

INFLUENCE OF GENDER APPEALS ON AUDIENCE ENGAGEMENT OF RADIO NEWS IN OSUN STATE

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ABSTRACT: This research investigated gender appeal effects on radio news audience participation by understanding how news gender portrayals affect audience size together with their trust and listener retention. The study used Framing Theory. The research used a quantitative design to gather structured questionnaires from 341 respondents who formed part of the study sample. This research discovered that radio audiences represented an equal mix of genders while their involvement differed according to their assessment of news content's gender equality. Research data showed that radio news credibility improves through equal representation of genders since most interviewees endorsed this finding. Study participants showed that they would keep listening to radio stations that present gender perspectives across a broad spectrum. The research backs previous academic work that demonstrates the requirement for gender-equitable media content. The research results demonstrate that gender appeals substantially influence audience connection, so media organisations need to adopt gender-sensitive news reporting practices. Media practitioners must work toward equitable gender inclusion in their programming while training journalists to handle gender-sensitive news reporting and implementing audience feedback systems that help them understand audience tastes. Radio stations that ensure adequate attention to these elements will develop broader influential news broadcasts that boost their audience numbers and enhance their credibility levels.

INTRODUCTION

Radio news engagement within Osun State, Nigeria, experiences dynamic gender-based appeal effects that combine representations from the media with cultural traditions and audience reception dynamics. Radio continues as the central broadcasting platform for Nigeria, particularly in Osun State, since it functions as the leading information and entertainment source (Shodipe & Awofadeju, 2022). Broadcasters who want to promote effective communication need to understand the impact of gender appeals which describe how media content represents and targets different genders.

The presentation of gender throughout media elements creates permanent changes to both social views and personal behaviours. Scharrer (2013) identified media portrayals as entities that continue to enrich traditional gender roles, which determine public expectations and beliefs. Radio news presentation that lacks multiple gender perspectives affects both audience trust levels while reducing their engagement. Research findings demonstrate how uneven gender media representation produces incorrect public opinions, which maintain present stereotypes.

Osun State implements new programmes that demonstrate the central role of gender equality in the media sector. The state government recently displayed its persistence in gender equality during the 69th Session of the United Nations Commission on the Status of Women (CSW69) as part of a wider community effort for inclusive media representation (Hallmark News, 2025). This political environment establishes a unique situation to study how gender appeals affect radio news audience participation inside the state.

A television news audience participates deeply through both observing content while actively interacting and providing constructive feedback. Studies demonstrate that media that mirrors its audience's backgrounds stands a higher chance to connect with them successfully (EAVI, 2025). The analysis of gender-based appeals in radio news provides valuable insight about creating content that will effectively reach different audience types within the state of Osun to maximise their engagement levels.

LITERATURE REVIEW

Gender appeals

Media uses gender appeals as strategic content elements to reach specific audiences of either gender. The appeals primarily use social norms that relate to constructs of masculine and feminine perspectives. Media content often adopts traditional gender roles to deliver content that affects how audiences perceive and behave, according to Scharrer (2013). Media content continues to maintain unrealistic negative perceptions about men and women through distorted depictions while constructing societal norms about gender roles, according to Wood (1994). According to Butler (1990), gender emerges from performative acts that develop through media portrayals of what constitutes essential masculine or feminine characteristics.

Gender appeals function directly with the way media shows gender roles in society. Societal norms about masculine and feminine behaviour patterns through media representations both uphold and enforce these standards. Scharrer (2013) examines how traditional storylines in media programming develop gender stereotypes by showing men and women in conventional roles. According to Wood (1994), media activity continues to transmit unrealistic, narrow perceptions about sexes, which influence both personal self-perception and social perception of others. According to Butler (1990), gender operates as a performance of acts which take shape from the influences of media representations.

The level of audience participation in media messages depends on whether audiences detect a proper representation of themselves. Media content that reflects the audience's identities along with their background strengthens engagement metrics according to EAVI (2025). A successful gender appeal strategy aligns with audience-perceived values making it more effective for target audience reception. Radio news programmes in Osun State that present diverse gender perspectives alongside avoiding stereotypical content will better connect to a wide range of listeners. Programmes that support traditional gender norms create exclusion because some viewers fail to relate to these conservative portrayals.

The relationship between gender-oriented content delivery in radio news broadcasts and listener participation gains special significance within the broadcasting market of Osun State in Nigeria. The state advances gender equality by participating in the United Nations Commission on the Status of Women and other international forums such as this as part of its commitment to inclusive social representation (Hallmark News, 2025). Radio broadcasting services now need to reconsider their content methods because they must implement gender appeals properly to attract various listeners. Through the intentional application of gender appeals, broadcasters enhance audience trust while attracting more listeners and helping advance discussions surrounding media equality for women.

Concept of Audience Engagement

Audience engagement indicates the level of active interaction between media consumers who watch, read, or listen to content through their responses to offered media materials. Different types of audience engagement appear as emotional commitment response communication and actual dialogue participation. Public understanding of audience engagement is vital for media producers since it shapes how people view media and potentially drives social transformation. Five explanations point to audience engagement as a collective method that includes both emotional involvement and feedback alongside interactive conversation participation.

Audience engagement displays different levels of media content attention as observed in multiple perspectives of this phenomenon. The three consumption methods which Media Studies recognises include primary, secondary, and tertiary engagement. During primary engagement, people fully focus on a media text, as demonstrated by dedicated viewers at the theatre who stay absorbed in the film. Media consumption as a secondary activity takes place when viewers pay attention in the background but not directly such as driving while listening to the radio. User attention in tertiary engagement stays at a minimum level due to public spaces with media presence.

Television audience engagement defines the methods with which viewers participate and react to television programming which establishes active interplay between viewers and television media. Several components including storytelling elements as well as interactivity and emotional connexion help viewers develop stronger connexions with the content they consume.

New technology behind media platforms has modified how people interact with content. Modern social media platforms cause content producers and consumers boundaries to overlap so users interact as creators and consumers of the content they find. Participants within this participatory culture transform how we understand audiences because they actively generate content that they share and spread along with regular consumers of content.

