

**IMPLICATION OF NATIONAL BROADCASTING COMMISSION
CODE ON BROADCAST MEDIA (A STUDY OF AIT LAGOS).**

BY

JOB TOCHUKWU JOY

MC/2010/482

**DEPARTMENT OF MASS COMMUNICATION FACULTY OF
MANAGEMENT AND SOCIAL SCIENCES CARITAS
UNIVERSITY, AMORJI-NIKE, ENUGU STATE**

AUGUST, 2014

TITLE PAGE

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF BACHELOR OF SCIENCE (B.Sc) DEGREE.**

IN MASS COMMUNICATION

AUGUST, 2014

Declaration

I, Job Tochukwu Joy hereby declare that this research work was carried out by me and has not been submitted or received any where for the purpose of acquiring a degree in mass communication.

Job Tochukwu Joy

Date

Certification

I certify that this study was carried out by Job Tochukwu Joy, as was approved by the Department of Mass Communication, Caritas University, Amorji-Nike, Enugu as meeting the requirements for the award of Bachelor of Science, B.Sc. (Hons) Mass Communication.

JUSTINA OBI
Project Supervisor

Date

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Date

External Examiner

Date

Dedication

This research work is dedicated to Almighty God for His grace, mercy, protection, provision and strength. His ever present wisdom was made available to me throughout this research work.

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My greatest gratitude go to God Almighty for his mercies and faithfulness upon my life.

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Abstract

The aim of this study was to investigate the implication of National Broadcasting Commission (NBC) code on African Independent Television Lagos. Five research questions were formulated for the purpose of this study. Other questions 20 in number came as questionnaires to the staff of AIT Lagos to determine the implication of national broadcasting commission on their organization. The research method adopted for this work is survey because of its convenience, reliability and cheapness. Questionnaires were administered to the 118 staff of AIT Lagos. Also, the entire population was studied as the sample size since the population is small and could be handled by the researcher. Findings from the field show that the code of NBC does affect the operation of the organization. And also, the 2006 NBC ban on the organization affected the organization restructuring, retrenchment of few staff and reduction of image. Recommendations have been made on how NBC should make its code appropriate in order for the broadcast media to abide to such regulations.

CHAPTER ONE

INTRODUCTION

1.1 Background of study

Radio and television are essential organs for national development and should therefore be used for the promotion of Nigerian's cultural, economic and political development. As the media utilizes the airwaves, which belong to the public, the broadcasting media should be used to improve and promote unity and security of the people of the nations. There is need for a body that will regulate their operations. While this body is expected to have controlling powers over the broadcasting media; it shall at least provide operational code that will prevent the abuse of the media.

On 24th August, 1992, the then military president, Ibrahim Badamosi Babangida, signed into law, Decree No 38 which allows private participation in broadcasting. This was done through the establishment of the National Broadcasting Commission. Decree No 38 authorized the National Broadcasting Commission (NBC) to issue license and regulate broadcasting in Nigeria. This is why every transmission of sound and vision either by cable, television, radio, satellite or any medium of broadcasting from anywhere in the country is subjected to its authority.

However, the broadcasting media like the other media of mass communication must be geared towards national unity. Without a national policy that provides clear guidelines for other operations the broadcast media may not play their proper role in the growth and development of the nation?

This is why there is need for a body like NBC which is the sole chartered organization with power to regulate broadcasting in all its activities.

NBC was, among other things, empowered and designed to carry out these functions:

- Setting up standard on acceptable content and quality of broadcast content in Nigeria.
- Seizing transmission equipment or withdrawing licenses where necessary, should any broadcast media breach the NBC code.
- Upholding the principle of equity and fairness on broadcasting.

Section 3.1.1 of the Federal Commissions Act authorized the National Broadcasting Commission to withhold the licenses of stations indicated for violating the NBC code.

COMING OF TELEVISION BROADCASTING IN NIGERIA

Television came to Nigeria for the first time (though experimentally) in 1956, when Queen Elizabeth 11 came to Nigeria in that year, the BBC came with a large contingent. The BBC placed TV screens outside the assembly hall to enable those outside the gallery of the house to watch what was happening.

Nigeria takes credit as the pacesetter in regard to television broadcasting. That notwithstanding, television broadcasting started in Nigeria as a result of intense political and ethnic rivalry. Precisely, the first television in Nigeria was the Western Nigeria Television (WNTV), Ibadan. It is thus readily clear that the colonial masters did not make much use of television during the period of colonialism in Nigeria.

Chief Obafemi Awolowo established the WNTV. He had earlier sought permission for access to the government owned NBS so that he would reply to the allegation of act of perfidy levelled against him by the colonial masters.

Therefore, the actual grievance that eventually gave rise to regional broadcasting dates back to 1953 constitutional crisis which brought Chief Awolowo , leader of the Action Group, into a head-on clash with the then Governor of Nigeria, Sir John Macpherson.

Chief Awolowo was said to have made uncomplimentary statements in the legislature during parliamentary debate on Nigeria's independence. As a result, the Governor made a broadcast to the nation and made allusions to Chief Awolowo and his party, charging them with perfidy. Awolowo's reaction was a request for 'equal time' from the NBS to reply the Governor's remarks. The request was turned down. The refusal ignited desires in Awolowo to establish a broadcast station, a move critic described as bogus and wasteful. Awolowo then took the bold step, under the aegis of the Western Nigeria government. In May 1959, the government in partnership with the Overseas Rediffusion Company Limited started the Western Nigeria Broadcasting Service.

The Western Nigeria venture sparked off a desire for radio television establishment in the regions.

Eastern Nigeria established its own station called the Eastern Nigeria Television (ENTV), in 1960, and so did Northern Nigeria in 1962 with the establishment of radio and television in Kaduna.

On October 1 1960, Nigeria's Independence Day, both radio and television stations went on air in Enugu, capital of Eastern Nigeria. By 1968 the Eastern Nigeria Broadcasting Corporation was maintaining two television stations, one in Enugu and another in Aba.

In April 1962 the federal government started the Nigerian Television Service, Channel 10 Lagos, headed by T.O.S Benson. After the civil war in the country there was significant increase in television broadcasting. Almost all the twelve states of the federation had their own TV stations. In 1976 the number of stations had risen to nineteen. The politics of Nigeria immediately before and after independence placed more emphasis on developing regions more than the seat of power at the federal level.

In 1977, the Nigeria Television Authority, NTA, was established to function as an independent body. NTA was given charge over television broadcasting in Nigeria. However, the constitution of the Federal Republic of Nigeria later removed the exclusive powers of NTA in television broadcasting in Nigeria. The constitution rather allowed for the establishment and operation of broadcast stations by different state governments, organizations or individuals subject to the president's permission.

According to Okunna (1993:55) in the period between 1979-1983 ten state governments established their own television stations with the result that by the end of 1983, Nigeria had thirty-two TV stations each operating within the official guidelines and programmed schedules, depending, of course, on whether it is owned by the state government or operated as part of the Nigeria Television Authority (NTA).

On October 1 1975, Jos television (former Benue-Plateau Radio\ TV) started colour transmission thereby becoming the first television station to send colour signals.

By 2003, Nigeria had open-air stations, private stations, which are mostly satellite retransmission stations.

Udejah (2004:342) noted that these stations are grouped as follows.

- Voice of Nigeria (VON)
- National Television Authority (NTA)
- 135 FRCN FM stations
- 37 state broadcasting corporations (radio and television) including Aso FM Abuja.

