The Audience Assessment of View Point Program of Rhythm 93.7fm By Port Harcourt Residents

Uranta Matthew Idawarifagha Albert
Department of Mass Communication
Faculty of Communication and Media Studies,
Rivers state University
Matthewuranta54@gmail.com

Prof. Godwin B. Okon
Department of Mass Communication
Faculty of Communication and Media Studies
Rivers State University, Nkpolu-Oroworukwo, Port Harcourt
okon.godwin@ust.edu.ng

Prof. Richard N. Amadi
Department of Public Relations
Rivers State University, Port Harcourt
amadi.richard@ust.edu.ng

https://doi.org/10.56201/rjmcit.vol.12.no8.2026.pg149.162

Abstract
Investigate audience assessment of View Point programme of Rhythm 93.7 FM by Port Harcourt residents. The study was hinged on Uses and Gratifications as well as Media Dependency theory. The objectives of the study were to: The study investigates level Port Harcourt audience awareness of View Point Programme 93.7 FM; ascertain the benefits derive from View Point programme of 93.7 FM on Port Harcourt residents; find out the level of effectiveness of View Point programme of 93.7 FM on Port Harcourt residents. It adopted survey research design with a total of 7, 376, 800 using Taro Yamane sample size formula to arrive at 400 as the sample size. The study employed multi- stage sampling technique and used questionnaire as the instrument for data collection. The results of study revealed that the level of effectiveness of View Point programme of 93.7 FM on Port Harcourt residents; information, entertainment and knowledge about the personality of the guest are among the major benefits audience derived from View Point programme of 93.7 FM Port Harcourt and the attitude of Port Harcourt audience to View Point Programme of 93.7 FM exciting and positive to the programme. The study recommended that Port Harcourt residents should continue to have high level of awareness to radio programmes since exposure to radio programmes help in opinion formation and Rhythm 93.7 FM should continue to design and invite people that matter to their studio to discuss silent issues of public interest since such issues discussed in their View Point programme is effective.

Keywords: *Assessment, Awareness, Benefits: Radio, Radio Programmes*

INTRODUCTION

Radio has been identified as a powerful and monstrous medium of communication that has significant influence on the audience (Kuewumi, 2009). This is because of the high exposure given to radio and its advantage over other media of communication. Especially, ability to reach widely, break barrier of illiteracy, and it can be used without electricity. Radio is seen an essential mass medium that virtually every member of the society benefits from. In the same manner, Anuforo and Achor (2016) asserts that radio has radicalized the face of human communication and ultimately become a fixed point in the daily lives of humans whereby people are informed, taught, nurtured and reformed by way of relaxation, re-invigoration and resuscitation. This makes radio as a medium of mass communication being constantly sought after by its ardent audience. Radio is the wireless transmission of signals through free space by electromagnetic radiation of a frequency significantly below that of visible light, in the radio frequency range, from about 30 kHz to 300GHz (Familusi & Owoeye, 2014).

Egbuchulam (2002) defined radio as a mobilizer and formidable factor in the new world order in economy, technology and politics. Furthermore, he noted that Radio is best described as the cheapest, safest and the most effective medium of communication available to man. The Nigeria society is a heterogeneous one with divergent communication need, coupled with the growing world of awareness. Different people have varying perceptions on the roles of communication in its totality, and what Radio should play to the listening audience in society. However, radio which is not only the most important media in Nigeria, but also stands as the media form with the highest spread, affordability and easily accessible to all, and as such, performs enormous functions as expected.

According to Anuforo and Achor (2016), there is strong evidence that every exposure to any information, changes a man's orientation and behaviour. In fact, no society functions effectively without information (Olube, 2013), and this information exposed to, for human survival are designed in the media programmes. Again, the reaction or decision of every man at a particular time is dependent on the information available to the person, this information are usually provided in radio programmes. Nwanmerinini and Ebere, (2018) opines that the message or information presented in the media go beyond providing information, but forms the opinions and ideologies to listeners. This shared information could be ideas, messages, opinions, feelings and experiences about individuals including their welfare, education entertainment, environmental issues, political and others.

