

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Mass media are very important tools of communication, through which information is passed to even the farthest end of the society. They enable us to communicate with each other by helping us to overcome the barriers of time and space. They perform both primary and secondary functions for the society.

The media of mass communication are divided into the electronic (broadcast) and print media. The print media involves mainly magazine and newspaper; they are informers which provide retrievable, researched, in-depth and interpretative news stories of events.

The broadcast media comprise of the radio and television, it has not been as enterprising as it should be. This is due to the majority ownership and control of the broadcast media by the government.

Concisely put, broadcast is a society wide type of message dissemination, which involves the transmission of ideas, words, sounds, pictures and values in the form of signals through the airwaves to a target audience. Broadcasting is an activity of a branch of the media of mass communication called the electronic media that use transmitters and airwaves in the transmission of news and information to their heterogeneous audience.

Ownership is a critical factor for the content of any medium. This implies that there is a connection between ownership and the content and nature of a medium. The nature of ownership itself is determined by the character of the owner, his interests and the vision he has for the medium. Character here indicates whether ownership is private or public, private oriented or non-profit oriented. Interest refers to the economic (business) concerns and

political persuasion of the owner. And vision here, means the idea of the owner about what a medium should be or do and his understanding of the practices and goals of journalism.

All these go a long way to determine the interest of the medium and its coverage of certain issues. McQuail (2000) contends that the belief that ownership ultimately determines the nature of media is not just a Marxist theory but virtually a common sense axiom summed up in Alttschull's (1984) "Second law of journalism: the contents of the media always reflects in interests of those who finance them.

The disposition of an owner is to his interests and vision for the medium would also, to an extent determine his view of the theory of social responsibility which sees "media ownership as a form of public trust or stewardship, rather than as an unlimited private franchise" McQuail (2000).

Agba, a communication expert presents further analysis of third world system as a system where ownership and control of the media is typical of communist or socialist countries in which the media are owned publicly and controlled by the dominant political party and also a centralized control, privately owned system.

He explains that media are owned by private organizations and individuals but are firmly controlled by government. This system is operated in Nigeria and many African countries.

In Nigeria, government control can be direct or indirect. There is strict control of the mass media through police and military intervention and harassment. In most countries of the third world, broadcast media are owned by government and consequently easy to control.

The media system that exists in a society is directly related to the political system prevalent in the society. The political system determines the exact relationship between the media and the government. The political system in place also determines the relationship between the media and the people. It also affects the flow of information in the country in which it operates.

This can be traced to the political experience of the western region of Nigeria in the first republic, where; during the 1962 – 1965 political crisis in the western region, broadcasting was employed freely by the government of the day as an instrument for waging an offensive opposition.

Following the activities of major political actors, the government saw its powerful ability then decided to only trust broadcasting media into the care of its loyal. It therefore toyed with the idea of tying the radio and television to what why Edochie of ABS called “its apron.”

The government’s insistence on moving and controlling the electronic media is in contravention of the universal declaration of human rights article 19 of the UNO. The article 28 stipulates that; Everyone has the right to freedom of opinioned expression, this right includes freedom to hold opinions without interference and seek, receive and impart information and idea through any media.

Nevertheless, Nigerians are increasingly, decrying government ownership and control of radio and television stations because the stations are increasingly losing its credibility.

Ugo (2008) attributed the fear of the government as;

Factor underlying the restlessness of government of free radio and television from its contribution is nothing but fear. But government has defence against this; it claims that the private ownership would lay volatile Nigerian publics open to selfish manipulation. Hence, it can only trust such big responsibilities into the hands of its loyal.

Due to the government control of the electronic media, they lack credibility and objectivity. This can be accounted in the calibre of workers they parade. Poorly educated editor and reporters who are easy target for manipulation by the government and its agents.

Media ownership pattern has become central to the discussion on mass media and society because Edeani (1985) printed out that; The nature of ownership of any press system determines to a great extent whether that press is dynamic, vigorous and responsive press; or an emasculated, timid, spineless, ineffectual or irresponsible press.

However, we have three main categories of media ownership namely;

1. Government ownership
2. Private ownership
3. Mixed ownership.

But the researcher will be constrained to government ownership of media.

Government ownership implies that the medium is completely financed by the government e.g. Anambra Broadcasting Service (ABS radio), Enugu State Broadcasting Service (ESBS), Radio Nigeria, etc. In government ownership, the government not only finances the media house, but also lay down policies for the media and helps in implementing them. The government previews the news content and news programmes to see if they agree with their policies and what they (the government) want. Also, any news that the government does not want to be made known to the public and is in the news content, the government will erase out of the news content.

Also, the government further controls the media by their decision to invest or not to invest. The government's interest will be reflected in their appointment of competent staff.

There is a common saying with regards to mass media control in Nigeria and elsewhere which has become a cliché that "he who pays the piper dictates the tune." This means that owners of mass media organize, channel, and control what the media broadcast and how they broadcast it.

It is obviously true that mass media owners exert a threatening control over the press, whether the mass media is managed by a board of director's appointment, by private owner, or by public corporation established by the government. The media have policies set down by the board. The short term and long term operations.

Because of this influences the ownership, the media has become a mere vociferous tool, propaganda and as well as indispensable instrument used by the government to make or mark their relationship with the masses.

## **1.2 Statement of Research Problem**

Whatever the practice of ABS (radio) the influence of leadership and control on gate-keeping are still present and if it is not handled well, it may greatly impair the success of any program, so this is what the researcher is aimed at finding.

Right programming decision can lead to success for the radio station. In ownership, government exercise total control of the medium or media information. It has the right to appoint the chairman, the editors and members of the board of directors of the body.

In countries with less degree of free press, government has manipulated the masses using broadcasting media. Broadcasting is volatile and its potentials are unending satisfaction.

Since ABS radio is one of the state governments owned broadcasting media stations, it could be involved in state government propaganda machinery like others.

This researcher has been monitoring the quality of news and programmes coming out on ABS radio and is disturbed by the level of sycophantic (praise singing) on the government that negates objective reporting. It is on this note therefore that this researcher is set out to know whether such non-objective reporting is as a result of government or the journalist or if there are other factors responsible on such unethical reportage.

Government did not own and exert control of broadcast media for its sake but for a definite purpose of using it as a medium or tool of telling its own story the way it suits them.

Most state owned media organizations are hand locked with credibility and objective questions for the way they have handled information dissemination for the government at the expense of the opposition and indeed the people. For this reason, media audience is today known to take state owned media messages with a pinch of salt. And because ABS radio is a culprit in this issue, the researcher has chosen it for her study.

