

NIGERIAN BROADCASTING COMMISSION AND THE
REGULATION OF BROADCASTING MEDIA IN NIGERIA: A STUDY
OF BROADCAST MEDIA IN ANAMBRA STATE.

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ABSTRACT

This research work examines censorship of radio and television broadcast in Nigeria—using Anambra State as a study. It is of public notice in Nigeria that the Broadcast Industry has by its conduct in the dissemination of information to the society at large elicited mixed feelings from the members of the public regarding the content of the materials they air. The people hold it in high esteem and indeed eulogize its efforts in striving to inform, educate and entertain the public. But the other side of the coin is not evidently commendable and as such has thrown up public discontent and condemnation. It is true that some of the Nigerian Broadcast Organizations air objectionable programmes, flout the rule concerning time on the broadcast of certain materials and negate the broadcasting of the material's that serve public interest. This research effort has used both primary and secondary aspects of the survey method to generate the data. Two hypotheses guided the study and data were analyzed using statistical tools. The result show that efforts of the national broadcasting commission have been undone by the disorderly conduct of some of the broadcast organizations who pay little attention to the content of the broadcasting code and fed the public with junk information. It was recommended among others that the commission should do more by setting up a body that would be in charge of monitoring the content of the materials broadcast by the organizations, generate public awareness on the existence of this body that would also receive complaints from the members of the public and report them directly to the

commission. The commission should also review the penal aspects of the broadcasting code to ensure that they are qualitative enough to deter the recalcitrant broadcast organizations.

Keyword: Broadcast Media and Broadcast Regulation

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INTRODUCTION

According to McCroskey (1986:1) communication is nearly five thousand years old. He maintains that the oldest essay ever discovered by man was written about 3000 B.C. This essay according to him consists of a device on how to speak effectively addressed to Kageimni, the eldest son of Pharaoh Huni and was inscribed on a fragment of parchment. Similarly Ober (2001:2) maintained that it is the ability to communicate by using words that separate human beings from the rest of the animal Kingdom. How does communication, therefore achieve this fit? According to Berko (1986:20), this is because communication occurs on the intrapersonal, interpersonal and public levels. He explains that the intrapersonal communication occurs when one is communicating to himself. This includes such activities as thought processing, personal decision making, listening and determining self-concept. Interpersonal communication includes communication that takes place between two or more persons who have established a communicative relationship. Interpersonal communication can be face-to-face or mediated conversations, interviews and small group discussions. Accordingly, he maintains that public communication is achieved when a speaker is sending message to an audience. This can be in form of direct communication such as face-to-face message delivered by a speaker to an audience or indirect when such

a message is relayed over the radio or television.

Radio and television communication in Nigeria especially, the area of Regulating and Disciplining of the media organizations is the purview of this paper. To leave them without control would mean allowing an Ombudsman to operate without rules and regulations. Surely, with the frail nature of man, he readily errs, in the process of his various conducts. Experience has also revealed that to allow media Houses, especially the broadcast specie, to work without any form of control would spell doom for the society at large. This is one of the strongest reasons for the government's efforts towards the control of Broadcast media in Nigeria through the instrumentality of the National Broadcasting Commission (NBC). The broadcast media are a key sector that lubricates the realization of human existence. It is true that man would not be able to achieve much on earth without his communication skill. It is this skill of communication that broadcasting champions in the quickest and most simultaneous way. The spontaneous effect of broadcasting on the populace, especially as symbolized by Radio and television communication, has made it imperative that there should be regulatory efforts by the government of the day to help discipline any erring broadcasting medium, be it radio or television. More so, when the number of broadcast organizations in Nigeria has increased as a result of privatization and commercialization policy of the government: This development has resulted in the increase in the number of broadcasting organizations especially in the private sector, government thought it wise to establish the National Broadcasting Commission which would help to enforce the broadcasting code as enacted. This enables the broadcast organization to comply with such media doctrines as:

- a. Equal time rule, which compels broadcast organizations to provide equal time to opposing or competing parties especially during political campaigns and for business competitors;

- b. The right of rebuttal, which requires broadcasters to provide an opportunity for opposing parties to respond to criticism made against them;
- c. The fairness doctrine which states that a broadcaster who airs a controversial programme must provide time to air opposition views;
- d. The doctrine of good taste and decency which provides that obscene, indecent, vulgar, lewd and profane expressions, presentation is not allowed in broadcasting; and programmes.
- e. Doctrine of morality and social values which has outlawed x-rated programmes and maintains that all forms of pornography should not broadcast.

It would be stating the obvious, to say that in the face of these rules and ethics, the broadcast organizations have not been found fully conforming with the best practices. The case in point is the flagrant broadcast of gory pictures resulting from the Mayhem currently unleashed on Nigerians by the members of Boko-Haram Islamic Sect. The federal government through her minister of information Mr. Labaram Maku recently cried foul of this ugly development and the flagrant abuse of the broadcast code by the Nigerian broadcast organizations. In the wake of increase in the breaches of the rules governing broadcasting in Nigeria, the need to inquire into the efficiency of the National Broadcasting Commission's efforts towards disciplining of the erring organizations has arisen. It would be recalled- that the National Broadcasting Commission has been charged to oversee the regulating and disciplining of the broadcast media organizations.

The Decree No 38 of 1992, under the military administration of General I.E. Babangida, now an amended Act of National Assembly of Nigeria empowers the National Broadcasting Commission to license the broadcast organizations, regulate content, and generally set standards for quality broadcasting in Nigeria. Section 2

subsection (1), paragraph (h) of the NBC Act No 38 of 1992 (as amended) provides that the commission shall bear the responsibility of establishing and disseminating a National Broadcasting Code and set standard with regard to the content and quality of materials for broadcast. This paper x-rays the extent to which this provision has impacted on the regulatory policy of the government in disciplining erring broadcast organizations.

STATEMENT OF PROBLEM

An unbiased observer of the quality of the materials broadcast by the Nigerian broadcast organizations would at times wonder if regulations on the sundry manner in which broadcasting should be done have become moribund. To say the least, it is most stunning and disenchanting to behold the quality of some of the materials aired by some of Nigeria's broadcast media organizations. It is often alleged that, most state owned radio and television out fits emphasizes the jungles submitted to them by the incumbent politicians and deny the political opponents equal slots during political campaigns. Dr. Nwabueze Ngige complained against Anambra State owned media houses, including the Anambra Broadcasting Service during the 2010 and 2014 governorship campaigns for not giving him equal opportunities to air his campaigns jungles. Similarly, the former minister of Information and Culture Mr. Labaran Maku, cried fowl as result of the gory nature of the pictures aired by some broadcast media organizations on the Boko-Haram Mayhem and bombings in the North Eastern part of Nigeria and the Nyanya, Abuja incident of, April 2014.

