VOL. 03 NO. 6,
FEBRUARY, 2024
E-ISSN 3027-1401
P-ISSN 3026-9148



African Scholar Publications & Research International
www.africanscholarpub.com

Journal of Arts and Sociological Research (JASR)

INFLUENCE OF *INSPIRATION 92.3FM'S* ENTREPRENUERIAL PROGRAMMES ON YOUTH EMPOWERMENT IN ETI-OSA LOCAL GOVERNMENT AREA, LAGOS STATE

Omolayo Olusola JEGEDE (PhD) & Adeorike Wakilat FATUGA
Department of Mass Communication, Veronica Adeleke School of Social Sciences (VASSS), Babcock University.
jegedeo@babcock.edu.ng

Abstract

Entrepreneurship is certainly one way of curbing the high rate of unemployment in any given country. Youth participation in growing a nation's economy cannot also be over-emphasised. Radio with its ubiquitous nature, expectedly is used for transmitting developmental messages to all and sundry. Therefore, this research sought to assess the influence of Inspiration 92.3FM's entrepreneurial programmes on youth empowerment in Eti-Osa Local Government Area, Lagos state. It aimed at finding out if the selected youths carry out entrepreneurial activities as a result of listening to the entrepreneurial programmes on Inspiration 92.3FM. The study further examined the awareness level of youths, youths' level of exposure to the entrepreneurial programmes, youths' level of motivation and involvement in entrepreneurial activities as a result of listening to the entrepreneurial programmes on Inspiration 92.3 FM. The uses and gratification and social learning theories were used to clarify concepts. Survey research design, using purposive sampling technique was adopted. The sample of 250 respondents was purposively drawn from Iru Victoria Island - a Local Council Development Area (LCDA) in Eti-Osa LGA. Findings revealed that entrepreneurial programmes on Inspiration 92.3FM have an influence over a substantial number of respondents who presently engage in entrepreneurial activities. Results further showed that the use of role models to anchor or co-anchor the entrepreneurial programmes on Inspiration 92.3FM have motivated respondents to engage in entrepreneurial activities. It was therefore recommended that the programme producers conduct frequent audience survey to know what will motivate youths to listen to the radio entrepreneurial programmes regularly.

Keywords: Entrepreneurship, Youth Empowerment, Entrepreneurial Programmes, Eti-Osa LGA, Role Models, Entrepreneurial Activities

Introduction

The growing scourge of unemployment in Nigeria is such that cannot be ignored. Since the few available government and private industries cannot cater for the employment needs of the teeming Nigerian youths; entrepreneurship seems to be the only way out. To this end, the government, non-governmental organisations, media and all stakeholders are expected to give prominence to youth empowerment by impacting the right knowledge and skills that will make them self-reliant and become key players in national development. Entrepreneurship is a way of empowering individuals in the society by making them self -reliant and independent. Oviawe (2010 pg.114) defines entrepreneurship as the "willingness and ability of an individual to seek investment opportunities, establish and run an enterprise successfully"

It has been observed that tertiary education is theoretically skewed whereby students have little or no hands-on experience; making self-reliance a mirage to many Nigerian graduates. Corroborating this, Nwangwu (2006) as cited by Oduyoye & Onu (2014) opines that this identified gap in tertiary education has led to the introduction of entrepreneurial education by the Nigerian Universities Commission (NUC). The introduction of this national policy has made entrepreneurship education compulsory for Nigerian undergraduates with the aim of making them acquire requisite skills for self-dependence, confidence and unravelling their potentials.

It is universally accepted that youth empowerment would foster development and nations that have development as their focus would invest in the education, skill acquisition and skill development of the youths. Nations that invest handsomely on their youths would probably get high return in every sector of the economy inclusive of agriculture and education. Some benefits of youth empowerment as identified by Ali (2012) include innovative youths, empowered and skilled youths, educated public and entrepreneurship. He further added that youth empowerment is integral for national development and a country that focuses on youth development and empowerment, is on its way to long term prosperity

In Nigeria, radio with its ubiquitous qualities has served as a medium of promoting entrepreneurship education through its entrepreneurial programmes. Therefore, this study focused on the current entrepreneurial programmes aired on Inspiration 92.3 FM which are Fidelity

SME Platform, SME Business Forum and Enterprise Stories with the aim of assessing the influence of these programmes on youth empowerment in Eti-Osa Local Government Area, Lagos.