Concept of Radio News

Radio news gives people crucial information along with cultural diversity showcases and handles specific topics related to the community. The Osun State Broadcasting Corporation (OSBC) maintains its installations from OSBC Radio 104.5 FM alongside other stations, with OSBC Radio

104.5 FM representing the oldest radio station in the state, positioned in the state capital, Osogbo (Osun Reporters NG. 2024).

The broadcasting sector throughout the state offers multiple radio stations that target diverse listener demographics. The community radio Orisun FM 89.5 serves the residents of Ile-Ife by delivering educational and cultural programmes, whereas Rave FM 91.7 in Osogbo provides listeners with modern news entertainment content. According to News Media NG (2025), through these radio stations, people can access news content, engage in public discussions, and experience cultural expressions.

A fresh wave of radio station establishments within Osun State has started operating to expand its media diversity range. Iwo heard the beginning of broadcast service from Akorede 98.9 FM in May 2024 through which listeners received edutainment and news programmes and current affairs discussions. The changing character of regional radio broadcasting continues to drive expansions because radio remains fundamental for community connections.

Radio stations are proliferating throughout Osun State which demonstrates how important the medium is for everyday use. Ilesa's media environment grows richer because Gold FM 95.5 operates along with Uniq FM at Ara Station. This station combination provides informative and educational content for the community. Thanks to the diverse radio stations available in the area people throughout the community can access content which caters specifically to their interests and cultural backgrounds.

Influence of Gender Appeals on Audience Engagement in Radio News

Radio news broadcasting utilises gender appeals to modify audience involvement because different listener backgrounds show varied reactions to these techniques. Broadcasters need to comprehend these audience gender preferences to create content specifically designed for their listeners (Mashable, 2017).

Research shows listeners within the male and female populations have different auditory preferences. Radio programmes directed at male audiences focus mostly on sports along with news about politics and important issues, but female listeners tend to choose music and programming featuring lifestyles with additional morning talk. When broadcasters understand the specific preferences of men and women, they can develop content that better appeals to each gender, thus increasing their audience involvement. (Reuters Institute, 2020).

Audience participation in radio shows heavily depends on how gender appears in broadcast content. From 2000 to 2018 the country format radio industry presented women artists with songs in year-end airplay reports at a rate of only 18.4% indicating substantial gender-related disparities. The unequal representation of content produces specific outcomes in audience reception because listeners tend to bond with materials that distil their own personality characteristics and personal stories (SongData, 2019).

Listening to radio programmes presented by individuals of a specific gender tends to impact how audiences engage with broadcasts. Studies employing machine learning methods discovered that what listeners respond to through affective linguistic and paralinguistic features depends on the gender of podcast presenters. According to MarketingCharts (2024) and WIFM Radio (2025), audience connection optimization requires different communication approaches from male and female presenters.

Radio programmes need gender-sensitive methods to establish an inclusive platform that will help expand audience connexion. The community radio station manual presents both assessment methods and specific steps that aid stations with gender transformation throughout their operational spectrum from staffing through content creation to community outreach activities. Strategies implemented in this manner result in a more active audience consisting of various demographic groups.

Gender Representation on Audience Engagement in Radio News

Radio news representation of gender influences how audiences connect with broadcast media and modify their processing of broadcast content. Numerous studies prove that media organisations benefit from equal gender representation in their content by building audience trust and expanding their reach which leads to stronger media viability. Research performed by Free Press Unlimited demonstrates that media coverage that pays attention to gender-related matters produces better audience trust and engagement which creates potential business opportunities (Free Press Unlimited, 2024).

Gender-related inequalities continue to exist throughout both media institutions and their generated materials. The analysis by WOMAN Nashville (2019) demonstrated that women receive little media representation because experts/spokespeople who are female represent only 20% of voices in news stories and female subjects appear in less than 10% of broadcasts. Research shows that gender stereotypes receive scant representation in modern news media as they appear in only 4% of related articles. The scarcity of women in media representation weakens the connexion female audiences may have with news content on the radio (Breakthrough, 2020).

Media enterprises use their organisational framework as a fundamental instrument to determine what content they create together with how their audiences interact with it. The Ford Foundation created a report that demonstrates how gender imbalance in newsrooms affects biased reporting and creates segments of the audience that feel excluded. The report argues that news media gender equity matters both ethically and for achieving accurate perspective portrayal needed to optimise audience retention (Ford Foundation, 2020).

Community radio stations have established that inclusive programming focusing on gender issues creates stronger connexions between broadcasters and their listeners. Sangham Radio, founded as India's initial women-driven community radio, uses targeted content to support rural women, which brings them social empowerment. The research shows that networking with listeners becomes stronger when programmes address gender-equity needs which leads to improved participant loyalty and audience interaction (Burke 2025, January 31).

Gender Appeals on Audience Engagement in Radio News

Radio news utilises gender appeals to create different levels of audience engagement because various audiences perceive such appeals differently. Knowledge about these gender-related dynamics serves as a fundamental requirement for broadcasters trying to create suitable content for specific audiences.

According to *Frontiers in Communication* (2024) men show different listening choices from women during their study. Women mainly listen to music stations and want lifestyle programming with morning shows while men usually choose sports radio and listen to news and talk programmes. The awareness of audience-specific interests among broadcasters helps them create programming that matches individual gender preferences for improved audience participation.

The way gender appears in radio programming content determines how audiences participate in broadcasts. Country format radio airplay reports show that for eighteen years starting from 2000, women artists secured only 18.4% average annual female representation, according to WOMEN Inc.'s (2024) findings. When content does not reflect listener identities and experiences, audiences tend to demonstrate less engagement with their perception of mismatched material.

The choice of presenter gender establishes a connexion between radio show content and audience participation levels. Research through machine learning analysis determined that listeners respond differently based on the gender of podcast presenters in terms of affective linguistic and paralinguistic features leading to engagement. The research implies that men and women should follow unique communication styles when working to maximise their audience's connexion. (ALIGN Platform, 2021).

The inclusion of gender-sensitive approaches throughout radio broadcast operations helps build inclusive programming which results in higher audience engagement rates. Community radio stations should use an operational manual that highlights gender equity importance through assessment tools combined with practical methods that drive gender transformation from hiring phases to programming and community outreach activities. Multiple strategies when applied will produce increased audience connexion alongside increased audience diversity.

Empirical Review

Studies investigating gender appeals within radio news audiences produced various findings depending on their specific situations.