### **1.3 Objective of the Study**

Based on this seemingly observation, the objective of this study includes:

1. To find out how objective the ABS (radio) discharges its duty in the light of government ownership and control.
2. To determine whether ABS (radio) is involved in sycophantic reporting.
3. To find out how government influence on the station affect people's patronage.
4. To determine the pattern of recruitment of journalist into the organization.

### **1.4 Research Questions**

A number of questions have been raised and answers to such questions definitely shall provide solution to the problem of government misuse of ABS (radio). The belief of the researcher is that the following research questions will provide focus and direct her attention to major issues in the identified problems and they are:

1. To what level has government ownership and control influence affected objective reporting on ABS (radio)?
2. How does ABS (radio) practice sycophantic reporting?

3. How true is it that government influence on the station affect people's patronage?
4. To what extent does journalist's recruitment into the ABS (radio) station comply with the standard principles?

### **1.5 Research Hypotheses**

From the above mentioned research questions, some hypotheses shall be tested in this study.

They are as follows:

**H<sub>1</sub>:** Government ownership and control influence affects objective reporting on ABS (radio).

**H<sub>0</sub>:** Government ownership and control influence do not affect objective reporting on ABS (radio).

**H<sub>2</sub>:** ABS (radio) is involved in sycophantic reporting.

**H<sub>0</sub>:** ABS (radio) is not involved in sycophantic reporting.

### **1.6 Scope of the Study**

The scope of this study is limited to only accessing the impact which government of Anambra State influence on ownership and control of its radio arm is having on the journalist objective reporting. It does not cover other areas of the states broadcast media organization or states print media. It only discusses radio, taking an aspect of negative reporting which audience is alleging that emanates due to control influence. And that is what this study wants to investigate.

## 1.7 Significance of the Study

The benefits of this study are numerous. The impact of government ownership and control of Anambra Broadcasting Service (radio) demands serious empirical investigation because of its significance as follows:

- a. The study result will confirm whether state government use ABS (radio) as propaganda machinery.
- b. The study will expose the level of government involvement in the management and staff recruitment in the station.
- c. The study will expose the level of sycophantic practice in the government owned broadcast station.
- d. The result of the study serves as reference material for further studies in management, government and mass communication.
- e. Both government and management of ABS (radio) will find the study useful in many aspects.

## 1.8 Operational Definition of Significant Terms

In order to avoid the researchers misinterpretation of certain words or terms contained in the title of this work, the researcher defined the term operationally, such words and terms are:

1. **Government:** the body that controls and directs the affairs or welfare of the state.
2. **Impact:** is a change in a particular situation of something either positively or negatively.
3. **Objective reporting:** is the situation in news coverage where facts are reported without bias.



## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.1 Introduction**

This chapter is a review of related studies to the topic “Impact of Government Ownership and Control of Anambra Broadcasting Service (Radio) on Media Objectivity.”

Literature for this study was sourced from books and materials, including reports of earlier studies done in this area. Books on research methodology, political sciences, mass communication, government and humanities were consulted and reviewed.

This chapter is organized under the following headings:

- a.** Review of concepts
- b.** Review of related studies
- c.** Theoretical framework
- d.** Summary.

#### **2.2 Review of Concepts**

The following concepts were reviewed:

- a.** Anambra Broadcasting Service (Radio).
- b.** Government ownership and control.
- c.** Government ownership and objective journalism.
- d.** Lack of Objectivity.
- e.** Sycophantic broadcasting.

### **2.2.1 Anambra Broadcasting Service (Radio)**

Anambra Broadcasting Service, Radio I and II has a checked history. It is an offshoot of Eastern Nigeria Broadcasting Corporation (ESBC) established in 1960, in Enugu by the Eastern Nigerian Regional Government. The regional broadcasting house was located at the African Cooperative Bank (ACB) building, No. 1 Ogui road, Enugu.

According to the ABS handbook, (1992), after the Nigerian-Biafra civil war, the ENBC was splitted into two with the creation of Imo state out of the East central state in 1976. That exercise resulted to the establishment of Imo Broadcasting Service and ECBS which later in 1977 became Anambra Broadcasting Corporation (ABC). The radio house maintained two stations, ABC I (with the transmission mask at the 9<sup>th</sup> Mile corner) and ABC II (at Hill top, Ngwo).

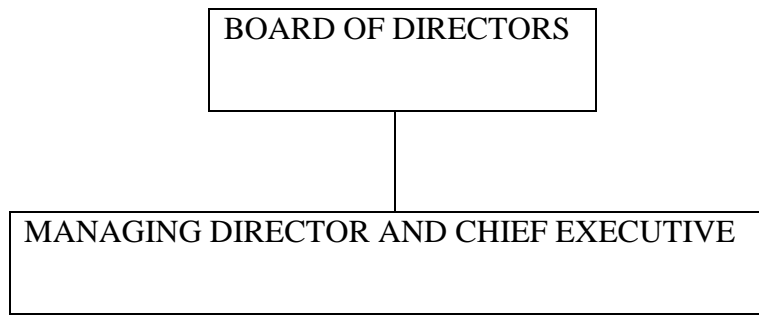
In 1980, ABC II opened its commercial station at Onitsha. The commercial radio station continued broadcasting until 1991 when the old Anambra state, comprising the present Ebonyi, Enugu and Anambra state was splitted into two – old Enugu state and new Anambra state. With the new Anambra with its capital city at Awka, the former ABC commercial station was inherited by Anambra as its name changed to Anambra Broadcasting Service, ABS. The radio station was broadcasting on Am 621 KHz on 500 metres band.

Since the Onitsha radio station is far from the seat of government at Awka, the Anambra state government saw it wise to establish another and better radio station in Awka. The military government of Anambra state opened ABS II at Awka to help it talk to the people without travelling to Onitsha to use a radio station. The Awka radio station broadcasts on Fm 88.5WHz. Records from ABS Planning, Research and Statistics Unit, 2012 revealed that the

