

Abstract

This project examines the comparative study of the performances of government owned and privately owned broadcasting media organization (A study of FRCN and Raypower Radio stations Enugu). To achieve this, the survey method was adopted as the research method while the instrument of data collection was the questionnaire. The sample size was drawn using the stratified sampling technique. Two hypothesis tested were accepted leading to the conclusion that the emergence of private broadcasting media in Nigeria improves broadcasting generally and that the entrance of private broadcasting is a challenge to government owned broadcast media in Nigeria to a great extent. The researcher recommends among others that private individuals should enter into broadcast media ownership in order to further improve broadcasting in Nigeria especially in the rural areas (rural broadcasting).

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The role of the broadcasters and the broadcast media as agents of rural and national development, especially at the information dissemination level is now generally recognized and accepted by experts and policy makers. What seems quite unresolved in many developing countries is how best to utilize the potentials of the broadcasters and their media to achieve developmental objectives (Nwosu, 1990:119). In Nigeria, there are three main types of media ownership namely; government ownership, private ownership and partnership. In the case of government ownership, the government establishes controls and finances the media outfit, private ownership is when an individual or a group of persons establish, control and finance the media outfit in partnership both the government and private individuals are into some sort of co-ownership regarding the establishment, financing and controlling of the media house.

There is a symbiotic relationship between the media and the society. It is in the interest of the society to have strong and robust mass media as it is in the best interest of the media to uphold the values and protect the interest of the society from which they derive their impulse, support and patronage. No media institution can survive if it is perceived to be working against its own society (Onukaba 2005:3).

It is the duty of any media institution to keep the public aware of what is going on around them by providing accurate, factual and timely information at all times. It is also the duty of the media to warn and alert the public about

impending dangers to interpret events or provide information needed by the public to make every day decision that will make them participate actively in the political, economic and social activities of a community and to assist the public in determining current trends.

Media institutions are also expected to use their products to educate, entertain, modify public opinions, reinforce attitudes and set agenda for the society. In many societies, people depend on the media to know where to find jobs, where to shop, where to eat, seat out, who to note for etc it is therefore, safe to say that the influence of the media extends to every aspect of human life and society.

But for media institutions to be able to play these roles effectively, they are expected to uphold the values of objectivity, fairness, justice, accuracy, balance, moderation and decency. The reason governments have often given for their involvement in the media is that the private ones cannot be trusted to faithfully uphold these values of the profession. They accuse them of fostering unrealistic expectations among the populace, heightening anxieties about conditions in the country, mongering etc. of course, these are general criticisms against all media institutions, whether private or public. State media institutions are set up ostensibly to address these weaknesses of the private media as well as to bring government programmes and policies closer to the people and promote peaceful co- existence among the different groups in the society in which they operate. But they are usually limited by their methods of operation (Onukaba, 2005:5).

The “battle cone” seems to be drawn between those who argue unflinchingly that the best way to use the broadcast as a facilitator of development

in the third world is to have them owned and controlled by the government and those that believe that the best result will be achieved by making the electronic media dominantly a private sector affair. It is on this fact that the researcher's topic finds its footing, hence "the comparative study of the performance of government owned and privately owned broadcasting media organization" (a study of FRCN and Ray Power Radio).

Somewhere between the two extreme rolls are those who belong to what seems to be more pragmatic position that government ownership and control of the media should co-exist with private media ownership and that commercial broadcasting should exist with private media to facilitate the job of broadcasters in the area of socio-economic development of their nations.

The origin of the current government ownership and control of the broadcast media in Nigeria can be traced to the history, purpose and nature of colonial 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 Nigerians educated elites (Nwosu 1990: 120-121)

Nigeria has since had its independence in 1960 and has undergone many changes that make it imperative that the broadcast media should change its operations and structure to reflect the change situations. Although, the broadcasting system of Nigeria has changed or broadened its aims, objectives and mode of operation but the ownership and control structures or pattern still remains the same.

So many reasons have been given by many Nigerian experts and policy makers for the perpetuation of the ownership and control status quo. One of such

reasons is that the airwaves are limited and should, therefore, be regulated by the government to ensure equity, order and fairness it has also been argued that the role of broadcasting as an instrument of nation- building and development is so important that it should not be left in the hands of private individuals or organizations.

The fear has also been expressed that because radio and television are powerful instruments of politicization, they careful into the hands of some unscrupulous politicians or political groups who may misuse them to gain and hold political power unfairly or propagate parochial political ideologies or ideas. There is the question of funding proponents of government control and ownership insist that broadcasting in Nigeria can never survive financially if it does not depend on its government for financial subventions.

It is believed in many quarters that it is the above reason given for exclusive government ownership and control broadcasting in Nigeria that has kept the system unchanged until 1992. Hence, many Nigerians have yielded abundant reasons in support of privatization of broadcasting.

The dominant belief of those who advocate privatization of broadcasting in Nigeria seem to be that the electronic media practitioners would render the best service when those media are operated as privately owned business or a commercial enterprise. Among the reason given for making this conclusion is that the electronic media would then be able to avoid unsuitable government influence that content of broadcast news or current affairs in today's Nigeria tend to be politically biased.

The point that some people make is that private ownership of broadcast media allows for healthy competition which could lead to improved services to

the masses of Nigeria. Related to this service of the masses is the argument that privately owned broadcast media encourages diversity in production, programming and other areas of broadcasting.

By 1992, there was a lot of debate and protest against the monopoly of the government in broadcasting business. Thus, there were clarion calls for deregulation and decentralization of broadcast media establishment and ownership. Hence, it was the contention of the people that a media system that does not suffer undue restrictions and interference from government would definitely become the best for the development democracy in the country (Nwosu 1990:22)

It was not until 24th of August 1992 that the federal military government under Babangida's administration promulgated decrees number 38, which established privatization of electronic media. It was in view of this that Dr. Raymond Dopkesi; established Raypower which started broadcasting in Lagos and later established Enugu station which is one of my study focus.