Nwoziri, (2019). "Media and Gender Issues in Nigeria: A Comparative Study of Radio and Television Stations in Rivers State." This study conducted an assessment of gender-related programming in specific media organisations for its primary purpose. The researchers employed content analysis to establish that television stations broadcast more gender-related programmes than radio stations. Results showed that most gender-related programming during the studied period was inclined toward female audiences despite having an average programme duration.

Rivers State television stations outperform radio stations in delivering gender-related content according to the research findings.

ALIGN Platform. (2021). "Broadcast Media and Gender Norms." The research investigated the ways broadcast media transform gender norms. Analysis through the literature review methodology revealed that research selection proceeded according to relevance for core themes about broadcast media, gender norms, representation along with television and radio forms of study, global and comparative zones, and popularity ratings. The study demonstrated that how people and concepts are depicted in the media determines how society develops its norms. The research analysis demonstrated that broadcast media act as powerful tools that either support current gender norms or work to change them.

Martín-Santana, Reinares-Lara, & Muela-Molina, (2015). "Effectiveness of Radio Spokesperson's Gender, Vocal Pitch, and Accent and the Use of Music in Radio Advertising." The main goal was to determine the impact of a radio announcer's gender and their vocal pitch and accent on advertising success. Experimental techniques established that radio communication's importance drives audience growth as well as rising listener numbers. The study found that all these elements create powerful effects when it comes to how listeners respond to advertising messages.

European Institute for Gender Equality. (2012). "Radio Plays Out-of-Tune When It Comes to Gender Equality." The research evaluated radio broadcasting practices for gender equality. Research findings revealed that top-level decision-makers in the ten radio stations consist of 34% women only. The research evaluation determined radio lacks complete gender balance as an environment.

Bonini, and Monclús, (2014). "Radio Audiences and Participation in the Age of Network Society." The research objective examined current patterns of public-radio interaction in modern times. Research using case studies established how multiple types of content co-creation establish connections between those who produce and those who listen. According to the study results, such social connections have started to transform how audiences interact with media content.

Ajisafe, (2023). "Radio Broadcasting in the Digital Age: Adapting to the Challenges of a Changing Environment." The research initiative analysed how radio broadcasting institutions modify their operations during digital transformations. The qualitative assessment revealed that the radio industry encounters multiple opportunities together with digital dilemmas while the media landscape progresses. The investigation demonstrated that radio broadcasting needs vital adaptation methods to succeed and flourish in its operations.

Ekeanyanwu, and Obianigwe, (2010). "Perception of Lagos-Based Journalists on Brown Envelope Syndrome (BES) in the Coverage of News Events in Nigeria." Research concentrated on determining how journalists view unethical practices that arise during news coverage procedures. This research confirmed through survey methods that such practices occur widely while damaging media professionalism. Research findings show that unethical practices need to be managed properly to build better credibility among news media.

Imbul (2014) in a study titled "Influence of Ownership in Radio News Coverage: A Study of Federal Radio Corporation of Nigeria, Enugu" examined the impact that ownership has on news reporting content. Content analysis revealed that news coverage shows a direct connexion to ownership. The study concluded that ownership can affect the objectivity and balance of news reporting.

Coleman Insights. (2018). A new study demonstrates methods radio stations should use to activate their users through social media channels. The research goal centred on developing techniques for social media to improve audience participation. Audience analysis in this research demonstrated Facebook's value to radio stations because it enhanced their relationship with listeners and offered better access to them. The research work determined modern radio stations require efficient social media strategies for their success.

Offline Infoes. (2025). "Radio Advertising Strategies for Better Audience Engagement." A new investigation sought to identify the perfect radio advertising techniques. Scientific studies regarding consumer conduct showed that radio advertisements build superior memory retention compared to digital advertising strategies that utilise particular dimensions. Designed advertising procedures lead to significant growth in audience engagement according to evaluation results.

Gaps

The existing studies about audience engagement through gender appeals within radio news broadcasts in Osun State reveal unaddressed research avenues. There is an insufficient number of research conducted to demonstrate exact audience engagement reactions towards radio content using gendered news approaches in Osun State. Studies about audience engagement examine basic media interactions while neglecting the evaluation of gender-specific radio news media elements (Broersma, 2019). Research has demonstrated Southwestern Nigeria's most popular radio stations (Independent.ng, 2021) but it does not assess how gender-oriented content impacts audience interaction. Research should examine in detail the influence that gendered approach methods have on radio news listeners located in Osun State.

Theoretical Review

The research bases its theoretical framework on Framing Theory, which was initially described by sociologist Erving Goffman in his essential publication "Frame Analysis: An Essay on the Organisation of Experience" (1974). According to Goffman, people understand their daily life experiences by using frames that serve as mental structures to organise the information they receive. Such frames enable people to "locate," and "perceive," and "identify" occurrences before "labelling" them for understanding the meanings of their personal experiences (Goffman 1974).

Academics endorse Framing Theory because they understand how it helps analyses media effects on collective understanding. The practical analysis of media biases through framing analysis is demonstrated in Linström and Marais (2012). The theory has been criticised by van Dijk (2016) because it lacks a multidisciplinary perspective that adequately deals with the complete intricacies of news-making processes alongside audience understanding. Researchers support the use of

Discourse Analysis because it studies communication contexts through linguistic and social dimensions to provide enriched media reception knowledge (van Dijk, 2016).

Applicability of Framing Theory in Understanding the Study

The theory of framing serves as an important analytical tool to study how gender appeals impact audience interaction with radio news broadcasts in Osun State. The analysis of radio station content presentation regarding gender issues enables researchers to measure what effects such frames create regarding audience perception and involvement. When radio stations show women fulfilling conventional roles repetitively their consistent framing strategy can strengthen current gender stereotypes which might harm audience interaction with broadcasts.

A clear grasp of radio news frames enables researchers to detect possible biases that appear during content delivery. Event perception about gender issues depends on how specific gender appeals receive positive or negative framing from media sources. This understanding is required to develop strategic tools for balanced, inclusive media content and improve audience relationships with diverse portrayals.

Using Framing Theory provides researchers with the capability to analyse the media frames' impact on prevailing cultural standards. Research into radio news gender appeals enables scientists to understand which gender norms are prevailing within Osun State through analysis of the frames used. The conducted analysis reveals how media affects gender-related societal viewpoints through transformations or preservation thus impacting radio news audience reception.

