

EVALUATION OF FINANCIAL AND HUMAN RESOURCES IN INDIGENOUS LANGUAGE RADIO STATIONS IN NIGERIA: A CASE OF ORISUN 89.5 FM

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Abstract

Evidences abound in literature that the broadcast media are doing more in respect to language utilisation and development, thus providing a renewed hope for indigenous language utilisation, revitalisation and foreign language decolonisation. However, paucity of inputs may hamper the functionality and sustainability of these indigenous language media. Hence, the objective of this study was to investigate the availability and adequacy of human and financial resources in a monolingual radio station in Nigeria to ascertain the sustainability of the broadcast media in the fight for language and cultural survival and development. The quantitative research design was employed for this study. The data were gathered through the aid of a questionnaire-Instrument for Data Collection on Indigenous Language Radio Evaluation (IDCILRE). The questionnaire investigated to elicit information on the workers' perception on two key items: Availability and adequacy of financial inputs and Human resources input to the station. Orisun 89.5 FM had a total number of 34 staff but for this study, 25 workers were purposively used based on availability. The analysis was done through the use of mean and simple percentages and standard deviation. The study revealed that the station was self-sustaining that is, it was able to generate enough funds to run itself and that provided no problems with respect to financial resources to run the station. As regards staff members at different units of the station-transport and logistics, engineering, news and current affairs, marketing, programming unit, security guards and clerks were available but moderately adequate. It was recommended that government at all levels should rise up to support the available monolingual radio stations in terms of financial support.

Introduction

The situation with language and cultural development in Nigeria is worrisome. The media enjoy a more non-contestable privilege to promote and develop our culture and by extension our indigenous languages. This is aptly corroborated by Ayodabo (2013) that one of the major organs of spreading and technicalising a language is through the mass media.

Meanwhile, there is a consensus among communication theorist that the print media have contributed to the backwardness that is experienced in language utilisation in Nigeria. In a more explicit way, the media of print largely use English language for publication with little attention given to the indigenous language. This is because many of the print media are not sustainable in terms of production in indigenous languages.

Given an instance, Salawu (2006) opines that the trend of indigenous language media is rising and dying across Africa. That is, the indigenous print media rise and fall at will

without sustainability. In 1930 there were 19 registered African language newspapers in South Africa; in Ghana, as recent as 1990s, there were 15 newspapers in Ghanaian languages and today there is none; in the colonial Democratic Republic of Congo, there were more than 150 periodicals before in indigenous languages. Also in Nigeria, the case is not different as we have scanty number of indigenous language newspapers.

The problem facing indigenous languages in Africa and Nigeria especially is not limited to its death and the preference accorded English language by our media and educational institutions. There is the perceived negative attitude of our educational institutions and the media as well as other stakeholders in respect to the use of indigenous language. Parents and teachers hardly encourage children and learners to use their indigenous languages. They see it as a local phenomenon to communicate in indigenous languages. Sometimes children at home or in school are scolded for speaking what is called "vernacular".

Moreover, various language theorists and scholars have also maintained that language attitude of any group influences the practices of maintaining their indigenous languages, the values and the status they give to it and their readiness to preserve and promote it (Adegbija, 2000). Akpojivi and Fosu (2016) & Dołowy-Rybińska and Hornsby (2021) confirm that language attitude is basically formed through communication, family, peers and educational system. It implies that people's attitude formation in a positive way, is a major determinant of how our indigenous language would be cherished and preserved.

Furthermore, Dołowy-Rybińska and Hornsby (2021) submit that language attitudes must be detected and addressed as a major step in language revitalisation. This view on attitude towards indigenous languages was also reinforced by Adegoroye (2005). He submits that if a balance is achieved in an individual's beliefs, values, motives and actions, there would be consistency in his or her attitude. Given the foregoing, it shows that the problem confronting indigenous languages in respect to utilisation in Nigeria is not from the media alone but other associated factors are responsible.

