

**AUDIENCE ASSESSMENT OF THE CHALLENGES AFFECTING EDO
BROADCASTING SERVICE (EBS) IN EDO STATE**

BY

**TOBI PERE-ERE
ART1608672**

**UNIVERSITY OF BENIN
BENIN CITY**

APRIL, 2021

**AUDIENCE ASSESSMENT OF THE CHALLENGES AFFECTING EDO
BROADCASTING SERVICE (EBS) IN EDO STATE**

BY

**TOBI PERE-ERE
ART1608672**

**DEPARTMENT OF MASS COMMUNICATION
UNIVERSITY OF BENIN
BENIN CITY**

APRIL, 2021

**AUDIENCE ASSESSMENT OF THE CHALLENGES AFFECTING EDO
BROADCASTING SERVICE (EBS) IN EDO STATE**

BY

**TOBI PERE-ERE
ART1608672**

**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
MASS COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF
BENIN, BENIN CITY, NIGERIA. IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF ARTS
(B.A) DEGREE IN MASS COMMUNICATION.**

APRIL, 2021.

DECLARATION.

This project is based on a study undertaken by me in the Department of Mass Communication, Faculty of Arts, University of Benin under the supervision of Dr. F.P. Olise. All ideas are product of my personal research and the views of others are duly acknowledged.

TOBI PERE-ERE
ART 1608672.

CERTIFICATION

This is to certify that this research was carried out by Tobi Pere-Ere with matriculation number ART1608672 of the Department of Mass communication, University of Benin, and it is adequate in scope for the award of Bachelor Degree in Mass Communication (BARTMAS).

Dr. F. P. Olise
Project Supervisor

Date

Dr. F. P. Olise
Head of Department

- -----
Date

DEDICATION

This project is dedicated to Almighty God who faithfully gave me the strength and courage to go through this programme in spite of the challenges; and to my parents, Mr.and Mrs. Tobi, for being there for me, teaching, leading and seeing me through. Much love from this side!

ACKNOWLEDGEMENT.

I am most grateful to God Almighty who in His Infinite Mercy, gave me the grace to face this great task and go through with it.

My huge gratitude goes to my indomitable project supervisor, Dr. F. P. Olise, for his constructive criticisms and necessary suggestions during the course of this study, which earned this work its success. Thank you for the opportunity.

My deep gratitude also goes to my lecturers, Dr. Wilfred Oyegun, Mr. Sunday Ekerikevwe (FRCN), Dr. Ene Obaje, Dr. Daniel Ekhareafu, Dr. Ambrose Uchenunu for their steady knowledge given to me during my programme and materials during this study, which led to the overall success. Thank you all for the impacted knowledge to serve .

My profound appreciation goes to my parents, Mr. and Mrs. Tobi, who contributed immensely to the success and advancement of my academics and for their excess encouragement during the course of my programme. Thank you Mom and Dad for making me what I am today. I can't sat how much I love you enough.

I am also indebted to my brothers, Master. Tamas Tobi, and Mr. Doutimi Tobi for their hilarious encouragement when the going seemed tough half way into this research.

And to all the Undergraduate Students of the Department of Mass Communication, University of Benin, 2019/2021 Academic Session, God bless us all. We win!

TABLE OF CONTENTS

Title Page	-	-	-	-	-	-	-	-	i
Declaration	-	-	-	-	-	-	-	-	ii
Certification	-	-	-	-	-	-	-	-	iii
Dedication	-	-	-	-	-	-	-	-	iv
Acknowledgement	-	-	-	-	-	-	-	-	v
Table of Contents	-	-	-	-	-	-	-	-	vii
Abstract	-	-	-	-	-	-	-	-	x

CHAPTER ONE: INTRODUCTION

1.1	Background to the Study	-	-	-	-	-	-	1
1.2	Statement of the Problem	-	-	-	-	-	-	3
1.3	Objectives of the Study	-	-	-	-	-	-	5
1.4	Research Questions	-	-	-	-	-	-	5
1.5	Significance of the Study.	-	-	-	-	-	-	6
1.6	Scope of the Study	-	-	-	-	-	-	7
1.7	Limitations of the Study-	-	-	-	-	-	-	8
1.8	Operational Definition of Terms.	-	-	-	-	-	-	8

CHAPTER TWO: LITERATURE REVIEW

2.1	Historical Development of Edo Broadcasting Service	-	-	-	-	-	-	10
2.2	Organizational Structure of Edo Broadcasting Service	-	-	-	-	-	-	13
2.3	Challenges of Edo Broadcasting Service	-	-	-	-	-	-	19
2.4	Review of Empirical Studies	-	-	-	-	-	-	35

2.5	Theoretical Framework	-	-	-	-	-	-	37
-----	-----------------------	---	---	---	---	---	---	----

CHAPTER THREE: RESEARCH METHODOLOGY

3.1	Research Design-	-	-	-	-	-	--	41
3.2	Population of the Study	-	-	-	-	-	-	42
3.3	Sample Size	-	-	-	-	-	-	43
3.4	sampling Technique	-	-	-	-	-	-	44
3.5	Instrument of Data Collection	-	-	-	-	-	-	45
3.6	Method of Administration of Research instrument.	-	-	-	-	-	-	46
3.7	Validity of Research Instrument	-	-	-	-	-	-	47
3.8	Method of DATA Collection	-	-	-	-	-	-	47
3.9	Method of Data Analysis	-	-	-	-	-	-	48

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1	Presentation and Analysis of Data based on the Demographic of Respondents.	-	-	-	-	-	-	50
4.2	Discussion of Findings	-	-	-	-	-	-	58

CHAPTER FIVE: SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1.	Summary	-	-	-	-	-	-	63
------	---------	---	---	---	---	---	---	----

5.2	Summary of Findings	-	-	-	-	-	-	64
5.3	Conclusion	-	-	-	-	-	-	66
5.4	Recommendations	-	-	-	-	-	-	66
	References	-	-	-	-	-	-	68
	Appendix	-	-	-	-	-	-	70

ABSTRACT.

The study investigated audience assessment of the challenges affecting Edo Broadcasting Service in Edo State. The study became necessary arising from the fact that Broadcast station has so many challenges that affect them. This study was anchored on the postulation of social responsibility and libertarian theories. Descriptive survey design was employed with the aid of 11 items questionnaires. The sample size of this study constituted 400 Edo State residents selected through proportional stratified technique. The sample reflected and represented Edo state residents. Data obtained were analyzed and presented with the aid of frequency tables, simple percentages and mean scores. It was discovered that the average respondent indicated that the EBS suffers human resource deficits, political pressure, poor welfare packages and lack of equipment for broadcasting in EBS. Also the study found out that that average audience considers the effectiveness of EBS is being hampered by political interference, welfare shortfalls, and poor management. Respondents are of the opinion that resolving the challenges of EBS would require that the Edo state government sells its stake in the station and government should invest heavily in training the workforce of EBS. In the light of these observation the study recommends the need for government to carry out an inventory of the stock of human capital in the EBS.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Broadcasting is the vehicle through which diverse audiences get abreast with the happenings in the society, especially in this era of globalization. Akpan, (2002, p.3) made this fact more explicit, when he described broadcasting as the systematic dissemination of entertainment, information, educational and other features for simultaneous reception by a scattered audience individually or in group. Electronic media are known for their immediacy of impact, their potentially wider reach, and their ability to transcend the barriers of illiteracy and education to a particularly diverse audience. Thus, Abubakar (1993), succinctly notes that “The electronic media refer only to radio and televisions. These forms of mass media reach millions of people simultaneously and with immediacy...”

Moreover, the electronic media have also emerged as the most powerful tools for influencing the direction of public opinion in any modern society. Ezeokoli, (1993), reaffirms that television (broadcasting)

is by far the most potent, because of the immediacy and intimacy of its transmission. It is also, therefore, why Odetoyinbo (2001), posits that broadcasting has been found to be a force to be reckoned with in the development of nations all over the world. It presupposes that broadcasting is a bridge building tool for development. By the very nature of broadcasting, workers need training and orientation to help satisfy the viewers in addition the ability of a station to satisfy the audience depends essentially on the quality of program content and offer.