The criticism has been loud both in social media and among the general populace that the moral undertone of our broadcast organization is inappropriate for the youths and children alike. As a result of this incalculable damages have been done to morality of the children and young adult. These incidents have been exacerbated by the increase in the number of broadcast media organizations. According to information memorandum on the

grant of Radio and Television broadcasting network licenses on September 3, 2009, the number of these organizations has risen from 30 to 394 since the deregulation policy of 1992 by the Babangida military junta. It is this problem that this study is set to investigate. These ugly incidents have been exacerbated by the increase in the number of broadcast media organizations which according to the information memorandum on the grant of radio and television broadcasting network service licenses on September 3, 2009 has risen as at that time, from 30 to 394 since the deregulation policy of 1992 by the Babangida military junta. This situation had made the populace to continue to lose faith in both the National Broadcasting Commission and the Broadcasting code.

Objectives of Study

The major objective of the work is to investigate the Regulating and Disciplining of Broadcasting media organizations in Nigeria and the specific objectives of this work include;

- * To ascertain the efficacy of the Regulatory efforts of government on the operations of the broadcasting media in Nigeria.
- * To identify the cause of possible breaches of the Nigerian Broadcasting code by the broadcasting houses.

Research Question

- * Are the Broadcast media in Nigeria properly disciplined by the National Broadcasting Commission?
- * Do the Broadcast organizations in Nigeria comply with the provisions of the Broadcasting code?

Formulation of Hypotheses

The following hypotheses were formulated to guide the study. **Hypothesis I:**

HO: Broadcasting organizations in Nigeria are not properly discipline by the National Broadcasting Commission.

HI: Broadcasting organizations in Nigeria are properly disciplined by the National Broadcasting Commission.

Hypothesis II:

HO: Nigerian Broadcasting organizations do not comply with the regulations contained in the broadcasting code.

HI: Nigerian Broadcast organizations comply with the regulations contained in the broadcasting code.

Significance of the Study

If communication is the key vehicle that conveys man's ideals to his neighbor, radio and television broadcast have gone further to create awareness that enables the flourishing of human development. The awareness has lubricated the wheel of movement and has accelerated the may lead to pandemonium, corruption of public morality especially that of the youth and can even exacerbate societal conflicts, wars and mayhem of all sorts. The result of this study would enable the broadcast organizations in Nigeria to toe the correct line in their duty of informing, entertaining and educating the Nigeria populace. This work would also enable the National Broadcasting Commission of Nigeria to effect appropriate corrections where mistakes have been identified. It will there therefore lubricate their operational stints. As a watchdog of the society, the Nigeria Broadcasting industry would also realize that it is also being watched by the people. This would spur them to perform better.

Also, this research work is expected to open a flood gate for interested researchers in the area of radio and television communication. According to Harvey (1991:1), the study of Broadcasting regulation has started to creep into the edges of the media studies curriculum. This work is therefore an effort in the spirit of welcoming Harvey's assertion. It will also encourage those who want to study government regulatory policies in government parastatas and other organizations.

Theoretically, this work would facilitate the fact that laxity on the part of the supervisor affects the manner in which the supervisee handles his tools to achieve productivity. On the other hand; it would

show that when properly supervised the worker may be able to perform optimally, especially as it affects the relationship between the National Broadcasting Commission and Media organizations in Nigeria.

Scope and Limitation of the Study

This study covers the broadcasting organization in Anambra State, viz, Anambra Broadcasting Service, Awka, Federal Radio Corporation of Nigeria (FRCN) Awka, NTA, Awka, and Silver Bird Communication Awka. It is a study on how Regulatory Policy of government on broadcasting has been complied with by these organizations and how the National Broadcasting Commission has been able to discipline them on the event of contravening the rules as contained in broadcasting code.

On the factors that operate to limit the efforts of this researcher, the work required extensive and intensive movement to and from the Broadcast organizations spread across Anambra State. This requires enormous transport costs and the inconvenience of going and not finding the actor on seat. Also there was the problem of not being able to divulge information due to the fear of being punished by their organizations. However, the researcher has been able to obtain information and data to accomplish the work. The challenges however made the work more interesting and a worthy experience.

Definition of Terms

- a. **Broadcasting:** Here it means the transmitting of radio, internet or television signals to listeners or viewers especially in the Anambra State of Nigeria. Contextually it also means taking part in a radio or television programme.
- b. **Broadcast Media:** It is used here to mean radio and television organizations.
- c. **Nigerian Broadcasting Code:** It is used here to mean the rules and regulations on how broadcasting should be conducted in Nigeria. It is a collection of

- such rules, and an enactment of the parliament
- d. **Communication:** It is used in the work to mean, the process by which people share information, ideas and feelings. It is usually expressed through a languages, mannerisms and style.
- e. **Disciplining:** It is used in the study to mean enforcing of rules and regulations of broadcasting in Nigeria. It involves sanctioning against the erring organizations by issuing appropriate punishment to them according to law.
- f. **Regulation;** Here, it means the control measure issued by the government on how broadcasting should be carried out. It is an official rule or order.

REVIEW OF RELATED LITERATURE

Historical Background

The Conceptual Framework of Regulatory Policy on Broadcasting

It is Beitan, (2006:1), who states that with the natural back drop of three vegetation zones and a varied colorful topography, that Nigeria has an impressive historical location, traditional festivals and durbars which provide a rich tapestry and backdrop for television and radio productions. He adds that there is also a rich multi-cultural setting of about 400 indigenous cultures to fertilize the creation and creativity in the area of programming. From this impression by Beitan there is little wonder that Broadcasting came into Nigeria as part and parcel of the British Broadcasting Corporation (BBC) Empire as early as 1932. At inception, the Empire service utilized radio signal Re-diffusion service, RDS to enhance economic, political and cultural relationship between Britain and her colonies. This outfit was renamed the Nigerian Broadcasting Service, NBS, in 1951.

However, with the passing of the ordinance No. 39 of 1956, the name Nigerian Broadcasting Service was changed to Nigeria Broadcasting Corporation (NBC) in April, 1957. Also, the ordinance provided for the external service of Nigerian Broadcasting Corporation the Voice of Nigeria (VON). It became operational in January 1962. Following this was the establishment of Western Nigeria Television, (WNTV) in 1959; Eastern Nigeria Broadcasting Service Television, (ENBS-TV) in 1960; and River Kaduna Television in 1962. However, according to Owuamalam (2006:10) the Regional Television Stations were made to come under the umbrella named as Nigerian Television Authority in 1976. Similarly, the Regional Radio Stations were brought under the general name of Federal Radio Corporation of Nigeria (FRCN) in 1975; according to Beitang (2006:1).

It would be recalled that all the Broadcast houses in Nigeria had been under the control and operation of Federal, Regional and the States according to the media Right Agenda (2001:7). However, the Deregulation of Broadcasting in Nigeria by Decree No 38 of 1992 created the National Broadcasting Commission (NBC) and changed the pattern of ownership and control. It also introduced competition in the Broadcast industry. Attesting to this itself the National Broadcasting Commission (NBC) in 2009 in an information memorandum declared that as a result this revolution in the Nigerian Broadcasting industry, the number of Broadcasting Stations in Nigeria, has at the last count risen to 394 from less than 30 before the deregulation exercise. This increase in the number of broadcasting houses was as a result of the deluge of requests for the licenses by private entrepreneurs. The increase in the number of broadcast houses in Nigeria has therefore given more impetus to the need for regulating and disciplining of erring Organizations.

