



COMMUNITY BROADCASTING AND WOMEN EMPOWERMENT IN OGUN STATE STUDY OF FAMILY FM

¹Shola H. Adeosun and ²Dammy, Saanufunmi Omitogun

^{1&2}Department of Mass Communication, Moshood Abiola Polytechnic, Abeokuta.
bukkyade_2007@yahoo.com

Abstract

This study examines the impact of community broadcasting on women empowerment in Ogun State, Nigeria, with a focus on Family FM, a radio station that airs programmes aimed at promoting women's development. Women empowerment is a critical issue in Nigeria, with many women facing challenges in accessing education, healthcare, and economic opportunities. Broadcasting has been identified as a key tool for promoting women's empowerment, with the potential to reach a wide audience and influence attitudes and behaviors. Family FM, a radio station in Ogun State, has been airing programmes aimed at promoting women's development, making it an ideal case study for examining the pact of broadcasting in women empowerment.. A survey of 400 respondents was conducted to gather data on the impact of Family FM's programmes on women's empowerment. The respondents were selected using a random sampling technique, and data was collected using a structured questionnaire. The data was analyzed using descriptive statistics, including frequencies and percentages. The study findings 75% of respondents indicated that Family FM's programmes have increased their awareness of women's rights, 65% of respondents indicated that Family FM's programmes have improved their self-esteem, 60% of respondents indicated that Family FM's programmes have enhanced their economic empowerment and 80% of respondents agreed that Family FM's programmes have contributed to women's empowerment in Ogun State.. The results show that Family FM's programmes have contributed significantly to women's empowerment in Ogun State, with the majority of respondents indicating that the programmes have increased their awareness of women's rights, improved their self-esteem, and enhanced their economic empowerment. The study concluded and recommends that Family FM should increase its coverage of women's issues, provide more skills training programmes, and collaborate with other stakeholders to promote women's empowerment, family FM should increase its coverage of women's issues, including health, education, and economic empowerment, family FM should provide more skills training programmes for women, including vocational training and entrepreneurship development, family FM should collaborate with other stakeholders, including government agencies and non-governmental organizations, to promote women's empowerment and the Nigerian Broadcasting Commission should provide guidelines and regulations to ensure that broadcast media prioritize women's empowerment and development.

Keywords: Community broadcasting, women, empowerment.



1.0 Introduction

Community broadcasting has been recognized as a powerful tool for promoting social change and empowering marginalized groups, particularly women, in Nigeria. In Ogun State, community broadcasting has been used to promote women's empowerment and development, with Family FM being a notable example.

As cited in Ihemeje (2023), growing concerns about the impacts of women's empowerment on sustainable development have generated lots of interest in enhancing the political and economic capacity of the local women in developing countries like Nigeria, where vulnerability to low political and economic capacity is high, because they are the marginalized group in the society. Thus, women's empowerment is a vehicle for ensuring effective sustainable development.

According to Aladeselu (2021), President of African Women Empowerment Guild (ANEG), Empowerment of women is a process of assisting women to explore their inert potentials, access information and they acknowledge acquiring skills that will improve their lot. Thus women can become economically empowered, educationally, socially and even legally empowerment is aimed at widening the scope of women's economic activities, and their economic competence. The educational empowerment entails the opening of adequate access for women to attain formal education, basic literacy; science and technology, provision for support and child care service which enables mothers continue schooling. Political employment is addressed by moves to provide information and training to encourage women to participate in political process, appointing more women in key positions, decision making bodies in government, political parties and trade unions. According to Aladeselu (2021) Investing in women development or

empowerment is globally acknowledged as one in the right direction, without which any attempt at nation building would blunder and run counterproductive. The mass media plays a significant role in shaping women's importance in society. By perpetuating gender inequalities and stereotypes, media can play an important role in empowering women. They create forum for information and motivation. The fundamental function of the mass media is mainly to expose, provide and enhance incidental learning. They have the capacity to reflect and shape opinion thus playing active role in public attitude formation. It is a very effective body of communication with good and wide availability which makes it more convincing that a large number of people is more likely to be influenced. Therefore, the mass media aims at converting, re-enforcing, charging or persuading the activities of people in a given society. In assessing the role of the mass media in supporting women empowerment campaign in Nigeria therefore, one takes into cognizance those roles both the radio, television, newspaper, magazines, books and journals etc. have played by improving and ensuring the welfare of the women in our society. In this study, Family FM is a community radio station that has been broadcasting programs aimed at promoting women's empowerment in Ogun State, Nigeria. This study examines the impact of Family FM on women's empowerment in Ogun State, Nigeria.

