

RADIO PROGRAMS

Influence of Women-Related Radio Programmes on Women Empowerment in Akwa Ibom State

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Abstract

This study was undertaken to find out the influence of women-related radio programmes on women empowerment in Akwa Ibom State. The specific objectives included: To find out the extent to which women in the State were exposed to *Mboho Iban*, *Today's Woman*, and *Diana-Mkpo-Nam* programmes on radio; and find out the way(s) in which women-related programmes on radio empowered the economic lives of women in the State, among others. The survey method was adopted, with the structured questionnaires as the instrument for data collection. The population of the study consisted of 2,001,311 projected adult women residents in the State, while a sample size of 384 respondents was adopted using Meyer's guide. The data were presented in tables, and analysis done using simple percentages and Weighted Mean Score. Findings revealed that all the respondents in the study (100%) reported that, they were exposed to *Mboho Iban*, *Today's Woman*, and *Diana-Mkpo-Nam* programmes on radio stations in the State. Additional findings revealed that 48% of the respondents reported that they listened to the programmes very often, while 43% of them also listened to the programmes often. More findings of the study, which had to do with the women-related programme, that women in the State were mostly exposed to, revealed that the majority of the respondents (51%) reported that they listened to *Diana-Mkpo-Nam* programme on Passion 94.5 FM most, *Mboho Iban* on AKBC 90.5 FM (30%), and *Today's Woman* on Atlantic 104.5 FM. Additional findings pertaining to the factors that motivated women in the State to listen to women-related programmes on radio, revealed the factors to include, presenters of programmes always encouraging feedback from the listeners (34%), presenters always keeping them company while performing their home chores (28%), and contents of programmes always being very educative (22%), and entertaining (16%). More findings of the study revealed that women in the State were economically empowered, with a W.M.S. of 3; politically empowered through the programmes, with a W.M.S. of 3.31. The researcher recommended that producers of radio programmes in the State to continually ensure women-related programmes are extensively produced and broadcast to members of the society, as it would help in the empowerment of women in the State. Summary and conclusion have proven that women are exposed to these programmes on radio. The study suggested that youth empowerment should not be overrule. It ended with references.

Keywords: women-related radio programmes; women empowerment

1 Introduction

Women's empowerment has become a central concern in development discourse because women's ability to make strategic life choices directly affects household welfare, community development, and national progress. [UN Women \(2021\)](#) defines women empowerment as a process of empowering women to have greater social, economic, political and healthy society. Empowerment is the expansion of people's ability to make strategic life choices in contexts where this ability was previously denied, and frames it through three interrelated dimensions: resources, agency, and achievements. In Nigeria, despite constitutional guarantees of equality and several national gender policies, women continue to face structural barriers that limit their participation in economic, political, and social life. Poverty,

illiteracy, early marriage, and gender-based violence persist across many parts of the country, constraining women's access to information, finance, and decision-making. Akwa Ibom State reflects these challenges and a growing policy commitment to addressing them. The state has domesticated the Uyai Akwa Ibom (now named, National Council of Women Society) since its creation in 1987 whose framework is designed to improve women's access to finance, agriculture, education, entrepreneurship, and leadership opportunities. More recently, the state government announced plans to empower 110,000 women across its 31 Local Government Areas through cooperative societies. However, the success of such interventions depends largely on whether women, particularly those in rural communities, are aware of them, understand how to access them, and possess the confidence to participate. This places communication, and the mass media in particular, at the centre of the empowerment process.

Mass media, especially radio occupies a unique position in Nigeria. It remains one of the most pervasive communication platforms in the country, owing to its affordability, portability, independence from literacy, and ability to broadcast in indigenous languages. These attributes make radio especially suitable for reaching women in rural and semi-urban areas who may have limited access to print or digital media. Across West Africa, scholars have documented radio's capacity to inform and mobilise women. Heywood (2020), studying Niger, found that radio is the most important source of information women have, and that increasing women-related themes in programming and improving their content contributes to empowering women politically, economically, and socially. The same research found evidence of behavioural change among listeners, alongside gaps between broadcasters' editorial priorities and what listeners actually wanted. In Akwa Ibom State, public and private radio stations air programmes targeted at women, covering themes such as health, family life, entrepreneurship, financial literacy, legal rights, and political participation. Three of such programmes broadcast on radio stations in Akwa Ibom State which cater to the empowerment needs of women are *Mbono Iban on AKBC 90.5FM*; *Today's Woman on Atlantic 104.5FM*, *Diana Nkpo Nam on Passion 94.5FM*. These programmes are expected to raise awareness, shape attitudes, and encourage women to take actions that improve their socio-economic status. Yet the extent to which listening to these programmes translates into measurable empowerment outcomes, such as increased income-generating activity, participation in household and community decisions, political engagement, and awareness of rights, remains largely undetermined.

1.1 Statement of the problem

Women in Akwa Ibom State continue to face constraints that limit their economic independence, participation in decision-making, and engagement in political and public life. Government and non-governmental bodies have responded with several empowerment initiatives, including the domesticated women groups. The success of these initiatives, however, depends on women being informed about them, understanding how to benefit from them, and having the confidence to act. Information and orientation therefore come before empowerment, and radio is the medium most able to reach women across urban, semi-urban, and rural parts of the state.

Radio stations in Akwa Ibom State air programmes designed for women, covering health, economic and family life, entrepreneurship, financial literacy, legal rights, and political participation. These programmes take up airtime, production resources, and sometimes sponsorship funds, and they are expected to produce change in listeners' knowledge, attitudes, and behaviour. It is not known how many women listen to these programmes regularly, whether listening leads to income-generating activity, greater say in household and community decisions, or political involvement, or what factors

weaken the programmes' effect. Without such evidence, broadcasters design content largely on assumption, and policymakers cannot tell whether radio is a reliable channel for delivering empowerment messages. As a result, there is no clear, context-specific account of how women-related radio programmes influence women empowerment in Akwa Ibom State. This study addresses that gap.

1.2 Objectives of the study

The objectives of this study were to:

1. Find out the extent to which women in Akwa Ibom State were exposed to *Mboho Iban*, *Today's Woman*, and *Diana-Mkpo-Nam* programmes on radio;
2. Find out the women-related programmes on radio that women in Akwa Ibom State mostly listened to;
3. Ascertain the gratifications derived by women in Akwa Ibom State from listening to women-related programmes on radio;
4. Find out the ways in which women-related programmes on radio empower the economic lives of women in Akwa Ibom State;
5. Find out the ways in which women-related programmes on radio empower the political lives of women in Akwa Ibom State;
6. Find out the ways in which women-related programmes on radio empower the health lives of women in Akwa Ibom State;

1.3 Significance of the study

Every meaningful research work has certain contributions to offer the society. This work is no exception. This study is expected to contribute to the way in which women in Akwa Ibom State expose themselves to programmes on radio produced to empower them or add value to their lives. This will come as a result of the findings of this study revealing the benefits that women in Akwa Ibom State stand to gain from being exposed to women-related programmes on radio stations in the state.