Edo Broadcasting Service (EBS) is one of the oldest broadcasting outfit in Nigeria having metamorphosed from the then Mid-West Television to Bendel Broadcasting Corporation. With the passage of time, the station has acquired some technological equipment and even recruit hands to replace retired staff. The capital intensive nature of broadcasting put EBS in the line of challenges since there is a need to always replace obsolete equipment, train staff in the use of modern digital tools and other associated development in the broadcasting field. This is particularly apt as a result of the socio-economic challenges that confront business

organization in Nigeria such as poor power supply, low broad band penetration, heavy taxation and poor maintenance culture.

Nevertheless, in the midst of these challenges confronting business organization and broadcasting in particular it is difficult to ascertain the challenges confronting EBS and the opportunities available for the station to leap frog. Therefore it is against this background that the study seeks to investigate workers' assessment of the challenges affecting Edo Broadcasting Service in Edo State.

1.2 Statement of the Problem

The media is a dynamic instrument for change and reconstruction as well as reformation hence without information, no society can function effectively. The public media exists in Nigeria, like their private counterpart with challenges staring them on their faces. Even through, the government media outfit exists under the cover and protection of the government; they are not still free from problems which impede their growth and development.

Most broadcast stations are facing challenges such as use of outdated equipment, thereby failing to catch up with the challenges of globalization which are known for modernity, the non-availability of training and retraining opportunities, which is the bedrock for enhanced productivity; poor remuneration for staff. A development that has led to low motivation to perform optimally and above all the tele-guidance of management and staff by their employers, which is the government. Hence only projecting the activities of government with little or no regard for their responsibility to the public. These may not be the situation with EBS. The seeming challenges, are likely to truncate information dissemination thereby leading to starving the populace of information they require and putting question marks on the media social responsibility function.

Yet there are little or no empirical evidence on the challenges continuing Broadcasting especially in Edo State. The few studies that examined the challenges in broadcasting services were done in South-West States of Nigeria. It therefore becomes imperative for this study to

investigate workers' assessment of the challenges affecting Edo Broadcasting Service in Edo State.

1.3 Objectives of the Study:

The objectives of the study are to:

- 4 Find out audience assessment of the challenges affecting Edo Broadcasting Services in Edo State.
- 5 Discover audience views on the ways the challenges affecting EBS limit the Station's effectiveness.
- 6 Establish the perception of audience on how to resolve the challenges confronting EBS

1.4 Research Questions:

The research questions formulated for this study are:

- 1) What are the audience assessments on the challenges affecting Edo Broadcasting Service?
- 2) How do audiences view the challenges affecting the effectiveness of Edo Broadcasting Service?

- 3) What is the perception of audience on how to resolve the challenges confronting Edo Broadcasting Service?

1.5 Significance of the Study

It is expected that the output of this research would help to expand and extend empirical evidence for student and broadcasters on the challenges of government owned media organization.

This work would be of immense benefit to students in the field of Mass Communication and other social sciences as it would be an addition to existing literature. It would also be added to the few available academic literature on media challenges.

The findings of this study will enable media houses to function effectively and adopt measures to address the challenges. This study will also be of benefit to residents of Edo State as it would expose them to the various challenges faced by the station and offer opportunity for them to support the stations growth.

1.6 Scope of the Study

This research study was aimed at finding solution to the problems encountered by State government owned media houses, using Edo Broadcasting Service (EBS) as a case study.

1.7 Limitations of the Study

A major constraint of this work was the application of the questionnaire alone rather than the combination of participant, time constraints did not allow for the use of both which would in essence provided more information.

Furthermore, bureaucratic bottleneck also affected the study, visually all the media organizations listed by the researcher were hesitant to allow the researcher's easy assess to the potential respondents as well as information. In fact, the researcher has to sit out for many hours feeling paper work as well as answering questions to convince said media organization of true intentions.

1.8 Operational Definitions of Terms:

Terms fervently used in this study are defined in the context that they are operationalized so as to avoid misrepresentation.

- **Assessment:** Assessment is the action or an instance of making a judgement about something especially a formal one. It is also an act of appraisal or evaluation. This study evaluates or appraises the problems confronting EBS.
- **Broadcast Media:** An expedient means to transmit information, audio or video via electronic Mass Communication medium to be widest possible audience. It covers a wide spectrum of different communication methods in EDO, examples are Edo Broadcasting Service (EBS) and Nigeria Television Authority (NTA)
- **Challenge:** These are perceived constraints that limit journalists or media workers from taking action or crafting their job professionally mostly as a result of strategies management in view of this work, they are the factors militating against the performance of workers in EBS (Edo Broadcasting Service).
- **Edo State:** Edo State is located in the South-South part of Nigeria.

CHAPTER TWO

LITERATURE REVIEW

Preamble

This chapter involves a review of related literatures covering the following headings:

- 2.1 Historical Development of Edo Broadcasting Service
- 2.2 Organizational Structure of Edo Broadcasting Service
- 2.3 Challenges of Edo Broadcasting Service
- 2.4 Review of Empirical Studies
- 2.5 Theoretical Framework

2.1 Historical Development of Edo Broadcasting Service (EBS)

Edo Broadcasting Service has a rich and doing history that could be traced to 1965 when the Nigeria Broadcasting Corporation (NBC) was established in the then mid-West Region of Nigeria. So the NBC can be said to be the forerunner of what is today known as Edo Broadcasting Service. The NBC at that time, was established to meet the information and enlightenment needs of the people of the mid-western region. In January 1978, NBC became known as FRCN.

However, in September of 1978, the FRCN gave way to what became known as Radio Bendel when the then federal military government enunciated a policy of handing over its NBC Station in the States of the state governments. The Station then adopted the name Radio Bendel to reflect the defunct Bendel State. In 1980, a Television arm was added to complement what used to be known as Radio Bendel. This was made possible by the pioneering leadership of the then Governor of Bendel State, Prof. Ambrose Alli of blessed memory.

As far back as 1980, the Government had designated a parcel of land measuring several hectares of land at the present day Corporate Headquarters of the service at Aduwawa with the vision of building a broadcasting complex that will house Television, Radio and support facilities including accommodation and guest houses for staff. Actual test transmission started in the early days of November 1980, the Governor had the singular honour making his maiden broadcast on Bendel Television in the then Bendel State. The edict 11, 1986 empowered the name Bendel Broadcasting Service.

In 1990 and with the creation of new states in the Federation, Edo and Delta State were carved out of the now defunct Bendel State. As a result of this Edo and Delta State had ownership of the Broadcasting Corporation and was so designed until the establishment of Delta Broadcasting Service later in Asaba. This left Edo State with sole ownership of the then Bendel Broadcasting Service which is today known as Edo Broadcasting Service. Today, Edo Broadcasting Service is solely owned by the State Government and it is a parastatal under the Ministry of Information. Its Radio and television stations are received state wide and beyond. The Service has two sub-stations or booster stations at Ivue-Uromi and Ihievba near Afuze.

The booster substation at Ivue-Uromi retransmit television signal while radio signal are re-transmitted from Ihievbe. The service operates from two frequencies, it transmits F.M signal from 75.7KHZ frequency modulations, while the television can be accessed on channel 55 on the ultra-high frequency band at 743.25MHz.

2.2 Organizational Structure of Edo Broadcasting Service

EBS houses radio and television stations which is being managed by a general manager. The five basic departments under the guidance of a general manager are:

- News
- Programming
- Engineering
- Sales and Advertising
- Business Administration

News Department: The news department is the local face in Edo Broadcasting Service. News anchors, reporters, meteorologists and sports anchors usually become recognizable personalities in their communities. But behind the scenes are several people that facilitate news coverage, including the news director, makeup artists and a variety of producers, editors and content writers. Entry-level staffers at the news assignment desk, for instance, are on the front lines of the news-gathering operation. They man news-tip phone lines, listen to police

scanners, wade through emails and press releases and assist editors and producers in assigning stories and scheduling interviews.

Programming Department: Programming departments have a manager and assistant staff. The manager coordinates with other departments, especially the production or engineering department, to ensure scheduling and local television listings are accurate and up to date. This person also negotiates with parent companies to secure airing rights for new shows. However, the National Broadcasters Association reports that many large stations have reduced programming departments due to content being pre-determined at higher corporate levels. Another department with a similar function is the traffic department, which sets the advertising schedule and helps develop and edit a station's master list of programming.