Statement of the Problem

Despite the importance of women's empowerment, women in Ogun State, Nigeria, continue to face significant challenges, including limited access to education, economic opportunities, and healthcare. Community broadcasting has been identified as a potential solution to these challenges, but there is a need to assess the impact of community broadcasting on women's empowerment in Ogun State,



Nigeria. The contribution of the women in socio – economic, political and cultural development of Nigeria cannot be over emphasized. In view of the above, it is expected that women with their large number in the society, should be embraced into the scheme of things instead of being relegated to the background. Already, in our various schools of higher learning, female student journalists have continued to increase in number. With such development, it is expected that such large numbers should also extend to the media houses and other fields of human endeavour. It is very worthy therefore for the mass media to champion the course for women employment so as to liberate them from all manner of discriminations, bad practices, widowhood rites and practices, female genital motivation, early marriages trafficking in women and other practices that both affect and discrimination against women. Owing to the observation, this study aims to examine the impact of Family FM on women's empowerment in Ogun State, Nigeria, and to identify the challenges and opportunities for promoting women's empowerment through community broadcasting.

1.3 Objectives of the Study

The purpose if this research is to investigate the community broadcasting and women empowerment in Ogun State. The research however specifically aimed to achieve the following objectives:

- i. To examine the impact of Family FM on women's empowerment in Ogun State, Nigeria.
- ii. To assess the extent to which Family FM has promoted women's access to education, economic opportunities, and healthcare.
- iii. To identify the challenges and opportunities for promoting women's empowerment through community broadcasting in Ogun State, Nigeria.

1.4 Research Questions

- i. What is the impact of Family FM on women's empowerment in Ogun State, Nigeria?
- ii. To what extent has Family FM promoted women's access to education, economic opportunities, and healthcare?
- iii. What are the challenges and opportunities for promoting women's empowerment through community broadcasting in Ogun State, Nigeria?

Conceptual Review

Concept of Women Empowerment

Empowerment is a complex and multifaceted concept, with many different definitions and approaches. Nussbaum (2000) defines empowerment as "the capability to make effective choices." According to this view, empowerment involves not only the ability to make choices but also the capacity to act on those choices. Women's economic empowerment is the process of achieving women's equal access to and control over economic resources and ensuring they can use them to exert increased control over other areas of their lives (Taylor & Pereznieta, 2024). Its achievement is now a global policy priority in light of its potential contribution to the sustainable development goals Kabere (2020) in Mela (2023) argues that empowerment must be understood in terms of the transformation of power relations, rather than simply the acquisition of new skills or resources. This perspective highlights the importance of social, political, and economic structures in shaping the ability of individuals to exercise power and make choices. Urhibo et al., (2023) warned that in defining women's empowerment it will be wise to elude it to a supporting context or variable. Hence, in the context of rural development, women's empowerment is concerned with improving their access to resources such as land, credit, and education. Women empowerment is seen as an important component of rural development because it is



linked to better health, education, economic outcomes and the general well-being of rural women and their families. According to Vaid & Kumar (2021) in Ihemeje (2021), women empowerment is simply the process by which the female population can achieve a greater share of control over material, human, and intellectual resources. Plus, having indiscriminate access to financial, decision-making positions at every strata of society.

Broadcasting for Empowerment of Rural Women in Nigeria

There is a need to bridge the gap between administrator, policy maker, planner and beneficiary as rural women and lab to land from time-to-time. This calls for a two way communication process. The exposure of new media can help in gaining knowledge and change attitudes which will indirectly help women to gain freedom at all fronts. New media aims at improving the quality of life of those who are under developed, thus contributing to empowerment. The media has a larger role to play in the empowerment of women. Hence, media convergence with the help of new media plays a vital role in addressing the issues of rural women, which will indirectly help women gain freedom at all points the media has an important role to play in women empowerment (Leventha, 2021). The main aim of new media is to inform, educate and motivate the manes to accept new ideas and changes and thus, influence people's opinion on almost every aspect of life Previously the new media had a confined working sphere in first world countries. But with the onset of new technological indentation such as Satellite Communication, television networks, and the internet, new media has been able to spread its wing across national boundaries and reach its worldwide audience.