Interestingly, despite the above mentioned factors, the struggle and the advocacy for language revitalisation is gaining ground by the day. Little progress has been made in the area of language and culture revival. The broadcast media in a way are not totally indicted in this quagmire. The broadcast media are still dependable when it comes to development and utilisation of indigenous languages in Nigeria. Odu (2023) and Odu & Alabi (2023) assert that broadcast media are doing more in language utilisation than the print media.

For instance, we now have a handful of radio stations in Nigeria that are monolingual or they use indigenous languages for the largest percentage of their broadcast, such includes -

Lagelu Radio in Oyo State, Radio Lagos 107. 5 FM, Orisun 89.5 FM in Ile-Ife, Osun State, Rave 91.7 FM Osogbo in Osun State, Faaji 106.5 FM in Lagos State, Bond FM, etc. Also, some stations in the northern part of Nigeria use Hausa language and other Nigerian languages of their area like Express FM Sokoto and Progress FM Gombe to mention a few for paucity of data.

Orisun 89.5 FM, Ile-Ife is the focus of this study is an indigenous language broadcast medium which is one of such projects on indigenous language media as mentioned above. Orisun FM was established by the Osun State government in the year 2005. The OSBC sub-station at Ile-Ife was renamed ORISUN 89.5FM in 2003, came on air in 2005. The station was named Orisun FM because of its location, Ile-Ife, which is the cradle of the Yoruba race. It is a monolingual radio station that broadcast all her programmes in Yoruba language. All her programme line-up is set out to promote the norms and the cultural antecedents of the Yoruba people. In a study carried out by Akanbi and Aladesanmi (2014, p. 564) - *The Use of Indigenous Language in Radio Broadcasting: A Platform for Language Engineering* as part of the input identified in Orisun FM in the process to strive towards the achievement of the objectives establishing it, they note by citing Opeyemi (2013) that Orisun FM "broadcasts in rich standard Yorùbá language as it beams out rich cultural programme laced with innovations. The Radio Station propagates both the language and the culture of the Yorùbá nation. This endears the Radio Station to quite a major chunk of the South Westerners and many listeners in other neighbouring states". This submission provides further avenue for verification by this present research.

However, the situation described here raises some questions about the effectiveness of the broadcast media stations in respect to the availability and adequacy of both human and financial resources which are used to produce and disseminate their programmes. It is also provides avenue to interrogate the station's capability to produce quality content and fulfill its roles in the society. Contingent on this fact, this study investigates the availability and adequacy of financial and human resources available in a monolingual radio station in Nigeria.

Statement of the Problem

The available evidences from literature reveal that the broadcast media are doing more in respect to language utilisation and thus providing a renewed hope for indigenous language utilisation, revitalisation and foreign language decolonization(Salawu, 2015; Odu & Alabi, 2023). Equally, there are also empirical evidences that these broadcast media are confronted with inadequate and shortage of resources especially finance which is critical to attracting competent hands as human resources as well as providing material resources in terms of

adequate and functional equipment (Oso, 2006 & Order, 2013). It is against this backdrop that this investigation is imperative to actually know the availability and adequacy of resources in a monolingual radio station in Nigeria in a view to ensure what needs to be done to sustain the broadcast media in the fight for language and cultural survival and development.

Research Question

1. What is the perception of workers on the resources (finance and human) that are deployed in the operations of Orisun 89.5 FM to achieve the station's stated objectives?

Review of Related Literature

Resources and Broadcast Media

According to Onabajo (2001), the broadcast management should be able to provide and optimally use the following resources: Human resources, material resources, and financial resources. These resources are needed in any organisation to achieve the goals establishing them and to be effective in impacting the society. It is important to look at these resources in a way to describing each of them in a typical broadcast medium.

