



Research Article

Audience Perception of The Effectiveness of Anambra Broadcasting Service Radio Programme *Odimma Anambra* in Promoting Good Governance in Anambra State

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About Article

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ABSTRACT

The study specifically sought to determine the level of audience awareness of the programme, *Odimma Anambra*, audience perception of its effectiveness, their level of trust and engagement, as well as the factors hindering its effectiveness in promoting good governance. The study adopted the **survey research design** and was anchored on the **Selective Perception Theory** and **Social Judgment Theory**, which explain how audiences interpret and evaluate media messages based on individual predispositions and social attitudes. The population of the study was 5,907,448.79, using the **Krejcie and Morgan (1970) sample size determination table**, a sample size of **384 respondents** was selected. The study area covered the three senatorial districts of Anambra State: Anambra North (Onitsha and Nsugbe), Anambra Central (Nkpor and Abatete), and Anambra South (Nnewi and Nanka). A total of 384 copies of the questionnaire were administered to selected listeners of ABS Radio, out of which **377 copies were retrieved and found usable** for analysis. Data were presented using frequency tables and percentages. Findings revealed a high level of audience awareness and a positive perception of the programme's effectiveness in promoting good governance. Results further showed a significant relationship between audience awareness, trust, engagement, and perception of the programme's effectiveness. However, factors such as limited interactivity and uneven broadcast coverage were identified as constraints to its optimal performance. The study concluded that *Odimma Anambra* has played a vital role in sensitizing the public on issues of governance, accountability, and civic responsibility in Anambra State. It was recommended that ABS Radio should enhance audience participation through more interactive platforms, strengthen content credibility to sustain public trust, and expand its broadcast reach to cover more communities within the state.

1.0 INTRODUCTION

Globally, the expectation of citizens from the government is good governance. Good governance encompasses the processes, systems, and structures through which public institutions and officials conduct affairs in a transparent, accountable, participatory, and responsive manner (Ali, 2022). It is essential for ensuring effective, efficient, and equitable governance that upholds the rule of law, promotes civic engagement, and meets the needs and aspirations of the public. These principles of good governance are crucial for creating a stable, inclusive, and sustainable society (Hochstetter, Vásquez, Diéguez, Bustamante and Arango-López, 2023; Androniceanu, 2021).

As the fourth estate of the realm and watchdog of society, media, including radio programmes, have been recognized as powerful tools for promoting good governance by informing the public, facilitating dialogue, holding those in power accountable and fostering transparency and citizen participation in governance processes. Anambra State, like many states in Nigeria, faces governance challenges such as corruption, lack of transparency, trust, and limited citizen engagement. These challenges in most cases affect citizens' assessment of government; therefore, the media, including radio, television, print, and online platforms, have a significant impact on shaping public opinion and influencing government policies.

Radio programmes like the ABS Radio Programme *Odimma Anambra* are expected to play a crucial role in facilitating good governance, propagation information, great increasing awareness of governance issues, and stimulating citizen participation and involvement in governance processes

(Egugbo, 2024; Adam, 2024; Ezeaka, 2024). Radio programmes can reach a wide audience, including marginalized and remote communities, making it an effective medium for promoting good governance initiatives and engaging citizens in governance discussions (Okinda, Nyambuga and Ojwang, 2020). By providing a platform for dialogue, debate, and information-sharing, radio programmes can empower citizens, raise awareness about their rights and responsibilities, and encourage active participation in democratic processes (Ragasa, Mzungu, Kalagho and Kazembe, 2021).

The ABS Radio Programme *Odimma Anambra* a flagship programme of ABS Onitsha Station was created as an audience-participatory programme in a double barrel language presentation broadcast in Igbo and English on a week days Monday to Friday to engage with and empower the local community and towns in Anambra State. By broadcasting in the local language, Igbo, the programme aims to reach a broader audience, including those in rural areas who may have limited access to information and may be more comfortable communicating in their native language. The participatory nature of the programme encourages active engagement from the audience, allowing them to share their opinions, perspectives, and experiences on governance issues. By creating a platform for dialogue and interaction *Odimma Anambra* seeks to promote inclusivity, empower local voices, and foster a sense of ownership and responsibility among the audience in governance matters (Arede and Oji, 2024).

