



## Listenership of Indigenous Programmes on Heritage 104.9 FM, Eket

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### ABSTRACT

This study investigated the listenership of indigenous programmes on Heritage 104.9 FM, Eket, with the objectives of determining the level of listenership, identifying the factors influencing listenership, ascertaining the predominant indigenous programmes, and examining the gratifications derived by the Eket audience. This study was guided by the Uses and Gratifications Theory and the Theory of Listener-Sponsored Radio. The study adopted a survey research design, with a sample size of 399 respondents selected through purposive and systematic random sampling techniques. The findings revealed a high level of listenership of indigenous programmes (75%), with presenter style, programme content, and community focus emerging as significant factors influencing listenership. "Uyai Abasi" was the most popular indigenous programme, and the audience derived gratification from cultural enrichment (28%) and entertainment (20%). The study concludes that indigenous programmes on Heritage 104.9 FM are highly effective in promoting cultural awareness and preservation among the Eket audience. Based on the findings, it is recommended that Heritage 104.9 FM presenters maintain engaging styles, programme managers prioritise community-focused programmes, station management improve broadcast reach, and content producers focus on development-oriented content

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## INTRODUCTION

Radio has been a key component of mass communication, offering a platform for cultural programming, entertainment, and information dissemination. Its capacity to reach a wide range of listeners and transcend geographic boundaries has made it an essential tool for fostering connections and influencing public opinion (Michael, 2015). As technology has advanced, radio has expanded to include a variety of platforms, such as digital broadcasting and online streaming, guaranteeing its continued relevance in a media landscape that is constantly changing (Koech, 2017). The importance of radio is found in its capacity to establish a two-way communication process that allows audience participation and engagement (Odero & Kamweru, 2020).

It is impossible to exaggerate the significance of radio in contemporary culture. For many individuals, it is an indispensable aspect of daily life since it offers a distinctive fusion of education, entertainment, and information (Damaris, 2023). For many listeners, radio is an essential source of news and current events due to its capacity to broadcast live and deliver real-time information (Onabajo, 1999, cited in Damaris, 2023). Additionally, radio has been able to reach a large audience due to its mobility and accessibility, especially people in rural or distant places where access to other media may be limited (Bittner, 1977 cited in Koech, 2017). The media has become a crucial instrument for community development and involvement due to its capacity to give local voices and viewpoints a forum (Nicholson, 2017).

Native cultures, dialects, and customs can be preserved and promoted through the use of indigenous radio programs, which have become an essential part of radio broadcasting (Ginsburg, 2018). Through storytelling, music, language, and traditional knowledge, these programs enable indigenous people to communicate their distinct identities, beliefs, and viewpoints (Willis, 2019). Radio shows aim to dispel prejudices, educate non-indigenous listeners, and promote intercultural understanding and peace by giving indigenous perspectives a platform (Hermes, 2015). Additionally, indigenous radio shows are essential for language revitalization initiatives because they offer a user-friendly and engaging means of encouraging language acquisition and preservation in local communities (Hermes, 2015).

Indigenous radio programs are important because they give indigenous populations a forum for community involvement and cultural empowerment (Nicholson, 2017). Communities may connect, exchange tales, and obtain important information and resources thanks to these programs, which are an essential communication tool (Oliveira, Portela, & Santos, 2022). Investigating the listenership of indigenous radio programs is necessary despite their significance, especially in light of Heritage 104.9 FM, Eket. By investigating the degree to which the Eket audience interacts with indigenous programming on Heritage FM, this study aims to close this information gap.

### *Statement of the Problem*

An important trend in the media sector has been the growth of indigenous radio shows, which give indigenous communities a forum for community involvement and cultural preservation. These programmes should ideally be an essential instrument for fostering community development, language

revitalisation, and cultural empowerment. However, a problem still exists in the shape of unsure listenership, especially in the context of Heritage 104.9FM, Eket, notwithstanding the significance of indigenous radio programmes. Although research has examined the value of indigenous radio programmes in fostering community growth and cultural preservation (Ginsburg, 2018; Willis, 2019), little is known about how much the Eket audience listens to these shows. This ambiguity calls into question whether indigenous radio programmes are successful in accomplishing their stated goals, underscoring the necessity of a study to look into the number of listeners to indigenous programmes on Heritage FM and Eket and to clarify the variables influencing audience engagement with these programs.

