



## Analysis Of the Roles of Artificial Intelligence in News Programme Production at Select Commercial Radio Stations in Southwest Nigeria

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### Abstract

The evolution of artificial intelligence (AI) is increasingly impacting various aspects of society, including the media. To remain relevant, commercial radio stations must adapt to these technological advancements. This study explores the role of AI in news production at select commercial radio stations in Southwest Nigeria. The objectives include assessing the level of AI awareness, identifying specific roles of AI, and understanding the challenges of integrating AI into broadcast production among these stations. The study is grounded in Diffusion of Innovation Theory and the concept of Metamorphosis. A survey design was employed, using a questionnaire to collect data from 122 registered members of the Association of Nigerian Radio Broadcasters. The findings reveal that most of the selected commercial radio stations in Southwest Nigeria are aware of AI's presence in media production. Key roles identified for AI include audio editing and enhancement, transcription of text to audio, voiceovers, program summarisation, automated announcements, and news script generation. The challenges encountered include staff inexperience and concerns about the authenticity and ethical implications of AI-generated content. The study concludes that automation represents the future of media, and commercial radio stations must embrace this shift to remain competitive on a global scale.

**Keywords:** Analysis, Artificial intelligence, Role of AI, News production, Media production, Commercial radio



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## **Introduction**

The dynamic landscape of media production and distribution has undergone significant transformation over the years, driven largely by the integration of cutting-edge technologies. As Ukwela (2021) notes, the media industry, particularly in Nigeria, has witnessed a profound shift with the incorporation of Artificial Intelligence (AI) into its production and distribution processes. This technological evolution is not just a catalyst for creativity and efficiency but is also reshaping the operational dynamics of media outlets. In a country like Nigeria, renowned for its rich cultural diversity and vibrant media environment, the adoption of AI is becoming increasingly critical.

Nigeria's broadcast media is a complex tapestry, woven from a variety of languages, cultures, and customs that mirror the country's diverse demographics (Okiyi & Nsude, 2019). This diversity, while enriching, also presents unique challenges in content production and distribution. The country's media landscape, encompassing television, radio, and digital platforms, has experienced significant growth, particularly with the exponential rise of private and commercial radio stations (Ukwela, 2021). The Nigerian Broadcasting Corporation (NBC), established in 1956, has played a pivotal role in regulating and nurturing this sector, contributing to a robust media ecosystem. However, the deregulation of the broadcasting sector in the 1990s marked a turning point, leading to increased competition and the proliferation of media outlets (Okiyi & Nsude, 2019).

The evolution of media production and dissemination in Nigeria can be traced back to the pre-independence era, with the advent of radio broadcasting as a tool for information dissemination and national integration. Over the decades, the introduction of television added a visual dimension to storytelling, bringing it into the homes of millions. Despite these advancements, traditional media production and delivery in Nigeria have faced persistent challenges, including limited resources, outdated infrastructure, and a growing demand for more diverse and engaging content. This historical context underscores the critical need for embracing technological advancements, particularly AI, to propel the Nigerian media landscape into the future.

As radio broadcasting in Nigeria continues to expand, it grapples with several challenges that hinder its ability to meet the evolving



demands of a modern audience (Obi, 2020). Traditional media production and distribution methods are often constrained by limited resources, inefficient workflows, and a lack of real-time data analytics. Additionally, the industry faces issues such as content piracy, inadequate monetization strategies, and the need for enhanced audience engagement (Guanah &Obi 2020). These challenges underscore the necessity for a paradigm shift towards the adoption of technological solutions, with a particular focus on the transformative potential of AI.

While previous studies, such as those by Okiyi and Nsude (2019), Guanah, et al., (2020), and Ukwela (2021), have explored various aspects of AI and journalism, there remains a notable gap in research specifically addressing the role of AI in news production within commercial radio stations in Southwest Nigeria. This study aims to fill this gap by investigating the role of AI in overcoming the constraints of traditional media production and distribution in radio broadcasting. By doing so, it seeks to provide insights into how AI can be leveraged to enhance efficiency, creativity, and audience engagement in the rapidly evolving media landscape of Southwest Nigeria.