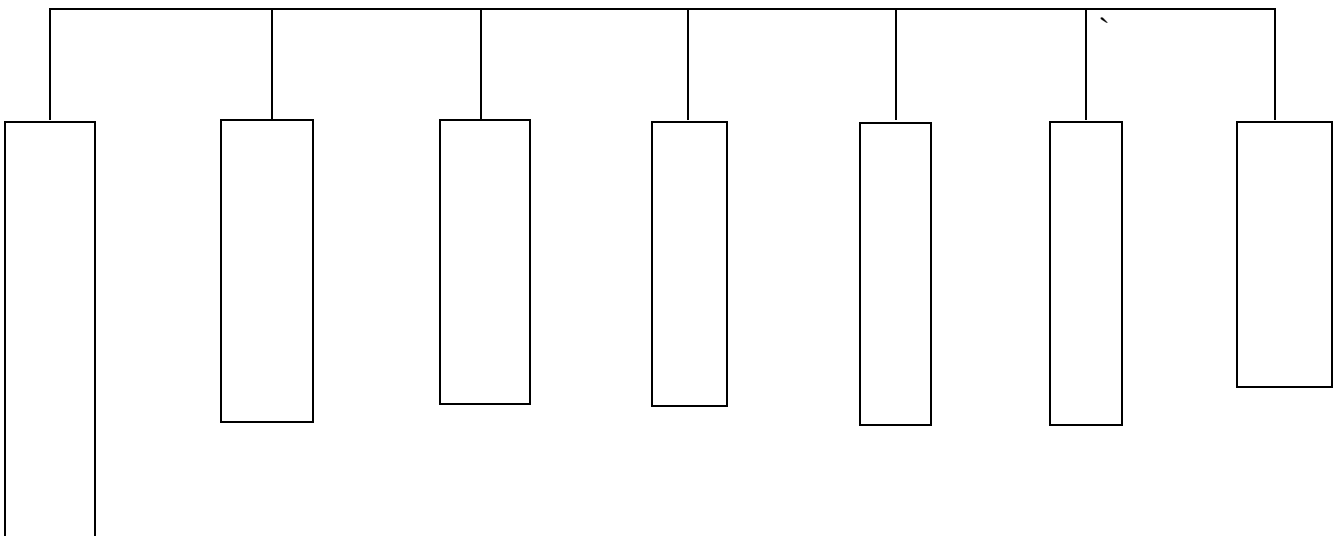
democratic elected governor s of the state since 1999 have done the best in equipping both the radio and television arms of the broadcasting outfit with state of the modern broadcasting technology to serve the people better.

On administration, the record reveals that ABS follows normal standard organigram of radio station, as shown in the diagram below.

**2.2.1 A The Organigram Of ABS, Awka**



**7 DEPARTMENTS**



### **2.2.1 B          Programming of the Radio Station**

ABS, Awka inherited all the programmes of its parent's station from Enugu. The programmes numbering over fifty-six were featured every week from Sunday to Saturday, until the management of the new radio station began to re-adjust, thereby dropping some programmes and replacing them with new ones. Among the popular programmes of the station include:

1.     Onitsha A do
2.     Ezi na uno
3.     Young farmers
4.     Phone-in programme
5.     Ekene ndi afia
6.     Government and the people
7.     Igbo ezue
8.     People and the law
9.     The pulpit
10.    Young entrepreneurs, etc.

The phone-in programme where topical and social issues are discussed with two presenters acting as moderators and receiving calls from contributors. Government and the people is a sycophantic programme, where the presenter mirrors and analyses some issues of government matters "factly". Apart from these programmes formulated to support and enlighten the masses of government programmes; policies and operations, there are other similar programmes created to sing praises of the government. Some of such programmes include news commentaries, congratulatory message to the governors and other paid and unpaid public announcements.

### **2.2.2 Government Ownership and Control**

In most of the third world countries like Nigeria, the government takes active interest in the establishment and control of the media. In Nigeria, the Federal government has its own newspapers. In addition, all the constitution of the right to establish and operate broadcast media by government. The reasons for government involvement in the media business range from financial to political reasons.

Financially, the business of establishing and running a media house be it newspaper, magazine, radio or television can be capital intensive. In poverty stricken countries of Africa, the government seems to be the most capable hand to finance such enormous project.

Politically, each of the government wants to tell her story and as such strives to do so by establishing her own media house.

Given the above problems, one can say that government ownership of the media especially in the third world countries like Nigeria is a welcome development but the problem is in the area of control. It is a known fact that due to its strong hold on her media houses, the government owned media lack credibility and objectivity. Such government owned media with their poorly educated editors and reporters do not report things like strikes, cabinet splits and other controversial news because such news may embarrass the government.

Ansah (1985) "The role of state in broadcasting in Africa," gives reasons for the government participation in broadcast media in Nigeria. He wrote: The origin of the current government ownership and control of electronic mass media in Nigeria can be traced to the history, purpose and nature of colonial broadcasting in the country. Radio was in 1932 as a relay or re-diffusion system under the British Empire Broadcasting services. It was mainly used for

catering for the information and entertainment needs of the predominantly colonial political and educated elites in colonial Nigeria as well as the needs of the very few Nigerian educated elites.

In essence, Ansah was reiterating the notion that the colonial masters used broadcasting medium (radio) for propagandistic motives. There is no official censorship in Nigeria but directly or indirectly it exists in all government owned media houses.

He further noted that establishing broadcast media is beyond the reach of individuals, while supporting the view, Nwosu (1995) highlighted: Then, there is the question of funding proponents of government control and ownership insist that broadcasting on Nigeria can never survive financially if it does not depend on the government for financial subventions.

Control of the electronic media, Ansah noted also that the electronic magnetic spectrum or airwaves are limited and therefore be regulated by the government should hand off from owing and controlling the broadcasting media, he reasoned, it will create room for dubious foreign investments in the electronic media brought about by the inability of the private individuals to finance broadcasting projects which requires huge fund.

### **2.2.3 Government Ownership and Objective Journalism**

The concept of objectivity in reporting demands that facts must be presented as they are. It stresses that fact must be allowed to speak for themselves. Therefore, objectivity imports faithfulness to facts.

According to Nwabueze (2005) while quoting Kasoma got what could be described as a complete and encompassing presentation of the basic principles of good reporting. It is

described as a guide or compass to stress free, hitch free and trouble reporting. These principles are as follows:

- a. Get the facts, starting with who, what, when, where, why and if appropriate how.
- b. Accuracy and precision. Get it right, don't guess.
- c. Always double-check it from two more sources, especially if it is controversial or might damage someone.
- d. Always be fair, give both sides equal opportunity, and try to balance competing points of view so the readers, listeners or viewers can judge.
- e. Beware of all conflicts of interest and omit biases. To do this, you must be honest with yourself on what your own biases are.
- f. Never let an uncooperative person make you fearful.

Objectivity on the side of a journalist implies that journalist shall at all times be fair, accurate, unbiased and factual in the assessment and presentation of information and reports in the media.

If the reporter is to use this attributes as parameters for measuring the objectivity of government owned and controlled media, the researcher will discover that broadcast media in Nigeria and ABS are grossly unobjective. In Anambra state for instance, the government has a firm grip on the ABS in order to sustain and retain power.

Aliede (1999) also argued on the compromising nature of objectivity in government owned and controlled media. In one of his lectures, Aliede assert: "He who pays the piper dictates the tune." In Aliede's thinking, since government actively controls the economic viability of the electronic media on view of the fact that the media is an indispensable tool for propaganda, such government therefore converts the media into its own "mouthpiece," the

mouthpiece is required in pursuance of their socio-political agenda setting and as a supporting pedestal for policies even when the policies may be considered obnoxious.

