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## **RADIO BROADCASTING AND CHRISTIAN MUSIC USAGE ON SUNDAYS: A STUDY OF DIAMOND 101.1FM, IBADAN.**

### **Abstract**

*Music is a crucial content engaged by the mass media overtime past. One of the yardsticks that inform choice of music by producers, studio engineers, duty continuity officers and program presenters is the contents of the music. The functionality of music makes their selections usually different from day to day, time to time and season to season. Hence, songs used on air every Sunday in media stations are usually Christian or gospel music. This qualitative research engages structured interview and archival methods to investigate the usage of gospel music in the media house of the University of Ibadan known as Diamond 101.1 FM, Ibadan. Result shows that despite gospel music is considered to be the identity of Christians and the most relevant music for a day like Sunday, there is a declination in its usage on Diamond 101.1FM on Sunday. The study recommends that Media officers should be educated and encouraged to use relevant music in their daily program presentations and intermissions. Specifically, gospel music is recommended for Sunday schedules.*

**Keywords:** *Broadcasting, Christian, Music, Diamond FM, On-air*

### **Introduction**

Radio as a scientific feat arrived through the efforts of different scientists, some of whom worked independently of each other. As early as 1800, a Scot Physician, James Clerk Maxwell experimented and posited the availability of radio. (Alefia et al, 2023). It is a strong means of social orientation through broadcasting either by speech or music. Therefore, anything or new idea that would reach the populace often travel through broadcast media.

Radio stations broadcast everyday of the week and the contents aired vary from day to day. The music played on Monday which is generally believed to be the first working day of the week is different from what is played on Friday evening or Saturday morning. This shows that song selection is based on time and season. This paper addresses Radio stations' broadcast on Sunday because it is believed to be the day most Christians worship and engage Christian religious music.

Mereni (2016) emphasized that “all musics are one”. This is true because they all combine sounds which are pleasant in their own context. However, in broadcasting all sorts of music, except those with questionable contents that negate social values and moral ethics of a society. Bittner (1989) reveals that, “radio is a strong medium among the general population”.

Gospel music can be defined as a type of music for Christians that preaches the good news of Jesus Christ and made popular by public performances, electronic media and information technology such as radio, television, and the media (Adedeji, 2004). Gospel music is a traditional genre of Christian music and a cornerstone of Christian media. Gospel music is composed and performed for many purposes including aesthetic pleasure, religious or ceremonial purposes and as an entertainment product for market place.

Music is engaged alongside speech in media broadcasting as an essential tool medium of communication to the masses. In broadcasting, music is used as a basic content of programmes used to introduce guests, as a programme signature tune, for entertainment, as interlude between segments of a show, to create an engaging atmosphere, to enhance the listening audience, for jingles and advertisements, as news intros and outros, to showcase artists, for documentaries, bridge gaps between programmes, for maintaining a smooth flow and station’s theme songs to mention few.

However, the use of music in radio broadcasting is subject to season, purpose, time and audience. Therefore, everyday broadcast on radio has their unique music. Sunday is often considered a day of rest and worship in many Christian cultures, as it is the day of the week that commemorates the resurrection of Jesus Christ. However, some attend church service and some do not but listen to music aired on the radio.

Mass media broadcast is said to be based on purpose, season and audience. Therefore, the choice of music on Sunday should speak to the nature and uniqueness of the day. However, in the recent time, trend seems catching up with most ‘on air personalities’ and their usage of gospel music on Sunday. This noticeable shift begs for scholarly attention of musicologists and mass communication experts or else, gospel music might be obliterated from Sunday broadcasts.

This paper explores factors that inform the choice of music used on radio on Sundays. The objectives are; to identify the presence of Christian religious music in Sunday broadcast of Diamond 101.1FM, to investigate the choice of music played on radio on Sundays and examine the use of gospel music on Sundays in Diamond 101.1FM.

Although the issues of music played on radio on Sundays is not limited to only one radio station but all radio broadcasting stations across this country, this study specifically focused on the usage of gospel music on Sundays with specific case of Diamond 101.1 FM, University of Ibadan, Ibadan, Nigeria. The misuse or careless usage of music and airing of irrelevant music should be a concern to both scholars in music and broadcasting.

## **A broad view of Sunday broadcasting**

In order to account for radio music, it should be taken into consideration the very modalities of the broadcasting process as an integral but distinct part of the social production of popular music, and acknowledge the specific forms of music that are produced under these particular conditions

of practice (Grenier, 1991) p 221. This justifies the essentiality of music in everyday broadcast of radio stations. Media broadcast therefore encourages continuous production of music.