Another benefit that the findings of this study would have is that it will help producers of women-related programmes on radio to know which language influenced empowerment among women in Akwa Ibom State most. This knowledge would then help the programme producers to know how to package the programme to achieve maximum impact.

The findings of this study are also very significant as a veritable source of information for policy makers in Nigeria on how radio can be used to reach the target audience with the message on women empowerment. To researchers and academics who have interest in women empowerment communication, this study would serve as a platform for future research efforts in that area, as well as serve as a reference material for such future studies.

2 Conceptual review

The existing literature reveals the empirical work on radio and women's empowerment in West Africa focuses on Niger, and Burkina Faso (Heywood, 2024), while Nigerian studies have concentrated largely on the northern states, where radio as a communication tool for women's empowerment is still described as under-researched. The South-South geopolitical zone, and Akwa Ibom State

specifically, has received comparatively little scholarly attention, despite its distinct socio-cultural context, high radio penetration, and active state-level empowerment agenda. Furthermore, many prior studies treat exposure to radio broadly rather than isolating women-related programming, and few examine how programme content, frequency of listening, and audience perception jointly influence empowerment outcomes.

2.1 Radio as a development medium

Radio is an electronic medium that transmits sound signals to a dispersed and heterogeneous audience simultaneously. McQuail (2010) describes the mass media as institutions that shape public knowledge, attitudes, and social reality, and radio holds a distinctive place among them in developing societies. Its strength lies in its low cost, portability, independence from electricity where battery or mobile phone sets are used, and, above all, its independence from literacy. A listener does not need to read to benefit from radio, which makes it the most democratic of the mass media in contexts where literacy levels, particularly among women, remain uneven. Myers (2008), in a review of radio and development in Africa, argues that radio remains the dominant mass medium on the continent in terms of reach and that its ability to broadcast in local languages allows it to carry development messages into communities that other media fail to reach. Scholars of development communication see radio not merely as a channel for entertainment but as a tool for education, mobilisation, and social change. In this sense, radio performs the traditional functions of informing, educating, and entertaining, while also serving a mobilisation function in which listeners are encouraged to act on the information received.

In Akwa Ibom State, radio audiences are served by government-owned, private commercial, and faith-based stations broadcasting in English, Nigerian Pidgin, and indigenous languages such as Ibibio, Annang, and Oro. This linguistic reach gives radio a natural advantage in addressing women across the state's urban and rural communities.

2.2 Influences of women-related radio programmes

Women-related radio programmes are broadcasts whose content, presentation, and target audience are oriented primarily towards women. They may take the form of magazine programmes, phone-in discussions, interviews with experts, drama series, jingles, and documentaries. Their themes commonly include maternal and child health, family life, nutrition, entrepreneurship and vocational skills, savings and cooperative membership, legal rights, protection from violence, and participation in politics and governance. Two orientations can be distinguished in such programming. The first is the welfare orientation, which treats women mainly in their domestic roles as wives and mothers and focuses on cookery, child care, and household management. The second is the empowerment orientation, which treats women as economic, social, and political actors and focuses on enterprise, rights, leadership, and participation. Heywood (2020) observed in Niger that the impact of radio on women depends not only on the existence of women-related programmes but on the quality of their content and how closely it reflects what women listeners actually need. The distinction matters for this study, because programmes that remain at the welfare level may attract large audiences without producing empowerment outcomes.

2.3 Empowerment and women empowerment

Empowerment is a process of obtaining opportunities for marginalized people, either directly by those people or through the help of others who share their own access to those opportunities.

Women empowerment has been defined in various ways, but most definitions share a concern with power, choice, and agency. Empowerment is the expansion of people's ability to make strategic life choices in a context where this ability was previously denied. There are three interrelated dimensions: **resources**, which are the preconditions for choice, such as income, education, and access to information; **agency**, which is the ability to define one's goals and act on them; and **achievements**, which are the outcomes of choices made (Somolu, 2020). This framework is useful for the present study, because radio content can be understood as an informational resource that may strengthen agency and lead to achievements.

UN Women (2021) distinguishes four forms of power within empowerment: power over, which involves control over others; power to, which involves the capacity to act; power with, which involves collective action; and power within, which involves self-confidence and self-esteem. This view is relevant because radio may influence women's "power within" by building confidence, and their "power with" by encouraging cooperative and group membership.

United Nations Office of the High Commissions for Human Rights (2021), in the Women's Empowerment Framework, presents empowerment as progressive levels of equality: welfare, access, conscientisation, participation, and control. Women move from having their basic needs met, to gaining access to resources, to becoming conscious of gender inequality, to participating in decisions, and finally to exercising control over resources and decisions. This hierarchy offers a way to assess how far women-related radio programmes move listeners beyond the welfare level. According to United Nations Development Programme (UNDP, 2021), women empowerment in families and communities is about ensuring that women have equal rights and opportunities within families and communities; and that they can play active roles in shaping the social, cultural and economic life of their communities. It noted that empowerment is multidimensional and should be measured across economic, socio-cultural, familial, legal, political, and psychological dimensions. Drawing on these perspectives, this study operationalises women empowerment through four dimensions: economic empowerment, participation in household and community decision-making, political participation, and awareness of rights.

2.4 Radio and women empowerment

The link between radio and women empowerment rests on the role of information as a precondition for choice. Women who lack information about available credit schemes, cooperative societies, legal protections, or electoral processes cannot take advantage of them. Radio supplies that information and, through repetition and discussion, can also shift attitudes about women's roles in the home, the economy, and public life.

Empirical evidence from West Africa supports this relationship while also revealing its limits. Heywood (2020) found that radio was the most important source of information for women in Niger and that women-related programming contributed to changes in listener behaviour, but also that listeners wanted empowerment content that addressed their daily lives directly rather than abstract, long-term goals. This suggests that the influence of radio on empowerment is neither automatic nor uniform; it depends on exposure, content relevance, format, language, timing, and the social environment in which women listen. These conditions form the basis of the frameworks that follow.

3 Theoretical framework

This study is anchored on two theories: the Uses and Gratifications Theory and the Social Learning Theory.

3.1 Uses and gratifications theory

The Uses and Gratifications Theory was developed by Katz, Blumler and Gurevitch (1973) in their book 'Uses of Communications'. It shifts attention from what the media do to people to what people do with the media. The theory assumes that the audience is active, that media use is goal-directed, that individuals choose media content to satisfy specific needs, and that the media compete with other sources of need satisfaction. Audiences are believed to be aware of their needs and able to select content that meets them. The needs commonly identified include information and education, personal identity, social integration and interaction, and entertainment.

The theory is relevant to this study because women in Akwa Ibom State are not passive recipients of radio content. They choose whether to tune in to women-related programmes, how often to listen, and which programmes to follow, based on what they hope to gain: information on business opportunities, health guidance, knowledge of their rights, or companionship and entertainment. The theory therefore explains the exposure dimension of the study and supports the expectation that women who find these programmes useful will listen more frequently and attentively, which increases the likelihood of influence. The theory has been criticised for relying heavily on self-reports, for overstating audience rationality, and for paying little attention to the effects of content once it has been selected. These limitations explain the need for a complementary theory that addresses how media content leads to change in behaviour.