Aliede also contended that generally in the third world of Africa and Asia, the government has taken active interest in controlling the veins of electronic media.

Okenwa (2002) argued that since independence, subsequent constitutions in Nigeria have been modified to control the sole or exclusive right to establish and operate the broadcast media by the government. This was the trend, he further wrote until in 1992, when some private organizations were given licences to broadcast. Yet the government still controls them, the author continues.

Still on government ownership of media and objective journalism, Sumaila (1992) commented thus:

For quite a number of factors, the media are kept away from exercising continuing control or influence on certain important policy issues which mostly affect the popular choice of the citizens; these are in most case relegated to the background. They are bogged down with sanctions either through an editor or a decree which make most of them liable in the event of offering no matter how constructive they are.

Sumaila further pointed out that where government media failed, the concept of objectivity is in the manner of their operation.



#### **2.2.4 Lack of Objectivity**

In Maxwell Ngene's words "objectivity implies that journalists should keep their biases, opinion, views, philosophies and idiosyncrasies out of news story. Ngene (2002) says that due to lack of objectivity in the ABS stations, there are loss of media credibility, status, audience, advertisers and journalistic morale.

Supporting the view that absence of objectivity reduces the esteem of the press. Sumaila further pointed out that government media houses are unreliable, unacceptable and less authentic. This is because of the polarization of their comments which are to some extent based on sensational, ethnic, religious and partisan affiliation instead of natural interest. These shows that the media focused areas or news gathering beats are either the government or its agencies, etc, but not from the citizens who do come within the news worthy organs and therefore do not make headlines.

For many people, political discussion with compatible friends, family members or co-workers are viewed as more compatible source of political information than that can be heard, seen or read from the media; wrote Sumaila.

It is being argued that unobjectivity with impinges journalistic moral and efficiency in government owned media. However in authoritarianism the press is clearly subordinate to the state and are restrained from major criticism of the government of the day.

Aliede, a media analyst believes that; "Due to the government control of the electronic media, they lack credibility and objectivity." This can be accounted in the calibre of workers they parade. He described them as: "...poorly educated editors and reporters...." These half-backed staff are ill remunerated, making them easy target for manipulation.

In these media, journalists have become increasingly demoralized and disillusioned. Loss of advertisement is another aspect of implication of an objective press. Advertisement revenue is another source of revenue to the media house with financial sustainability. However, Ngene noted that a discredited medium invariably loses audience. To him radio or television stations propensity to attract advertisers is directly proportional to its reach and listenership or viewership.

### **2.2.5 Sycophantic Broadcasting**

The National Broadcasting Commission policy of broadcasting stations argues all broadcast stations to give equal opportunity to all political parties to air their view, ideas and opinions in order to conform to the principles of pluralism. But, Mboho (2005) “NBC provision on political broadcasting lack enforceability, hence it can be vehemently abused by many state government owned broadcasting stations. And very often, such abuse causes media audiences to react. In most cases, their reactions are violent.

Citing Dahlgren and Sparks (1991), Okonkwor (1999) agrees that the media should facilitate the functioning of representative government and expose their internal processes to public scrutiny and the play of public opinion. In fact, in democratic administration, the central role of the media should be assisting the equitable negotiation or aborting of competing interests.

But, regrettably, observed some scholars like Essien-Ibok (2001), Limar (2002) and Aiyetan (2002) as quoted by Galadima (2003) “the media is corrupt as the society in which they operate, so our corrupt media is a reflection of corruption in Nigeria.” In addition, our media have severely been described as “government said media.” No matter how the broadcast media try to show social independence, they will always remain veritable instrument in the

struggle for power between the progressives and the reactionaries. According to Ternakur (2003) “in moment of crisis, especially political crisis, the media (print and broadcast) become already tools for those actively involved in the crisis of power interest.”

State government in Nigeria will always hold on to the power motive for establishing broadcast media and think that there is nothing wrong to abuse the media use. No wonder the Ogun state radio station was shut down in June, 1993 following its reckless sectional broadcasts on the presidential result annulment involving their son, late M.K.O. Abiola of SDP and Toffa of NRC. Also on October 1999, eleven state governments owned broadcast media stations’ licences were revoked by the National Broadcasting Commission (NBC) for what the commission called sycophantic broadcasting capable of violating the provision of NBC.

### **2.3 Review of Related Studies**

Different countries process mass media system in place and the over-riding political system. These political systems become logical given the vital role of the mass media in any society. Okunna (2002) citing Moemeka’s studies in functions of the mass media, he divides its roles into four major areas:

**1. Surveillance (Information):** This is the provision of a constant stream of information about events in society and about the society itself.

The mass media informs the public about local state, national and international news. Okunna (1999) put this clearly when she says;

The information function of the mass media is all embracing and indispensable for the meaningful existence of members of

the society. Through their various contents, the mass media collect, store, process and disseminate news, data, pictures, facts, messages, opinions and comments which members of the public require in order to react knowledgeably to personal, environmental, national and international conditions as well as to be in a position to take appropriate decisions.

**2. Correlation (Interpretation):** This is the function of appropriately as to avoid over sensitization and induce necessary reaction. It involves prescribing what to do it and why it is necessary.

Through editorials, syndicated columns and features articles, documentaries, talk shows, dramas and news analysis, the mass media interpret the news.

**3. Socialization (Education):** The mass media help to unify society and increases social cohesion by upholding and teaching a broad base of common social norms, values and collective experience. Through this activity, the mass media help to transmit culture and social norms from generation to generation. This mass media do this mainly through unconscious learning, informal education and non-formal education, conscious attempt to impart knowledge outside the formal school system.

**4. Entertainment:** This is the mass media function that is geared primarily towards providing some diversion and amusement, relaxation and respite. Okunna (1999) in explaining with the above function says that the functional objective of mass media entertainment is generally regarded as that of “providing diversion and escape from the tedium of day-to-day existence and lessening the stress and strain emanating from a rapidly changing world”, through rumour, courtships, cartoons, drama, features, stores, pebbles, etc, the mass media offer temporary escape from fears, worries, depressing psychological conditions, etc.

Also, some of the African news media argues that the media exist to maintain the status quo, others claims that the media serve as a change agent that helps to create new attitudes and behaviour. In this model, the media could represent a means of maintaining or destroying cultural values, tool for creating not only awareness but also an establishing effect which could be a diverse or destructive to national development efforts.

Mass media also mobilize the society; this means the ability of the mass media to promote natural interests and certain behaviours especially during natural crisis of the four theories that classify world media system which include automatism as in, libertarianism, social responsibility and communists (totalitarianism).