The result of the mediated view of the world is that the information priority of the media strongly influences the priority of the public especially among the public (McCombs, 2004). Radio in Nigeria has emerged as a strong and powerful tool of Nigeria's popular culture. As a medium for communication, it has been immensely used and valued over the years and is one of the oldest mass mediums still in existence. Familusi and Owoeye (2014) stated that radio begun in 1895 when Gugliemo Marconi, proved the feasibility of radio communication. It was introduced in Nigeria in 1933 by the British colonial government. Radio programmes are packed with activities such as news, music, soap opera, jingles, political viewpoints and discussions and other happenings, geared towards reaching and shaping the mind of the listeners and the public at large. These programmes have over the years recorded great impact and it is still making a difference in information dissemination processes. However, in recent times, there appears to be a decline in the listenership of radio content (Wilfred, 2009).

Wilfred (2009) states that prior to the 1980s, the media world relied principally upon print and analogue broadcast models, especially the ones used by television and radio stations. But the last twenty-five years have been a transformation period, as rapid transformation in the sector has been witnessed. He further opines that this rapid transformation in the media is largely predicated upon the use of digital computers, such as the Internet and other portable digital devices like mobile phones, iPods, MP3 Players and so on. He notes that digital computers have transformed the remaining 'old' media (radio, television, newspaper) as suggested by the advent of digital television and online publications. Radio audience enjoy the dramatization, music, debate, current affairs and other entertainment programmes radio present to them and these in most cases stimulate, keep abreast and develop cognitively.

Despite the advent of ICT and internet, radio programmes have retained the advantages of being able to serve communities of audience with the needed information to overcome boredom, barrier of illiteracy, distance and economic status. It provides them information, music, entertainment and emotional supports to keep spirit up through different programmes. Radio programmes irrespective of their general structure and orientations operate to provide such information for the general objective of the society. Radio has been a major communication tool for improving the quality of people's lives and bringing news, music, entertainment to the door steps of the audience. Such radio programme is the View Point radio programme of Rhythm, 93.7 FM.

Rhythm 93.7 FM a commercial radio station located in the old GRA neighbourhood of Port Harcourt, Rivers State. The station broadcasts an urban contemporary radio format, playing variety of music genres including R &B, hip pop, with occasional electronic dance music and reggae. It is owned and operated by Silverbird Communications under the Silverbird Group Company and is one of the most popular private radio stations in the South of Nigeria. Rhythm 93.7 virtually owns about 13 highly informative, educational and entertaining programmes, which are not limited to the After Drive, Dance Party, Gospel Vibes, Late Night Caller, Lunch Box Oldies, Mo Fire, Morning Drive, Rap Culture, Rhythm and Soul. Rhythm of the Night, Shout out Show, Sunday at the Rhythm, The TGIF and View Point programme.

The View Point is a weekly radio programme that holds every Saturday, from 8am to 9:15am and is hosted by Segun Owalabi. The View Point programme is centered on issues of public interest and creates the room for listeners to air out their opinions and as such grants them a voice. It is a radio programme that allows for immediate feedback as the listeners are provided with phone numbers to call in and ask the guest salient questions and issues on the discussed presentation during the programme. The intricacies of the issues being discussed on the View Point programme has made the programme a highly desired programme by Port Harcourt and its environs residents. Port Harcourt, is the capital City of Rivers State and one of the major cities in the oil rich Niger Delta. Therefore, this study will examine Port Harcourt residents' assessment of the View Point programme.

Statement of Problem

Radio broadcasting has grown tremendously in Nigeria, which has made every state in Nigeria to own a radio station. It is also important to note that the deregulation of the broadcasting industry in 1992 through the instrument of Decree Number 38 (later amended to decree number 55 in 1999) has further increased the number of the radio stations in the country with the establishment of private radio stations. The fact that radio is popular among people today does not mean that people listen to it in the same pattern. Audiences listen to radio programmes for different purposes and in

different ways. Every radio house seeks to draw the attention of the audience or listeners to its own programmes against the other potential competitors around them. That is, each radio station design radio programs that suit them and that can appeal the listeners. On the other hand, the listeners are given to pay certain amount of attention to a particular radio station as result of the nature of the programmes aired by the radio house which they derive some sorts of gratification from. Therefore, there is always the tendency that people will prefer one station to the other or a certain radio programme to others.