3.2 Critical theory

This is another theory of communication that evaluates the workings of media and their influences on people who receive their messages. This theory was developed by Frankfurt School of Social Research in 1930s and 1940s. It is based on the idea that media can shape our attitudes, beliefs and behaviours in ways that maintain the status quo and the power of those in control. Critical theory is relevant to this study because it intends to analyse how media messages play roles in women and status in the society which may influence public attitudes and beliefs. The theory would also help examine how media representation of women may impact their access to resources and opportunities. It can also help to identify ways to change those representations and promote women's empowerment across the various communities in Akwa Ibom State.

4 Research methodology

The study adopts the descriptive survey research design. This design is appropriate because the study seeks to collect data from a representative sample of women in order to describe their exposure to women-related radio programmes and determine the influence of those programmes on their empowerment, without manipulating any variable. The survey design allows the researcher to gather information on listening habits, opinions, and empowerment outcomes directly from respondents and to generalise the findings to the wider population of women in the state. A correlational element is built into the design, because the study also examines the relationship between the level of exposure to women-related radio programmes and the dimensions of women empowerment. Accord-

ing to Senam (2020), there are two major techniques or designs of communication research which are survey and content analysis.

4.1 Population of the study

The population of the study comprises women aged 20 years and above that are members of National Council of Women Society (NCWS) resident in Akwa Ibom State. The state is made up of 31 Local Government Areas spread across three senatorial districts: Uyo, Ikot Ekpene, and Eket. Women aged 20 and above are chosen because they are legally adults, can give independent consent, and are of the age at which economic activity, household decision-making, and political participation become relevant. According to nigerianstat.gov.ng (2019) the projected adult women population of the State stands at 2,001,311. This, therefore, constituted the population of this study.

4.2 Sample size and sampling technique

The researcher drew a representative sample from the population since the population of the study was too large to be studied as a whole, In view of this, Meyer's (1979) recommendation for the selection of sample size was adopted for the study. Meyer recommends that for a population that is 500,000 and above, a sample of 384 selected as a sample size is representative enough. Therefore, based on Meyer's (1979) assertion, 384 respondents were selected as the sample size for this study.

To obtain data which represented every shade of opinion in the society, the multi-stage sampling technique was adopted for this study. Consequent upon this, the population of the State was stratified into Senatorial Districts. According to Senam (2020, p. 35)

The stratified random sampling is a type of probability sampling that gives room for effective representation of the various subjects in the population. In the stratified random sampling, the whole population is divided into smaller segments or strata called sub-samples. The segmentation or stratification is based on certain homogeneous demographic variables.

Consequently, Akwa Ibom State was first stratified into the three Senatorial Districts of Akwa Ibom North-East; Akwa Ibom North-West; and Akwa Ibom South following the cluster random sampling technique (Senam, 2020). Furthermore, the Probability Proportionate to Size (PPS) sampling method, which Babbie (2011, p. 238), says is "a type of multi-stage cluster sample in which clusters are selected, not with equal probabilities, but with probabilities proportionate to their sizes as numbered by the number of units to be sub-sampled" was adopted to proportionately allocate the number of questionnaire to residents in the three Senatorial Districts. Further data obtained from nigerian-stat.gov.ng (2019) showed that the projected populations of adult women residents in each of the three Senatorial Districts were: Akwa Ibom North-East (Uyo) 878,928 women; Akwa Ibom North-West (Ikot Ekpene) 600,916 women; and Akwa Ibom South (Eket) 521,467 respectively. This is presented in a tabular form as follows:

Table 1. Sample cluster according to senatorial districts.

Senatorial District	Population	Percentage	Sample size
Akwa Ibom North-East	878,928	44	169
Akwa Ibom North-West	600,916	30	115
Akwa Ibom South	521,467	26	100
Total	2,001,311	100	384

Note: Source: Researcher's compilation, 2026.

To give the subjects in the study an equal chance of being selected, 169 copies of the questionnaire (44%) were proportionately assigned to women residents in Akwa Ibom North-East (Uyo) Senatorial District; 115 copies (30%) were allocated to women residents in Akwa Ibom North-West (Eket) Senatorial District; while 100 copies (26%) of the questionnaire were assigned Akwa Ibom South (Ikot Ekpene) Senatorial District in order to ascertain the influence women-related programmes of radio on their economic, political, and health empowerment. For ease and convenience, the researcher and her assistant administered the questionnaire on the respondents on the venue of the Senatorial District meetings of members of the National Council of Women Societies (NCWS) to any member of the group who was willing to participate in the study, provided such women were exposed to any of the women-related programmes on the three radio stations selected for the study.

4.3 Description of data gathering instrument

The instrument of data collection for this study was a structured questionnaire. The questionnaire was administered through personal contact by the researcher and a research assistant. Items on the questionnaire were formulated based on the objectives of the study. Items one and two on the questionnaire addressed Research Question One, which had to do with the extent to which women in Akwa Ibom State were exposed to the three programmes under study on radio stations in the State.

Item three on the questionnaire addressed Research Question Two which was to find out which of the three programmes women in Akwa Ibom State were mostly exposed to. Item four addressed Research Question Three which was to find out the factors that motivated women in Akwa Ibom State to listen to the three programmes under study. Item five was meant to address Research Question Four which pertained to the way(s) in which the three programmes empowered the economic life of women in the State.

4.4 Validity of the research instrument

According to Senam (2020) to ensure the face validity of a research instrument, the questions on the questionnaire have to be vetted by experts or professionals before they are administered on the respondents. To this end, the questionnaire, which was the instrument for this study was vetted for validity by the supervisor. This vetting engendered validity and ensured that the questions were constructed in such a way that enhanced effective measurement of the opinions of the respondents. It also helped to ensure that appropriate data were gathered for the study; thereby justifying the procedure through which the researcher followed in establishing the validity of the instrument for this study.

4.5 Reliability of the instrument

Reliability is the degree of similarity between two or more results or information obtained with an evaluation instrument after a repeated administration of the same instrument. In other words, reliability refers to the extent to which a particular measurement is consistent and reproducible (Senam, 2020). As a result of this, the reliability of the questionnaire was established by measuring the result of the pre-test and post-test of data sets administered on the respondents. The formula for the calculation of the reliability is:

$$R_{xx} = \frac{2r_{oe}}{1 + r_{oe}} \quad (1)$$

where R_{xx} is the reliability of the instrument and r_{oe} is the correlation between the odd and the even items.

4.6 Method of data collection

The researcher, with the help of her research assistant, personally visited the Women Development Centre along IBB Avenue in Uyo, where the members of the NCWS had their monthly meeting, in order to administer the questionnaire on them. This way, copies of the questionnaire were administered and retrieved with the help of the research assistant.

4.7 Method of data analysis

The data for this study, generated from the questionnaire, were presented in a tabular format, with the responses to the questions and their frequencies calculated using Weighted Mean Score (W.M.S.). Interpretation of the data and findings were discussed based on the research questions, using the mean score of the findings. This enabled the researcher to analyse the data appropriately.