#### **2.4 Theoretical Framework**

This study is based on social responsibility theory which is one of the four normative theories of the press. This theory came as a result of Hutchins commission on freedom of the press that was established in 1942 and it released a major report of its findings in 1947.

This theory involved a number of ways in which the state could attempt to play a role in attempting to ensure that news media fulfilled their social responsibility and obligations. At the same time tries to retain the independence of journalism and freedom of speech.

In other words, the press should be free to discharge its duties of surveilling the environment and others. But more so, it should perform those duties in a responsible and responsive manner. The mass media here are supposed to be responsible watchers of the society and the empire between government and the people.

It emphasizes the need for an independent press that scrutinizes other social institutions and provides objective, accurate news reports. The most innovative feature of social responsibility theory is its call for media to be responsible for fostering productive and creative “Great Communities.” It said that media should do this by prioritizing cultural

pluralism by becoming the voice of all the people, not just elite groups that had dominated national, regional, or local culture in the past. In some respects, social responsibility theory is a radical statement. Instead of demanding that media be free to print or transmit their owners want, social responsibility theory imposes a burden on media practitioners. As the commission argued, “the press is not free of those who operate it, it behaves as though their position conferred on them the privilege of being deaf to ideas which the processes of free of free speech have brought to public attention” as quoted by Bates (2001).

It encourages the press to see themselves as front-line participants in the battle to preserve democracy in a world drifting inexorably towards totalitarianism. By helping pluralistic groups, media were building as well to protect democracy from external and internal foes.

The researcher has decided to use this theory because of the following:

- a. It values media responsibility.
- b. Values audience responsibility.
- c. It limits government intrusion on media operation.
- d. It allows reasonable government take control of the media.
- e. Values diversity and pluralism.
- f. Aids the “powerless”.
- g. Appeals to the best instincts of media practitioner and audiences.

## **2.5 Summary**

Government ownership and control of mass media has been revealed and seen as serious adversing efforts on media objectivity in Nigeria. These media ownership has long history and the reasons have been the colonial heritage, financial requirement and audience influence.

It has also been expressed that because of the place of radio and television as a propaganda tools, they were used by government or political groups for power. The result according to the review has been news reports that are not based on facts, emotionally laden, unfair and unbalanced. This situation clearly affects the audience, advertisement revenue, credibility and the journalist movement from ABS to another media of communication.

However, there is need to democratize the media in line with the democratic structures in the country. The social responsibility theory promises more for objective journalism and in extension for the media audience.

## **CHAPTER THREE: RESEARCH METHOD**

### **3.1 INTRODUCTION**

This chapter discussed the method used in the study. Research method involves various processes or methods with which the research is carried out, it involves the method employed in the research in order to help at dependable solution to a problem.

This chapter contains and explained the following:

- a.** Research design.
- b.** Population of study.
- c.** Sampling technique/ sample.
- d.** Description of research instrument.
- e.** Validity of data gathering instrument.
- f.** Method of data collection.
- g.** Method of data analysis.

### **3.2 Research Design**

The design adopted in the execution of the study was survey. The researcher chooses survey method as it is one method where a group of people are studied by collecting information from them. So, the design was specified to use questionnaire. The survey was used by the researcher to source for primary data.



### **3.3 Population of Study**

This research is targeted at the people in Awka metropolis, Anambra state, whose population is 301,675 according to the 2006 national population census.

### **3.4 Sampling Technique/ Sample**

The researcher sampled only two hundred and fifty (250) people out of the total of 301,675 people in Awka metropolis. Out of she focused on the five (5) local government areas namely; Awka South, Awka North, Anaocha, Dunukofia and Njikokan and ABS staff literate population made up of men, women and youths who expose themselves to ABS (radio).

In the choice of the sample size for this study, the researcher used purposive sampling technique. The technique provided each member of the local government chosen the chance of being selected or included in the sample.

### **3.5 Description of Research Instrument**

After considering some factors that are likely to affect her choice of instrument such as; the size of the sample population, the area of the study, time availability and financial resources demanded, the researcher chose questionnaire as her data collection technique.

Questionnaire is a carefully designed instrument for collecting data in accordance with the specification of the research questions and hypotheses in order to elicit information on the identified problem under study. Therefore, questionnaire formed the researcher's measuring instruments.

### **3.6 Validity and Reliability of Data Gathering Instrument**

Validity is the degree to which a measuring instrument measures what it is supposed to measure while reliability is the accuracy of the measuring instrument.

The validity and reliability of data gathering instrument used is observed by the researcher as the study have been done by some other researchers and it yielded the same results.

### **3.7 Method of Data Collection**

Data was collected by administering the questionnaires to the respondents who were used from Awka metropolis. It was administered to the respondents by the researcher and by the help of an assistant. Out of two hundred and fifty (250) questionnaires distributed, two hundred and twenty (220) copies were duly returned and this represented a return rate of 98.8%. While books, journals and other documents not mentioned were, consulted to source for her secondary data.

### **3.8 Method of Data Analysis**

All the data collected from primary source through questionnaire were statistically presented and analyzed. Frequency and tabular forms were used for data presentation for easy calculation and understanding, while simple descriptive analysis was used to analyze the figure in the table. And chi-square was used to test and analyze some selected hypotheses.

Chi-square goodness of fit test 
$$X^2 = \sum \frac{(O - E)^2}{E}$$

O = Observed frequency

E = Expected frequency

$\Sigma$  = Summation of all items

The analysis would be accepted if the total percentage of response given is greater than 50% and would be rejected if it is less than 50% in data presentation and analysis.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND DISCUSSION OF FINDINGS**

#### **4.1 Introduction**

The aim of this study was to determine the ‘Impact of Government Ownership and Control of Anambra Broadcasting Service (Radio) on Media Objectivity’. This chapter is concerned with the presentation and analysis of data gathered through the use of questionnaire distributed to the respondents.

The problem of revealing the study took the researcher to various areas in Awka as well as ABS Radio station to sample the views of the audience from a set of questionnaire that were distributed to randomly selected audience and staff of ABS radio.

In all, twenty questionnaire items (questions) were developed from the four research questions framed towards finding solution to her identified problem. A total of two hundred and fifty (250) copies of questionnaire were produced and distributed to the researcher’s target population. In the questionnaire distribution, effort was made to ensure that the five local governments in Awka were adequately covered so as to get balanced responses.

But, regrettably, not all the two hundred and fifty (250) copies of the questionnaire were recovered during the collection time, as some of the students who receive copies were reported to have travelled outside their campuses or out of the school premises. And some other people, for reasons best known to them refused to return their own copies. Therefore, thirty (30) copies got lost (1.2%) while two hundred and twenty (220) were duly returned.

But presentation and analysis were based on two hundred and twenty (220) copies questionnaire responses.

