International Journal of Agricultural Research and Review
Abbreviated Key Title: Int. J. Agric. Res Rev.
ISSN: 2360-7971 Open Access: doi.org/10.54978
Vol. 14, Issue 5, Pp.: 42-61, May, 2026.

Assessment of Radio Coverage of Agricultural News among Rice Farmers in Makurdi Local Government Area of Benue State, Nigeria

[1]Demenongu, T. S.; [2]Bernard-Gbagir, S and [1]Hile, N. N.

[1]Joseph Sarwuan Tarka University, Makurdi-Benue State Nigeria, Department of Agricultural Extension & Rural Development
[2]College of Education Oju- Benue State Nigeria, Department of Agricultural Education
Corresponding Author's E-mail: storjape@gmail.com

Abstract

The study assessed the coverage of agricultural news on radio among rice farmers in Makurdi Local Government Area of Benue State, Nigeria. The objectives were to: describe the socio-economic characteristics of respondents; identify the extent of agricultural news coverage by radio stations; determine the frequency of agricultural news broadcasts; assess the nature and accessibility of agricultural content; identify challenges faced by broadcasters; and test the relationship between broadcast frequency and farmers' access to agricultural information. Data were collected from 110 respondents using a structured questionnaire and analyzed using descriptive statistics (frequencies, means, percentages) and logistic regression. Findings revealed that the majority (65.5%) of respondents were male, with a mean age of 44.5 years, average farming experience of 15.6 years, and moderate-income levels. The extent of agricultural news coverage was relatively high (mean coverage = 69.3%), with programs focusing on production, market prices, and government interventions. Agricultural programs were broadcast mostly weekly (42.7%) and daily (29.1%), with an overall mean frequency of 2.09. Respondents generally perceived the nature and content of agricultural news as relevant, practical, and understandable (grand mean = 3.20), while accessibility was enhanced through local language broadcasting (89.1%) and interactive sessions (75.5%). Major challenges identified included poor signal coverage, inadequate funding, limited airtime, and weak collaboration with extension agents. It recommends increased funding, improved broadcast frequency, participatory program design, and stronger collaboration between radio broadcasters and extension services to promote effective agricultural communication and improved productivity in the study area.

Keywords: Assessment, Radio Coverage, Agricultural News, Agricultural Information, Farmers

Accepted 15-04-2026. Published 18-05-2026

INTRODUCTION

Agriculture remains the backbone of Nigeria's economy, contributing significantly to employment generation, food security, and overall economic growth (Food and Agriculture Organization, 2021). It encompasses a wide spectrum of activities, including crop production, livestock rearing, fisheries, and forestry, all of which collectively sustain rural livelihoods and reinforce national economic development (World Bank, 2022). Beyond its macroeconomic relevance, agriculture in Nigeria is also a critical social stabiliser, particularly in rural communities where it constitutes the primary source of income, employment, and subsistence.

In recent years, increasing scholarly and policy attention has been directed toward the role of information dissemination in agricultural transformation. This is grounded in the recognition that access to timely, accurate, and relevant agricultural information significantly enhances farmers' capacity to adopt improved practices, respond to environmental challenges, and optimise productivity outcomes (Adesina and Eforuoku, 2016). Within this communication ecosystem, radio has emerged as one of the most effective and resilient channels for agricultural information dissemination, particularly among rural farming

populations (Aina, 2018).

Radio remains one of the most influential mass communication tools in developing countries, largely due to its affordability, portability, linguistic flexibility, and capacity to reach audiences irrespective of literacy levels. In contexts where literacy rates remain relatively low and access to digital technologies is uneven, radio continues to function as a democratised medium for knowledge transfer. It provides farmers with essential and timely information on weather forecasts, pest and disease management, input usage, market price fluctuations, and improved agronomic practices (Ojebuyi and Salawu, 2020). Unlike print media, which presupposes literacy competence, or television, which is constrained by electricity access and higher costs, radio remains comparatively accessible and therefore indispensable for rural information dissemination, including in agrarian communities such as Makurdi metropolis (Adepoju et al., 2019).

