise is purely academic, and you are assured that your responses will be kept strictly confidential. Please respond honestly. Thank you.

SECTION A

General Knowledge

Tick boxes as relevant where applicable.

(1)   How would you feel if you wake up in the morning and there is no news from the news

Media   (i.e.radio,   television   and   newspapers)?
_____

(2)   Do you listen to radio stations? Yes ( ) No ( )

(3)   Do you have a personal radio set?

Yes ( )

No ( )   (Skip item 4 if your response in item 3 is YES).

(4)   If you don't have a personal radio set, how do you listen to radio programmes?

[a] We have one radio set that every member of the family listens to ( )

[b] I share with my roommate who has one ( )

[c] I go out to the neighbourhood where I can listen to radio programmes ( )

[d] I listen from room anytime my close neighbours turn on their radio sets ( )

[e] I listen to radio on my mobile phone ( )

(5)   Which of the following radio stations in Oyo State do you always listen to?. ?

Premier FM, Ibadan   ( )

Radio O-Y-O, Ibadan ( )

Splash FM, Ibadan   ( )

Oluyole FM, Ibadan   ( )

Ajilete FM, Ibadan   ( )

Oke-Ogun FM, Alaga ( )

Amuludun FM, Ibadan ( )

(6)   Among radio, newspaper, and television, which do you mostly rely on to get news about daily events around you? Please, tick only one.

 [a] Radio ( )

 [b] Newspaper ( )

 [c] Television ( )

(7)   Why?

_____

(8)   Which programme(s) usually motivate(s) you to listen to radio?

 [a] Sports ( )

 [b] News about crises ( )

 [c] Political News ( )

 [d] News about education, health and other development issues ( ).

 [e] News about crimes

 Others   (specify)

 _____

(9)   Do you usually listen to news reviews on radio stations?

Yes ( )

 No ( )

(10)   What is the reason(s) for your response in item nine (9) above?

_____

(11)   How often do you listen to news reviews on radio stations?
    [a] Everyday ( )
    [b] Twice a week ( )
    [c] Three times a week ( )
    [d] Four times a week ( )
    [e] Once a week ( )
    [f] Never ( )

(12)   Which of the news review programmes do you listen to most frequently?
    [a] *Day-Break Gist* (Premier FM) ( )
    [b] *Top-Stories* (Splash FM) ( )
    [c] *News-Updates* (Radio O-Y-O) ( )
    [d] *Gbee si Mi L'eti* (Premier FM) ( )
    [e] *T'ifun-T'edo* (Splash FM) ( )

(13)   Which of the two versions—Yoruba and English—do you like to listen to?
    [a] Yoruba ( )
    [b] English ( )
    [c] Both ( )

(14)   Which topic areas of the news review programmes by the radio stations do you
    always listen to?
    [a] News about Politics and governance ( )
    [b] Sports news ( )
    [c] News about your locality ( )
    [d] News about crimes ( ) [e] News about your state ( )
    [f] News about entertainments, fashion and social events ( )
    [g] News about development issues such as health, agriculture, education ( )
    All of the above ( )
    Others,   (specify)
    _____

 (15)   How often do you read newspapers to get informed of the daily occurrences?
    [a] Everyday ( )
    [b] Twice a week ( )
    [c] Three times a week ( )

[d] Four times a week ( )

[e] Once a week ( )

[f] Never ( )

(16)   If you read newspapers at all, how do you normally get your copies?

[a] I always buy ( )

[b] I usually borrow from friends ( )

[c] I read the office copies ( )

[d] I go to the library to read ( )

[e] I read free at the newspaper vendors' stands ( )

(17)   How many times do you buy newspapers?

[a] Everyday ( )

[b] Twice a week ( )

[c] Three times a week (   )

[d] Four times a week ( )   [e] Once a week ( )   [c] Never ( )

SECTION B

Listening Habit, Urge for Information and Eagerness to Buy/Read Newspapers

Instruction: Please read the following sentences carefully and state your degree of agreement with them/indicate the degree to which you think they are true

		Strongly Agree	Agree	Disagree	Strongly Disagree
18	Contents of news review programmes on radio are very rich and interesting.				
19	I always get from the news reviews all information that I need concerning current events in my environment.				
20	After listening to the news reviews, I always feel satisfied.				
21	I have formed a habit for listening to the news review programmes.				
22	Listening to the news reviews is already part of my daily routine, and I can't afford to miss the programme.				
23	Because I don't want to miss the programme, I have secured a portable radio transistor.				
24	Radio stations do not give details of news they review as reported by newspapers.				
25	After listening to the news reviews on radio, I still have the urge to read the newspapers				
26	Actually, when I listen to the news review, I recognise the sources of the information in news review.				
27	I go as far as buying newspapers to read the details of news already reviewed by radio stations.				
28	As long as radio stations continue to review contents of newspapers, I don't need to buy or read newspapers.				
29	Even without any direct reference to the newspapers, it is clear that radio station review contents of newspapers.				