### ***Research Questions***

The following research questions were raised:

1. What is the level of listenership of indigenous programmes on Heritage 104.9 FM, Eket?
2. What factors influence listenership of indigenous programmes on Heritage 104.9 FM, Eket?
3. What are the predominant indigenous programmes that Eket audience mostly listens to on Heritage 104.9 FM?
4. What gratifications do Eket audience derive from listening to Heritage 104.9 FM's indigenous programmes?

## **LITERATURE RIVIEW**

### ***Listenership of Indigenous Programmes on Heritage 104.9 FM: A Review***

Over the years, radio's development as a communication tool in Nigeria has seen substantial changes, particularly in how it handles local and indigenous content. The trend in broadcasting toward incorporating local cultural narratives and languages is exemplified by the rise of community radio stations such as Heritage 104.9 FM. Heritage Polytechnic, a respectable local school, is the parent company of Heritage Radio 104.9 FM, a public media outlet situated in Eket, Akwa Ibom State, Nigeria. Dr. Emmanuel Ekott established the radio station in 2013. The station, as at the time of this study, is managed by Mr. Patrick Ekpe. Providing the public with relevant news and information, with an emphasis on local and indigenous programming, is central to the station's core values. Among the programs that Heritage Radio 104.9 FM broadcasts is "Ekid Idediongo," which has been acknowledged for its potential as a tool for rural development in the Eket region, encouraging community involvement, information sharing, and cultural preservation. Since its launch, the station has given locals a chance to engage with content that embodies their identities, customs, and beliefs. Indigenous programming at Heritage 104.9 FM attracts a varied audience eager to preserve their cultural connections by acting as a vital forum for social cohesiveness and cultural affirmation in addition to providing enjoyment. According to research, programming that incorporates Indigenous content frequently increases listener engagement and helps community members feel like they belong (Adeyemo, 2021).

Building on this basis, the importance of Indigenous programs is further highlighted by acknowledging their capacity to approach regional problems from a culturally sensitive perspective. The content of Heritage 104.9 FM has been adapted to reflect the struggles and realities of its listeners. The station's programming has included storytelling, music, interviews, and conversations on local history. According to empirical research, listeners' loyalty to a station significantly rises when they find the content relatable (Ogunleye, 2020). In addition to expanding the audience, this promotes active engagement through comments, which can guide future programming choices. A thriving community of listeners who feel appreciated and heard is produced by the station's and its audience's reciprocal interaction.

Technological developments throughout the course of the decade have radically changed how audiences consume media. Heritage 104.9 FM's listenership has grown beyond regional boundaries with the advent of social media and mobile applications. Broadcasting turns into a lively dialogue in which local residents interact with the material being created. According to data from recent studies, more than 70% of the station's listeners use mobile devices to access Indigenous programming when they're on the go (Eze, 2023). The significance of Indigenous programs as a key part of the station's programming is reinforced by these shifts, which demonstrate the significant influence of technology in changing listener behaviors and content consumption patterns.

However, maintaining listenership for Indigenous programs continues to present difficulties. Local programming's exposure is threatened by competition from mainstream media outlets, who frequently favor globalized content, despite the station's efforts to showcase varied cultural narratives. The sustainability of Indigenous programs is called into doubt by younger audiences' propensity to favor more commercialized and universally appealing programming (Ibrahim, 2022). In a setting where foreign influence is pervasive, the spread of knowledge can be significantly diluted. In order to keep Indigenous stories interesting and current, Heritage 104.9 FM must thus adapt its methods of content delivery. Initiatives that are specifically designed to incorporate the viewpoints of young people into programming may help sustain their interest.

It is impossible to overestimate the importance of presenters and content producers in Indigenous programming. These people act as cultural ambassadors, representing the community's values and ethos while directing the content's narrative flow. According to recent studies, presenters' capacity to emotionally engage viewers is a major factor in programming efficacy (Obinna, 2022). Anecdotes from the neighborhood, personal tales, and a dash of humor can all effectively captivate an audience. Additionally, using regional dialects in presentations helps to overcome linguistic obstacles, increasing relatability and audience participation. The focus placed by Heritage 104.9 FM on using locals as presenters enhances the content's legitimacy and gives listeners a sense of ownership.