Research carried out by the National Bureau of statistics on youth survey in 2012 identifies that youths in Nigeria constitutes 70 million individuals in a population of 166 million. The national youth survey reports that 54% of these youths are unemployed. Over the past few years, a large number of youths are beginning to see the need for entrepreneurship by identifying business opportunities and establishing their businesses.

In majority of the cases, the established businesses go aground within a very short period of time because this segment of the citizenry lack basic entrepreneurial skills to run any successful business. The Nigerian government has realized that there is a need for empowering individuals by issuing a directive through the Nigerian Universities Commission in year 2000 to make entrepreneurship education mandatory for all undergraduates in tertiary institutions.

In as much as entrepreneurship education is being emphasized in tertiary institutions, it has been observed that a large number of Nigerian youths do not have the requisites qualification for tertiary education; where the entry requirements are met, the available spaces seem few which makes the most accessible medium (radio) about their only option for entrepreneurship education. In spite of the prominence given to entrepreneurship education in schools and the radio, the rate of youth unemployment seems to be on the increase. This has been a subject of concern to many. Although, there are many studies on the impact of radio on listeners' education, many of those studies did not concern themselves with examining the influence of specific radio programmes on Youths entrepreneurial skills. It is against this backdrop that this research work was designed to examine the influence of Inspiration 92.3 FM's entrepreneurial programmes on youth empowerment in Eti-Osa Local Government Area, Lagos.

The research sought to find out if youths carried out entrepreneurial activities as a result of listening to radio programmes.

The general objective of the study was to examine the impact of Inspiration 92.3FM's entrepreneurial programmes on youth empowerment in Eti-Osa LGA, Lagos state.

The specific objectives were to:

1. Determine how exposed the youths in Eti-Osa LGA are to entrepreneurial programmes on Inspiration 92.3 FM
2. Ascertain the extent of motivation of youths in Eti-Osa LGA as a result of listening to the entrepreneurial programmes of Inspiration 92.3 FM

3. Determine the level of involvement of youths in Eti-Osa LGA in entrepreneurial activities as a result of listening to entrepreneurial programmes on Inspiration 92.3 FM

Theoretical Framework

The Uses and Gratification and Social Learning theories of mass communication made up the theoretical framework of this study. This section examined how Uses and Gratification focuses on the idea that each individual has several needs and uses the media to fulfil their needs as postulated by renowned scholars in mass communication. It also addressed the Social Learning theory by relating it to how people learn from others and the environment.

Uses and Gratification theory in relation to this research work explained that there are different programmes on a radio station; aired to satisfy the needs of the audience. It has been observed that individuals do not select specific programmes on radio randomly but to fulfil certain social and empowerment needs. That is, users select, attend to, and perceive the message from the radio programmes on the basis of their needs and believes. When entrepreneurial programmes are aired on the radio, users that seek empowerment tend to select, attend to, and perceive the entrepreneurial programmes. As a result of being exposed to such programmes, they tend to be enlightened and motivated to react positively by retaining the message content until action is stimulated.

The Social Learning Theory was propounded by Albert Bandura in 1977/94 which emphasizes that learning takes place through observing the behaviours of other individuals. The social learning theory in relation to this research explained that the youths learn behaviours as a result of observing other individuals in the society. Most entrepreneurial programmes make use of role models to motivate youths to listen. They make use of individuals who are worthy of emulation such as renowned entrepreneurs to anchor or co-anchor programmes. As a result of using role models, youths become motivated to listen to the programmes. The youths pay attention to the radio entrepreneurial programme, observe the behaviour of the role models, retain the content of the message gotten from the role models and finally reproduce the programme's message by partaking in entrepreneurial activities as a result of listening to the radio message from the role model.

Literature Review

The Concept of Entrepreneurship

An entrepreneur is an individual who spots opportunities and manipulates those opportunities to create wealth for himself and the general public.