Broadcasting Under the Nigeria Broadcasting Code

According to the Nigeria Broadcasting code, sectional subsection (1), broadcasting is a creative medium, which utilizes audio and

video technology to reach the audience simultaneously. It avails mankind with the best means of information dissemination and reception. It therefore enables the individual to share in and contribute to the best of his ability, to the world around him. Broadcasting should influence the society positively by setting agenda for the social, cultural, economic, political and technological development. Hence, chapter two of the 1999 constitution of Federal Republic of Nigeria declares that by means of broadcasting Nigerians are expected to partake in sharing of ideas and experience that will enrich their life and help them to live in a complex, dynamic and humane society. In its informing, educating and entertaining functions broadcasting should not be at the expense of the national interest unity and cohesion of a diverse social cultural, economic, political and religious character of a country like Nigeria. Accordingly Broadcasting should project the best and discourage the worst in our society. To ensure that the above ideal is realized the Federal Government of Nigeria on 24th August 1992 established the National Broadcasting Commission by the enactment of Decree No 38 of that year. Part of the duties of the National Broadcasting Commission as provided in its section 2 subsection (1), paragraph (d) is regulating and controlling the Broadcasting industry. Additionally, paragraph (1) of the same subsection (1) of section 2 of the Act provides that the commission shall regulate ethical standards and ensure technical excellence in public, private and commercial broadcast stations in Nigeria. Similarly, the Act continues to state in paragraph (m) of the section 2, subsection (1) that the commission shall also monitor broadcasting for harmful emission, interference and illegal broadcasting- In paragraph (n) of the same section 2 and subsection (1) the Act adds that the commission shall determine and apply sanctions including the revocation of licenses of defaulting stations which do not operate in accordance with the broadcast code and in public interest.

The Objectives of Broadcasting Regulations

The regulation of the Broadcast industry is to ensure that it plays a pivotal role in the social, cultural, technological, economic and political lives of the people of Nigeria. In order to realize this ideal, the Broadcasting code in its section 1, subsection (1) paragraph (3) provides that,

- a. Broadcasting shall adhere to the general principles of legality, decency, truth, integrity and respect for human dignity as well as the cultural, moral and social values of the people within the provisions of the constitution.
 - b. Nigerian broadcasting shall meet the best in professional standards;
 - c. The frame work for "the regulation of broadcasting in Nigeria shall meet local needs, without compromising international standards
 - d. Broadcasting in Nigeria shall provide the entire range of sound and vision services that cater for, and reflect the diverse range of Nigerian cultures and communities through effective distribution of public, commercial and community broadcasting services;
 - e. Broadcasting in Nigeria shall be substantially owned and operated by Nigerians;
 - f. Broadcasting shall ensure the protection and development of children and other persons requiring special care and consideration;
 - g. Broadcasting shall be mindful of the degree of harm and offence likely to be caused by the inclusion of any material in programming in general or in specific terms;
 - h. Broadcast frequency bands, a scarce resource, shall be efficiently utilized in line with the international best standards in the planning, co-ordination, assignment, registration, - and monitoring of the broadcast spectrum;
 - k. The mechanism for addressing complaints as well as feedback shall be established.
1. Broadcasters and their employers shall uphold the rights and

obligations of the mass media as provided in the constitution
m. Fair and sustainable competition shall be the hall mark of the broadcast industry in Nigeria; and n. Self-regulation shall be employed within the framework of professional standards.

To be able to meet up with the above objectives of government there has to be in place a regulatory plan that is sufficiently functional. The implantation of this regulatory plan should ensure that the private and public sectors of the broadcast industry are dealt with fairness and justice.

Regulation as a Concept

Longman Dictionary of Contemporary English (1995:1996) defines regulation as an official rule or order or control over something, by rules. On his own side, Crystal (2003:772) sees regulation as the control of privatized industries by non-ministerial head of government department. Similarly, Schiller (1994:392) sees regulation as government intervention.

Also, Harvey (1999:2) States that Regulation involves intervention by the state in areas of economic, social or cultural life according to whatever political norms are characteristic of that nation state. According to him Regulation may be issued by presidential decree by religious prescription or by legislative action within a system of representative democracy.

In Nigeria, the regulations had been administered directly by government, especially before 1992. Elsewhere however, like United States of America, it was administered by the Federal Communication Commission (FCC) and International Television Commission (ITC) in Britain. However, with the regulation policy of government since 1992, the Nigeria Broadcasting Commission (NBC) took over the administering of the regulation of the operation of Radio and Television Organizations.

Broadcasting Regulation in Nigeria

On coming into effect on the 24th of August 1992; the National Broadcasting Commission (NBC) was saddled with the following

responsibilities as provided in section 2 of the Act:

- a) To advise fetal government generally on the implementation of the National Communication Policy with particular reference to broadcasting;
- b) To receive, process and consider-applications for the establishment, ownership or operation of radio and television stations including cable television services, direct satellite broadcast and any other medium of broadcasting; and radio and television stations owned, established or operated by the federal, state or local government;
- c) To recommend applications through the minister to the president, for grant of radio and television licenses;
- d) To regulate and control the broadcasting industry;
- e) To undertake research and development in the broadcasting industry
- i) To receive, consider and investigate complaints from individuals and bodies corporate regarding the content of a broadcast and conduct of broadcasting stations;
- g) To uphold the principles of equity and fairness in broadcasting;
- h) To established and disseminate a national broadcasting code and set standards with regard to content and quality of materials for broadcasting;
- i) To promote the Nigerian indigenous culture, moral and community life through broadcasting
- j) To promote authenticated radio and television audience measurement, and penetration,
- k) To initiate and harmonize government policies on Trans border direct transmission and reception in Nigeria.
- 1) To regulate ethical standards and technical excellence in public private and commercial broadcast stations in Nigeria
- m) To monitor broadcasting for harmful emission, interference and illegal broadcasting, n) To determine and apply sanctions including revocation of licenses of defaulting stations which do not operate in accordance with the broadcast code and in the public interest;

- o) To approve the transmitter power, the location of stations, areas of coverage as well as to regulate types of broadcast equipment to be used;
- p) To ensure qualitative manpower development in the broadcasting industry by accrediting curricular and programmes for tertiary training institutions that offer mass communication in relation to broadcasting;
- q) To intervene and arbitrate in conflicts in the broadcasting industry;
- r) To ensure strict adherence to the national laws, rules and regulations relating to the participation of foreign capital in relation to local capital in broadcasting;
- s) To serve as national consultants in any legislative or regulatory issues on the broadcasting industry;
- t) To guarantee and ensure the liberty and protection of the broadcasting industry with due respect to the law, and
- u) To carry out such other activities as are necessary or expedient for the full discharge of all or any of the functions conferred on it under or pursuant to the Act.