HISTORICAL BACKGROUND OF AFRICAN INDEPENDENT TELEVISION (AIT)

DAAR Communication did not start broadcasting operations until 1994, six years after its in-corporation. This was due to legislative initiative in Nigeria's broadcasting sector. It was not until August 24, 1992, about fifty years after the advent of broadcasting in Nigeria, that the government promulgated Decree No 38 which deregulated the ownership of the electronic media in the country.

This piece of legislation ushered in a new era of private ownership of radio and television stations. DAAR Communication applied for radio, television and direct broadcasting by satellite license, the license was subsequently granted. It began full commercial broadcasting operation on September 1, 1994 on its high radio channel with the call sign, RAY POWER 100.5, the first private independent radio station in the Federal Republic of Nigeria.

AIT's audience is global; the appeal is to a broad cross-section of popular taste to those seeking authentic and authoritative information about African, Caribbean, and Afro American experience. AIT provides the natural programming choice. The station beams quality programmes round the clock down linked and redistributed in Africa, the whole

America, Mexico and the Caribbean. The in-depth coverage aims to keep global viewers fully in tune with the soul of an African broadcaster offering premium quality service.

DAAR Communication Limited broadcasting stations are on air 24-hours daily. Likewise its Internet Company also provides 24-hour services.

AIT's main task is to project Africa from a holistic African perspective, undiluted, and absolutely original; AIT offers the world a new insight into the African experience. The management structure allows for autonomy in running of the distinct service that makes up the broadcast company- RAY POWER 100.5, AIT and DAAR INTERNET with separate general manager for each of the stations, the autonomy of the arms is only limited to the extent that it is answerable to a broad management that is headed by the chief operating officer.

1.2 Statement of the research Problem.

Implication of the NBC code on broadcasting media can be said to be how the National Broadcasting Commission activities and services have been influencing the operating of the broadcast media. Ever since the establishment of the National Broadcasting Commission, it has been trying its best to regulate the broadcast media in the society. This research work would help to show the implication of National Broadcasting Commission code on AIT broadcasting media.

1.3 Objectives of the study.

The aims and objectives of this study are:

- To find out to what extent news staffs are aware of the NBC code.
- To examine in what methods NBC code is being carried out on AIT.
- To find out if NBC code in anyway aids AIT's professionalism.
- To examine the implication of NBC code on AIT's programme.
- To find out to what extent the AIT's closure in 2005 affected its news reportage.

1.4 Research Questions

- To what extent are AIT's news staffs aware of the NBC code?
- What methods does NBC use to ensure AIT's compliance with their code?
- Does NBC code in anyway aid AIT's professionalism?
- How far does NBC code affect AIT's programmes?
- To what extent did the NBC closure of AIT in 2005 affect the organization (AIT)?

1.5 Scope of the study

This research work will look into the subject, implication of National Broadcasting Commission Code on broadcasting media. The findings of this research work are limited to African Independent Television Lagos state.

1.6 Significance of the study

It is hoped that the findings of this research work will not only add to the vast knowledge about the implication of the National Broadcasting Commission code on broadcasting media. It will also serve as a reflection of the activities of the National Broadcasting Commission. It would also help broadcasting media in building their operations on NBC directives.

Again, it will serve as a guide to prospective researchers who may want to further explore this area of study.

1.7 Operational Definition of Terms

This is the definition of various terms that make up the research topic according to their operational meanings to the research work.

Implication: This is implied as the action of national broadcasting commission code on AIT.

National Broadcasting Commission: This is a regulatory body established by the government to monitor and regulate the operations of broadcast media of which AIT is included.

Code: This is the system of accepted laws and regulations that NBC use to govern procedure on behavior of broadcast media (AIT).

Broadcast: This is a function of AIT to the society, to disseminate information to the society.

Media: This is AIT through which information is being generated or circulated to the public.

CHAPTER TWO

LITERATURE REVIEW

2.1 HISTORICAL BACKGROUND OF THE NATIONAL BROADCASTING COMMISSION (NBC)

The 1989 National Mass Communication Policy Conference held in Badagry fully articulated the desire to open up broadcasting. It was argued that if the print media can be deregulated, there was no justifiable reason for not doing the same to radio and television, while those against the idea said private ownership of electronic media could put such an influential tool in the hands of wealthy people who were most likely to use it to promote their own personal interest to the detriment of the nation's goals.

At last, the call for deregulation of the electronic media was answered in 1992, with the promulgation of decree No 38 of 1992 under the head of state General Ibrahim Babangida, the decree set up the National Broadcasting Commission to actualize the approval and regulate the industry.

2.2 Review of Concepts

2.2.1 Concept of Code

Bringing the concept into perspective, Harvey (1999:p 2) states: Code involves intervention by the state in areas of economic, social or cultural life according to whatever political norms are characteristics of that nation state. Code may be issued by presidential decrees, by religious prescription or by legislative action within a system of representative democracy: Code may be administered directly by government, as it was in Nigeria before 1992. It could also be through statutory agencies that enjoy some degree of independence from government. This is exemplified by National Broadcasting Commission, NBC, of Nigeria; the Federal Communications Commission, FCC, of USA; and Independent Television Commission, ITC, of Britain. At the basic level of broadcasting, code involves the issuance of permission, that is, the granting of license to broadcasting organizations. In most countries like Nigeria, the licenses are costly to acquire by private organizations. For instance by 2006, the lowest license fee for private radio was 15 million naira; as against the lowest for public stations: 10 million naira (NBC News; 2006, p.13).

Moreover, broadcasting code is dependent on the cultural norms and also “contributes to the shaping of these norms which can at times have a significant impact on the form and content of programmes” (Harvey; 1999, p.3), thereby affecting the economic and management structures of broadcasting. An appraisal of the philosophy and practice of broadcasting regulation would reveal its impact on the overall broadcasting activities in Nigeria.

2.2.2 Approaches to Broadcasting Regulation.

Before delving into the approaches to broadcast regulation in Nigeria, reference must be made to the approaches in Britain and USA, the reason being that Nigeria is a former British colony and currently practices the presidential system of government after the United States pattern. In Britain, after series of radical changes in policies, the Independent Television Commission, ITC, was established under a Broadcasting Act of 1990 to enhance free programming as it replaced the old Independent Broadcasting Authority. According to Harvey (1999, p.7) the act charged ITC to ensure that “television services are high quality and offer a wide range of programmes calculated to appeal to variety of tastes and interest.” Then, the ITC was given the “power to scrutinize applicants,” programme plans and only those judged to be of sufficient quality would be allowed to proceed to the license bidding state.”(Harvey; 1999,p. 9).

The continued emphasis on quality and diversity should be seen as evidence of a regulatory body determined to pursue public interest objectives. In USA, the broadcasting regulation is rooted in the First Amendment of the American Constitution “that congress shall make no law... abridging the freedom of speech or of the press” (Pember; 2004, p. 294). The regulation in the US is handled by the Federal Communications Commission, FCC, which is charged with the implications of the Fairness Doctrine. FCC gave license but did not make specific provisions. In Nigeria, the NBC is solely in charge of broadcasting regulation. The body was established by Decree 38 of 1992 that was later amended by the NBC (Amendment) Decree No 55 of 1999 under the administration of General Abduisalami Abubakar. (MRA, 2001, p.10). It should be noted that the state monopoly of broadcasting ended with the promulgation of the deregulation decree; hence, private concerns started operating radio and television stations.

