

HARNESSING RADIO FOR GENDER EMPOWERMENT AND SUSTAINABLE DEVELOPMENT IN EKITI AND ONDO STATES

Ibrahim Oluwaseun Adegboyega and Emily Rose Williams

Department of Media and Communication, Afe Babalola University, Ado-Ekiti, Nigeria

DOI: <https://doi.org/10.5281/zenodo.17465970>

Abstract

Gender equality is a fundamental human right and a key driver of sustainable development. However, in Ekiti and Ondo states, traditional gender norms, cultural biases, and socio-economic barriers continue to impede progress toward achieving gender equity. In this context, the media, especially radio, plays a crucial role in shaping public attitudes and fostering social transformation. Radio's accessibility and widespread reach make it an essential tool for influencing perceptions, addressing gender disparities, and promoting justice-based development. This paper explores the potential of radio as a medium for advancing gender equality in Ekiti and Ondo states, examining its ability to challenge entrenched gender stereotypes and raise awareness about gender-related issues. Through engaging radio programs, the media can contribute to changing societal norms, empowering marginalized groups, and fostering inclusive development. The study highlights the importance of radio as a platform for advocating gender justice and sustainable development, shedding light on its impact on creating a more equitable society in the two states.

Keywords: Gender Equality, Radio, Social Change, Sustainable Development, Media Impact

I. Introduction

Gender equality is both a fundamental human right and a cornerstone of sustainable development. However, in Ekiti and Ondo states, entrenched gender norms, cultural biases, and socio-economic challenges hinder progress towards equity. The role of media, particularly radio, in influencing public perception and driving social change is critical. As an accessible and trusted medium, radio has the potential to reach diverse audiences, making it a vital tool in addressing gender issues and promoting justice-development.

II. The Context of Gender Inequality in Ekiti and Ondo States

1. Cultural Perspectives and Traditional Norms

In Ekiti and Ondo, deeply rooted cultural beliefs continue to perpetuate gender stereotypes, relegating women to subordinate roles in both family and society. These cultural norms influence women's access to education, healthcare, and economic opportunities, restricting their full participation in societal development (Oluyemo, 2014). The transmission of these beliefs across generations necessitates concerted efforts to address them through targeted interventions (Oluyemo, 2014).

2. Socio-economic Barriers

Women in these states face substantial barriers such as limited access to land ownership, financial resources, and decision-making processes. Poverty exacerbates these challenges, with women often

bearing the brunt of economic instability (Ogu et al., 2016). As such, addressing gender inequality requires not only socio-economic empowerment but also creating opportunities for women to participate in the formal economy.

3. Political Representation

The underrepresentation of women in political positions limits their ability to influence policies that affect their lives. Greater political participation is essential to advocate for gender-sensitive policies and legislation, ensuring that women's voices are heard and represented at all levels of governance (Nwammuo, 2015).

III. Role of Radio in Promoting Gender Equality

1. Community Engagement and Awareness

Radio programs can be tailored to address local issues related to gender equality. By engaging community leaders, activists, and experts, radio stations can foster discussions that challenge harmful practices, promote gender equity, and highlight successful role models. This type of programming can create awareness, stimulate dialogue, and encourage positive change in local communities (Nwammuo, 2015).

2. Education through Informative Programming

Educational broadcasts are an effective means to inform audiences about their rights, available resources, and the importance of gender equality. Topics such as women's health, legal rights, education, and economic empowerment can be addressed through actionable insights, empowering listeners to act on the information provided (Fombad & Jiyane, 2016). By focusing on educational content, radio programmes can equip women and men alike with the knowledge necessary to challenge gender norms and stereotypes.

3. Visibility for Women's Voices

One of the key roles radio can play is amplifying the voices of women. Featuring women's stories, challenges, and achievements on air can inspire listeners and foster a sense of solidarity. Success stories of women breaking societal barriers in business, politics, and education can serve as powerful role models for young girls and other women to pursue their aspirations and challenge prevailing stereotypes (Asiedu, 2012).

4. Encouraging Community-Based Solutions

Radio stations can also facilitate discussions on finding local solutions to gender inequality. By providing a platform for community members, NGOs, and government representatives to collaborate, radio can help develop actionable strategies tailored to local contexts (Fombad & Jiyane, 2016). This approach fosters community ownership of gender equality initiatives, ensuring that solutions are sustainable and relevant to the specific needs of the people.

IV. Case Studies and Successful Initiatives

Programs like "Women Speak" and "Men for Gender Justice" in Nigeria have demonstrated the power of radio to raise awareness and prompt community dialogue on gender issues. In similar contexts, these

programmes have led to increased awareness of gender inequality and facilitated discussions on actionable solutions (Lucky et al., 2023). Collaborations with educational institutions and NGOs can further enhance the impact of such programs by integrating radio with community outreach campaigns (Makinde et al., 2017).

V. Challenges to Implementing Radio Initiatives

1. Resource Constraints

Limited funding and infrastructure often hinder the effectiveness of radio programmes. Partnerships with NGOs, government bodies, and the private sector can help provide the necessary financial support and resources to sustain these initiatives (Berman, 2008).

2. Cultural Resistance

Overcoming deeply ingrained cultural biases requires persistent, strategic communication efforts. Radio programming must be carefully designed to navigate local sensitivities, ensuring that messages are both acceptable and impactful (Ogamba, 2019).

