

## **Exhuming the Role of Globe FM and Bauchi Radio Corporation (BRC) on Political Mobilization during the 2015 Presidential Election in Nigeria.**

ABUBAKAR BAPPAYO , YUSHAU HARUNA KIRFI  
Abubakar Tatari Ali Polytechnic Bauchi, Bauchi state Nigeria

MUSTAPHA ABDULHAMID BABA  
Adamawa State Polytechnic Yola, Nigeria

**Abstract.** The research method used in this study was survey while questionnaire was the instrument of data collection. The sample size was 384 respondents selected from Bauchi and Yobe States. The sampling technique was multi-stage. The results of this study found out that the respondents were exposed to political programmes from Globe FM than they were to those from BRC. The results of this study showed that the researcher concludes that most of the sample from Yobe and Bauchi States were exposed to political programmes from Globe FM and BRC very often within the election period hence they developed perceptions from these programmes. The conclusion of this study is that Globe FM fared better than BRC in the area of information and education about political issues and recommends that radio political programmes should provide educative content that enlightens the general public about political issues during elections rather than dancing to the tune of the stations' proprietors. It is also recommended radio political programmes should continue to be tracking the performance of elected officials after electioneering as doing so will make the electorate politically active and make the elected officials accountable to the voters.

**Keywords:** Exhuming, Radio, Political Mobilization and Election.

### **1. Introduction**

The contributions of the media, particularly radio, during electioneering cannot be overemphasized. The more radio disseminated information and enlightenment on the relevance of political participation to the audience, the more interest, understanding and joy they derive from participating in it. Egbon (2002), opined that, to enhance an effective governance and societal welfare especially in the developing countries like Nigeria, radio has taken the lead amongst the mass media as the cheapest and most portable medium. Being the most effective medium for conveying citizens' problems to the government, radio also encourages and attracts development through mobilization, enlightenment and education by persuading populace or inducing them to comprehensively participate in the democratic process. Radio is the vital instrument for transmission of government policies and development to the populace and it serves as a link between government and citizens. As an indispensable tool for dissemination of information, radio is widely considered as an agent for achieving both government and social accountabilities. Radio in a democratic society, is always expected to provide platform where a broad range of political opinions, ideas, beliefs, thoughts, and behaviours from opposition parties, civil

organizations, individual professionals and common citizens can suggest alternative view. Hassan (2010) stated that, radio stands out as the most widely used among Nigerians especially in the rural areas. However, the attraction radio has for majority of the populace are derived from its cheap price and relatively low cost of operation. Radio sets are easily portable and can be used by the educated and unlettered. It is in recognition of the powers of the radio that the federal and state government have established radio stations to broadcast in local and official languages and reach the citizenry. According to Hassan (2010),

*Radio reaches messages to illiterates, neo-literates and highly educated receivers simultaneously. It is fairly affordable to be owned by everyone. The want of visual effect is compensated by sound effects, both natural and mechanical and so live effect is moderately high. The quality of voice and sound makes the communication fairly enjoyable. Radio does not require captivity. Listeners can receive messages even when they are working. Farmers may listen to farm programme while working in field, also a busy housewife may listen to her favourite programme even while working in the kitchen. Radio does not require power line for operation and so people in remote villages devoid of power lines can also receive messages from this medium.*

Therefore, to entrench effective governance and societal welfare, radio has taken the lead as the cheapest and portable medium being most effective as the vehicle for information and feedback system, playing a prominent role in aggregating opinions and contribution to policy formulation (Egbon, 2002). A survey conducted by the National Bureau of Statistics (2011) shows that 82.9% of Nigerians have access to radio. A breakdown of the figure reveals that 53.3% only have access to radio, and 30.6% owned radio as against 31.5% and 13.3% access and ownership of television respectively. In fact, radio breaks the barriers posed by literacy and poverty. For this reason, people tend to listen to radio more than they read newspapers and magazine, and more than they watch television. Consequently, individuals, interest groups and even governments have intensified efforts to own and

control at least a radio station, with which to tell their own side of the story (Hassan, 2010). This among other reasons compelled Bauchi State government to establish its own radio station called Bauchi Radio Corporation (BRC).