## 4.2 Data Presentation and Analysis

### Analysis on demographic data

Item 1-5 in the questionnaire answered questions on the demography of respondents.

**Question 1:** What is your gender?

**Table 1:** Response to question 1.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Male	130	59.1%
Female	90	40.9%
<b>Total</b>	<b>220</b>	<b>100%</b>

The table above shows that out of 220 respondents 130 respondents (59.1%) are male while 90 respondents (40.9%) are female.

**Question 2:** What is your age bracket?

**Table 2:** Response to question 2.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
18-20	45	20.5%
21-40	65	29.5%
41-50	75	34.1%
51 and above	35	15.9%
<b>Total</b>	<b>220</b>	<b>100%</b>

From the table above, the age bracket of 18 - 20 years were 45 in number, representing 20.5% of the total respondents, 65 are between the age range of 21 - 40 years which makes 29.5% of the respondents, those within the age of 41 - 50 years were 75 representing 34.1% of the total

respondents, while those between the age range of 51 and above were 35 respondents (15.9%).

**Question 3:** What is your marital status?

**Table 3:** Response to question 3.

<b>Reponses</b>	<b>Frequency</b>	<b>Percentage</b>
Married	140	63.6%
Single	80	36.4%
<b>Total</b>	<b>220</b>	<b>100%</b>

The table above shows that 140 of the respondents (63.6%) are married while 80 respondents (36.4%) are single.

**Question 4:** What is your educational qualification?

**Table 4:** Response to question 4.

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>
WASCE/GCE	85	38.6%
B.Sc./HND	65	29.5%
MA/MSc	45	20.5%
Ph.D.	25	11.4%
<b>Total</b>	<b>220</b>	<b>100%</b>

The table above shows that higher responses came from those with WASCE/GCE numbering 85 (38.6%) of the respondents, 65 (29.5%) of them are with B.Sc./HND, 45 (20.5%) with MA/MSc while the remaining 25 (11.4%) are with Ph.D.

**Question 5:** What is your occupation?

**Table 5:** Response to question 5.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Student	90	40.9%
Media workers	55	25%
Members of the general public	75	34.1%
<b>Total</b>	<b>220</b>	<b>100%</b>

The above table indicates that higher response came from students who are 90 in number representing 40.9% of the total respondents, this was followed by media workers which represents 55(25%) of the respondents and the remaining 75 (35.1%) are from the general public.

**Research Question 1:** To what level has government ownership and control influence affected objective reporting?

Items 6 - 9 answered research question 1.

**Question 6:** How regular are you exposed to ABS radio news and programmes?

**Table 6:** Response to question 6.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Very regular	100	45.5%
Regular	40	18.2%
No opinion	8	3.6%
Not regular	12	5.5%
Not very regular	60	27.2%
<b>Total</b>	<b>220</b>	<b>100%</b>

From the table above, 100 respondents (45.5%) are those who are very regular, 40 respondents (18.2%) are regular, 8 respondents (3.6%) have no opinion, 12 respondents (5.5%) are not regular, while 60 respondents ((27.2%) are not very regular.

**Question 7:** Would you agree that government ownership and control has negative influence on media objective reporting?

**Table 7:** Response to question 7.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Very high	30	13.6%
High	110	50%
No idea	5	2.3%
Low	60	27.3%
Very low	15	6.3%
<b>Total</b>	<b>220</b>	<b>100%</b>

From the table above half of the respondents 110 (50%) rates the station high in terms of their news presentations, programmes packaging and delivery, 60 respondents (27.3%) rates low, 30 respondents (13.6%) rates very high, 5 respondents (2.3%) have no idea and 15 respondents (6.8%) rates very low.

**Question 8:** How would you rate ABS radio news and programmes?

**Table 8:** Response to question 8.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Very High	30	13.6%
High	110	50%
No idea	5	2.3%
Low	60	27.3%
Very low	15	6.3%
<b>Total</b>	<b>220</b>	<b>100%</b>

From the table above, half of the respondents 110 (50%) rated the station high in terms of their news presentation, programmes packaging and delivery, 60 respondents (27.3%) rated low, 30 respondents (13.6%) rated very high, 5 respondents (2.3%) have no idea while 15 respondents (6.8%) rated very low.

**Question 9:** Do you agree that there is influence of government in the programme contents of ABS radio?

**Table 9:** Response to question 9.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	78	35.5%
Agree	96	43.6%
No opinion	8	3.6%
Don't agree	26	11.8%
Strongly don't agree	12	5.5%
<b>Total</b>	<b>220</b>	<b>100%</b>

In the table above, revelation shows that 78 respondents (35.5%) strongly agree, 96 respondents (43.6%) agree, 8 respondents (3.6%) have no opinion, 26 respondents (11.8%) don't agree while 12 respondents (5.5%) strongly don't agree.



**Research Question 2:** How does ABS (radio) practice sycophantic reporting?

Items 10 - 12 answered research question 2.

**Question 10:** Is ABS radio involved in sycophantic reporting?

**Table 10:** Response to question 10.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	125	56.8%
No idea	25	11.4%
No	70	31.8
<b>Total</b>	220	100%

From the presentation above, it is evidence that the station indulged in sycophantic reporting as 125 (56.8%) of the respondents observed thus, although 70 respondents (31.8%) disagree, while 25 respondents (11.4%) have no opinion.

**Question 11:** What is the level of government involvement in censoring the outputs of the station?

**Table 11:** Response to question 11.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Very high	105	47.7%
High	67	30.5%
No opinion	6	2.7%
Low	15	6.8%
Very low	27	12.3%
<b>Total</b>	220	100%

From the table above, 105 respondents (47.7%) rated the level of government involvement in censoring the outputs of the station as very high, 65 respondents (30.5%) rated high, 6 respondents (2.7%) have no opinion, 15 respondents (6.8%) rated low, while 27 respondents (12.3%) rated very low.

**Question 12:** Do you agree that ABS radio staff can take stand or view with the government on issues?

**Table 12:** Response to question 12.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	12	5.5%
Agree	23	10.5%
No Opinion	4	1.8%
Don't agree	87	39.5%
Strongly don't agree	94	42.7%
<b>Total</b>	<b>220</b>	<b>100%</b>

From the table above 12 respondents (5.5%) strongly agreed, 23 respondents (10.5%) agreed, 4 respondents (1.8%) have no opinion, 84 respondents (39.5%) don't agree while 94 respondents (42.7%) strongly don't agree.

**Research Question 3:** How true is it that government influence on the station affect people's patronage?

Items 13 - 17 answered research question 3.