According to Hisrich, Peter & Sherpherd, (2008, pg. 8)

> Entrepreneurship is the process of creating something different by developing the necessary time and effort assuming the accompanying financial, psychic and social risks and receiving the resulting rewards of monetary and personal satisfaction and independence

In addition to the aforementioned, entrepreneurship is the process of initiating an innovative business idea in which an individual manages the enterprise by devoting time and effort in carrying out the ideas initiated, taking risk on behalf of the enterprise in order to benefit from the positive outcome of the business. Entrepreneurship involves the creation of something new that will be of importance to the general populace. It entails the process of adding value to the society and economy. Entrepreneurship is a continuous process of creating wealth and resources by investing scarce resources in an enterprise and undertaking the risk and management of an organization.

Bird (1986) as cited by Afriyie, Boohene & Afafa (2013) views entrepreneurship as the creation of value through the establishment of a business organization. This means that entrepreneurship involves the creation of something that adds value to the society through the establishment of an enterprise.

Igbo (2004) as cited in Okoli & Okoli (2013) defines entrepreneurship as the willingness and the ability of an individual to look for investment opportunities in the society and the ability to establish and run an enterprise successfully based on those opportunities identified. In view of this definition, entrepreneurship is a process in which individuals source for lucrative business opportunities which breeds profits that is worth the investment of resources.

Citing Essien (2006), Ogbuoji & Amadi (2015 pg.24) opine that

> Entrepreneurship is the totality of self-asserting attributes that enables a person to identify latent business opportunities, together with capacity to organize needed resources to profitably take advantage of such opportunities in the face of calculated risks and uncertainty.

In view of this definition, it can be safe to say that the process of entrepreneurship involves an individual who possesses some qualities such as determination, discipline, leadership skills, creativity, and risk taking and can utilize these qualities when identifying business opportunities. Entrepreneurship enhances the creation of new ideas, new market and new technology that will be of importance to the public.

Although, the above definitions revealed divergent ways renowned authors perceive entrepreneurship, common element crucial to the understanding of the concept is that

entrepreneurship involves idea conceptualization, management of an enterprise and risk taking.

Radio as a tool for National Development

For a country to achieve sustainable development, the people need to be informed about the issues that affect their lives and the society. One of the ways that people can be involved in national development is if they are educated through the process of communication.

Radio enhances a two- way flow of information because of its interactive and ubiquitous nature. It enables individuals to discuss national issues by participating actively on the radio programmes call- in sessions on issues pertaining to national development.

Asemah, Anum and Edegoh (2013) assert that radio serves as an opinion leader in news commentary and its editorials. It portrays the society in its programmes that presents issues that are of importance to the society.

When people are exposed to such radio programmes, they tend to become enlightened and have an opinion on these issues that affect their lives because radio motivates behavioural changes in people.

Radio is the best medium for disseminating information to both rural and urban areas to bring about national development because the medium appeals to the rich and poor, literate and illiterate audiences. Radio plays a vital and critical role for shaping and changing political, social, cultural perception which will result to a positive result on national development.

Anifowose (2013) as cited by Familusi & Owoeye (2014) proposes that communication involves the process by which information is transferred from one person to another. He further argues that radio is multi-faceted among other media, it passes messages to a wide audience, expands the forum for social dialogue, mobilizes member of a community and lifts up people's voice to a high level of authority.

Asemah, Anum and Edegoh (2013) citing Wigwe (1988), opines that radio broadcasting has played a major role in disseminating information to the masses for development and empowerment process. To advocate development, information has to be disseminated. The dissemination of information concerning issues on national development has been made possible with the use of radio because of its wide audience reach and its ability to reach remote areas. Radio messages mobilize the public and educate the public on issues that affect their daily lives in the society.

Tafida (1986), cited in Asemah (2011) proposes that radio is so significant that it brings political, economic and socio-cultural news to any community. Radio covers and disseminates information to the general public on the happenings in the society.

According to Asemah (2011), of all mass media available to Africa, radio is the most available and accessible. Since radio is available to majority of the masses, it can reach a large audience at a very low cost which will raise the awareness and bring about knowledgeable individuals. He further mentions that radio can be used to bring about attitudinal change in the audience and it is the most effective and accessible medium for information at the grassroots in Nigeria.