SECTION C

Agenda Setting; Perception of, and Decision about Social Reality

(30)   Do you always believe the information you get through the news reviews by
       radio? Yes ( )
       No ( )

(31)   Between the news you get through direct reading of newspapers and those you
       get through news reviews, which do you consider as being more reliable?
       [a] News from newspapers ( )
       [b] News from radio ( )
       [c] Both are equally reliable ( )

(32)   Would you say the information from the news review keeps you abreast of
       current national issues?
       Yes ( )
       No ( )

(33)   If YES, please try to remember and list at least three (3) of such national issue
       in the last six (6) months

(i)_____(ii)_____(iii)_____

(iv)_____(v)_____

(34)   In a day, which public issues would you consider to be most significant?
        [a] Issues that most news media do not report well ( )
        [b] Issues that local people talk about ( )
        [c] Issues that are reported by newspapers, but not given emphasis by radio
        stations in   their news reviews? ( )
        [d] Issues that are reported and given much emphasis by almost all news media ( )

(35)   Which of the following factors or circumstances would make you believe that an issue is significant?.

[a] When majority of radio stations report it in their news reviews ( )

[b] When most radio stations mention it as part of the main gist of the review ()

[c] When radio stations give it wider coverage ( )

[d] When the issue comes briefly in the review ( )

[e] When the issue comes first in the main review ( )

(36)   When an issue is reviewed most prominently by radio station, what is your opinion about such issue?

[a] I believe that other media must have reported the issue ( ).

[b] I consider the issue to be significant ( ).

[c] I believe that the editor or the presenter has a strong bias (interest). for the issue   ( ).

[d] I feel I should take the issue more serious than others that are not so prominently   reviewed ( ).

[e] I feel the issue is less significant, so I should pay little attention to it ( ).

(37)   When an issue receives no emphasis in the new reviews, how do you perceive such issue?

[a] I believe that other media must have reported the issue ( ).

[b] I consider the issue to be significant ( ).

[c] I believe that the editor or the presenter has a strong bias for the issue ( ).

[d] I feel I should take the more serious than others that are not so prominently reviewed ( ).

[e] I feel the issue is less significant, so I should pay little attention to it ( ).

(38)   After listening to the news reviews on radio, which issues do you always remember and discuss with your friends?   [a] Issues about climate ( )

[b] Issues about diplomatic matters ( )

[c] Issues that the news media, especially radio, discuss most prominently ( )

[d] Issues about transportation ( )

(39). Gender Male ( )   Female ( )

(40). Age (please state)................................

(41). Occupation...

(42). Level of Education
    (a) No Formal Education
    (b) Primary School
    (c) Secondary School
    (d) Post Secondary School (Please specify)......................................

(43). Marital Status:
    (a) Single Never Married ( )   (b) Married ( )
    (c) Separated ( )   (d) Divorced ( )
    (e) Widowed ( )   (f) Cohabiting ( )

(44). Religion:
    (a) Islam ( )   (b) Christianity ( ) (c) Traditional Religion ( )
    Others (specify)_____

**INTERVIEW GUIDE FOR EDITORS/PRODUCERS OF NEWS REVIEW
PROGRAMME**

1.   Please educate us more about this programme (News Review):

-When did you start the programme?

-What is the programme all about?

-What are core goals of the programme?

2.   How do you get the content (news) that you broadcast on this programme?

-What/who are your primary sources?

-What/who are your secondary sources?

3.   How do you select and prepare the news to be included in the daily reviews?

4.   How many people are usually involved in the selection and preparation of news items for review?

5.   Before now, you used to mention names of newspapers that published most of the news you reviewed, but the trend has changed. Why?

6.   If you don't acknowledge sources of the information you broadcast, would this not be seen as plagiarism? .

7.   You have your regular news bulletin, why do you still review contents of other media, especially newspapers?

8.   What issues do you report most frequently?

9.   When news review comes before the station's regular news service, do the items or materials that already featured in the news review also reflect in the regular news bulletins?

10.   What are the news factors that you always consider while selecting news items to be included in the review?

11.   How does the degree of emphasis placed on different news items by other news media, especially newspapers, affect your own judgement and selection of the news items?