Sunday broadcast refers to the wide array of television and radio programmes that are aired on screens and airwaves specifically on Sundays. It is a day when viewers and listeners indulge in a diverse range of shows spanning from religious services and talk shows to sports events and entertainment specials. This dedicated broadcast on Sundays caters to various interests and preferences offering something for everyone to enjoy on the weekend. Whether tuning in for spirituality segment, catching up on the latest news or simply watching/listening to captivating entertainment Sunday broadcast has become a staple in the weekly routine for many individuals.

With a mix of informative engaging and entertaining content these programmes aim to enrich and entertain audiences as they relax and recharge for the week ahead. Due to the increased availability of leisure time Sunday has become widely favored for broadcasting as it caters to a larger audience. The abundance of free time allows individuals to indulge in watching or listening to various programmes making it a prime opportunity for broadcasters to capture the attention of their viewers or listeners.

The popularity of Sunday broadcasts is evident in the heightened engagement and viewership levels as people take advantage of the relaxation, worship and entertainment provided by the diverse range of programmes available. Sundays are a treasure trove of entertainment with a diverse selection of shows to cater to every listener'/viewer's taste. From the solemn worship music, sermons, to the latest news updates to thrilling sports matches blockbuster movies and exclusive special events there is something for everyone to enjoy on this day of the week. Sundays offer a plethora of options for entertainment and news broadcast among others.

It is usually heartwarming as many families come together on Sundays whether it is around the TV or radio to relish in some quality time. This cherished tradition is a time when loved ones can bond over shared interests whether watching a favorite show or listening to music or a podcast. The cozy atmosphere created by being in each other's company laughing and enjoying others' presence is truly special. This simple act of togetherness strengthens family connections and creates lasting memories that will be cherished for years to come.

Sunday broadcast is not just a form of entertainment; it is a vital source of information, sacred worship and engagement for audiences across the globe. With a wide array of programmes ranging from news updates to talk shows and music specials Sunday broadcasts offer something for everyone. Whether one is looking to stay informed about current events, stay home and worship from home, listen to sermons from comfort zone or simply unwind with some light-hearted content tuning in on a Sunday can provide a perfect blend of entertainment, inspiration and enlightenment.

It is a platform that brings people together sparking conversations and fostering a sense of community through shared experiences. In essence Sunday broadcasting serves as a cornerstone of the media landscape shaping our weekends and enriching our lives in countless ways. However, since music is functional in our clime as Africans, music aired on Sundays should be relevant to the day.

## Methodology

The study employs a dual approach of qualitative methodology to thoroughly examine the programming and content offered by Diamond 101.1FM. This thorough analysis delves into both the subjective aspects of the content to provide a well-rounded understanding of Diamond 101.1's offerings. Employing these methods, the study aims to provide a detailed data on the quality and variety of content available on Diamond 101.1FM offering valuable insights for further research and future improvements. Listeners can tune in to 101.1FM on Sundays to enjoy their favorite music and programmes. This radio station offers a variety of shows that cater to diverse interests ensuring that there is something for everyone to enjoy.

The researcher collaborates with four groups of individuals within the radio station on Sundays including radio presenters, producers, duty continuity officers and sound engineers. By engaging with these key players (two other Sunday shows presenters, one studio engineer and one producer), the researcher seeks to uncover the underlying motivations and influences that shape their selection of music for Sunday broadcasts. Through discussions and interviews the researcher delves deeper into the creative processes and decision-making behind the music choices made by this team shedding light on the inspiration behind the curated playlists that captivate audiences on Sundays.

## Findings and Discussion

### *Diamond 101.1 FM, Ibadan in Brief*

Diamonds are one of the most sought-after gemstones due to their dazzling beauty and timeless elegance. These precious stones are formed deep within the Earth's mantle under immense pressure and heat. Their unique crystalline structure gives them exceptional hardness making them perfect for everyday wear in jewelry. The value of a diamond is determined by the four Cs - cut color clarity and carat weight. The cut of a diamond plays a significant role in its brilliance and fire while colorless diamonds are the most valuable. Clarity refers to the presence of any internal flaws or inclusions with flawless diamonds being extremely rare and highly prized. Carat weight is a measure of a diamond's size with larger stones being more valuable. Understanding these factors is essential when choosing the perfect diamond for any occasion.