#### Research Objectives:

1. To evaluate the level of awareness of AI for news production among select commercial radio stations in South-west Nigeria.
2. To identify the specific roles that AI plays in the news production process within these stations.
3. To understand the challenges that commercial radio stations face when integrating AI into their news production workflow.

## **Literature Review**

### **Understanding the Concept of AI**

Artificial Intelligence (AI) refers to the development of computer systems capable of performing tasks that typically require human intelligence (Guanah et al., 2020). These tasks encompass a wide range of cognitive abilities, including learning, reasoning, problem-solving, perception, speech recognition, and language comprehension. AI enables machines to process information, make decisions, and interact with their environment in ways that mimic human thought processes. A more advanced form of AI, known as



General Artificial Intelligence (GAI), involves systems or robots that, like humans, can understand, acquire, and apply knowledge across a variety of tasks (Guanah et al., 2020). Unlike current AI systems, which are limited to specific functions, General Artificial Intelligence would have the flexibility to perform any intellectual task that a human can do, although this level of AI remains theoretical. One of the core subsets of AI is Machine Learning (ML). Machine Learning focuses on the creation of algorithms that allow machines to learn from data and improve their performance over time without being explicitly programmed (Okiyi & Nsude, 2019). This self-improving capability enables AI systems to recognise patterns, adapt to new information, and make more accurate predictions as they are exposed to larger datasets.

Another significant subfield of AI is Natural Language Processing (NLP), which equips machines with the ability to understand, interpret, and generate human language. Natural Language Processing is used in applications such as chatbots, language translation tools, and sentiment analysis software, allowing machines to engage with users in natural and meaningful ways. AI systems are often designed to replicate the decision-making processes of human experts in specific areas. By utilising knowledge bases and logical principles, these systems can tackle complex problems and offer solutions in specialised fields. AI applications are widespread, spanning industries like healthcare, banking, education, media and entertainment. Despite its transformative potential, AI also raises significant ethical and societal concerns. Issues such as bias, privacy, job displacement, and the accountability of AI systems must be carefully considered and addressed to ensure that AI benefits society as a whole (Okiyi & Nsude, 2019).

### **The Role of AI in Broadcast Media Production**

Artificial intelligence (AI) is changing many facets of content development, delivery, and audience interaction, and it is becoming a more significant factor in radio production. Zangana (2017) claims that AI systems can autonomously analyse unprocessed audio and produce edited sequences, which expedites the editing process and saves time. Through data analysis, these tools also help with script creation, offer recommendations, and forecast hot subjects, all of which improve the relevance and engagement of the material. Similarly, Olanrewaju (2018) points out that AI helps in analysing metadata related to media content, which facilitates the classification, retrieval, and search of assets during production. This AI-driven automation improves production workflows, from content



creation to post-production, increasing efficiency and enabling media producers to deliver more targeted and effective advertisements based on viewer demographics and behaviour. Moreover, AI systems in media production can analyse real-time data to offer broadcasters valuable insights into audience preferences, engagement patterns, and viewing habits (Olanrewaju, 2018). AI-powered transcription tools also helps in converting spoken audio or video content into text, facilitating closed captioning, subtitling, and indexing. In addition, AI enables real-time language translation, expanding the reach of media content to a broader global audience. By producing realistic audio sets, AI also improves the auditory appeal of radio productions. Additionally, its algorithms guarantee the integrity and authenticity of broadcast content. AI also produces voiceovers that sound natural, which eliminates the need for human voice actors. According to Zagana (2017), artificial intelligence (AI) systems generate news stories and content in specialised fields like finance and entertainment.