Furthermore, radio stations have evolved into critical intermediaries between agricultural research institutions, extension services, and farming communities. Through structured programming, they broadcast agricultural news and advisory content that informs farmers about climate variability, technological innovations, policy developments, and market dynamics (Adedoyin, 2016). 'Agricultural news', in this context, refers to specialised informational content that focuses on farming systems, agricultural innovations, policy interventions, and rural development initiatives aimed at improving productivity and sustainability (Ali et al., 2020). This positions radio not merely as an entertainment medium but as a developmental communication platform.

Over time, agricultural broadcasting on radio has undergone notable transformation, with many stations incorporating dedicated agricultural programmes into their schedules. Radio stations often design these programmes to be participatory and interactive, enabling farmers to engage directly through phone-in segments, short message services, or community feedback mechanisms. Such interactivity enhances knowledge exchange and provides opportunities for farmers to seek clarification on practical challenges encountered in their farming activities (Nwammuo and Salawu, 2019). However, despite these advances, concerns persist regarding the adequacy, consistency, and quality of agricultural content disseminated through radio channels.

Empirical evidence suggests that many radio stations allocate limited airtime to agricultural programming, often prioritising entertainment, political discourse, and commercial content over agricultural development messages (Obidike, 2017; Okunlola et al., 2021). This imbalance raises critical concerns about the extent to which radio is effectively fulfilling its developmental communication role in agricultural contexts. Where agricultural content is insufficient or inconsistently delivered, farmers may experience information deficits that negatively affect decision-making processes, ultimately constraining productivity and rural development outcomes.

These challenges are particularly significant for rice farmers, who operate within a highly sensitive production system characterised by environmental and market uncertainties. Rice production in regions such as Makurdi Local Government Area is frequently affected by erratic rainfall patterns, pest infestations, post-harvest losses, soil fertility challenges, and volatile market prices. In such a context, access to timely and context-specific agricultural information is essential for adaptive decision-making and risk mitigation. Without adequate information support systems, farmers may be unable to respond effectively to these constraints, resulting in reduced yields, income instability, and broader food security implications.

Against this backdrop, this study seeks to assess the radio coverage of agricultural news among rice farmers in Makurdi LGA, Benue State. It specifically focuses on the types of agricultural news covered, the frequency and consistency of broadcasts, the accessibility of radio content to rice farmers, and the challenges faced by both farmers and radio stations in ensuring effective agricultural communication.

Despite the acknowledged importance of radio as a communication tool in agricultural development, several gaps persist in its application to rice farming communities in Makurdi. First, agricultural programmes are often irregularly scheduled, limiting farmers' ability to consistently access and utilise relevant information. Second, the content of many agricultural broadcasts tends to be overly generalised, with insufficient attention to the specific agronomic and socio-economic challenges faced by rice farmers, including pest control, climate variability, and post-harvest management practices (Okorie et al., 2020). Third, disparities in access further constrain effectiveness, as factors such as language barriers, unreliable electricity supply, and inconvenient broadcast timings hinder equitable information dissemination.

Moreover, while existing studies have broadly examined the role of radio in agricultural communication, there remains a notable paucity of research focusing specifically on rice farmers in Makurdi LGA. This represents a critical knowledge gap in understanding whether radio coverage adequately reflects the informational needs of this subgroup of farmers and whether such communication translates into measurable improvements in agricultural productivity. In the absence of such context-specific evidence, policymakers, agricultural extension agents, and broadcasters risk designing and implementing agricultural communication strategies that are misaligned with farmers' practical realities and developmental needs.

Objectives of the Study

The broad objective of this study is to assess radio coverage of agricultural news among radio stations in

Makurdi Metropolis. The specific objectives of the study are to:

i. Identify the agricultural news covered by the radio stations for rice farmers in the study area.
ii. Assess the frequency of agricultural news broadcasts on radio stations in the study area.
iii. Examine the nature and content of agricultural news aired on radio stations.
iv. Evaluate the accessibility of agricultural news to rice farmers in the study area.
v. Identify the challenges faced by radio stations in broadcasting agricultural news relevant to rice farmers.