**Question 13:** Have the station been attacked by aggrieved media audience for unethical political election reporting?

**Table 13:** Response to question 13.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	45	20.5%
No idea	40	18.2%
No	135	61.3%
<b>Total</b>	<b>220</b>	<b>100%</b>

From the table above, 45 respondents (20.5%) said that the station have been attacked by aggressive media audience for unethical political election reporting, 40 respondents (18.2%) have no idea while 135 respondents (61.3%) said no.

**Question 14:** How credible would you rate ABS radio station as a source of information and news?

**Table 14:** Response to question 14.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Very high	21	9.5%
High	36	16.4%
No opinion	12	5.5%
Low	59	26.8%
Very low	92	41.8%
<b>Total</b>	<b>220</b>	<b>100%</b>

The information on the table above shows that 21 respondents (9.5%) rated ABS radio very high, 36 respondents (16.4%) rated high, 12 respondents (5.5%) have no opinion, 59 respondents (26.8%) rated low while, 92 respondents (41.8%) rated very low.

**Question 15:** Do you think this station can really compete with other private owned radio station?

**Table 15:** Response to question 15.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	80	36.4%
No	140	63.6%
<b>Total</b>	<b>220</b>	<b>100%</b>

From the table above, 80 respondents representing 36.4% agreed that the station can really compete with other private owned radio station while, 140 respondents representing 63.6% disagreed.

**Question 16:** Would you choose ABS radio station as a medium if you have something to advertise?

**Table 16:** Response to question 16.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	23	10.5%
Agree	26	11.8%
No opinion	17	7.7%
Don't agree	68	30.9%
Strongly don't agree	86	39.1%
<b>Total</b>	<b>220</b>	<b>100%</b>

From the table above, 23 respondents (10.5%) strongly agree 26 respondents (11.8%) agree, 17 respondents (7.7%) have no opinion, 68 respondents (30.9%) don't agree while 86

respondents (39.1%) strongly don't agree to choose ABS radio station as a medium to advertise something on.

**Question 17:** Would you still prefer ABS radio station if the station is free from government?

**Table 17:** Responses to question 17.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Very much	84	38.2%
Much	78	35.4%
No opinion	26	11.8%
Little	18	8.2%
Very little	14	6.4%
<b>Total</b>	<b>220</b>	<b>100%</b>

From the above table, 84 respondents (38.2%) would prefer ABS radio station very much if it is free from government, 78 respondents (35.4%) said much, 26 respondents (8.2%) said little while 14 respondents (6.4%) said very much.

**Research Question 4:** To what extent does journalist's recruitment into the ABS (radio) station comply with the standard principles?

Items 18 - 20 answered research question 4.

**Question 18:** What is the level of government influence on the pattern of staff recruitment in the station?

**Table 18:** Response to question 18.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Very high	96	43.6%
High	84	38.2%
No opinion	6	2.7%
Low	14	6.4%
Very low	20	9.1%
<b>Total</b>	<b>220</b>	<b>100%</b>

From the table above, 96 respondents (43.6%) said very high, 84 respondents (38.2%) said high, 6 respondents (2.7%) had no opinion, 14 respondents (6.4%) said low while 20

respondents (9.1%) said the level of government influence on the pattern of staff recruitment in the station is very low.

**Question 19:** How can you rate the present staff and personnel of the station based on their output?

**Table 19:** Response to question 19.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Efficient	78	35.5%
Very efficient	0	0%
Inefficient	142	64.5%
<b>Total</b>	<b>220</b>	<b>100%</b>

The information on the table above shows that 78 (35.5%) of the respondents rated ABS radio station personnel as efficient, the other 142 respondents (64.5%) rated inefficient while no respondents rated very efficient.

**Question 20:** Do you think government would remove staff if perceived as a threat?

**Table 20:** Response to question 20.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	166	75.5%
No	54	24.5%
<b>Total</b>	<b>220</b>	<b>100%</b>

The table above shows that ABS radio station staff will be removed by the government if perceived as a threat as 166 respondents (75.5%) said yes while 54 respondents (24.5%) said no.

### 4.3 TESTING OF HYPOTHESE

One hypotheses is chosen to be tested in the study. The researcher uses statistical testing technique to test the probability level, either to accept or reject the null or alternative hypotheses, so tested.

The researcher will reject the null hypotheses ( $H_0$ ) and accept the alternative hypotheses ( $H_2$ ) if the calculated chi-square is greater than the tested value.

**Formular:** 
$$X^2 = \sum \frac{(O - E)^2}{E}$$

O = Observed frequency

E = Expected frequency

$\Sigma$  = Summation of all items

X = Calculated chi-square value.

The probability level or significant level for this testing is 0.05.

### HYPOTHESES TESTING

ABS (radio) is involved in sycophantic reporting.

$$K = N - 1$$

$$K = 3 - 1 = 2.$$

**Table 4.3.1**

Responses	O	E	O - E	$(O - E)^2$	$\frac{(O - E)^2}{E}$
Yes	125	73	52	2704	37.04
No idea	25	73	-48	2303	31.55
No	70	73	-3	9	0.12
<b>Total</b>	220				68.71

$$X^2 = 68.71; \quad P = 0.05; \quad df = 2; \quad X^2_{\mu} = 5.991$$

In testing this hypotheses, chi-square goodness of fit test was used, observation after testing shows that the calculated chi-square value of two degree of freedom (df) of 0.05, level of significant was 5.991.

### **Decision Rule**

Reject  $H_0$  if calculated  $H_0 > X^2$  table value and accept  $H_0$  where calculated  $H_0 < X^2$  table value.

**Conclusion:**  $X^2$  calculated value = 68.71

$X^2 (0.05, 2) = 5.991$

Research hypotheses upheld since  $X^2_{\mu}$  is less than  $X^2$ ; i.e. respondents do observe that ABS radio practice sycophantic reporting.

## **4.4 Discussion of Findings**

In the course of this study, this researcher was exposed to a lot of information that call for further studies. Therefore, we shall endeavour to pay much attention to discussing information gathered through questionnaire contained in the data presentation section.

Based on the analysis and presentation, the result insists that government owned media station is a propaganda tool in the hands of government allies. It implies that government owned media is in essence a government megaphone.

The result of this study confirms that government influence on ABS radio is helping it to lose its credibility which will affect people's patronage. Who would want to patronize a station that lacks accuracy of fact? The findings supported the assertion. The reason for this result is due to the mode of operation in government which as we know give undue preference to government issues. Those issues in the news which are unfavourable are distorted, misrepresented, even killed or dumped.

It is obvious that recruitment is done through the back door service. It is though not surprising, bearing in mind the great damage which the slogan “Nigeria syndrome” has done in our public service.

To underscore the level of performance of the media personnel of the government owned media, the researcher mentions that the half-baked staff are ill remunerated, making them easy target for manipulation by government and its agents. This found support from the result of the analysis. This result shows that undue control from government hinders optimal performance of media workers.