### **Technologies Used in Broadcast Media Production and Distribution in Nigeria**

It is possible that in Nigeria, the technologies used in radio production might have advanced; however, some of the technologies commonly used in Nigeria's broadcast media industry include:

#### **Digital Broadcasting:**

Nigeria has transitioned from analogue to digital broadcasting through the implementation of the Digital Switch Over (DSO) project. This shift has significantly enhanced the quality of both audio and visual content, offering clearer images and improved sound. Additionally, digital broadcasting allows for more efficient use of the radio frequency spectrum, enabling broadcasters to transmit multiple channels within the same bandwidth that previously carried a single analogue signal. The DSO project also opens up opportunities for interactive services, better accessibility, and more diverse content offerings for viewers, marking a major advancement in Nigeria's broadcasting landscape

#### **Satellite Broadcasting:**

Satellite technology plays a crucial role in both television and radio broadcasting, enabling broadcasters to transmit signals over vast distances with consistent quality. Many broadcasters use satellite uplinks to send their content to orbiting satellites, which then relay the



signals back to various locations on Earth via downlinks. This method allows for wider coverage, ensuring that broadcasts reach remote and underserved areas that may not be accessible through traditional terrestrial means. In addition to extending geographical reach, satellite technology enhances signal reliability and quality, supporting live broadcasts, global news coverage, and real-time events. It also facilitates the distribution of content to multiple regions simultaneously, making it essential for national and international broadcasting.

### **Internet and Streaming Services:**

The rise in internet penetration has led to the proliferation of online streaming services, transforming how content is distributed and consumed. With widespread internet access, broadcasters have increasingly adopted digital platforms to deliver their programming. These platforms include live streaming, which allows viewers to watch broadcasts in real-time over the internet, and video-on-demand services, which enable users to access a library of content at their convenience. Additionally, the popularity of podcasts has surged, offering audio content that listeners can enjoy anytime, anywhere. This shift to online streaming not only expands the reach of broadcasters but also provides audiences with more flexible and personalised viewing and listening options, revolutionising the media landscape.

### **Digital Audio Workstations**

Digital audio workstations (DAWs) are essential tools for creating, editing, and mixing audio. These sophisticated software systems enhance the quality of radio broadcasting by providing a wide range of features for precise audio manipulation. DAWs enable broadcasters to record and edit sound with high fidelity, apply effects and filters, and mix multiple audio tracks seamlessly. This capability allows for the production of clear, professional-quality audio content, from radio shows and advertisements to podcasts and live broadcasts. The advanced tools available in DAWs facilitate creative audio design and production, enabling broadcasters to craft engaging and high-quality material that captures and retains listener interest.

### **Mobile Journalism**

Journalists and content creators are increasingly leveraging mobile devices to capture, edit, and distribute news content. This trend, known as mobile journalism, has emerged as a cost-effective and highly efficient method for reporting and sharing information. Mobile



devices, equipped with advanced cameras and editing apps, allow journalists to gather and process news on the go, often from remote or challenging locations. The portability and versatility of smartphones and tablets enable real-time reporting, quick content updates, and immediate dissemination across digital platforms. Mobile journalism not only reduces the need for expensive equipment but also accelerates the news cycle, making it possible to deliver timely and relevant updates to audiences anywhere, anytime. This shift has democratised news production, empowering more individuals to contribute to and engage with the news.

### **Social Media Integration:**

Radio stations are increasingly using social media platforms for marketing, audience interaction, and news distribution. These platforms provide radio stations with an invaluable additional distribution channel for their programmes, allowing them to engage and communicate with listeners in real time. Also, direct communication between radio presenters and listeners is made possible by social media, which also makes it possible for audience involvement, instant feedback, and customised content sharing. It is also useful for marketing radio shows/programmes, creating buzz, and increasing traffic to other media outlets. Through the utilisation of social media's wide audience base and interactive features, radio stations can improve their exposure, fortify their relationships with listeners, and increase their content's influence in various online communities.

