

The station's image

By Benson Idonije

Every station has its own image. Some have good, clear reception, others broadcast poor, noisy sound. Some are known for their credibility in news reporting, others cannot be relied upon. Some are known for playing old out-dated music, others are reputed for slamming on the latest. The image of a station therefore depends on listeners' perception, good or bad, based on the sum total of that station's activities and performances.

The image of a station depends on a number of factors. One is its general programming. Radio Nigeria 2 scored a point in this area recently and has become relevant by identifying with the yearnings and aspirations of its larger audience. The station is bouncing back, coming alive again as reception conditions have considerably improved. The professional quality of the station's microphone personalities is very high, but all of this will not be fully appreciated until ideal technical facilities are put in place and quality of its overall sound is clean and noiseless.

Newsreading is as good as ever and even though the deejays present much programmes with commitment and involvement, most of them, especially the Sound Track crew talk too much. Much as I dislike a dumb deejay, he must learn to keep his mouth shut when he has nothing interesting to say. He should stop getting excited over unexciting things. He should refrain from telling the listener what the listener already knows. He should stop waffling.

However, RN2 came out tops on the first of August as Nigeria celebrated its victory over Brazil. Almost all the radio stations celebrated the day with "Phone in" programmes that allowed callers to express their joy and happiness. While all the other stations expressed their felicitations with American music, RN2 drove the point home with popular Nigerian music and gave the occasion the patriotic zeal it really deserved.

Ray Power exhibited this celebration mood effectively on the evening of the 2nd of August through Kenny Ogungbe, the stormy petrel of the station. The celebration extended till the 3rd of August, the day of the final match which Nigeria won, and the Saturday morning Bournvita programme came in handy. The programme was well handled by the pair who were able to stimulate conversation.

This good programme was almost destroyed by the presenters' wrong answer to the quiz for the day. The captain of the Nigerian football squad to the Mexican Olympic games in 1968 was policeman Emmanuel Omiunu and not Emmanuel OMUNA which the presenter gave out.

In reporting, the most important thing about people's names is to get them right. Names of places and people must be right. If you are not sure, find out, in this case from people who come from the person's state of origin. Emmanuel Omiunu hails from Ora in Owan local govt area of Edo State.

"Thank God Its Friday." for me and my friends, used to be a programme to listen to. Its target audience cut across school children and students as they round up their school activities for the week, and workers who look forward to a work free weekend that is bound to bring relaxation entertainment among others. As a weekend booster for all, the programme featured oldies in popular Nigerian music as well as foreign popular music. The programme had a definite identity and evoked nostalgia, but it has become just another aprogramme in the conventional pop braket, and usual presentation.

Ray Power may have its reasons for this change in concept, but it is not advisable to alter the format of a programme that has gained acceptance and popularity. The golden rule is to keep the format going and in this case retain the music content, but change the presenter if need be.

News presentation and the "Press Today" have not made interesting listening lately on RayPower. The absence of the likes of Godwin Asuquo is telling, but there must be proper replacement to sustain the same standard and quality, so that listeners can be spared the agony of listening to those female voices. The listener is not interested in excuses, he wants to continue to hear the pleasant voice that communicates meaning to him.

As a matter of fact, the demands placed on the news presenter are numerous. They are many as well as they are varied, but basically the news reader must understand what he reads as he cannot communicate sensibly if he has not fully grasped the full meaning of what he is reading himself.

Technically, faultless reading is not the same thing as communicating meaning. It is even worse than stumbling and fumbling, because it is like a collection of words beautifully strung together, but saying nothing.