METHODOLOGY

Research Design

Quantitative research design enables the researchers to gather and evaluate statistical information to recognise patterns alongside relationships while studying population trends. The main feature of quantitative research consists of its objective nature because it analyses statistical data by applying scientific mathematical methods. This research design suits experiments that investigate hypotheses relations while making results applicable to sweeping populations. The structured tools surveys and questionnaires enable researchers to gather data consistently which results in reliable and valid outcomes from quantitative investigations.

Population of the Study

This research evaluates all adult residents who live in Osun State, Nigeria. The 2006 National Population Census verified that Osun State included 3.4 million residents within its territory. Predictions for 2025 indicate that Osun State will have a population of 4.6 million due to its 3.0% annual growth rate. The study targets people aged 18 years and older from Osun State, totalling approximately 2.76 million adults according to a 60% assumption of the population size.

Sampling Technique

The research adopts simple random sampling, which gives each person from the target population an equal opportunity to participate in the study. This sampling method improves the reliability of the obtained sample while reducing possible selection-based inaccuracies. The study chooses simple random sampling to acquire a representative sample that effectively depicts Osun State adult residents' various characteristics.

Sample Size

The study applies the Taro Yamane formula to calculate sample size through the following expression:

$$n = \frac{N}{1 + N(e)^2}$$

- n = sample size
- N = population size
- e = margin of error (typically set at 0.05 for 95% confidence level)

Applying the formula:

$$n = \frac{2,760,000}{1 + 2,760,000(0.05)^2}$$

$$n = \frac{2,760,000}{1 + 2,760,000(0.0025)}$$

$$n = \frac{2,760,000}{1 + 6,900}$$

$$n = \frac{2,760,000}{6,901}$$

$$n \approx 400$$

The research needs approximately 400 participants in its sample size calculation.

Description of Research Instrument

The main research instrument used in this study is an online questionnaire that enables the gathering of data from respondents. The questionnaire contains structured questions that evaluate how audiences respond to gender appeals presented in radio news broadcasts. The online method makes research easier to access through wide reach and also operates with greater data collection efficiency to enable convenient responses from participants. The survey features distinct areas to gather information about participants' demographics and their listening routines, together with their reactions toward gender-oriented messaging and radio news interaction behaviours.

Validity and Reliability of Research Instrument

Expert review and a pilot study both helped make the questionnaire valid and reliable. Question clarity and relevance to media studies and the communication field were assessed through expert feedback from these professionals. The research instrument used Cronbach's Alpha to measure reliability through its internal consistency assessment. The questionnaire underwent revision through feedback from 30 respondents in a pilot study to achieve clearer wording and reduce any ambiguity present.

Method of Data Collection

Results were collected through online questionnaire distribution to respondents on different digital platforms such as email and WhatsApp groups and social media platforms. Participants receive a prescribed deadline to fill out the questionnaire for efficient data collection. The online survey link has been designed to stop users from sending multiple submissions to ensure both data integrity and response authenticity.

Method of Data Analysis

The researchers will analyse the collected information through basic descriptive methods that include frequency counts and percentages with illustrations. The findings will display through charts and graphs to present clear trends together with graphical patterns. Through this analysis method researchers can understand how radio news audience members interact with gender appeals clearly while presenting main findings systematically.

RESULTS AND DISCUSSION

Analysis of gathered data together with research results about the study objectives appears in this chapter. The analysis of 341 received valid questionnaires from 400 distributed items yielded an 85.25% response rate. The study results are displayed through charts before the author carries out interpretations.