Bauchi Radio Corporation (94.6) Amplitude Modulation (AM) formally called Bauchi Broadcasting Corporation (BBC) is a broadcast organization wholly owned by Bauchi State government of Nigeria, and established in 1977 barely a year after creation of the state, under the then Nigerian Broadcasting Corporation NBC, now known as Federal Radio Corporation of Nigeria (FRCN). As a matter of corporate policy, fundamental goals and objectives of Bauchi Radio Corporation primarily is to keep people of Bauchi State well- informed and educated on the activities, programmes and other sundry matters of the government of Bauchi state as they directly affect the lives of millions of the population in the state (www.brcbauchi.org.ng 2016). The radio station had many political programmes during the 2015 general election. Examples of such programmes include: *Maji Ma Gani; Maza Dangin Gurjiya and Gugar Karfe.*

On the other hand, Globe Frequency Modulation 98.5 was among the FM stations established in 2007 with the name peal FM, when the Federal Radio Corporation of Nigeria (FRCN) began introducing FM transmitters in some locations with the aim of bringing information on government activities closer to the people.

The motive behind establishing of the radio station, as any other mass medium of communication, is to educate, inform and entertain. The emphasis largely revolved around creating awareness, surveillance of the environment, correlation of the parts of the society and transmission of cultural heritage (McQuail, 1998). In an effort geared toward actualization of these roles, radio producers came up with various political programmes to quench the political thirst of audience. For instance, political programmes like, *Da Ba Zarku, Ga fili Ga Doki, and Ciki da gaskiya* were aired on Globe FM Bauchi. In addition to these programmes both stations broadcast other political messages through straight news, commercials and jingles. These programmes always conveyed messages

with the aims of socializing, mobilising and educating audience to actively participate in politics.

The purposes of initiating and executing these programmes were mainly to satisfy the political needs of audience. McQuail, (2000) described audience as the collective term for ‘receivers’ in mass communication process. In short, audience is a group of people, who listens or reads a particular media outlet. Audiences are made up of people who are different from each other, in a different perspective. These audiences’ barriers may be political, economic, cultural, educational, psychological, ethnic, religious, physical or intellectual. The above wide diversity of backgrounds, behaviours, attitudes, skills and opinion made audience’s perception of radio messages differ.

## 2. Statement of the Problem

Radio political programmes are expected to inform and educate audience on political issues as well as guide them on how to take political decisions based on full information. Literature on the role of the radio as an instrument of political communication is voluminous and with little or no conflicting accounts. Scholars (e.g., Kombol 2013; Oyesomi & Okorie 2013) have agreed that radio is a viable tool of electioneering campaigns. Suffice it to say that radio political programmes are essential instruments of politicking, it follows logically that an understanding of audience exposure to the political programmes and eventual perceptions about them is essential. Although previous studies (e.g. Obang, 2011; Umeh. 2011) have investigated audience exposure to radio political programmes and audience perception, but still there is little or no evidence in literature on audience exposure and perceptions about radio political programmes, especially in Northern Nigeria where radio is the major source of information (Egbon, 2002).

Radio bias featured seriously during the 2015 presidential campaigns; in that, some radio stations engaged in calumny and hate campaigns. Factors such as ownership, ethnicity, religion, cronyism and relatives appeared to dictate the tone and manner of packaging and airing of political

programmes and consequently limited the effectiveness of messages contained in these programmes. It was observed that some people showed apathy to the electoral process and choose to remain mere spectators either because of lack of proper enlightenment from the radio or due to radio’s inability to live up to expectation by being fair and objective in their reportage. Also problematic is scanty literature comparing audience exposure to and perceptions about radio political programmes. Audience exposure to and perception about radio political programmes from Globe FM (98.5) and Bauchi Radio Corporation (BRC), have not been clearly defined, hence the need for this study.

## 3. Theoretical Scope

This study adopted the Agenda-setting theory by McCombs and Shaw (1972). Agenda-setting theory describes the ability of the news media to influence the salience of topics on the public agenda. The theory argues that if a news item is covered frequently and prominently, the audience will regard the issue as important (Anaeto, 2000). The researcher intended to use the theory because every mass media has a certain capability to influence its readers or audience on the matter which is being published or broadcasted regularly. Radio which disseminate news and information on politics have tremendous impact on audience and influence them to take action has been suggested accelerating the process of change.

## 4. Objective of the study

- To examine which of the radio stations’ political programmes (between Globe FM and BRC) as more educative during the 2015 presidential election.

## 5. Research Question

Which of the radio stations’ political programmes (between Globe FM and BRC) as more educative during the 2015 presidential election?

## 6. Literature Review

### 6.1 Political Mobilization of Globe FM and Bauchi Radio Corporation

As the bedrock and mainstay of broadcasting, programming involves a long-term calculated, planned policy, expressed in pre-determined excludable action which if appropriately implemented and executed as individual programme operations, wins maximum success for the station. Programmers need the knowledge and skills to define the audience, select, acquire and place programmes that will attract them. Programmes are usually the product of teamwork that involves the effort of radio personals such as producer, presenters, studio manager etc. Although, the due simplicity of radio production in some instances one person can play the roles of these production crew and prepared, produced, and presented his/her programme alone, (Meomeka, 1981).