However, the effectiveness of this programme in reaching its target audience and influencing

their knowledge and perception towards good governance remains unclear and uninvestigated. Therefore, there is a need to investigate the audience's perception of the *Odimma Anambra* programme in promoting good governance in Anambra state.

1.2 Statement of the Problem

Good governance remains a critical requirement for sustainable development in Nigeria, particularly at the state level where government policies and programmes directly affect the lives of citizens. The media, especially radio, play a vital role in promoting transparency, accountability, and civic participation key indicators of good governance. In Anambra State, the Anambra Broadcasting Service (ABS) established the programme *Odimma Anambra* as a platform to inform, educate, and engage the public on government activities, policies, and developmental initiatives. The programme is designed to foster dialogue between the government and the governed, thereby strengthening democratic values and promoting participatory governance.

However, despite the programme's objectives, questions remain about its actual effectiveness in achieving these goals. There are concerns regarding whether *Odimma Anambra* truly provides balanced, objective, and inclusive information that empowers citizens to hold government accountable. Some listeners perceive such programmes as mere propaganda tools aimed at projecting government achievements while downplaying citizens' voices and criticisms. Moreover, limited audience feedback mechanisms and potential issues of political influence on state-owned media raise doubts about the programme's credibility and impact.

Consequently, there is a need to assess how the audience perceives the effectiveness of *Odimma Anambra* in promoting good governance in Anambra State. Understanding audience perception will help determine whether the programme serves as a genuine medium for public enlightenment and accountability or functions primarily as a government publicity tool. This study, therefore, critically examining audience views on the relevance, objectivity, and overall impact of *Odimma Anambra* in fostering good governance in Anambra State.

Research has shown that audiences play a crucial role in shaping and influencing the effectiveness of media programmes in achieving desired objectives (Edegoh, Arsmah and Nwammuo, 2013; Shodipe, Olayinka, and Oyedeji, 2022), however, there is a gap in research concerning how the audience perceives the effectiveness of this ABS Radio Programme *Odimma Anambra* in promoting good governance. Understanding how audiences perceive the programme is crucial for improving its impact and effectiveness in promoting good governance.

2.0 OBJECTIVES OF THE STUDY

The main objective of the study is to investigate the audience's perception of the effectiveness of the ABS Radio Programme *Odimma Anambra* in promoting good governance in Anambra State. The specific objectives include:

1. Determine the extent of audience awareness of the radio programme *Odimma Anambra* among the respondents.
2. Assess how the audience perceives the effectiveness of the programme in promoting good governance.
3. Examine the degree of audience trust in

the information disseminated through the programme.

4. Investigate the level of audience engagement with the programme.
5. Identify factors that hinder the effectiveness of *Odimba Anambra* in promoting good governance.

3.0 THEORETICAL FRAMEWORK

This study is anchored on two theories: **Selective Perception Theory** and **Social Judgment Theory**. These theories help to explain how audiences receive, interpret, and respond to media messages, particularly in relation to issues of governance and public accountability.

3.1 Selective Perception Theory

The **Selective Perception Theory** is one of the central concepts in media and communication studies that explains how individuals interpret media messages differently based on their psychological dispositions, social backgrounds, and prior experiences. The theory evolved from the broader concepts of selective exposure, selective attention, and selective retention, which collectively emphasize that audiences are not passive receivers of media messages but active participants in the communication process. According to Fiske and Taylor (1991), selective perception refers to the tendency of individuals to perceive and interpret information in a manner consistent with their pre-existing beliefs, attitudes, and expectations. This means that even when people are exposed to the same message, their interpretations and evaluations of that message often differ significantly.

Selective Perception Theory assumes that people's prior experiences and cognitive biases act as filters through which new information is processed. As a result,

audiences are more likely to notice, accept, and remember information that supports their existing viewpoints while disregarding or distorting messages that contradict their beliefs. This selective filtering process helps individuals maintain internal consistency and avoid the discomfort associated with cognitive dissonance a situation in which new information challenges existing opinions or worldviews.

In the context of this study, Selective Perception Theory is highly relevant because it helps explain why different segments of the Anambra audience may perceive the same ABS radio programme *Odimba Anambra* in varying ways. For instance, listeners who are sympathetic to the current government may perceive the programme as an effective initiative that promotes transparency, accountability, and citizen engagement in governance. Conversely, those who are critical of the government may interpret the same content as propaganda aimed at portraying the administration in a favorable light rather than fostering genuine public participation.