Engineering Department: This department handles the technical aspects of broadcasting and on-air time. Under a chief engineer, otherwise known as director of broadcasting operations, there are a host of managers, engineers and studio crew members, including show directors, cameramen, audio board operators, teleprompter operators, photographers, videographers, tape room

editors and engineering technicians. Master control supervisors oversee the master control room and all switchboard operators. They monitor transmitter readings, align satellite receiver equipment and make sure video airs in proper sequence.

Sales and Advertising: The sales and advertising department in Edo Broadcasting Service generates revenue. The director of sales oversees sales managers, including the national sales manager and local sales manager. The former handles sales representatives from national advertising firms, working on tight deadline to book air time for high-profile clients. The latter supervises a sales staff comprised of account executives. Often working on commission, account executives focus on the local market, making contacts with businesses and other organizations in the community to sell advertising. Advertising departments might also have production staffs that include art directors, electronic graphic artists and voice talent, as well as market researchers who review and interpret ratings.

Business Administration Department: The business administration department handles the day-to-day business of the TV station. Office managers or station

managers work under the general manager and oversee clerks, receptionists and other help staff. Controllers, usually certified public accountants, are responsible overseeing the station's financial transactions, reports and budgets. They consult with other department heads regarding cash flow and expenditures. The human resources or personnel manager hires employees and ensures a safe workplace in all departments. Business administration might also house building maintenance workers who take care of the facility, from the studio to the restrooms.

The Roles of Managers in Edo Broadcasting Service

The General Manager: This is the overall boss in EBS, he is responsible for overseeing all the department, he manages and distributes revenue received from station sale of advertising time, this include the appropriation of available funds to each department as well as the bringing of supplies and services both inter-departmentally and externally to clients and advertising agency

Programme Manager: The programme manager is the head of programme department, this department is in charge of production and presentation area of the station. Under the programme department, there is library unit where compact disk, tapes recorded programmes, film

promos, advisement, documentaries and other audio visual contents which are to be terminated are kept, also for storage after transmission. The editing unit is also part of the programme department. This unit is responsible for editing outdoor events or recorded programme before such goes on air

News Manager: This is head of new and current affairs department. This department is responsible for news gathering and news casting the department has correspondents who are attached to permanent bits where the report news worthy events that occur in their bents. As part of news gathering process, it is also part of their responsibility to monitor foreign stations for news including newspaper. This forms part of news bulletin aired on the station. Announcement such as missing persons, obituary and burial arrangement as also prepared in the department. They also go to various events such as conference, meeting launching, et.c to also gather news worthy events.

Sales Manager: He or she heads the sales department; the department is responsible for selling airtimes for programmes which are aired on station. This department under the sale manager also rent out physical space within the station premises for those who wish to host event there. The responsibility of this department is to go out, and source for sponsor ship and advertisement from companies who wish to advertise their product and independent producer who wish to air their programmes on channels

Admin/Finance Manager: This manager ensures that there is maintenance and funds are available for the day to day running of the organization. He also ensure that all department are working together to meet the overall organization goals and objective.

Engineering Manager: He or she heads the engineering department. The department is in charge of maintaining and use of the station's equipment. He works hand in hand with programme manager to transmit programs, ensuring equipment is made available for production and transmission of programmes, also ensuring the masts and transmitter work perfectly.

2.3 Challenges of Edo Broadcasting Service (EBS)

The Edo state owned broadcasting station (EBS) has a lot of problems that diminishes their creativity and effectiveness. These are:

1. **Ownership and Control:** As the saying goes “He who pays the piper dictates the time”, so it is in the control of the media in Nigeria especially the broadcast media, owing to the fact that most broadcast media are owned by either the government and those influential individuals in the society whose political inclination are towards the ruling class and it is obvious that it is mainly the ideas, views, opinions as well as aspirations that are fed to the populace. It is therefore the owners that control and determine what the media disseminates to their viewing publics. The government usually put men that would do their biddings most of the time in top strategic positions in the media houses with little or no consideration for their qualifications, experience and past performance on the job. It is the employment and appointment of the wrong people that bring about the fall in standards and creativity, a phenomenon that has bedeviled the media. Using EBS as a case study, we see that it is by influence that General Managers are chosen and this also

influenced their programming and news coverage as well as their general output. It can be deduced from the dilapidated buildings in the media environment that both the government and the General Manager are after their own personal gains and image preservation. The personnel at EBS have apolitical inclination towards the ruling class hence they dictate the resultant aired or viewed opinion and programme of the state owned media. This is as a result of the prevalent stunted political growth of the country, the political clan uses their apparatus of the state to promote or propagate their ideas, programmes and agenda in such a way that standard transparency, unbiased etc are no longer the order of the day (Okolie, U. C. & Ayemumi, T.E. 2020)

This is not only for Nigeria or EBS in particular as can be seen from the coverage of the so-called developed worlds and the semi-developed world, thus stations like CNN, PRESS TV, AL JAZEERA, BBC, VOA, etc are always portraying events as it would reflect their principal in a vantage position. This does not only ensure that news and events become audience selective, it also promotes sentimentality in relating to issues.

In Edo State, most people would naturally believe that the State owned station will not give them the required information in news coverage and owing to the availability of it in other media stations. A drift becomes the order of the day especially when the government is not performing their electoral promises, this adversely affects the professionalism of the staff and promotes 'eye service' the influence of the owner on the owned only needs a deep sense of professionalism, appropriate knowledge of the laws of the land as well as freedom of expression and to information to be able to break through the clog.

Presently, no one seem to be looking to solve this problem as every successive government takes advantage of the service it derives without thinking of the audience appeal and the need for things to be seen as it really is, this in turn promotes witch hunting among the staffs, as individual agenda and manipulative tendencies come to bear, the people are always too conscious of what they talk about and the people they are friends with. In this profession it highly unethical.

A good government is that which realizes that a distorted information is not worth letting out, and that criticism does not kill, it

help to set a stage for a building foundation, must state owned stations are always seen as weak on this, as the privately owned media are having a feed day with the supposed information for their viewers for whom the station were originally built for, even if they have to pay more to get such information.

2. **Insufficient Funds:** Owing to modernity and technological advancement, the broadcast media is presently (although they have always been) a very capital intensive venture because you venture because you need state of the art facilities to be able to remain in the emerging broadcast industry, acceptance of any broadcast media is based on the quality of service rendered is usually based on the quality of men and equipment.

Presently, the quality of service is collectively based on the coverage, quality of the signals which also depends on the quality of the electronic gadgets, the quality of programmes depends on the quality of the programmer, fundamentally and these things that lead to good quality are very costly. Now that the world is turning into a global village everyone is striving to meet up. Any station that is not digitalized is taken

as not as competent in the world standard and for a station to be fully digitalized (instrumentally) a lot of money have to be spent on procurement of necessary facilities and training and re-training of staffs to meet with the world space and if the money flow is not adequate there would be a very sharp fall in the prevailing quality of service.

Edo Broadcasting service is presently designed to be self-sustaining depending on the income generated from the sales of air space which are commercials and other services rendered government subvention if there are any this has gone a long way in militating against the progress of the establishment for its designed goal. Owing to comparative service delivery, the patronage enjoyed by the service station is not sufficient for sustenance of its human capacity not to mention its infrastructure and equipment in regards to world standards (Ukhurebor, K.E. & Umukoro, O.J. 2018)

Government relying on the self-sustenance policy of EBS has not done greatly in promoting the growth of the industry to fully digitalized and enhanced station by not adequately funding its projects. This is because other priority may be plaguing on them being government, but it

does not underscore the importance of funding. EBS just came into the stream of digitalized in 2011 although not yet fully for an industry that has varieties of appealing programmes while also rendering other services, more so, staff training are sub-related issues that have been kept at bay. It is also important to note here that the sustenance of the market which is grossly dependent on quality of service would be highly affected if the problems persist, although the government in itself doesn't have the power to dole out money as every cry come as it also depends on the state assembly before money is released, more so, when the money is finally released, does it actually serve the purpose for which they were meant? Or is it only on face value? This is the problem bedeviling government owned parastatals EBS not excluded.