Alluding to the aforementioned, McLeish (2005) posits that radio develops agreed objectives and political choice which enables social and political debates. That is, it covers issues of community interest which can lead to political participation at the grassroots.

Empirical Review

This research reviewed other studies on how media has promoted entrepreneurship and how radio has been used to empower youths

In a study which sought to evaluate the use of television programmes to promote entrepreneurial culture in Kenyan Universities, Afriye et al (2013) conducted a research using descriptive survey research on how television programmes promote entrepreneurial culture in Kenyan Universities. The sample size was drawn from 10 private and public universities in Kenya. Final year students from the 10 universities made up the sample size of 350. The result from the study showed that TV programmes do not really promote entrepreneurial culture in Kenya because the youths lack an enterprising culture which is the reason for low entrepreneurial activities in Kenya.

A study carried out by Hart (2011) as cited in Afriye et al (2013), notes that people are being motivated to start-up their own businesses after listening or watching entrepreneurial programmes on the media. A significant relationship was found between the radio programmes and the promotion of entrepreneurial mind-set. The researchers' opinion is that government should develop more programmes to increase the level of entrepreneurial activities and media houses should promote entrepreneurship through their programmes.

A gap identified in this study is that television is majorly used by the elites in a community and radio would be a more appropriate medium to promote entrepreneurial spirit because of its low cost, portability and wide audience reach. Also, youths can have a better access to radio entrepreneurial programmes because radio can be found on their mobile phones. Therefore, it is safe to say radio is a more effective tool for promoting entrepreneurial culture and mind-set amongst youths

A study conducted by Levie, Hart and Karim (2010) examines the effect of media on entrepreneurial activities. That is, the effects of TV business programmes on entrepreneurship. The methodology was a survey research design that constitutes

1,200 respondents from the Global Entrepreneurship Monitor (GEM). Data was collected from the GEM UK survey from year 2003 upwards. The finding from this study shows that 66.4% entrepreneurs mentioned that TV programmes influence peoples decision on future career. And the portrayal of entrepreneurs on TV made male non-entrepreneur want to establish their business.

Further finding from the study states that 12% of new founders said the media influenced them to start-up a business, 4% of established founders posits that the media is a major influence. Finally, 18-19% of both new and established founders assert that university training was a major influence. The outcome of this research shows that the media in UK has portrayed entrepreneurship and the entrepreneurship programmes had an influence on people's entrepreneurial mind set. In retrospect, this research on the influence of Inspiration 92.3FM's entrepreneurial programmes on youth empowerment in Eti-Osa LGA was aimed at assessing similar variables, a major distinction being the unique and still developing socio-economic landscape in Nigeria.

Research Methodology

Using purposive sampling technique for selection, the study adopted the survey research design to elicit information from the respondents. A total number of 250 respondents were purposively drawn from the entire population of 983,515 in Iru Victoria Island (LCDA), Eti- Osa LGA. Iru Victoria Island (LCDA) was purposively selected because of the presence of Inspiration 92.3FM in the area. The purposive sampling technique was considered suitable for this study because the respondents were specified youths who were selected based on their age and the fact that they listen to entrepreneurial programmes on Inspiration 92.3 FM. Data were analysed using Statistical Product and Service Solutions (SPSS).

Discussion of Findings

Table 1: Distribution of respondents according to their level of exposure to entrepreneurial programmes on Inspiration 92.3 FM

Items	SA 5 Freq. (%)	A 4 Freq. (%)	D 3 Freq. (%)	SD 2 Freq. (%)	U 1 Freq. (%)
I am aware of the entrepreneurial programmes on Radio	56 (26.7)	115 (54.8)	7 (3.3)	1 (0.5)	31 (14.8)
I am aware of the entrepreneurial programmes on Inspiration 92.3FM	77 (36.7)	108 (51.4)	4 (1.9)	1 (0.5)	20 (9.5)
Entrepreneurial programmes on Inspiration 92.3FM have informed me about the current entrepreneurial activities	51 (24.3)	120 (57.1)	6 (2.9)	1 (.5)	32 (15.2)