It is the development that gave rise to the contention as to which system of ownership is preferable, hence, the relevance of the study at hand.

1.2 Statement of Research Problem

Ownership of the media house, its control and recruitment of its principal staff has formed the influential factors consequent upon the programme quality of the media house since the owners of the media house usually determine the aforementioned factor. The media ownership has in some ways influenced the media programmes and this has posed problems to journalism as a trade.

In this case, the broadcast media have to function in tune with the whims and caprices of the owner(s). Nothing runs the broadcast media practitioners

down as having the option of either following the dictates of the owners or face the bitter music of being sacked. Ownership influence on programme content has made many broadcasting media outfits to collapse in operations and has also made them to lose their audience grip. This is mostly true of government owned broadcast media. After the liberation of media started springing up from all corners, one of which is Ray power FM radio station.

These new privately owned media stations produced standard programmes that outbid those of the government owned media stations and as such, many people abandoned government owned broadcast media.

1.3 Objectives of the Study

The objective of this study will include:

- i To find out if the emergence of private broadcasting media in Nigeria has improved broadcasting generally.
- ii. To establish if the entrance of private broadcasting is a challenge to government owned broadcast media in Nigeria.
- iii. To know if source credibility affects broadcast media listenership.
- iv. To find out if Enugu radio listenership prefers private radio programmes to government radio programmes.
- v. To check whether the radio listenership use what they hear from the radio.

1.4 Research Questions

- i. How does the emergence of private broadcasting media in Nigeria improve broadcasting generally?

- ii. To what extent is the entrance of private broadcasting a challenge to government owned broadcast media in Nigeria?
- iii. How does source credibility affect broadcast media listenership?
- iv. To what extent does the Enugu Radio listenership prefer private radio v. programmes to government radio programmes?
- v. To what extent does the radio listenership use what they hear from radio?

1.5 Research Hypotheses

The following research hypothesis derives logically from the problem posed in the research questions.

Hi: The emergence of private broadcasting in Nigeria improves broadcasting generally.

Ho: The emergence of private broadcasting in Nigeria does not improve broadcasting generally.

Hi: The entrance of private broadcasting is a challenge to government owned broadcast media in Nigeria to a great extent

Ho: The entrance of private broadcasting is not a challenge to government owned broadcast media in Nigeria to a great extent

1.6 Significance of the Study

The findings of this study “The comparative study of the performances of government owned and privately owned broadcasting media organization” (A study of FRCN and Raypower Radio station Enugu) will help other researcher in carrying out a similar study. It will add to the mass communication literature and

bulk of knowledge on media performance in Nigeria. The study will help to analyze the pattern of media ownership and its influence on Nigerian development. Finally, it will provide the premise for individuals and stakeholders to make decisions on which form of media ownership is better and needful in Nigeria.

1.7 Scope of the Study

The researcher's scope will center on comparatively studying government ownership of media alongside privately owned media. The study focus will be on FRCN and Ray power radio stations both in Enugu.

The population

The population selected is made up of the entire people who listens to FRCN and Ray power radio stations.

The sample

The sample size will be on those in Enugu metropolis. Due to time and financial constraints and because the researcher is convinced that since FRCN and Raypower FM are both situated in Enugu, it will offer a good sample for the study.

1.8 Operational Definition of Terms

Comparative study:- Based on the study, it means that the researcher will study two media houses government owned (FRCN) and privately owned (Raypower) to find out how similar or different they are.

Government owned media organization:- This is represented by Federal Radio Co-operation of Nigeria (FRCN) which is part of the researcher's study focus. It is owned by the federal government of Nigeria.

Privately owned broadcasting media:- It is represented by Raypower FM, which is also part of the researcher's study focus. It is owned by Raymond Dopkesi, under the corporate name: DAAR Communications.

CHAPTER TWO

LITERATURE REVIEW

2.1 Sources of Literature

In writing this project, the researcher used both primary and secondary sources of information because of the nature of the study.

The researcher's primary sources of information instrument are in two; they are INTERVIEW and filling of questionnaire. This source enables the researcher to carryout necessary data for analysis in chapter four but the main source of information for the researcher constitutes the secondary which is actually the meat for material- books, journals, magazines, newspapers, seminar papers plus internet consulted and reviewed in the course of this literature review. In the researcher's secondary source of literatures, the researcher did not restrict herself to materials published in Nigeria by Nigerians alone, the researcher also sort for materials from foreign writers but related to her topic.

This chapter is organized in the following headings.

- Review of concepts
- Theoretical framework

2.2 Review of Concepts

Literatures to be reviewed will be according to subheadings relevant to the study.

2.2.1 Historical Development of Radio Broadcasting Media in Nigeria

The growth of radio took different patterns in different countries from 1020. In tropical Africa, broadcasting began in the early 1030. The initial aim was to provide a service from the European population living in Africa. The BBC provided this service which was intended to establish some link between the United Kingdom and her colonies in 1932, the station (BBC) started the world's first regular scheduled short wave services. It was popularly called the "Empire service" (Okoye, 2008) it made use of a number of monitoring centers overseas. Those centers, one of which was located in Lagos, became the eye of BBC. The center did not broadcast its own programmes. They relied on the re-broadcast programmes of BBC programmes were carried by wires on wooden poles from the monitoring stations to re-diffusion boxes in subscriber's homes. It was a wired rather than a wireless system of broadcasting.

This practice continued until 1951 when Broadcasting service (NBS) was established. This marked the beginning of a rather slow production of Nigerian programmes and employment of Nigerians as staff in the country.

Onabanjo (2000) has it that on 1st April 1957, Nigerian Broadcasting Corporation (NBC) was used to replace the Nigerian Broadcasting service (NBS) which was seen merely as the colonial government's megaphone. This was to address the issue raised against the former organization (NBS) and to shield it from government interference and the propaganda of the view of the ruling political party.