3. Lack of maintenance culture and obsolete technologies: Most of the government owned stations in Nigeria lack maintenance culture and their infrastructures have decayed tremendously owing to the negligence of the government, more so, the issues of modern equipment to meet with the present day demand for quality service is also paramount as a challenge because of the negligent attitudes of the both the government

and the media personnel. Many of infrastructural design adorning the establishment have not been duly up graded and the maintenance culture on the existing equipment which are old and absolute is also one of the many challenges of the broadcast media as training and re-training of specialized staff for such is not done.

The equipment sometimes creates problems of down time which may make the station not to be on air for a period of time, thus tampering with the viewing attention and the morale of their would be viewers. Un till now, the television arm EBS is not digitalized. This is shameful. Without a good maintenance culture the required qualitative output would be affected as a result of malfunctioning this in turns affects the overall output of public consumption would be low and audience adherence will also be lowered. The technology required for modern day broadcasting needs to be provided before appropriate enhancement in the service station can be realized (Emwinromwankhoe, O. 2020)

4. Inaccessibility to valuable information and censorship: Another major handicap of the broadcast industry in carrying out their functions which includes the role of nation building is the secrecy of

the government. More often than not, important information, data, documents, etc on development and other issues are generally regarded as “strictly confidential and national security document” and the claim of the official secret act in information hoarding has kept the media behind of the government as any one that obtains such recorded information is usually accused with contempt.

The government has hidden behind the official secret act to shield against proper investigation from the journalist, hence the journalist get only the information the government deems fit for them to have. Most times, the information are usually coated with public relation which in turn is diluted and or a complete untruth. In recent times the journalist would have to swear an oath in a court that the information they require would not be used to incite the people against the government and that the information would be put to good use.

There is also the issue of external censorship by the government through the various media organization and press law enactment. Censorship done by the government is usually carried out to either change and kill a story or silence the journalist. A very good example is

the case of Gbenga Aruleba the presenter of focus Nigeria on AIT was removed from anchoring the programme because he was accused of criticizing the government in power, well according to the minister of information his comments during the programme is enough to either incite the mass of the people against the government or the senate to move for an impeachment (Ighiegba, O.S. & Olley, W.O. 2018) The problem is not only with the government as other private institution also hoards information as they are also afraid of exposure and criticism.

5. Illiteracy/Language: The issue of illiteracy is not Nigeria's problem alone as most developing countries are still faced with this problem with no realizable solution in sight. Akpoveta and Ogbemi (2006) assert that about 70-80 percent of the Nigerian populations are still residing in the rural areas. Most of them are illiterate and do not have adequate access to the mass media. Available data shows that not very much is being done to sincerely and adequate address this problem. Then the issue of language has always been a problem considering the fact that Nigeria is a mutli-language hence the acceptable language is English and most times understanding English is not easy. The problem of language has made it

very difficult for the audience to understand and internalize messages disseminated to them. Although the broadcast media try to solve this problem by introducing translations in the local languages, there is still the problem of covering all the local languages.

In Edo State where there are more than 20 languages, only 5 is being represented in language news reportage, hence the others are cut off from the day's events. There are still some parts of Edo State that cannot understand the vernacular (Pidgin English) because they are illiterates who consider even the simplest form of English a very complicated word with complex meaning and would have to be spoken to in their own language. Most broadcast stations in Nigeria do not have the sufficient resources to employ language translators, hence the under development of the rural areas.

6. Problems of Commercialization: Following the austerity measures adopted by General Ibrahim Babangida between 1985 and 1993, there was a need to reduce government spending on public enterprise and to privatize and commercialize the broadcast industry.

This simply allowed private individuals to control majority of the shares in these broadcast industries, and those public corporation which have hereto operated without the profit motive, were expected to charge a reasonable fee for service rendered. It was this policy that brought the idea of the FRCN and the NTA charging individuals for commercials, news, obituaries, birthday celebration announcement and coverage, political parties summits, house warming and many more. The bottom line of this issue is that services that were rendered for free were now veritable sources of income to the mass media. Although commercialization was intended to help government raise funds, it has however put a spade on developmental news and programmes. For instance, the hours of the day that would have been used for public service broadcasting are now used for entertainment programmes such as the Mexican soap operas reason being that most of these soap operas attract a lot of advertisements hence these stations would rather show these entertainment programmes of high commercial values rather than show programmes that have the capacity to increase societal development. It is a known fact that the quality of broadcasting in terms of development

oriented programmes of the early 1990s has been overtaken by events with the particular emphasis on money. This in turn has led to the death of creativity in indigenous programmes. Since there is an increase in everything that is needed for broadcasting, commercialization has made media houses owned by the government to start charging individuals and various agencies for the placement of commercial on their air space (Ufoaroh, S.U & Abu, K.R. 2019)

This singular act has affected the programming structure of the broadcast industry as the amount of air space given to commercial is actually more than the time scheduled for programmes that are meant to educate the the people and also enlighten them. Most broadcast stations have now concentrated fully on creating programmes that would attract advertisers as well as sponsors without putting the message of the programme in serious consideration.

7. Threats, Personal Safety, Unprofessional and Unethical Attitudes of Journalist

There are usually threats to life, means of livelihood, and the liberty of journalist in developing countries. A number of media houses go through traumatic experiences when they go through searches from security and government officials.

In Nigeria, for instance, during the various military regimes a lot of media houses were closed down and the staff of such media organizations went through a lot of trauma. A case that will continue to remain fresh in the hearts of millions of Nigeria is the killing of Dele Giwa in 1986 through a letter bomb. Two journalist working for the Guardian Newspaper NdukaIabor and Tunde Thompson were jailed during the Buhari regime, NosaIgiebor who worked with Tell Magazine was also jailed, even Chief Anthony Enahoro was jailed in 1994. This has led to the death of investigative professionalism of most journalists as those that have tried had either lost their jobs or their lives in the process of uncovering hidden truth.

Then there is the problem of unethical and unprofessional attitude of journalists in Nigeria. Most communication scholars believe that the

threat to life caused the unprofessional attitude of most journalists as they would rather serve and be in support of the ruling class rather than be against them, as being for them guarantees their lives and personal safety regardless of their ethical oath of truthfulness. Most journalists have resulted to asking and collecting gratification popularly known as “brown envelopes” so they can either slant or kill totally a news report that those in power consider harmful to their positions. (Obianigwe 2009) Journalist have been known to report on cases and events they know little or nothing about or worst still twist and manipulate information in favour of a ‘god father’, in the same manner they have resolved to practicing yellow journalism.

8. New Technology/Digitalization: At the dawn of a new millennium, the impact of the new media technologies became a focal point in all media operations, thus, there is a good number of equipment’s and technology that in broadcasting were n...o longer in tune with the emerging technology. For instance, most analog equipment used in broadcasting could no longer meet the needs or efficiency in media operations, apart from this, the type of television sets that were

manufactured were no longer compatible with stations that still use analog transmitting equipment.

The international telecommunications and telegraph have stipulated that all television stations must switch to digital equipment by 2015. In Nigeria, the NBC set their date to 2012 as the deadline to switch into digital broadcasting, but as can be seen by events, the Nigeria media is still nowhere near the digital world as at the set 2012 date (Emwinromwankhow, O. 2020)

The issue of digitalization has brought down the image of Nigeria in the African world as most African nations can boast of up to date technologies if not all but a few. The same cannot be said of Nigeria as analog equipment is still the bane of operations even in the federal owned stations that is the NTA and the FRCN.

9. Role of the Press Media: The role of the press has been a contentious one in the history of Nigeria. The various governments whether military, colonial, civilian have at one time or the other engaged in the formulation and implementation of laws and policies that have seriously restrained the freedom of the press. During the colonial era, there were all sorts of laws

that militated against the free flow of information; our gaining independence did nothing to change the situation.

For instance, in Abacha regime, RAYPOWER and AIT were closed down by the Head of State and it was charged with sedition. It was alleged that this station criticized the 2 million March by the 'Youth earnestly ask for Abacha' programme, and then there was the case of Chief T.O.S Benson, the first indigenous Minister of information after independence. In his first press conference threatened that grave punishment awaits any journalist or media house that criticizes the Federal Government, just about a year later Chief Chike Obi was charged with sedition under the same media law and two years later Chief Aluko and Dr. Oluwale Odumosun were jailed for sedition because of their critical enquiry of the Coker Commission.