Also, foreign investors were allowed “to participate for the first time in the establishment, ownership and operation of broadcasting; something which had been prohibited under the system imposed by the Wireless Telegraphy Act” (MRA; 2001, P.10). Just as USA’s broadcasting regulation borrowed from its constitutional provision, Nigeria’s 1999 constitution provided for something just opposite to that of America. Thus, the regulation in Nigeria is fashioned to uphold what the lawmaker’s intended-supposed protection of the interest of the nation. For emphasis, the constitution of the Federal Republic of Nigeria, (1999, pp.22-23) provides for the right to freedom of expression and the press. Section 39-(1) provides: “every person shall be entitled to freedom of expression, including freedom to hold opinion and to receive and impart ideas and information without interference.” It goes further in subsection two, to give conditions for ownership of broadcast outfits which include a required authorization by the government or its agency. Further, subsection three states: “Nothing in this section shall invalidate any law that is reasonably justified in a democratic society.” The provisions are explicit. First, the freedom of expression is granted in subsection one, then subsection three politely withdraws the freedom. The implication is that, the government and its agencies (in this case NBC) will grant licenses for broadcasting stations to anybody that satisfies their bidding. It also shows that acquiring license does not give the stations the right to air their opinions or whatever they think would be in the interest of the society. Rather, the provision is fashioned in such a way that the bidding of the ruling class would always be observed by the stations. That is the reason behind the provisions of the subsection three. After all, who determines the reasonability and justifiability of other legal permutations? The state, through its machineries, determines and coins ways to clamp down on the broadcasting stations. In 2006, African Independent Television, AIT, was closed down for three days and the State Security Services, SSS, were on hand

to secure the closure. The stations presented a live coverage of the National Assembly's debate on tenure elongation engineered by President Olusegun Obasanjo's third term bid. May be, the government thought the live coverage helped to scuttle the arrangement because, according to some analysts, the masses were looking at the faces of the representatives while the debate went on. Having established the constitutional basis for broadcast regulation in Nigeria, it will be pertinent to note that the NBC was established to perform the following functions, as was summarized by MRA, (2001, p.11).

- Receiving, processing, and considering applications for the ownership of radio and television stations, including cable, TV services, direct satellite broadcast etc.
- Receiving, considering and investigating complaints from individuals and bodies regarding content of a broadcast or conduct of a station.
- Upholding the principles of equity and fairness in broadcasting.
- Establishing and disseminating a national broadcasting code and setting standards with regards to contents and equality of broadcasting.
- Regulating ethical standard and technical excellence.
- Promoting Nigerian indigenous cultures, moral and community life through broadcasting.
- Determining and applying sanctions, including revocations of licenses of defaulting stations.
- Ensuring quality manpower development in the broadcasting industry by accrediting curricular and programmes for all tertiary institutions that offer mass communication in relation to broadcasting.
- Intervening and arbitrating in conflicts in the broadcasting industry.

Based on the above stipulated functions, the NBC enacted the broadcasting code for Nigeria which is regularly upgraded to meet the broadcasting objectives. Owuamalam (2006, p.126) says “the NBC, outlines the objectives of broadcasting in Nigeria, built around chapter two of the 1999 constitution.” The objectives include the social, cultural, economic, political, technological, professional objectives and profit motives. Thus, the broadcasting code specifies the overall regulation approaches. It will be apt, therefore, to appraise the approaches by looking at their principles, applications and implications.

2.2.3 Issues in Broadcasting Regulation in Nigeria.

There are various issues in Nigeria broadcasting regulation such as the sealing up of Independent Television and Radio Benin on August 21, 2003; AIT and Ray Power FM on October 23, 2005; DBN television Lagos; Kaduna Freedom Radio e.t.c.

But the issue that we will be examining here is the closure of Africa Independent Television (AIT) and Ray Power FM stations. The station was shut down as a result of the coverage of the BELL VIEW AIR CRASH which occurred on 22 October, 2005. The allegation levelled against the station is that they reported an incorrect location of crash site. • There was lack of proportionality between the offence allegedly committed by the station and the sanctions imposed on her as the- reason given by the commission do not warrant the measure taken.

• The procedure adopted by the Commission violated its own rules particularly NBC code 10.7 which states that “it must issue a mandatory warning to erring stations”.

The actions of the NBC violates relevant international human right instructions which are binding on Nigeria.

However, constitutional lawyers and human right and journalism advocacy groups in Nigeria protested and showed their concern towards the NBC action for the following reasons. According to the human rights and journalism advocacy group in Nigeria, there are charges contained in the press release issued on October, 2005 by the NBC. Titled “Coverage of Bellview Air Crash by Broadcast stations” which the advocacy groups responded to. The coverage was “confusing” and foreign media depended solely on Nigeria media to get adequate information .In their response, it is stated that it is a common feature of emergency. Situation everywhere in the first few hours is often confusing when the facts have not been established. If the coverage of Saturday 22nd of October, 2005 incident in the media was confusing it reflected the general situation in the country at that point in time, and in particular the information coming from the affected airline, aviation authorities, the rescue teams, upon whom the media had to rely on in their coverage of the incident was limited.

AIT which was shut down by the NBC was actually the first media organization to locate the crash site and also provide this information to the emergency services as well as search and rescue team.

The press release failed to justify why DAAR Communication Limited was singled out for sanctions by the NBC’s own admission across the board, the coverage of the crash left much to be desired. “Certain stations have displayed gross unprofessional conduct in the coverage of the incident particularly.

A. Indecency and horror from close up shots of decapitated parts

B. Also, prior pleas by top public officials and well meaning Nigerians to handle the sad development with restraint were ignored.

C. Intercession by regulatory commission was also disregarded by the station, in response, it should be stated that the NBC code does not contain provisions on the coverage of air crashes with the result that there are no applicable guidelines while the arising of the image from the crash site may have been distributed for some viewers, it does not fall within one of the grounds under international laws (which Nigeria is obliged to uphold) where interference with media freedom or freedom of expression may be permissible. In any event, a warning on screen that some people might find the images disturbing precedes the arising of the images.

In this regard, AIT complied with the requirement under paragraph 3.8.7 of the Nigeria broadcasting code, which provides that “excessive portrayal of physical suffering, pain or dead bodies or blood, except for the purpose of conveying message which must be preceded by caution shall be avoided”

Besides, the images were aired within a context and this was in context of prior misleading information put out by the Nigeria Television Authority (NTA) about the crash site and that there were survivors. In the light of this background, it was imperative to air authentic information and images which show the true crash site and which presents a true picture of the situation.

In their view, if the NBC was genuinely desirous of sanctioning unprofessional coverage the state-run media (NTA) put out that there were survivors and I has spoken

with some of the survivors would have been a victim of the sanctioning. The NTA news gave many families' false hopes about the fate of their loved ones.

It also need to be emphasized that political authorities and other public office holders have no business interfering in the editorial activities of the news organization and as such it was perfectly within the professional rights and responsibilities of AIT to ignore any attempt by public officials to direct them about how to cover the incident.

2.2.4 Regulations Affecting the Broadcast Media

According to Abdulkadir Oba La'aro (2004: 82-85). Regulation is about how all societies ensure the control if content and services of broadcast station for the benefit of the programming while it services can be found in their programme announcement and commercial services offered on continued basis.

Regulation as we have it here includes laws, regulations, restraint that are imposed or derived from ethical standards and professional responsibilities.

2.2.5 Source of Regulations

Government Agencies: Government exercises control over the broadcast media through the establishment of agencies. These agencies have constitutional backings. In Nigeria, the National Broadcasting Commission (NBC) established through Decree 38 of 1992, which has now become an Act of the National Assembly is the sole chartered organization with power to regulate in all its activities. Other government agencies whose activities affect broadcasting are Advertising Practitioners Council of Nigeria (APCON); National Films and Video censors Board (NFVCB).

Professional Organization: Some organizations are set up by professionals themselves with, the aims and objective of influencing the practice of broadcasting by setting code of behavior for their members. They enforce these codes through upholding ethical standards of practice. In Nigeria, the Broadcasting Organization of Nigeria (BON) serves such purpose and, as far as journalistic aspect of broadcasting is concerned, the Nigeria Union of Journalist (NUJ) ensures it adherence to its code of practice.