METHODOLOGY

The study was carried out in Makurdi Local Government Area of Benue State. Makurdi local government is located on the map of Benue State between latitude 7°44′N and longitude 8°30′E. The major ethnic groups in Makurdi are Tiv, Idoma, and Igede. Agriculture is a significant part of the local economy, with crops like yams, sorghum, millet, rice, cassava, and more being cultivated.

Six communities were purposively selected for the study. The communities selected were North Bank I, North Bank II, Modern Market, Agan, Mbalagh and Fiidi. The communities were purposively selected due to the high intensity of rice production in those areas.

Finally, a sampling frame was developed for each of the rural communities, and using proportional allocation of 10% (0.10), a total sample size of 110 respondents were selected, as shown in Table 1.

Table 1: Sample selection

LGA	Council Ward	Communities	Sample Frame	Sample Size (0.01%)
Makurdi	Northbank I	Yagba	212	21
Makurdi	Northbank II	Ichua	170	17
Makurdi	Modern Market	Nyiti	217	21
Makurdi	Agan	Ujam	164	16
Makurdi	Mbalagh	Gbido	185	18
Makurdi	Fiidi	Tse Apir	167	17
Total	—	—	**1115**	**110**

RESULT AND DISCUSSION

Socio-Economic Characteristics of Respondents

The result presented in Table 2 indicates a pronounced gender imbalance among rice farmers in the study area, with 65.5% of respondents being male and 34.5% female. This suggests that rice farming in the study context remains largely male-dominated. This finding is consistent with established literature which highlights persistent gender disparities in agricultural participation across rural Nigeria, where men often have greater access to productive resources such as land, credit, and extension services (Agbamu, 2018; Ojebuyi & Salawu, 2021). From a socio-structural perspective, this pattern may reflect entrenched cultural norms and labour divisions that continue to position women as secondary actors in commercial-scale agricultural production, despite their significant contribution to food systems.

In terms of age distribution, the results show that a majority of respondents (43.6%) fall within the 26–40 years age bracket, followed by 30% within the 41–55 years category. This indicates that most rice farmers in the study area are within their economically active and physically productive age groups. The calculated mean age of 44.5 years further suggests a relatively mature farming population with substantial exposure to agricultural practices. This demographic structure is particularly significant from a development communication perspective, as individuals within this age range are generally more receptive to innovation adoption, especially when supported by accessible and credible information sources such as radio broadcasts. Consequently, this demographic profile enhances the potential effectiveness of agricultural communication interventions aimed at improving productivity and technology uptake.

Regarding educational attainment, findings reveal that a substantial proportion of respondents (81.8%) possess at least secondary education, while nearly half (49.1%) have attained tertiary-level education. This reflects a comparatively high literacy level among rice farmers in the study area. Such a level of educational attainment has important implications for agricultural communication effectiveness, as literacy enhances the ability to comprehend, interpret, and apply information disseminated through radio agricultural programmes and complementary media platforms. This observation aligns with the Food and Agriculture Organization (FAO, 2022), which emphasises that education significantly

strengthens farmers' capacity to adopt improved agricultural innovations and respond effectively to extension messages. In this regard, the farmers' educational profile suggests a favourable environment for the assimilation of technically orientated agricultural information.

With respect to occupational distribution, the study reveals that 46.4% of respondents are full-time farmers, while 21.8% are civil servants and 23.6% are traders. This indicates that rice farming in the study area operates within a mixed livelihood system, where agriculture serves both as a primary and secondary source of income. Such diversification is typical of rural agrarian economies undergoing gradual economic transformation, where households engage in multiple income-generating activities to reduce vulnerability to agricultural risks. The mean farming experience of 15.6 years further demonstrates that most respondents are not novices but rather experienced practitioners with long-term engagement in rice production systems. This level of experience suggests a deep familiarity with local farming conditions, although it does not necessarily preclude the need for updated agricultural information, particularly in the context of climate variability and evolving agronomic practices.