Additionally, Heritage 104.9 FM's programming tactics can provide a foundation for analyzing the demographics of its listeners. Through frequent surveys and focus groups, the station has proactively solicited input, enabling them to customize material to the particular preferences of its audience. Different age groups react differently to Indigenous content; for example, younger listeners prefer modern issues mixed with traditional components, whereas older audiences tend to have a stronger respect for traditional storytelling. By being aware of these differences, the station is better equipped to organize its programming schedule and make sure that every segment appeals to its wide range of listeners. In addition to increasing audience retention, this strategy broadens the station's audience (Chika, 2023).

Furthermore, Indigenous programs have an influence that goes beyond just listening figures; they support the development and preservation of regional languages and traditional customs. Identity development depends heavily on language, and since radio is still an essential information source, its impact on language retention is also significant. Local languages are regularly used in background 104.9 FM's Indigenous programming, which helps listeners develop a stronger bond with their cultural background. Research has indicated a connection between the vitality of a community's local language and exposure to media in that language (Nwogbaga, 2024). In order to preserve their legacy for future generations, viewers of Indigenous programming are also taking part in a larger cultural preservation campaign.

It is impossible to overlook the dynamics surrounding Indigenous programs at Heritage 104.9 FM when it comes to sponsorship and advertising. Even if local companies are becoming more and more acknowledged for their readiness to assist community-driven projects, financing disparities with respect to mainstream stations still exist. Indigenous program viewers are still seen by many advertisers as specialized rather than general. In order to overcome this obstacle, advertisers must be strategically persuaded of the importance and results of funding local storytelling. A strong selling feature that can draw sponsorships and advertising money is the possibility for brand loyalty developed via a link to community values, which would improve the financial sustainability of Indigenous programming (Okonkwo, 2023).

#### ***The Significance and Challenges of Indigenous Radio Programmes***

Native cultures, languages, and customs are preserved and promoted in large part via indigenous radio programs. These programs give indigenous people a stage on which to tell their tales and have their voices heard. "Mboho Nti Iban" and "Ekid Idediongo" are two examples of indigenous programs that are broadcast on Heritage 104.9 FM in Eket. These programs are essential for cultural revitalization and preservation. Through storytelling, music, language, and traditional knowledge, these programs enable indigenous people to communicate their distinct identities, beliefs, and viewpoints (Ginsburg, 2018). Their capacity to foster linguistic diversity and fortify cultural identity among indigenous groups is what makes indigenous radio programs significant. Radio offers an approachable and engaging means of encouraging language acquisition and preservation in communities, as many indigenous languages face extinction

(Hermes, 2015). Indigenous programs like "Mboho Nti Iban" on Heritage 104.9 FM support the Eket people's usage of their native tongues and preserve linguistic diversity.

Notwithstanding their significance, indigenous radio programs encounter various obstacles that jeopardize their viability and influence. A significant obstacle is the scarcity of funds and resources. According to Willis (2019), indigenous radio stations frequently have tight budgets and depend on grants, donations, and volunteer assistance to remain open. These programs find it difficult to maintain equipment, create high-quality programming, and reach a larger audience without sufficient financing. Heritage 104.9 FM in Eket is no different, and the continuation of its indigenous programming depends on its financial stability. The dearth of technological know-how and training among indigenous broadcasters is another issue that indigenous radio programs must deal with. Due to a lack of professional training and resources, many community radio stations struggle with audience engagement, programming diversity, and production quality (Ginsburg, 2008). Workshops and training programs that provide local broadcasters the tools they need to create top-notch content can help address this issue.

The freedom and autonomy of indigenous radio stations can also be curtailed by governmental policies and laws, which can limit their influence and audience within their communities (Hermes, 2015). Like many other community radio stations in Nigeria, Heritage 104.9 FM, Eket, has difficulties in this area, and its impartiality and independence in reporting have come under scrutiny.

Notwithstanding these obstacles, indigenous radio shows are nevertheless essential for fostering community growth and cultural preservation. "Eki Idediongo" and other indigenous programs on Heritage 104.9 FM give local perspectives and issues a platform and promote intercultural understanding and reconciliation. The station's dedication to creating top-notch indigenous programming is essential to its ongoing significance and influence in the neighborhood.

### ***Theoretical Framework***

The Uses and Gratifications Theory and the Theory of Listener-Sponsored Radio were the two theoretical frameworks used in this investigation. According to Blumler and Katz's (1974) Uses and Gratifications Theory, media consumers are goal-oriented and pick media messages carefully according to their wants, values, and beliefs. Ajaegbu, Akintayo, and Akinjiyan (2015) cited McQuail (1994) as identifying four areas of a person's requirements that media will satisfy: surveillance, personal identification, companionship, and diversion. This theory is pertinent to the study since it proposes that Eket inhabitants use radio to satisfy their goals and satisfy their curiosity by listening to Heritage 104.9 FM's programming to obtain particular benefits based on their preferences. This theory is criticised for assuming a high degree of audience agency and rationality, which isn't always the case.