Commercials Lobbies: These include the institutional advertisers, programme sponsors, companies and organization that donate grants. In Nigeria due to poor funding that can be attributed to incorrect conception of the role of radio and television services, stations have come to rely on programme sponsors. These have brought about a broadcast regime whereby the public airwaves are sold or made available to all kinds of products or services peddlers. All sorts of claims that are hard or cannot be substantiated are put forward daily on our airwaves. The situation compelled the NBC, in March 2004, to order all stations to stop religious preachers, who claim to possess miracle or healing power with regulating the advertisement of drugs and related product, NBC has at different times, warned radio and television stations who give airtime to traditional medical practitioners without NAFDAC clearance to stop or face the wrath of the law.

Licensing: According to MRA (2001, p.15) “one of the most important functions of the NBC is in relation to licensing functions of the private broadcasters...since the inception of the commission, the process for allocating initial license to private broadcasters have been very secretive.” Most times, licenses are delayed or refused for unknown reasons. Nevertheless, NBC has always made the requirements and procedure for acquisitions of license publics. For instance NBC news (2009, p.1) states that: “A prospective applicant must have a limited liability company registered with the corporate

Affairs Commission in which Nigerians hold majority shares. Its memorandum of association and article of association must include broadcasting.” But the actual processes of considering the applications are not readily ascertained. The applications are processed by the commission after which recommendations are made to the board of the commission which transmits the recommendations through the minister of information and communications to the president for the approval. The process as described here is a closed. It is entirely “in contrast to south Africa where, the whole process for issuing licenses is required under the law to be open and transparent and allow for public debate.” (MRA, 2001, p.20). The NBC is not independent and as such its recommendations can be set aside, by the minister and, or, the president. Again, section 9(3) of Decree No 38 created uncertainty in the process of securing a license when it states that: “compliance with the requirements specified in subsection (1) of this section shall not entitle an applicant for the grant of license” (Nwanze; 2003, p.250). The provision gives latitude for the licensing laws to be manipulated and also for the licensing to be motivated by political considerations.

Another area of concern is the license fees; the fees are so exorbitant that one can easily sum up that the rates are fashioned to make it extremely difficult for a private broadcaster to be commercially viable. In essence, the public’s receiving of information through a variety of sources is undermined. It also works against the principles of pluralism. The fees are increased at will by the commission without minding the capability of the organizations. MRA (2001j p-18) submits that “the current license fees in Nigeria represent a 300 percent increase over the previous rates and many broadcasters, including major ones have been unable to keep up with the new schedule of payments.” Also, five years license duration cannot be said to be enough for the organizations to recoup their investment. This invariably leads to over dependence on

commercialization of broadcasting of which Okunna (2005, p-89) citing Popoola (2004) says the broadcast media in Nigeria are “shying away from their primary responsibilities of educating, informing and enlightening the citizenry ... and violates the fundamental rights of people... to receive the right of information.”

Furthermore, the equation is not yet balanced because the government owned station does not observe the rigors. That is to say that the laws are made for private broadcasting and as such contradicts the submission of NBC (2009, p.4) that “the air wave is being held in trust for the public, therefore the stations are accountable to the public”. If the above position should hold water. Both the government and private stations should be given a level-playing ground so as to enable all of them serve the public well.

Content Monitoring: According to NBC (2009, p.3). Every license is required to adhere to a minimum of 60% local broadcast content for open television and 80% local broadcast content for open radio television. The cable/satellite retransmission stations are mandated to reflect a minimum of 20% of local content”. In addition to this, the standard for Nigeria local content specifies that programmes and advertisement for family belt shall be devoid of sex or overt sexual behaviour, nudity, violence, blood-letting, smoking, alcohol, drug abuse, denigration of womanhood, offensive, lewd vulgar language .etc. The same provision spelt out family belt to be between the hour of 7pm and 10pm daily (a period when the family as a unit is presumed to be together to watch television).

The provision on content is welcome but the application is in doubt. NBC seems to focus on sanctioning the private stations in Nigeria but neglecting the public station

and the influx of foreign free-to-air channels. Most of the channels do not cost the viewer any subscription to get exposed to. For instance, there is a provision against religious broadcasting in the broadcasting code but the free-to-air channels churn out religious programmes that tend to present cultic portrayals. Furthermore, the NBC either by commission or omission relegated its duties by keeping silent over Big Brother Nigeria despite the numerous outcries. Egbunike (2008, p.1) states that “the constant manner in which these inmates are watched is reminiscent of the way children go to watch caged animals in the zoo”. Other concerns had made sinister remarks:

Abati (2007) says Big Brother Nigeria involves pornography and money. Uzo (2008) submits that Nigerians do not want Big Brother 111. Even the house of Representatives condemned the show at one of their settings .In spite of this, the NBC did not do anything immediately and the show bombarded TV screen for three years.NBC kept silent on a matter that bothered on cultural integrity that one would wonder where the conscience of the commission lies. It will not be heard to deduct that all episodes were shadowed under a political enclave-showing that the application of some regulatory provision is selective. Or it could be as Egbunike (2008, p2) puts it “perhaps they are not yet aware of the broadcast, though I rather doubt that.” Again, most of the stations derail in presentation that one will readily find out that most presentations are not well edited. The commission depends on the complaints of individuals and organizations for it to act. This brings this discourse to another important issue.

Sanction Process: There are three categories of sanction maintained by the NBC for licensed stations which violate either decree NO 38 or the National Broadcasting Code. The first class include license revocation, shutting down or sealing up of a station or a transmitter, seizure or forfeiture equipment and suspension of license (MRA, 2001, p.22). Another category involves written warning to remedy a breach within a

given time failing which a fine is imposed. The last categories include fines and stiffer sanctions for not complying with earlier sanction. As a matter of fact, the offences for which these categories of sanctions can be applied are not stated clearly. For instance, the code provides that a license can be revoked if there is a serious breach of technical or non-technical aspect of the code. What constitutes further emphasis is the notion that the commission was created to represent certain interests, and such interests determine whether a situation should be sanctioned or not. This situation usually arises in a circumstance where the commission acts in arbitrariness or violates its own rules. On October 24, 2005, advocacy group protested, through a letter to the director-general of NBC, over the closure of AIT and Ray Power FM. The position of this group as contained in Omoyele (2005) states: there was a lack of proportionality between the offense allegedly committed by the stations and the sanctions imposed on them as the reasons given by the commission do not warrant the measures taken. The procedure adopted by the commission violated its own rules particularly the provisions of the Nigeria Broadcasting code (p.1). The DAAR Communications Limited, AIT and Ray Power, were shut down based on their coverage of Belleview air crash on 23 October 2005. Establishing their dissatisfaction with the sanction, the advocacy group established that:

1. AIT and Ray power were the first to locate the crash site.
2. The coverage helped search and rescue teams.
3. The report helped the appropriate authorities to access the location because they did not know where the accident occurred.
4. The Nigerian Television Authority, NTA, put out misleading information that there were survivors at the crash scene.

5. The stations complied with requirements under paragraph 3-8-7 of the Nigerian Broadcasting Code. For emphasis, paragraph 3-8-7 provides that “Excessive portrayal of physical suffering and pain or dead bodies or blood except for the purpose of conveying a message, which must be proceeded by a caution, shall be avoided.”