Income distribution data shows that more than half of the respondents (54.5%) earn between ₦500,001 and ₦3.3 million annually, indicating a moderate to relatively high level of economic engagement in rice farming activities. The mean annual income of approximately ₦3.8 million further suggests that respondents operate at a medium-scale production level with measurable market participation. From a communication and development standpoint, this income structure is significant because it implies that improvements in access to timely and relevant agricultural information—particularly through radio—could have direct implications for productivity enhancement, input efficiency, and income optimisation. Farmers within this income bracket are likely to be more responsive to actionable agricultural information that can translate into tangible economic gains.

Overall, the socio-economic characteristics of the respondents suggest a relatively favourable environment for the effectiveness of radio-based agricultural communication. The combination of active working-age farmers, high literacy levels, considerable farming experience, and moderate income capacity indicates a population that is both capable of understanding agricultural broadcasts and potentially responsive to improved information dissemination strategies. However, the effectiveness of such communication remains contingent not only on audience characteristics but also on the consistency, relevance, and accessibility of agricultural content provided through radio programming, which underscores the importance of the broader issues addressed in this study

.

.

Table 2: Socio-Economic Characteristics of Respondents (n = 110)

Variable	Frequency	Percentage (%)	Mean
Sex			
Male	72	65.5	
Female	38	34.5	
Age (years)			
≤ 25	3	2.7	44.51
26–40	48	43.6	
41–55	33	30.0	
56+	26	23.6	
Marital Status			
Single	12	10.9	
Married	51	46.4	
Divorced	30	27.3	
Widowed	17	15.5	
Education Level			
Non-Formal	20	18.2	
Secondary	36	32.7	
Tertiary	54	49.1	
Occupation			
Farming	51	46.4	
Civil Service	24	21.8	
Trading	26	23.6	

Others	9	8.2	
Farm Size (ha)			
≤1	9	8.2	4.47
2–4	48	43.6	
5–7	32	29.1	
8+	21	19.1	
Years of Farming Experience			
≤10	42	38.2	15.63
11–20	47	42.7	
21–30	12	10.9	
31+	9	8.2	
Annual Income (₦)			
≤500,000	6	5.5	₦3,848,273
500,001–3,333,333	60	54.5	
3,333,334–6,166,667	17	15.5	
6,166,668+	27	24.5	

Agricultural News Coverage

Table 3 shows that the mean agricultural news coverage level across the 15 variables was 69.3%, suggesting that radio stations in Makurdi provide moderately high coverage of agricultural content, particularly on key production-related issues.

The most frequently covered topics were crop production techniques (88.2%), government programmes/input subsidies (87.3%), and market prices for rice (81.8%). This shows that agricultural broadcasts tend to emphasise early-season farming operations and policy-related announcements that are time-sensitive and widely relevant to farmers.

Moderate coverage was recorded for pest and disease control (76.4%), post-harvest handling (67.3%), and weather forecasts (61.8%), which are critical for yield sustainability. This indicates that while production-focused information is relatively available, technical and adaptive topics such as water management and climate-smart agriculture (covered by 64.5% and 55.5%, respectively) are less emphasised.

The lowest coverage was observed for credit and loan information (52.7%) and training or field day announcements (60.0%). This suggests that financial and capacity-building information is often neglected despite its importance for adoption and empowerment. Similar trends were reported by Ekoja (2020) and Adebayo & Anyanwu (2021), who observed that Nigerian radio stations focus more on production advice than on institutional or financial support topics.

Furthermore, the inclusion of success stories and Q&A programmes (68.2% and 74.5%) reflects efforts by some stations to promote participatory and experiential learning formats, consistent with FAO (2022) recommendations for interactive extension communication.

Overall, these results imply that while agricultural news is fairly accessible, content diversity and depth remain limited, particularly regarding advanced agronomic practices, finance, and innovation systems.