Journalists have been brutalized, harassed and jailed at various times as a result of the retroactive and draconian laws and decrees that existed at one time or the other. Laws restricting the practice of journalism in Nigeria include the following:

1. The law of defamation (slander and libel)
2. Contempt of court
3. Law of privacy
4. Official Secret Act
5. Law of protected space,
6. Law of sedition.

These laws were formulated and implemented for the sole aim of limiting the press and the infringement of press freedom by the government and it would be surprising to state that it was not only media practitioners that were harassed, vendors were also harassed and arrested for selling offending copies of news bulletins <https://www.ebs.com.ng/>

2.4 Review of Empirical Studies

Olube, F.K. (2013) Problems confronting government-owned media in Edo State, Nigeria. *Journal of academic Research International*4(3) 415-431.

Study which is related to this work is a research conducted by Olube (2013). The aim of Olube (2013) study was to attempt to discover the problems that are common with government owned media, to establish the impact of these problems on media performance of media

houses and to identify measures of eliminating such challenges. The study used the simple random sampling technique to select 50 respondents as a sample size from a population of 250 employees of River State Broadcasting Corporation. The Study used the close ended/structured questionnaire to collect data for the study and analysis was done using the simple percentage approach. The study also revealed that the problem of government owned media was that management was not given freehand to run the establishment. This confirms the studies by (Edosuyi, 2013 and Obienu, 2013) which observed that government influence have an overwhelming effect on media stations particularly media managers who are cocktailed in carrying out their functions without bias.

The study of Olube (2013) also revealed the managerial problems of government-owned media as enumerated include political, economic and technical constraint.

The study of Olube (2013) is related to the current research work under study is that both studies used the survey design to identify the problems confronting. Government owned media and the effects on

Journalism practice. While Olube (2013) was hinged on the development media theory of the press, the current research is anchored on the authoritarian theory and the social responsibility theory of the press. Olube (2013) sampled 50 respondents using the random sampling technique from a population of 250 while this study employed the simple random technique. While Olube (2013) study covered the population of Rivers State Broadcasting Corporation, this research covered the staff of Delta Broadcasting Service, Nigeria Television Authority as well as Pointer Newspaper.

2.5 Theoretical Framework

This study was anchored on two theoretical frameworks. They are:

- Authoritarian Theory
- Social Responsibility Theory

The Authoritarian Theory

This study is best situated within the context of the authoritarian theory. This theory amongst other dominant theoretical perspectives or models is pertinent to this work. According to Ogbiti (2002), this theory is applicable where the press is largely owned and controlled by mostly

dictators as in some African, Latin American and Asian countries. The theory posits that the ruling class is given the right to use and control the press to promote the interest of the government in power. As Folarin (2005) points out it is derived from the state philosophy of absolutism, which gave the government of the ruling class the right to use and control the press and thus, determine what the public should know or believe. Whether the ownership was public or private, authoritarian media existed to promote the interest of the government or its functionaries.

The authoritarian theory in relation to this study indicates that instruments of control of the media are: direct state control of production, enforceable codes of conduct, heavy taxation and other kinds of economic sanctions, controlled import of foreign media, government right of appointment of editorial staff and suspension of publications. There is the lack of true independence to journalists who are subordinated to state authority. It justifies advance censorship and punishments for deviants.

Social Responsibility Theory

Social responsibility theory of the press, according to Ojobor in Okunna (2012) stressed that” the theory believes that freedom carries

concomitant obligation in it, press is to be responsible to society by carrying out certain essential functions of mass communication Siebert et al as cited by Ojobor in Okunna (2012) supported this assertion by saying that “ the theory tries to reconcile their somewhat divergent principle; individual freedom, and choice, media freedom and media obligation to society. Two main ways have been generally adduced as solution for achieving freedom and responsibility of the press. First, developing independent public institutions for media management. Secondly, further development of professionalism as a means of achieving higher standard of performance while maintaining self-regulation by the media themselves. Baran (2007) added that media must remain free of government control, but in exchange the media must serve the public.

The major premise of the social responsibility theory is that freedom carried concomitant obligations and the press, which enjoys a privileged position under the government, is obliged to be responsible to society in carrying out certain essential functions of mass communication (Anaeto, Onabajo&Osifeso,2008).

Despite all the criticisms that beset the practicability of this theory by several scholars, the views expressed in Asemah (2011) can be justified; he says “one good thing about this theory is that it reminds the journalist of his responsibility to the society”. This goes to show that the tenet of social responsibility theory applies the journalists, media owners and government in the discharge of their duties and day to day basis.

CHAPTER THREE

RESEARCH METHODOLOGY

Preamble

This chapter present the method used in carrying out this study. It would be sequentially treated as follows:

6.1 Research Design

6.2 3.2 Population of the Study

6.3 3.3 Sample Size

6.4 Sampling Technique

6.5 Instrument of Data Collection

6.6 Method of Administration of Research instrument.

6.7 Validity of Research Instrument

6.8 Method of DATA Collection

6.9 Method of Data Analysis

3.1 Research Design

This study adopted the survey design. The survey design was employed die to the nature of the study which required that data wre drawn fro a representative of the entire population with the aid of

research instrument like questionnaire. Moreover, survey design are usually employed when a researcher is interested in the attitude, opinion and perception of people in a given population too large to observe directly.

Hence, this study which focus on audience assessment of the challenges affecting Edo Broadcasting Service in Edo State employed survey design which enabled the researcher to focus on a portion of the population of Edo State considered as a representative of Edo Broadcasting Service audience in Edo State. This is another reason which made the reason which made the use of survey design for this study justifiable.

3.2 Population of the Study

The population of this study was 3,218,332. which is the total population of Edo State as the Declared in the 2006 Census Figure. It becomes imperative to rely on this figure as no other census has been conducted in Nigeria, More so, Broadcasting Station like Edo Broadcasting Service describe their audience as the people living in the given state as well as other neighboring states where Television signals

are also received. The most populous local government in each zone are as follows

1. Oredo local government area 490,600
2. Esan South East local government area 217,900
3. Akoko-Edo local government area 342,600

The total number of these local government areas is 1051100.

3.3 Sample Size

The sample size for the study was 400 respondents. The study was 400 this figure was derived using Taro Yamane's sample size determination formular for large populations. To arrive at the 400 sample size, Taro Yamane fomular was applied as

Where $n = N/(1+N(e)^2)$

n = sample size

N = Population Size

E = Margin of Error (0.05)

Using the Taro Yamane Formular

$n = 1051100 / (1 + 1051100(0.05)^2)$

$n = 1051100 / (1051101(0.0025))$

$$n=399.847456160289$$

$$n=400$$

3.4 Sampling Technique

The satisfied random sampling procedure is used. This implies that the strata for the study are each local government in the senatorial zone. The proportional measure is used to determine the number for the sample in each local government area as follows:

Table Sample Frame

local government area	Population	Percentage proportion	Sample
Oredo	490,600	46.7%	187
Esan South East	217,900	20.7%	83
Akoko-Edo	342,600	32.6%	130
Total	1051100	100%	400

The proportional representation is used to determine the distribution for each local government area. The simple random ample is used to select respondents in each local government area.

3.5. instrument of Data Collection

The research instrument for this study was the questionnaire. Wimmer and Dominick (2011) posited that specifics of questionnaire design depend on the choice of data collection technique that the researcher wants to administer. The questionnaire is divided into 6 sections. Section A was focused on Demographic Data of Respondents the option details the values for each options. Section B was used to know the audience assessment of the challenges affecting Edo Broadcasting Service in Edo State. The response are a range from Strongly Agree (SA) Agree (A) Disagree (D) and Strongly Disagree (SD) it consists of 4 variables. Section C was used to know the Audience views on the challenges affecting Edo Broadcasting Service and their passion to EBS. It has Seven Variables. The responds are on a range from Strongly Agree, Agree, Disagree, and Strongly Disagree. Section D ascertain the perception of audience towards resolving the challenges confronting Edo Broadcasting Station they are Seven Variables. Responds are on a range from Strongly Agree, Agree, Disagree and Strongly Disagree.

3.6 Method of Administration of Research Instrument

The 400 copies of the questionnaire employed in this study were distributed to reflect and represent all the 18 local government areas of Edo State. Thus, one major local government area in each of the senatorial zones in Edo State was selected bearing in mind that the senatorial zones are homogenous in ethnicity and language.