5 Data presentation and analysis

Out of the 384 copies of the questionnaire administered on the respondent, 358 copies, representing 93% of the sampled population, were successfully retrieved and found fit the analysis. The data are presented in tables and analysed in the next segment of the study.

Table 2. Responses on whether or not respondents were exposed to Mboho Iban, Today's Woman and Diana-Mkpo-Nam programmes on radio.

Responses	No. of respondents	Percentage
Yes	358	100
No	0	0
Total	358	100

Note: Source: Field data (2025).

Findings in Table 2 reveal that all the respondents (100%) reported that they listened to the three programmes under study.

Table 3. Women-related programmes on radio most listened to by respondents.

Programmes	No. of respondents	Percentage
Mboho Iban	108	30
Today's Woman	68	19
Diana-Mkpo-Nam	182	51
Total	358	100

Note: Source: Field data (2025).

Findings in Table 3 reveal that the majority of the respondents [182(51%)] reported that the women-related programmes they listened to most was *Diana-Mkpo-Nam* programme on Passion 94.5 FM, followed by *Mboho Iban* on AKBC 90.5 FM with 108 respondents (30%).

Table 4. Frequency at which respondents listened to Mboho Iban, Today's Woman and Diana-Mkpo-Nam programmes on radio.

Responses	No. of respondents	Percentage
Very often	172	48
Often	155	43
Occasionally	21	6
Rarely	10	3
Total	358	100

Note: Source: Field data (2025).

Findings in Table 4 show that 172 respondents (48%) reported that they listened to the three programmes under study on radio stations in the State very often, 155 respondents (43%) stated that they listened to the programmes often.

Table 5. Factors that motivated respondents to listen to Mboho Iban, Today's Woman and Diana-Mkpo-Nam programmes on radio.

Factors	No. of respondents	Percentage
Educative contents	80	22
Presenters encourage feedback from listeners	120	34
Programmes contain much entertainment	57	16
Presenters keep listeners company while performing their home chores	101	28
Total	358	100

Note: Source: Field data (2025).

Findings in Table 5 reveal that 120 respondents (34%) reported that what motivated them to always listen to the three programmes under study was that the presenters of the programmes always encourage feedback from the listeners, 101 respondents (28%) reported that the factor that motivated them was that the presenters of the programmes kept them company while they were performing their home chores.

For tables containing data calculated using the Weighted Mean Score (WMS) the scoring is as follows:

- Strongly agree = 4
- Agree = 3
- Disagree = 2
- Strongly disagree = 1

Since the modified 4-Point Likert Scale was used, the sum of the units that is below 2, which is half, is considered as negative, while the sum above 2 are considered as positive. The decision rule therefore was ≥ 2.5 was considered an unequivocal affirmation, while ≤ 1.5 was considered an outright rejection.

Table 6. Respondents were exposed to women-related programmes on radio stations in Akwa Ibom State.

Responses	No. of Respondents	WMS
Strongly agree	202	2.25
Agree	156	1.30
Disagree	0	0
Strongly disagree	0	0
Total	358	3.55

Note: Source: Field data (2025).

Findings in Table 6 which had to do with women in Akwa Ibom State being exposed to women-related programmes on radio stations in the State reveal a Weighted Mean Score (WMS) of 3.55. The implication of this findings is that women in the State were very highly exposed to women-related programmes on radio stations in the State.

Table 7. Respondents' finances improved on starting side business as recommended on women-related programmes.

Responses	No. of Respondents	WMS
Strongly agree	107	1.19
Agree	181	1.51
Disagree	41	0.22
Strongly disagree	29	0.08
Total	358	3.0

Note: Source: Field data (2025).

Findings in Table 7 which pertained to women in the State being empowered economically to increase their finances through exposure to women-related programmes on radio reveal a W.M.S. of 3. This implies that the finances of majority of the women in the State improved as they started side businesses (probably in addition to their salaried jobs) as recommended by the presenters of the women-related programmes they listened to on radio stations in the State.

Table 8. Respondents' food supply increased from small-scale farming as recommended on women-related programmes on radio.

Responses	No. of Respondents	WMS
Strongly agree	101	1.12
Agree	134	1.12
Disagree	71	0.39
Strongly disagree	52	0.14
Total	358	2.77

Note: Source: Field data (2025).

Findings in Table 8 which had to do with women in the State being empowered economically to increase the food supplies of their families through exposure to women-related programmes on radio

reveal a W.M.S. of 2.77. The implication of the findings is that the food supplies of more than half of the women increased as a result of planting a small farm (some on their backyards) as recommended on the women-related programmes they listened to on radio stations in the State.

Table 9. Respondents learnt better ways of doing their small-scale business from women-related programmes on radio.

Responses	No. of Respondents	WMS
Strongly agree	131	1.46
Agree	143	1.19
Disagree	30	0.16
Strongly disagree	54	0.15
Total	358	2.96

Note: Source: Field data (2025).

Findings in Table 9 which had to do with women in the State being empowered economically to know better ways of doing their small-scale businesses from women-related programmes on radio reveal a W.M.S. of 2.96. The implication of these findings is that the majority of women in Akwa Ibom State who listened to women-related programmes learnt better ways of doing their small businesses through the recommendations from the women-related programmes they listened to on radio.

Table 10. Respondents learnt better ways of relating with their customers from women-related programmes on radio.

Responses	No. of Respondents	WMS
Strongly agree	116	1.29
Agree	139	1.16
Disagree	69	0.38
Strongly disagree	34	0.09
Total	358	2.92

Note: Source: Field data (2025).

Findings in Table 10 which pertained to women in the State being empowered economically to know better ways of relating with their customers from women-related programmes on radio reveal a W.M.S. of 2.92. The implication of these findings is that the majority of the women were empowered in this regard.

Table 11. Respondents joined cooperative societies as recommended on women-related programmes on radio.

Responses	No. of Respondents	WMS
Strongly agree	39	0.43
Agree	69	0.57
Disagree	81	0.45
Strongly disagree	169	0.47
Total	358	1.92

Note: Source: Field data (2025).

Findings in Table 11 which pertained to women in the State being empowered economically to join cooperative societies from women-related programmes on radio reveal a W.M.S. of 1.92. The implication of these findings is that not very many women were empowered to join cooperative societies as recommended on the women-related programmes they listened to on radio.

Table 12. Respondents became aware of political activities in the State through women-related programmes on radio.

Responses	No. of Respondents	WMS
Strongly agree	193	2.15
Agree	111	0.93
Disagree	32	0.17
Strongly disagree	22	0.06
Total	358	3.31

Note: Source: Field data (2025).

The findings in Table 12 which pertained to women in the State being empowered politically through the awareness created on women-related programmes on radio reveal a W.M.S. of 3.31. This implies that the majority of women in Akwa Ibom State became aware of the political activities in the State through the women-related programmes they listened to on radio.