The continuous downward plunge of the Nigerian economy due to political instability and insecurity has made virtually everyone to seek useful information on the happenings in the country. One of such places to get the desired information remains the radio programmes, of which, the View Point programme is not excluded. Residents of Port Harcourt listen to views and gather opinions from the View Point programme. The View Point programme brings elites in the society to discuss contemporary issues in Rivers State and Nigeria at large. The issues discussed are not limited to only political, but includes both social, economic and cultural issues. All these issues bother on listening behaviour and how it affects the socio-economic life of Rivers State people.

It is however imperative to note that issues surrounding the variations in audience assessment to View Point programme of Rhythm 93.7 poses a few myriads challenges to the both presenter, guest and researcher alike. The angle and pattern each listener approaches issues raised during the View Point radio programme is usually more challenging than the problem the guest is presented with. Could this be as a result of differences in age, educational qualification, family background, environmental factors, religion and political affiliations in Rivers State?

Similarly, some of the audience of View Point programme have not established the benefits they derive after exposure to the programme. The level of audience awareness as well as effectiveness of View Point programme of Rhythm 93.7 is not also clear. Not only that, no scholar has also interrogated the audience assessment of the View Point programme of 93.7 FM by Port Harcourt residents, and as such, it is on this basis that the study sought to investigate audience assessment of View Point programme of Rhythm 93.7 FM by Port Harcourt residents.

Aim and Objectives of the Study

The aim of the study was to examine audience assessment of View Point programme of Rhythm 93.7 FM by Port Harcourt residents. The specific objectives are to:

1. investigate the level of awareness of the Port Harcourt audience to the View Point Programme 93.7 FM;
2. ascertain the benefits derived from the View Point programme of Rhythm 93.7 FM on Port Harcourt residents;
3. find out the level of effectiveness of the View Point programme of 93.7 FM on Port Harcourt residents;

Research Questions

1. What is the level of awareness of Port Harcourt audience to the View Point Programme of Rhythm 93.7 FM?
2. What are the benefits derived from the View Point programme of Rhythm 93.7 FM to Port Harcourt residents?
3. How effective is View Point programme of Rhythm 93.7 FM to Port Harcourt residents?

Scope of the Study

The study investigate audience assessment of View Point programme of Rhythm 93.7 FM by Port Harcourt residents. The scope is limited to radio audience in Port Harcourt, with its specificity covering exposure to View Point Radio programme of Rhythm 93.7 FM among Port Harcourt residents. The Port Harcourt residents includes those living in Obio/Akpor and Port Harcourt City Local Government Areas of Rivers State. Also, the study was conducted within 2022 and 2023.

Theoretical Framework

The theoretical underpinning for this study is Uses and Gratification theory of Media and Dependency theory. These two theories were adopted due to the aim of the study.

Uses and Gratification Theory

Uses and Gratifications Theory of the Media was propounded by Elihu Katz, in the 1970s. Its focal notion is that people use the media for their own personal gain (Gora, 2017). Much has been said about the uses and gratifications theory of the media and on which the study of audience listening behaviour of private radio broadcasting stations in Nigeria is set up (Albarran, Tonya Anderson & coresearchers, 2007). The theory focuses on media-audience research and on need approach to underscore how individuals use the media to meet their needs and fulfilled their value-interest. As Papacharissi (2009) puts it, individuals select media and content to fulfill felt needs or wants, noting that the needs are expressed as motives for adopting a medium use. The author therefore submits those media users are active audience. Gora, (2017) notes that the uses of mass media are dependent on the perception, selectivity and previously held beliefs, values and interest of the people.

The development of uses and gratifications theory, and its influence in media audience research isconnected to earlier media researchers such as Lazarsfeld (1940) who studied the uses and gratifications theory in radio listening in USA, Herta Herzog, (1944) studied the relations of the uses and gratifications theory and the reasons why people chose specific types of media and identified emotional, wishful thinking, and learning as three gratifications of media use. McQuail, Blumler and Brown, (1972) draw on the uses and gratifications theory established the benefits of media use and emphasizes diversion, personal relationships, personal identity and surveillance as critical gratifications in consumption

Katz's uses and gratifications theory, which emanates from this view, explains how users proactively and deliberately consume media to satisfy different needs. The basic assumptions of the theory are that the value of a media product is assessed solely by the consumers who, in turn, force media providers to continually compete to satisfy their needs (Katz et al., 1973). These researchers believe that, although the uses and gratifications approach is oriented towards the audience, this approach should not take a necessarily conservative view: while it is true that the media take into account audience preferences, they do not focus exclusively on demand for specific types of content yet emphasise the diversity of audience groups and audience interests that exist. Rather than describing the media as entirely bound to audience expectations, the uses and gratifications approach should emphasise the audience's role as a source of challenge for producers that drives media to provide richer content that matches the diversity of demand and roles that the media themselves reveal.