12.   How do the interest of the audience and the societal values influence your news selection decisions?

13.   What roles do the organisational policy and proprietor's interest play in your news selection decision?

14.   How does your professional experience influence news selection?

15.   How do you ensure that personal interest and organisational policy do not conflict with your station's social responsibility in terms of dissemination of development-centred information that would benefit the audience?

16.   Is it possible to run this programme without being sponsored i.e. can you run the programme without commercials?

17.   Is there anything you would like to add?

UNIVERSITY OF IBADAN, NIGERIA
DEPARTMENT OF COMMUNICATION AND LANGUAGE ARTS

FGD Guide for News Review Listeners

1. How would you rate the efforts of the Federal Government of Nigeria at dealing with the current security challenges in the country?

2. Newspaper review is a programme that seems to be popular among radio stations especially in the South Western Part of Nigeria. What do you like about the programme?

3. What topic areas do you like to listen to on the programme?

4. What topic areas do you always discuss most frequently after listening to the programme?

5. After listening to the programme, how would you describe your urge to read newspapers? I mean, how much do you desire to read newspapers after listening to newspaper reviews on radio?

6. What is your frequency of buying newspapers to read after listening to newspaper reviews?

7. If you read newspapers, is it because you listen to newspaper reviews? And if you don't read newspapers, is it because you listen to news reviews?

8. If you buy newspapers, is it because you listen to newspaper reviews? And if you don't buy newspapers, is it because you listen to news reviews on radio?

9. If there is no programme like newspaper review, what do you think would have been your attitude towards reading and buying of newspapers?

10. If the broadcast stations (radio and television) stop to review the newspapers, will this change your current attitude towards reading and buying of newspapers? How? Please, explain.

11. How would you describe the economic effect/impact of newspaper reviews on newspapers?

12. Would you suggest that the broadcast stations should continue with the programme, or they should be banned from reviewing contents of newspapers? Give your reasons.

13. Any other thing to add?

   Thank you.

UNIVERSITY OF IBADAN, NIGERIA
DEPARTMENT OF COMMUNICATION AND LANGUAGE ARTS

Interview Guide for Newspaper Practitioners

1. Sir, what specific impact does news review by radio stations have on newspapers in terms of sales and readership?

2. It is assumed that newspapers may not be making more sales especially in the face of stiff competition with other media types. How do newspapers cope to survive economically if they are not making more sales?

3. If advertisements are the major source of income for newspapers, what implications do you think this phenomenon has for responsible journalism?

4. This practice of newspaper review by radio stations started long ago, and the programme has generated a lot of controversy between the Broadcasting Organisation of Nigeria (BON) and the Newspapers Proprietors Association of Nigeria (NPAN). Sometime in 2008, there was a court case between the two bodies. The crisis forced broadcast stations to stop the programme, but later, the review started again. What is your view on this?

5. How true is the allegation that there was some sort of disagreement among the newspaper proprietors because it was reported that some newspaper publishers did not want their newspapers to be reviewed by broadcast media while some proprietors really wanted their newspapers to be reviewed?

    Thank you.

CONTENT ANALYSIS CODING SHEET

Date:	Radio Station:	Total No. of Stories:	Duration(Per min):	Analyst:
Language Format:				

S/N	PROXIMITY			THEMES									
	Local News	National News	Foreign News	Politics			Religion	Crime	Development-centred News	Disaster	Crisis	Sports	Society
				Ruling Party	Opposition Party	Neutral (Others)							
1													
2													
3													
4													
5													
6													
7													
8													
9													
10													
11													
12													
13													
14													
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19													
20													
21													
22													
23													
24													
25													
26													
27													
28													
29													
30													
TOTAL													

Total Number of Commercials in the News Review Broadcast:
Frequency of Extraneous Comments (Banters):

Randomly Selected Days for the English Version of the News Reviews
(Premier FM, Ibadan)

Month	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
RANDOMLY SELECTED DAYS	2/2/10	4/310	12/4/10	3/5/10	1/6/10	2/7/10	4/8/10	3/9/10	1/10/10	3/11/10	2/12/10
	5/2/10	8/3/10	16/4/10	6/5/10	9/6/10	7/7/10	9/8/10	7/9/10	5/10/1/10	10/11/10	7/12/10
	10/2/10	13/3/10	23/4/10	12/5/10	15/6/10	15/7/10	11/8/10	15/9/10	13/10/10	16/11/10	13/12/10
	17/2/10	19/3/10	26/4/10	20/5/10	18/6/10	21/7/10	17/8/10	17/9/10	19/10/10	19/11/10	17/12/10
	23/2/10	27/3/10	27/4/10	25/5/10	22/6/10	23/7/10	20/8/10	21/9/10	26/10/10	24/11/10	21/12/10
	26/2/10	31/3/10	30/4/10	28/5/10	30/6/10	27/7/10	25/8/10	24/9/10	28/10/10	30/11/10	28/12/10