### **Automation Systems**

Radio stations increasingly rely on automation technology to streamline various aspects of broadcasting, including scheduling, playback, and content management. Automation systems handle tasks such as scheduling broadcast times for programmes, automating the playback of content, and managing media libraries with minimal human intervention. This technology enhances operational efficiency by reducing the need for manual oversight and intervention, allowing broadcasters to focus on content creation and strategic planning. Automated systems ensure consistent and precise execution of programming schedules, minimise errors and optimise resource allocation. By integrating automation into workflows, radio stations can achieve higher levels of reliability, reduce operational costs, and deliver a more seamless and professional broadcasting experience.



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### **Brief Evolution of Radio broadcasting in Nigeria**

Radio transmission in Nigeria began in 1932 as an experimental initiative by British Colonial authorities, who introduced the Radio Diffusion System (RDS) to rebroadcast the BBC's foreign service via cable networks with loudspeakers. In April 1951, the RDS evolved into the Nigerian Broadcasting Service (NBS). The NBS Act was passed in 1956, and by 1957, it had evolved into the Nigerian Broadcasting Corporation (NBC) to provide domestic and international services. Television broadcasting began in 1959, with Chief Obafemi Awolowo's proposal in the Western Region, which resulted in the formation of the Western Nigeria Radiovision Service Limited. The federal government started a television channel in 1962. Following the military coup in 1966 and the subsequent formation of states, regional governments gained control of broadcasting stations. In 1999, Nigeria had two government-controlled television stations, 14 private television station licenses, 82 AM radio stations, 35 FM stations, and 11 short-wave stations. Recently, Ukwela (2021) revealed that Nigeria has around 825 licensed radio stations in Nigeria.

Empirical study

Udoh et al. (2021) investigated journalists' awareness of artificial intelligence for news production in the Ebonyi state, Nigeria. The study aimed to determine the extent to which journalists in Ebonyi state were aware of artificial intelligence for news production. The study's population consisted of 250 registered journalists in Ebonyi state, as recorded by the Nigeria Union of Journalists (NUJ). Given the limited size of the research population, census sampling was used. The researcher used the survey research approach to obtain data. Two hundred fifty copies of the questionnaire were distributed to practising journalists in Ebonyi state. Data were analysed using simple percentage and frequency tables. The study was based on diffusion of innovation and metamorphosis theories. The survey discovered that all journalists registered with the Nigerian Union of Journalists (NUJ) in Ebonyi state are aware of using artificial intelligence for news production.

Chinedu and Mercy (2021) analyse the impact of artificial intelligence on newsrooms and suggest ways to improve its application in journalism. According to the study, AI is already automating the newsroom, complementing journalists, developing new types of investigative reporting, assisting in verification and fact-checking, producing a tailored user experience, and generating ethical issues. However, the study finds that journalists in Nigeria have yet to embrace AI. Many barriers to adopting AI in Nigerian classrooms



include a lack of electricity to power the AI applications efficiently, inadequate infrastructure, and a lack of funds to purchase and maintain this equipment. Internet connection costs and AI handler training are among other expenses. Although there are issues for journalists using AI, these include the following: it hinders creativity, there is no supervision, there may be bias, and there may be a lack of transparency, fact-checking, and impartiality, among other things. However, journalists, particularly in developing nations such as Nigeria, must adapt and accept the changes artificial intelligence brings. The study concludes that artificial intelligence does not pose a significant danger to professional journalism. In other words, artificial intelligence technologies have and continue to offer value to journalism in the digital age.

