



## ONLINE RADIO AND THE PROMOTION OF ART MUSIC IN NIGERIA

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**ABSTRACT:** *Online radio is the distribution of audio broadcasts over the internet, meaning that the radio signal is not transmitted through the conventional terrestrial AM or FM, but streamed via the internet. The broadcast can be a pre-recorded MP3 file or live, via a microphone broadcast streamed over the internet. Just like any terrestrial radio, online radio broadcasts news, plays music of all genres and presents a number of programmes in diverse areas, including educational, cultural, religious, political, informational, entertainment shows, etc. Art music is seen as school music, a product of inspiration structured by intellectual prowess with varied content. In recent times, there has been an increase in the use of online radio for the popularization and sustenance of art music broadcast, which is now the focus of this research. It looks at an art music radio show titled Let Music Reign, anchored by Ayokunmi OlaOluwa on Stride Radio, which is an online/internet radio broadcasting station located in Ibadan, Oyo State, Southwest Nigeria. It looks at the concept and medium of online radio broadcasting which is digital based, how it helps in the promotion of art music, and checks the content of the music show. The study is an etic research which applies library, netography and participant-observation methods for its data collection and interpretations. The paper concludes that online radio as an offspring of digital development is a viable medium of promoting art music across the globe.*

**KEYWORDS:** Online, radio, promotion, art music.



## INTRODUCTION

Music is an integral part of media broadcasting in Nigeria and beyond. In Nigerian media houses, all sorts of music in the public domain which align with Nigerian Broadcasting Corporation (NBC) regulations enjoy free airing from time to time. Music is the letterpress of radio between the news bulletins and featured productions. The general tone and character of a station's music does more to establish the image of a station than any of its other activities. Obviously, it is in the nature of all of us to enjoy music. We enjoy it for its rhythms, its melodies and its harmonies. Some music works are predominantly melodic, having memorable tunes, while others are dominated by harmonic structure – the way in which notes and groups of notes make pleasant sounds when heard together.

Music can be classified under four headings: Primitive music – music with no written score, no known composers and of ancient origin; Folk music – also with no written score but sometimes with known composers, generally of more recent origin; Popular music – sometimes with a written score, composers frequently known, marked melodies; and Art music – a written score, composers invariably known, and classical structure. The classification of music seems to embrace everything from obscure tribal music to folk ballad (Folarin, 2005).

What is popular about popular music is its popularity. All sorts of music known and appreciated by the masses today enjoy their acceptability through availability which is done mainly through the media. This is because the power of the media over the masses is huge. Hence, to get a wide acceptability of Nigerian art music, the media as a means of social-orientation must be involved in disseminating a number of art music through random usage and special classical music show, such as Let Music Reign anchored by Ayokunmi OlaOluwa on Stride Radio, Ibadan.

Nigeria art music has come to stay. Therefore, it should be given attention like any other genres in order for it to shine. It should not remain in the departments of music, music conservatories, churches and shelves of the composers and musicologists. To this end, this paper aims at the place of online radio in the promotion of art music, especially in Nigeria. The objectives are to enlighten art music composers on the necessity and possibility of promoting their music, to popularize art music with the instrument of the media, to encourage art composers and performance by promoting their works on the radio show called LET MUSIC REIGN, and to show that digital economy is a great tool in promoting art music.



## METHODOLOGY

This research (an etic research) is ethnographic in nature because the researcher discusses himself and his contributions to the promotion of African/Nigerian art music through broadcasting, filling up a vacuum in music scholarship called Music Broadcasting. Netography is also employed due to the digital nature of online radio broadcasting and accessible information as regards its practices in Nigeria.

### **Nigerian Art Music and Its Promotion on Radio**

According to Mereni (2014), “the nature of the value of art music is essentially intellectual” (p. 22). He also added that “the development of classical/school music (art music) started at the very beginning of the literate age, an age documented with hand-written letters. So, classical music forms part of the world’s intellectual history.”

Furthermore, art music composition refers to the music composed by formally trained musicians. Euba (1977) defines art music as music composed for performance by a body of trained musicians, usually in an auditorium specially designed for such purpose, before a clearly defined audience which by mutual understanding is specifically excluded from joining the performance. Art music in Nigeria has a very close link with colonization and its agents. According to Idorlor (2001), African art music is a musical creation which exhibits features that are characteristics of traditional African music composed through literary approach.

Globally, radio is recognised as an ancient means of disseminating knowledge in human culture. In 1932, radio transmission was brought to Nigeria by the British Colonial government as a trial run by the BBC Empire Service. Radio Diffusion Service (RDS) was the name under which Federal Radio Corporation of Nigeria was first established in 1933. Radio Nigeria, Ibadan first broadcast in 1955. The Nigerian Broadcasting Corporation (NBC) was established in 1957 by Parliament Act No. 9 of 1956.