From the above provisions of the Act, it is clear that broadcast regulations in Nigeria includes the issuance of permission, that is, the granting of license to broadcasting organizations. These licenses are costly to acquire by private organizations. Accordingly, the information memorandum on the grant of Radio and Television net work service licenses released on Sept 3rd, 2009, states that the lowest license for private stations was 15 million Naira while the lowest fee for the public stations is 10million Naira. In addition to this constraint the broadcast regulation is dependent on the cultural norms of the society which may at times impinge on the freedom of the private broadcast stations to present programmes as they pleased in order to recoup their capital.

Licensing the Broadcast Organizations

To be able to own a broadcast organization in Nigeria, such an applicant should be able to obtain a license from the National

Broadcasting Commission (NBC). The license authorizes the provision of a network broadcast services conditional upon compliance by the licensee with the spirit and letter of the provisions of the National Broadcasting Commission Act, the license is to be issued according to the National Broadcasting code, all extant laws relating to broadcasting as well as regulations prescribed by the commission from time to time.

Conditions for Licensing

Section 2, subsections 1 (b) and (c) of the Act and especially in its paragraph 10, provides the following conditions which shall be fulfilled before the Network Broadcasting Service license is released to any broadcasting organization.

- At the commencement of the Network licensing regime, each licensed terrestrial station for radio and television operating in the country is to revert to city based coverage instead of the current zone based coverage at the expiration of its current license term.
- Licensing of Network services shall be limited to F.M and VHF frequencies for radio and television respectively using Affiliates and associate stations.
- For reasons of National cohesion and integration, broadcast on a network shall spread across the country as much as possible.
- A network programming applicant shall demonstrate adequate financial, professional and technical profile and capacity
- A network programming profile shall comprise content that fosters national unity, cohesion, stability and respects local sensitivities;
- A network operation shall cover the entire content of its license;
- The responsibility of the network broadcast shall be collectively borne by the stations on which it is relayed. Therefore, each affiliate should ascertain that each network programme meets the provisions of its license and National broadcasting code.
- A licensee of a network shall not enter into an agreement for affiliation with any station without the approval of the

commission.

- An affiliated/associate of a network shall continue to discharge its programming responsibility to its primary target audience based on the original terms of its license. In any case local programming shall not be less than 70% of its daily broadcast schedule.
- A licensee of a network shall seek the commission's approval before establishing and operating a new station in the network.
- Any new station joining the network as a signal station or an affiliating/associate shall be licensed by the commission.

The Issue of Content Monitoring

The most important issue arising from the regulating and disciplining of the broadcast organizations in Nigeria is the issue of content monitoring. According to the information memorandum on the grant of radio and television network service licenses released on the 3rd of September, 2009, every license is required to adhere to a minimum of 60% local broadcast content for open television and 80% local broadcast content for radio; for the cable/satellite retransmission, minimum of 20% local broadcast content. To add to the above, the standard for the Nigerian local content specifies that programmes and advertisement for family belt shall be devoid of sex or overt sexual behavior, nudity, violence, bloodletting, smoking, alcohol, drug abuse, denigration of womanhood, offensive lewd or vulgar language, expression and presentation. etc. This regulatory provision defines family belt to mean the hours of 7 pm to 10 pm daily. Families are presumed to be together in their houses within these hours, watching television.

Disciplining of Erring Broadcast Organizations in Nigeria

Longman Dictionary of Contemporary English, (1995:386), defines discipline as the practice of making people to obey rules and orders, or the controlled situation that results from this practice. It also continues to say that discipline means to teach someone to obey rules and control his own behaviour. According to this dictionary it

also means to punish someone in order to keep to orders and control. From the above meanings of the word discipline as given by the Longman Dictionary of contemporary English, it is clear that, it has to do with rules and regulations. This meaning is apt to the contextual state of this inquiry into the manner of control, order and harmony pervading the broadcast industry in Nigeria with regard to the regulations given to them by the National broadcasting Commission (NBC).

Concerning disciplining erring broadcast organizations in Nigeria, there are three categories of stations maintained by the National Broadcasting Commission for licensed stations who violate either the Act or the National Broadcasting Code (NBC). The first category of sanctions as contained in the media Rights Agenda (2001:22) includes, license revocation, shutting down or scaling up of the station or transmitter, seizure or forfeiture of equipment and suspension of license. The second category of sanctions as contained in the MRA above consist of written warning, to remedy a breach within a given time failing which a fine is imposed. Thirdly, the media Rights Agenda states that fines and stiffer sanctions shall be levied against any broadcast organization which fails to comply with the sanctions aforementioned. However, the offences which should attract each category of sanctions are not very clearly spelt out by the code. To isolate one of these vague provisions, the code provides that a license can be revoked if there is a serious breach of technical or non technical aspects of the code. The problem here is what is serious breach? To measure the degree of seriousness of an offence is pretty difficult if possible. As such 'this vagueness could lead to arbitrariness of actions by the commission, while sanctioning against erring organizations.

Empirical Literature on Regulation of Broadcast Organizations in Nigeria.

The constitution of Federal Republic of Nigeria 1999 in its section 39 subsection (1) provides that "Every person shall be entitled to

freedom of expression, including freedom to hold opinion and to receive and impart ideas and information without interference". In section 39 subsections. (2) the constitution goes further to define the conditions for the ownership of broadcast organizations. These provisions clearly show the regulatory policy intention of government on the operations of Broadcast industries. It shows clearly that the government through its machineries should determine the manner in which the broadcast organizations would conduct their business of managing the airwaves. It would be recalled that the African Independence Television (AIT), was closed down for three days by the state security service (SSS). The reason was that the Television station showed the live coverage of the National Assembly's Debate on the tenure elongation issue crafted by the president of Nigeria, Chief Olusegun Obasanjo. It would be noted that the third bid of Obasanjo failed after the National Assembly rejected it by popular vote. Commenting on the three day closure of AIT by the government, Ihechu and Okugo (2013:4), held that "may be the live coverage helped to scuttle the arrangement". It remains to decipher if this live-showing of the attempt by the then Executive president to extend his tenure of office; which was equally an attempt to overturn the intention of the constitution and Nigerian's nascent democracy in good faith? The answer to the above question is very clear to the impartial observer since part of the submission by the National Broadcasting Commission (NBC) Act (2009:4) to the effect that the air waves is being held in trust for the public.

On the issue of content monitoring, the National Broadcasting Commission Act (2009:3) states that every license is required to adhere to a minimum of 60% local broadcast content for open television and 80% content for local broadcast for radio; also contained in that statement in the cable/satellite retransmission stations are mandated to at least maintain a minimum of 20% local content in their broadcast. Also, the local content standard by the National Broadcasting Commission stipulates that programmes

and advertisements for family belt which spans from 7 pm to 10 pm every day should not broadcast programmes which have sex or overt-sexual behavior, nudity, violence, bloodletting, smoking, alcohol, drug abuse, denigration of womanhood, offensive, lewd or vulgar language, expression and presentation. It is also noted that the influx of foreign free-to-air channels which contravene and offend most of the prohibited principles of the National Broadcasting Commission Standards has not been effectively contained.