It is worthy to note that AIT and Ray power were reopened immediately the advocacy group published the letter they wrote to NBC. That showed that the sanctioning process by the commission was haphazard. In a related development (MRA j 2009, p-2) reports that Adaba FM, a private radio station of a fine of 500,000.00 naira. The suspension materialized due to complaint and insinuation by the People’s Democratic Party (PDP) about the focus of election coverage in Ondo and Ekiti state. The implication was that, it took the ruling party for the NBC to perform any action-that is, obey the directives from governments and its agencies.

Arbitration and other Control Loopholes

Another approach to broadcasting regulation surrounded by controversies is the umpire posture of the NBC. It has been observed that the commission has been working as if it does not want any other (private) station to compete with the public stations. Analysts say it is merely paying lip service to being committed to promoting the concept of media pluralism. MRA (2001, p. 12) makes reference to NBC’s seeming silence to attempts by NTA, a federal government owned TV station, to dominate its private competitors. In 2000, Channels TV obtained the right from, TV Africa, to broadcast European Nations Football tournaments, Euro 2000, which NTA was equally seeking. NBC, seemingly biased, said the signals should not be aired in Nigeria since TV Africa

was not registered in Nigeria. That directive was suspect because there was no legal provision for foreign stations to register with NBC for their programmes to be aired in Nigeria. Furthermore, in September of the same year, NBC issued a press statement that the rights for airing the Sydney 2000 Olympics Games had been given to Union of Radio and Television Nations (URTNA) and their affiliates. In Nigeria, only NTA and FRCN are members of URTNA. That was a clear ploy to prevent private stations. And most recently, in 2009, FIFA, the world football governing body, gave the right to cover Nigeria 2009 Youth Championship to AIT. Based on that right, AIT acquired up-to-date equipment for the coverage only for NBC to rule that NTA has the right to cover the event. It took the intervention of FIFA Local organizing committee for AIT to cover the tournament. From the fore going, the conduct and attitude of NBC undermines its role as an independent regulator that was established to intervene and arbitrate in conflicts in the broadcast industry.

Non- Governmental Organization: They comprise of groups that come together in order to exert pressure on radio and television stations towards achieving their wish, they are a form of custom groups. Although, a formal organization or groups are rare, if not non-existence in Nigeria, we can however group the human right group and public commentators as potential source for regulation functions in Nigeria.

Laws: These are prominent signpost of control and regulation of the broadcast media. The following are some of the laws that affect the practice of broadcasting:

a. Libel and Slander: The two constitute the element of the law of defamation. According to Arowosegbe (2009) defamation consists of “words, images or representations which tend to expose one to public hatred, shame, obloquy, contumely,

odium, contempt, ridicule, aversion, ostracism, degradation or disgrace or to induce an evil opinion of one in the minds of right thinking person's and deprive one of their confidence and friendly intercourse in the office, calling, trade or business, profession and society.

Ewuola (2002) libel as the publication of a defamatory matter in a written form. The defamation act of 1961 in Nigeria says that: defamatory statement through wireless telegraph for public reception is to be regarded as libel.

b. Contempt of Court: When a case is before the court of law, broadcasters must exercise restraint about what they say about it. This may lead to Contempt of court which is defined as any conduct which tends to bring disrespect interfere with and or prejudice litigants and their witnesses in the course of litigation.

c. Seditious: This means any act or an utterance that has the capability to tear society apart. This is a controversial law as it tends to infringe on the freedom of expression as guaranteed in section 45 (1) of the 1999 constitution.

d. Copyright Law: Protects ownership of work from being used without authority of the owner. Copyright law covers the following: literary works, artistic works, musical work, cinematograph film, sound recent recording and broadcast.

These works cannot be used as any part of a programme in any form without the prior approval from the owner(s). Most issues in Nigeria broadcasting in recent years revolve around copyright.

e. Law of Obscenity: This is a realm of public morality. Obscenity has to do with law and ethics. It is something that is supposed to be done "away from the scene" the scene

in our case is the transmission on radio and television. Obscenity is something that corrupt and depress as defined by the society.

f. Law of Privacy: Basically everybody including public officials is entitled to his privacy. Privacy law contains, essentially four elements, intrusion upon the solitude; seclusion or privacy of a person; public disclosure of embarrassing facts about a person; publicity that places the person in false light and appropriation of a person's name or likeness.

2.3 Review of Related Studies

According to Harvey (1999, p.1), the study of broadcasting regulation “has started to creep into the edges of the media studies curriculum.” This wind of change should be welcome, because it will aid the apprehension of the major forces that shape the communication environment. It has been noted that “literature on media regulation were predominantly produced by legal scholars following Eric Barendt's comparative study on law.” (Harvey 1999, p.1). However, globalization in the face of specialization necessitated probes in sections of the society by scholars in the different areas. That is why media scholars cannot do without looking at the issues as they concern media practices.

An appraisal of the status of regulation of the Nigerian broadcasting industry is pertinent at this period when the whole world is talking about digitization of broadcasting. By 2015, according to the deadlines by International Telecommunication Union, ITU, every broadcast station in the world would have switched over from analogue to digital broadcasting. Against this backdrop, the NBC, (the regulatory body for broadcasting in Nigeria) set June 2015 as the switchover date for Nigeria (Ahie 2008, p.1). Several issues have arisen from scholars and stakeholders since the announcement.

But there are advantages in the digitization policy; including the expected shoot up in the number of broadcast stations and the competitions that will follow. This circumstance and other bugging issues bring to the fore, the paramount need to delve into the regulation realm of the Nigeria broadcast industry.

2.4 Theoretical Framework

A theory is an organized systematic body of knowledge that explains natural phenomenon. Theoretical framework is a process that applies the postulations, assumptions and principles of a theory in describing and analyzing of a research problem. It is also seen as describing, analyzing, interpreting and predicting phenomenon and also involves associating or linking the problem of a study and also helps to give credibility to the study that is being executed by giving the research work focus and directions to enhance justification and legitimacy of research.

The researcher applied social responsibility theory in this work. The theory is one of the four normative press theories of the press. It was propounded by Wilbur Schramm, Siebert and Peterson in 1956.

The social responsibility theory posits that it is an ethical theory that an entity, be it an organization or individual, has an obligation to act to benefit society at large. In other for the broadcast media to act accordingly and also perform their social responsibilities to the society, the NBC was established to help regulate the broadcast media and also guide to performing their social responsibility function.

2.5 Summary of Related Literature

Regulation is one of the instruments used by the society to check media content and portrayal. The political system of a country determines the direction its regulation follows. In Nigeria, the NBC was established by Decree No 38 of 1992, to register, regulate and control broadcasting in Nigeria. But it has been established by the Decree that the commission serves as an agent of government thereby beclouding its agenda of pluralism in the broadcast sector. Nevertheless, its regulation approaches include, licensing, monitoring, sanctioning defaulters, intervening and arbitrating in conflicts and other control measures. The commission performs all these duties with overt showcase of bias against the private stations, thus making it an “irregular” regulator. It is believed that the inability of NBC to exercise its duties independently rests on the fact, that the power to issue license is with the president, and not the commission. Also, the laws erroneously gave the commission too much power making it a regulator and arbitrator-thus it commits some fundamental flaws that place the country far behind other nations in terms of positive regulation. As an aftermath of the license being issued by the country’s supreme political authority, the commission would always bend the rules to protect the stations established by government. This scenario fosters the principles of the authoritarian theory. In order to uphold democratic principles in a period Nigeria is being re-branding, it would be pertinent to adopt the principles of the libertarian theory by reviewing the Nigerian broadcasting code and its application, and create an equal competitive atmosphere for all and sundry. This will be in line with the international standard that preaches against indecent content; for equal opportunities and the fairness doctrine (Dominick 2009, p.380) Nigeria should emulate the success stories of the broadcasting atmosphere in Britain, USA, Ghana and south Africa among other nations.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The method that will be used in this research work is survey, while Questionnaire will be used to gather data, from a sample which is the entire population, because the population is small.