Table 3: Agricultural News Coverage by Radio Stations (n = 110)

Agricultural News Items	Yes	%	No	%
Crop production techniques for rice (land preparation, planting)	97	88.2	13	11.8
Improved rice varieties / seed sources	89	80.9	21	19.1
Pest and disease control for rice	84	76.4	26	23.6
Water and irrigation management	71	64.5	39	35.5
Post-harvest handling and storage	74	67.3	36	32.7
Market prices for rice	90	81.8	20	18.2
Government programs / input subsidy announcements	96	87.3	14	12.7
Weather forecasts and seasonal advisories	68	61.8	42	38.2
Credit, loans, and financial support information	58	52.7	52	47.3
Training opportunities, workshops, field days	66	60.0	44	40.0

Agricultural News Items	Yes	%	No	%

Success stories / farmer testimonials	75	68.2	35	31.8
Extension officer/advisor call-ins or Q&A segments	82	74.5	28	25.5
Agro-processing/value addition information	70	63.6	40	36.4
Climate-smart agriculture/adaptation tips	61	55.5	49	44.5
Other agricultural news (specify)	23	20.9	87	79.1

Frequency of Agricultural News Broadcasts

Results from Table 4 reveal that the majority of respondents (42.7%) reported that agricultural news is broadcast weekly, while 29.1% said such news is aired daily. A smaller proportion indicated that broadcasts occur bi-weekly (19.1%) or monthly (9.1%).

The calculated mean frequency score of 2.09 (on a scale of 1–4) suggests a moderate level of broadcast frequency, indicating that while agricultural programmes are fairly regular, they may not be sufficiently frequent to meet farmers' continuous information needs—especially during critical agricultural periods such as planting and harvesting.

This pattern aligns with findings by Adegbola and Ayoola (2020), who observed that in many rural Nigerian radio stations, agricultural programmes are aired on weekly schedules due to constraints such as limited airtime allocation, funding shortages, and low sponsorship from agricultural institutions.

The result further implies that radio, although a vital medium, has not yet achieved consistent daily integration into farmers' information ecosystems. The relatively high weekly frequency suggests an improvement over past decades when such programmes were aired only occasionally (Ekoja, 2021), but it also points to the need for increased frequency and diversification of agricultural content, particularly during active farming seasons.

Moreover, respondents' preference for weekly broadcasts corresponds with the typical listening habits of rural farmers, who often tune in to radio during evenings or weekends when farm work is reduced. Regular weekly schedules allow predictability and encourage audience retention, as noted by Adedoyin (2019).

In conclusion, the moderate broadcast frequency signifies that while radio stations in Makurdi play an essential role in disseminating agricultural information, more consistent daily or bi-weekly programming could significantly enhance farmers' access to timely and actionable knowledge.

Table 4: Frequency of Agricultural News Broadcasts (n = 110)

Variables	Frequency	Percentage (%)
Daily	32	29.1
Weekly	47	42.7
Bi-weekly	21	19.1
Monthly	10	9.1
Total	**110**	**100.0**

Accessibility of Agricultural News to Farmers

Table 5 reveals that most radio stations employ diverse approaches to ensure that agricultural news reaches farmers. The most common accessibility strategy is broadcasting in local languages (89.1%), followed by the use of simple language (82.7%) and interactive programmes (75.5%).

This indicates that broadcasters recognise the linguistic and educational diversity of rural farmers, making simplicity and familiarity key elements in communication. According to Aina (2020), the use of indigenous languages in rural broadcasting promotes inclusivity and facilitates comprehension, particularly among non-literate farmers.

The finding that three out of every four stations adopt interactive formats—such as phone-in programs or feedback sessions—shows growing efforts to create two-way communication between farmers and extension experts. This is consistent with the participatory communication model advocated by Rogers and Shoemaker (2019), which emphasises dialogue and feedback in agricultural innovation diffusion.

Meanwhile, 54.5% of respondents acknowledged re-

broadcast or repeat sessions, while 66.4% noted the use of agricultural jingles and drama. These elements help reinforce key messages and maintain farmers' attention. As Ekoja (2021) observed, folk-based radio formats, including jingles and dramatisation, enhance message recall and encourage adoption of improved practices.

However, only 10% of respondents reported "other strategies", implying that while major accessibility techniques are being utilised, innovation in message delivery remains limited. This supports the argument by Adebayo & Anyanwu (2021) that rural radio in Nigeria still relies heavily on traditional broadcast formats, with minimal integration of new digital tools such as mobile feedback platforms or community FM relays.