Randomly Selected Days for the English Version of the News   Reviews
(Splash FM, Ibadan)

Month	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
RANDOMLY SELECTED DAYS	4/2/10	2/3/10	1/4/10	4/5/10	3/6/10	1/7/10	4/8/10	2/9/10	1/10/10	3/11/10	1/12/10
	8/2/10	10/3/10	8/4/10	14/5/10	10/6/10	9/7/10	10/8/10	7/9/10	7/10/10	8/11/10	7/12/10
	15/2/10	16/3/10	14/4/10	18/5/10	16/6/10	12/7/10	17/8/10	17/9/10	11/10/10	17/11/10	15/12/10
	19/2/10	19/3/10	19/4/10	21/5/10	22/6/10	19/7/10	25/8/10	20/9/10	20/10/10	22/11/10	20/12/10
	23/2/10	23/3/10	22/4/10	25/5/10	25/6/10	23/7/10	27/8/10	24/9/10	22/10/10	26/11/10	24/12/10
	25/2/10	29/3/10	28/4/10	31/5/10	29/6/10	26/7/10	30/8/10	29/9/10	25/10/10	30/11/10	31/12/10

**Randomly Selected Days for the English Version of the News   Reviews
(Radio O-Y-O, Ibadan)**

Month	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
RANDOMLY SELECTED DAYS	4/2/10	3/3/10	5/4/10	3/5/10	1/6/10	2/7/10	4/8/10	2/9/10	1/10/10	3/11/10	1/12/10
	9/2/10	8/3/10	9/4/10	7/5/10	8/6/10	8/7/10	10/8/10	8/9/10	5/10/10	8/11/10	7/12/10
	16/2/10	11/3/10	14/4/10	10/5/10	14/6/10	13/7/10	17/8/10	14/9/10	11/10/10	17/11/10	16/12/10
	19/2/10	17/3/10	16/4/10	12/5/10	21/6/10	20/7/10	23/8/10	17/9/10	19/10/10	19/11/10	20/12/10
	23/2/10	23/3/10	20/4/10	24/5/10	28/6/10	23/7/10	27/8/10	21/9/10	25/10/10	23/11/10	24/12/10
	31/2/10	31/3/10	27/4/10	28/5/10	30/6/10	28/7/10	31/8/10	29/9/10	28/10/10	29/11/10	30/12/10

Randomly Selected Days for the Yoruba Version of the News Reviews
(Premier FM and Splash FM, Ibadan)

PREMIER FM, IBADAN											
Month	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
RANDOMLY SELECTED DAYS	5/2/10	8/3/10	16/4/10	6/5/10	1/6/10	15/7/10	11/8/10	3/9/10	5/10/10	3/11/10	13/12/10
	23/2/10	27/3/10	30/4/10	25/5/10	18/6/10	27/7/10	20/8/10	21/3/10	26/10/10	19/11/10	28/12/10

SPLASH FM, IBADAN											
Month	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
RANDOMLY SELECTED DAYS	8/2/10	2/3/10	1/4/10	11/5/10	10/6/10	9/7/10	10/8/10	2/9/10	7/10/10	3/11/10	7/12/10
	23/2/10	19/3/10	22/4/10	31/5/10	29/6/10	19/7/10	27/8/10	24/9/10	25/10/10	17/11/10	24/12/10

FEDERAL RADIO CORPORATION OF NIGERIA (FRCN) NATIONAL STATIONS

S/N	RADIO STATION	LOCATION	FREQUENCY	SLOGAN
1	**FRCN Network (Headquarters)**	Radio House, Area 8, Garki, Abuja	92.9MHZFMStereo; 7.275MHZ SW; 909KHZ MW	The Network of the Millennium
2	**FRCN Abuja National Station**	Broadcasting House, Gwagwalada	909KHz on 303MW Band	The voice of unity
3	**FRCN Enugu National Station**	Broadcasting House, No 7 Onitsha Road PMB 1051 Enugu	6.025MHz SW; 826KHz MW; 92.85MHz FM.	The station for the matured mind
4	**FRCN Ibadan National Station**	Broadcasting House, No, 1 Oba Adebimpe Road PMB 5003, Ibadan	6.050 kHz 49meters, 6.57 kHz 522meters	**RN1-**The station with a vision **RN2-**The Friend of the People
5	**FRCN Lagos Operations**	Broadcasting House. PMB 12504 Ikoyi.	4990MHz, 33326MHz, 1089KHz (MW), 97.65MHz.	**RN1-**1st before the rest. **RN2-** Continuing the tradition **RN3-**The people's station
6	**FRCN Kaduna National Station**	N0.7 Yakubu Gowon Way P.O. Box 250, Kaduna	1107 KHz, 594KHz, 96.1MHz	Uplift the people and unite the Nation
7	**FRCN TRAINING INSTITUTION**	Adekunle Fajuyi Road GRA, Ikeja	__	__