University of Ibadan is known for its strong academic reputation and commitment to excellence. The university prides itself on its rigorous curriculum and dedicated faculty members who are experts in their respective fields. Students at FM University of Ibadan have access to state-of-the-art facilities and resources that enhance their learning experience. The campus is vibrant and diverse providing a rich environment for intellectual growth and personal development. The university's strong sense of community fosters collaboration and teamwork among students, faculty and staff. FM University of Ibadan is not just a place of learning but a place where students can thrive and achieve their full potential.

Diamond 101.1FM is a vibrant community radio station that is proudly owned and operated by the prestigious University of Ibadan. The station serves as a hub for local and international news, music, entertainment and educational programmes catering to the diverse interests of the university community and beyond. With a focus on promoting inclusivity and fostering a sense of belonging, Diamond 101.1FM plays a crucial role in connecting people and sharing valuable

information within the region. The station's dedication to delivering quality content makes it a beloved institution in the area drawing listeners from all walks of life who tune in to stay informed and entertained.

The campus radio established in 2008 marked a significant milestone in its journey on Thursday October 30, 2008, when it officially began broadcasting. The inauguration ceremony was presided over by Dr. Mu'azu Babangida Alliu who played a pivotal role in the launch of the radio station. Since its inception, the campus radio has been a dynamic platform for students to showcase their talent and voice their opinions on various issues. The vision and dedication of Dr. Mu'azu Babangida Alliu have been instrumental in shaping the success and growth of the radio station over the years.

The radio station is situated within the Media Centre nestled along Atiba road on the picturesque campus of the University of Ibadan in Oyo state, Nigeria. From this central location the station broadcasts its diverse range of programmes reaching audiences far and wide with its informative and entertaining content. The Media Centre serves as a hub of creativity and innovation where talented individuals come together to produce quality radio shows that reflect the pulse of the community. It is a vibrant space that embodies the rich cultural heritage and academic excellence for which the University of Ibadan is renowned. The slogan of the station is 'promoting values and excellence'

#### Coverage, Operation and Content

Diamond 101.1 FM uses FM broadcasting method of radio broadcasting. It uses frequency modulation (FM) of the radio broadcast carrier wave. FM is used for most broadcasts of music and general audio (in the audio spectrum). FM radio stations use the very high frequency range of radio frequencies.

The broadcasting coverage of Diamond 101.1FM is regional, that is, it covers a specific region which is Ibadan. However, through internet facilities, the station is listened to all over the world via their social media handle

It opens from Monday to Sunday and operates between the hours of 8am to 8pm. The content of their programmes includes education, music, entertainment, religion, and sport to mention few. Whether one is a fan of the latest hits or prefer Classic tunes 101.1FM has you covered. So listeners within the frequency and online can use their headphones or turn up the volume in their car and let the music transport them to a world of inspiration, entertainment and relaxation. With a lineup of talented on-air personalities and engaging content, Sundays is a whole lot better with 101.1 FM.

#### Audience

Diamond 101.1FM broadcasts to the university community, the entire city of Ibadan, nearby towns and online audience. Staff, students and all and sundry living on the campus and the entire ancient city of Ibadan can easily tune in to Diamond 101.1 FM.

Beside the terrestrial visibility through the frequency of the transmitter, Diamond 101.1FM also offers a clear and uninterrupted signal that can be easily picked up by receivers within a specified range. This makes it an ideal choice for communication over long distances ensuring that

important messages are transmitted accurately and efficiently. Additionally, the reliability of Diamond 101.1FM makes it a preferred option for emergency communication situations where a strong and consistent signal is crucial for successful coordination and response efforts.

Diamond 101.1 FM can be easily accessed on various social media platforms. Whether scrolling through the Facebook, feed browsing Instagram stories or tweeting on Twitter, one can stay connected with the station anywhere. By following their accounts you can stay updated on the latest news music releases and upcoming events. Most often, the station offers a fantastic opportunity for listeners and fans worldwide to tune in and enjoy live programs via their Facebook account.

The convenience of being able to watch and listen to their favorite shows in real-time from anywhere in the world has attracted a diverse and loyal audience. Whether it is listening to the latest news tuning in to musical performances or engaging in interactive discussions the station's Facebook live broadcasts truly bring the station's content to life for a global audience.