Jammy et al. (2020) also investigated how artificial intelligence can or has impacted journalism practice in Benin City, Edo State, Nigeria. The study was based on the metamorphosis theory, with surveys and in-depth oral interviews to collect data. The population consisted of 254 registered journalists from the Nigerian Union of Journalists (NUJ), Benin City Chapter, with a sample size of 152 calculated using Cozby's Precision of Estimate table. Among other findings, the survey indicated that journalists in Benin City feel that automated journalism (using AI-driven media tools) is superior to present reporting procedures, which are still done "manually." It concluded that automation is the future, and Nigerian journalists must take advantage of the ultimate transition to an automated world. It recommended that journalism schools implement curricula that embrace technology and adequately prepare potential journalists for the future usage of AI in their jobs.

Godswill and Ifeyinwa (2019) investigated the challenges and opportunities associated with implementing artificial intelligence in journalism in Nigeria. The study is conceptual, and it used qualitative approaches to obtain results. It attempted to identify obstacles that could impede the successful application of AI to journalism practice in Nigeria. The study was grounded by media richness and technological determinism theories, which addressed the influence of communication technologies on production and their impact on societies. According to Godswill and Ifeyinwa (2019) AI is important in journalism because it helps newsrooms stay competitive and create more job prospects. Despite its benefits, AI presents various issues that affect the newsroom. While some may be technological, others are fundamental and involve governance. Furthermore, professional and fundamental concerns, such as basic knowledge and practice, impede the growth and diffusion of AI applications in journalism in Nigeria and other Sub-Saharan African countries. As a result,

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recommendations were made, including the necessity for governments and journalists to re-orient their perceptions of the relevance of AI in order to ensure its usage to boost sector productivity.

### **Theoretical framework- Diffusion Innovation theory and Mediamorphosis**

The Diffusion of Innovations Theory and the Metamorphosis Theory serve as the underlying theories for this investigation. The Diffusion of Innovations Theory, developed by Rogers in 1962, is relevant to this research. It asserts that when a new technological invention is launched, it passes through several stages before becoming widely adopted. The assumption explains that awareness of the invention spreads early, with some people accepting it immediately after learning about it, while others take longer to embrace the new technology. The Metamorphosis Theory, developed by Fidler (1990) and expanded upon in his 1997 book, describes the modification of communication media as impacted by perceived needs, competitive and political forces, and social and technological advancements. According to the assumption of the theory, new media emerges to update and improve existing media, indicating constant progress. Applying these theories to the context of AI and radio broadcasting, it is clear that AI's purpose in news production is to improve traditional news-gathering techniques. Unlike spontaneous emergence, artificial intelligence, like new media, emerges gradually, building on and refining existing channels. The chosen theories are judged most appropriate for this study because they address current alterations in news production and how the incorporation of AI may revolutionise information distribution in new and sophisticated ways. 122 registered members of the Association of Nigerian Radio Broadcasters

### **Methodology**

The survey research design was chosen for this study, and the population for this study was 122 registered members of the Association of Nigerian Radio Broadcasters (ANRB). These individuals were purposively selected for this study because of their years of experience in radio broadcasting, either as managers, scriptwriters, producers, presenters, newscasters, editors, sound managers, etc. Data were collected using a structured questionnaire. To verify dependability, the validated instrument was initially evaluated with twenty members of ANRB. The Cronbach Alpha approach was utilised in the investigation to determine the instrument's consistency. The reliability coefficient was 0.86, indicating that the instrument was

reliable and adequate for this study. Because of the proximity of these individuals, the questionnaire was administered via Google Survey. The results were presented in a frequency table and percentages.

**Data presentation**

**Demographic of respondents**

Variable	No. of Responses	Percentage
Gender		
Male	69	56.5%
Female	53	43.4%
Total	122	100%
Location		14.7%
Oyo	11	9.0%
Osun	8	6.5%
Ondo	19	15.5%
Etkiti	23	18.8%
Ogun	25	20.4%
Lagos	36	29.5%
Total	122	100%
Designation		
Station manager	6	4.9%
Asst. manager	7	5.7%
Programme coordinator	49	40.1%
Programme producer	38	31.1%
Script writer	22	18.0%
Total	122	100%

**Source:** *Researcher's filed survey, 2024*

The demographic data shows that there were more of male participants in the study compared to females. Result also indicated responses from the various states in South-west Nigeria with Lagos having the highest participants. In the area of job description programme coordinators had the highest percentage in the study.