Lew Hill's 1937 Theory of Listener-Sponsored Radio highlights the necessity of using radio for important artistic and communication purposes while adhering to moral and aesthetic standards. This theory is pertinent to the study because it emphasises how crucial it is for radio stations to provide top-notch programming that uplifts listeners and complies with communication ethics. In other words, the theory explains why Heritage 104.9 FM, Eket, produces shows that educate and inform its audience in addition to entertaining them, especially when it comes to indigenous programs that support community development and cultural preservation. According to the theory's emphasis on aesthetic and moral standards, radio stations such as Heritage FM have an obligation to maintain high standards of programming that satisfy the interests and needs of their listeners while simultaneously advancing values that align with the community's cultural and social norms. One criticism of this approach is that radio stations would find it difficult to strike a balance between the demands of commercial broadcasting and the necessity for substantial communication.

## METHODOLOGY

In order to find out how many people listen to indigenous programming on Heritage 104.9 FM in Eket, this study used a survey research design. According to Ownamalam's (2012) population calculation, the study's population consisted of 271,494.832 residents of the Eket Local Government Area, as estimated from the 2006 census. The Taro Yamane formula was used to determine a sample size of 399 (Obasi, 2013). To choose respondents from the study's population, a combination of purposive and systematic random selection approaches were used. The research tool used in the study was the questionnaire. Eighty copies of the questionnaire were given to each of the five main routes in Eket that were purposefully chosen. 399 respondents received copies of the questionnaire; 350 of those copies were completed and properly returned, resulting in 88% return rate. Frequency ratings and simple percentages were used to tabulate and statistically analyse the data.

## RESULT

Table 1. What is the level of listenership of indigenous programmes on Heritage 104.9 FM, Eket?

| <b>Variables</b> | <b>Frequency</b> | <b>Percentage %</b> |
|------------------|------------------|---------------------|
| Very high        | 121              | 35                  |
| High             | 144              | 40                  |
| Moderate         | 43               | 12                  |
| Low              | 12               | 3                   |
| Very Low         | 30               | 9                   |
| <b>Total</b>     | <b>350</b>       | <b>100</b>          |

According to the data in Table 1 above, the majority of respondents (75%) said they listened to indigenous programmes on Heritage 104.9 FM in Eket at a high to very high level (35% and 40%, respectively). This implies that the audience enjoys and pays attention to the station's native programming. "High listenership levels can be attributed to the relevance and cultural significance of indigenous programmes, which resonate with the audience," Alhassan (2021, p. 14). The results further support the claim made by Nwachukwu (2022) that radio is still an essential medium for the spread and preservation of culture, especially in rural regions.

Table 2. What factors influence listenership of indigenous programmes on Heritage 104.9 FM, Eket?

| <b>Variables</b>   | <b>Frequency</b> | <b>Percentage %</b> |
|--------------------|------------------|---------------------|
| Cultural relevance | 42               | 12                  |
| Language           | 32               | 9                   |
| Programme content  | 73               | 21                  |
| Presenter's style  | 78               | 22                  |
| Community focus    | 65               | 19                  |
| Accessibility      | 60               | 17                  |
| <b>Total</b>       | <b>350</b>       | <b>100</b>          |

According to the data in Table 2 above, presenter style (22%), programme content (21%), and community focus (19%) are the main factors impacting listenership of indigenous programs on Heritage 104.9 FM, Eket. These results imply that community-focused programming, interesting presenters, and pertinent information are essential for drawing in and keeping listeners. Etim and Akpan (2022) assert that listenership is significantly predicted by elements like interesting radio broadcasters and programme content. Similar to this, Nweke and Okoro (2017) stress how crucial it is to engage audiences and encourage cultural preservation by utilising local languages and culturally appropriate content.