In summary, accessibility to agricultural news in Makurdi is high due to the strategic use of local languages, simplicity, and interactive content, but there remains potential to improve through technological enhancement and broader rural coverage.

Table 5: Accessibility Strategies for Agricultural News (n = 110)

S/N	Accessibility Strategy	Frequency*	Percentage (%)
1	Broadcast in local languages	98	89.1
2	Use of simple language	91	82.7
3	Interactive programs (e.g., phone-ins, feedback)	83	75.5
4	Re-broadcast or repeat sessions	60	54.5
5	Inclusion of jingles and drama for awareness	73	66.4
6	Others (specify)	11	10.0

Multiple Responses*

Challenges Faced in Broadcasting Agricultural News

Results in Table 5 reveal a grand mean of 3.29, indicating that respondents generally agree that several significant challenges limit the effectiveness of agricultural radio broadcasts in the study area. The most critical challenges identified were poor signal coverage (mean = 3.47), lack of funding for agricultural programmes (mean = 3.35), and short airtime allocation (mean = 3.35). These findings demonstrate that technical and financial constraints constitute major barriers to agricultural information dissemination via radio.

According to Ekoja (2021), inadequate funding restricts programme length, quality, and frequency, leading to inconsistent agricultural news coverage in Nigeria. Similarly, FAO (2022) emphasised that poor rural broadcasting infrastructure often limits signal reach, especially in remote farming communities, a finding mirrored in this study.

Other notable constraints include limited interaction between radio and extension agents (mean = 3.24) and low listener feedback (mean = 3.23). These suggest weak coordination between mass media and field-level agricultural communication networks. Agbamu (2018) reported that collaboration between extension officers and radio broadcasters enhances message credibility and facilitates two-way learning. Therefore, the lack of such collaboration reduces the impact of radio-based agricultural communication.

Furthermore, commercial programming priorities (mean = 3.28) highlight the growing pressure on radio stations to prioritise profit-driven entertainment and advertisements over developmental content. This is consistent with findings by Aina and Ojebode (2020), who observed that economic competition among Nigerian radio stations often marginalises agricultural content due to lack of sponsorship and perceived low audience appeal.

Although most respondents agreed that language barriers remain an issue (mean = 3.10), this challenge scored relatively lower compared to others, possibly because most local stations have begun adopting indigenous languages to enhance accessibility.

In summary, the challenges affecting agricultural radio programming in the study area are largely financial, infrastructural, and institutional in nature. These constraints collectively limit the scope, consistency, and quality of agricultural news coverage available to rice farmers. Addressing these barriers would therefore be critical to improving rural information flow and supporting agricultural development.

Table 6: Challenges Faced in Broadcasting Agricultural News (n = 110)

Variables	SA(4)	A(3)	D(2)	SD(1)	Mean	Std. Dev.
Lack of funding for agricultural programs	60	33	12	5	3.35	0.85
Few agricultural specialists/experts for interviews	58	35	13	4	3.34	0.82
Short airtime allocated to agriculture segments	62	31	10	7	3.35	0.89
Programs not broadcast in local languages	45	38	20	7	3.10	0.90
Poor signal coverage in remote villages	68	30	8	4	3.47	0.79
Low interaction between radio and extension agents	53	36	16	5	3.24	0.87
Low listener feedback/limited phone-in participation	50	40	15	5	3.23	0.86
Commercial programming priorities reduce airtime for agriculture	57	33	14	6	3.28	0.88

Grand Mean = 3.29 Standard Deviation = 0.86
Decision Rule: ≥ 2.50 = Agree, < 2.50 = Disagree

CONCLUSION

Based on the findings of the study, it can be concluded that the frequency of agricultural news broadcasts alone does not significantly determine rice farmers' access to agricultural information in Makurdi LGA. Rather, access and utilisation of agricultural information appear to be influenced by a combination of factors, including the relevance of content, the clarity of presentation, the language of communication, and the overall accessibility of radio programs.

The findings further suggest that although there is moderate to high exposure to agricultural content among respondents, the effectiveness of such broadcasts is enhanced when information is delivered in simple language and local dialects, thereby improving comprehension and engagement among farmers. This indicates that the value of radio agricultural programming lies not only in its frequency but also in its communicative effectiveness and contextual relevance to the target audience.