Table 13. Respondents joined political pressure groups due to awareness created on women-related programmes on radio.

Responses	No. of Respondents	WMS
Strongly agree	34	0.37
Agree	37	0.31
Disagree	181	1.01
Strongly disagree	106	0.29
Total	358	1.98

Note: Source: Field data (2025).

The findings in Table 13 which pertained to women in the State being empowered politically to join a political pressure group due to the political awareness created on women-related programmes on radio reveal a W.M.S. of 1.98. This implies that the majority of women the State were not empowered by women-related programmes on radio to join a political pressure group.

Table 14. Respondents were empowered with business start-up package by political pressure groups.

Responses	No. of Respondents	WMS
Strongly agree	21	0.23
Agree	31	0.25
Disagree	136	1.75
Strongly disagree	170	0.47

Responses	No. of Respondents	WMS
Total	358	1.7

Note: Source: Field data (2025).

The findings in Table 14 which pertained to women in the State being empowered with business start-up packages by political pressure groups reveal a W.M.S. of 1.7. The implication of these findings is that only a few women in the State were empowered in this regard.

Table 15. Respondents were empowered to express political views/opinions on women-related programmes on radio.

Responses	No. of Respondents	WMS
Strongly agree	139	1.55
Agree	167	1.39
Disagree	22	0.12
Strongly disagree	30	0.08
Total	358	3.14

Note: Source: Field data (2025).

The findings in Table 15 which pertained to women in the State being empowered to express their political views and/or opinions through women-related programmes on radio reveal a W.M.S of 3.14. The implication of these findings is that women-related programmes on radio availed the majority of women in the State the platform to express their political views and/or opinions.

Table 16. Respondents attended ante-natal care at health centres as recommended on women-related programmes on radio.

Responses	No. of Respondents	WMS
Strongly agree	79	0.88
Agree	87	0.72
Disagree	92	0.51
Strongly disagree	100	0.27
Total	358	2.38

Note: Source: Field data (2025).

The findings in Table 16 which pertained to women in the State being empowered in their health life to attend ante-natal care at health centers through women-related programmes on radio reveal a W.M.S. of 2.38. The implication of these findings is that very many women in the State who listened to women-related programmes on radio were empowered in this direction.

Table 17. Respondents learnt the dangers of self-medication through women-related programmes on radio.

Responses	No. of Respondents	WMS
Strongly agree	149	1.66
Agree	162	1.35

Responses	No. of Respondents	WMS
Disagree	30	0.16
Strongly disagree	17	0.04
Total	358	3.21

Note: Source: Field data (2025).

The findings in Table 17 which pertained to women-related programmes on radio empowering women in Akwa Ibom State on the dangers of self-medication reveal a W.M.S. of 3.21. The implication of these findings is that the majority of women in the State who listened to women-related programmes on radio were very much empowered with information warning them against indulging in self-medication.

Table 18. Respondents learnt better family planning strategies through women-related programmes on radio.

Responses	No. of Respondents	WMS
Strongly agree	177	1.97
Agree	161	1.34
Disagree	20	0.11
Strongly disagree	0	0
Total	358	3.42

Note: Source: Field data (2025).

The findings in Table 18 which pertained to women-related programmes on radio empowering women in Akwa Ibom State with information on better family planning strategies reveal a W.M.S. of 3.42. The implication of these findings is that the majority of women in the State who listened to women-related programmes on radio were very much empowered with information on better family planning strategies they could adopt in order to live healthier lives.

Table 19. Respondents could advise other women on the dangers of self-medication through women-related programmes on radio.

Responses	No. of Respondents	WMS
Strongly agree	107	1.19
Agree	171	1.43
Disagree	47	0.26
Strongly disagree	33	0.09
Total	358	2.97

Note: Source: Field data (2025).

The findings in Table 19 which pertained to women-related programmes on radio empowering women in Akwa Ibom State with the platform to advise other women on the dangers of self-medication reveal a W.M.S. of 2.97. The implication of these findings is that women-related programmes on radio stations in the State empowered women who listened to such programmes with the opportunity to

use their microphones to warn other women about the dangers inherent in indulging in the destructive habit of self-medication.

6 Discussion of findings

6.1 Research question one: To what extent were women in Akwa Ibom State exposed to *Mboho Iban*, *Today's Woman*, and *diana-nkpo-nam* programmes on radio?

The answer to this question is provided in Tables 2 and 4. The findings in Table 2 reveal that all the respondents (100%) reported that they were exposed to *Mboho Iban*, *Today's Woman*, and *Diana-Mkpo-Nam* programmes on radio stations in the State. Additional findings provided in Table 4 show that 172 respondents (48%) reported that they listened to *Mboho Iban*, *Today's Woman*, and *Diana-Mkpo-Nam* programmes on radio stations in the State very often, 155 respondents (43%) stated that they listened to the programmes often, 21 respondents (6%) reported that they listened to the programmes occasionally, while 10 of them (3%) said that they rarely listened to the programmes.

These findings are supported by the findings of [Somolu \(2020\)](#) that the majority of the women (63%) listened to radio every day, while 37% of them listened to radio at least one day a week. Most of the women listened to news and current affairs programmes in form of talk-shows and straight news, dramas, public service announcements, and public awareness messages.

The findings are also supported by [Harrison \(2021\)](#) who states that broadcast programmes are designed to be listened to or viewed at a specific time and place by a large audience. Such programmes can be live or recorded, and can take many different forms such as news, sports, entertainment, or education.

The findings are further buttressed by the Uses and Gratifications Theory which provides a useful framework for understanding why people use media and how it affects their lives. The theory allows for an understanding of the motivations and goals that underlie media consumption, and that it can help to explain how media influence people's attitudes, beliefs and behaviours.

6.2 Research question two: Which of the programmes on radio under study were women in Akwa Ibom State mostly exposed to?

The answer to this question is provided in Tables 6 and 3. The findings in Table 6 which pertained to women in Akwa Ibom State being exposed to women-related programmes on radio stations in the State, reveal a Weighted Mean Score (WMS) of 3.55. The implication of this findings is that women in the State were very highly exposed to women-related programmes such as *Mboho Iban* on AKBC Radio 90.5FM; *Today's Woman* on Atlantic 104.5 FM; and *Diana-Mkpo-Nam* on Passion 94.5 FM stations in the State.

Further findings of the study, which had to do with the women-related programme that women in Akwa Ibom State were mostly exposed to, as provided in Table 3 reveal that the majority of the respondents [182(51%)] reported that the women-related programmes they listened to most was *Diana-Mkpo-Nam* programme on Passion 94.5 FM, followed by *Mboho Iban* on AKBC 90.5 FM, with 108 respondents (30%), and *Today's Woman* on Atlantic 104.5 FM. This finding suggests that women in Akwa Ibom State preferred the women-related programmes that were presented using the Ibibio Language.