Similarly the issue of the Broadcasting religious programmes indiscriminately by our broadcast media offends the provisions of the National Broadcasting Code. But this anomaly seems to have gone, on unnoticed by the National Broadcasting Commission for several years now. Also a regular viewer of our television programmes would have noticed the level of nuisance constituted by the programme tagged 'Big Brother Nigeria' which went without let for a long three years period in contravention of the content requirement of the National Broadcasting Code. Condemning this programme which was allowed for so much a long period, Abati (2007) asserts that the programme 'Big Brother Nigeria' involved pornography and money. In his own opinion Egbunike (2008:1) says that perhaps Nigeria Broadcasting Commission is not yet aware of the Big Brother show but that he doubts; He continues by saying that the constant manner in which these inmates are watched is more like the way in which children go to watch caged animals in the zoo. On this same matter, Uzo (2008) urges that Nigerians do not want Big Brother III. To concur to these eloquent opinions by concerned Nigerians, Nigerians House of Representatives condemned the show of Big Brother Nigeria in no unequivocal terms. For this anomaly to have escaped the Notice of National Broadcasting Commission (NBC) even under the barrage of condemnation of public opinion speaks volumes of how this regulatory policy of government has been treated with levity. This situation smacks of utter neglect of statutory duty by this

government agency to the detriment of public morality and orderly conduct. It also points to the fact that the commission does not have efficient monitoring mechanism.

Administration of Sanctions by the National Broadcasting Commission (NBC)

It would be recalled that consequent to coverage of the Bell view Air crash the African Independent Television and Ray power FM, were shut down by the National Broadcasting Commission. But the Advocacy groups based their protest on the fact that these broadcasts by African Independent Television and Ray Power FM because they were the first stations to locate the site of the crash and therefore enabled the government agencies to perform their emergency management activities promptly. However, this protest resulted in the government lifting of the closure of the Broadcast stations concerned. They were punished for portraying excessive suffering and pain; and dead bodies and blood against the provisions of Nigeria Broadcasting Code. Similarly, media Rights Agenda, (2009:2) reports that Adaba FM; a private radio station had its license suspended by the National Broadcasting Commission because they did not comply with an earlier sanctions of fine of N500,000.00. It was reported that they violated the Nigeria Broadcasting Code which covering governorship elections in Ekiti and Ondo States. The suspension of this radio station was upheld.

The National Broadcasting Commission has regularly come under fire by the media Practitioners in the private sector who have berated the way in which the commission seemingly favours the public broadcasting organizations like Nigeria Television Authority (NTA) and Federal Radio Corporation of Nigeria (FRCN) in its regulating functions. The following examples have been cited by the critics to buttress their claims. Accordingly, Iheku and Okugo (2013:18), claim that in the year 2000 when channel Television obtained the right from TV Africa, to broadcast European Nations Football Tournament dubbed Euro 2000, which Nigeria

Television Authority (NTA), equally applied for; that National Broadcasting Commission (NBC) refused saying that TV Africa was not registered in Nigeria. Secondly, according to Iheku and Okugo in September 2000, National Broadcasting Commission (NBC) issued a press statement that the rights for airing the Sydney Olympic Games had been given to Union of Radio and Television Nations (URटना) and their affiliates which has Nigeria Television Authority and Federal Radio Corporation of Nigeria as members. Thirdly, the authors claim, that in 2009, when the Federation of International Football Association (FIFA) gave African Independent Television (AIT) the right to cover the 2009 Nigeria Youth championship, that the National Broadcasting Commission (NBC) ruled that it was Nigeria Television Authority that had the right to cover it. However, according to the authors, local organizing committee of FIFA succeeded in giving the right to AIT. An impartial observer would from these reports by Iheku and Okugo, infer that the National Broadcasting Commission (NBC) is biased in implementing the government regulatory policy on the broadcast industry. Commenting on this unwholesome conduct of the regulatory policy of government, Dominick, (2009:380-1) says that Nigeria should emulate the success stories of the Broadcasting atmosphere in Britain, United State of America (USA), Ghana and South Africa.

Theoretical Framework

To be able to appreciate the reason for government effort in her regulatory policy of Broadcasting organizations in Nigeria and its importance to the society at large, this study shall adopt the systems theory. The system theory is apt as the framework of the research because it would enable us to understand the effect of the regulatory policy of government on Nigeria's Broadcasting media on the entire society as a system consisting of other component parts alongside the communication media. Website in Laxmikanth, (2007:141), defines a system as a set of arrangement of things so related or conducted as to form a unity or organic whole. Similarly, Parsons in

Laxmikanth, (2007:41) sees a system as that concept that refers both a complex of interdependencies between parts components and processes that involve discernible regularities of relationship and to similar type of inter-dependency between such a complex and its surrounding environment.

The Tenets of the Theory

Also as seen in Laxikanth, (2007:141), Arora, holds that the concept of system involves the study of

- (a) The parts of a system;
- (b) Interaction among such parts, and
- (c) Interaction between the system and its environment.

Accordingly Ofuebe, (2003:51), agrees with the above theorists that a system is made up of interdependent parts with permeable boundary interest within the environment by imparting inputs, while it exports output in order to maintain itself in a permanent equilibrium. He also continues by saying that a system is a structure existing as an organized whole with its federating units in any environment for the purpose of achieving its objectives.

Also Obikeze and Obi (2004:75), agree that the system theory is an integrative theory that attempts to present and operate organizations as a unified purposeful system composed of inter related parts. The systems theory therefore tells us that the activity of any part of the organization affects other parts of the same organization. The system theory also connotes the concept of synergy in organizational management. What it means is that organization as a whole is greater than any of the composing units. It is also inferred from the idea of system theory that if a part of an organization sneezes that other component parts would catch cold, meaning that whatever happens to any part of it would definitely affect other parts.

The Relevance of the Theory to the Study

Relating this theory to the government regulatory policy on the

communication media in general and Broadcasting media in particular, the entire society including government, legislature, executive, judiciary and the people are hereby perceived as making up the whole. The regulatory policy on these media is therefore aimed at achieving harmony in the society. This is because if the broadcast media which is one of the most influential elements in the societal system is left unregulated, the other component parts-of the system would not only be in disorder but in shambles and the society would be worse for it. In this sense, if the communication of information on the state of affairs in any of the other component parts of the social system by the social media is faulty, it is obvious, that the stability of the "whole" is endangered. It is therefore very important that the regulatory policy of government on the Broadcast media in Nigeria succeeds in achieving its lofty aim of maintaining stability in the information dissemination by these media.

Gap in Literature

In order to meet up with the lofty ideals of the government's regulatory policy on the broadcast media in Nigeria the gap in the regulatory system would have to be filled, for instance, Paragraph (a) of section 00.1.3, dealing with the objectives of the Broadcast regulation, and dealing with the general principles of legality, moral and social values of the people within the provisions of the constitution lack clarity of language. The paragraph should be couched in such a way that the specifics of this aspect of the regulation should be mentioned in a very plain clear language as to avoid ambiguity. Similarly, paragraph (e) of the same section stating that broadcasting in Nigeria shall be substantially owned and operate by Nigerians, appears rather vague and difficult to interpret. What would have been better was for this paragraph to have clearly defined what is meant by substantial by stipulating the exact percentage of broadcast media to be controlled by Nigerians and foreign interests respectively. The gap in paragraph (L) of the same section 00.1.3 is that the regulation has not clearly stipulated those

rights and obligations of the mass media as provided by the constitution. This is because the expression here is too broad and encompassing as to avail the broadcasters and their employers' clarity of right of action. The literature on the Regulatory and Disciplining of Broadcast media organizations in Nigeria is virtually non-existence as they are not available in internet after thorough browsing and there are virtually no texts dealing with them in circulation. The literature in this work therefore duly fills this empty space.