Each member of the population will be asked series of questions through questionnaire and conclusion will be drawn from their responses gathered which will be used to solve problem at hand. Survey method will be adopted in this research work to handle large population of AIT people to ensure that the sample was representing the entire population of AIT.

This study involves the systematic collection of data from the population of the study. This method will be used to get the opinion of AIT people about the implication of NBC code on their broadcast stations.

3.2 Research Design

The research design to be used in this work is the survey design. This design is one in which a group of people or items are studied by collecting and analyzing data from only a few people or items considered to be representative of the entire group. This survey design would be used to study AIT Lagos on the implication of NBC code on their broadcasting media.

3.3 Population of Study

In conducting a research of this nature, a specific or certain population must be studied and therefore population under study must be represented, and in doing this a sample population was chosen. Population can therefore be defined as a group of people living in a particular country, state, area, to describe the nature of a population that is a group or class of a subject, variable concept or phenomena to achieve or examine the population of an area, country e.t.c. A census must be conducted. The population of AIT comprises of the staff and management of the broadcast station who are 118 in number. Therefore, the population figure of this study is 118.

3.4 Sampling Techniques\ Sample Size

In this study, the sample size is 118. Here, the total of the population is used as the sample size, this is because it is said that the purpose of sample size is to reduce outrageous number of respondents of a study for effective handling of the research result, therefore, the researcher have decided to carry out the whole population since the population is already small and the researcher can handle it.

3.5 Description of Research Instrument

The instrument that is adopted is the questionnaire , 20 questions were adequately structured to cover all research questions. Questionnaire therefore can be said to be a written list of questions to be answered by a large number of people to provide information for a survey report. The questionnaire was divided into two sections,

‘section A’ contained items on the demography of respondents and ‘section B’ contained items that answered the research questions.

1. Items 1-5 answered questions on the demography of the respondents.
2. Items 6-8 answered research question one
3. Items 9 and 10 answered research question two
4. Items 11-13 answered research question three
5. Items 14 and 15 answered research question four
6. Items 16-20 answered research question five

3.6 Validity of Research Instrument

The questionnaire used for the study was thoroughly examined by the researcher’s supervisor for clarity, accuracy and comprehension.

3.7 Method of Data Collection

Data was collected used for the study was administered by the researcher. Out of 118 copies of questionnaire distributed, 118 copies were retrieved; this represented a response rate of 100%

3.8 Method of Data Analysis

The data collected were presented in frequency tables and simple percentages which offers easy and clear understanding of the data by potential users.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The purpose of this study was to determine the implication of the national broadcasting code on the broadcasting media. This chapter is concerned with the presentation and analysis of data collected through the use of questionnaire distributed to the respondents. One hundred and eighteen copies of questionnaire were distributed and one hundred and eighteen copies were relived. This represented a response rate of 100%.

The study answered the following questions.

1. To what extent is AIT's news staff aware of the NBC Code?
2. What methods do NBC use to ensure its code is complied with by AIT?
3. Does NB code in anyway aid AIT's professionalism?
4. Of what implication is NBC code on AIT's programme?
5. To what extent did the NBC closure of AIT in 2005 affect the organization (AIT)?

4.2 Analysis of Demographic Data

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

Question 1: sex

Response	Frequency	Percentage
Male	45	38.1%
Female	73	61.9%
Total	118	100%

On the table 1 above, 45 respondents (38.1%) were males, while 73 respondents (61.9%) were females.

Question 2: Age range

Table 2: response to question 2

Response	Frequency	Percentage
18 – 25	25	21.2%
26 – 40	50	42.4%
41 and above	43	36.4%
Total	118	100%

On table 2 above, 25 respondents (21.2%) fall within the age range of 18 – 25, 50 respondents (42.4%) fell within the age range of 26-40, 43 respondents (36.4%) fall within the age range of 41 and above.

Question 3 = marital status

Table 3 = response to question 3

Response	Frequency	Percentage
Married	50	42.4%
Single	30	25.4%
Windowed	29	24.6%
Divorced	9	7.62%
Total	118	100%

Question 4 = Educational qualifications

Table 5 = Response to question 4

Response	Frequency	Percentage
OND/NCE	25	21.2%
HND/BSC/BA	50	42.4%
M.SC/Ph.D.	43	36.4%
TOTAL	118	100%

On table 4 above, 25 respondents (21.2%) had attained OND/NCE, 50 respondents (42.4%) had attained HND/B.Sc/BA, while 43 respondents (36.4%) had attained M.Sc/Ph.D.

Question 5: How long have you worked in AIT Lagos?

Table 5 = Response to question 5

Response	Frequency	Percentage
1 – 5yrs	12	10.2%
6 – 10yrs	63	53.4%
11 and above	43	36.4%
Total	118	100%

On table 5 above, 12 respondents (10.2%) had worked for 1 – 5 years, 63 respondents (53.4%) had worked for 6 -10 years and 43 respondents (36.4%) had worked for 11 years and above.

Question 6 = Are you aware of the NBCX code?

Table 6: Response to question 6

Response	Frequency	Percentage
Yes	118	100%
No	0	0%
Total	118	100%

In response to the question 7, 118 respondents (100%) agreed that they are aware of the NBC code.

Question 7= if yes to the above question, to what extent are you aware of the NBC code?

Table 7: response to question 7

Response	Frequency	Percentage
Very high	36	30.5%
High	69	58.5%
Low	13	11.0%
Total	118	100%

From table 7 above respondents (30.5%) have very high knowledge of NBC code, 69 respondents (58.5%) have a high knowledge of NBC code, while 13 respondents (11.0%) have a low knowledge of NBC code.

Question 8: How often do you apply the NBC code in your organization (AIT)?

Table 8 = Response to question 8

Response	Frequency	Percentage
Regularly	90	76.3%
Seldom	28	23.7%
Do not apply	0	0%
Total	118	100%

In response to the above question 8, 90 respondents (76.3%) said regularly, 28 respondents (23.7%) said seldom; while none of the respondents said do not apply.

Research question 2: what methods do NBC use to ensure the code is complied with by AIT items 9-10 were used to answer this question?

Question 9= what methods do NBC use to ensure its code are complied with by AIT.

Table 9 = response to question 9

Response	Frequency	Percentage
Govt. Agencies	30	25.4%
Commercial lobbies	12	10.2%
Proccessional Organization	3	2.54%
Content mounting	13	11.0%
All of above	50	42.4%
No response	10	8.47%
Total	118	100%

On table 9 above, 30 respondents (25.4%) choose government agencies, 12 respondents (10.2%) choose commercial lobbies, 3 respondents (2.54%) chose professional organization, 13 respondents (11.0%) chose content monitoring, while 50 respondents (42.4%) chose all and 10 respondents (8.47%) gave no response.

Question 10 = Does complying with NBC methods of control affect your organization in a positive or negative way.

Table 10 = response to question 10

Response	Frequency	Percentage
Positive	0	0%
Negative	118	100%
Total	118	100%

On table 10 above, responses show that 118 respondents (100%) agreed that NBC forms of control have a negative effect on AIT.

Research question 3 Does NBC code in anyway aid AITS professionalism? Items 11-13 were used to answer these questions.

Question 11 = Does NBC code in anyway aid AITS professionalism?

Table 11 = Response to question 11

Response	Frequency	Percentage
Yes	20	16.9%
No	98	83.1%
Total	118	100%

On table 11 about, 20 respondents (16.9%) said yes that NBC code aid AIT's professionalism, while 98 respondents (83.1%) said no that NBC code do not aid AIT's Professionalism.