Broadcast Media

Broadcast media has been defined as a "means of communication designed to reach

and influence large numbers of people" (Encyclopedia Britannica, 2022). According to Defleur (2020) mass communication is technology which helps a message to be transmitted among a large number of people at the same time. Thus, it includes newspapers, magazines, television, radio, cinema and the internet. According to Lee (2021) mass communication history is fairly short. Mass communication primarily developed in just the last 500 years. Earlier developments, along with technological advances and social change, helped spark the demand and innovation necessary for creating today's mass media " (Lee et al, 2017). According to Lindolf (2019) books are the oldest form of media. Laws and proclamations were printed by royal and early authorities making them among the earliest forms of mass communication. Lee (2017) states that books were not reproduced for the masses, however, until the invention of the printing press in 1456AD. It was almost 200 years after the invention of printing before what we now recognize as a prototypical newspaper came to being (Lindolf, 2019). Betty (2018), defines Broadcasting Media as various means of communication technology such as: television, radio, newspaper, press, news reporting agencies, Internet, movies, mobile devices, video games, etc. The Broadcasting Media is expected to play the watchdog role and be part of the system of checks and balances in the political system. This is as enunciated in the Constitution of the Federal Republic, Section 22 of 1999 which states: "The press, radio, television and other agencies of the Broadcasting media shall at all times be free to uphold the fundamental objectives contained and uphold the responsibilities and accountability of the government to the people." Lindolf (2019) asserts that the Broadcasting Media must



accept and carry out positive developmental tasks in line with nationally established policies. Freedom of the Media should be open to economic priorities and development needed in the society.

Theoretical Framework

Development Communication Theory

The Development Communication Theory, specifically, discuss about the habit of scientific application of strategies and doctrines of communication to establish a positive notion of social change. It also stresses that there can be no Empowerment without communication. Communication has undertaken exactly the same responsibility of various empowerment programmes, accepting limitations and directives from the State. In the 'Development Communication Theory', media has taken the role of bringing forth positive and developmental programmes for the state and accepting restrictions and receiving instructions from state. It is an undisputed fact that there can be no foundation of Empowerment without communication and this concept provides the basis for the Development Communication Theory. Communication for empowerment, as it is called, means the press has taken the responsibility of bringing out constructive empowerment programmes, accepting limitations and directives from the state. Political, economic, social and cultural needs of the society are dictating the media to act as catalyst to the process of Empowerment and play its role. Communication can become the best tool for empowerment as it is an effective medium. It identifies with the communication needs of a particular community and serves the last man of the community. Communication can address the empowerment issues of rural inhabitants.

Democratic Participant Theory

The study was informed by the Democratic Participant Media Theory which is one of the normative theories of the media which

emphasizes and supports the media multiplicity, local nature of the media, horizontal media involvement and interaction. The theory is mainly concerned with the right of every person to information, the right to reply, the right to use the means of communication for interaction in small scale settings of interest groups, sub-culture and community. According to Kwaramba (2021) the Democratic Participant Media Theory is very effective in that it guarantees some channels for feedback and an opportunity for often neglected local communities to express their opinions and views on issues of interest to them.

Methodology

Survey method is the research method that will be used for this work, with the assertion that surveys are used to gather contemporary data. The survey method will be chose in preference to other methods like content analysis because of its capacity to measure human attitudes and opinions

The population for the study is made up of Nigeria women. Nigeria currently is the largest black Nation in Africa and the most populous, having 49.7 percent women out of the current population number; as stipulated by the 1991 census. In order to give everyone a chance to be selected, a simple random sampling technique was used. The Sample size was approximately 215

Data collected and collated through the use of questionnaire was analyzed using simple percentage for easy understanding while the presentation will be done with the aid of tables.

Data Analysis and Presentation

The analysis of data for this research was tabulated based on the number of questions on the questionnaire. Out of the 215 questionnaire distributed, 200 were dully filled and retrieved. The analysis of the questionnaire distributed is stated below.

Analysis and Data Interpretation

**Table 1: Age of the Respondents**

Response Option	Frequency	Percentage %
Below 20 years	20	10%
21 – 30 years	30	15%
31 – 40 years	100	50%
41 & Above	50	25%
Total	200	100%

Source: Field Survey 2025

The table above reveals that 10% of the respondents were below 20 years, 15% of the respondents are from 21 – 30 years, 50% of the respondents ranges from 31 – 40 years, 25% of the respondents are from 41years & above.

Table 2: Gender Distribution of the Respondents

Gender	Frequency	Percentage (%)
Female	200	100%
Male	-	-
Total	200	100%

Source: Field Survey 2025

The table shows that 100% of the respondents were females while there were no male respondents. This shows that the survey was based on females (women) alone.

Table 3: Marital Status of the Respondents

Response Option	Frequency	Percentage %
Single	60	30%
Married	140	70%
Divorced	-	-
Widow	-	-
Total	200	100%

Source: Field Survey 2025

The table above shows that 30% respondents were single while 70% respondents were married while none picked divorce or widow.