However, the study also identifies several constraints that undermine the effectiveness of agricultural radio broadcasts. These include irregular scheduling of programmes, inadequate airtime allocation, insufficient funding, and limited technical depth in content delivery. In addition, weak institutional collaboration between radio stations and agricultural extension agencies limits the integration of professional expertise and field-based agricultural knowledge into broadcast content, thereby reducing the practical applicability of information disseminated to farmers.

Consequently, improving the effectiveness of radio agricultural news dissemination requires strengthened institutional support, enhanced funding mechanisms, and more consistent programming schedules. Furthermore, the inclusion of participatory and technically robust content is essential for improving farmers' knowledge base, encouraging the adoption of improved agricultural innovations, and ultimately enhancing agricultural productivity in the study area.

RECOMMENDATIONS

Based on the findings of the study, the following recommendations are proposed:

i. Radio stations should schedule agricultural news programmes at optimal listening periods for farmers, particularly early mornings and evenings, when they are less engaged in farm activities and more likely to access broadcast information.

ii. Government agencies, development partners, and private sector stakeholders should provide adequate financial support and sponsorship for agricultural radio programmes. This will ensure improved airtime allocation, higher production quality, and long-term sustainability of agricultural broadcasting initiatives.

iii. Agricultural extension officers and subject-matter specialists should be regularly integrated into radio programmes. Their involvement will enhance technical accuracy, provide professional interpretation of agricultural issues, and facilitate direct linkage between farmers and extension services.

iv. Radio stations should strengthen interactive communication channels by increasing phone-in segments, audience feedback mechanisms, and community-based dialogue programmes. This will promote participatory communication and ensure that programme content reflects the real needs and experiences of farmers.

v. Agricultural broadcasts should continue to prioritise the use of local dialects and Nigerian Pidgin English in addition to standard English. This linguistic inclusiveness will enhance accessibility, particularly among non-literate and semi-literate farmers, thereby improving comprehension and programme effectiveness.

REFERENCES

Adeleke, M. (2021). Media coverage of agricultural issues: The neglected priority in Nigerian radio. Journal of

Agricultural Communication, 4(3), 112–128.

Adedoyin, S. F. (2016). Agricultural communication in Nigeria: Issues and perspectives. African Journal of Agricultural Research, 14(7), 212–225.

Adekoya, O. E. & Ajilore, K. (2021). Enhancing agricultural communication: A content analysis of agricultural radio programs in rural Nigeria. Journal of Agricultural and Food Information, 22(4), 315–330. https://doi.org/10.1080/10496505.2021.1915323

Adepoju, A., Okunlola, F. & Ilesanmi, T. (2019). Role of radio in agricultural extension services in Nigeria. Nigerian Journal of Agricultural Extension, 21(1), 22–35.

Adesina, O. and Eforuoku, F. (2016). Agricultural communication in Nigeria: The role of mass media. Journal of Rural Development Studies, 3(2), 45–58.

Adeyemo, T. (2019). Evaluating the effectiveness of radio agricultural programs in Nigeria. International Journal of Media and Communication Studies, 11(3), 45–60.

Adeyeye, A. & Balogun, A. (2019). Radio as a driver of agricultural extension services among smallholder farmers in Nigeria. Journal of Development Communication, 30(2), 45–57.

Agwu, A. E., Anyanwu, A. C. & Kalu, B. A. (2018). The role of agricultural communication in empowering rural farmers in Nigeria. African Journal of Agricultural Extension, 26(3), 44–56.

Aina, L. O. (2017). Information and knowledge management in agricultural extension. Journal of Agricultural Extension and Rural Development, 9(5), 102–114.

Aina, L. O. (2018). Mass media and agricultural extension in sub-Saharan Africa. African Communication Review, 6(2), 87–104.