Research Design and Methodology

To be able to achieve reliable results in this effort, the researcher adopted survey design and Archival research or documental design. Under survey, tools like interviews, observation and questionnaire were used to extract information from the population. Similarly, under Archival or documentary design, secondary sources are used to ascertain information. Such documentary materials are text books, dissertations, newspapers, unpublished materials and government reports. As such, for proper enquiry and effective conduct of this work the above mentioned methods are employed to arrive at a trust worthy and reliable information on the subject matter of the study.

Area of Study

This research work focuses on the Broadcast organization in Anambra State as representative for the entire country, Nigeria. The broadcast organizations are the Anambra Broadcasting service, Silver Bird Communications Awka, Radio Nigeria, Awka, and Nigeria Television Authority Awka.

Sources of Data Collection

Both primary and secondary sources have been used in this research work.

- 1) **Primary Source:** The primary source instruments comprises of questionnaire, observation and interview. .

ii **Secondary Source,** Are documents and records and other publications of the media organizations available in the library, institutes, public offices as well as individual homes, papers published or regulation guidelines, the broadcast code and relevant information to the study found in the internet were all made use of. The above materials constituted good check on the data obtained by other methods.

Methods of Data Collections

The methods of data collection used by the researcher include observation, questionnaire and interview;

- i. **Observations:** In course of this study, some observations were made by the researcher during the field survey. The observations covered the material usually broadcast by the organizations, the suitability of the time of the programmes presented and manner of presentation amongst others. The aim is to relate the observed variables to responses given.
- ii. **Interview:** Another method of data collection used by the researcher was face-to-face interview with the workers. /
- iii. **Questionnaire:** As earlier mentioned, copies of structured questionnaire were distributed to the respondents after which they were collected and analyzed.

Population of the Study

According to Chukwuemeka, (2000) population in a study refers to animate and inanimate things on which a study is focused. He adds that it is the aggregate of totality of the units in the universe of a study.

According to the statistical data obtained from the Broadcast Media organizations studied, the population distribution-is as follows; as at the time of this research.

Anambra Broadcasting Service (ABS),

Staff category)	Staff number
Senior Staff	210
Junior Staff	42
Total	252

Source: Field Survey, 2014

Federal Radio Corporation Nigeria, Awka

Staff Category	Staff Number
Senior Staff	63
Junior Staff	10
Total No of Staff	73

Source: Field Survey, 2014.

Nigeria Television Authority, Awka.

Staff Category	Staff Number
Senior Staff	10
Junior Staff	54
Total Number of Staff	64

Source: Field Survey, 2014

Silver Bird Communications Limited, Awka

Staff Category	Staff Number
Senior Staff	29
Junior Staff	05
Total Number of Staff	34

Source: Field Survey, 2014

Grand total or population of the study + 252 + 73 + 64 + 34 = 423.
Population for the research is 423.

Sampling Techniques

The purpose of sampling is to select a subset of a population. Which by estimation represents the total population of a study. Sampling therefore is an unbiased method of selecting the all representing

sample.

In this study, Taro Yamani Formula was used to determine the sample size as given below;

$$N = \frac{N}{1 + N (e)^2}$$

Where;

N = sample size

N = population of the study

1 = a constant

E = level of significance or error

margin

= (0.05)

By substituting, we have;

$$\begin{aligned} N &= \frac{423}{1 + 423 (0.05)^2} \\ &= \frac{423}{1 + (0.0055 \times 423)} \\ &= \frac{423}{1 + 1.0575} \\ &= \frac{423}{1 + 1.058} \\ &= \frac{423}{2.058} \\ \therefore n \text{ approximately} &= \frac{423}{2.058} \\ &= 205.5 \\ &= 206 \end{aligned}$$

Sample Selection

Each of the categories of the sample size is estimated using Bowley's proportional allocation statistical technique below.

$$N_h = \frac{n N_h}{n}$$

where;

n_h = the number of units allocated to each stratum

n = the total sample size

N = the total population

N_h = the number of units in each stratum

Hence, by designation, the proportion of the staffs to be sampled is shown below.

For anambra Broadcasting service (ABS), Awka.

$$N_h = \frac{206 \times 252}{423} \text{ approximately} = 123$$

For Federal Radio Corporation of Nigeria Awka

$$N_h = \frac{206 \times 73}{423} \text{ approximately} = 36$$

For the Nigeria Television authority Awka,

$$N_h = \frac{206 \times 64}{423} \text{ approximately} = 31$$

For Silver Bird Communications, Awka

$$N_h = \frac{206 \times 34}{423} \text{ approximately} = 17$$

The proportions are summarized below:

Staff Distribution	Number of Sampled Staff
ABS, Awka	123
FRCN, Awka	36
NTA, Awka	31
Silver Bird Communication	17
Total	207

Source: field survey, 2014.

Reliability and Validity of the Test Instrument

The validity of an instrument is the degree to which an instrument used by a researcher measures his assertion. In this research, the researcher made sure that all information gotten from the respondents was not influenced by any external factor, hence the validity of the report. When another researcher, embarks on a particular research and obtains almost the same result as the former researcher, it is said to be

reliable. That is to say that reliability refers to the degree to which the instruments are error free and, therefore, have the capacity of yielding the same result or a similar result. Therefore to ensure the appropriateness and reliability of the instrument in use during the research work, certain techniques were incorporated in designing the questions. Questions were designed to seek for information from various categories of staff. Some techniques were incorporated into the questionnaire to ensure validity in respect of the major research instrument used in the response, in most cases follow-up questions were used to back up answers given to the main question. The objectives of this is to fore-state the consistency in the answers filled by the respondent in responses to the questions.

Instrument for Data Analysis

The statistical computation used in the work includes percentage analysis; empirical test of hypothesis, using chi-square marked X^2 . Chi-square test is a statistic that gathers together all the discrepancies between the observed performance and expected frequencies according to some hypotheses.

The value of chi-square (X^2), is calculated using the formula Chi-square.

$$(X^2) = \sum \frac{O_i - E_i}{E_i}$$

Where;

- Σ = Summation
- O_i = Observed frequency
- E_i = Expected frequency

In this work, chi-square (X^2) was use as the statistical tool. This calculates the level of relatedness of two variables in non parametric correlations. Chi-square test is a test to know whether or not the two variables in question are really of no relationship at all by counting how large the data observed are deviated from the scenes expected. If there is no relationship at all this score is zero. The chi-square expands to indicate how large the relatedness is.