Question 12 = Does NBC code guarantee objectivity, transparency and ethical values in your organization?

Table 12 = Response to question 12

Response	Frequency	Percentage
Yes	35	29.7%
NO	63	53.4%
No opinion	20	16.9%
Total	118	100%

On table 12 above, 35 respondents (29.7%) said yes that NBC code guarantee objectivity, transparency and ethical value in AIT, 63 respondents (53.4%) said no that NBC code do not guarantee objectivity, transparency and ethical value, while 20 respondents (16.9%) had no opinion on the question.

Question 13 = Do you think with the NBC code AIT is enjoying press freedom?

Table 13 = Response to question 13.

Response	Frequency	Percentage
Yes	38	32.2%
No	50	42.4%
No opinion	30	25.4%
Total	118	100%

On table 13 above, 38 respondents (32.2%) said yes to the question, 50 respondents (42.4%) said no, while 30 respondents (25.4%) had no opinion.

Research question 4 = of what implication is NBC code on AIT's programming? Items 14 – 15 were used to answer these questions.

Question 14 = Does AIT's adherence to NBC code affect the content of AIT's programme?

Table 14 = Response to question 14

Response	Frequency	Percentage
Yes	100	84.7%
No	18	15.3%
Total	118	100%

On table 14 above, 100 respondents (84.7%) said yes to the question, while 18 respondents (15.3%) said no.

Question 15 = If yes to the above question, how far does it affect your organization?

Table 15 = response to question 15

Response	Frequency	Percentage
Very far	82	69.5%
Far	30	25.4%
Not too far	6	5.08%
Total	118	100%

On table 15 above, 82 respondents (69.5%) said that NBC code goes very far to affect AIT programmes, 30 respondents (25.4%) said that NBC code goes far in affecting AIT's programmes, while 6 respondents (5.08%) said it does not go too far.

Research question 5 = To what extent did the NBC closure of AIT affect the organization (AIT)? Items 16 – 20

Question 16 = To what extent did NBC closure of AIT affect the organization?

Response	Frequency	Percentage
Very high	70	59.3%
High	45	38.1%
Low	0	0%
No opinion	8	6.8%
Total	118	100%

On table 16 above, 70 respondents (59.3%) said NBC closure of AIT had a very high effect on the organization, 45 respondents (38.1%) said its effect was high, non of the respondents said it had a low effect on the organization, while 8 respondents (6.8%) had no opinion.

Question 17 = Do you feel the ban by the NBC on your organization was right?

Table 17 response to question 17.

Response	Frequency	Percentage
Yes	0	0%
No	118	100%
Total	118	100%

On the table 17 above, all respondents (118) agreed the NBC ban an AIT was not right.

Question 18 = in what way did the NBC ban affect your organization.

Table 18 = Response to question 18.

Response	Frequency	Percentage
Retrenchment	31	26.3%
Reduction of image	31	26.3%
Restructuring	56	47.5%
Total	118	100%

On table 18 above, 31 respondents (26.3%) said the NBC ban affected AIT in retrenchment, 31 respondents (26.3%) said the ban affected NBC in reduction of image, and while 56 respondents said it affected AIT in restricting.

Question 19 = what response did your organization (AIT) make towards the NBC regulatory ban?

Table 19 = response to question 19.

Response	Frequency	Percentage
Obey it	118	118%
Delay before obey	0	
Contest it	0	
Total	118	100%

On table 19 above, all 118 respondents (118%) agreed that AIT obeyed the NBC ban.

Question 20 = Do you think reaction on your organization is in the ethics of journalism?

Table 20 = Response to question 20

Response	Frequency	Percentage
Agree	25	21.2%
Disagree	93	78.8%
Total	118	100%

On the table above, 25 respondents (21.2%) agreed that NBC reaction on AIT is in the ethics of journalism, while 93 respondents (78.8%) disagreed to the question.

4.3 Discussion of Findings

In this section the data collected from the s... on the topic “implication of National Broadcasting commission code on broadcasting media (a study of AIT Lagos)’ would be discussed. The data contained in the fully completed copies of questionnaire retrieved from the one hundred and eighteen respondents would be discussed. Responses on research questions would be discussed.

Research question 1 = To what extent are AIT’s news staff aware of the NBC code?

The aim of this research question was find at the extent AIT news staff are aware of the NBC code. The data on tables 6,7 and 8 were used to answer this research question.

The data on table 6 showed that, 118 respondents (100%) agreed that thy are aware of the NBC code.

Table 7 showed that, 36 respondents (30.5%) have very high knowledge of NBC code, 69 respondents (58.5%) have a high knowledge of NBC code, while 134 respondents (11.0%) have a low knowledge of NBC code.

Table 8 showed that, 90 respondents (76.3%) answered that NBC code is being applied regularly in AIT, 28 respondents (23.7%) answered that AIT seldom apply NBC code, while none of the respondents agreed that AIT does not apply NBC code.

From the above findings, it is obvious that all respondents are aware of the NBC code and the majority to a high extent and also regularly apply NBC code in the organization.

Research question 2 = What methods do NBC use to ensure its code are complied with by AIT?

The aim of this research question was to find out the various forms of control NBC does to unleash its code in AIT.

The data on tables 9 and 10 answered this research question.

Table 9 showed that, 30 respondents (25.4%) chose government agencies as NBC form of control in AIT, 12 respondents (10.2%) chose commercial lobbies as NBC form of control on AIT, 3 respondents (2.54%) chose professional organization, 13 respondents (11.0%) chose content monitoring, while 50 respondents (42.4%) chose all the above listed forms of control, and 10 respondents (8.47%) had no response to the question.

Table 10 showed that, 118 respondents (100%) agree that NBC various methods of control has negative effect on AIT.

From the findings above, it was observed that NBC uses government agencies, commercial lobbies, professional organization and content monitoring to carry out the

code on AIT, and also the NBC forms of control have negative effect on the organization (AIT).

Research question 3 = Does NBC code in anyway and AIT's professionalism?

The aim of this research question was to find out if NBC code in anyway aids AIT's professionalism.

Tables 11, 12 and 13 answered this research question.

Table 11 showed that, 20 respondents (16.9%) said yes that NBC code aid AIT's professionalism, while 98 respondents (83.1%) said no that NBC code does not aid AIT's professionalism.

Table 12 showed that 35 respondents (29.7%) said yes that NBC code guarantee objectivity, transparency any ethical value in AIT, 63 respondents (53.4%) said no that NBC code does nt guarantee objectivity, transparency and ethical valise, while 20 respondents (16.9%) had no opinion on the question.

Table 13 showed that, 38 respondents (32.2%) said yes that with the NBC code AIT is enjoying press freedom 50 respondents (42.4%) said no, that AIT is not enjoying press freedom, while 30 respondents (25.4%) had no opinion on the question.

From the above findings, it is obvious that NBC code does not in any way aid AIT's professionalism and as well as do not guarantee objectivity, transparency and ethical valise to AIT and also AIT is not enjoying press freedom with the presence of NBC cod in its organization.

Research question 4 = Of what implication is NBC code on AIT programme?

The aim of this research question was to discover the implication of NBC code on AIT programmes.

Tables 14 and 15 were used to answer these questions.

Table 14 showed that, 100 respondents (84.7%) said yes that AIT adherence to NBC code affects AIT's programme while 18 respondents (15.3%) said no, that AIT adherence to NBC code does not affect AIT's programmes.

Table 15 showed that, 82 respondents (69.5%) said that NBC code goes very far to affect AIT's programmes, 30 respondents (25.4%) agreed that NBC code goes for to affect AIT's programmes while 6 respondents (5.08%) said NBC code does not go far to affect AIT's programmes.