- **Financial resources:** This has to do with the finance of the broadcast station. It is imperative for broadcast organisations to have access to fund without which her objectives cannot be achieved.
- **Material resources:** These are materials that are needed to produce and transmit programmes through the airwaves in a broadcast medium. The question of availability, functionality, adequacy, appropriateness, and relevance is critical to the achievement of the objectives of a broadcast organisation in this sense.
- **Human resources:** These are broadcast personnel that are essential and responsible for smooth running of broadcast organisations. These personnel must be a blend of the top, middle and low level management for the execution of various activities of a broadcast station.

Empirical Review on Broadcast Resources

UNICEF (2019) carried out a study on a radio station in relation to the resources of the station. In its findings, it was revealed that the sustainability of a particular programme was vague because of paucity of resources. It was gathered that the Sara Radio Programme which they investigated did not encourage local capacities and engage the parents or communities in design and implementation. Equally, the intervention was not efficient because of delays in response and approval of scripts. The Sara Radio Episodes delayed Khangarue media from

reaching agreed deliverables for payments and these delays dovetailed into late payments of radio stations. Also, SRP did not provide adequate staff to implement programme and resources in terms of human, fund, and materials. These findings portend poor provision of resources in terms of human, material and finance for the radio station.

In a related study, Chinweobo-Onuoha, Ngene, and Akata (2021); Odu and Alabi (2023) found out that there were no enough indigenous language staff in some of the stations they investigated for their studies. This may be due to the fact that those stations under the investigations might not be core indigenous language radio stations but they only use a mixture of Yoruba and English languages for broadcasting. So, little or no attention was given to specialists in indigenous language broadcasting. This correlates to DFID (2005) position that human capacity is a challenge to broadcast media.

Moreover, findings from some prior studies revealed that finance is a major input variable in any project and so a major challenge to airing indigenous language programmes (Chinweobo-Onuoha et al., 2021; Odu & Alabi, 2023). DFID (2005) reported that even though broadcast technology has become very cheap, the cost of running the stations remains a pronounced challenge. That is, payment of salaries, transport (for interviews and research) and other overheads demand regular income for the station even though with low prices of broadcast technology.

Similarly, McEwan (2019) states that a disconnection exists between the levels of funding allocated to Iwi stations that were studied and the goals they were being asked to pursue. This revelation attests to the fact that the radio investigated had some goals to achieve but finance as an input needed to prosecute the goals of the media was not there. It discovered that the goals of the radio station were at variance with the funding provided.

Order (2013) and Anwar (2015) in their research found out and concluded that the largest problem faced by community radio stations is financial and specifically how to ensure an adequate income to the stations in an ever increasing competitive media terrain. This is also in tandem with the submission of Oso (2006). He said that in situating indigenous language media within the economic context of Nigeria, the greatest problem staring at the face of indigenous language media is its perceived lack of economic viability. Finance is hence one of the major problems of indigenous language media.

Methodology

Research Design

The survey research design was employed for this study to collect data from a sample of staffers at Orisun 89.5 FM using a self-report measure through questionnaire.

Population of the Study

Orisun 89.5 FM had a total number of 34 staff for both junior and senior categories. The junior staff consisted of a clerk, cleaners and a driver. In the senior category it consisted of members of staff who were scattered across various departments in the station-engineering, news and current affairs, marketing, programming unit and transport and logistics.

Sample Size and Sampling Procedure

The sample size for the study was 25 members of staff out of 34. Twenty five of them were used based on availability otherwise all of them would have been used because of the small number involved. Hence, twenty-five members of staff engaged for the study were purposefully sampled for the study.

Research Instrument

The data were gathered through the aid of a questionnaire called Instrument for Data Collection on Indigenous Language Radio Evaluation (IDCILRE). The questionnaire investigated the workers' perception on two key items: Availability and adequacy of financial and human resources inputs to the station.

Methods of Data analysis

The analysis was done through the use of mean and simple percentages and standard deviation.