Since the expected frequencies of the sample are not known already through theoretical formula in this study, the researcher decided to adopt the chi-square test of independence, which is normally used when we have two nominal variables, each with two or more possible values.

The chi-square formula goes like this.

$$\chi^2 = \sum_{E_{r,c}} [(O_{r,c} - E_{r,c})^2 / E_{r,c}]$$

Analysis:

A. The null and positive hypotheses are stated respectively to reflect the researcher's objectives.

B. Analysis plan formulation:

- Significance (=0.0 1,0.05 or 0.10)

Method of Data Analysis:

The chi-square test of independence will be used to determine whether there is relationship between two variables.

C. Data analysis:

The degree of freedom (DF) which is
Where the number of levels for one categorical variables (row) = the number of levels for the other categorical variables (column)

- The expected frequency is computed separately for each level of one categorical variables at each level of the other variables (r * c)

$$E_{r,c} = \frac{n_{r.} \cdot n_{.c}}{n}$$

Where $E_{r,c}$ is the expected frequency count for level r of variable A and level C of variable B, nr is the total number of sample

observations at level C of variable B, and n is the total sample size.

- Test statistic which is a chi-square random variable (X^2) with the equation

$$X^2 = \sum \frac{(O_{r,c} - E_{r,c})^2}{E_{r,c}}$$

Ere

Where;

$O_{r,c}$ is the observed frequency count at level r of variable A and C of variable B.

- P-value which is the probability of observing a sample statistic as extreme as the statistic.

D. Interpretation of Results: The null hypothesis is rejected if P-value is less than the significant level. In other words a conclusion will be drawn that there is a relationship between the variables.

Data Presentation and Analysis

Questionnaire Analysis

A: The Demographic Data

Table 1.0 Gender

Sex	Frequency	Percentage (%)
Male	93	52
Female	87	48
Total	180	100

Source: Field Survey, 2014

From the above table, it is interpretable that the number of male workers in the broadcasting organizations studied i.e. Anambra Broadcasting Service, (ABS) Awka, Nigerian Television Authority, (NTA), Awka, Radio Nigeria, Awka, and Silver Bird Communications, Awka is higher than that of the female workers. That is the explanation of table 1.0 as 52 percent of the respondents are male while 48 percent are female.

Table 1.1 Age Distribution

Age bracket	Frequency	Percentage (%)
20-29 years	22	12
30-39 years	100	56
40-49 years	56	31
50-above	2	1
Total	180	100

Source: Field Survey, 2014

Looking at the above table, 56 percent which is the highest of all goes to the most productive age in the Broadcast media organizations in Anambra state. This notwithstanding the survey shows that the respondents are adults whose senses are mature and therefore responsible.

Table 1.2 Marital Status

Status	Frequency	Percentage (%)
Married	89	49
Single	91	51
Total	180	100

Source: Field Survey, 2014.

The outcome of the distribution of the above table shows that the greater percentages of the respondents, 51 percents were single while 49 percent were married. This re-enforces the assertion that the respondents are mature and responsible workers who are versed in other forms of experiences including managing married life. Thus the number of single respondents is higher than the married.

Academic Background

Qualification	Frequency	Percentage (%)
FSLC	1	.5
O' level	1	.5
Certificate courses	9	5
Diploma	42	24
University degree	127	70
Total	180	100

Source; Field Survey, 2014

The interpretation of the table on academic background of the workers above shows only 0.5% of workers hold First School Leaving Certificate and also 5% of the workers have O' level certificate while the rest hold higher qualifications with 70% with University degrees. This reveals that most of the respondents are well informed about the subject matter in the discourse.

Length of Service

Years of Experience	Frequency	Percentage (%)
Less than a year	13	7
1-20 years	160	89
11 -20 years	5	3
21 years and above	2	1
Total	180	100

Source: Field survey, 2014.

From the above table which is on the working experience of the employees who responded to the questionnaire, it has been revealed that 89% of them have worked for about ten years while only 7% have worked for less than one year, showing that these respondents are already seasoned and can be held responsible for their assertions.

Part II: Research Data

This part of the paper shall deal with the data collected in respect of the research questions as contained in the questionnaire.

Table 2.0: Support for Regulation.

Are you in support for regulatory policy of government on broadcasting?

Responds	Frequency	Percentage (%)
Support Regulation	163	91
Against Regulation	17	9
Total	180	100

Source; Field survey, 2014,

From the responses recorded in the above table, it is understood that 91% of the respondents support the government Regulatory policy on Broadcasting in Nigeria while 9% of the respondents do not support this regulation.

B: Data on Variables of Subject of Investigation

Table 2.1: Implementation of Regulation on Radio and Television.

Response	Frequency	Percentage %
Properly done	49	27
Improperly done	131	73
Total	180	100

Source: Field Survey, 2014.

From the response recorded in the above table, 27% of the respondents agreed that government regulations on the broadcast media have been properly done, while 73% of the respondents say that the regulations are not properly done.

Table 2.2: Effectiveness of Government Disciplinary Action on the Broadcast Media.

Response	Frequency	Percentage (%)
Satisfactory	169	94
Unsatisfactory	11	6
Total	180	100

Source; Field Survey, 2014.

From the above table it is understandable that 94% of the respondents have agreed that government regulatory efforts of the broadcast media has reached their organizations, while 6% of the respondents say that these efforts have not reached their organizations.

Table 2.3: Equity in Regulation.

The effect of regulatory activities on the media organizations

Response	Frequency	Percentage (%)
Balanced	36	20
Partial	144	80
Total	180	100

Source; Field Survey, 2014.

The table above dealing with the respondents answers with the question as to whether the government regulatory efforts have been balanced has 80% of them in negative and 20% in the affirmative.

Table 2.4: Effectiveness of Sanctions.

The efficacy of the sanctions

Response	Frequency	Percentage (%)
Satisfactory	75	42
Unsatisfactory	105	58
Total	180	100

Source: Field Survey, 2014.

From the above table 42% of the respondents agree that the sanctions of the National Broadcasting Commission against erring organizations' have been effective, while 58% agree that these sanctions have not really been effective.

Table 2.5: Level of Compliance with the Broadcast Organizations.

Complying with the sanctions

Response	Frequency	Percentage (%)
Affirmative	55	31
Negative	125	69
Total	180	100

Source: Field Survey, 2014.

From the table above 31% of the respondents agree that there is

compliance with the Broadcasting Code, while 69% of the respondents concurred that there is flagrant flouting of the code by the Broadcasting organizations.

Table 2.6: Complaints on the Broadcast Content of the Organization.

Have there been incessant complaints on the broadcast content of your organizations?

Response	Frequency	Percentage (%)
Affirmative	42	23
Negative	138	77
Total	180	100

Source: Field Survey, 2014.

From the above table, 23% of the respondents agree that there have been complaints on the broadcast content of the broadcast organizations in Nigeria while 77% agree that there have not been complaints on the broadcast content of their organizations.

Table 2.7: Proper Handling of Complaints by Broadcast Organizations.

Are the complaints on the broadcast content properly handled?

Response	Frequency	Percentage (%)
Affirmative	85	47
Negative	95	53
Total	180	100

Source: Field Survey, 2014.