Data Analysis and Presentation

Gender Distribution of Respondents

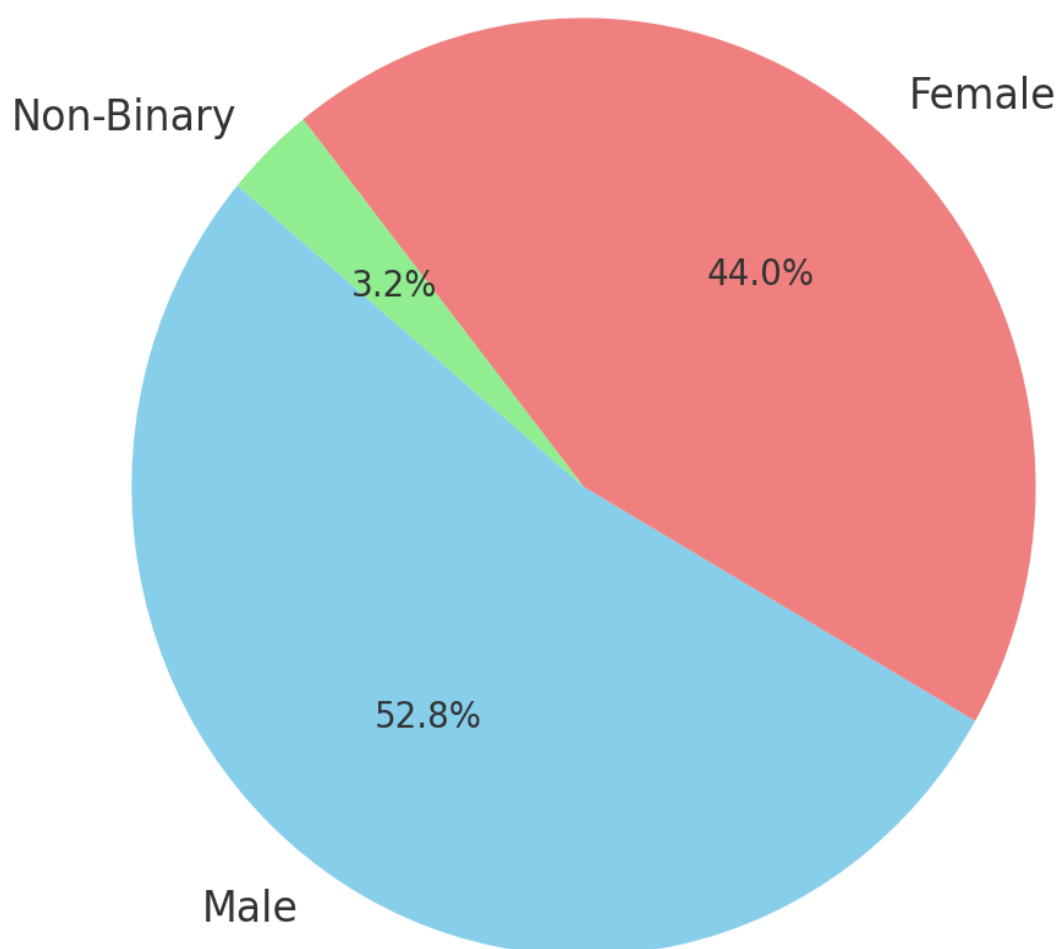


Figure 1: Gender Distribution of Respondents

Figure 1 demonstrates the demographic information: Respondents are split between genders. A large number of participants self-identified as male (52.8%), followed by female respondents (44.0%), and non-binary participants made up 3.2% of the group. A nearly even distribution of genders between the participants enables diverse opinions regarding gender appeals in radio news coverage.

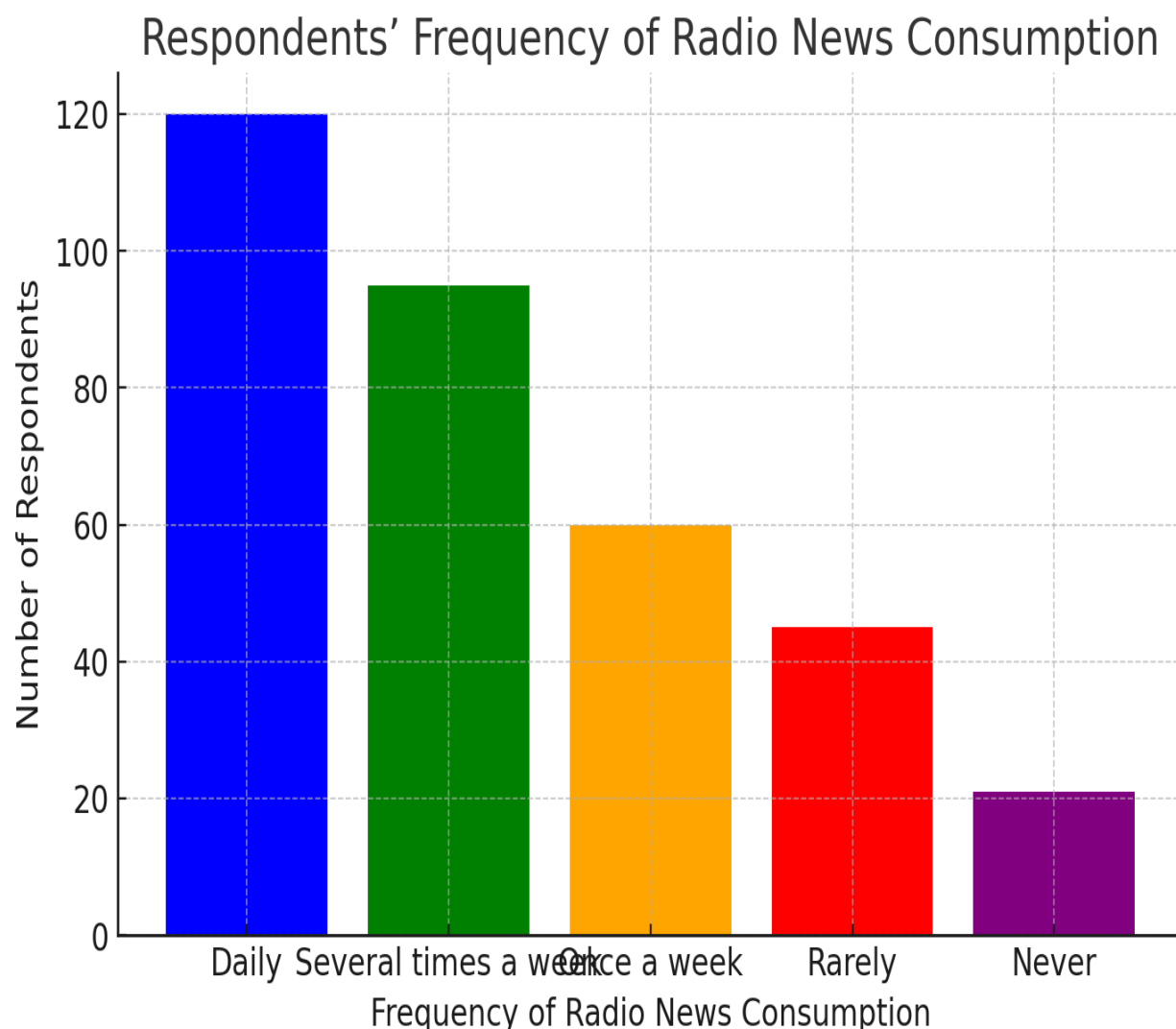


Figure 2: The audience listens to radio news with varying frequencies.

As Figure 2 shows the number of times people listened to radio news during the survey period. Daily radio listeners make up the largest group at 35.2%, and this number matches the percentage of people who tune in multiple times per week at 27.9%. The data shows that 17.6 percent of people listen to radio news once each week, but 13.2 percent mostly avoid radio news consumption. A small proportion of 6.1% stated they never listened to radio news. The strong relationship between audience members and radio news demonstrated through this data, supports essential research into gender appeals in media presentations.