Media Dependency Theory

Infante, Rancer and Womack (2003) described dependency as a correlating relationship between media content, the nature of society, and the behaviour of audiences. Media system dependency theory has been explored as an extension of or an addition to the user and gratifications approach, though there is a subtle difference between these two theories. The cause of dependency is explained differently by the two theories. Grant et al., (1998) suggested that media system dependency theory is that audience goals lead to dependency. The user and gratifications theory sees fulfilment of audience needs as cause of media dependency. Both, however, are in agreement that media use can lead to media dependency. User and gratifications approach theory states that the more dependent an individual is on the radio programme for having his or her needs fulfilled, the more important the radio programme will be to that person. Infante, Rancer and Womack (2003) suggested that audience active use of radio programme to achieve personal goals will result independence on specific radio programme. Media system dependency theory, suggests that both macro and micro factors influence information-seeking behaviour. Radio audiences become dependent on radio listening to meet their information needs, goals, motives, and strategies.

Moreover, Baran and Davis (2008) also explained that people will become more dependent on radio programme that meets a number of their needs than on radio programme that provide only a few ones. The intensity of radio programme dependency depends on how much people perceive that the radio programmes they choose are meeting their needs and goals. These goals were categorized by Baran and Davis (2008) who cited DeFleur and Ball-Rokeach (1989) into three dimensions. These dimensions covered a wide range of individual objectives. These were (1) social and self-understanding. This was learning about oneself, in order to know about the world. The second dimension was (2) interaction and action orientation. This was deciding what to buy, and getting hints on how to handle news or difficult situation. The third dimension was social and solitary play. The method of relaxing was either listening to a radio programme alone or going to a movie with family members or friends.

DeFleur and Ball-Rokeach (1989) suggested that more than one goal can be satisfied by the same medium. Dependency on a specific medium is influenced by the number of sources available to an individual. Individuals become dependent on the available radio programme if their access to other media alternatives is limited. The more the alternatives to our choices alternatives there are for an individual, the lesser is the dependency and influence of a specific medium (Baran & Davis, 2008). This theory explains the degree of dependency on radio listening. It will be a guide into understanding trends in radio listenership and utilization of radio messages.

Conceptual Review

Radio

The radio is popularly described as a “blind” broadcast medium because its messages consist of speech, so delivered to appeal to imagination of its target audiences. Crisell (1994 p.10) opines that “it is largely upon the listener’s ability to imagine matters of fact that radio’s distinctive and much vaunted sense of personal companionship seems to depend”. Hence, it is through the voice of the on air personnel that radio listeners create an imagination. The portability as well as mobility of the radio is considered to be some major area of strength when compared especially with television broadcast medium. Listeners are afforded the opportunity and ease of tuning-in on their favorite programs outside the confines of their homes. The result of a 2008 Ofcom research in the United Kingdom, revealed that the portability of the radio has maintained audiences with the

amount of listening done outdoors or at work up from 13% in 2007 to 16% for the first quarter of 2008. A great measure of the increase is attributed to technology such as: podcasts and mobile phones with radio facilities which make it easy for the listener to tune-in while 'on-the-move' (Fleming, 2010). Also, Aina (2003, p.67), posits that the cost of purchasing a radio set makes it a very useful channel of communication with both literate (educated) and illiterate (uneducated) individuals. This is particularly true of the developing nations such as Nigeria with a high level of poverty.

On the view of the nature of radio, Onabajo (1999; p.43) describes radio as one of the many ways of getting messages to a large number of people at the same time, because it transcends the boundary of space and time, and also leaps across illiteracy barriers. Asekun-Olarinmoye (2013) explains that radio is the single most important media equipment, because it reaches larger audiences anywhere in the world. This is so because it is fast, as events occur, they are related to the potential audience".