From the above table, it is seen that 47% of the respondents agree that the complaints on the broadcast content of their organizations were properly handled by the organizations, 53% said that these complaints were not properly handled.

Test of Hypotheses

In order to ascertain the actual result of the research work, the

two hypothesis asserted in section one will now be statistically tested.

Hypothesis I

H₀: Broadcast organizations in Nigeria are not properly disciplined.

H₁: Broadcast organizations in Nigeria are properly disciplined.

Note: The significance level (SL) used is 0.5.

Using the chi-square independence test method, the data from table 2.1-2.7 are used.

Table 3.1: Table of value for research question 7-15.

Response	Satisfactory	Unsatisfactory	Row Postal's
Support for Regulation	163	17	180
Proper management of	49	131	180
Effectiveness of	169	11	180 ,
Government Discipline			
Equity in Regulation	36	144	180
Effectiveness of sanctions	36	144	180
Column Totals	492	408	900

Source: Field Survey, 2014.

From the table of value above, an expected observation table is generated. Using the Chi-Square Formula; Degrees of Freedom = $DF = (r-1) \times (c-1)$, =
Where: r = number of rows and

c — number of columns

Therefore: $DF = (5-1) \times (2-1) = 4 \times 1 = 4$ On chi-square table, the probability value (P.V) for $DF = 4 = 0.005$

Since $0.005 < 0.05$, we reject the null hypothesis, that is to say that the government regulatory efforts on broadcast organizations in Nigeria is in "order".

Hypothesis II

H₀: Policy implementors have not reacted properly to the Broadcast

houses in the event of flouting the Broadcasting code. The significance level still remains 0.05.

The chi-square test for independence method is used and the data in the table below is generated.

Table 3.2: Table of values for research question 16-20

Response	Affirmative	Negative	Row Totals
Compliance with the code	55	125	180
Complaints on content-	42	138	180
Complaints handling	85	95	180
Column Totals	182	358	540

Source: Field Survey, 2014.

From the table of value above, an expected observation table is generated using chi-square formula.

Degree of freedom (DF) is $(r-1) \times (c-1)$

Where;

r = number of rows

c = number of columns

DF = $(3-1) \times (2-1)$

= $2 \times 1 = 2$.

Therefore, the P. value for DF = 2 is 0.97 since $0.97 > 0.05$, we reject the alternative hypothesis and firmly establish the null hypothesis.

Critical Examination of the Hypotheses

The data generated were tested using the chi-square formula. The result arrived at for the first posited hypothesis is that the probability value (PV) 0.005 is less than the significance level (SL) (0.05) based on that we establish that;

1. "A Government regulatory effort in Nigeria through the National Broadcasting Commission is in order".

On testing the second hypothesis also using the chi-square formula, the result arrived at for the posited hypothesis is that the probability value (PV) is more than the significance level (SL) (0.05). Based on this result, we establish that;

2. Nigeria Broadcasting Organizations do not comply with the regulations contained in the Broadcasting code.

Summary of Findings, Conclusion and Recommendations

Summary of Findings

The questions that this research effort strained to find answers to include the extent to which government efforts to regulate broadcast media in the country have been apt to solve the problem at hand; the extent to which the media organizations have complied with the provisions of the broadcasting code in their broadcasting operations; and the reasons for the broadcast organizations seeming adamant attitude towards continuing the flagrant attitude abuse of the rules.

From the data generated from the four broadcast media organizations studied, that is Anambra Broadcasting Service, Awka, Radio Nigeria Awka, Nigeria Television Authority Awka and Silver Bird Communications Awka, the following revelations were made; Thus it is observed:

1. That government regulatory efforts in Nigeria, through National Broadcasting Commission (NBC) is in order; and
2. That Nigeria Broadcasting organizations do not comply with the regulations contained the in Broadcasting code.

CONCLUSION

Communication in human existence is indeed the essence of such existence. This is because man cannot step an inch forward in his endeavors without knowing what inform this movement. And man cannot know why he should move unless he communicates the reason to himself or he is communicated to by another for this reason, communication means a lot to man. Radio and television broadcasts have had an immeasurable influence on the development and movement of people. This is why the conduct of

these organs of communication should be properly regulated by government, otherwise the owners and operators of these media outfits would catch into its enormous powers of influence to benefit themselves and undo the society at large.

From these research efforts, it would seem that previous governments in Nigeria had always strived to regulate the broadcast organizations in their operations.

These efforts culminated in the constituting of National Broadcasting Commission whose responsibility is to perform the onerous job of keeping the broadcast organization within the confines of public decency and reasonable balance in their broadcast efforts.

It would seem from the findings of this research work that National Broadcasting commission need to add more grease to its elbows to be able to meet up with the challenges created by the flagrant abuse of the broadcasting code by the media organizations in Nigeria. This is because it was found in this research that while the Nigeria Broadcasting Commission does its best to achieve decent and balanced broadcasting in the country, the broadcast organizations have not acclimatized with the provisions of the broadcasting code, we believe that if the measures recommended herein for the proper regulation of these media houses are adopted; Nigeria and Nigerians would heave a sigh of relieve. This is because it would if not abate the junk being aired by the broadcast media; reduce it to the barest minimum.

RECOMMENDATIONS

To be able to meet up with the ideals of broadcasting in Nigeria and be able to keep the Broadcast Organizations in Nigeria within the bounds of balanced dissemination of information to the populace the findings of this research work should be addressed thus;

1. The National Broadcasting Commission should do more in monitoring the broadcast materials aired by the broadcasting organizations in Nigeria. By this, I do not mean censoring of

- these media houses but creating a team that would be in charge of actually watching what materials are aired by these television stations and listening to the broadcasts of the radio stations to be able to pinpoint the grey areas and enable their corrections.
2. Closely related to the above measure is the creation of a public enlightenment medium by the National Broadcasting Commission (NBC) to help the commission inform the members of the public to feel free to report any breaches of the Broadcast code to it. This would enable the commission to mop up those abuses that the commission could not by itself see or hear.
 3. To make the broadcast organizations to refrain from the flagrant abuse of rules and regulation and create the impression that the broadcast organizations are not doing anything to curtail the excesses of the former; more stringent techniques should be found to make these media organizations feel punished at the end of the day.
 4. A legal drafting committee which would be entirely made up of lawyers should be constituted, to take another look at the broadcasting code towards re-couching the rules that hitherto more ambiguous or were not properly tailored to take care of the flagrant abuse of the broadcasting code. ^
 5. The National Broadcasting Commission should organize a periodic seminar on the topic which would always be relevant to achieving decent and balanced broadcasting in Nigeria. This seminar should at least be held once every year. It is hoped that this would help to keep the broadcast media organizations on their toes to achieve the ultimate aim of societal harmony and welfare.
 6. A Broadcast Complaint Committee whose function should be the receiving of complaints about anomalies in the broadcast content of the broadcast organizations and addressing such infringements should be set up by the National Broadcasting Commission (NBC). This would enable the cases of flagrant abuse of the broadcast code to be minimized.

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