Radio stations employed different communication strategies to arrest and sustain the audience attention. These strategies may include, Straight News, Documentary, News magazine, Discussion/Phone-in, Advertising/Commercials, jingles, Commentary, etc. These are the mechanism for attracting sufficiently large upscale of the audience which in turn encourage politicians, philanthropists, private agencies, business tycoon and Non-Governmental Organisations to patronise the station. In the light of the above, Globe FM and BRC have designed and presented a number of political programmes to enhance political participation, enlighten public on procedures of voting, and luring support for aspirants. Political programmes of these stations are broadcasted in the local language of the predominant people of Bauchi State and the neighbouring states which is Hausa language. Below are the political programmes of Globe FM and Bauchi Radio Corporation (BRC) as obtained from official sources at BRC and Globe FM

#### 6.2 Globe FM

Globe FM Bauchi has the following standing political programmes that are broadcast regularly as thus:

**Ga fili Ga Doki:** It is a 30 minutes' programme airing from Monday to Friday at 8:00 pm and repeats the next day at 10:30 am. This programme provides a platform where all political views are discussed. Usually, politicians came in with their political opinion on burning issues with the aim of supporting or countering what somebody has advocated. The programme accommodated all shades of political differences with a moderator in person of Jafar Idris who is anchoring the programme.

**Da Bazar Ku:** This programme dwelling so much on Northern Politics with an invited personality who talk on issues affecting northern part of the country. In some instances, some issues were juxtaposed with the first or second or third republics. It is broadcast at 4:30 pm on Saturday and repeated same time on Wednesday. It is anchored by Yusuf Aliyu Lere

**Ciki Da Gaskiya:** It is a 30 minutes' programme that promoted the activities of Bauchi State government. Policies and projects implemented by Bauchi State government were covered in this programme and populace were interviewed on how these policies or projects are affecting them

### 6.3 Bauchi Radio Corporation (BRC)

The flowing political programmes are relaying by Bauchi Radio Corporation (BRC)

**Maji Ma gani:** The programme is airing from Monday to Friday at 9:00 to 9:30 pm and repeats the next day at 7:30 to 8:00 am. It centred on the current political issues. The programme opened the door for all politicians to air their views on matters related to politics of their locality, states and the nation. It was presented by an experienced anchor in person of Nasiru Umar Madachi.

**Maza Dangin Gurjiya:** This is a 30 minutes' presentation featuring achievements of All Progressive Congress's (APC) administrations both at the state and national levels. Umarun Azare a veteran journalist is the anchor to this programme.

**Gugar Karfe:** It is a 30 minutes' political programme broadcast at 10:30 pm on Sunday and repeats on Wednesday at the same time by Abubakar Na'alolo. It covered only the

achievements of Bauchi State government under the leadership of Governor Mohammed Abdullahi Abubakar.

**Daga Gidan Gwabnati:** Kabiru Aliyu Zadawa is the anchor of the programme that broadcast every Saturday at 8:00 to 8:30 pm and repeats on Wednesday at 9:00 pm. The content of this programme encompassed only activities of the Bauchi State Government.

**Daga Majilisa:** It covers the proceedings of the National and State Assembly and other related functions of the Senators, Representatives and members of State Assembly.

#### 6.4 Both of the stations

**Political Commercial:** Apart from the programmes dedicated to politics radio stations aired a number of political advertisements more especially during electioneering campaigns.

**Political Jingles:** A lot of political jingles are relayed by both Globe FM and BRC to promote political parties or their candidates.

**Straight News:** Political events were extensively covered in both of the two stations via daily straight news broadcast at interval hours.

#### 6.5 Empirical Studies

In Nepal, (South East Asia) the BBC media Action (2013) discovered that the rural dwellers had been significantly enlightened as a result of the exposure to Sajha Sawal, (a 45-minute radio/ TV debate), this in turn increased political participation. In Kenya, Yanken (2015) investigated the connection between radio and political mobilization during which respondents stated that radio is easily accessible thus making it easier for people to receive political messages through it. They further held that radio was readily available as technology had now enable it to be embedded in mobile phones. Also in a study titled “The Impact of Salt FM Radio on Political Mobilization of People of Ezza North LGA of Ebonyi State”, Nwigwe, (2013) realized that the programme “Political Mobilization” has positively influenced and increased the level of political participation among the people. Similarly, Ifeanyi, Martins and

Alexander, (2012), studied the relationship among the Mass Media, Gender Balance and Politics in Nigeria and found that respondents had been exposed to several media messages with majority admitting that the political messages in the mass media are very persuasive and full of promises. Familusi and Owoeye (2014), assessed the use of radio and other means of information among residents of Ado –Ekiti and found radio to be the most popular medium followed by television and mobile phones. This was attributed to their cheap services in relation to internet and cable television subscriptions.