Onabajo (1999) further asserts that radio can persuade and effectively influence a large audience, thereby contributing substantially to the building of a national consensus. Furthermore, it is a powerful instrument in the area of public enlightenment, on health issues, family planning, cultural re-awakening, business improvement and other social development issues (Onabajo, 1999). Radio has the ability to reach millions of people simultaneously, yet it speaks to an individual personally. The listener feels a great companion in his radio especially when it is discussing something so relevant, sensible or personal to him (Kuewumi, 2009). It is amazing how radio can reach a large number of people and it's still so personal to each individual who listens. Listeners depend so much on radio to get information, entertainment and education. It is a companion to its listener. Programmes of interest therefore have a strong hold on the listener that if there is power failure or unavailability of batteries, the listener's day seems incomplete. Radio for those who love it, is perhaps more than a friend, because the language of radio is many times soft and gentle, appealing, teaching and persuasive (Kuewumi, 2009).

Radio has the ability to talk back to its listeners when messages are sent, through phone calls, text messages, social media (Twitter, Facebook, etc.). This interactive nature of radio puts members of an audience in touch with one another, and creates a horizontal flow of communication. McLeish (2005:.89) explains that radio is selective. This means that choice for the listener is only in his mental switching-off which occurs during an item which fails to maintain his interest, or when he tunes to another station. Radio allows its listener to consciously or unconsciously select contents, unlike other mass communication media (newspaper, magazine) where the reader has too many contents to decide which to attend to first. Kuewumi (2009) citing McLeish (2005) referred to radio as a blind medium that paints pictures in the mind of the listener. A blind medium, but one which has capacity to stimulate the imagination such that as soon as a voice comes out of the loud speaker the listener attempts to visualize what he hears and to create in the mind's eye the owner of the voice. In essence, listeners many times detect and create scenarios just by hearing sounds, yet it is a blind medium.

Onabajo (1999) cited in Michael, Placid, Ogochukwu and Ndidiamaka (2019,P.89) credit the radio as being an efficient instrument for getting a message to a large number of people at the same time, because it transcends the boundaries of space and also leaps across illiteracy barriers. Egbuchulam (2002) sees it as a major communication tool for improving people's quality of life by availing them with current news, entertainment and education. He equally asserted and thus concurring with Maina (2013) that despite advances in on-line technology, the radio still retains the advantage

of being able to serve dispersed, isolated, and disadvantaged communities thus reducing the barriers of illiteracy and physical distance between communities.

The continued relevance of the medium of communication is also attested to by its use by advertisers seeking to effectively engage with their target audiences. Ananthi (2007), for example credits the medium with having about 5% of the advertising pie in countries where the medium is still in growth phase and around 10-12% in countries where it is at the maturity phase. In Nigeria for example, advertisers spent ₦15.1b on radio in the year 2015 (Invest advocate, 2016). In the US, the figure was 19.3 billion dollars in the year 2000 but shot up to 20.9 billion dollars in 2007 (Perreault & McCarthy 2003, Kotler & Keller, 2009). Against the backdrop of these testimonials to its efficacy as a channel of communication is the argument as to what constitutes "listening to the radio". However, List (2006, P.23) is of the view that the term does not connote "doing nothing but listen to radio" i.e. paying very close attention such as when one is listening to an educational programme but a situation where "someone is doing something else, but also have a radio on." List (2006, P.23) added that defining the concept loosely to mean "being in the same room as an audible radio" will give a better average audience estimate.

A radio is an installation consisting of one or more sets of transmitters, receivers etc used to carry on communication via radio waves. (www.collinsdictionary.com). Listenership base/audience share refers to the percentage of radio sets tuned to a particular station during a given period. (businessdictionary.com).

However, Ananthi (2007) as cited in Michael et al (2019) credits the radio industry with the following characteristics:

1. It is a cost effective medium for advertising as radio advertising rates are lower on cost-per–thousand bases as compared to other media.
2. Radio does not require any commissioned original content unlike other media such as print and television.
3. Prime time for radio listenership differs from prime-time television viewing. Radio listenership peaks in the morning, afternoon and late nighttime slots, while for TV, the prime time is the night slot.
4. Radio is not a visual medium like television. Worthy of note also, is the fact that the popularity of the radio as a medium of communication did come to pass without challenges. According to Albarran et al (2007), the advent of the television in the mid-twentieth century posed serious challenges to the radio as a medium of communication forcing the radio industry to update its programming in response to the challenge. Continuing, they observed that a new form of challenge has arisen in the nature of the way the radio is talked about and how it is used - an observation which Maina (2013) had earlier made to be a plus rather than a minus.