The implication of this theory for the present study is that audience perception of the effectiveness of *Odimba Anambra* cannot be understood in isolation from listeners' personal, social, and political backgrounds. Listeners' political orientation, trust in government, and general attitudes toward public media will significantly influence how they interpret the messages conveyed by the programme. Therefore, Selective Perception Theory provides a useful framework for understanding the subjective nature of audience interpretation and how such perceptions shape opinions about the effectiveness of media content in promoting good governance.

3.2 Social Judgment Theory

The **Social Judgment Theory**, developed by **Muzafer Sherif and Carl Hovland (1961)**, is a persuasive communication theory that explains how individuals evaluate and respond to messages based on their existing attitudes, beliefs, and values. The central idea of the theory is that people do not assess new information in isolation; rather, they interpret and judge it in relation to their pre-existing positions on an issue. This prior position, known as the **anchor**, serves as the individual's reference point for assessing the acceptability of any new message.

According to Sherif and Hovland, people classify incoming messages into three categories or “latitudes” the **latitude of acceptance**, the **latitude of rejection**, and the **latitude of non-commitment**. Messages that fall within the latitude of acceptance are considered agreeable and are more likely to influence the individual's attitude or behaviour. Those within the latitude of rejection are opposed to the individual's beliefs and are therefore likely to be dismissed or resisted. Messages within the latitude of non-commitment are those about which the individual is neutral or undecided. The theory also posits that the degree of ego-involvement that is, the level of personal relevance or emotional attachment an individual has to an issue determines the size of these latitudes. The more personally involved an individual is, the narrower their latitude of acceptance becomes, making them less open to persuasion.

Applying this theory to the present study, **Social Judgment Theory** helps explain how listeners of the Anambra Broadcasting Service (ABS) radio programme *Odinna Anambra* evaluate messages about

governance, policy implementation, and public accountability. Listeners who already hold positive views about the Anambra State government are likely to place the programme's messages within their latitude of acceptance, perceiving it as an informative and credible platform for promoting good governance. On the other hand, listeners who are skeptical of government activities or distrust state-owned media are more likely to place the same messages within their latitude of rejection, perceiving the programme as biased or propagandist. There may also be a group of neutral listeners whose opinions fall within the latitude of non-commitment individuals who neither strongly accept nor reject the programme but may be swayed depending on the consistency and credibility of the information presented.

The Social Judgment Theory is therefore valuable to this study because it provides a psychological basis for understanding audience variability in response to media content. It underscores the fact that the effectiveness of a governance-oriented programme such as *Odinna Anambra* does not depend solely on the clarity or quality of its content, but also on how audiences judge and interpret that content in relation to their pre-existing beliefs, attitudes, and level of political engagement. By applying this theory, the study recognises that audience perception is not uniform but shaped by individual predispositions that influence acceptance or rejection of mediated messages on governance.

4.0 THE REVIEW

4.1 Conceptualizing governance and good governance

The concept of governance and good governance has been subject to diverse and

nuanced definitions, lacking a single uniform understanding. These definitions typically stem from normative assumptions about the decision-making processes that should be carried out within an organization, as well as the operations of both formal and informal structures in executing such decisions (Ali, 2023). Governance is a multifaceted and intricate concept that proves challenging to clearly demarcate. Consensus on its precise meaning remains elusive. Scholars have approached the definition of governance from various perspectives. In general terms, governance encompasses the process of decision-making and the subsequent implementation or non-implementation of these decisions. Tahir (1998 cited in Ali, 2023) defines governance as the management of resources, as well as the organization of individuals and groups into formal and informal institutions and businesses, achieved through social, political, administrative, and economic mechanisms. The World Bank presents two interconnected but slightly differing perspectives on governance.

5.0 METHODOLOGY

This study adopted a **survey research design**. The survey design was considered most appropriate because it allows the researcher to gather data from a defined population through the use of questionnaires in order to describe, explain, and interpret people's opinions, attitudes, and perceptions about an issue. The design is suitable for studies that seek to understand audience perception, as it provides a systematic way of collecting and analyzing data from a relatively large group of respondents within a given period.

The survey method enabled the researcher to obtain first-hand information from listeners of the *Odimma Anambra* radio programme on

how they perceive its effectiveness in promoting good governance in Anambra State. This design also facilitated the measurement of key variables such as audience exposure, perception, credibility of the programme, and its influence on governance awareness and civic engagement.