#### Sunday Shows on Diamond 101.1FM

- National Anthem, Pledge, UI Anthem
- UI jingles /Christian/Muslim Prayers
- GCK Daily
- Newse8
- Words on Marble

#### Sunday Morning Belt

- Making Sense out of life
- Redlines
- Tehillah (Guest appearance, religious songs. biblical passages to be discussed)
- Surpassing Grace
- Diamond FM news update
- Faith Trumpet (religious programme)

#### Sunday Afternoon Belt

- The Ludoro Show (Listeners call in programme for their choice of music)
- News on the Hour
- Concert on Air (musical show with history of their originators)
- Ijanba Konile (enlightenment programme on fire issues)
- DCAs Choice
- Akikitan
- Itan Iyanu
- Closing formalities / Station Closing

#### Oral Interview

Victor Onuka, the dedicated duty continuity official, news caster, producer, and programme presenter of the highly acclaimed “Ludoro show” (a call-in programme designed for calls and music requests) on Diamond 101.1FM, meticulously crafts his music selection for his Sunday

slot from 12 noon to 3pm. He eloquently shared that his thoughtfully curated playlist is intricately woven with a tapestry of considerations, including the prevailing season, the precise hour of the day, thematic content, overarching purpose, and the cherished audience he serves.

With a deep understanding of the impact music can have, Victor artfully tailors his tune choices to create a harmonious and engaging experience for his listeners. Embracing the spiritual essence of the morning hours, he sets the serene tone with uplifting gospel melodies that resonate with the soul. Yet, as the day progresses and transitions to the later hours of the afternoon and evening, his musical journey gracefully evolves. Seamlessly transitioning to the infectious rhythms of secular sounds, Victor deftly guides his audience through a musical voyage that mirrors the shifting moods and energies of the day. By melding his expertise with a profound sensitivity to the nuances of time and audience preferences, Victor Onuka skillfully orchestrates a captivating radio experience that captivates, inspires, and connects with hearts and minds alike.

Femi Ayegbokiki is the presenter of Itan Iyanu, (a popular radio show that discusses the issues of life coupled with message of hope from the bible), airs every Sunday on Diamond 101.1FM, captivating listeners with a unique mix of music and engaging discussions. Mr. Femi, the talented presenter of the show, takes great pride in tailoring his music selection to suit the diverse preferences of his audience.

Contrary to traditional norms, gospel music is not exclusively featured on Sundays, as Mr. Femi believes in the power of creating a dynamic playlist that resonates with his listeners across a wide spectrum of genres. His deep understanding of his audience's tastes allows him to curate a perfectly-balanced radio experience, ensuring that every show is a delightful journey through an eclectic musical landscape that transcends traditional boundaries.

With Itan Iyanu, Mr. Femi has succeeded in fostering a strong connection with his audience, making Sunday mornings a time for both reflection and celebration through the universal language of music.

Mrs. Foluke Owolabi, a highly respected senior programmes producer at Diamond FM, holds a strong belief that Sunday is a sacred day dedicated to the Lord. With profound conviction, she emphasizes the importance of selecting music that aligns with the spiritual essence of the day. In her view, the music chosen for Sunday broadcasts should predominantly consist of gospel and Christian songs, evoking a sense of reverence and spiritual connection among listeners.

Through her guidance and exceptional understanding of the significance of music in fostering a religious atmosphere, Mrs. Owolabi ensures that the programming on Diamond FM resonates with the sacredness of Sundays, enriching the listeners' experience and nurturing their faith.

Engr Kunle Adesope, a highly skilled engineer working at the station, belongs to the Muslim faith and interestingly opts to play secular music in the live studio on Sundays. His diligent work ethic and technical expertise have made him an invaluable member of the team, consistently ensuring the smooth operation of equipment and broadcasting systems. Despite his religious beliefs, Kunle's passion for music transcends boundaries, with his diverse taste reflecting the inclusive nature of the studio's programming.

His choice to play secular music adds a unique flavor to the studio's ambiance, creating a welcoming environment that resonates with listeners of all backgrounds. Embracing diversity

and cultural exchange, Kunle showcases his openness and respect for different genres, fostering an atmosphere of unity and mutual appreciation within the studio. Through his actions, he exemplifies the station's commitment to promoting inclusivity and celebrating the universal language of music.

With his innovative approach and positive attitude, Kunle Adesope continues to inspire his colleagues and audience alike, embodying the spirit of creativity and acceptance that defines the station's broadcasting philosophy.