The researcher utilizes the zone as the strata for the study. The proportional distribution of the instrument led to the distribution of instrument on the strength of numerical population. Hence, Oredo received 187 instrument distributed in all the wards of the local government randomly. The researcher therefore sent research assistant separately into Sapele road and airport road which harbors the ward in Oredo Local government Area. In Esan South East, A research Assistant distributed the 83 copies in Ubiaja, the headquarters of Esan South East local government area. This was achieved in a market day where all residents gathered, as the market day attract all residents. Hence, it was easy to carry out random sampling on the residents. The same strategy was adopted in Akoko-Edo local government area as the research

assistant went to the market on the market day. The residents population regularly gathered at the market this made distribution easy.

3.7 Validity of Research Instrument

The face validity applied to the research instrument for the study. In order to ensure that relevant items were included in the research instrument (questionnaire), extensive literature was reviewed before the questionnaire was constructed. The questionnaire as then submitted to the research supervisor and other lecturers in the department of mass communication for a thorough scrutiny and cross checking of the instrument to ensure that the questionnaire item are relevant to the study. All suggestion and corrections were made in operating of a final copy the questionnaire. Therefore, face and content validity of the instrument was ensured.

3.8 Method of Data Collection

The researcher adopted a person to person method of questionnaire administration and collection with the help of five (5) assistants. The use of five (5) research assistants was to help ensure that all the selected wards in the selected local government area were duly covered. Copies of

the questionnaire were distributed to the 400 respondents in the three (3) local government areas in Ed State. This ensures that the questionnaire administration were returned on the same day.

3.9 Method of Data Analysis

The data generated for this study were analyzed and presented with the aid of frequency tables, simple percentage and mean scores. Frequency tables were used to portray the data in an easy manner to comprehend. Mean score and simple percentage were used to expressed complex details in an essay to comprehend mathematical terms.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

Preamble

This chapter dedicated to the presentation and analysis of data generated through the copies of the questionnaire. A 98% return rate was recorder due to the face-to-face method employed in the administration of the questionnaire. Hence, 392 copies of the 400 questionnaire distributed were retrieved. The study utilized the likert scale instrument for the questionnaire. In coding the data, the use of weighted measure was adopted. Hence, the scale is represented in this order. Strongly agree = 4, agree = 3, disagree= 2, strongly disagree = 1. For this scale, the acceptance level is 3.00 any score below this acceptance level is rejected. Also this chapter presents the discussion of findings through the research questions posed for the study.

4.1 Presentation and Analysis of Data based on the Demographic of Respondents.

Table 1: Age distribution of Respondents

Age Range of Respondents	Frequency of Response	Percentage of response
Less than 20 years	35	8.9
20-29 years	108	27.6
30 -39 years	135	34.4
40- 49 years	75	19.1
50-59 years	35	8.9
60 years and above	4	1.0

Source: Field survey,2021

Table 1 shows that majority of the respondents are within the range of 30-39 years, which is 34.4%, while 27.6% of the sample is within the age range of 20-29 years. Those who are between the range of 40- 49 years are 19.1% of the sample as those that are 50-59 years account for 8.9 % of the entire sample. The smallest group in the age range is the age range of 60 years and above.

Table 2: Gender distribution of Respondents

Gender of Respondents	Frequency of Response	Percentage of Response
Female	235	59.9
Male	157	40.1
Total	392	100.0

Source: Field survey,2019

Table 2 indicates the gender distribution of respondents. Female respondents amount to 59.9%. While male respondent's amount to 40.1 % of the sample.

Table 3: Religious affiliation of Respondents

Religion	Frequency of Response	Percentage of Response
Christianity	324	82.7
Islam	59	15.1
Traditional	9	2.3
Total	392	100.0

Source: Field survey,2021

In table 3, the Christian faith constituted the largest group of respondents as they account for 82.7% of the sample. Those who are Muslims are 15.1% of the sample while the traditionalists account for 2.3% of the sample.

Table 4: Marital Status of Respondents

Marital level of respondents	Frequency of Response	Percentage of Response
Married	189	48.2
Single	200	51.0
Separated	3	.8
Total	392	100

Source: Field survey,2021

In the table 4 above, the largest group of respondents is those who identify as single (51.0%). Those who identify as married are 48.2% of the sample.

Table 5: Educational level of Respondents

Educational level of respondents	Frequency of Response	Percentage of Response
Primary School	4	1.0
Secondary school	129	32.9
Tertiary institution	259	66.1
Total	392	100.0

Source: Field survey, 2021

Most of the respondents as revealed in Table 5 have a tertiary qualification, as 66.1 % claimed to have a Tertiary level degree, 32.9% claimed to have a secondary school qualification and 1.0% claimed to have primary school qualification.

Table 6: Audience Assessment of the Challenges Affecting EBS in Edo State

Assessment of challenges affecting EBS	(x) measure	Standard deviation	Decision
EBS workers are poorly motivated to do their job in the EBS.	3.2474	.75520	Accepted
EBS staffs are poorly trained	2.6505	1.20009	Rejected
EBS workers are not qualified to engage in broadcasting	2.6097	1.05025	Rejected
EBS lacks quality leadership.	2.8112	.80286	Rejected
The remuneration of EBS workers is very low compared to industry standards	3.1505	.44698	Accepted
EBS is very stressful for the workers	3.2781	.62491	Accepted
EBS lacks the equipments needed for proper broadcast performance	3.0230	.60432	Accepted
EBS is always under government pressure	3.2449	.73719	Accepted
EBS suffers undue influence by the government on workers	3.2526	.67849	Accepted
EBS is not conducive for journalism	2.4847	1.17944	Rejected
EBS Poor Management affects workers performance	3.0638	.58848	Accepted
I do not watch EBS as regularly as I watch other channels on television	3.1556	.53403	

Decision level>3.00

From the measures in the Table 5, the mean score of responses to the statement “EBS workers are poorly motivated to do their job in the EBS” is significant ($3.2474 \pm .75520$) suggesting that the audience is of the opinion that the workers in EBS are poorly motivated. The mean score of responses to the statement “EBS staffs are poorly trained” is not significant (2.6505 ± 1.20009) the

value of the standard deviation suggests that most responses cluster around the mean value with little dispersion. The mean score to the statement “EBS workers are not qualified to engage in broadcasting” is not significant (2.6097 ± 1.05025). The mean value indicates that the audiences on the average differ in their perception of the staff of EBS as not qualified to engage in broadcasting. The mean value for the response to the statement “EBS lacks quality leadership” is not significant ($2.8112 \pm .80286$). The mean value for responses to the statement “The remuneration of EBS workers is very low compared to industry standards” is also significant. Respondents are also of the opinion that workers in the broadcast outfit are not well remunerated for their efforts. Audiences largely believe that EBS is very stressful for the workers ($3.2781 \pm .62491$). Responses to the statement “EBS lacks the equipments needed for proper broadcast performance” are significant ($3.0230 \pm .60432$). Most respondents believe that the EBS is always under government pressure as they largely indicated ($3.2449 \pm .73719$). Respondents also largely agree that “EBS suffers undue influence by the government on workers as the mean score of $3.2526 (\pm .67849)$. Respondents are also not in agreement on the average that EBS is not conducive for journalism as the mean score of $2.4847 (\pm 1.17944)$ is not significant.

Respondents indicated that EBS Poor Management affects workers performance as the mean score is significant. Lastly, the mean score for responses to the statement “I do not watch EBS as regularly as I watch other channels on television” is significant as the mean score of 3.1556 (\pm .53403) is very significant.