Also in another related development, Nyekwere, (2015) Studied the relationship between radio Broadcasting and the Democratization Process in Nigeria and found that, the youths studied had regular access to radio news, and were highly exposed to political news. This work focused on 2015 presidential election campaigns which was geared toward investigating how information from radio affected political orientation and voting behaviour of audience during the 2015 presidential election. The study differed from the previous studies in terms of area and scope of the study, population, media out-pit and period of the study.

### 7. Methodology

#### 7.1 Design of the Study

Survey Method was employed to effectively carry out the study. This is based on the fact that the opinions of the audience of Globe FM and Bauchi Radio Corporation’s (BRC) political programmes were vital information to effectively prosecute the study.

#### 7.2 Population of the Study

The population of this study is **3,154,095** eligible voters of Bauchi and Yobe States during the 2015 general elections.

#### 7.3 Sample Size

The sample size of **384** were drawn from the population of **3,154,095** using a Creative Research Systems online sample size calculator by Wimmer

and Dominick with confidence level of 95% and confidence interval of 5.0.

combination of cluster, purposive, simple random and quota sampling techniques.

**7.4 Sampling Technique**

Multi-stage sampling technique was used in reaching the target respondents. It encompasses a

**7.5 Data Collection Instrument**

The reseachers used questionnaire as a data collection instrument.

**8. Data Presentation, Analysis and Interpretation**  
**Demographic Data**

The demographics characteristics of the respondents are presented below:

**Table 1: Respondents’ gender distribution**

Gender	Frequency	Percentage
Male	232	63.9
Female	131	36.1
<b>Total</b>	<b>363</b>	<b>100.0</b>

The result from the table above showed that most of the respondents were males. The dominance of male respondents in the sample was not deliberate but the outcome of the study. This dominance could be as a result of the location as women are more reserved in Northern Nigeria than other parts of the country.

**Table 2: Respondents’ Age**

Age	Frequency	Percentage
18-24	86	23.7
25-29	29	8.0
30-34	216	59.5
35-39	20	5.5
40 and above	12	3.3
<b>Total</b>	<b>363</b>	<b>100.0</b>

The result from the table above showed that most of the respondents (216 or 59.5%) were within the age bracket of 30-34. This implies that most of the participants were mainly youth and are likely to be interested in politics and radio political programmes.

**Table 3: Respondents’ marital status**

Marital status	Frequency	Percentage
Married	225	62.0
Single	101	27.8
Divorced	25	6.9
Widowed	12	3.3
<b>Total</b>	<b>363</b>	<b>100.0</b>

The result from the table above showed that most of the study sample (225 or 62.0) were married. This is not surprising because of the prevalence of early marriage in northern Nigeria.

**Table 4: Respondents’ Occupation**

Occupation	Frequency	Percentage
civil servant	180	49.6
Trading	90	24.8
Farming	20	5.5
House wife	43	11.8
Student	25	6.9
Unemployed	5	1.4
<b>Total</b>	<b>363</b>	<b>100.0</b>

From the table above, it can be seen that most of the respondents (180 or 49.6%) were civil servants only few of the respondents were house wives. This could be because of the nature of the Northern Nigeria where majority of the elites are government workers.

**Table 5: Respondents’ educational level**

Educational level	Frequency	Percentage
Primary level	60	24.8
Secondary level	67	18.5
Tertiary level	206	56.7
<b>Total</b>	<b>363</b>	<b>100</b>

The result from the table above showed that most of the respondents (206 or 56.7%) had tertiary education. What this means is that most of the respondents are educated enough to interpret media messages.

**Research Question:** Which of the radio station’s political programmes (between Globe FM and BRC) audience perceived as more educative during the 2015 presidential election?

To answer the above research question items number 1 to 6 on the question were analysed as follows:

**Table 1: Respondents’ satisfaction with the broadcasting time of the Political programmes from Globe FM and BRC**

Responses	Political programmes from Globe FM	Political programmes from BRC
Very Satisfied	226 (66.4)	157 (36.2 %)
Satisfied	108 (31.8)	102 (63.8%)
Not Satisfied	6 (1.8)	81
<b>Total</b>	<b>340 (100%)</b>	<b>340 (100%)</b>

The result from the table above suggests that most of the respondents reported that they were very satisfied with the time of airing political programmes from both Globe FM and BRC stations. Comparatively, the respondents were more satisfied with timing of political programmes from Globe FM.