Just like every other genre of music aired on radio, art music can equally enjoy airing and would definitely get listenership across the globe. This is achievable due to the influence of the mass media on the masses. Gerbner’s theory, known as cultivation analysis, states that: “The media influence the audience’s world views, teaching them common views, roles and values” (Ekanola et al., 2019, p. 66).

However, art music composers need to see the need to take their works beyond paper documents to recorded music. Unavailability of audio files of well performed and recorded art music would deprive media stations from having any programme that promotes art music. Therefore, art music composers need to understand that it is not enough to compose good music; it has to be aired and promoted. Also, art music is not just for self-consumption, neither is it for classrooms or certain orthodox assemblies’ usage but for all. An attempt to promote art music in Nigeria via online radio media broadcast is the basis of this research.



## **Online Radio, Its Concept and Medium of Broadcasting**

Online radio refers to radio that is listened to online. Instead of being broadcast on AM or FM, the radio signal is streamed online. This implies that in order for your gadget to receive the radio station, it must be online. Many devices, including smart TVs, tablets, PCs, laptops, and smartphones, can access these services online. Online radio consists of either live broadcasts via a microphone or pre-recorded MP3 files that are transmitted over the internet.

With the aid of the server, such as shoutcast through shoutcheap.com, they mix it all together, put it into a format that can be streamed and send it out through the internet sound waves at the click of a link. Without listeners, there really is not any point in broadcasting. The listener connects to the server and can hear anything that is being streamed.

The advantage of listening to online radio is that there are many more channels to listen to. For example, all the Digital DAB radio stations as well as RNIB Connect Radio can be received. People can also listen to radio stations from other countries. Online radio can also be listened to on smartphones while out and about, and it even has the option to pause and then continue from where it is left off. Listening to online radio is usually free inasmuch as the audience is connected to an internet facility.

There are lots of different apps to choose from, but the most popular ones are:

Radio Garden

My Radio

TuneIn Radio

RadioPlayer

BBC iPlayer Radio, etc.

Online radio is much cheaper than its AM/FM counterparts. Sites allow users to create a radio show with professional services for a small monthly fee. It is possible for an individual to do it all alone. Most of the online radio production sites have their own “online” studios. Some even allow call-ins from guests or listeners to make the show truly interactive. The MP3 file can be saved in an archive, which increases file accessibility because it can be kept available long after the show initially aired.

### **Some Online Radio Stations in Nigeria**

As there are a number of terrestrial radio stations across the country, so also, there are a number of online radio stations:

- People Voice No1 Radio
- Rock FM Nigeria, Nnewi
- Gospel FM, Awka
- Zamani Radio



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- Naka Sai Naka Radio
  - Nagari Radio
  - Hausaxpress24 Radio
  - Shekinah Radio, Owerri
  - Rock FM Nigeria, Lekki
  - Reel Radio, Alimosho (No 1 Music, Lifestyle and Sports Station)
  - Melody Tone Radio, Oke Odo Papa Olosun, Oja Odan, Remo TV
  - Adeyemi College of Education Online Radio
  - Rodmed Online Radio (Akure)
  - Trybe City Radio (Africa's #1 Campus Online Radio Station)
  - Saabada FM - Modakeke
  - Alóore Radio Agodi Ibadan [www.alooreradio.com](http://www.alooreradio.com)
  - Spice Radio, Mokola-Sango, Ibadan
  - Wellsradio, Ibadan
  - Orisun Asa Radio
  - Partytrain Radio
  - Crystal Radio, Ogbomoso
  - JMPBliss Radio & TV, (<https://jmpbliss.com/online-radio>) Ibadan
  - Imole Radio & TV, Ogbomoso
  - Salt FM online Radio, Ibadan
  - Water Radio, Ibadan
  - Primus Radio
  - Fortress Radio Ibadan
  - Stride Radio, Ibadan
  - Ambassadors Radio
  - Crown Radio and TV
  - Oralvault Radio
  - 1 Radio, Port Harcourt



- DVC Radio
- Gashua Community Radio

### **Digital Gap Between Online Radio and Terrestrial Radio**

Listeners who choose internet radio are not constrained by geographical boundaries or reliant on syndication partners to air their preferred programme. It is audible everywhere in the world. When anything is being streamed, it is being distributed straight from the internet. Consequently, the radio station will start and stop playing if the internet is not fast enough.