In 1954, the centralization of broadcasting was thrown out of the constitution and the response of the regions was to establish broadcasting stations

of their own. Regional broadcasting stations started springing up in the later 1950s starting with the Western region in 1959 and followed by other regions. After the creation of states, each state intends to establish its own radio station, an aspiration which was successful. These state owned radio stations are independent of the federal government NBS which was changed to Federal Radio Cooperation of Nigeria (FRCN) in 1978. They produced their own programmes, but are required to hook up with the Network Service of the FRCN during the transmission of some programmes especially Network news (Onabanjo, 2000: 8-14).

2.2.2 National Broadcasting Commission and Private Ownership of Broadcasting

The general performance of the media in the 1980's created a climate of distrust and raised credibility problems for most stations. The immediate response and viewing of public was for democratization of broadcasting to allow for private participation. However, it was later the 1989 National Mass Communication policy conference in Badagry that fully articulated this aspiration, it was argued that if the print media could be deregulated there was no justifiable reason for not doing the same for 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 likely to use it to promote their own personal interests to the detriment of the nation's goals.

At last, the call for deregulation of the electronic media was answered in 1992, when the then president and commander – in – chief of the armed forces of Nigeria, General Ibrahim Babangida, by decree number 38 of 1992, approved the

right of private ownership of the broadcast media. The decree also set up the national broadcasting commission (NBC), to articulate the approval and regulate the industry. Thus, with the establishment of a regulatory and deregulatory body (NBC), the ownership of private media outfit became a reality. From its establishment in 1992 until now, it has recorded progress in both its regulatory roles and deregulatory roles (Okoye, 2008:9). The commission has since then issued license of ownership to various individuals and private bodies, which opened private radio stations, among these are:

96.9 cool FM Lagos

921.3 Independent Radio, Benin City

95.1 Jeremi Radio Warri

100.5 Raypower FM, Alagbado, Lagos

93.7 Rhythem FM, Yaba Lagos

101. 5 star FM.

88.9 Brilla FM, Victoria Island Lagos

History of Federal Radio Corporation of Nigeria (FRCN)

On June 1st 1978, the National Broadcasting Corporation (NBC) was established by Decree No 8 of April 1, 1978 and replaced by the federal radio corporation of Nigeria. The decree decentralized radio broadcasting and restructured the nation's broadcasting industry. The aim was to ensure political stability, co- existence, national integration and above all, national unity and understanding among the various ethnic groups in a nation of almost 100 million people.

The restructuring involved the handing over of the state radio services, previously controlled by the NBC, to the state government to run services especially planned for the state communities in their own language service and national bulletins of Nigeria News, (Bako, 1979). The FRCN on-the-air identification name is “Radio Nigeria”. It also has FM Stations and some of them are:

Coal city FM 92.8 Enugu

Pace setter FM 123.5 Umuahia

Light house FM 101.5 Yola

Atlantic fm 104.5 Uyo

Gateway FM 102.5 Awka

Pearl FM 98.5 Bauchi

Rainbow FM 101.5 Yenegoa

Harvest FM 10.5 Benue

History of Raypower Fm

In the wake of deregulation of broadcasting on August 24, 1992, Daar communications plc applied for and was granted approval to operate an independent radio station. The station which started test transmission on the 15th of December 1993, made history on the 1st of September 1994 when it commenced commercial broadcasting with the launch of Raypower 100.5fm Lagos as the first 24 hours broadcasting service station in Nigeria as well as the first private independent broadcasting station in the country.

Raypower FM became an instant success with its pioneering twenty – four hours a day, seven days a week interactive programming format that promoted

immediate feedback on sensitive socio- political, economic and cultural issues. It was a radical departure from what radio audience in Nigeria had been used to since 1935. Raypower FM is in twelve locations across Nigeria, including Enugu zonal station (which started in 2009), located in Aguabo hills in Enugu. Although, it is at present running a satellite broadcast, the Enugu station has not started twenty four hours seven days broadcast, the Enugu Station has not stated twenty four hours seven days broadcasting like that of Lagos.

2.2.3 Ownership Influence on Privately and Government- Owned Broadcast Media Performance

According to Okoro and Agbo (2003), commentators on media matters like Abubakar Jika, (1984) claims that the freedom of the media starts where fundamental interest of owners ends. According to him the whole noise about freedom of the press is nothing but a hoax, a force, a propaganda ploy being branded by the ruling classes to hood- wink the gullible masses.

It is obviously true that mass media owners exert threatening control over the press, whether the mass medium is managed by a board of directors appointed by private owners or by a public corporation established by the government. In discussing the ownership influence on the media, the researcher will consider various areas that are affected by any of the ownership forms, considering the fact that this happens to be the heart of the study.

Ownership and Financial Control

According to Okoro and Agbo (2003) media owner control the media by their decision to invest or not to invest. Mrs Chika Ndu in one study that

comprised both electronic media and print owned by the government discovered that government owned media suffer irregular subventions that led to their epileptic state. She further discussed that method of funding as faulty and inadequate resulting to the media operating far below capacity with obsolete facilities and equipment.

Ownership and Commercial Drive

Still on influence of ownership and media, Onabanjo, (2001:33), has it that whether government or privately owned, the variable is listenership. What the audience wants should be balanced with what the broadcasters balanced with what the broadcasters feel they should have. However, judgment being made by Nigerian media is influenced by market demands. Although broadcasting is business, but a line should be drawn between the commercial drive and social responsibility expected of the media.

According to him, what this implies is that commercialism and broadcast are no longer mutually exclusive. Government broadcast stations are now compelled to make money through advertising. Although government often given subventions to help them to stay afloat. There is a renewed clamour for commercialization at the expense of providing the viewer / listener with informational and educational messages that will help develop them.

2.2.4 Audience Perception of the Media

The uses and gratifications theory, tells us that people seek out and use the media in different ways, there is no uniformity in the way individuals perceive the media, in how they use it, how long and for what reason they use the media. As

such, differences exist in the way individuals and groups react to media messages. The individual differences theory explains the phenomenon. It states that each of us has unique qualities that govern the way we differently react to media messages (Defheur and Ball- Rokeach, 1975). These differing effects, according to Bittner (1989), are partially caused by our selective exposure, selective perception and selective retention (Indolo 2005:36).