Source: *National Broadcasting Commission (2011)*

APPENDIX XI

FRCN FM STATIONS

S/N	RADIO STATION	BLOCATION	FREQUENCY	SLOGAN
1	**Pacesetter FM**	Broadcasting House, Amakama, PMB 7101, Umuahia, Abia State.	103.5MHz	The Station of the Moment
2	**Lighthouse FM**	Broadcasting House Bajabure, Yola Adamawa state	101.5 MHz	Radio Nigeria, Lighthouse Fombina FM
3	**Atlantic FM**	Nsukara Offot, Uyo LGA Uyo, Akwa Ibom State	104.5 MHz	__
4	**Purity FM**	Enugu Onitsha Express Road Awka LGA, Anambra State	102.5MHz	__
5	**Creek FM**	Adjacent to Commissioners' Housing Estate Yenagoa, Bayelsa State	101.5 MHz	__
6	**Globe FM**	Yelwa Area, Off Das Road Bauchi, Bauchi State	98.5 MHz	Pearl of Tourism
7	**Harvest FM**	Km16, Makurdi Oturkpo Road Adjacent Abiam LGA Benue State	103.5 MHz	__
8	**Peace FM**	Damboa Road, Maiduguri Borno State	102.5 MHz	__
9	**Paradise FM**	Ikot Effanga Mkpa, Calabar Municipality Cross River State	99.5 MHz	__
10	**Charity FM**	Asaba, Delta State	104.4MHz	__
11	**Unity FM**	Broadcasting House PMB 0137 Abakaliki, Ebonyi State	101.5MHz	The Dream Shared by all
12	**Bronze FM**	Aduwawa Ikpoba Hill Along Auchi Road. Edo State	101.5MHz	__
13	**Progress FM**	Iworoko Village, Along Iworoko Road Ado-Ekiti, Ekiti State	100.5 MHz	Your Partner in Progress

14	**Coal City FM**	Enugu, Enugu State	**92.85 MHz**	The Sparkling Voice of the East.
15	**Kapital FM**	Radio House, Garki Abuja	**92.9MHz**	Station that rocks the Nation
16	**Jewel FM**	Gombe by-pass, Off Dukku Road Gombe	**103.5MHz**	__
17	**Heartland FM** .	Broadcasting House, Azaraegbelu, Owerri North LGA Imo State	**100.5 MHz**	Voice of the Eastern Heartland
18	**Horizon FM**	Along Kujawa – Dutse Road, Dutse Jigawa State	**100.5 MHz**	__
19	**Supreme FM**	No 7 Yakubu GowonWay Kaduna	**96.1 MHz**	__
20	**Pyramid FM**	Kano Madobi Road, Madobi LGA Kano State	**104.5 MHz**	__
21	**Companion FM**	Along Katsina-Batsari Road, Katsina State	**104.5 MHz**	__
22	**Equity FM**	Along Birnin Kebbi/Kalgo LGA, Birnin Kebbi	**103.5 MHz**	__
23	**Prime FM**	Along Lokoja Ganaja Road Lokoja, Kogi State	**101.5 MHz**	__
24	**Harmony FM**	Along Ilorin Lokoja Highway Idofian, Kwara State	**103.5 MHz**	__
25	**Power FM**	Along Bida – Badegi Road, Niger State	**100.5 MHz)**	__
26	**Metro FM**	Broadcasting house, Ikoyi, Lagos	**97.6MHz**	continuing the tradition
27	**Solid FM**	Along Akurba Shendan Road Lafia LGA, Nasarawa State	**102.5 MHz**	__
28	**Paramount FM**	Oke Mosan along Kobape Road PMB 2160, Abeokuta, Ogun State	**94.5 MHz**	Our Integrity is Paramount