Table 7: Audience views on the challenges affecting EBS their passion to EBS

Assessment of challenges affecting EBS	(x) measure	Standard deviation	Decision
Political interference is the major challenge affecting the EBS	3.2526	.54935	Accepted
Welfare shortfalls of staff is a major challenge affecting EBS	3.1607	.54673	Accepted
Other competitive televisions entry into broadcasting in Edo state is the major challenge affecting the EBS	2.6429	1.11718	Rejected
Poor management is a major challenge affecting the EBS	3.2577	.65739	Accepted
The working environment of EBS is not conducive for journalism	3.2577	.51319	Accepted
Poor Management affects workers performance in EBS	3.1046	.57375	Accepted
I do not watch EBS as regularly as I watch other channels on television	3.1173	.53664	Accepted

Decision level>3.00

In the table 7, the sampled audience is of the opinion that political interference is the major challenge affecting the EBS as the mean score of 3.2526 (\pm .54935) is significant. The mean score of responses to the statement “Welfare shortfalls of staff is a major challenge affecting EBS is also significant at 3.1607(\pm .54673). the mean score of responses to the statement “Other competitive televisions entry into broadcasting in Edo state is the major challenge affecting the EBS” is not significant (2.6429 \pm 1.11718). Responses on the statement “Poor management is a major challenge affecting the EBS” has a mean score of 3.2577 (\pm .65739) which is also significant. The mean score for responses to the statement “The working environment of EBS is not conducive for journalism” is significant (3.2577 \pm .51319). Respondents on the average agree that “Poor Management affects workers performance in EBS” with a mean score of 3.1046 (\pm .57375). Lastly, the mean score to the statement “I do not watch EBS as regularly as I watch other channels on television” is significant 3.1173 (\pm .53664)

Table 8: The audience views on the challenges affecting EBS and their passion to EBS

Assessment of challenges affecting EBS	(x) measure	Standard deviation	Decision
The way forward for EBS is for the Edo state government to sell its stake in the broadcast station	3.2857	.55399	Accepted
Government should invest heavily in training the workforce of EBS	3.0204	.63132	Accepted
Government should invest in the provision of high tech equipments to facilitate broadcast	3.2321	.67068	Accepted
Journalists should be allowed editorial independence in EBS	3.2526	.65157	Accepted
The EBS management should be allowed to function with little interest from the government	3.2605	.5314	Accepted
EBS should recruit seasoned journalists and managers	3.0153	.53975	Accepted
There should be public and private partnership in the management of the EBS	3.1301	.59487	Accepted

Decision level>3.00

The responses in table 8 are suggestions on ways forward for the EBS. Respondents agree on the average that the Edo state government to sell its stake in the broadcast station as the mean score of 3.2857 (\pm .55399) is significant. Respondents agree on the average that the government should invest heavily in training the workforce of EBS as the mean score of 3.0204 (\pm .63132) suggests.

Respondents agree on the average that the government should invest in the provision of high tech equipments to facilitate broadcast (3.2321±.67068) there is also the agreement on the average that journalists should be allowed editorial independence in EBS (3.2526± .65157). Respondents agree that the EBS management should be allowed to function with little interest from the government (3.265± .5314) just as they agree on average that EBS should recruit seasoned journalists and managers (3.0153±.53975). Lastly respondents agree that there should be public and private partnership in the management of the EBS (3.1301± .59487)

4.2 Discussion of Findings

This section provides the discussion of findings. The discussion of finding was based on the four research questions posed for to guide this study. Therefore this section provides answers for the four research questions based on the findings/data gathered and analysed.

Research Question 1: What is the audience assessment on the challenges affecting EBS?

Answers in the table 6 above indicate that EBS workers are poorly motivated to do their job in the EBS. They agree that the remuneration of EBS workers is very low compared to industry standards. Audiences believe that EBS is very stressful for the workers, that EBS lacks the equipments needed for proper broadcast performance, respondent agree that the EBS is always under government pressure, they agree that EBS suffers undue influence by the government on workers. Respondents agree that they do not watch EBS as regularly as they watch other channels on television. From the data gathered, it shows that there are human resources deficits, political pressures, poor welfare packages and a lack of equipment for broadcasting in EBS. It is also the case that EBS does not enjoy regular viewership as other stations. This finding has some relationship with the empirical work by Olube (2013) whose study revealed that wide political, economic and technical constraints. Hence, this study has demonstrated that the Edo broadcasting services is perceived by the public to be severely disadvantaged in the broadcasting business.

Research Question 2: How do audiences view the challenges affecting the effectiveness of EBS?

In the table 7, the sampled audience is of the opinion that political interference is the major challenge affecting the EBS, they agree that welfare shortfalls of staff is a major challenge affecting EBS, they agree that poor management is a major challenge affecting the EBS, they agree that the working environment of EBS is not conducive for journalism, they agree that poor Management affects workers performance in EBS. Lastly, they agree that they do not watch EBS as regularly as they watch other channels on television. From the responses to table 7, audiences considered that the effectiveness of the EBS is hampered by political interference, welfare shortfalls, Other competitive televisions entry into broadcasting in Edo state, poor management, none conducive working environment, poor Management, and poor audience consumption of the station's programs are the structural facts that hamper effective broadcast of the EBS. This is in line with the findings of Olube (2013) whose findings revealed that government ownership of broadcast stations is problematic. This study adds to the empirical insight of Olube (2013) on the particular challenges that affects the effectiveness of Government owned broadcast stations.

Research Question 3: what is the perception of audience on how to resolve the challenges confronting the Edo broadcasting service?

The responses in table 8 are suggestions on ways forward for the EBS. Respondents agree that Edo state government should sell its stake in the broadcast station, they agree the government should invest heavily in training the workforce of EBS, they agree that the government should invest in the provision of high tech equipments to facilitate broadcast, they agree that journalists should be allowed editorial independence in EBS, they agree that EBS management should be allowed to function with little interest from the government, just as they agree on that EBS should recruit seasoned journalists and managers, and they agree that there should be public and private partnership in the management of the EBS. The answers are in the table 8 Respondents are of the opinion that resolving the challenges of the EBS would require that the Edo state government sells its stake in the broadcast station, that the government should invest heavily in training the workforce of EBS, the provision of high tech equipments to facilitate broadcast, that journalists should be allowed editorial independence, that the EBS management should be allowed to function with little interest from the government, and that EBS should recruit seasoned journalists and managers. Lastly respondents agree that there should be public and private partnership in

the management of the EBS. These suggestions suggested that the EBS should reconsider its management structure for the station to make a remarkable change in the current state of the broadcast outfit.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

Preamble

This chapter presents the summary, summary of findings, conclusion and recommendation based on the findings of this study.

5.1 Summary

This research study was aimed at finding solution to the problems encountered by State government owned media houses, using Edo Broadcasting Service (EBS) as a case study. The study specifically tried to ascertain audience assessment of the challenges affecting Edo Broadcasting Services in Edo State, audience views on the ways the challenges affecting EBS limit the Station's effectiveness and the perception of audience on how to resolve the challenges confronting EBS. The scope of this study was Edo state residents who have access to Edo broadcasting service (EBS). This study was anchored on Authoritarian theory and social responsibility theory.

The authoritarian theory posits that the ruling class is given the right to use and control the press to promote the interest of the government in power while the social responsibility theory of the press posit that freedom carries concomitant obligation in it, press is to be responsible to society by carrying out certain essential functions of mass communication. The study adopted the survey research design as recommended by Wimmer and Dominick (2011) who posited that “a large amount of data can be collected with relative ease from a variety of people”. The population of this study comprises EBS Television viewers in Edo State clustered into local governments as it was delineated by the 2006 census exercise. Edo state has 18 local government areas and has 3,218, 332 people (Nigerian population commission, 2018). The sample size is 399 respondents. The stratified random sampling procedure was used. The research instrument chosen for this study was the questionnaire. Data generated was analysed with the aid of SPSS version 20.

5.2 Summary of findings

- I. The average respondent indicated that the EBS suffers human resources deficits, political pressures, poor welfare packages and a lack of equipment for broadcasting in EBS.

- II. On the average audiences considered that the effectiveness of the EBS is hampered by political interference, welfare shortfalls, Other competitive televisions entry into broadcasting in Edo state, poor management, none conducive working environment, poor Management, and poor audience consumption of the station's programs are the structural facts that hamper effective broadcast of the EBS.
- III. Respondents are of the opinion that resolving the challenges of the EBS would require that the Edo state government sells its stake in the broadcast station, that the government should invest heavily in training the workforce of EBS, the provision of high tech equipments to facilitate broadcast, that journalists should be allowed editorial independence, that the EBS management should be allowed to function with little interest from the government, and that EBS should recruit seasoned journalists and managers. Lastly respondents agree that there should be public and private partnership in the management of the EBS.

5.3 Conclusion

The Government owned station EBS was set up to promote government interest in broadcasting. However, events in recent times with deregulation of the broadcast industry as well as government neglect of the responsibility of adequate funding of the station's facility and operations has led to a decline in viewership and programs. The broadcast channel therefore suffers as a result of neglect by successive governments. This has led to the fall in standards and low levels of return on investment from the government owned EBS.