From the finding above, it shows that AIT's adherence to NBC code affects its programmes as well as goes very far in affecting AIT's programmes.

Research question 5 = to what extent did the NBC closure of AIT in 2005 affect the organization (AIT)? The aim of this research question was to find out the effect of the NBC ban on AIT in 2005.

Tables 16,17,18,19 and 20 were used to answer this question.

Table 16 showed that, 70 respondents (59.3%) said the NBC closure of AIT in 2005 had a very high effect on the organization, 45 respondents (38.1%) said its effect was high non of the respondents said it was low while 8 respondents (6.8%) had no opinion.

Table 17 showed that 118 respondents (100%) agreed that NBC ban on AIT was wrong.

Table 18 showed that 31 respondents (26.3%) said the NBC ban affected AIT in retrenchment, 31 respondents (26.3%) said the ban affected NBC in reduction of image, while 56 respondents (47.5%) said it affected AIT in restructuring.

Table 19 showed that all respondents (118%) said AIT obeyed the NBC ban on their organization.

Table 20 showed that, 25 respondents (21.2%) agreed that NBC reaction on AIT is I the ethics of journalism, while 93 respondents (78.8%) disagreed to the question.

From the above findings it showed that NBC ban on AIT had a very high effect on the organization also affected its stroking and also was not in the ethics of journalism.

Table 17 showed that 118 respondents (100%) agreed that NBC ban on AIT was wrong.

Table 18 showed that, 31 respondents (26.3%) said the NBC ban affected AIT in retrenchment, 31 respondents (26.3%) said the ban affected NBC in reduction of image, while 56 respondents (47.5%) said it affected AIT in restricting.

Table 19 showed that, all respondents (118%) said AIT obeyed the NBC ban on their organization.

Table 20 showed that, 25 respondents (21.2%) agreed that NBC reaction on AIT is in the ethics of journalism while 93 respondents (75.8) disagreed to the question. From the above findings, it showed that NBC ban on AIT had a very high affect on the organization also affected its stocking and also was no in the ethics of journalism. Therefore, as NBC is using its code to regulate the broadcasting media, it should make score its code conforms with the actions it takes to regulate the media.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The objective of this study was to determine the “implication of NBC code on broadcasting media (a study of AIT Lagos). Survey research design was adopted, using the questionnaire for gathering of data. In addition to the analysis of data and discussion of findings, this chapter presented the summary of findings, conclusion and recommendation.

5.2 Summary

The findings of this study that

1. NBC was established by decree no 38 of August 24 1992 under the head of state Gen. Ibrahim Babangida and the TOBC has a code for regulating the broadcast media.
2. Also, at the basic level of broadcasting, code involves the issuance of permission, that is, the granting of license to broadcasting organization.
3. NBC as a regulatory body has various sources of regulation which are:
 - a. Licensing
 - b. Content monitoring
 - c. Sanction processes
 - d. Government agencies
 - e. Professional organizations
 - f. Commercial lobbies etc

4. It also showed how AIT being studies make their operation to conform with the replication guiding them.
5. The reason for media broadcasting in any society is to freely keep the society informed about activities going on in every part of the society, including protecting of the basic institution of the society.
6. NBC code can influence the performance of any media house especially the private media, because the fear of been sanctioned or license withdrawn can prevent any broadcast medium from adequately performing its duties.
7. Also, NBC code should not be dissolved as it helps to keep the broadcast media in check, in stood it should improve its code and give room for press freedom.

5.3 Conclusion

This study has been able to demonstrate that NBC code is inevitable, as it has both positive and negative implication on the overall performance of any media house.

Also that the procedure adopted by the commission in sanctioning AIT on October 24 2005 violated its own code particularly the provisions of the Nigeria Broadcasting code action of the NBC violates the right to fair hearing under the NBC code.

Due to the NBC ban of the AIT, the organization was affected financially and image use its sense of news judgment was affected.

Findings also indicated that the organization retrenched some corners and forced to restructure, the ban also affected its mode of operation and other media activities like programming, news content etc.

5.4 Recommendations

Based on the findings and conclusions of this study the following recommendations are made.

1. The NBC code should not be dissolved but should improved upon to apply fairly to both government and private owned stations.
2. The NBC should have it a their responsibility in caring the broadcast media along in their policies.
3. The NBE should Endeavour to give room to fair hearing in their code as well as actions.
4. The NBC should also Endeavour to make their code comfort with their operations.
5. Government should give the make the benefit of doubt to perform their duty to the society without excess control through the NBC.
6. Also, the NBC should always investigate properly in the case of a broadcast medium that violates its code before carrying out its actions.

5.5 Suggestions for Further Studies

It is hoped that future researchers will improve on its study if further research is carried out, using more tools, a larger sample size and probably another geographical area, this will give the stole a wider scope and empirical lift.

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Appendix A

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Enugu

Enugu State.

Dear Respondent,

I am a final year student of the above named institution conducting a research on “implication of National Broadcasting commission code on Broadcast media”. The research work is in partial fulfillment of the award of Bachelor of Science (B.Sc) Degree in Mass Communication.

Please assist me in giving the appropriate answers to the questions attached to enable me get the best of my result.

Be assured that the answers will be treated confidentially hence this is for academic propose only.

Thanks.

Yours sincerely,
Job Tochukwu Joy
Researcher

Appendix B

Questionnaire

Section A

Instruction” Please kindly tick (√) in the box spaces provided for any opinion you chose.

1. Sex = male () female ()
2. Age = 18 – 25 () 26 – 40 () 40 and above ()
3. Marital status = married () single () widowed () divorced ()
4. Educational qualification: OND/NCE () HND/B.Sc/BA () M.Sc/Ph.D ()
5. How long have you winced in AIT Lagos? (a) 1 – 5years () (b) 6 – 10 years () (c) 11 and above ()

If yes, (tick (√) all applicable options)

6. Are you aware of the NBC code/ (a) yes () (b) No ()
7. If yes to the above question, to what extent are you aware of the NBC code? (a) very high () (b) high () (c) low ()
8. How often do you apply the NBC code in your organization (IT)? (a) regularly () (b) Seldom () (c) Do not apply ()
9. What method do NBC use to ensure its lod are complied with by AIT? (a) Govt. Agencies () (b) Commercial lobbies () (c) Professional Organizations () (d) content monitoring () (e) All of the above () (f) No response ()
10. Does complying with NBC methods of control affect your organization in a positive or Negative way? (a) positive () (b) Negative ()
11. Does NBC code in anyway aid AIT’s professionalism? (a) yes () (b) no ()
12. Does NBC code guarantee objectivity, transparency, and ethical values in your organization? (a) yes () (b) No ()
13. Do you think with the NBC code AIT is enjoying Press freedom? (a) Yes () (b) No () (c) No Opinion ()
14. Does AIT’s adherence to NBC code affect the content of AIT’s programme? (a) yes () (b) No ()
15. If yes to the above question how far does it affect your organization? (a) very far () (b) far () (c) not too far ()

16. To what extent did NBC closure of AIT affect the organization? (a) very high () (b) high () (c) low () (d) No opinion ()
17. Do you feel the ban by the NBC on your organization was right? (a) yes () (b) No ()
18. In what way did the NBC ban affect your organization? (a) Retrenchment () (b) Reduction of image () (c) Restructuring ()
19. What response did your organization (AIT) make towards the NBC regulatory ban? (a) obey it () (b) Delay before obey () (c)) contest it ()
20. Do you think NBC reaction on your organization is in the ethics of journalism? (a) Agree () (b) disagree ()