29	**Positive FM**	Along Ondo-Akure Road, Oke Isikan Information Village Akure, Ondo State	102.5 MHz	Station poised for a Positive Change.
30	**Gold FM**	Off Iloko Road, By New Ilesha-Akure Expressway Ilesha, Osun State	95.5 MHz	__
31	****Premier FM**	Oba Adebimpe Road, Dugbe, Ibadan.	93.5 MHz, 99.1 MHz	Your Dependable Companion
32	**Highland FM**	NTA TV College Ray Field, Jos, Plateau State	101.5 MHz	__
33	**Treasure FM**	NTA Compound, Choba Road Port Harcourt, River State	98.5 MHz	The Station Strictly for You.
34	**Royal FM**	Off Sokoto - Gusau Road Premises of Sokoto River Basin Authority, Sokoto	101.5 MHz	__
35	**Gift FM**	Jalingo GRA Bypass, Jalingo, Taraba State	104.5 MHz	__
36	**Sunshine FM**	Within NTA Grounds, Along Potiskum Road Damaturu, Yobe State	104.5 MHz	__
37	**Pride FM**	Within Federal College of Education Gusau, Zamfara State	102.5 MHz	—

**One of the Radio Stations Selected for this Study

Source: *National Broadcasting Commission (2011)*

STATE GOVERNMENT-OWNED RADIO STATIONS

S/N	RADIO STATION	LOCATION	FREQUENCY	SLOGAN
1	**Aso FM**	Katampe Hill P.O. Box 4941 Garki, Abuja	**93.5 MHz**	The Station on the Rock
2	**Broadcasting Corporation of Abia State**	Broadcasting House, New Station Layout P.M.B. 7276, Umuahia Abia State	**88.1 MHz**	Station Born to Lead
3	**Adamawa Broadcasting Corporation**	Broadcasting House Complex Hore Ladde Layout Mbamba	**1440KHz-AM, 95.77MHz-FM**	ABCYola Always in tune with changing times
4	**Akwa Ibom Broadcasting Corporation**	No. 3, Udo Udoma Avenue Road Off Aka Junction P.M.B. 1122, Uyo	**90.5 MHz**	Voice of promise
5	**Anambra Broadcasting Service (Radio)**	Enugu/Onitsha Express Road P.M.B. 5070, Awka Ugwuawovu Enugu-Ukwu Njikoko LGA, Anambra State	**88.5MHz FM, 10.60 KHz AM**	We Set the Pace.
6	**Bauchi Radio Corporation**	Broadcasting House, Ahmadu Bello Way, Bauchi.	**990 KHz, 846 KHz, 94.47 MHz**	Uplift and Unite the People
7	**Bayelsa State Broadcasting Corporation**	Radio Bayelsa P.M.B. 56, Ekeki, Yenagoa	**97.1 MHz**	__
8	**Benue Radio**	P.M.B. 102202, Makurdi	**918 KHz-AM, 95.0MHz-FM**	Educate and Unite The People
9	**Borno State Radio**	Broadcasting House Shehu Laminu Way P.M.B. 1020, Maiduguri	__	The Peoples Radio
10	**Cross River State**	Broadcasting House, IBB Way,	**92.678 MHz, 1134**	The House on the Hill.

	Broadcasting Corporation	P.M.B 1035, Calabar	**KHz (AM)**	
11	**Cross River State Broadcasting Corporation**	Broadcasting House Old Government Field, Opposite Metropolitan Hotel, Ikom	**89.926 MHz**	Station of possibility in the land of Opportunity.
12	**Delta State Broadcasting Service (Asaba) Voice of Delta**	Broadcasting House Off Okpanam Road Asaba, Delta State	**97.92MHz**	**V O D,** Voice of Delta
13	**Delta State Broadcasting Service (Warri) Melody FM**	P .M.B. 1026 Warri, Delta State.	**88.6MHz FM**	Melody FM
14	**Edo State Broadcasting Service**	Benin Auchi Road Aduwawa, P.M.B	**95.75 MHz**	95.75 MHz
15	**Broadcasting Service of Ekiti State**	Okeyinmi Street Ilokun road Old Ado L G Secretariat P.M.B. 5342, Ado-Ekiti	**91.5MHz-FM**	Voice of Ekiti
16	**Enugu State Broadcasting Service (ESBS)**	Broadcasting House. P.M.B. 01600, Enugu	**96.1 MHz**	Sunrise 96.1
17	**Ebonyi Broadcasting Service (EBBS)**	Nkaliki Road, Abakaliki C/o Ministry of Information and Culture Government House Annex	**98.10 MHz**	The Station with a Mission
18	**Gombe Media Corporation**	Broadcasting House Buhari Estate Road, GRA, P.M.B. 074, Gombe	**1404KHz-AM, 91.9MHz**	Enlightenment in the Savannah
19	**Jigawa State Radio**	Broadcasting House Sani Abacha Way, Dutse	**1026KHZ MW**	People Radio
20	**Imo Broadcasting Corporation (IBC)**	Egbu Road P.M.B. 1129, Owerri, Imo State	**: AM-721kHz 416 metres; FM-94.4MHz**	The Clearest Voice East of the Niger
21	**Kaduna State Media Services**	Broadcasting House No 1.Wurno, Off Rabah Road,	**639 KHZ, 90.8 MHz.**	Grassroot Station-AM, Capital Sound-FM