Entrepreneurial programmes on Inspiration 92.3FM have informed me about the nature of entrepreneurship	54 (25.7)	112 (53.3)	9 (4.3)	1 (.5)	34 (16.2)
Entrepreneurial programmes on Inspiration 92.3 FM adequately informs me on how to become an entrepreneur	47 (22.4)	117 (55.7)	8 (3.8)	3 (1.4)	35 (16.7)

Results in table 1 indicate that majority of the respondents are aware of entrepreneurial programmes on radio. There is also a high level of awareness on the entrepreneurial programmes on Inspiration 92.3 FM. This implies that, entrepreneurial programmes on Inspiration 92.3FM have been very informative on current entrepreneurial activities. The analysis further implies that majority of the respondents think entrepreneurial programmes on Inspiration 92.3FM have been very informative on the nature of entrepreneurship; while most respondents perceive that entrepreneurial programmes on Inspiration 92.3FM have been very informative on how to become an entrepreneur.

This reiterates the findings of Familusi et al (2014) which revealed that radio promotes the level of awareness of people on economic and social issues. It also agrees with the result of Nazari et al's (2010) study on radio as an educational medium and the impact of agricultural development which revealed that educational intervention through radio resulted in significant knowledge enhancement.

Table 2: Respondents' level of motivation to carry out entrepreneurial activities as a result of listening to Entrepreneurial programmes on Inspiration 92.3FM

Variables	SA 5 Freq. **(%)**	A 4 Freq. **(%)**	SD 3 Freq. **(%)**	D 2 Freq. **(%)**	U 1 Freq. **(%)**
Entrepreneurial programmes on Inspiration 92.3 FM have motivated me to carry out entrepreneurial activities.	72 (34.3)	97 (462.)	3 (1.4)	8 (3.8)	30 (14.3)
The use of role models and successful entrepreneurs in entrepreneurial programmes on Inspiration 92.3FM has motivated me to carry out entrepreneurial activities.	74 (35.2)	83 (39.5)	- -	11 (5.2)	39 (18.6)
The content/message of the entrepreneurial programmes on Inspiration 92.3FM motivates me to listen to the radio programme	73 (34.8)	102 (48.6)	7 (3.3)	2 (1.0)	26 (12.4)

The content/message of the entrepreneurial programmes on Inspiration 92.3FM motivates me to carry out entrepreneurial activities	59 (28.1)	110 (52.4)	2 (1.0)	7 (3.3)	32 (15.2)

Table 2 shows that entrepreneurial programmes on Inspiration 92.3FM have motivated most respondents to carry out entrepreneurship activities. The analysis in the table further indicates that using role models and successful entrepreneurs on entrepreneurial programmes on Inspiration 92.3 FM has motivated a substantial amount of respondents to carry out entrepreneurial activities. The analysis further reveals that most respondents are motivated to listen to the programmes because of the message/content. Therefore, it can be concluded that most respondents are motivated to carry out entrepreneurial activities as a result of listening to the entrepreneurial programmes on Inspiration 92.3 FM. Corroborating these findings, MacCullum (2002) assets that individuals learn from role models in the society and learners have to attend to the messages disseminated by the role models, retain the messages, and then become motivated to reproduce the message gotten on radio and television. Also, Badura (1977) as cited in Myers (1995, pg 281) opines that "learning would be exceedingly laborious, not to mention hazardous, if people had to solely rely on their own actions to inform them what to do". This postulation gives credence to the use of role models to motivate youths to listen to entrepreneurial programmes on Inspiration 92.3FM in order to partake in entrepreneurial activities.