These findings are supported by the findings of [Somolu \(2020\)](#) that while the student population of the study preferred Pidgin English programmes such as “*Make We Talk*” on WaZoBia FM, the business women, who were majorly made up of market women who sold their wares in Lagos markets, preferred Yoruba language programmes, which centred on shopping, relationships and the community. Popular among such programmes were *Oju Taye* (Eyes, See the world), a participatory programme which gave the listeners a platform to speak with and bring their complaints to the notice of government officials; *Ekú Oro Aje*, which gave information on the prices of various goods in the market and where to get bargains, and *Ado Onidodo*, which encouraged listeners to keep their communities clean.

The findings are further buttressed by the findings of [Mogambi and Ochola \(2019\)](#) that community radio stations in Northern Kenya have proven to be appropriate channels which have facilitated an interface between those who need empowerment and those who give it. These findings suggest that Syrian FM creates opportunities for women's voices to be heard, educates the community to respect women, address equality issues through programmes, and invites experts to participate in programmes that address various women's communication issues like those for empowerment.

The findings are further supported by the Uses and Gratifications Theory which states that people use media to fulfil certain needs and gratifications, such as the need for information, entertainment, and social interaction. It also suggests that people's reasons for using media can vary depending on their individual needs and preferences.

6.3 Research question three: What factors motivated women in Akwa Ibom State to listen to Mboho Iban, Today's Woman, and diana-nkpo-nam programmes on radio?

The answer to this question is provided in Table 5. The findings in this table reveal that 120 respondents (34%) reported that what motivated them to always listen to women-related programmes on radio was that the presenters of the programmes always encourage feedback from the listeners, 101 respondents (28%) reported that the factor that motivated them was that the presenters of the programmes kept them company while they were performing their home chores. Further findings in the same table reveal that 80 respondents (22%) reported that the factor that motivated them to listen to women-related programmes on radio stations in Akwa Ibom State was that the contents of the programmes were always very educative, while 57 respondents (16%) stated that the factor that motivated them was that the programmes usually carry so much entertainment.

These findings are supported by [Ekpemupolo \(2022\)](#) who state that radio broadcasting in Nigeria has played a significant role in empowering women by providing information and education on issues that affect their lives. Here, the use of local languages in radio programmes has helped to reach a wider audience and promote a more inclusive society, and the programmes have helped to create awareness of women's rights and to encourage women to participate in decision-making processes.

Further supporting the findings of the study [Heywood and Tomlinson \(2019\)](#) state that radio is a ubiquitous medium which is present almost everywhere and most times amenable to a varied kind of use, flexing itself into time and convenience. It is a personal, one-on-one medium which allows individual the luxury to listen to it alone. Radio is mobile and provides entertainment, information and educational values for people who are driving, walking, at home, or away from home.

The findings are further buttressed by the findings of [Somolu \(2020\)](#) which showed that most of the women indicated that radio was an important companion for them as they got by their daily chores and activities. Findings also showed that 22% of the women reported that they listened to pro-

grammes which dealt with societal events and provided social commentary on the goings-on in the society, followed by 13% of the who said they listened to programmes about marriage. Other respondents reported that although some of the programmes were not solely targeted at women, much of the programming was devoted to issues of interest to women, such as marriage, children, family, sexual harassment, and careers. And that most of these programmes invited listeners to call in and share their opinions on the topics of discussion.

Prasad and Deepak (2019) further add credence to the findings of this study when they state that community radio initiative has validated that women are open to talking about issues of empowerment and are proactive in securing airtime for themselves. This is partly due to the perception of community radio as a "space for growth". Women are eager to share knowledge, particularly when provided with the chance to mentor other women or share their knowledge with them. The findings also showed that radio has the power to transform women's lives by giving them a voice, giving them the bravery to stand up for their rights, and raising awareness on a range of topics, including nutrition, health, pregnancy, violence, and women's rights. Women are also taught via community radio about voting, women's reservations in Panchayati Raj institutions and their political rights.

Lewis (2021) further supports the findings of this study when he states that broadcast programmes include a wide variety of contents such as news, sports, entertainment, or educational programming. This diversity helps to ensure that there is something for everyone to benefit from.

The findings are supported by the Uses and Gratification Theory used as one of the anchors for this study. According to the theory people use media to fulfil certain needs and gratifications, such as the need for information, entertainment, and social interaction. It also suggests that people's reasons for using media can vary depending on their individual needs and preferences.

6.4 Research question four: In what way(s) did women-related programmes on radio empower the economic lives of women in Akwa Ibom State?

The answer to this question is provided in Tables 7–11. The findings in Table 7 which pertained to women in the State being empowered economically to increase their finances through exposure to women-related programmes on radio reveal a W.M.S. of 3. This implies that the finances of majority of the women in the State improved as they started side businesses (probably in addition to their salaried jobs) as recommended by the presenters of the women-related programmes they listened to on radio stations in the State.

Further findings in Table 8 which had to do with women in the State being empowered economically to increase the food supplies of their families by planting small farms through exposure to women-related programmes on radio reveal a W.M.S. of 2.19. The implication of the findings is that the food supplies of more than half of the women increased as a result of planting a small farm (some on their backyards) as recommended on the women-related programmes they listened to on radio stations in the State.

Additional findings provided in Table 9 which had to do with women in the State being empowered economically to know better ways of doing their small-scale businesses from women-related programmes on radio reveal a W.M.S. of 2.96. The implication of these findings is that the majority of women in Akwa Ibom State who listened to women-related programmes learnt better ways of doing their small businesses through the recommendations from the women-related programmes they listened to on radio.

More findings of the study provided in Table 10 which pertained to women in the State being empowered economically to know better ways of relating with their customers from women-related programmes on radio reveal a W.M.S. of 2.92. The implication of these findings is that the majority of the women were empowered in this regard.

Further findings provided in Table 11 which pertained to women in the State being empowered economically to join cooperative societies from women-related programmes on radio reveal a W.M.S. of 1.92. The implication of these findings is that only a few women were empowered to join cooperative societies as recommended on the women-related programmes they listened to on radio.

These findings are further buttressed by [Adegbite and Medewase \(2023\)](#) who state that a country's human development indices take a wider range of factors into consideration. Some of such factors include the quality of its health care, education system, living conditions, and level of personal freedom. The world has thus moved on from which country based on the highest number of millionaires and now rates countries based on the number of economically active, productive, and financially independent citizens each country has.

[UN Women \(2021\)](#) further adds credence to the findings of this study. According to this organisation, women empowerment is a broad term that refers to the process of empowering women to have greater social, economic, and political power and agency in society. This entails that women should be given the opportunity to have power over the social, economic, and political aspects of their lives.

The findings are further supported by the International Labour Organization ([ILO, 2021](#)) which states that women economic empowerment entails the ability of women to participate equally in existing markets; their access to and control over productive resources, access to decent work, control over their own time, lives and bodies; and increased voices, agency and meaningful participation in economic decision-making at all levels from the household to international institutions.

[Terzungwe \(2022\)](#) in highlighting the influence of radio on women empowerment, further supports the findings of this study when he states that radio programmes have helped to increase women's access to information; improve their self-confidence and self-esteem, and encourage them to participate in decision-making processes, especially in matters of development and progress in different areas of human endeavour.