We will conceptually and operationally look into the three concepts mentioned above by Bittner (1989).

Selective Exposure

It is the action of revealing or state of being revealed. Operationally, this is the process by which an individual chooses to expose himself to certain type of information or even a specific media. For instance, Charles may choose to listen to “breaking the silence” at half past ten on Thursdays at nights on FRCN, Enugu (Coal City FM 92.8), while Emeka may choose to listen to “sky High” on Raypower FM.

Selective Perception

It is the ability to see, hear and understand things about media information. It is a process by which people interpret sensory data. Gumbel (1998:155).

The selective perception theory sees the audience as active rather than passive actors. Through selective perception they would retain only that portion of the message or stations which he perceives as creditable. The reverse may be the case when one’s perception is negative (operationally).

Selective Retention

It is the ability to remember things and some media information. Media selective retention operational means ability of individuals to commit to memory and hence remember media programmes he / she have previously exposed himself or herself to. Now, it is evident that the quality of media content determines the people's exposure, perception, selection and retention. Each of these three words influences audience perception and interaction with the media and how they are affected. It is therefore not out of place to say that the media audience as active actors or participants, retain only portions of the media messages they see or perceive as credible but when the media message is perceived as incredible, the reverse tends to be the case.

2.2.5 The Role of Radio Broadcasting In Nigeria

Broadly speaking, radio as a broadcast media share the same roles or functions with other forms of mass media such as television, newspaper, magazine etc. Hence, we will look at the roles of mass media as posited by Okenwa (2000); in examining the functions of the media, he examined t here distinct approaches;

Conventional Approach

Here, he outlined the following as the roles of the media.

1. To inform
2. To education

3. To entertain
4. Surveillance
5. Cultural transmission
6. Socialization

Media Functions Emanating From the Cultural Norms Theory

This theory provides the basis for much criticism of the media for their purported harmful effect. The cultural norms theory postulates that the mass media through selective presentation and emphasis of certain themes create impressions among the audience that common cultural norms concerning that emphasized topics are structured or defined in specific ways.

According to the theory, the media can potentially influence behavior by;

- Reinforcing existing norms.
- Creating new norms
- Modifying existing norms.

Developmental Functions of the Media

According to Wilbur Schramm (1964) in what may be classified as the best known relationship between the mass media and national development in the 1960's listed "12" things which the mass media can do in the task of national development. These 12 tasks have come to be regarded as development function of the mass media. They include

- i To widen horizons
- ii To focus attention
- iii To raise aspiration

- iv To create a climate for development
- v. To help change strongly held attitude or values
- vi. To feed the interpersonal channel
- vii To confer status
- viii. To broaden policy dialogue
- ix. To enforce social norms
- x. To form taste
- xi. To affect attitudes
- xii. To help education and training

In his own approach, Onabanjo (2001) was more specific; hence, he identified a number of roles of radio broadcasting in Nigeria, to be the following;

Radio is the singular medium that is most effective for mass mobilization.

It plays the role of mass education as experienced by Radio- Nigeria in the 1960s and early 1970's

Radio plays the role of cultural innovation on diffusion.

Radio disseminates information fast.

It plays the role of entertainment using music and drama etc.

2.3 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 it also involves associating or linking the problem of a study and also helps to give backing and credibility to the study that is being

executed by giving the research work a focus and direction to enhance justification and legitimacy of research.

The researcher applied Individual Difference Theory in this work. The theory was propounded by Maxwell McCombs and Donald Shaw in the 1970s.

This theory argues that, because people vary greatly in their psychological makeup and because they have different perceptions of things, media influence differs from person to person. More especially, media messages contain particular stimuli attributes that have differential interaction with personality characteristics of members of the audience Defleur (1970:122).

Eze (2008: 104-106), has it that two important things can be deduced from the theory: one is the fact that no two individuals are the same. It is obvious that no two individuals share the same characteristics. People, no matter how close or related are not cast in the same mould, not even identical twins.

The second is that no individual is the same all the time. It is a fact of time, place and situation. The psychological framework of every individual is not the same always or is contently changing with the changing time. The individual is not in control of his psychological reflexes or framework and as these changes, the individual's attitude changes as well. Not that there could be physical resemblance but not attitudinal resemblance.

The Individual Differences Theory provides another useful way to look at the reaction of audience members to mass media messages. Even when people belong to the same social category and have group, norms and values in common, each person still has characteristics which are unique to her. Okunna (1999:168).

One strong reason why mass media messages cannot have the same (uniform) effect on all members of mass media audience is because there are

individual differences in personality characteristics among such members. (Bittner, 1989).

Looking at the individual difference theory, we can liken it to ownership by saying that when we look at government ownership of the media as an entity and private ownership on the other hand as another entity, we will find out that even though they are both types of ownership and tend to exert control over media content, there are still different levels of ownership control peculiar to the two parties. Just like it is with individual government form of ownership and control. Each tries to put his media into use as to suit their philosophy.

More specifically, as much as private ownership system and government ownership system may tend to have peculiar qualities of control system respectively the quality of board of directors, (as in the government owned) or the proprietor , (as in the privately owned) will determine to a great extent, what use the media is being put. This is where the individual difference theory comes to play. According to Okunna (2000) “it is not the type of ownership that matters; it is the operation of the owner”.

2.4 Summary of the Literature Review

The researcher has been able to select, define and review related literature of her study including appropriate theory, all aimed at preparing and paving way for arriving at acceptable result in the literature.

The literature reviewed in this study came from various authors, it include some theoretical frameworks which are relevant to this study and they include, individual differences theory and selective exposure, perception and retention theory and selective exposure, perception and retention theory other concepts of

the mass media functions and people's perception of the electronic media were also reviewed.