Table 3: Respondents' involvement in entrepreneurial activities as a result of listening to the entrepreneurial programmes on Inspiration 92.3FM

Variables	SA 5 Freq. (%)	A 4 Freq. (%)	D 3 Freq. (%)	SD 2 Freq. (%)	U 1 Freq. (%)
I carried out entrepreneurial activities as a result of listening to the entrepreneurial programmes on Inspiration 92.3 FM	60 (28.6)	70 (33.3)	16 (7.6)	10 (4.8)	54 (25.7)
Entrepreneurial programmes on Inspiration 92.3 FM have assisted me in carrying out my business efficiently	43 (20.5)	110 (52.4)	15 (7.1)	5 (7.1)	37 (17.6)
I started a business/trade as a result of listening to entrepreneurial programmes on Inspiration 92.3 FM	40 (19.0)	77 (36.7)	30 (14.3)	12 (5.7)	51 (24.3)
I have expanded my business as a result of listening to entrepreneurial programmes on Inspiration 92.3 FM	40 (19.0)	90 (53.3)	23 (11.0)	6 (2.9)	51 (24.3)

Entrepreneurial programmes on inspiration 92.3 FM have helped me achieve good results in business management.	77 (36.7)	76 (36.2)	11 (5.2)	4 (1.9)	42 (20.0)

Based on the responses from the respondents, table 3 shows that listening to entrepreneurial programmes on Inspiration 92.3FM has made most of the respondents carry out entrepreneurship activities. Results further show that listening to entrepreneurial programmes on Inspiration 92.3FM has helped most of the respondents carry out their business activities efficiently. From the analysis, a substantial number of respondents started a business or a trade as a result of listening to entrepreneurial programmes on Inspiration 92.3FM. They also attested to the fact that listening to entrepreneurial programmes on Inspiration 92.3FM has helped them to expand their businesses. This implies that, listening to entrepreneurial programmes on Inspiration 92.3FM has helped most of the respondents achieve good results in business management. Findings from a study conducted by Hart (2011) as cited in Afriye et al (2013), mentions that people are being motivated to start-up their own businesses after listening or watching entrepreneurial programmes on the broadcast media.

Major Findings of the Study

- Entrepreneurial programmes on Inspiration 92.3FM have influenced some of the respondents which presently engage in entrepreneurial activities.
- A large number of respondents are aware of the entrepreneurial programmes on radio and that of Inspiration 92.3FM.
- The audience of the entrepreneurial programmes on Inspiration 92.3 FM are mostly males between the age bracket of 24-29. This is to say that the males in Eti-Osa LGA are likely to be the audience of the entrepreneurial programmes on Inspiration 92.3 FM.
- There were more singles among the respondents. This further indicates that the study used the appropriate respondents as the study focus is on youths.
- Majority of the respondents are aware of the current entrepreneurial activities while a substantial number of respondents claimed to have been informed on how to become an entrepreneur as a result of listening to the entrepreneurial programmes on Inspiration 92.3FM
- Most respondents are motivated to carryout entrepreneurial activities as a result of the use of role models to anchor or co-anchor entrepreneurial programmes on Inspiration 92.3FM while a substantial amount of respondents are motivated to listen and partake in entrepreneurial activities because of the content/ messages of the radio programmes.

- A substantial number of respondents are involved in Entrepreneurial activities as a result of listening to the Entrepreneurial programmes on Inspiration 92.3 FM
- Majority of the respondents claim to have achieved good business management and to have carried out their business efficiently as a result of listening to the entrepreneurial programmes on Inspiration 92.3FM

Conclusion

Radio with its ubiquitous characteristic, is a veritable medium for the dissemination of educational programmes; entrepreneurship education inclusive. The study concludes that a large percentage of respondents agree that entrepreneurial programmes on Inspiration 92.3FM do motivate them to carry out entrepreneurial activities while a substantial number of respondents have expanded their businesses as a result of listening to the entrepreneurial programmes on Inspiration 92.3FM

Finally, a large number of respondents have been involved in entrepreneurial activities due to the influence of the entrepreneurial programmes on Inspiration 92.3FM. Based on the aforementioned, greater emphasis should be devoted to manpower development or capacity building by programmes producers for radio stations in Nigeria so that unemployment would decrease to a minimal rate, persistent complaints by youths concerning the creation of job opportunities would reduce since a sense of self-actualization and independence would be achieved by youths through the acquisition of knowledge and skills from the entrepreneurial programmes on radio.