Data Presentation and Analysis

Table 1: Perceptions of Workers on the Financial Resources Available to Orisun 89.5 FM

SN	Items	Yes	No
i.	Does your station receive subvention or other financial supports from the government?	12 (48%)	13 (52%)
ii.	Are you satisfied with the level of financial support received from the government for the station?	9 (36%)	16 (64%)
iii.	Is the station able to generate enough funds to run its self?	25 (100%)	0 (0%)
Iv	Staffers at Orisun FM are well remunerated	17 (68%)	8 (32%)
v.	All media allowances are promptly and adequately paid.	9 (36%)	16 (64%)

A cursory look at the data in Table 1 reveals that respondents maintained almost middle line as to whether the station received subventions or other financial support from government (48% and 52%). A total of 64% of the staff were dissatisfied with the level of financial support received from the government. All of the respondents (100%) agreed that the station was able to generate enough fund to run itself. They further confirmed that staffers at Orisun 89.5 FM were well remunerated (68%). Majority of the staffers did not agree (64%) to the fact that all media allowances were promptly and adequately paid. By implication, the station was self-sustaining; staffers were well remunerated; but media allowances were not paid promptly and adequately. They were not also satisfied with the financial support received from the government.

Table 2a: Workers' Opinion on Availability of Staff in Different Units at Orisun 89.5 FM

SN	Items	Availability	
		Yes	No
i.	Programmes	20 (80%)	5 (20%)
ii.	Transports & Logistics	21 (84%)	4 (16%)
iii.	Engineering	21 (84%)	4 (16%)
iv.	News & Current Affairs	21 (84%)	4 (16%)
v.	Marketing	21 (84%)	4 (16%)
Vi	Research and Statistics	13 (52%)	12(48%)
vi.	Cleaners	8 (32%)	17 (68%)
vii.	Security Guards	20 (80%)	5 (20%)
viii.	Gardeners	14 (56%)	11 (44%)
ix.	Clerks	17 (68%)	8 (32%)
x.	Messengers	7 (28%)	18 (72%)

Responses in table 2a on availability of staff for the implementation of Orisun 89.5 FM programmes on their percentages reveal that respondents agreed that staff were available in programming unit (80%), transport & logistics (84%), engineering (84%), news and current affairs unit (84%), marketing unit (84%), and research and statistics (52%). Moreover, they also agreed that staff were available in security unit (80%), gardeners (56%) and clerks (68%). However, the table reveals that messengers and cleaners were not that available.

Table 2b: Workers' Opinion on Adequacy of Staff in Different units of Orisun 89.5 FM

SN	Items	Very Adequate	Adequate	Moderately	Not Adequate	Mean	Std. Dev.
i.	Programmes	4 (16%)	2 (8%)	19 (76%)	0 (0%)	2.4	0.76
ii.	Transports & Logistics	5 (20%)	0 (0%)	20 (80%)	0 (0%)	2.4	0.81
iii.	Engineering	5 (20%)	0 (0%)	20 (80%)	0 (0%)	2.4	0.81
iv.	News & Current Affairs	5 (20%)	0 (0%)	20 (80%)	0 (0%)	2.36	0.76
v.	Marketing	4 (16%)	1 (4%)	20 (80%)	0 (0%)	2.20	0.71
Vi	Research and Statistics	4 (16%)	1 (4%)	20 (80%)	0 (0%)	2.20	0.71
Vii	Cleaners	3 (12%)	21 (84%)	0 (0%)	1(4%)	2.20	0.71
Vii i	Security Guards	3 (12%)	21 (84%)	0 (0%)	1 (4%)	2.28	0.68
Vii i	Gardner	1 (4%)	0 (0%)	21 (84%)	2 (8%)	2.00	0.50
ix.	Clerks	0 (0%)	2 (8%)	21 (84%)	2 (8%)	2.04	0.35
x.	Messengers	0 (0%)	0 (0%)	3 (12%)	22 (92%)	1.88	0.33

Here, the percentage responses indicate those staffers in Programmes (76%), transportation and logistics (80%), engineering (80%), news and current affairs (80%), marketing (80%) and research and statistics (80%) were all moderately adequate. Also, the mean scores show that majority of the respondents agreed that the transports and logistics staff (2.4), staff in the programming unit (2.4), staff in news and current affairs unit (2.36), staff in marketing (2.20) unit and staff in engineering unit (2.4) were moderately adequate.