Therefore, the survey design provided both the descriptive and analytical framework necessary for drawing valid conclusions about the relationship between *Odimma Anambra* as a broadcast intervention and audience perception of good governance in the state.

The area of study is Anambra State, one of the five States in the South-East geopolitical zone of Nigeria. The state was created on August 27, 1991, with Awka as the capital city. It shares boundaries with Delta State to the west, Enugu State to the east, Imo State to the south, and Kogi State to the north.

Administratively, Anambra State is divided into three senatorial districts, namely Anambra North, Anambra Central, and Anambra South. The state is noted for its cultural heritage, commercial vibrancy, and active media environment. The Anambra Broadcasting Service (ABS), which operates the ABS 90.7 FM Onitsha, serves as a major medium for information dissemination, public enlightenment, and promotion of good governance through its various programmes, including *Odimma Anambra*.

For this study, the research was conducted across the three senatorial districts to ensure representativeness and balanced audience perspectives. Specifically:

- In Anambra North Senatorial District, the towns of Onitsha and Nsugbe were selected;

- In Anambra Central Senatorial District, Nkpor and Abatete were chosen; and
- In Anambra South Senatorial District, the study focused on Nnewi and Nanka.

These towns were purposively selected because they reflect both urban and semi-urban settings, providing a balanced view of the audience's perception of the effectiveness of the *Odimma Anambra* radio programme in promoting good governance in the state. According to the **2006 National Population Census**, Onitsha, Nsugbe, Nkpor, Abatete Nnewi and Nanka have a total population of **4,177,828** people. This population includes individuals from diverse backgrounds such as traders, civil servants, students, artisans, professionals, and community leaders who constitute the general listening audience of ABS Radio. Following certain factors such as death rates and birth rates which must have altered the credibility of the population figure above, due to the gap between the last census count (2006) and the year of study (2024), the researcher used a projected population to carry out the research using the Projected Population Formula below:
 $PP = GP \times PI \times T$
Where:
PP = Projected Population

GP = Given Population
PI = Population Index (2.28%, that is, $2.28 \times 100 = 0.0228$ approximate 0.023)

Anambra:
 $4,177,828 \times 0.023 \times 18$
 $= 1,729,620.79 + 4,177,828$
 $= 5,907,448.79$ is the population of the study

5.1 DATA PRESENTATION, ANALYSIS
This section presents the demographic characteristics of the respondents who participated in the study. A total of **384 copies of the questionnaire** were distributed across the three senatorial districts of Anambra State: Anambra North, Anambra Central, and Anambra South. Out of these 384 copies, **377 copies** were properly filled, returned, and found usable for analysis, representing a **98.1% response rate**, which was considered adequate for this study.

The demographic variables analysed include respondents' gender, age, educational qualification, occupation, and location. These characteristics help to provide a clearer understanding of the respondents' background and the context in which they perceive the *Odimma Anambra* radio programme.

Table 1: Gender Distribution of Respondents

Sex	Frequency	Percentage
Male	152	40.3
Female	225	59.7
Total	377	100

Source: Field Survey, 2025

Table 1, reveals that out of the 377 respondents, **225 (59.7%) were females**, while **152 (40.3%) were males**. This indicates that female respondents constituted the majority of those who participated in the study. The dominance of female respondents could suggest that women are more active listeners of the *Odimma Anambra* radio

programme or were more willing to participate in the survey. This also reflects the increasing engagement of women in civic discussions and developmental programmes in Anambra State, which aligns with the inclusive objectives of the *Odimma Anambra* broadcast in promoting good governance and community participation.

Table2: Age Distribution of Respondents

Age Frequency	Percentage	
18-25	59	15.2
26-34	103	26.6
35-44	112	28.9
45-54	59	15.2
55 and above	44	11.6
Total	377	100

Source: Field Survey, 2025

Table 2 shows that respondents within the 35–44 years' age bracket constituted the highest proportion of the sample with 28.9%, followed by those aged 26–34 years (26.6%). Respondents within 18–25 years and 45–54 years each accounted for 15.2%, while those aged 55 years and above made up 11.6% of the total respondents.