Recommendations

The following recommendations have been put forward by this research work:

1. Radio which is one of the most acceptable media should be accompanied by television, newspaper and most importantly new media which appeal to youths to captivate their attention on entrepreneurship education.
2. There is need for proper orientation for youths about the existence of entrepreneurial programmes on radio and other media that would enhance their knowledge on entrepreneurship and how to acquire entrepreneurial skills.
3. Youths should endeavour to involve themselves in entrepreneurial activities to avoid being caught up in a situation of unemployment and poverty.
4. Also, government should ensure that youths' development centers conduct forums, seminars, conferences and other platforms for discussing, informing and educating youths about the nature and the current entrepreneurial activities to serve as a reinforcement to the entrepreneurial programmes on radio.

5. Renowned or successful entrepreneurs should be used to enlighten youths on entrepreneurial programmes on radio by providing adequate information on how they can grow their businesses and sharing their stories to listeners in order to let them know how they started, what they did, their motives, success plans, short and long term goals, how hard and easy for them to carry out their own businesses.
6. The producers and presenters of the entrepreneurial programmes on Inspiration 92.3FM should conduct frequent surveys to learn about the profile of their listeners and the influence of the entrepreneurial programmes on the audience
7. Also more radio stations should develop programmes on entrepreneurship that have human relevance. This way the station is able to relate with the minds of youths thereby sustaining their attention and listenership.

REFERENCES

Afriye, N,, Boohene, R., & Ofafa, G., (2013*). Theorizing the Relationship between Television Programmes and Promotion of Entrepreneurial Culture among University Students in Kenya.* European Journal of Business and Management. Vol.5, No 16

Ali, Q., (2002). Benefits of Youths Empowerment, Firsthought. Retrieved from qamers-firsthought.blogspot.com/2012/09/benefits-of-youth empowerment.html?m=1

Asemah, E.S (2011). *Mass media in contemporary society*, Jos: University press.

Asemah, E.S, Anum, V. &Edegoh, L.O (2013). *Radio as a tool for Rural Development in Nigeria*. An International Journal of Arts and Humanities. Vol 2, pp. 25-26.

Familusi, E.B., & Owoeye P.O., (2014), *"An assessment of the use of radio and other means of information dissemination by the residents of Ado-Ekiti state, Nigeria*. Library philosophy and practice (e-journal) paper 1088. Retrieved from http://commons.unl.edu/libphiprac/1088

Hisrich, R.D., Peter, M. P., & Shepherd, D.A, (2008), *Entrepreneurship*, Singapore, McGraw-Hill Companies.

Lagos State Bureau of statistics (2012), Abstract of Local Government Statistics, Ministry of Economic Planning and Budget, Secretariat, Alausa Ikeja. Retrieved from, oot.ig.gov.ng>beta

Levies, J., Hart, M., & Karim, M., (2010). Global Entrepreneurship Monitoring Impact of Media on Entrepreneurial Intention and Actions.

MacCullum, J. & Beltman, S. (2002). A Report to the National Youth Affairs scheme. Retrieved from https://wwww.academis.edu/604330/role-model-for-young-prople-what-makes-an-efeective-role-model-program-a-report-to-the-national-youths-affairs-research-scheme

Mcleish, R. (2005). *Radio Production*. England: Elsevier Linacre House

Myers, D.G (1995). *Psychology*. USA: Worth publishers.

Nasari, M., R. & Hasbullah, A., H. (2010). *Radio as an educational media: impact on Agriculture development*. Journal of the South East Asia Research Centre of Communication and Humanities.

Oduyoye, O. O., & Onu C.A., (2014), *Foundations of Entrepreneurship*. Nigeria: Babcock University Press

Ogbuoji, S. N., and Amadi, F. N., (2015). *Empowering the youth for sustainable development through Entrepreneurial and human capacity and leadership development* V07, N0 1 PP 22-28.

Okoli, D. I, & Okoli, E.I (2013). *Youth Empowerment through Entrepreneurial development in Nigeria.* Journal of Educational and Social Science Research. Vol 3 No 9 p.148

Oviawe, J. I., (2010). *Repositioning Nigerian youths for economic empowerment through entrepreneurship education*. European journal of education studies 2(2).