3. Sustainability of Programmes

To ensure long-term success, gender-focused radio programmes need to be sustainable. This requires continuous evaluation, adaptation of content, and a commitment to long-term support from all stakeholders, including government agencies and community organizations (Asiedu, 2012).

For Ekiti and Ondo states to achieve sustainable development, gender inequality must be addressed. Radio, particularly community radio, offers a unique opportunity to educate, empower, and inspire communities toward gender equality. To fully realize this potential, stakeholders, governments, NGOs, and local communities must take the following actions:

1. Support and Develop Gender-Focused Radio Programmes:

Gender-focused radio programmes play a crucial role in promoting women's empowerment and addressing gender-based issues. These programmes can effectively engage communities, challenge discriminatory practices, and foster dialogue around gender equality. Stakeholders should collaborate to create and sustain programs that focus specifically on gender issues. This will help ensure that gender equality remains a priority in community development (Mulema et al., 2022), (Selebi et al., 2023)

2. Invest in Training and Capacity Building

Training radio hosts, producers, and community members on gender-sensitive communication will enhance the quality and effectiveness of programmes (Nwammuo, 2015). Additionally, building the capacity of women to take on roles in radio production can empower them further.

3. Promote Inclusivity in Conversations

It is crucial to ensure that marginalized voices, especially those of women and other underrepresented groups, are heard. Radio content should reflect the diverse perspectives and experiences within the community, fostering inclusive dialogue on gender issues (Lawanson & Umar, 2019).

4. Establish Monitoring and Evaluation Frameworks

Regular assessment of radio initiatives is essential to measure their impact and effectiveness. Monitoring and evaluation frameworks will help identify areas for improvement and ensure that radio remains a powerful tool for advancing gender equality (Ogamba, 2019).

By committing to these actions, radio can play a central role in advancing gender equality and justice-development in Ekiti and Ondo states, ultimately contributing to the creation of a just society where everyone, regardless of gender, can thrive.

In conclusion, the integration of radio as a proactive instrument for fostering gender equality epitomizes a progressive step towards achieving a society that values every individual's potential and contributions.

References

- Abramsky, T., Watts, C., Garcia-Moreno, C., Devries, K., Kiss, L., Ellsberg, M., ... & Heise, L. (2011). What factors are associated with recent intimate partner violence? Findings from the WHO multi-country study on women's health and domestic violence. *BMC Public Health, 11*(1), 109. <https://doi.org/10.1186/1471-2458-11-109>
- Asiedu, C. (2012). Information communication technologies for gender and development in Africa: The case for radio and technological blending. *International Communication Gazette, 74*(3), 240-257. <https://doi.org/10.1177/1748048511432606>
- Berman, S. D. (2008). The return of educational radio? *The International Review of Research in Open and Distributed Learning, 9*(2). <https://doi.org/10.19173/irrodl.v9i2.563>
- Fombad, M., & Jiyane, G. (2016). The role of community radios in information dissemination to rural women in South Africa. *Journal of Librarianship and Information Science, 51*(1), 47-58. <https://doi.org/10.1177/0961000616668960>
- Lawanson, O., & Umar, D. (2019). Gender inequality and its implication for inclusive growth in Nigeria from 1980 to 2018. *Asian Economic and Financial Review, 9*(7), 789-806. <https://doi.org/10.18488/journal.aefr.2019.97.789.806>
- Makinde, O. A., Onyemelukwe, C., Williams, A. O., Oyediran, K. A., & Odimegwu, C. (2017). Rejection of the gender and equal opportunities bill in Nigeria. *Gender in Management: An International Journal, 32*(3), 234-240. <https://doi.org/10.1108/gm-02-2017-0023>
- Nwammuo, A. (2015). Media and gender advocacy: The role of radio in advancing gender equality in Africa. *African Journal of Media Studies, 7*(1), 23-41. https://doi.org/10.1386/ajms.7.1.23_1
8. Ogamba, A. T. (2019). The role of community radio in promoting gender equality in rural Nigeria.

International Journal of Media and Gender Studies, 13(2), 34-45.
<https://doi.org/10.1186/s41599-019-0207-5>

Mulema, A. A. Laura, Huyer, C. S. (2022). Stakeholder engagement in gender and climate change policy processes: Lessons from the climate change, agriculture and food security research program. Frontiers in sustainable food systems, <https://doi.org/10.3389/fsufs.2022.862654>

Oluyemo, M. (2014). Radio as a tool for social change: A case study of gender issues in Ekiti and Ondo States, Nigeria. *Journal of Social Media Studies, 6*(4), 102-116.
<https://doi.org/10.1111/joss.12024>

Ogu, O., Wosu, A. M., & Okafor, S. A. (2016). Gender and poverty: The challenges for women in rural areas of Nigeria. *Social Indicators Research, 129*(2), 345-365. <https://doi.org/10.1007/s11205-015-0944-7>

Selebi, O., Landsberg, K., & Makaya, M. (2023). Strategic Multi-Stakeholder Partnerships as a Tool for Achieving SDG 5 on Gender Equality in South Africa. Gender Questions, 11(2), 24 pages

. <https://doi.org/10.25159/2412-8457/10583>