Table 3. What are the predominant indigenous programmes that Eket audience mostly listen to on Heritage 104.9 FM?

| <b>Variables</b> | <b>Frequency</b> | <b>Percentage %</b> |
|------------------|------------------|---------------------|
| Mboho Nti Iban   | 87               | 25                  |
| Ekid Idediongo   | 81               | 23                  |
| Uyai Abasi       | 162              | 46                  |
| Nte mmọ mmọ      | 18               | 5                   |
| Others           | 2                | 1                   |
| <b>Total</b>     | <b>350</b>       | <b>100</b>          |

According to the data in Table 3 above, "Uyai Abasi" (46%), "Mboho Nti Iban" (25%), and "Ekid Idediongo" (23%) are the most popular indigenous programs on Heritage 104.9 FM among the Eket audience. This implies that listeners choose entertainment programs the most. According to Okon and Ogar

(2021), radio entertainment programs frequently draw sizable audiences because of their captivating qualities and capacity to promote enjoyment and relaxation. The audience finds "Uyai Abasi" to be entertaining, which may be the reason for its success (Okon & Ogar, 2021). Furthermore, the results support the claim made by Ugwu and Eze (2023) that radio shows that address the interests and needs of their listeners typically have greater listenership ratings.

Table 4. What gratifications do Eket audience derive from listening to Heritage 104.9 FM's indigenous programmes?

| <b>Variables</b>    | <b>Frequency</b> | <b>Percentage %</b> |
|---------------------|------------------|---------------------|
| Cultural enrichment | 97               | 28                  |
| Entertainment       | 69               | 20                  |
| Information         | 55               | 16                  |
| Social connection   | 67               | 19                  |
| Relaxation          | 21               | 6                   |
| Education           | 36               | 10                  |
| Others              | 5                | 1                   |
| <b>Total</b>        | <b>350</b>       | <b>100</b>          |

According to the data in Table 4 above, listening to the indigenous programming on Heritage 104.9 FM provides the Eket audience with the greatest amount of entertainment (20%) and cultural enrichment (28%). This implies that the shows are successful in raising viewers' cultural awareness and offering them entertainment value. Aduba and Nnamani (2022) assert that one of the main benefits that listeners receive from indigenous radio shows is cultural enrichment, which gives them a feeling of identity and ties them to their heritage. Furthermore, the results support the claim made by Onyechi and Nwosu (2023) that entertainment plays a major role in encouraging listeners to interact with radio shows, especially those in indigenous languages.

## **DISCUSSION**

### ***Research Question 1: Level of Listenership of Indigenous Programmes***

According to the study's findings, most respondents (75%) said they listened to a high to very high percentage of indigenous programming on Heritage 104.9 FM in Eket. This implies that the audience enjoys and pays attention to the station's native programming. Indigenous programs' cultural value and relevance appeal to the audience, which explains their high listenership levels (Alhassan, 2021, p. 14). Media consumers are goal-oriented and selectively select media messages according to their needs, beliefs, and values, according to the Uses and Gratifications Theory (Blumler & Katz, 1974). The audience's desire for indigenous programming on Heritage 104.9 FM might be interpreted in this light as a conscious decision to satisfy their entertainment and cultural demands. The results of this study highlight the significance of indigenous programs in fostering cultural awareness and preservation, and radio continues to be an essential medium for cultural preservation and dissemination,

especially in rural regions (Nwachukwu, 2022). The high levels of listenership found in this study align with empirical assessments that indicate indigenous programs can help community people develop a feeling of identification and belonging (Etim & Akpan, 2022). The results also demonstrate the importance of radio as a medium for cultural expression and preservation, especially in societies that place a high value on customs and languages. The results of this study corroborate the claim that listenership is significantly predicted by how relevant indigenous programs are to the cultural background and interests of the audience (Nweke & Okoro, 2020).

***Research Question 2: Factors Influencing Listenership***

According to the study's findings, presenter style, program substance, and community focus are the main elements influencing listeners of indigenous programs on Heritage 104.9 FM, Eket. The results of this study confirm that listenership is significantly predicted by engaging presenters and program content (Etim & Akpan, 2022). Increased audience loyalty and retention can result from the presenter's manner and the program's substance, which can help them have an emotional connection to it (Okon & Ogar, 2021). The results of this study emphasise the significance of community emphasis in indigenous programming, and the use of local languages and culturally relevant content is also essential for capturing audiences' attention and encouraging cultural preservation (Nweke & Okoro, 2020). According to the Theory of Listener-Sponsored Radio, radio must be used for important artistic and communication purposes while adhering to moral and aesthetic standards (Hill, 1937). In this regard, the elements affecting the number of people who tune in to Heritage 104.9 FM's indigenous programming can be interpreted as an indication of the station's dedication to creating top-notch programming that caters to the interests and needs of its listeners. The results of this study highlight the significance of presenter style in indigenous programming, as the ability of presenters to emotionally connect with listeners is a major factor in programming efficacy (Obinna, 2022).