From this review, one can state that most authorities do not really advocate for any particular form of ownership, even though a great number of ownership, even though a great number maintain that private ownership is preferable. Instead, they advocate for social responsibility in the operation of owners.

Also, from the theoretical framework, one can state that ownership type does not matter, that what matters is the individual or group at the helm of affair.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

In this study, the survey research method was adopted as the specific approach in the study. Survey research was found to be most appropriate for this particular study. Survey research as a research technique is used to obtain data, it requires either interviewing the respondents or providing them with self administered questionnaire. The researcher chose this method because this study is based on performance of the media organizations involved and also because the population of the study is large and heterogeneous to be observed directly. More so, this method is used because it is suitable for gathering vast array of data and it makes data arrangement and computation less cumbersome.

3.2 Area of the Study

The researcher's area of study is Enugu metropolis, precisely the listening audience of FRCN and Raypower FM, Enugu. The researcher's topic is on "comparative study on performances of government owned and privately owned media organization (A study of FRCN and Raypower Radio Stations)" and choosing the population of FRCN and Raypower radio listenership is the most appropriate area of the study.

3.3 Population of the Study

The researcher's population of the study is the radio listenership audience of FRCN and Raypower radio station that dwell within Enugu metropolis, comprising of;

Uwani,

Achara Layout

New haven

Independence layout

Ogui New Layout

The population of these five areas is estimated as 75,000 based on the result of the last population census that only gave the figure of states without further breakdowns, hence, the adoption of the estimated figure given above.

Using a manual on population growth by Anasah (1993) which is the straight line method or approach, the 2006 National population census locality at Uwani, Achara layout, New haven, Independent layout and Ogui new layout was estimated at 75,000. Now within the period of 8years (2006-2014) a population growth rate of 5% applying the straight line method or approach/formula

$$N1 = N0 (I + Kn)$$

Where

N1= Current population at a given growth rate as at 2012.

N0= Original population or census figure as at 2006.

K= Growth rate.

N= number of years after last census.

For these five selected strata

$$N_0 = 75,000$$

$$K = 0.05 \text{ or } 5\%$$

$$n = 8$$

$$N_i = 75,000(1 + 0.05 \times 8)$$

$$75,000(1 + 0.4)$$

1.4

105000

Then the current population figure for the five communities is 105,000.

This population will be able to compare the two radio stations in focus, since they listen to programmes of both stations.

3.4 Research Sample Size and Sampling Techniques

A sample size of 100 will be drawn from the population. The sample population will be gotten from the population of the study in such a way that it will be representative of the major divisions of the metropolis. Hence, since there are five areas within the metropolis that have been chosen, the sample size will be divided equally among them to amount to 20 respondents each from each of the areas.

The sampling technique to be adopted is the stratified sampling method through which the researcher divided Enugu metropolis into five stratas (Obasi 2013:102)

3.5 Instrument for Data Collection

The questionnaire is the instrument for data collection. The questionnaire will be in two parts, part one will be the demography of the respondents like, gender, age, marital status etc and part two will contain questions relating to the study underway.

3.6 Validity of the Instrument

The instrument (questionnaire) used is valid because it is the most appropriate instrument for data collection in survey study because, it removes the influence of the researcher in gathering information for the research, its

impersonal nature makes data realized from it reliable and researcher trust the confidentiality of their communication.

More so, the project supervisor monitored it to ensure its validity both in content and context. This was done by ensuring that the questions contained in the questionnaire are properly constructed (content), context wise, the questions though properly constructed are also checked for their relevance to the study.

3.7 Method of Data Collection

The method of data collection used is the primary source, which according to Churchill (1978:28) is data originated from the researcher for the purpose of the study at hand. The primary data was collected through the use of questionnaire which was self administered to the respondents.

3.8 Method of Data Analysis

For proper analysis of the data collected during the course of this, study simple table, frequency and percentages were adopted in the presentation and analysis of data generated for the study. The use of these data analysis methods cannot be done without appropriate coding. For this reason, responses will be assembled in what is known as the coding sheet, using unique coding scheme for responses to questions in the questionnaire.

In testing the hypothesis collected for the study, the chi – square Goodness of fit test was used.

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

Where O = Observed frequency

E = Expected frequency

Σ = Summation

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Presentation and Analysis of Data

This chapter of the study is aimed at analyzing in a tabular form data collected using simple percentage and frequency tabular presentation for clarity and easy understanding.

Therefore, the total number of questionnaire presented and analyzed is 100.

Table 1: Gender Distribution of Respondents

Gender	Frequency	Percentage
Male	60	60%
Female	40	40%
Total	100	100%

The gender distribution of the respondents on the table above indicates that 60 out of the all the respondents which represent 60 percent are male and 40 people representing 40 percent are female.

Table 2: Age Distribution of Respondents

Age bracket	Frequency	Percentage
18-25	67	67%
26-35	18	18%
36-45	10	10%
46 and above	5	5%
Total	100	100%

The age distribution of the respondents on the table above shows that 67 people representing 67 percent of the respondents are between the ages of 18 and 25, 18 people representing 18 percent are between the ages of 26 and 35, 10 people representing 10 percent are between the ages of 36 and 45 and 5 people representing 5 percent of the respondents are between the ages of 46 and above.

Table 3: Occupation of respondents

Occupation	Frequency	Percent
Schooling	60	60%
Lecturing	24	24%
Others	16	16%
Total	100	100%

The table above shows that 60 people representing 60percent of the respondents are students, 24 people representing 24 percent is lecturers and 16 people representing 16 percent of the respondent's population are engaged in other occupation apart from the ones mentioned above.

Table 4: Marital Status Of respondents

Options	Frequency	Percentage
Single	56	56%
Married	24	24%
Divorced	14	14%
Widowed	6	6%
Total	100	100%

The table above shows that out of 100 respondents, 56 people representing 56 percent are single, 24 people representing 24 percent are married, 14 people representing 14 percent are divorced and 6 people representing 6 percent are widowed.