METHODLOGY

The study adopted the survey research design to examine Port Harcourt residents' assessment of the View Point programme on Rhythm 93.7 FM. The population comprised 1,426,329 residents of Port Harcourt City and Obio/Akpor Local Government Areas, based on the 2023 population projection, from which a sample size of 400 respondents was determined using the Taro Yamane formula at a 0.05 margin of error. A multi-stage sampling technique was employed, involving the selection of Ikwerre and Okrika language zones, ten Ikwerre communities and two Okrika communities, with respondents purposively selected based on their awareness of the programme.

Data were collected through a structured questionnaire comprising demographic information and 20 psychographic items designed to address the five research questions. The questionnaires were administered with the assistance of six trained research assistants. To establish validity, the instrument was subjected to face and content validation by the researcher's supervisor and two other experts, while reliability was determined through a test-retest procedure involving respondents from Ignatius Ajuru University of Education, Rivers State University and the University of Port Harcourt. Data collected were analysed using frequency distribution tables, percentages and weighted mean scores. Responses were measured on a four-point Likert scale ranging from Strongly Agree (4) to Strongly Disagree (1), with a criterion mean of 2.50, whereby mean scores of 2.50 and above were accepted, while scores below 2.50 were rejected.

Data Presentation

Objective one: Investigate level of awareness of Port Harcourt audience to the View Point Programme 93.7 FM

Table 4.1.1: Level of awareness of Port Harcourt audience to the View Point Programme 93.7 FM

Statement	A	A	D	SD	TOTAL	WMS	DECISION
I tune to view point programme on rhythm 93.7every two weeks	113	141	58	38	1029	2.7	Accepted
I tune to view point programme on rhythm 93.7 every Saturday	105	159	78	35	1088	2.9	Accepted
I tune to view point programme on Rhythm 93.7 every month	21	57	112	187	666	1.8	Rejected
I tune to view point programme on Rhythm 93.7 when every I know the guest	21	57	112	187	666	1.8	Rejected

The data in 4.1.1 indicated that the level Port Harcourt audience awareness of View Point Programme 93.7 FM is very high.

Table 4.1.2: The benefits derive from View Point programme of 93.7 FM on Port Harcourt residents

Statement	SA	A	D	SD	TOTAL	WMS	DECISION
Information is the benefit I derive from view point programme of rhythm 93.7	161	111	61	44	1143	3.0	Accepted
Entertainment is the benefit I derive from view point programme of rhythm 93.7	114	124	76	63	1043	2.8	Accepted
Improvement in grammar is the benefit I derive from view point programme of rhythm 93.7	41	71	98	167	740	2.0	Rejected

Knowledge about the personality of guest is the benefit I derive from view point programme of rhythm 93.7	109	136	83	49	1059	2.8	Accepted

The data in 4.1.2 showed that the information, entertainment and knowledge about the personality of the guest are among the major benefits audience derived from View Point programme of 93.7 FM Port Harcourt.

Table 4.1.3: The level of effectiveness of View Point programme of 93.7 FM on Port Harcourt residents

The level of effectiveness of View Point programme of 93.7 FM on Port Harcourt residents	**SA**	**A**	**D**	**SD**	**TOTAL**	**WMS**	**DECISION**
The effectiveness of view point programme of 93.7 fm to Port Harcourt residents is very high	132	147	59	39	1126	3.0	Accepted
The effectiveness of view point programme of 93.7 fm to Port Harcourt residents is high	143	129	81	24	1145	3.0	Accepted
The effectiveness of view point programme of 93.7 fm to Port Harcourt residents is low	34	91	103	149	764	2.1	Rejected
The effectiveness of view point programme of 93.7 fm to Port Harcourt residents is very low	51	72	112	141	785	2.0	Rejected

The data in table 4.1.3 indicated the level of effectiveness of View Point programme of 93.7 FM on Port Harcourt residents is high

4.2 Discussion of findings

Research question 1: What is the level of awareness of Port Harcourt audience to the View Point Programme 93.7 FM?