Ajilore, K. & Alarape, A. A. (2019). Climate change and rural farmers' adaptation strategies: The role of radio agricultural programs in Nigeria. Journal of Agricultural Extension, 23(4), 55–67. https://doi.org/10.4314/jae.v23i4.6

Akinola, A. O. (2020). Media strategies for agricultural information dissemination among farmers in Nigeria. African Journal of Agricultural Research, 15(7), 1015–1022. https://doi.org/10.5897/AJAR2020.14836

Ali, J., Khan, M. S. & Ahmed, R. (2020). The role of media in agricultural knowledge dissemination: A case study of developing countries. Media and Rural Development Journal, 8(2), 89–105.

Anaeto, M., Onabajo, O. & Osifeso, J. B. (2017). Models and strategies in agricultural communication. Ibadan: Stirling-Horden Publishers.

Bello, R. (2019). Farmers' access to agricultural information through radio in Nigeria. African Journal of Rural Sociology, 5(1), 77–92.

Daudu, S., Chikaire, J. & Ireogbu, C. A. (2019). Enhancing farmer participation in extension communication through interactive media. Journal of Rural Communication, 14(2), 99–113.

Eze, C. C. (2021). Communication strategies for agricultural development in rural Nigeria. Nigerian Journal of Development Studies, 21(1), 65–82.

Food and Agriculture Organization (2020). The role of communication in agricultural development. Food and Agriculture Organization Report, 34–49.

Food and Agriculture Organization (2021). The state of food and agriculture: Agricultural innovations for sustainable development. Rome: FAO. 56–61.

McQuail, D. (2015). McQuail's mass communication theory (7th ed.). Sage Publications.

Nwammuo, A. & Salawu, A. (2019). Radio broadcasting and agricultural development in Nigeria. International Journal of Media and Agricultural Studies, 2(2), 39–55.

Obi, E. I. (2019). Agricultural communication in the digital era: Prospects and challenges in sub-Saharan Africa. Communication and Society, 9(1), 50–63.

Obidike, N. (2017). The effectiveness of radio in disseminating agricultural information in rural Nigeria. Journal of Media and Development, 9(1), 65–79.

Ogunleye, R. & Adekoya, F. (2018). Agricultural news in Nigerian media: An evaluation of radio coverage. Media and Agricultural Policy Review, 7(4), 55–70.

Ojebode, A. (2019). Community radio and rural development in Africa. Journal of Development Communication, 5(2), 33–48.

Ojebode, A. & Adegbola, O. (2018). Radio as a tool for agricultural extension: A study of farmers' listening habits in Nigeria. African Journal of Rural Sociology, 10(1), 76–92.

Ojebuyi, B. R. & Salawu, A. (2021). Community radio as a tool for agricultural information dissemination among

rural farmers in Nigeria. Journal of Rural Studies, 86, 189–198.

Ojebuyi, B. & Salawu, A. (2020). Farmers and radio agricultural programs: Exploring audience participation. Journal of African Media Studies, 12(3), 101–119.

Okorie, N., Oyedepo, T. & Salawu, A. (2020). Utilization of agricultural radio programs and farmers' productivity in Nigeria. African Journal of Science, Technology, Innovation and Development, 12(3), 267–275.

Okunlola, A., Oluwafemi, T. & Ibrahim, Y. (2020). Mass media and agricultural extension: An evaluation of radio agricultural news in Nigeria. Journal of Communication and Media Research, 12(4), 67–81.

Okunlola, O., Adeyemi, K. & Alabi, T. (2021). Media, information and rural farmers: The case of radio broadcasting in Nigeria. International Journal of Communication Research, 5(2), 88–102.

Rubin, A. M. (2009). Uses-and-gratifications perspective on media effects. In J. Bryant & M. B. Oliver (Eds.), Media Effects: Advances in Theory and Research (3rd ed., pp. 165–184). Routledge.

Soola, E. O. (2018). Development communication and agricultural extension: Challenges and prospects in rural Nigeria. Journal of Agricultural Extension, 22(1), 132–144.

Usman, A. (2020). Rural radio broadcasting and agricultural extension in Benue State. Nigerian Journal of Agricultural Media, 11(2), 34–49.

World Bank. (2022). Enhancing agricultural productivity through improved information access. Washington, D.C.: World Bank Publications, 23–34.