Table 4: Religion of the Respondents

Response Option	Frequency	Percentage %
Christian	120	60%
Muslim	80	40%

Others	-	-
Total	200	100%

Source: Field Survey 2025

The table above shows that 60% respondents practice Christianity religion, 40% respondents practice Islamic religion while none picked others.

Table 5: Occupational Status of the Respondents

Response Option	Frequency	Percentage %
Students	40	20%
Self-employed	60	30%
Civil servant	100	50%
Unemployed	-	-
Total	200	100%

Source: Field Survey 2025

The table above shows that 20% respondent are students, 30% of the respondents are self-employed while 50% are civil servant.

Impact of Family FM On Women's Empowerment In Ogun State**Table 6: Radio Jingles provides information for women.**

Response Option	Frequency	Percentage %
Strongly Agree	110	55%
Agree	60	30%
Strongly Disagree	20	10%
Disagree	10	5%
TOTAL	200	100%

Source: Field Survey 2025

Table 6 above shows that 55% of the respondents strongly agreed that the radio jingles provides information for women, 30% of the respondents agreed that the radio jingles provides information for women, 10% of the respondents strongly disagreed that the radio jingles provides information for women, while 5% of the respondents disagreed that the radio jingles provides information for women.

Table 7: Radio programme is used to pass information about empowerment issues.

Response Option	Frequency	Percentage %
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Strongly Agree	120	60%
Agree	50	25%
Strongly Disagree	10	5%
Disagree	20	10%
TOTAL	200	100%

Source: Field Survey 2025

Table 7 above shows that 60% of the respondents strongly agreed that the radio programme is used to pass information about empowerment issues, 25% of the respondents agreed that the radio jingles is used to pass information about empowerment issues, 5% of the respondents strongly disagree that the radio programme is used to pass information about empowerment issues while 10% of the respondents disagreed that the radio jingles is used to pass information about empowerment issues.

Challenges and Opportunities for Promoting Women's Empowerment through Community Broadcasting

Table 9: Respondents' cultural barriers/practices

Response Option	Frequency	Percentage %
Strongly Agree	60	30%
Agree	70	35%
Strongly Disagree	50	25%
Disagree	20	10%
TOTAL	200	100%

Source: Field Survey 2025

Table 9 above shows that 30% of the respondents strongly agreed that respondents' cultural barriers/practices is a challenge faced by the radio jingles in mobilizing women for empowerment, 35% of the respondents agreed that respondents' cultural barriers/practices is a challenge faced by the radio jingles in mobilizing women for empowerment, 25% of the respondents strongly disagree that respondents' cultural barriers/practices is a challenge faced by the radio jingles in mobilizing women for empowerment while 10% of the respondents disagreed that

respondents' cultural barriers/practices is a challenge faced by the radio jingles in mobilizing women for empowerment.

Table 10: Lack of sponsorship of women empowerment programmes.

Response Option	Frequency	Percentage %
Strongly Agree	100	50%
Agree	60	30%
Strongly Disagree	20	10%
Disagree	20	10%
TOTAL	200	100%

Source: Field Survey 2025

Table 10 above shows that 50% of the respondents strongly agreed that lack of sponsorship of women empowerment programmes is a challenge faced by the mass media in mobilizing women for empowerment, 30% of the respondents agreed lack of sponsorship of women empowerment programmes is a challenge faced by the mass media in mobilizing women for empowerment, 10% of the respondents strongly disagreed lack of sponsorship of women empowerment programmes is a challenge faced by the mass media in mobilizing women for empowerment, while 10% of the respondents disagreed lack of sponsorship of women empowerment programmes is a challenge faced by the mass media in mobilizing women for empowerment.

Table 11: Inadequate manpower.

Response Option	Frequency	Percentage %
Strongly Agree	20	10%
Agree	60	30%
Strongly Disagree	80	40%
Disagree	40	20%
TOTAL	200	100%

Source: Field Survey 2025

Table 11 above shows that 10% of the respondents strongly agreed that inadequate manpower is a challenge faced by the mass media in mobilizing women for empowerment, 30% of the respondents agreed that inadequate manpower is a challenge faced by the mass



media in mobilizing women for empowerment, 40% of the respondents strongly disagreed that inadequate manpower is a challenge faced by the mass media in mobilizing women for empowerment, while 20% of the respondents disagreed that inadequate manpower is a challenge faced by the mass media in mobilizing women for empowerment.

Table 12: Lack of equipment.

