

## **Research**

(a) Completed

(i) **Sponsorship and listenership of rural development broadcasts in southwestern Nigeria.**

The nature of sponsorship and listenership of rural development broadcasts was assessed in this study. Factors limiting private sponsorship as well as enhancing listenership of the broadcasts were identified. Findings reveal the strategies for making rural development broadcasts sustainable.

(b) In progress

(i) **Listenership of the Department of Agricultural Extension and Rural Development's radio broadcasts on Diamond 101.1 FM.**

The study is designed to assess the listenership variables of the Department of Agricultural Extension and Rural Development broadcasts on Diamond 101.1 FM. This is to assess the reach and listeners' acceptance of the Department's broadcasts in order to improve on programming for effective delivery of development-related information.

(ii) **Readership of Community Newspapers in Southwestern Nigeria.**

The study is designed to assess the readership of major community newspapers in the southwest geopolitical zone of Nigeria. This is to assess the prospects of using the medium to disseminate development-related information.

(iii) **Perceived Effectiveness of the Use of Popular Musical Albums in Mass Mobilisation for Agricultural Development.**

The study is designed to assess the perceived effectiveness of the use of popular musical albums in mobilising Nigerian youths for active involvement in the agricultural sector. This is important in the context of multi-media approach to development-related information dissemination.