The study investigated audience assessment of View Point programme of Rhythm 93.7 FM by Port Harcourt residents and found that the level Rivers State audience awareness of View Point Programme 93.7 FM is very high. The finding is in related with the findings of Precious and Joan (2018) among other scholars. Precious and Joan (2018) had found that students in Kaduna are motivated to listen to radio every time for information; they prefer information and entertainment programmes. Majority of the participants in Lagos State used the radio programme, 'mooka mooka to prepare for class room instruction. It was also found that 70% of the participants listened to the programme three time per week and this implied that the frequency of exposure could influence literacy skill. Also, majority of Awka based students listen to Anambra Broadcasting Service (ABS) every day and their favourite programme is sports programme of the ABS station Omuegbu,

2021). The respondent in Oyo State had moderate level of education; farmers were satisfied with the time of airing latoju oja programme and considered it to be useful source of information with favourable disposition about the programme (AnilaOluwa & Oyelemi, 2019). information/knowledge as the most gratification to students. Nonetheless, the findings of Osazze-Odiam and Ojobor (2017) indicated that the students' frequency of listening to DELSU FM radio programmes was consistent or regular noting the use of mobile media as facilitative devices for students' ability in listening to DELSU FM radio programmes.

The finding however contradicts the findings of Obayi and Onyebuchi (2019) as well as others. Obayi and Onyebuxchi (2019) had found that over 70% of the respondents in Imo state prefer listening to news programmes. Okedi and Osere (2020) also discovered that the level of exposure to radio campaign for easy understanding of rights of girl child in Rivers state was low.

Research question 2: What are the benefits derive from View Point programme of 93.7 FM to Port Harcourt residents?

It was discovered that the information, entertainment and knowledge about the personality of the guest are among the major benefits audience derived from View Point programme of 93.7 FM Port Harcourt. The finding is similar with the finding of Egbuchulam (2002). Egbuchulam (2002) had found that radio is a major communication tool for improving people's quality of life by availing them with current news, entertainment and education. The radio retains the advantage of being able to serve dispersed, isolated, and disadvantaged communities thus reducing the barriers of illiteracy and physical distance between communities (Maina, 2013). The radio provide entertainment especially through blast media (radio and television (Okunna & Omenugha, 2012. Radio as medium of communication provides information, education and entertainment while bringing live programmes (Okuma & Omenugha, 2012). Meaning that, our sense of security, education, curiosity and interest for satisfaction are achieved through radio reports. Information from radio facilitates innovation, adaptation and progress (Okon, 2001, p.3). The radio provide entertainment especially through blast media (radio and television (Okunna & Omenugha, 2012). Also, Omolaya et al (2019) found that majority of the students surveyed in Nigeria preferred listen to entertainment programmes to news or educational programs.

The finding agrees with the Uses and Gratifications theory used in the study. Uses and Gratifications Theory of the Media Much has been said about the uses and gratifications theory of the media and on which the study of audience listening behaviour of private radio broadcasting stations in Nigeria is set up (Albarran, Tonya Anderson & coresearchers, 2007). The theory focuses on media-audience research and on need approach to underscore how individuals use the media to meet their needs and fulfilled their value-interest.

Research question 3: How effective is View Point programme of 93.7 FM to Port Harcourt residents?

The study found out that the level of effectiveness of View Point programme of 93.7 FM on Port Harcourt residents. The finding is in agreement with the findings of others scholars. For instance, Chioma et al (2015) found out that majority (96%) of the listeners are satisfied with the programming of Inspiration 92.3 FM which gratifies their needs and that the station's on-air-personalities and house style (family-oriented) are the major attraction. Radio can persuade and effectively influence a large audience, thereby contributing substantially to the building of a national consensus (Onabajo (1999). Radio for those who love it, is perhaps more than a friend,

because the language of radio is many times soft and gentle, appealing, teaching and persuasive (Kuewumi, 2009). The news of Anambra Broadcasting Service (ABS) is very effective in teaching and learning (Onuegbu, 2012). Adetunji, Abdulrahman and Joel (2020) had also found out that mass media play a major role in promoting national image, respect for human life and dignity and corporate value. The implication of this, is that Nigerian mass media retain some cultism in the propagation of values and orientation among the citizens (Okafor, 2014)

The findings contradict of findings of Asemah and Okeya (2020). Asemah and Okeya (2020) had found out that the residents of Ekiti and Ondo States were highly familiar with some of the radio programmes like washing of hands under running water but still did not understand the gravity of the message being passed around. Meaning that the understanding of the radio programmes and its effectiveness is low. The finding of Asemah et al (2013) showed that exposure to social media has effect on the students and that the effect is negative.