6.5 Research question five: In what way(s) did women-related programmes on radio empower the political lives of women in Akwa Ibom State?

The answer to this question is provided in Tables 12–15. The findings in Table 12, which pertained to women in the State being empowered politically through the awareness created on women-related programmes on radio reveal a W.M.S. of 3.31. The implication of this findings is that the majority of women in Akwa Ibom State became aware of the political activities in the State through the women-related programmes they listened to on radio.

These findings are supported by [Faleti \(2019\)](#) who states that the mass media have played a significant role in empowering Nigerian women, particularly in the areas of education, health, and income generation. The mass media have helped to raise awareness on issues affecting women and have also provided platforms for women to express their opinions and experiences.

Furthermore, [Izuegbunam \(2021\)](#) states that the mass media have played a vital role in raising awareness on issues that affect women in Nigeria, and have also provided a platform for women to

advocate for their rights. The mass media have been helpful in women empowerment by providing information on health, education, and career opportunities.

More findings of the study provided in Table 13. The findings in this table, which pertained to women in the State being empowered politically to join a political pressure group due to the political awareness created on women-related programmes on radio reveal a W.M.S. of 1.98. This implication of this findings is that the majority of women the State who listened to women-related programmes on radio were not empowered by radio to join a political pressure group.

Additional findings provided in Table 14. The findings in this table which pertained to women in the State being empowered with business start-up packages by political pressure groups reveal a W.M.S. of 1.7. The implication of these findings is that only a few women in the State who listened to women-related programmes on radio were empowered in this regard.

Further findings provided in Table 15. The findings in this table, which pertained to women in the State being empowered to express their political views and/or opinions through women-related programmes on radio reveal a W.M.S of 3.14. The implication of these findings is that women-related programmes on radio availed the majority of women in the State the platform to express their political views and/or opinions.

These findings are supported by the United Nations Development Programme (UNDP, 2021) which sees women empowerment in global development as the idea which centres on ensuring that women have equal access to the benefits of political development; and that they can contribute their quota to help in shaping global development agenda and goals. From this perspective, women empowerment is not just about individual woman's rights and opportunities, but also about their ability to influence and shape global agenda and goals. This, therefore, means that women empowerment is not just about improving their own lives, but also about making the world a better place for everyone to live in.

The findings are further supported by the findings of Mogambi and Ochola (2021) that radio stations have proven appropriate channels which have facilitated interface between those who need empowerment and those who give it. Radio has created opportunities for women's voices to be heard, educates the community to respect women, addresses equality issues through programmes and invites experts to participate in programmes that address various women's communication issues like those for empowerment.

Eyiboh (2021) further adds credence to the findings of this study when he states that the mass media play a significant role in challenging gender stereotypes and promoting positive role models for women. Through responsible reporting and representation, the media have inspired women to talk freely and expressively about the variance in their social and cultural treatment in comparison with their male counterparts.

Azodo (2021) also supports the findings of the study when he states that the role of the mass media in promoting women empowerment in Nigeria is usually massive. The media have helped to raise awareness of gender inequality and women's rights, and have also provided a platform for women to share their experiences and perspectives. The mass media are largely useful in creating a more informed and critical public, and have helped to shift societal attitudes towards gender roles.

The findings are further supported by the Critical Theory used as one of the anchors for the study. According to this theory the mass media can shape the attitudes, beliefs and behaviours of members of the society in ways that maintain the status quo and the power of those in control. The theory

further argues that media content is often designed to reinforce dominant ideologies and prevent people from questioning the existing social order. It is important to create media that challenges dominant ideologies and empowers marginalised groups.

6.6 Research question six: In what way(s) did women-related programmes on radio empower the health lives of women in Akwa Ibom State?

The answer to this question is provided in Tables 16–19. The findings in Table 16, which pertained to women in the State being empowered in their health life, through women-related programmes on radio, to register for, and to attend ante-natal care at health centers reveal a W.M.S. of 2.38. The implication of these findings is that very many women in the State who listened to women-related programmes on radio were empowered in this direction.

These findings are supported by the World Health Organization (WHO, 2021) which states that empowering women is about ensuring that women have equal access to healthcare services, and that they can make decisions about their health and well-being. Women should have the same access to healthcare services, as men, on matters concerning their health such as family planning, prenatal care, and emergency care. Women should also be able to make decisions about their healthcare without anyone else making those decisions for them; in such a way that guarantees the mental health and overall well-being of women in the society.

Additional findings provided in Table 17 which pertained to women-related programmes on radio empowering women in Akwa Ibom State on the dangers of self-medication reveal a W.M.S. of 3.21. The implication of these findings is that the majority of women in the State who listened to women-related programmes on radio were very much empowered with information warning them against indulging in self-medication.

Further findings provided in Table 18 which pertained to women-related programmes on radio empowering women in Akwa Ibom State with information on better family planning strategies reveal a W.M.S. of 3.42. The implication of these findings is that the majority of women in the State who listened to women-related programmes on radio were very much empowered with information on better family planning strategies they could adopt in order to live healthier lives.

More findings provided in Table 19 The findings in Table 19 which pertained to women-related programmes on radio empowering women in Akwa Ibom State with the platform to advise other women on the dangers of self-medication reveal a W.M.S. of 2.97. The implication of these findings is that women-related programmes on radio stations in Akwa Ibom State empowered women who listened to such programmes by offering their microphones to the women to use and warn other women about the dangers inherent in indulging in the destructive habit of self-medication.

These findings are buttressed by Izuegbunam (2021) who state that the mass media have played a vital role in highlighting the issues that affect women in Nigeria, including violence against women, female genital mutilation, and child marriage. The mass media have helped to raise awareness on these issues and have also provided a platform for women to advocate for their rights.

These findings are supported by the result of Hypothesis Three, as tested, which states that there is a significant relationship between the exposure of women in Akwa Ibom State to women-related programmes on radio stations in the State and the health empowerment that the women achieved from the programmes.

These findings are supported by the United Nations Development Programme (UNDP) (2021) which states that women empowerment in the family and community is about ensuring that women have equal rights and opportunities within their families and communities; and that they can play active roles in shaping the social, cultural, economic, and health life of their families and communities. Women should have the same rights as men to make decisions about their lives. Such rights include the right to education, to right to affordable healthcare, and the right to sustainable economic opportunities. This, therefore, means that women should be able to participate in community decision-making processes, and have a voice in shaping the future of their communities.

Anyuam and Okpokpo (2022) further add credence to the findings of this study by stating that there is a significant impact of radio programmes on the social and economic empowerment of women in Nigeria. Radio programmes on health, education, and financial literacy have helped to improve the lives of women by providing information and resources that help them to improve their health, family well-being, and economic status.

More so, Ogbodos (2022) in supporting the findings of the study state that radio programmes are useful in empowering women the area of health. Radio has had a positive influence on women's economic, social, and health empowerment. Radio programmes have helped to increase women participation and engagement in decision-making processes. This appears viable in the process of getting women to be involved in changing the narratives of current portrayals into a new and envisaged reality.