5.4 Recommendations

This study has shown that the EBS has declined in operational value from the perception of the people in the state. Based on the findings drawn from this study, the following recommendations are put forward as a way of stimulating wider viewership of the public for EBS.

1. There is the need for the government to carry out an inventory of the stock of human capital in the EBS. This will allow for the determination of the availability of the resources for program effectiveness and identify grey areas that hamper transmission acceptance among the general public.

The inventory shall account for human and material availability and deficits in the station.

2. There is the need for the government agencies to carry out a survey among the public to determine the areas in broadcast which enjoys some popularity among the public and areas of intervention for improvement
3. It is essential that the ownership structure of the EBS be revisited. This is needed to shore up the technical and administrative talents in the private sector. The Edo state government can get experts to put a value on the broadcast outfit after which the government may sell as much as 20% of its stake to media companies with the wherewithal for operational effectiveness. By so doing, the Government will retain its majority stake while the private sector company takes care of the technical problem areas where the recommended details above are implemented, the level of acceptability will increase as the residents will identify with the programmes on the channel.

REFERENCES

- Abubakar. Y. (1993) *The Role of Nigerian Mass Media in Rural Development And Transformation Effort with Particular reference to Electronic Media*. Ibadan:
- Adosuyi A.D. (2013) Globalization and Community Technology in The Broadcasting. *Journal of School of General Studies*. 3 (1), 14-49
- Akpan. C.S. (2002) *Sound and Sight Communication*. Nsukka: Price Publishers
- Akpoveta, E.E & Ogbemi O.B/ (2016) *Introduction to Mass Communication a modern Approach*. Asaba: Otuba Press
- Allport, J.W. (1954) *Attitude in Nature of C.M. Murchidson* (Ed) Handbook of Attitude MAHWAH, NJ: Laurence Erlbaum
- Asemah E.S., Nwaamuo and Ukwarm (2017) *Theories and Models of Communication*. Jos: University Press
- Asemah, S.E. (2011) *Prospects in Advertising and Public Reactions*: Jos: Lizborne Press
- Baran. S. (2010) *Introduction to Mass Communication, Media Literacy and Culture*. New York: McGraw Hill.
- Emwinromwankhoe, O. (2020). Media Convergence and Broadcasting Practice in Nigeria: Three Broadcast Stations in Focus. *Covenant Journal of Communication*, 7(1), 13 - 28
- Ezeokoli, V. (1993) *Using the Radio for Rural Development, in E.O. Akeredolu- Ale (Ed) Mass Communication and Rural Development in Nigeria*. Ibadan: Spectrum Books Limited.
- Ighiegba, O. S., & Olley, W. O. (2018). Utilisation of social media for news gathering and dissemination by journalists in Edo state, Nigeria. *The Nigerian Journal of Communication*, 15 (2), 22-52.

- Lawler, E.E. & Hall, D.C. (1970) *Relationship of Job Characteristics to Job Involvement, Satisfaction and Intrinsic Motivation*. Journal of Applied psychology. 54 (4), 305-312
- Mcquails, D. (1987) *Mass Communication Theory an Introduction* (2 Ed). New Delhi: Saga Publication Inc.
- Odetojinbo .A. (2001) *Basic Broadcasting Production Techniques*. Abeokuta: Nicolack Visual Communication and Advertising Company.
- Obianigwe, N. (2009), *Perceptions of Lagos – based Journalist on Brown Envelope Syndrome in the Coverage Nigeria* (An unpublished B.Sc project, submitted in the Department of Mass Communication Covenant University.
- Okolie, U. C., & ayewumi, T. E. (2020). Communication and Human Resource Management in Edo State Broadcasting Service (EBS), Benin City, Nigeria. *Styles of Communication*, 12(1).
- Olube. F.K. (2013) *Problems Confronting Government Owned Media. Rivers State*. International Journal Of Social Science And Humanity. 4 (3), 415-431. Spectrum Books Limited.
- Ufoaroh, S. U., & Abu, K. R. (2019). Assessment of TV white spaces availability in southern Nigeria (A case study of Ugbowo, Benin City). *Electroscope Journal*, 10(10), 22-32.
- Ukhurebor, K. E., & Umukoro, O. J. (2018, July). Influence of meteorological variables on UHF radio signal: recent findings for EBS, Benin City, South-South, Nigeria. In IOP Conference Series: Earth and Environmental Science (Vol. 173, No. 1, p. 012017). IOP Publishing.

Department of Mass Communication,
Faculty of Arts,
University of Benin (UNIBEN),
Benin City,
Nigeria.

Dear Respondents,

REQUEST FOR COMPLETION OF ITEMS IN QUESTIONNAIRE

My name is Tobi Pere-Ere a final year student of the above-named department and institution. I am conducting a research on the topic: **Audience assessment of the challenges affecting Edo broadcasting services in Edo state.** This research work is my project work, which is carried out in partial fulfillment for the requirements for the award of Bachelors degree (B.A) Degree in Mass Communication.

I hereby appeal to you to fill this questionnaire as honestly as possible as your response is required in providing solution to the research problem.

I sincerely pledge that any information given will be treated with extreme confidentiality and would be used for the research purpose.

Thanks for your anticipated cooperation.

Yours Sincerely

Tobi, Pere-Ere.
Researcher.

Instruction: Please mark or tick (√) the appropriate option.

SECTION A: Demographic Data

1. **Age:** less than 20years () 20-29years () 30-39years () 40-49years ()
50-59years () 60 years and above ()
2. **Gender:** Female () Male ()
3. **Religion:** Christianity () Islam () Non believer () Traditional ()
4. **Marital Status:** Married () Single () Separated () Divorced ()
5. **Educational level:** No formal education () Primary school ()
Secondary school () Tertiary institution ()

SECTION B: Audience Assessment of the Challenges Affecting EBS in Edo State

(Key: SA= Strongly Agree, A=Agree, D=Disagree, SD=Strongly Disagree)

6. Your assessment of the challenges affecting EBS is/are

S/N	Challenges Affecting EBS	SA	A	D	SD
I.	EBS workers are poorly motivated to do their job in the EBS				
II.	EBS staffs are poorly trained				
III.	EBS workers are not qualified to engage in broadcasting				
IV.	EBS lacks quality leadership				
V.	The remuneration of EBS workers is very low compared to industry standards				
VI.	EBS is very stressful for the workers				
VII.	EBS lacks the equipments needed for proper broadcast performance				
VIII.	EBS is always under government pressure				

IX.	EBS suffers undue influence by the government on workers				
XI.	EBS is not conducive for journalism				
XII.	EBS Poor Management affects workers performance				
XIII.	I do not watch EBS as regularly as I watch other channels on television				

Section C: The audience views on the challenges affecting EBS and their passion to EBS?

(Key: SA= Strongly Agree, A=Agree, D=Disagree, SD=Strongly Disagree)

7. Your views on the ways the challenges affecting EBS impact the stations is/ are

S/N	Challenges Affecting EBS and their passion to EBS	SA	A	D	SD
I.	Political interference is the major challenge affecting the EBS				
II.	Welfare shortfalls of staff is a major challenge affecting EBS				
III.	Other competitive televisions entry into broadcasting in Edo state is the major challenge affecting the EBS				
IV.	Poor management is a major challenge affecting the EBS				
V.	The working environment of EBS is not conducive for journalism				
VI.	Poor Management affects workers performance in EBS				
VII.	I do not watch EBS as regularly as I watch other channels on television				

Section D: Perception of audiences towards resolving the challenges confronting EBS?

(Key: SA= Strongly Agree, A=Agree, D=Disagree, SD=Strongly Disagree)

S/N	Audience Perception to resolving the Challenges	SA	A	D	SD
I	The way forward for EBS is for the Edo state government to sell its stake in the broadcast station				
II	Government should invest heavily in training the workforce of EBS				
III	Government should invest in the provision of high tech equipments to facilitate broadcast				
IV.	Journalists should be allowed editorial independence in EBS				
V.	The EBS management should be allowed to function with little interest from the government				
VI.	EBS should recruit seasoned journalists and managers				
VII	There should be public and private partnership in the management of the EBS				

‘