Ayokunmi Olaoluwa, a dedicated radio presenter, showcases his commitment to providing quality entertainment by hosting the popular programme "Concert on Air" every Sunday afternoon from 3 pm to 4 pm. Recognizing the importance of tailoring his show to the day of worship, he deliberately curates a diverse selection of Christian music to uplift and inspire his audience on this special day.

By including poignant hymns, western and indigenous classical music (African/Nigerian Art Music), contemporary Christian hits, and soul-stirring melodies in his programme's repertoire, Ayokunmi creates a warm and welcoming atmosphere that resonates with listeners of various faith backgrounds. His thoughtful selection not only enhances the Sunday programming but also fosters a sense of unity and positivity within the community. Through his intentional choices and passion for music, Ayokunmi Olaoluwa's "Concert on Air" has become a cherished tradition that brings joy and solace to countless individuals each week, making it a beloved highlight on the radio calendar.

#### *Christian Music Broadcasting and Vision 2030*

Gospel music practitioners, otherwise known as gospel musicians comprise men and women many of who see themselves artistes cum God's ministers, using music to proclaim the good news of the kingdom. (Adedeji & Loko, 2019) Gospel musicianship or artistes can be indisputably said to be a viable entrepreneur in Nigeria today. There are a number of celebrities and up-coming gospel musicians. Hence, these people are to be considered in the process and practices of any establishment. This study recognizes that many gospel musicians are music entrepreneurs that enjoy or should enjoy media visibility on the radio, just as popular musicians. Therefore, their prospects hence, meet the essence of the global sustainable development's vision 2030.

According to Eli (2019), the major components of sustainable development relating the economic, social and environmental lives were addressed by the agenda as well as issues of effective institutions, technology development, capacity building, and partnership for the goals, peace and justice as imperatives for the realization of the general objectives of sustainable development. The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

Viewing the discussion from the economic survival perspective, by year 2030, it might be so difficult for Christian religious musicians to survive. If their music is not necessarily played on other days of the week; Monday to Saturday and is being neglected on Sundays which is the day



most Christians worship in this clime. Invariably, the vision 2030 would be defeated or unrealizable.

Viewing the discussion from an economic survival perspective, it is predicted that by the year 2030, Christian religious musicians may face significant challenges in sustaining their careers. As such Christian musicians may find it increasingly difficult to navigate this changing landscape and secure stable sources of income. It seems that their music are not frequently get much airplay throughout the week from Monday to Saturday and is particularly overlooked on Sundays a day when many Christians gather to worship in this region.

This lack of exposure on the most significant day of the week for religious observance could be hindering their reach and impact on listeners who may be seeking spiritual content on Sundays. Perhaps there is a missed opportunity to connect with a larger audience by not catering to the musical preferences of those who are actively engaging in worship on Sundays. Inevitably the vision for the year 2030 may face significant challenges that could potentially hinder its achievement.

The ambitious goals set for this future date could be at risk of not being fully realized due to various obstacles and unforeseen circumstances. The roadmap laid out for 2030 may encounter roadblocks that could impede progress and ultimately lead to the vision not being fully achieved. It is crucial to address these potential challenges and work towards overcoming them in order to ensure that the vision 2030 can be successfully realized.

## Conclusion

The paper concludes that Christian religious music should be considered the most relevant on Sunday due to its ability to create a sense of reverence and connection to spiritual beliefs. The uplifting melodies and powerful lyrics of Christian songs have a unique way of resonating with worshippers during Sunday services fostering a sense of unity and devotion among the congregation. Additionally the traditional nature of Christian music adds to the overall solemnity and sacred atmosphere of the day making it a fitting choice for religious gatherings.

Ultimately the paper argues that Christian religious music plays a crucial role in enhancing the Sunday worship experience and should be given priority in church settings. Therefore on-air personalities should consider acknowledging the day as a day dedicated to the Lord by limiting the selection of music that may not align with the spiritual atmosphere. This conscious effort to curate a playlist that reflects reverence and respect for religious beliefs can create a more meaningful and uplifting experience for listeners tuning in during this sacred time. By being mindful of the impact music can have on the spiritual journey of individuals on-air personalities can foster a sense of unity and connection within their audience.

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## Internet

<https://www.undp.org/sustainable-development-goals>

## APPENDIXES



Programme e-flier

Ayokunmi live on the radio on Sunday



Femi Ayegbokiki live on radio



Logo of Diamond FM, Ibadan