Level of awareness	No. of Responses	Percentage
Very familiar	55	45.0%
Somewhat familiar	29	23.7%
Not very familiar	28	22.9%
Not familiar at all	10	8.1%
Total	122	100%

**Source:** Researcher's filed survey, 2024

The table above highlights the awareness levels of commercial radio stations in Southwest Nigeria regarding the adoption of AI in media production. The findings reveal that most participants reported being highly familiar with the use of AI in radio production, indicating a widespread recognition of its role in the industry. This suggests a strong level of awareness and understanding of AI technologies among commercial radio stations in the region. The results demonstrate that many professionals within these stations are aware of AI's capabilities and well-informed about its potential applications in enhancing media content production. This high awareness reflects a growing acknowledgement of the importance of AI in streamlining production processes and improving the overall efficiency and quality of news programming.

Roles of AI	No. of Responses	Percentage
Generate news script	5	4.0%
Summarize programme script	0	0%
Produce news update	0	%
News reading	0	%
Automated announcement	13	10.6%
Advertisement	0	0%
Transcription	28	22.9%
Audio editing/enhancement	41	33.6%
Voiceovers	29	23.7%
Total	122	100%

**Source:** Researcher's filed survey, 2024

The findings from the table above suggest that the primary role of AI in commercial radio stations in Southwest Nigeria is focused on audio editing and enhancing audio quality. This indicates that AI technologies are primarily leveraged to refine sound, ensuring clearer and more professional audio production. The next significant application of AI is in transcription and generating voiceovers, where

AI tools are used to convert speech to text and to produce synthetic voice content, reducing the reliance on manual transcription and human voice actors. Interestingly, the data also shows that AI is not widely used for tasks such as summarising programmes, producing news updates, or reading news bulletins. However, AI is occasionally employed for automated announcements and generating news scripts, pointing to its limited but growing role in automating certain routine tasks within the production process. This selective use of AI suggests that while the technology is being integrated into some aspects of radio production, there remains potential for broader adoption in more complex areas like content generation and news delivery.

Challenges	No. of Responses	Percentage
Budget constraints	11	9.0%
Lack of staff with expertise in AI technologies	31	24.4%
Limited AI resources	18	14.7%
AI content may raise authenticity concern	22	18.0%
AI content is unethical	7	5.7%
It is against institution policies	3	2.4%
Staff require AI usage training	30	24.5%
Total	122	100%

**Source:** Researcher's filed survey, 2024

The table outlines the challenges faced by commercial radio stations in integrating AI into their media production and distribution processes. The results reveal that a primary challenge is the lack of experience among staff, with most participants indicating that their team requires additional training to effectively incorporate AI technologies into content creation. This highlights a significant skills gap, as many staff members lack the necessary expertise in AI, limiting its potential use in production. Another challenge identified is the limited availability of AI tools, which constrains the extent to which these stations can adopt AI-driven processes. Additionally, some participants expressed concerns about the authenticity and ethical implications of using AI in media production. These issues include worries about AI-generated content potentially compromising the integrity of broadcasts and raising questions about the accuracy and trustworthiness of AI-produced material. These findings suggest that while commercial radio stations recognise the potential benefits of AI,



they face substantial barriers such as skill deficiencies, limited access to advanced technology, and ethical concerns, all of which hinder the full integration of AI into their media workflows.