Table 5: Educational Qualification of respondents

Options	Frequency	Percentage
OND /NCE	12	12%
HND / Bachelors Degree	58	58%
Masters & above	30	30%
Total	100	100%

The table above shows that out of 100 respondents, 12 people representing 12 percent have OND / NCE as their educational qualification, 58 people representing 58 percent are HND / Bachelors Degree holders while 30 people representing 30 percent have masters and above as their educational qualification.

Table 6: Do you Listen to Radio?

Options	Frequency	Percentage
Yes	100	100%
No	-	-
Total	100	100%

The table above indicates that all the respondents listen to radio as all the 100 respondents representing 100% says yes to the question above.

Table 7: How often do you listen to radio?

Options	Frequency	Percentage
Regularly	56	56%
Seldom	44	44%
Don't listen	-	-
Total	100	100%

From the above table, 56 people representing 56 percent of the respondents listen to radio regularly, 44 respondents representing 44 percent seldom listen to radio and the dash (-) shows that non of the respondents do not listen to radio and that means that the percentage of the third option is 0%.

Table 8: favourite radio of respondents

Options	Frequency	Percentage
FRCN	23	23%
Raypower	66	66%
None	11	11%
Total	100	100%

The above table shows that 23 respondents representing 23 percent of the respondents prefer FRCN, 66 people representing 66 percent of the respondents prefer Ray power and 11 people representing 11 percent do not prefer either of the radio stations mention above.

Table 9: Do you agree that media ownership influences broadcast media programmes

Options	Frequency	Percentage
Strongly agree	47	47%
Agree	39	39%
Disagree	12	12%
Strongly disagree	2	2% %
Total	100	100%

In the table above, 47 respondents, representing 47 percent agree strongly that media ownership influences broadcast media programmes, 39 respondents representing 39 percent just agree, 12 people representing 12 percent disagree while 2 people representing 2 percent of the respondents strongly disagree.

Table 10: Do you think that the emergence of Raypower Radio in Enugu has improved broadcasting

Options	Frequency	Percentage
Yes	67	67%
No	4	4%
Not sure	14	14%
No idea	15	15%
Total	100	100%

The table above shows that 67 people representing 67 percent of the respondents think that the emergence of Raypower radio in Enugu has improved broad casting in Enugu, 14 people representing 4 percent is not sure while 15 people representing 15 percent have no idea.

Table 11: Do you accept the assertion that the coming of Raypower into Enugu affects the listenership audience of FRCN

Options	Frequency	Percentage
YES	78	78%
No	22	22%
Total	100	100%

The table above shows that 78 respondent s representing 78% accept the assertion that the coming of Raypower in Enugu affects the listenership audience of FRCN and 22 people representing 22% of the respondents disagree or reject the assertion.

Table 12: To what extent does the entrance of Raypower radio pose a challenge to FRCN?

Options	Frequency	Percentage%
Great extent	47	47%
No opinion	33	33%
Little extent	20	20%
Total	100	100%

From the table above, 47 people representing 47percent of the respondents say that the entrance of Raypower radio is a challenge to FRCN to a great extent, 33 people representing 33percent say no opinion and 20 people representing 20percent say to a little extent.

Table 13: Which of these two media stations enjoy source credibility more?

Options	Frequency	Percentage
FRCN	45	45%
RAYPOWER	55	55%
Total	100	100%

The table above shows that 45% of the respondents which represents 45 people say that FRCN enjoy more source credibility, while 55 people representing 55% say that Raypower Radio enjoys more source credibility.

Table 14: Does source credibility affect radio broadcast listenership?

Options	Frequency	Percentage
Yes	63	63%
No	23	23%
No idea	10	10%
Not sure	4	4%
Total	100	100%

From the above table, we can see that 63 people, representing 63 percentage of the respondents say source credibility affects radio broadcasting, 23

people signifying 23 percent say it does not, 10 people signifying 10% say they have no idea and 4 people representing 4 percent say they are not sure.

Table 15: To what extent does radio programme influence you?

Options	Frequency	Percentage
Little extent	22	22%
Great extent	62	62%
Do not	16	16%
Total	100	100%

From the table above, we can see that of all the 100 respondents, 22 people representing 22% use what they hear from radio to a little extent, 62 people representing 62% say they use what they hear from radio to a great extent while 16 people signifying 16% say they do not use what they hear from the radio.

4.2 Hypotheses Testing

The researcher will now test the hypotheses raised in chapter one using the chi- square Goodness of fit test. The chi- square, according to Igwenagu (2006) is used to determine whether a set of theoretical or expected frequencies such as frequencies obtained from normal distribution, fits a corresponding set of observed frequencies of a sample.

Obasi (2009), on his part has it that Chi- square, denoted by (X^2) is a value showing relationship between expected frequency and observed frequency. It is further formulated as:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Where O = Observed frequency

E = Expected frequency

Σ = Summation

The formula above means that the difference between each expected and observed frequency must be squared and divided by the expected frequency.

Decision Rule:

Accept alternative hypothesis (H1) when calculated value is greater than the table value and reject the alternative hypothesis when the table value is greater than the calculated value.

Test of Hypotheses 1

H_i The emergence of private broadcasting media in Nigeria improves broadcasting generally:

Test of hypothesis 1 as given above

Table 10: Do you think that the emergence of Raypower Radio in Enugu has improved broadcasting

Options	Frequency	Percentage
Yes	67	67%
No	4	4%
Not sure	14	14%
No idea	15	15%
Total	100	100%

Table 1

CATEGORIES	O	E	O-E	(O-E) ²	<u>(O-E)²</u> E
A	67	25	42	1764	70.56
B	4	25	-21	441	17.64
C	14	25	-11	121	4.84
D	15	25	-10	100	4
Total	100		0		97.04

The calculated value $X^2 = 97.04$, $P = 0.05$

K =number of variables

Degree of freedom= $k-1$

$$4-1$$

$$3$$

From the table above, the number of categories is 4, therefore $4-1=3$ calculated value is 97.04 and the table value at 3 degree of freedom at 0.05 level of significance is 7.815.