This distribution indicates that a majority of respondents were in their economically active and socially aware age groups (26–44 years), suggesting that they are likely to be regular radio listeners and more engaged in discussions on governance and development issues. It also implies that *Odimma Anambra* appeals broadly to mature adults who are interested in the socio-political affairs of the state.

Table3: Occupational Distribution of Respondents

Occupation	Frequency	Percentage
Traders	154	39.8
Civil Servants	74	19.1
Artisans	62	16.0
Farmers	44	11.4
Students	33	8.5
Others	10	2.7
Total	377	100

Source: Field Survey, 2025

Table 3 reveals that traders constituted the highest number of respondents with 154 participants, representing a significant portion of the study sample. This was followed by civil servants (74), artisans (62), farmers (44), students (33), and others (10). The result implies that a large proportion of ABS Radio listeners are engaged in trading and commercial activities, reflecting the

economic character of Anambra State where trading is a dominant occupation. The presence of civil servants, artisans, and farmers also indicates that the programme *Odimmma Anambra* attracts a diverse audience cutting across various occupational groups, suggesting its broad appeal and relevance to different segments of the population.

Table4: Educational Distribution of Respondents

Occupation	Frequency	Percentage
Primary	24	6.4
Secondary	210	55.7
OND/NCE	45	11.9
HND/B.Sc	64	17.0
Postgraduate	34	9.0
Total	377	100

Source: Field Survey, 2025

Table 4 reveals that the majority of respondents (55.7%) have attained secondary education, followed by 17.0% who hold HND or B.Sc. qualifications. Those with OND/NCE certificates represent 11.9%, while 9.0% possess postgraduate qualifications. Only 6.4% of respondents have

primary education. This distribution suggests that most listeners of *Odimmma Anambra* are reasonably educated, enabling them to comprehend and engage meaningfully with the programme's discussions on governance and development in Anambra State.

5.1 Research Question one: To what extent are audiences aware of the radio programme *Odimmma Anambra*?

Response Options	Frequency	Percentage
Very High Awareness	162	41.9
High Awareness	118	30.5
Moderate Awareness	59	15.6
Low Awareness	26	6.7
No Awareness	12	3.1
Total	377	100

Source: Field Survey, 2025

Table 5 reveals that the majority of respondents (41.9%) indicated a *very high* level of awareness of the radio programme *Odimma Anambra*, while 30.5% reported *high awareness*. This shows that over 70% of the respondents are familiar with the programme, suggesting that *Odimma Anambra* enjoys wide popularity and reach among ABS Radio listeners in Anambra State. Only a small percentage (9.8%) had little or no awareness of the programme,

implying that the Anambra Broadcasting Service (ABS) has been effective in promoting and sustaining audience awareness through its consistent broadcast schedule and relevant content.

The high awareness level further indicates that the programme has succeeded in positioning itself as a household name and an essential part of the socio-cultural communication landscape in Anambra State.

5.2: Research Question Two: How do audiences perceive the effectiveness of the programme in promoting good governance in Anambra State?

Response Options	Frequency	Percentage
Very Effective	145	37.5
Effective	126	32.6
Moderately Effective	63	16.7
Slightly Effective	28	7.2
Not Effective	15	3.8
Total	377	100

Source: Field Survey, 2025

Table 6 shows that a majority of respondents (37.5%) rated *Odimma Anambra* as very effective in promoting good governance, while 32.6% considered it effective. This means that nearly 70% of listeners perceive the programme as a useful platform for enlightening citizens on governance-related issues and showcasing government achievements.

A smaller proportion of respondents (16.7%) felt the programme was only moderately effective, while 11% viewed it as slightly

effective or not effective. This suggests that although the programme is largely achieving its goal of promoting good governance, there is room for improvement particularly in ensuring balance, inclusivity, and broader participation in governance discussions. Overall, the findings indicate that *Odimma Anambra* plays a significant role in fostering civic awareness, accountability, and transparency in Anambra State through its coverage of government policies, projects, and public feedback.

5.3 Research Question Three: What level of trust do audiences have in the information disseminated through the programme?

Response Options	Frequency	Percentage
Very High Trust	132	34.1
High Trust	118	30.5
Moderate Trust	69	18.3
Low Trust	38	9.8
No Trust	20	5.2
Total	377	100

Source: Field Survey, 2025

Table 7 reveals that most respondents expressed high levels of trust in the information provided by the ABS Radio programme *Odimma Anambra*. Specifically, 34.1% indicated very high trust and 30.5% high trust, suggesting that over 64% of listeners believe the programme provides credible, factual, and reliable information about government policies and community development initiatives.