Prasad and Deepak (2019) further support the findings of this study when they note that community radio initiative has validated that women are open to talking about issues of empowerment and are proactive in securing airtime for themselves. Women are eager to share knowledge, particularly when provided with the chance to mentor other women or share their knowledge with them. Data from interviews indicate that women's visibility and sense of self-worth rose once they were featured on the radio to debate certain topics that they were aware of. The findings also showed that radio has the power to transform women's lives by giving them a voice, giving them the bravery to stand up for their rights, and raising awareness on a range of topics, including nutrition, health, pregnancy, violence, and women's rights.

Finally, the findings of the study are supported by the Uses and Gratifications Theory used as one of the anchor theories for the study. The theory provides a useful framework for understanding why people use the mass media and how such usage affects their lives. The theory allows for an understanding of the motivations and goals that underlie media consumption and helps in explaining how the mass media influence people's attitudes, beliefs and behaviours. Research has shown that people use the mass media such as radio to satisfy a verity of needs like the need for companionship, relaxation, or escape.

7 Summary of findings

This research writing focuses on the idea that women in Akwa Ibom State environment do enjoy listening to some women-related programmes on radio daily to improve their skills, based on the area that they are given empowerment such as economic, political, and health involvement.

The findings of the study were as follows:

1. The study revealed that all the respondents (100%) reported that they were exposed to *Mboho Iban*, *Today's Woman*, and *Diana-Mkpo-Nam* programmes on radio stations in the State. Additional

findings revealed that 48% of the respondents reported that they listened to the programmes very often, 43% listened to the programmes often, 6% reported that they listened to the programmes occasionally, while 3% of them said that they rarely listened to the programmes.

2. More findings of the study, which had to do with the women-related programme that women in Akwa Ibom State were mostly exposed to, revealed that the majority of the respondents (51%) reported that the programmes they listened to most was *Diana-Mkpo-Nam* programme on Passion 94.5 FM, followed by *Mboho Iban* on AKBC 90.5 FM, with 30% of the respondents, and lastly by *Today's Woman* on Atlantic 104.5 FM. These findings suggest that women in Akwa Ibom State mostly preferred women-related programmes that were presented using the Ibibio Language.

3. Additional findings of the study, which pertained to the factors that motivated women in Akwa Ibom State to listen to women-related programmes on radio, revealed that 34% of the respondents reported that their factor of motivation was the presenters of the programmes always encouraging feedback from the listeners, 28% of the respondents reported that the factor that motivated them was that the programmes presenters always kept them company while performing their home chores, 22% reported that the factor that motivated them was the contents of the programmes always being very educative, while 16% of them stated that the factor that motivated them was that the programmes were usually entertaining.

4. Further findings of the study, which pertained to the economic empowerment of women from women-related programmes, revealed that the finances of the women increased through exposure to the programmes, with a W.M.S. of 3; the food supplies for the women's families improved through them planting small farms (probably on their backyards), with a W.M.S. of 2.19; the women learnt better ways of doing their small-scale businesses, with a W.M.S. of 2.96; they learnt better ways of relating with their customers (W.M.S. of 2.92); joining cooperative societies with a W.M.S. of 1.92.

5. More findings of the study, which pertained to political empowerment that women in the State derived from women-related programmes, revealed that they became aware of political activities through the programmes (with a W.M.S. of 3.31); joined political pressure groups due to the political awareness created on the programmes (with a W.M.S. of 1.98); got business start-up packages from political pressure groups, (with a W.M.S. of 1.7); expressed their political views and/or opinions through the programmes (with a W.M.S. of 3.14).

6. Finally, findings pertaining to women in the State being empowered in their health life, through women-related programmes on radio, revealed that majority of them registered for, and to attend ante-natal care, (with a W.M.S. of 2.38); learnt the dangers of self-medication (with a W.M.S. of 3.21); learnt better family planning strategies (with a W.M.S. of 3.42); given the platform to advise other women on the dangers of self-medication (with a W.M.S. of 2.97).

8 Conclusion

Based on the findings of this study as summarised above, the conclusion is that there was a very high extent of exposure to women-related programmes on radio stations in Akwa Ibom State among women in the State. This high level of exposure could have been due to level of importance that the women in the State attached to the contents of the programmes, or due to the fact that the programmes were majorly broadcast in Ibibio Language.

Furthermore, different factors motivated the women to always listen to the women-related programmes on radio stations in the State. Factors such as the contents of the programmes being

educative and entertaining, and their presenters encouraging feedback from listeners were good enough reasons that could have facilitated listenership into the programmes.

Finally, women-related programmes on radio stations really empowered women in the State economically, politically, and in terms of their health. Economically, women-related programmes empowered the women by increasing the finances through the establishment of side businesses, engaging small-scale farming, and joining cooperative societies. Politically, the programmes empowered the women by creating the awareness about the political activities in the State, and encouraging them to join political pressure groups, and offering them the platform to express their political opinions and/or views. Also, women-related programmes empowered women in the State to be able to take informed decisions concerning their health. Such decisions were attending ante-natal care at health facilities, avoiding indulgence in the destructive habit of self-medication, and being given the microphone to advise other women against the dangers of indulging in self-medication.

9 Recommendations

Based on the findings and conclusion therefore, the following recommendations were made:

1. Radio stations in Akwa Ibom State should use a combination of both the English Language and the Ibibio Language in order to cater for women from all walks of life;
2. Producers of women-related programmes should package contents that deliberately bring about women empowerment in Akwa Ibom State;
3. Residents in Akwa Ibom State are advised to continue to listen to women-related programmes on radio stations in the State, as messages from such programmes can empower them to take informed decisions that could improve their economic, political, and health lives for the better;
4. Since the findings of this study show that women-related programmes on radio created awareness about the political activities in the State, radio stations are advised to always disseminate information that would help their audiences to know the political goings on in the State.
5. In addition to disseminating women-related programmes through radio, other pertinent media outlets should also be employed to sensitise, educate, as well as inform members of the society, including men, with contents that would empower them to make informed decisions that would help to improve their lives;
6. Finally, women are advised to always share their experiences with other women by calling into women-related programmes as such shared experiences could empower other women to make informed choices and decisions concerning their lives.

10 Contribution to knowledge

This study expands the current state of knowledge within the context of the influence of women-related radio programmes on women empowerment, especially in the context of the contribution of such programmes to the empowerment of women in Akwa Ibom State. The study adopted the quantitative survey method, with the use of the questionnaire as the instrument of data collection, to investigate the types of women-related radio programmes that were broadcast in Akwa Ibom State, and how such broadcast contents influenced women empowerment in the state. This is an area less explored by previous scholars in the field of broadcast journalism in the state, nay the country, hence its contribution to knowledge.

11 Suggestion for further study

The current study concentrated its efforts on the influence of women-related programmes on radio to the empowerments of women in the state. One then wonders if there are radio programmes that could also empower the youths in the area of self-development, especially in this era of social media influence. Therefore, a future study is suggested on influence of youth-related programmes on radio on youth empowerment in Akwa Ibom State.

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