		P.M.B. 2013, Kaduna		
22	**Kano State Radio Corporation**	No 3 Ibrahim Taiwo Rd, Kano.	**549KHz, 729 KHz-AM; 89.3MHz, 88.9MHz, 96.8MHz-FM**	Serve the people-AM; Radio Kano2 FM Stereo.
23	**Katsina State Radio Service.**	Radio House, Ibadan Street, Sabon Layi, Katsina	**9772KHZ**	Station of Hospitality
24	**Kebbi Broadcasting Corporation (Radio)**	KM 8, Kalgo Road P.M.B. 1059, Birnin Kebbi	**945.801 MHz**	The Rising Star.
25	**Kogi Broadcasting Corporation**	1, Danladi Zakari Road P.M.B. 1095 - GRA Lokoja	**94MHz**	Confluence Radio
26	**Radio Kwara**	Broadcasting House, Police Road, PMB1345, Ilorin.	**612Khz 490Metre Band, 99.00MHz**	Heart Beat of the Midland.
27	**Lagos State Broadcasting Corporation**	1 SDPC House Lateef Jakande Road Agidingbi, Ikeja, Lagos	**Eko FM: 89.75 MHz;Radio Lagos: 107.5MHz**	**Eko FM**: First on the Dial, **Radio Lagos:** Tiwan N' Tiwa
28	**Nasarawa Broadcasting Service**	Tudun Kauri, Makurdi Road, P.M.B. 97, Lafia, Nasarawa State	**97.1MHz**	__
29	**Niger Media Broadcasting Corporation**	Radio House Ibrahim Babangida Street P.M.B. 88, Minna	**75.6KHz**	The Station You can Depend on
30	**Crystal FM Minna**	Broadcasting House Maitumbi, PMB 88, Minna.Niger State	**91.2MHz FM**	__
31	**Ondo State Radiovision Corporation**	Broadcasting House. Oba Ile P.M.B. 739, Akure	__	__
32	**Osun State**	Ile Awiye. Oke Baale	**104.5 MHz,**	**Radio I:** Station of

	Broadcasting Corporation	P.M.B. 4425, Osogbo. Osun State	**89.5 MHz**	our Time **Radio II:** Voice of the South west **FM:** Living Spring FM
33	**Ogun State Broadcasting Corporation**	Gateway Broadcasting House, KM 9, Olabisi Onabanjo Way, Ajebo Road, Idi-Araba	**:OGBCI 603MHz MW, OGBCII90. 5MHz FM**	: **OGBCI:** The Nations Model Station **OGBCII:** The Station of the Moment in touch with the future
34	****Broadcasting Corporation of Oyo State (BCOS)**	Ile Akede Orita Bashorun, Ibadan	**795MHz-AM, 98.5MHz-FM**	Radio O Y O
35	**Plateau Radio Corporation**	No. 5, Joseph Gomwalk Road P.M.B. 2042, Jos	**313MHz in 228metre Band, 88.636-FM,**	Committed To You.
36	**Taraba State Broadcasting Service (TSBS) AM & FM)**	Broadcasting House 39, Barde Way P.M.B. 1078, Jalingo	**1260 KHz in MWBand, 90.65MHz FM**	The Choice Leader
37	**Rivers State Broadcasting Corporation**	Degema Street P.M.B. 5170, Port Harcourt	—	Radio Rivers 2 FM Stereo
38	**Solid FM** Along Akoba Shendam Rd Lafia, Nasarawa State.	**Solid FM** Along Akoba Shendam Rd Lafia, Nasarawa State.	**102.5MHz**	—
39	**Sokoto State Media Corporation Rima Radio**	P.M.B. 2156, Sokoto	**540 KHz**	A Station with Dedication
40	**Yobe Broadcasting Corporation**	Km 6 Gujba Road P.M.B. 1044, Damaturu Yobe State	**801 KHz**	The best others want to be
41	**Zamfara State Radio Service**	Mal. Yahaya Secretariat Off Zaria Road - Gusau	—	—