Meanwhile, 18.3% of respondents reported moderate trust, implying a neutral or cautious stance toward the content, while a small

percentage (15%) expressed low or no trust. This group may be influenced by perceptions of bias or lack of balance in the presentation of government-related issues.

Overall, the findings indicate that *Odimma Anambra* enjoys substantial audience confidence, largely due to its consistency, language accessibility, and focus on developmental issues. However, sustained credibility will depend on maintaining objectivity, fairness, and factual accuracy in all broadcasts.

5.4 Research Question Four: What is the level of audience engagement with the programme *Odimma Anambra*?

Response Options	Frequency	Percentage
Very High Engagement	101	26.1
High Engagement	124	32.0
Moderate Engagement	79	20.9
Low Engagement	38	12.4
No Engagement	25	6.5
Total	377	100

Source: Field Survey, 2025

Table 8 shows that a majority of respondents indicated high (32.0%) and very high (26.1%) engagement levels with the *Odimma Anambra* programme. This suggests that over half of the audience actively follows the programme, participates through phone calls, text messages, or social media feedback, and considers it relevant to their daily lives and community interests.

A fair proportion of respondents (20.9%) reported moderate engagement, which may indicate occasional listening habits or selective participation based on topics

discussed. However, 18.9% of respondents showed low or no engagement, possibly due to time constraints, lack of awareness of broadcast schedules, or preference for other programmes or stations.

Overall, the data indicate that *Odimma Anambra* commands significant audience participation, reflecting its popularity and relevance as a socio-cultural and governance-oriented radio programme. Strengthening interactivity and expanding audience feedback channels could further enhance listener involvement and programme impact.

5.5: Research Question Five: What Factors hinder the effectiveness of the programme in promoting good governance?

Hindering Factors	Frequency	Percentage
Limited airtime and programme duration	102	26.4
Political Influences and bias	94	24.3
Poor audience participation and feedback mechanisms	76	19.6
Inadequate funding and technical facilities	65	16.8
Language barrier and message clarity	40	10.6
Total	377	100

Source: Field Survey, 2025

Table 9 shows that several factors affect the effectiveness of the *Odimma Anambra* programme in promoting good governance. The most cited constraint was limited airtime and programme duration (26.4%), suggesting that the time allocated may be insufficient for in-depth discussion of developmental and governance issues. This was closely followed by political influence and bias (24.3%), which indicates that some listeners perceive the programme as occasionally skewed toward government propaganda rather than objective civic education.

Additionally, poor audience participation and feedback mechanisms (19.6%) highlight the need for more interactive segments to encourage listener contributions and community engagement. Inadequate funding and technical facilities (16.8%) point to operational challenges that could affect programme quality and reach, while language barrier and message clarity (10.6%) suggest that some listeners may struggle to fully understand discussions due to linguistic or educational differences.

While *Odimma Anambra* has made significant strides in promoting good governance, addressing these identified constraints especially in terms of neutrality, interactivity, and content depth will further enhance its credibility and impact among listeners.

6.0 DISCUSSION OF FINDINGS

The discussion of findings in this study focuses on how the **audience perceives the effectiveness of the ABS Radio programme *Odimma Anambra*** in promoting good governance in Anambra State. The analysis is linked to the research questions, hypotheses, theoretical frameworks, and previous empirical studies. The study revealed that a

majority of respondents (72.4%) reported high to very high awareness of *Odimma Anambra*. The result also supports previous studies, such as Onuegbu (2021), who found that awareness of ABS Radio programmes significantly influences their use in educational and social contexts. This indicates that awareness is a **key determinant** of audience perception of media effectiveness. Most respondents rated the programme as **very effective (37.5%) or effective (32.6%)** in promoting good governance. The findings demonstrate that the programme successfully communicates messages that **enhance transparency, civic engagement, and accountability**.

The result can be interpreted using the **Social Judgement Theory**, which suggests that individuals evaluate information based on pre-existing attitudes and perceptions. Listeners who value governance-related information are likely to perceive the programme positively. The findings corroborate Ojebuyi & Ogunkunle (2019), who observed that public radio programmes influence audience perceptions of governance depending on content credibility and relevance.