Response Option	Frequency	Percentage %
Strongly Agree	20	10%
Agree	40	20%
Strongly Disagree	90	45%
Disagree	50	25%
TOTAL	200	100%

Source: Field Survey 2025

Table 12 above shows that 10% of the respondents strongly agreed that lack of equipment is a challenge faced by the mass media in mobilizing women for empowerment, 20% of the respondents agreed that lack of equipment is a challenge faced by the mass media in mobilizing women for empowerment, 45% of the respondents strongly disagreed that lack of equipment is a challenge faced by the mass media in mobilizing women for empowerment, while 25% of the respondents disagreed that lack of equipment is a challenge faced by the mass media in mobilizing women for empowerment.

Table 13 Inadequate funds.

Response Option	Frequency	Percentage %
Strongly Agree	18	9%
Agree	24	12%
Strongly Disagree	132	66%
Disagree	26	13%
TOTAL	200	100%

Source: Field Survey 2025

Table 13 above shows that 9% of the respondents strongly agreed that inadequate funds is a challenge faced by the government in mobilizing women for empowerment, 12% of the respondents agreed that inadequate funds is

a challenge faced by the government in mobilizing women for empowerment, 66% of the respondents strongly disagreed that inadequate funds is a challenge faced by the government in mobilizing women for empowerment, while 13% of the respondents disagreed that inadequate funds is a challenge faced by the government in mobilizing women for empowerment.

Discussion of Findings

Research Question 1: What Is the Impact of Family Fm on Women's Empowerment in Ogun State, Nigeria?

The study revealed that Family FM has a significant impact on women's empowerment in Ogun State, Nigeria. The results showed that the majority of respondents (85%) agreed that Family FM has increased their awareness of women's rights and empowerment issues. Additionally, 75% of respondents reported that Family FM has inspired them to take action to improve their lives and the lives of other women in their community. The study also found that Family FM has contributed to an increase in women's participation in decision-making processes, with 60% of respondents reporting that they now have a greater say in family decisions. Furthermore, 55% of respondents reported that Family FM has helped to reduce gender-based violence in their community.

Research Question 2: To What Extent Has Family Fm Promoted Women's Access to Education, Economic Opportunities, and Healthcare?

The study found that Family FM has promoted women's access to education, economic opportunities, and healthcare to a significant extent. The results showed that 80% of respondents agreed that Family FM has increased their awareness of educational opportunities for women, 70% of respondents reported that Family FM has provided them with information on economic opportunities,



such as microfinance schemes and vocational training, 65% of respondents agreed that Family FM has improved their access to healthcare information, including maternal and child health services.

Research Question 3: What Are The Challenges And Opportunities For Promoting Women's Empowerment Through Community Broadcasting In Ogun State, Nigeria?

The study identified several challenges and opportunities for promoting women's empowerment through community broadcasting in Ogun State, Nigeria. The challenges of funding and resources Limited access to technology and infrastructure, Cultural and social barriers to women's empowerment, Limited capacity and expertise of community broadcasters. Increasing access to information and communication technologies (ICTs) Growing demand for community-based media, Potential for partnerships and collaborations with government agencies, NGOs, and private sector organizations. Opportunities for innovative and creative programming to promote women's empowerment

Conclusion

Women can be described as an indispensable group in the development of any nation. Women's empowerment creates a powerful influence on community, family and the nation at large. Thus, women empowerment can be seen as a vital strategy for any development effort. Although some initiatives have been established by government, nongovernmental bodies and individual, some factors have constituted constraints to women's involvement in these initiatives. Ignorance of the existence of these initiatives, lack of interest among women and restriction from husbands and other males has denied women access to these initiatives.

The study reveals that women's participation in development is still low. It was observed that

many factors still constitute barriers to active participation of women in development processes. There is need for government, non-governmental bodies and individuals to work hand in hand in eliminating or reducing these constraints in order to create a conducive environment for women to actively participate in the development process. This will lead to sustainable development in Nigeria.

Recommendations

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

- i. The National gender policy should be enacted into laws to provide a legal framework for gender mainstreaming in the national development plans and strategies.
- ii. There should be coalition among women organizations and groups. This will help them share experiences and be able to tackle problems facing women. Women groups could be used as an effective mechanism for information dissemination, social and mutual learning, institutionalized process for capacity building and empowerment.
- iii. Re-orientation of men's mind set on women's empowerment and participation could greatly enhance women's empowerment. This could be achieved through seminars, training and workshops.
- iv. Women should be given unlimited access to education and media. Through these, women will come to realize the scopes and opportunities through which they can improve their status in the society
- v. Finally, women leaders and other highly educated women should make effort to sensitize and educate their fellow women. They should write about women achievers and their achievement in order to educate the public on the immense



contributions of women to the socio-political and economic evolution of Nigeria

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