***Research Question 3: Predominant Indigenous Programmes***

The results of this study indicate that among the Eket audience, "Uyai Abasi" is the most popular indigenous program on Heritage 104.9 FM, followed by "Mboho Nti Iban" and "Eki Idediongo." According to Okon and Ogar (2021), radio entertainment programs frequently draw sizable audiences because of their captivating qualities and capacity to promote enjoyment and relaxation. "Uyai Abasi"'s popularity may be ascribed to its entertaining content, which speaks to the audience's interests and cultural background. The results of this study corroborate the claim that radio shows that address the interests and needs of their listeners typically have greater listenership ratings (Ugwu & Eze, 2023). The uses and gratification for "Uyai Abasi" can also be explained by theory, since the show may be viewed as a way to satisfy their demand for entertainment. The results of this study demonstrate the value of indigenous programs in fostering cultural awareness and preservation. The significance of indigenous programs is found in their capacity to support linguistic diversity and fortify cultural identity among indigenous populations (Hermes, 2015). The audience's demand for

shows that represent their cultural identity and values can also be interpreted as the reason behind "Uyai Abasi"'s popularity.

***Research Question 4: Gratifications Derived from Listening***

According to the examination of the gratifications derived from listening to indigenous programming, cultural enrichment was the main driver, influencing 28% of respondents. Listeners show a strong desire to interact with material that strengthens their sense of cultural pride and ties them to their ancestry. The claim made in the literature, especially by Aduba and Nnamani (2022), that indigenous radio gives people a forum to express their cultural identities, is strongly supported by the present research. A shared experience where community members may jointly access, engage with, and perpetuate cultural narratives essential to their identity is the result of such a tendency toward cultural enrichment. Another top choice is entertainment, which 20% of respondents said was a major source of satisfaction. This implies that although cultural content is still crucial, these programs' ability to be enjoyable cannot be overstated. A dual approach to involvement is made possible by the characteristics of entertainment; listeners who are looking to unwind or have fun also strengthen their emotional bond with their culture (Onyechi & Nwosu, 2023). Interacting with the sentimental and enjoyable elements of content strengthens ties within the community because everyone enjoys it together, which results in the creation of shared stories that are infused with cultural validation.

A further level of participation through indigenous programs is shown by the inclusion of social connection and information as gratifications, which account for 16% and 19% of the total. The function of Heritage 104.9 FM as a vital source of community knowledge is further supported by the active transmission of local news and discussions, which enriches understanding of community dynamics. As a result, the radio station transcends its role as a place for amusement and actively promotes social interaction while overcoming divides among the community's many demographics (Eze, 2023).

These findings have important ramifications, shedding light on how indigenous radio may proactively address the shared motivations of its audience. The mutually beneficial link between culture, entertainment, information, and connection can influence program design in a special way, making Heritage 104.9 FM an essential medium for preserving culture and strengthening ties within the community (Okonkwo, 2023). Therefore, it is the duty of station management to maintain programming standards that give priority to these pleasures, improving cultural relevance and growing the audience through focused engagement tactics. The station must manage listeners' expectations across a variety of pleasure dimensions in order to maintain long-term viability, making sure that its programming is interesting, current, and essential to Eket's cultural space.

## **CONCLUSIONS AND RECOMMENDATIONS**

The study concludes that indigenous programmes on Heritage 104.9 FM are highly effective in promoting cultural awareness and preservation among the Eket audience, with high listenership levels and significant gratifications derived from cultural enrichment and entertainment.

## **FURTHER STUDY**

1. Heritage 104.9 FM Presenters should maintain engaging presenter styles and incorporate more interactive elements in their programmes to sustain listener interest.
2. Programme Managers should prioritise programmes with a community focus and cultural relevance to enhance listenership and audience engagement.
3. Station Management should invest in improving broadcast reach to remote areas and address technological barriers to increase accessibility.
4. Content producers should ensure that programme content is development-oriented, focusing on education, agriculture, health, and cultural preservation to positively impact the audience's well-being.
5. Researchers should conduct further studies on the impact of indigenous programmes on cultural preservation and community development to inform future programming decisions.

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