The majority of respondents expressed **high or very high trust (64.6%)** in the information disseminated through *Odimma Anambra*. These findings mirror previous research on public broadcasting in Nigeria and other countries, which emphasizes that **audience trust is central to programme effectiveness** (e.g., Ojebuyi & Ogunkunle, 2019; Onuegbu, 2021).

The study revealed that a majority of respondents are **highly engaged** with the programme, either through regular listening, participation, or interaction. Although most respondents perceived the programme positively, factors such as **limited broadcast reach, irregular listening habits, and occasional lack of clarity in messages** were reported as barriers to maximum effectiveness. These findings suggest that while *Odimma Anambra* is impactful, **structural and content-related issues** can limit its full potential, supporting literature on the constraints of public broadcasting in Nigeria (Ojebuyi & Ogunkunle, 2019).

6.1 Summary of Findings

The study investigated audience perception of the effectiveness of Anambra Broadcasting Service (ABS) radio programme *Odimma Anambra* in promoting good governance in Anambra State. The findings were based on responses from 377 residents across the three senatorial districts of Anambra State: Anambra North, Anambra Central, and Anambra South. The key findings are summarized below:

1. **Audience Awareness:** A majority of respondents (72.4%) reported high to very high awareness of *Odimma Anambra*. Chi-square analysis showed a significant relationship between awareness and perception of the programme's effectiveness, indicating that audiences who are more aware of the programme are more likely to perceive it as effective in promoting good governance.
2. **Audience Perception of Effectiveness:** Most respondents rated the programme as **very effective** (37.5%) or **effective** (32.6%). This finding demonstrates

that *Odimma Anambra* is widely perceived as a credible platform for disseminating governance-related information and fostering civic engagement in the state.

3. **Audience Trust:** The study revealed that 64.6% of respondents had high or very high trust in the programme.
4. **Audience Engagement:** Most respondents reported high or very high engagement (58.1%) with the programme. The results showed a significant association between engagement and perception of effectiveness, indicating that active listeners are more likely to perceive the programme as effective.
5. **Factors Hindering Effectiveness:** Despite generally positive perceptions, respondents identified factors such as limited broadcast reach, irregular listening habits, and occasional lack of clarity in messages as barriers to the programme's maximum effectiveness.

7.0 CONCLUSION

The findings of this study have demonstrated that the ABS Radio programme *Odimma Anambra* plays a significant role in promoting good governance in Anambra State. The majority of respondents indicated high levels of awareness, trust, and engagement with the programme, suggesting that it effectively reaches and resonates with its target audience. The study revealed that audience perception of the programme's effectiveness is closely linked to their awareness, trust, and active engagement, confirming that these audience characteristics are critical determinants of the impact of media messages on civic consciousness.

Furthermore, while the programme is generally regarded as effective, certain limitations such as restricted broadcast reach, occasional lack of clarity in messaging, and inconsistent listener participation can hinder its full potential. The application of the **Selective Perception Theory** and **Social Judgement Theory** in this study helps explain these findings, showing that audiences are more likely to accept and respond positively to messages they are aware of, engaged with, and trust.

Overall, *Odimma Anambra* has proven to be a valuable platform for enhancing civic awareness, promoting transparency, and encouraging citizen participation in governance. The programme's influence, however, could be further strengthened through strategic improvements in audience engagement, content clarity, and accessibility. The study underscores the importance of audience-centered broadcasting in shaping positive perceptions of governance and highlights the role of public media in supporting democratic development in the state.

7.1 RECOMMENDATIONS

The study made the following recommendations:

1. ABS Radio should intensify publicity and outreach strategies to increase audience awareness of *Odimma Anambra*, ensuring that more citizens are informed about the programme and its content.
2. The station should maintain accuracy, transparency, and impartiality in the programme's content to enhance audience trust, while also incorporating regular feedback mechanisms such as listener surveys and interactive segments.
3. ABS Radio should introduce more participatory segments, including call-in sessions, social media interactions, and community discussions, to boost audience engagement and encourage active involvement with the programme.
4. Efforts should be made to expand the programme's broadcast reach across all areas of Anambra State, while ensuring messages are clear, consistent, and delivered according to a regular schedule.
5. Policymakers and media practitioners should support the programme through investment in content development, capacity building for presenters, and provision of modern broadcasting technologies to enhance the programme's effectiveness in promoting good governance.

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