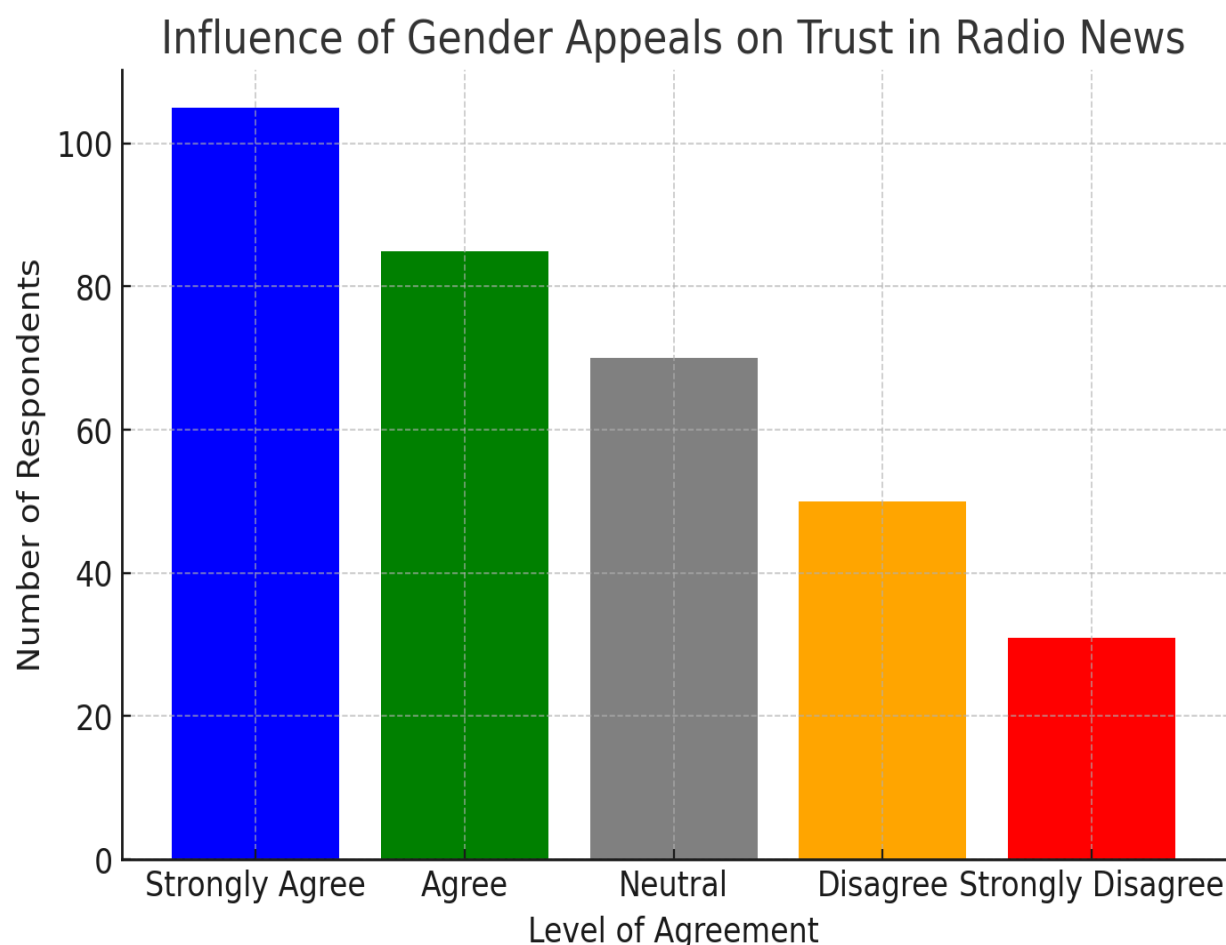


Figure 3: Influence of Gender Appeals on Trust in Radio News

Research participants demonstrated their opinions regarding gender appeals through Figure 3, which examined their trust in radio news programming. Gender appeals have a substantial effect on trust, according to 30.8% of study participants who strongly agree about this relationship. A significant proportion of 20.5% state neutrality regarding the influence of gender appeals on trust in radio news, with 14.7% disagreeing and 9.1% strongly disagreeing. Audience trust and perception rates show clear responses to the way gender is depicted in radio news broadcasts.