The respondents agreed that security guards (2.28) and cleaners (2.20) were adequate but messengers (1.88) were not adequate. By implication, staffers in different units in the transport and logistics, engineering, news and current affairs, marketing, programming unit, security guards and clerks were available and moderately adequate. But cleaners were also available and adequate; gardeners were moderately available while messengers were not adequately available.

Discussion of Findings

The first input variable was finance. It was discovered that Orisun FM could generate enough funds to run itself. Unfortunately, such funds were released late, and the implications was that the performance of the station affected because of late release of funds for allowances. This finding is partially in agreement with the findings of Chinweobo-Onuoha et al. (2021) and Odu & Alabi, in which they established that finance was a major problem for indigenous language programmes. In another study by DFID (2005), it was reported that,

though broadcast technology has become very cheap, the cost of running the stations remains a significant challenge. That is, salaries, transport (for interviews), and overhead costs demand regular income for the station no matter how low the technology becomes in price. This whole scenario was summarily put forward by Order (2013) and Anwar (2015) in their findings, and they concluded that the largest pressure faced by community radio stations is financial, particularly how to get adequate income in an increasingly competitive media terrain. One should begin to express worry at this point for the future of the radio station in terms of sustainability. If the station was able to generate enough funds, but such funds were not timely and adequately released to the station to carry out its objectives, the hope of realizing the objectives of establishing the station may be dashed.

Human resources were evidently another variable in the list of inputs investigated. Human resources in any organization are key to its success. This study therefore revealed that staffers at different units in the station, such as transport and logistics, engineering, news and current affairs, marketing, the programming unit, security, and clerks, were available but moderately adequate. Cleaners were found to be available and adequate; gardeners were moderately available, while messengers were not adequately available. It may imply that the government of Osun State focuses more attention on the recruitment of core staffers at the station than the auxiliary staff, probably to cut costs. This finding is in agreement with the findings of Chinweobo-Onuoha, Ngene, and Akata (2021); Chukwunalu et al. (2022); and Odu and Alabi (2023), who also observed the same irregularities in the availability of indigenous language broadcasters in the stations they investigated. In their own case, however, the stations they investigated were not core indigenous language stations. DFID (2005) submits that human capacity is a challenge to broadcast media.

Conclusion

In view of the findings of this research, one can conclude that Orisun 89.5 FM was self-sustaining that is, it was able to generate enough funds to run itself and that provided no problems with respect to financial resources to run the station. The implication is that indigenous language broadcast stations can be self-sustaining. However, funds generated and subventions to the media stations should be released to time and there should be prompt payment of salaries and other allowances in order to motivate the staff to realise language utilisation and development with those stations.

As regards members of staff at different units of the station-transport and logistics, engineering, news and current affairs, marketing, programming unit, security guards and clerks were available but moderately adequate. By implication, the core staff were available to

pursue the goal of indigenous language station. Cleaners were also available and adequate; gardeners were moderately available while messengers were not adequately available at all. In the long run, human and financial resources available at Orisun 89.5 FM were found available in small proportion and this means that the productivity of the station in the fight for language, cultural survival and development can be promoted through the indigenous language broadcast media. However, auxiliary staff should be provided in their adequate number to assist the core staff in discharging their duties.

Recommendation

Based on the findings of this research, the following recommendations were made:

- i. the Federal government and other levels of government should invest in more monolingual radio stations across the nation and private individuals should be encouraged to establish these stations too;
- ii. the available stations that are using indigenous languages in their broadcasting which could be private or public radio stations should also be properly funded to achieve revitalisation and promotion of our indigenous languages; and
- iii. the government should encourage and give grants to media evaluators to work on the existing indigenous language radio stations and other ones that will be established later.

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