Decision

The calculated value is greater than the table value, hence we accept the alternative hypothesis H_1 which states that the merger of private broadcasting media in Nigeria improves broadcasting generally. The hypothesis is accepted based on the fact that it received statistical support.

Test of Hypothesis 2

H2 the entrance of private broadcasting is a challenge to government owned broadcast media in Nigeria to a great extent.

Table 12: To what extent does the entrance of Raypower radio pose a challenge to FRCN?

Options	Frequency	Percentage%
Great extent	47	47%
No opinion	33	33%
Little extent	20	20%
Total	100	100%

Table 2

CATEGORIES	O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
A	47	33.3	13.7	187.69	5.63
B	33	33.3	-0.3	0.6	0.01
C	20	33.3	-13.3	176.89	5.31
Total	100				10.95

The calculated value of $X^2 = 10.95$, $P = 0.05$

K = numbers of variables

Degree of freedom = $k - 1$

$$= 3 - 1$$

$$= 2$$

From the table above, the number of categories is 3 therefore $3-1=2$. Calculated value is 10.95 and the table value at 2 degree of freedom with 0.05 level of significance is 5.991

Decision

The hypothesis which states that the entrance of private broadcasting is a challenge to government owned broadcasting media in Nigeria to a great extent is accepted on the ground that the calculated value is greater than the table value and which further proves that the hypothesis received statistical support.

4.3 Discussions of Findings

The findings gathered from the data presentation and analysis above indicated that the data presentation and analysis above shows that two hypotheses which were tested, were both accepted because both of them received greater statistical support. Based on this, these findings were made.

First, the hypothesis H_1 , the emergence of private broadcasting media in Nigeria improve broadcasting generally is true due to the fact that the item received great statistical support.

Secondly, it has also been found that the entrance of private broadcasting is a challenge to government owned broadcast media in Nigeria to a great extent.

In this section, the data collected from survey on “comparative study of government owned and privately owned broadcasting media organization” would be discussed. The data was contained in 100 fully completed questionnaire copies retrieved from the respondents. Responses to answers on the research questions would be discussed.

Further findings include;

Research Question 1: How does the emergence of private broadcasting media in Nigeria improve broadcasting generally? The aim of this research question was to find out how the emergence of private broadcasting media in Nigeria improves broadcasting generally. The data 10 and 11 were used to answer the research question. The data on table 10 indicated that 67 respondents (67%) think that the emergence of Ray power radio in Enugu has improved broadcasting in Enugu, 14 respondent (14%) are not due while it respondents (15%) have no idea. The data on table 11 showed that 18 respondents (18%) accept the assertion that the coming of Ray power into Enugu affects the listenership audience of FRCN, 22 respondents (22%) disagree or refer the assertion.

From the findings, it is clear that Ray power FM has more listenership audience and that the emergence of Raypower in Enugu has improved broadcasting in Enugu. The finding also showed that the coming of Raypower into Enugu affects the listenership audience of FRCN.

Researcher Question 2: To what extent is the entrance of private broadcasting a challenge to government owned broadcast media in Nigeria?

The aim of this research question is to find out the extent to which the entrance of private broadcasting post a challenge to government owned broadcast media in Nigeria. The data 12 and 13 were used to answer the research question.

The data on table 12 showed that 47 respondents (47%) of the respondents say that the entrance of Raypower radio is a challenge to FRCN to a great extent, 33 respondents (33%) said no opinion while 20 respondents (20%) said to a little extent. The data on table 13 showed that 45 respondents (45%) said that FRCN enjoy more source credibility while 55 respondents (55%) said that Raypower radio enjoy more source credibility.

From the findings, it is clear that the entrance of Raypower radio pose a challenge to FRCN to a great extent. It is also clear that Raypower enjoy more source credibility than FRCN.

Researcher Question 3: How does source credibility affect broadcast media listenership? The aim of this research question is to find out whether source credibility affects broadcast media listenership. The data on tables 7 and 14 were used to answer the research question. The data on table 7 showed that 56 respondents (56%) listen to radio regularly, 44 respondents (44%) listen to radio seldom and none of the respondents do not listen to radio. The data on table 14 showed that 63 respondents (63%) said source credibility affects radio broadcasting, 23 respondents (23%) said it does not, 10 respondents (10%) have no idea while 4 respondents (4%) said they are not sure.

From the findings, we can see that all respondents listen to radio either seldom or regularly. It is also clear that source credibility affects radio broadcast listenership.

Research Question 4: To what extent does the Enugu radio listenership prefer private radio programmes to government radio programmes? The aim of this researcher question is to find out extent to which Enugu radio listenership prefer radio programmes to government.

The data on tables 6 and 8 were used to answer the research question. The data on table 6 showed that all the respondents listen to radio as all the 100 respondents (100%) said yes in agreement to the question. The data on table 8 showed that 23 respondents (23%) said that FRCN is their favourite radio station, 66 respondents (66%) said they prefer Raypower while 11 respondents (11%) do not prefer either of the radio stations.

From the findings it is clear that all the respondents listen to radio. We can also see that majority of this audience prefer private radio programmes (Raypower) to government radio programs (FRCN).

Research Question 5:

To what extent does the radio listenership use what they hear from radio? The aim of this research question is to find out the extent to which the radio listenership of Enugu uses what they hear from radio.

The data on tables 9 and 15 were used to answer this research question. The data on table 9 showed that 47 respondent (47%) strongly agree that media ownership influences broadcast media programmes, 39 respondents (39%) just agree, 12 respondents (12%) disagree while 2 respondents (2%) strongly disagree. The data on table 15 showed that 22 respondents (22%) said radio programme influence them, to a little extent, 62 respondents (62%) said radio programme influence them to a great extent while 16 respondents (16%) said radio programmes do not influence them.