Nonetheless, the finding is in conformity with Media Dependency Theory. Radio audiences become dependent on radio listening to meet their information needs, goals, motives, and strategies. Moreover, Baran and Davis (2008) also explained that people will become more dependent on radio programme that meets a number of their needs than on radio programme that provide only a few ones. The intensity of radio programme dependency depends on how much people perceive that the radio programmes they choose are meeting their needs and goals

Summary

The study found that:

1. the level of awareness of Port Harcourt to the View Point Programme 93.7 FM is very high.
2. information, entertainment and knowledge about the personality of the guest are among the major benefits audience derived from View Point programme of 93.7 FM Port Harcourt.
3. the level of effectiveness of View Point programme of 93.7 FM on Port Harcourt residents.

Conclusion

The study investigated audience assessment of View Point programme of Rhythm 93.7 FM by Port Harcourt residents and confirmed that Port Harcourt audience awareness of View Point Programme 93.7 FM is very high given that the audience tune to the programmes every week. The View Point programme is very effectiveness to Port Harcourt residents since they exciting and positive attitude to the View Point programme of Rhythm, 93.7 FM Port Harcourt. The benefits they derive from tuning to Rhythm 93.7 View Point programme include information, entertainment and knowledge about the personality of the guest. Although, the attitude of radio presenter, lack of time and poor government policies implementation were among the major factors that hinder the effectiveness of View Point Programmes of 93.7FM on Port Harcourt residents

Recommendations

The study investigated audience assessment of View Point programme of Rhythm 93.7 FM by Port Harcourt residents and recommended that:

1. Port Harcourt residents should continue to have high level of awareness to radio programmes since exposure to radio programmes help in opinion formation.
2. Port Harcourt residents should understand that one of the benefits derivable from radio programmes is to improve one use of grammar.

3. Rhythm 93.7 FM should continue to design and invite people that matter to their studio to discuss silent issues of public interest since such issues discussed in their View Point programme is effective.

RJMCIT

REFERENCES

Asekun-Olarinmoye, O. S. (2013). Media Categories [lecture note]. Unpublished lecture note.

Asemah, E. S.; Okpanachi, R. & Edegoh, L. O. N. (2013). Influence social media on the academic performance of the undergraduate students of Kogi State University, Anyigba, Nigeria. *Research on Humanities and Social Sciences, 3(12*), 96-105.

Baran, S. (2013) *Introduction to mass communication media literacy and culture*: McGraw Hill

Egbuchulam, (2002). Broadcasting: Challenges for the Private Media. Vanguard Newspaper.

Katz, P.R & Blumler, J. (2004). The Effects of Mass Communication in Political Behaviour. Bouvier. Kuewumi, J.B. (2009). Radio: How it Impacts the Listener Personally. *Babcock University Mass Communication Journal, 2*(1), 138-149.

McCombs M. (2004). How agenda-setting works. Setting the Agenda: The Mass Media and Public Opinion.In G. Mesko (ed.) *International Encyclopedia of the Social Science.* Elsevier.

McLeish, Robert (2005). *Radio Production. Focal Press, Linacre House*, Jordan Hill.

McQuail, D. (1994). *Media Performance; Mass Communication and the Public Interest*. Sage.

Okafor, S.O., Akwaji, N.O. (2018). Media, political socialization and participation: The case of south-south/south-eastern Nigeria. *Journal of Social Sciences, 4*(3), 133-143.

Okon, G.B. (2001). *Basic dimension in mass communication*. Soteria Publishing

Okunna , C. S. & Omenugha, K. A, (2012). *Introduction to Mass communication.* (3rd Ed.). New Generational Book.

Olube, T.K. (2013). Problems fronting government owned media in Rivers State, Nigeria. http://www.journaks.savap.org.nk.

Onabajo, S. (1999). *Essentials of Broadcast Writing and Production*. Gabi Concept Ltd.

Onuegbu, O. C. (2021). Effectiveness of Anambra Broadcasting Service (ABS) radio news on teaching and learning among Awka students (A case study of Awka based students). *Avivie Prepint iv*(v), 12-25.