Source: *National Broadcasting Commission (2011)*

APPENDIX XIII

PRIVATE RADIO STATIONS

S/N	RADIO STATION	LOCATION	FREQUENCY	SLOGAN
1	**Brilla FM (Sports)**	Eleganza 634 Adeyemo Alakija House, Victoria Island, Lagos	**88.9 MHz FM**	The First Sports Station
2	**Steam Broadcasting (Cool FM)**	267A, Etim Inyang Crescent Victoria Island. Lagos	**96.9 MHz FM Slogan:**	Cool FM Don't Touch the Dial
3	**STEAM Broadcasting (Cool FM)**	1421, Independence Avenue, South City Centre, FederalCapital Territory, Abuja	**96.9 MHz FM**	Cool FM Don't Touch the Dial
4	**Ceuna Communications. (Cosmo FM)**	Plot 18, Pocket Estate Independence Layout, Enugu	**105.5 MHz**	__
5	**Independent Radio**	Glass House. Airport Road, Benin City.	**92.3 MHz**	The Heart Beat Station
6	**Jeremi Radio**	No. 60, Effurun/Sapele Road Eco Bank Building (5th Floor) Effurun-Uvwie LGA Warri, Delta State	**95.1 MHz**	The Classic Station, The Best There is
7	**Minaj Systems Radio**	Radio vision Plaza, Minaj Drive. Mike Ajegbo Road Obosi, Anambra State	**89.4 MHz**	Simply the Best Systems Radio
8	**Raypower I and II FM**	Daar Communications Ltd AIT Road, Ilapo Village Alagbado, Lagos	**100.5MHz FM**	**RayPower I**: First Independent Radio **RayPower II**: Number One Independence Talk Station

9	**RayPower**	Plot 99, Festival Road, Area 2, Garki Abuja	100.5MHz	**RayPower I**: First Independent Radio **RayPower II**: Number One Independence Talk Station
10	**Rhythm 93.7 FM**	Silverbird Communications Ltd, 10 Force Avenue, By Govt. House Drive, Old GRA, Port Harcourt	**93.7MHz FM**	More Music Less Talk
11	**Rhythm 93.7 FM**	Silverbird Communications Ltd 17A, Commercial Avenue Yaba. Lagos	**93.7MHz FM**	More Music Less Talk
12	**Rhythm 94.7 FM** .	Rhythm Hall, G Series Karu New Extension Layout Plot 96, Flat 5 Uyo Street, Area 2, Garki, Abuja.	**94.7HMz FM**	Sea Side Station
13	**Star FM 101.5 (Murhi International)**	MITV Plaza, Obafemi Awolowo Way, Alausa Secretariat, Ikeja, Lagos	**101.5 MHz FM**	This is the star
14	**Nagarta Radio** .	Kaduna-Zaria Express way Katabu-Mararaban Jos, Kaduna.	**747KHZ**	Muryar Jama'ar Arewa
15	**Love (Former Crowther) FM**	No. 26, Tamale Street, By Mathematical Centre, Wuse Zone 3, Abuja	**104.5 MHz**	The Station on Solid Ground
16	**Freedom Radio**	Freedom House, Sharada Industrial Layout, Phase 11, Kano	**99.5MHz**	Muryar Jama'a (Voice of the People)
17	**Hot FM**	TSM House, Apo Hill, Gudu District, Abuja.	**98.3MHz**	Abuja's hottest Music, Non-stop News plus Sports
18	****Splash FM**	Midlands Communication Limited, White House, Splash FM Building, Oba Abimbola Oluwo Road, Felele, Ibadan, Oyo State	**105.5 MHz FM**	The Integrity Station

19	**Vision FM**	Hafsat Plaza, Central Business Area, Abuja.	**92.1MHz**	Your Community Friendly Radio
20	**Zuma FM**	KM 2, Minna Road, Maje High Point, P.M.B. 608, Abuja	**88.5MHz**	Abuja's No 1 News & Entertainment Station
21	**Kiss FM**	147, Adetokunbo Ademola Crescent, Wuse 11, Abuja.	**99.9 MHz**	__
23	**Grace FM**	Rakiya Ogbeha Place, 35, Mount Patti Road, P.O.Box 92, Lokoja	**95.5MHz**	__
24	**Okin FM**	2, Bayo Oyelola Street, Offa, Kwara State	**105.7MHz**	__
25	**Globe Broad casting (WazobiaFM)**	267A, Etim Inyang Crescent, Victoria Island Annex, Lagos	**96.9 MHz FM**	Cool FM: Don't Touch the Dial
26	**Steam Broadcasting (Cool FM)**	Km. 16, East-West Highway, Near Syringe Factory, Rumosi, Port Harcourt, Rivers State	**95.9 MHz FM**	Cool FM Don't Touch the Dial

**One of the Radio Stations Selected for this Study

Source: *National Broadcasting Commission (2011)*