From the finding, we can say that media ownership influences broadcast media programmes. It is also clear that the radio programme influence a lot of their audience as majority of them use what they hear from the radio to a great extent.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

Introduction

This study examines the comparative study of government owned and privately owned broadcasting media organization (A study of FRCN and Raypower radio Enugu). Survey research design was adopted, using the questionnaire for gathering data. In addition to the analysis of data and discussion of findings, this chapter presented the summary of findings, conclusion and recommendation.

5.1 Summary of Finding

This study comparative study of the performance of government owned and privately owned broadcasting media organizations (A study of FRCN and Raypower radio Enugu).

Concepts were reviewed with emphasis on the historical development of radio broadcasting media in Nigeria, National Broadcasting Commission and private ownership of broadcasting, history of FRCN and Raypower Radio audience perception of the media and the role of radio broadcasting in Nigeria.

The researcher applied individual difference theory which was propounded by Maxwell McCombs and Donald Shaw in the 1970s. this theory shows that individuals differs and they perceive information differently.

The population of the study is radio listenership audience residents within Enugu metropolis with a sample of 100 respondents. All of the 100 questionnaires distributed to respondents were returned, making it a total of 100 respondents (100%) of the sample respondents.

The data collected through the questionnaire were presented in tables 1-15 and analyzed. Two hypotheses were raised and tested using the chi-square goodness of fit test and both hypotheses were accepted.

Findings on formulated research question 1-5 were discussed. In the findings, the following among others were discussed: that Raypower FM has more listenership audience and that the emergence of Raypower in Enugu has improved broadcasting Enugu. Also, that the entrance of Raypower radio poses a challenge to FRCN to a great extent. It was also found that Raypower enjoy more source credibility than FRCN.

5.2 Conclusion

The responses and results of the research revealed some relevant points that must be touched in the conclusion. The first point is that the emergence of private broadcasting media in Nigeria improved broadcasting generally. That the entrance of private broadcasting is a challenge to government owned broadcasting media in Nigeria to a great extent.

Also, that source credibility affects broadcasting media listenership. And finally that radio programmes influence the listenership audience or that the radio listenership uses what they hear from radio to a great extent.

5.3 Recommendations

Looking at the outcome of the study and based on the conclusions drawn above, the researcher made the following recommendations;

That private individual should be given more opportunities to enter into media ownership in order to improve broadcasting in Nigeria especially in rural area.

That government owned media should accept the challenge from privately owned media and upgrade its mode of operation, in staffing, programme packaging and in delivering. It should also try to modify its equipments especially in this call for digitalization of broadcasting come 2015 so as to be able to meet the country's broadcasting challenges.

It has been identified that source credibility is very vital in broadcasting, because it affects audience's exposure to a particular medium channel; the researcher therefore recommends that both government and privately owned media organizations should package themselves well so that it will interest the audience and also increase audience exposure to its programme.

Since the audience of Enugu residence is influenced by the radio programmes they hear or listen to, to a great extent, it now depends on the policy maker to use the media positively in performing the media functions judiciously, taking about sensitizing, information as well as mobilizing the masses for a positive outcome.

5.4 Suggestion for Further Studies

The researcher also recommends that for further research studies, the media on their part should be straight forward in their programming and be conscious of what they feed the audience with. The media practitioners should be

careful not to broadcast ideas that will bring about disorder in the society or change people's behaviour negatively against their leaders. Instead media programmes should be designed in a way that they will foster the nation's development in all aspect of its existence.

Also researchers should be able to look at the selected areas of media organizations and improve in terms of staffing and equipment of their stations.

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RESPONDENTS QUESTIONNAIRE

Dept of Mass Communication,
Faculty of Management & Social Science,
Caritas University,
Amorji – Nike Enugu,
P.M.B 01784,
Enugu State.
8th of May 2014.

Dear Respondents,

I am a final year student of the above department and institution. I am conducting a research project on the topic “comparative study of the performances of government owned and privately owned broadcasting media organization (A study of FRCN and Raypower FM Enugu).

I appeal to you to kindly answer the following questions in the questionnaire given to you. Thanks for your co-operation.

Yours faithfully,

Nwaozuzu Chisom

Please tick [√] in the appropriate box that indicates your answer to the question

Part A: Personal data

1. What is your gender?

(a) Male

(b) Female

2. What age bracket do you fall under?

(a) 18-25

(b) 26-35

(c) 36 -45

(d) 46 and above

3. What is your occupation?

(a) Schooling

(b) Lecturing

(c) Others

4. What is your marital status?

(a) Single

(b) Married

(c) Divorced

(d) Widowed

5. What is your educational qualification?
- (a) FSLC []
 - (b) WASCE []
 - (c) HND /BSC []
 - (d) Masters and above []
6. Do you listen to radio?
- (a) Yes []
 - (b) No []
7. How often do you listen to radio?
- (a) Regularly []
 - (b) Seldom []
 - (c) Don't listen []
8. What is your favourite radio station?
- (a) FRCN []
 - (b) Raypower []
 - (c) None []
9. Do you agree that media ownership influences broadcast media programmes?
- (a) Strongly agree []
 - (b) Agree []
 - (c) Disagree []
 - (d) Strongly disagree []

10. Do you think that the emergence of Raypower radio in Enugu has improved broadcasting in Enugu?
- (a) Yes []
- (b) No []
11. Do you accept the assertion that the coming of Raypower into Enugu affects the listenership audience of FRCN?
- (a) Yes []
- (b) No []
12. To What Extend Does The Entrance Of Raypower Radio Pose a Challenge To FRCN?
- (a) Great extent
- (b) Little extent
- (c) No opinion
13. Which of the two media stations enjoy source credibility more?
- (a) FRCN []
- (b) RAYPOWER []
14. Does source credibility affect radio broadcast listenership?
- (a) Yes []
- (b) No []
- (c) No idea []
- (d) Not sure []
15. To what does radio programme influence you?
- (a) Little extent []
- (b) Great extent []
- (c) Do not []