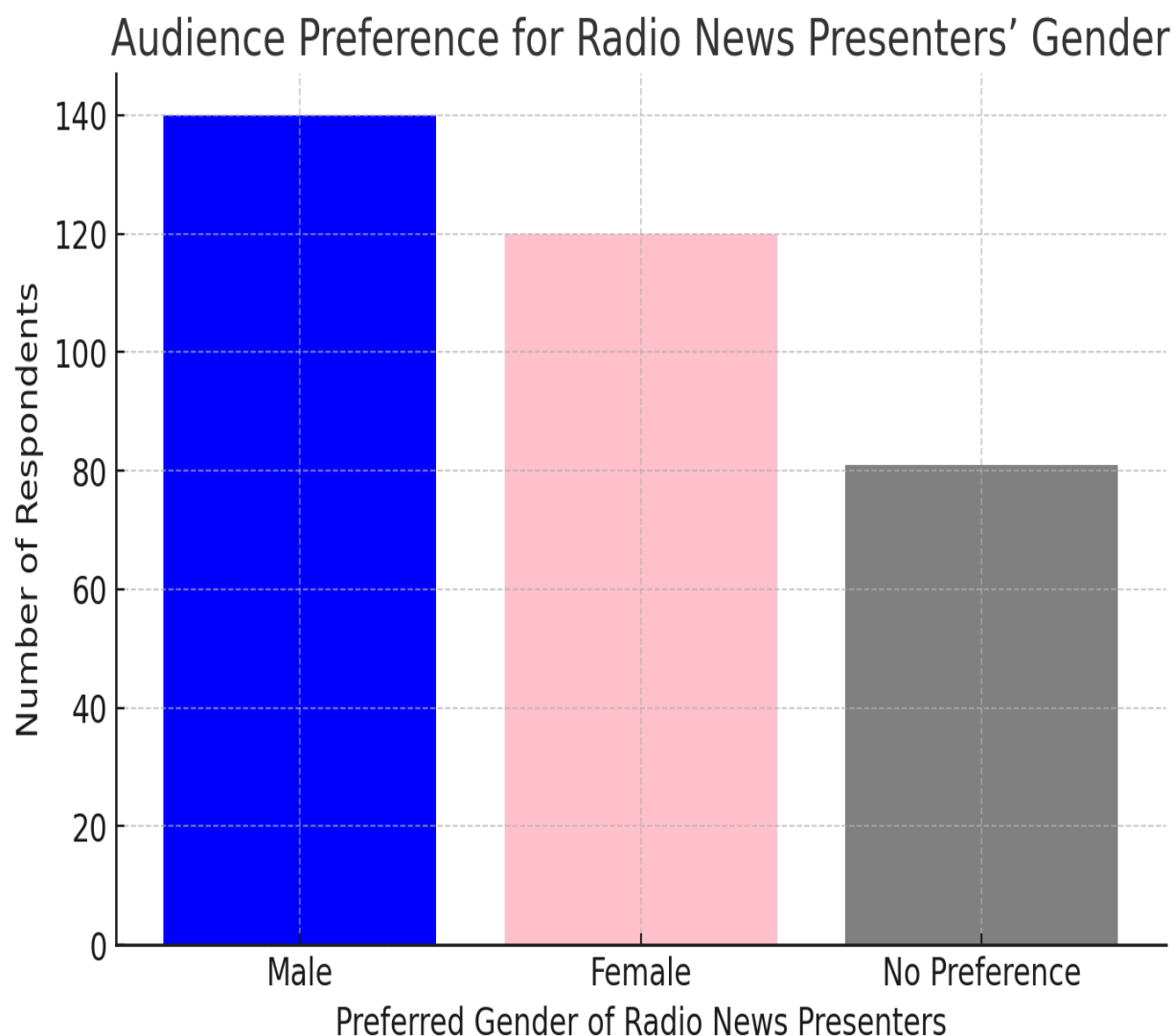


Figure 4: Audience Preference for Radio News Presenters' Gender

Figure 4 shows audience members who choose between male and female radio news broadcasters as their preferred option. Among the respondents, 41.1% expressed admiration for male broadcast hosts, while 35.2% preferred female hosts. The data shows that 23.7% of people make no distinction concerning radio news presenter gender. Based on their findings, a considerable part of the listening audience shows no preference for the presenter's gender.

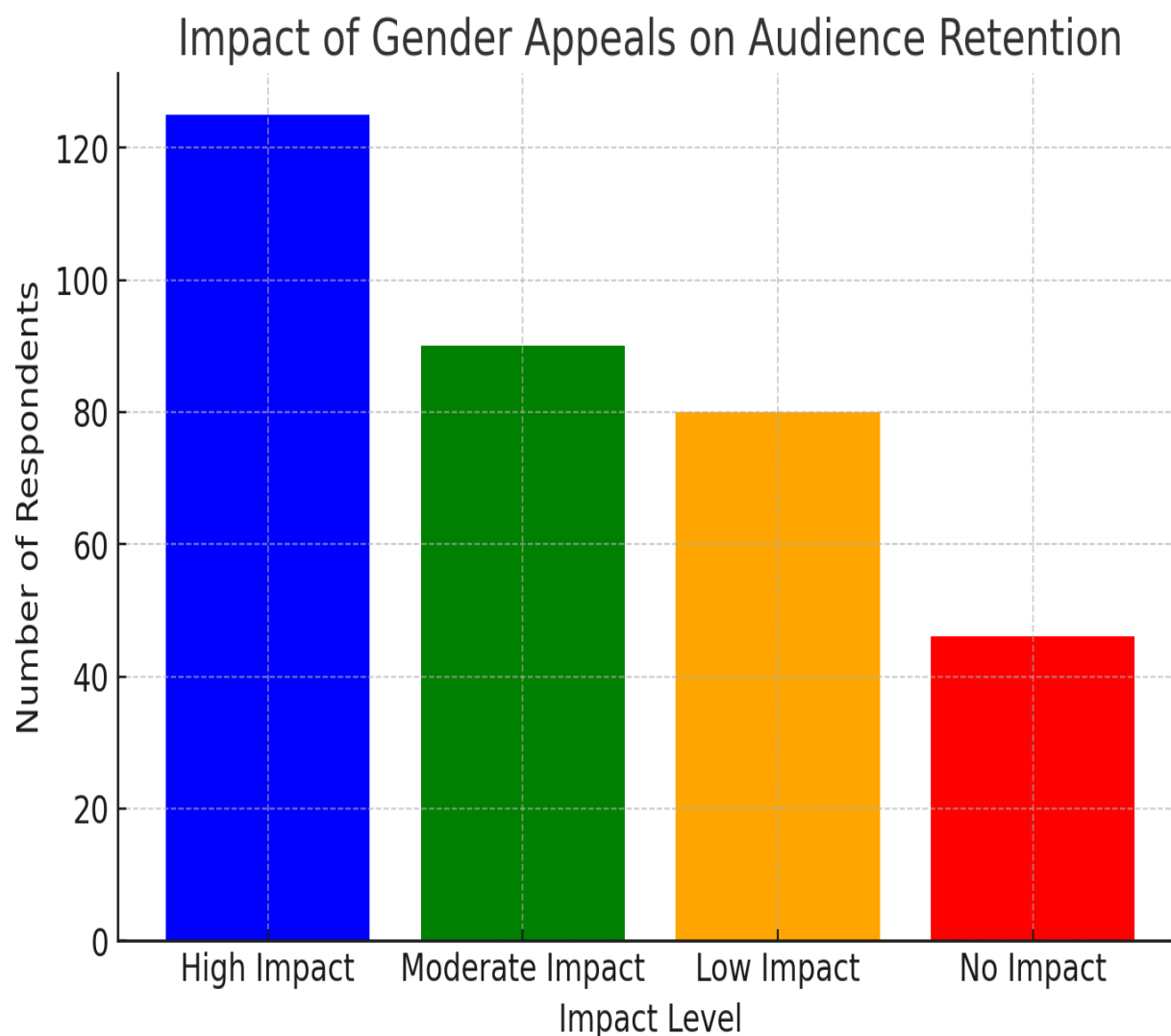


Figure 5: Impact of Gender Appeals on Audience Retention

The information presented in Figure 5 demonstrates the relationship between audience retention rates and gender appeals within radio news broadcasting. The data shows that gender appeals have a significant impact, according to 36.7% of survey respondents, who also rank the impact as moderate, when 26.4% of respondents evaluate it this way. According to survey respondents, gender appeals have minimal impact for 23.5% of them and no impact for another 13.5%. The outcome demonstrates how media portrayals of gender affect how frequently audiences maintain their interest in radio news programmes.