It is also observed that even under the influence of government, ABS radio station can have a good news presentation and programmes packaging despite the fact that government influence the programme contents.

The outcome of statistical testing of hypotheses two in the assumption made earlier in this study by the researcher that ABS (radio) is involved in sycophantic reporting. The findings supported the assertion that ABS radio station serves as praise singers to the state government.



## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

The aim of this study is to determine the “Impact of Government Ownership and Control of Anambra Broadcasting Service (Radio) on Media Objectivity”. Survey research design was adopted using the questionnaire for data gathering. From the analysis of data and discussion of findings, this chapter presents the summary of findings, conclusion and recommendations.

#### **5.2 Summary**

In the present democratic dispensation, the government has involved the media under its control as propaganda machinery. The impact has been a situation where the media have left its role of providing balanced news, information and education to selfish ends.

The researcher defined the problem of the study. She also mapped out the objectives in carrying out the result, she stated some questions which she hoped if answered will proffer solution to the problem. Hypotheses were formulated and necessary assumptions were made.

In order to make the study more objective, the researcher reviewed different works of prominent authors and experts in the field of mass communication. The purpose is to determine experts view on the relationship of government ownership and media objective reporting. Concerning theoretical perspective used, as framework for the study, the researcher made use of social responsibility theory to address the researcher’s problem.

In choosing research method, the researcher considered the nature of the problem. The researcher made use of survey method since the problem could be solved through sampling of opinion. The sampling was done on purposively selected ABS staff and audience. Data were collected through specially prepared questionnaire.

The analysis of collected data was based on percentage frequency and with other statistical analysis tools. The results which has the highest percentage occurrence was accepted. In testing hypotheses, statistical tool of chi-square was employed. The researcher rejected the null hypotheses and accepted the research hypotheses if the table value is lesser that the computed chi-square value. One of the hypotheses received statistical support out of the two hypotheses.

The results of the survey (study) call for serious attention in order to put ABS radio and indeed, similar state government owned broadcast media stations on better footing to face the challenges of modern broadcasting, especially digital broadcasting already approved in Nigeria by the federal government. The research was purely for academic purpose only.

### **5.3 Conclusion**

Based on the research conducted by the researcher, it shows how government owned media discharge their duties. This government owned media lack credibility and objectivity; this is because the government saw its powerful ability to influence opinion, so they decided to use it as a propaganda tool.

According to the research being studied, there is no doubt that government owned media do not discharge their duties well, government detect the kind of message to be disseminated to the public.

Again, these radio stations that are owned by government sing praises of the government in power.

Based on the result of the findings, efforts should be made to finance the broadcast stations by both the government and members of the public. Government should support the media but should withdraw its control over the media to ensure media objective reporting.

## **5.4 Recommendations**

Based on the findings and conclusions of this study the following recommendations were made:

1. The media should be free from government control so that the media will be able to objectively inform, educate and entertain the audience adequately.
2. ABS (radio) management should recruit its programme in order to find out those that are sycophantic in nature and application and do something about them for a balanced and unbiased programme presentation.
3. Journalists working in state government owned media station should realize that they are serving the public and not the state chief executives alone and so must pay adequate attention to social responsibility principle of the press.
4. On staff recruitment, merit should be allowed to play prominent role in order to recruit qualified personnel that can take the media station to a greater height and to another level.

## **5.5 Suggestion for Further Studies**

Scholars and students of mass communication should constantly embark on research. This is in order to fill any identified gaps in the area of ownership, operation and management of media organization, either print or broadcast. And also raise opinion that will help to sustain mass media (broadcasting) in the absence of government interference.

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## **APPENDIX A**

Dear Respondent,

I am a student of Mass Communication Department Caritas University. This research work is the Impact of Government Ownership and Control of Anambra broadcasting Service (Radio) on Media Objectivity.

Below are various questions, which require your candid answers. Please note that all the responses will be treated as confidential and is also very important in analyzing the research questions

Please kindly express your view by ticking the answers.

Thanks for your co-operation.

**Yours faithfully**

**Okafor Stella Ogonna**

## APPENDIX B

Sir/Madam,

This is classroom assignment, so feel free to respond to the questionnaire items.

(Please tick appropriately on the box provided).

### PART A (DEMOGRAPHY)

1. What is your gender?

a. Male

b. Female

2. What is your age bracket?

a. 18 - 20

b. 21 - 40

c. 41 – 50

d. 51 and above

3. What is your marital status?

a. Married

b. Single

4. What is your educational qualification?

a. WASC/GCE

b. B.Sc./HND

c. MA/MSc

d. Ph.D.

5. What is your occupation?

- a. Student
- b. Media worker
- c. Member of the general public.

**PART B**

6. How regular are you exposed to ABS radio news and programme?

- a. Very regular
- b. Regular
- c. No opinion
- d. Not regular
- e. Not very regular

7. Would you agree that government ownership and control has negative influence on media objective reporting?

- a. Very high
- b. High
- c. No idea
- d. Low
- e. Very low

8. How would you rate ABS radio news and programme?

- a. Very high
- b. High
- c. No idea
- d. Low
- e. Very low

9. Do you agree that there is influence of government in the programme contents of ABS radio?



- a. Strongly agree
- b. Agree
- c. No opinion
- d. Don't agree
- e. Strongly don't agree

10. Is ABS radio involved in sycophantic reporting?

- a. Yes
- b. No idea
- c. No

11. What is the level of government involvement in censoring the outputs of the station?

- a. Very high
- b. High
- c. No opinion
- d. Low
- e. Very low

12. Do you agree that ABS radio staff can take stand or view with the government on issues?

- a. Strongly agree
- b. Agree
- c. No opinion
- d. Don't agree
- e. Strongly don't agree

13. Have the station been attacked by aggrieved media audience for unethical political election reporting?

- a. Yes

b. No idea

c. No

14. How credible would you rate ABS radio station as a source of information and news?

a. Very high

b. High

c. No opinion

d. Low

e. Very low

15. Do you think this station can really compete with other private owned radio station?

a. Yes

b. No

16. Would you choose ABS radio station as a medium if you have something to advertise?

a. Strongly agree

b. Agree

c. No opinion

d. Don't agree

e. Strongly don't agree

17. Would you still prefer ABS radio station if the station is free from government?

a. Very much

b. Much

c. No opinion

d. Little

e. Very little

**18.** What is the level of government influence on the pattern of staff recruitment in the station?

**a.** Very high

**b.** High

**c.** No opinion

**d.** Low

**e.** Very low

**19.** How can you rate the present staff and personnel of the station based on their output?

**a.** Efficient

**b.** Very efficient

**c.** Inefficient

**20.** Do you think government would remove staff if perceived as a threat?

**a.** Yes

**b.** No