### **Discussion of findings**

This study explored the role of artificial intelligence (AI) in broadcast media production among commercial radio stations in Southwest Nigeria. The first objective assessed the level of awareness regarding AI for radio production. Findings revealed that the majority of commercial radio stations in the region were well aware of AI's role in media production. Most participants indicated they were highly familiar with AI technologies used for creating media content. These findings align with Udoh et al. (2021) argument that journalists and media owners in Nigeria are increasingly aware of AI's role in content creation. The integration of AI algorithms has streamlined various aspects of media production, improved efficiency and accelerating processes. This observation supports the Metamorphosis Theory, which posits that new media technologies evolve to enhance and update existing media, reflecting continuous progress and adaptation.

The second objective focused on the specific roles AI plays in commercial radio production. The study found that AI is primarily used for tasks such as audio editing and enhancement, text-to-speech transcription, voiceovers, program summarisation, automated announcements, and news script generation. This finding aligns with Ukwela's (2021) claim that AI integration in Nigerian media production has sparked creativity and efficiency, allowing broadcasters to automate many aspects of their workflows. Similarly, Olanrewaju (2018) noted that AI-driven automation optimises production processes, from content creation to post-production, leading to increased operational efficiency.

The third objective of the study examined the challenges faced by commercial radio stations in integrating AI into their production and distribution workflows. Findings indicated that the most significant challenge was the lack of experienced staff. Many participants highlighted the need for further training, as some individuals lacked the necessary expertise in AI technologies. Another concern raised was the authenticity and ethical implications of AI-generated content, with participants expressing worries about the reliability of AI-driven media outputs. This finding contrasts with Olanrewaju's (2018) assertion that AI algorithms can help ensure the authenticity and integrity of broadcast content.



These challenges reflect the stages of adoption described in the Diffusion of Innovations Theory, which states that new technological advancements pass through several phases before being fully embraced. Guanah et al. (2020) also note that while Nigeria's broadcast media is expanding, it continues to face numerous obstacles that hinder its ability to meet the evolving needs of modern audiences. This study confirms that although AI presents significant opportunities for innovation, there are still hurdles to overcome, particularly in terms of skill development and ethical considerations.

### **Conclusion, Recommendation and Contribution to Knowledge**

As identified in this study, Artificial intelligence (AI) has the potential to manage media content more effectively than humans, as it does not experience fatigue and can work continuously without compromising performance. Similarly, findings have shown that AI can significantly reduce the costs associated with news collection, transcription, audio editing, and content enhancement by automating these processes. This would also result in improved media output quality by minimising human errors and streamlining editing tasks. As automation becomes the dominant trend in global media production, it is essential for the media organisations in Nigeria, particularly commercial radio stations, to embrace this transition. This will enable them to remain competitive in the global media landscape.

However, there are growing concerns that the widespread adoption of AI-driven media applications could lead to job losses, with fears that AI might eventually replace many roles in Nigerian media organisations. While these concerns are valid, the immediate threat of job displacement is less imminent, given the various challenges that AI usage is likely to encounter in Nigeria. For instance, the country's slow pace in adopting technological advancements, such as the long-delayed implementation of the digital switchover system, suggests that a complete transition to AI-driven automation will take time. Therefore, this study recommends that commercial radio stations should invest in training their staff to better understand and utilise AI technologies. This will not only enhance productivity but also prepare employees to work alongside AI systems rather than be replaced by them. Also, commercial radio stations should adopt a hybrid model where AI is used to handle repetitive and time-consuming tasks, while humans focus on more creative and strategic roles. This approach ensures that AI serves as an enabler rather than a replacement for media professionals.



Therefore, this study contributes to the growing body of knowledge on the role of AI in media production, particularly within the context of Nigerian commercial radio stations. It highlights both the opportunities and challenges associated with AI integration in media workflows, providing insights into how AI can enhance productivity and quality while addressing concerns about job displacement and ethical considerations. The study also sheds light on the readiness of Nigerian media organisations to embrace automation and offers practical recommendations for a smooth transition to an AI-driven future. By exploring these dynamics, the research adds value to ongoing discussions about the future of media production in Nigeria and its alignment with global technological trends.

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