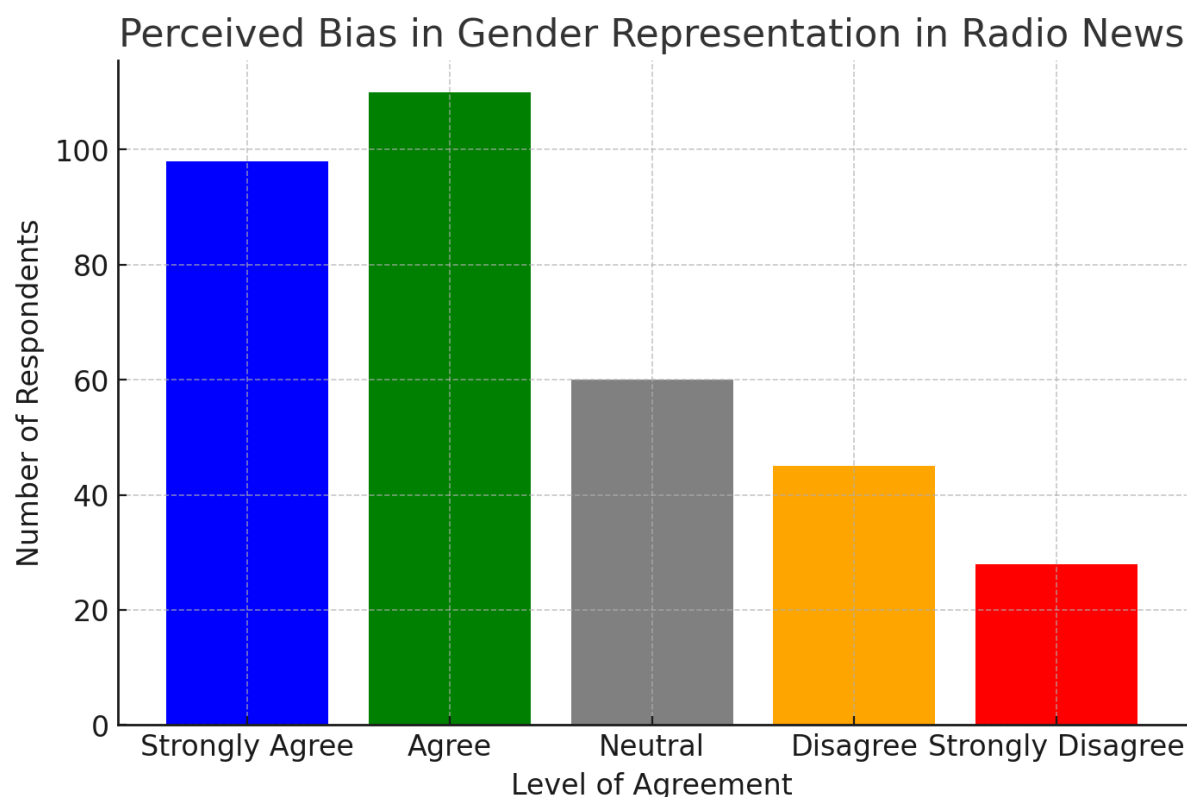


Figure 6: Perceived Bias in Gender Representation in Radio News

Fig. 6 depicts how people see radio news being biased in favour of one gender or the other. 28.7 percent of survey participants strongly agree that gender bias exists in radio news, along with 32.3 percent who agree with this assessment. The audience rating of gender bias perception for radio news features 37.6% neutral opinions and 15.2 percent in disagreement, while 8.2 percent strongly disagree. Audience perception and trust towards radio news content are likely to be influenced because a substantial number of respondents have detected gender-based bias in their observations of radio news broadcasts.

DISCUSSION

Among the study participants, 52.8% self-identified as male respondents, while 44.0% identified as female, alongside 3.2% of respondents selected non-binary. The audience composition of these data points matches current worldwide patterns of media audience diversity becoming more gender-equal. The Reuters Institute showed through research that women's media consumption has increased steadily over time because modern society has become more inclusive of gender diversity in news consumption habits. The equilibrium between male and female listeners is essential for specialists to grasp the transmission of gender-based news messaging in radio formats. Reuters Institute

A large segment of 35.2% of radio listeners consumed news daily, while a higher percentage of 27.9% listened several times weekly. Radio continues to be relevant because many listeners follow its programming consistently. Public insight indicates that Gen Z Americans listen to AM/FM radio every day at a rate of 55% because they find both music and local news valuable to their daily lives. The research results align with the present findings because radio continues to serve as a fundamental news transmission platform for all demographic groups.

The research examined how gender appeals affect audience trustworthiness as well as audience retention levels. Gender appeals notably influenced radio news trust among respondents because 30.8% reported strong agreement, and 24.9% agreed with this belief. The data shows that gender portrayal stands out as a vital trust factor for more than 50% of the audience regarding media content. Research at West Virginia University established that reporter gender shapes how people view information credibility together with trust in source reliability. The survey results demonstrated that gender appeals play a significant role in how people remember radio news stories, as participants from 36.7% of the group identified this factor as crucial to their memory process.

Summary

The research evaluated gender-based appeals on radio news audience participation while exploring how different male and female presentations shape the number of listeners and their sense of trust and information maintenance. Under quantitative research methodology, researchers collected data through structured questionnaires distributed to sample respondents. Audio news listeners showed a neutral gender composition, yet their news consumption levels depended significantly on personal opinions about news presenters' gender diversity. The perception of radio news credibility depends heavily on gender appeals because most respondents demonstrated that gender-based narratives shape how they trust the news.

Audience retention shows a direct connection to the way radio news represents gender equity. The survey participants indicated that broadcasts featuring equal representation of genders tend to maintain listener interest, which leads to increased medium-term radio broadcast consumption. Experts confirm through research that inclusive media content requires gender representation. The research proves that radio programming succeeds when gender appeals are strategically incorporated because this approach improves audience retention through diverse and inclusive audience representation.

Conclusion

Radio news audience engagement shows significant change based on gender appeals, which affects how much people listen differentially and their faith in news content, along with their ability to remember it. News content design by media practitioners needs to prioritise gender dynamics because this approach builds audience inclusivity while creating credible content that generates loyal audiences. When media organisations include equal proportions of male and female reporters, they build audience trust while improving audience retention rates through better and fair representation that leads to higher audience engagement.

Recommendations

1. Media organisations need to achieve balanced representation between male and female journalists in their news broadcasting to build inclusive reporting that wins audience trust.
2. Journalistic staff need gender-sensitive knowledge training to minimise reporting prejudice while improving their news content.
3. Broadcasters should implement audience feedback systems that allow them to understand listener preferences about gender representation better to make appropriate adjustments in content delivery.

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