**Table 2: Radio station’s political programmes that accommodate more political opinions**

Responses	political programmes from Globe FM	political programmes from BRC	Total
Yes	81 (23.8%)	55(16.2%)	136 (40%)
No	95 (27.9%)	109 (32.1)	204(60 %)
<b>Total</b>	<b>176 (51.8%)</b>	<b>164 (48.2)</b>	<b>340 (100)</b>

Findings from the table above revealed that most of the respondents reported that political programmes from both Globe FM and BRC did not represent all shades of political opinions. The implication of this finding is that the respondents perceived these programmes as not sufficiently balancing political views. Comparatively, Globe FM did better in this regards.

**Table 3: Political programmes from Globe FM and BRC and enlightenment of audience on voting procedures**

Responses	Globe FM	BRC
Very enlightened	229 (67.4 %)	195 (57.4%)
Moderately enlightened	102 (30%)	120(35.3%)
Not enlightened	9 (2.6%)	25 (7.4%)
<b>Total</b>	<b>340</b>	<b>340</b>

Finding from table above suggests that most of the respondents reported that political programmes from both Globe FM and BRC were very enlightening on the voting procedures during the 2015 presidential election. However, Globe FM fared better than BRC. The difference in the perception on both stations could be as a result of their quality of programmes.

**Table 4: Which between the two stations’ political programmes influenced choice of presidential candidates?**

Stations’ Political Programmes	Frequency	Percentage
Globe FM’s Political Programmes	196	57.6
BRC’s Political Programmes	144	42.4
<b>Total</b>	<b>340</b>	<b>100.0</b>

The result from the table above revealed that most of the respondents reported that Globe FM’s political programmes influenced their choice of candidates more than that of BRC. What this means is that Globe FM’s political programmes were more informative and educative than that of BRC.

**Table 5: Which between the two stations’ political programmes influenced choice of political party?**

Stations’ Political Programmes	Frequency	Percentage
Globe FM’s political programmes	208	61.2
BRC’s political programmes	132	38.8
<b>Total</b>	<b>340</b>	<b>100.0</b>

The result from the table above revealed that most of the respondents reported that political programmes from Globe FM influenced their choice of political party more than the political programmes of BRC. This result could be as a result of perceived credibility of Globe FM or believability in its contents.

**Table 6: Influence on arrival at time of voting**

Stations’ Political Programmes	Frequency	Percentage
Globe FM’s political programmes	179	52.6
BRC’s political programmes	161	47.4
<b>Total</b>	<b>340</b>	<b>100.0</b>

From the table above, it can be seen that most of the respondents were of the view that political programmes of Globe FM influenced their time of arrival to polling units more than did political programmes of BRC.



## 9. Discussing of finding

The result of this study showed that, the respondents perceived political programmes from both Globe and BRC as not educative enough. This result runs similar to that of Yanke, (2015) who reported that media coverage of the Chilean presidential election indicated an increase in the space allocated to the politicians' private lives (privatisation) by 2009, but no change in the attention given to individual politicians' political traits (political competence). Although both studies adopted different designs and were conducted in different locations, their findings were similar. Media lack of focus on individual political competence is very worrying because such pattern of media coverage denies the public the knowledge about the political candidates. The difference in the political programmes of Globe FM and BRC could be attributed to their ownership. While the former is owned by the Federal Government, the latter is owned by the Bauchi State Government. This point is backed up by Okwuchukwu, (2014), Sunday, (2011), and Nancy, (2014) who found that 85% of the respondents agreed that proprietary and ownership influence is a barrier to independence and objective reportage.

## 10. Summary

This study exhumes the role of radio political programmes of Globe FM and Bauchi Radio Corporation. The results of this study found out that the respondents were exposed to political programmes from Globe FM than they were to those from BRC.

## 11. Conclusion

The results of this study showed that the researcher concludes that most of the sample from Yobe and Bauchi States were exposed to political programmes from Globe FM and BRC very often within the election period hence they developed perceptions from these programmes. It is also the conclusion of this study that Globe FM fared better

than BRC in the area of information and education about political issues

## 12. Recommendations

- (i) It is recommended that radio political programmes should provide educative content that enlightens the general public about political issues during elections rather than dancing to the tune of the stations' proprietors.
- (ii) Radio political programmes should continue to be tracking the performance of elected officials after electioneering as doing so will make the electorate politically active and make the elected officials accountable to the voters.
- (iii) There is need to further train journalists in political reportage to enhance their capacity and improve the quality of their programmes.

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