Ayokunmi Olaoluwa started a radio programme called Indigenous Classics on Diamond 101.1 FM, Ibadan in 2019. The show featured mainly African/Nigerian art music. That was the first of its kind in Nigeria. The same show was featured on Lead City 89.1 FM, Ibadan as African Indigenous Classics. The main reason for duplication was coverage. The antenna of each of the stations involved shares only half of the city of Ibadan and its environment. This shows that a terrestrial radio can not fulfill the intention of spreading Nigerian art music, which is the focus of the show.

The show is designed to make art music, especially African/Nigerian art music, available and popular to the masses, just as popular music in our society today. Thus, a need to broadcast on an online radio became inevitable. This led to the creation of another radio show with the same content called Let Music Reign on Stride Radio, Ibadan.

### **Stride Radio, Ibadan**

Stride Radio is a subsidiary of Stride Multimedia Limited. It is an online radio station situated at Barika area, along Ojoo road, opposite University of Ibadan second gate, Ibadan. Just like any other online media house, it transmits via the internet. Stride radio can be reached on the website [www.strideradio.net](http://www.strideradio.net) or through the Stride Radio app downloadable from Google play store or Apple store, sometimes too on their Facebook account (Stride Radio). Stride Radio transmits everyday of the week and, being an online radio platform, it is accessible everywhere in the world through digital technological development called the internet.

### **Let Music Reign by Ayokunmi Olaoluwa and Its Synopsis**

Let Music Reign is a unique radio show dedicated to the promotion of art music (foreign and indigenous). It showcases classical music, outstanding and upcoming African/Nigerian classical musicians and classical music composers across the globe with a bias for Nigerians. All sorts of Nigerian art music composers' works have been aired on the show a number of times, such as the works of Fela Sowande, Akin Euba, Joshua Izougwe, Ayodamope Oluranti, Dayo Oyedun, Niran Obasa, Dotun Adelekan, Sam Ojukwu, Stephen Olusoji, etc.

Foreign art music here refers to the works of the western classical composers such as Henry Purcell, Jean Pachebel, G.F. Handel, J.S. Bach, F.J. Haydn, W.A. Mozart, L.V. Beethoven, Richard Wagner, Felix Mendelson, etc. while indigenous refers to the works of African/Nigerian art music composers in any African/Nigerian language, content and reality. The programme has featured the works of Ayo Bankole, Fela Sowande, Akin Euba, Laz Ekweme, Christopher Tin, Ayo Oluranti, Niran Obasa, Dayo Oyedun, Tunji Dada, Adeola Amudipe, Tolu Owoaje, Seun Owoaje, Stephen Olusoji, Albert Oikelome, Dotun Olayemi,



Dotun Adelekan, Ayokunmi Olaoluwa, Busuyi Ayowole, Seun Akin-Ajayi, Sunday Ajayi, Abel Adeleke, Sam Ojukwu, Abraham Lamido, Chinedu Osinigwe, Gbenga Obagbemi, Bidemi Oyesanya, etc.

The programme as used the renditions of a number of choirs in Nigeria, such as, Lagos City Chorale, Mountain Top Chorale, Warri City Choir, Marval City Choir and Orchestra, Premier Symphony Orchestra and Choral Group, Ibadan City Choral, August Chorale, Abuja, BACMAC Choir, Lagos, Blessed Family Chorale, Ghana, Kumasi Evangel Choir, Ghana, Mormon Tabernacle Choir, USA, etc.

### Aim and Objectives of Let Music Reign

Let Music Reign is an interesting programme thoughtfully designed to:

- promote Nigerian/Western art music, activating our audience to the aesthetics of art music,
- showcase established and upcoming Nigerian art music composers, compositions and performers,
- educate global audience on the relevance of art music,
- popularize art music compositions, and
- entertain our audience with intellectual music.

### Nature of the Programme

Education and entertainment.

### Target Audience

Music enthusiasts of all levels and ages, music students, music researchers/scholars, art musicians (sacred and secular), church musicians across the globe.

### Weekly Order of Programme

- Signing in/Welcome note
- Songs introduction
- List of composers or name of the guest composer
- Profile of the composers
- Interview and interrogations
- Commentary/analysis of compositions
- Calls and comments from callers
- Greetings and celebrations
- Vote of thanks



- Signing out/Closing remarks

### **Art Music Fans and Listeners View on Let Music Reign**

There is no radio programme without its fans. The fans are the audience of a show. Due to the digital development of the internet, fans of Let Music Reign are all over the world where people can access internet connectivity. The traffic of listeners on the station's website, calls during the show and messages from listeners to the presenter on several occasions are sufficient evidence that the show enjoys a wide range of listeners across continents of the world including Africa, Europe, Asia, etc. For example, as at May 2023, Let Music Reign on Stride Radio, Ibadan had gained listeners from 196 nations of the world with an average of 87,000 listeners weekly.

### **Some Listeners' Comments**

Since the commencement of this radio music show, comments, encouragement and prayers have been coming from listeners across the globe through calls, phone chats, online comments on social media, etc. The few below are being selected for the sake of this paper.

Biodun Adebisi (USA): Let Music Reign is such a good programme that gives attention to scholarly written music. I love it and encourage the presenter to continue the good work of promoting art music via online radio.

Engr Dotun Adelekan (USA): In the age when people feel hymn singing and classical music are out of date, Let Music Reign has come to prove them wrong. Kudos to the presenter and thanks to Stride Radio for flagging such a show.

Dr Florence Nweke (Lagos, Nigeria): I'm so glad to listen to your show on Stride Radio. The music is so clear and clean. Well done and thank you.

Niran Obasa (UK): As a composer, performer and promoter of African art music in the diaspora, I cherish what you are doing and pray that God will sustain it. It is a beautiful show.

Bolaji Dada (Lagos, Nigeria): Well done brother. Let Music Reign is such a fantastic music programme I can not afford to miss.

Dr Ayodamope Oluranti (California): Thanks for promoting art music. We are proud of your noble efforts.

Femi Michael Adewoyin (Ibadan, Nigeria): What you are doing is very great. You are well appreciated. Keep it up!

Dr Albert Adusei Dua (Ghana): Well done, Mr Presenter. Thank you for promoting our choral music. We are enjoying you here. Let Music continue to reign.

Abraham Lamido (Abuja, Nigeria): Wow! Sincerely, I am very happy listening to my choir renditions live on radio. It is so beautiful. Thank you so much Ayokunmi for promoting classical music, musicians and composers. You will definitely have our support.

Professor Stephen Olusoji (Lagos, Nigeria): We really appreciate what you are doing. Thanks so much for promoting Nigerian/African art music. I have listened to you severally playing my works and that of others. We really need more people like you in this clime.





Dr Tolu Owoaje (Ibadan, Nigeria): It is my great delight that someone came up again from this side of the sun to promote art music. It was Late Laolu Omideyi that first did such back then; late mama Princess Banke Ademola featured Common Classics on Radio Nigeria. It is a good legacy. I am happy you are making it more global by doing Let Music Reign on an online radio. May God continue to enable you.

Icon Dr Gbenga Obagbemi (Akure, Nigeria): I cannot but say a very big thank you to Stride Radio and the presenter of Let Music Reign. It is such a rare show that showcases our little efforts from this side to the whole world. You are well appreciated.

## CONCLUSION AND RECOMMENDATIONS

The paper concludes that art music can be made popular like the popular music and online radio, which is an offspring of digital development, is a viable medium of promoting Nigerian art music across the globe. This can be achievable if composers make their works relevant to their environments, see prospects in promoting their works, ensure their works are performed, get their works recorded, spread their recorded audios to the public domain, push their works to radio broadcasting stations, etc. All these are essential because only available content can be promoted.

Moreso, the influence of the radio media is great. Therefore, radio houses and other mass media outlets should be featuring art music as much as they feature popular music. Every radio station should have at least a programme that promotes art music in Nigeria and from Nigeria. Media programme producers should include art music on their daily play list as they do for the popular and gospel music. Music scholars should revisit the efforts of early scholars such as Rev. Ola Olude, Fela Sowande, Olaolu Omibiyi, Ayo Bankole, etc. and take appointment in media broadcasting stations either as full-time staff, part-time/contract staff or freelance/volunteer programme presenters, such as Ayokunmi OlaOluwa, Dr Femi Akande, Dr Adeolu Abe, etc. in the recent times.

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## Appendix



**Let Music Reign**

Celebrating classical music composers, compositions and notable performers across the globe by your own award winning media presenter

3PM EVERY WEDNESDAY

**Ayokunmi Olaoluwa**

Download Stride Radio app from play store or apple store

Stride Radio

[www.strideradio.net](http://www.strideradio.net)



**Let Music Reign**

Celebrating classical music composers, compositions and notable performers across the globe by your own award winning media presenter

3PM EVERY WEDNESDAY  
GMT 14:00  
USA 9AM

**Engr. Dotun Adelekan**  
COMPOSER

**Dominic Udoh**  
VIOLIN

**Emmanuel Ayande**  
PIANO

**Ayokunmi Olaoluwa**

Another special episode featuring overtures and Modern Hymns of **ENGR DOTUN ADELEKAN** in Redeemer, The Power & The Glory Song Book 1 by members of **Marval City- Choir & Orchestra, Ibadan, Nigeria.**

21ST SEPT., 2022.

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