

**VIEWERS' PERCEPTION OF CORPORATE SOCIAL RESPONSIBILITY (CSR)
PROGRAMS OF NTA IN EDO STATE**

BY

OMON USIMEAON DAVID

ART1611334

**DEPARTMENT OF MASS COMMUNICATION,
FACULTY OF ARTS UNIVERSITY OF BENIN,
BENIN CITY.**

JULY, 2023

**VIEWERS' PERCEPTION OF CORPORATE SOCIAL RESPONSIBILITY (CSR)
PROGRAMS OF NTA IN EDO STATE**

BY
OMON USIMEAON DAVID
ART1611334

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

JULY, 2023

DECLARATION

I declare that 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 DrNonsoNnabuife. All Ideas and views are products of my personal research and where the works of others have been used and expressed; they were duly acknowledged.

OMON USIMEAON DAVID

ART1611334

CERTIFICATION

This is to certify that this project has been approved as an original work written and submitted by **OMON USIMEAON DAVID** with Matriculation number **ART1611334**, in partial fulfillment of the requirements for the award of B.A in the Department of Mass Communication, University of Benin, Benin City, Edo State under my supervision.

Dr. NonsoNnabuike
Project supervisor

DATE

Dr. Daniel .O. Ekhareafo
Head of Department

DATE

DEDICATION

This project is dedicated to my parents, Mr Blackie and Mrs Funmi Aitalegbe and my siblings, Gloria Aitalegbe, Lt Bose Aitalegbe, Mary Aitalegbe, Austine Aitalegbe ,lecturers, friends and ultimately to God Almighty who gave me the wisdom and strength to complete this study and whose foremost mercies gave me an opportunity to acquire knowledge in my course of study.

ACKNOWLEDGEMENTS

First, I give glory to God for His grace and strength to start and finish my project work through thick and thin and for the success thereafter. I also want to appreciate my family for the love and support, for always pushing me to do better, especially my mother Mrs Funmi Aitalegbe and my siblings

Special thanks goes to my seasoned supervisor, Dr. Nonso Nnabuife who carefully directed, guided and coordinated this successful project work despite the challenging times, I can't thank you enough for impacting the doctrine of endurance, self-determination and patience to carry out this research work. I also want to appreciate the Head of Department (HOD), Dr. Daniel .O. Ekhareafo for your fatherly love and your tireless contributions towards the growth and progress of the Department, I remain grateful and God bless you sir. I also want to appreciate all members of the academic and non-academic staff particularly, Mr. Erhahon Evince

To my amazing friends and colleagues: Ogbebor Godsent, Genesis Gideon, Eseigbe Fred, Idehen Osagie, Onome Merit, Adesoye Success, Aklasu Wealth, Micheal Kanabe, Akiniganyin Olatunde, Aitegbe Gift, Patrick Sagacious, Nwosu Ife Micheal, Imumonlen Destiny, Osumah

Phebian, Sir Dino, Isaac Treasure, thanks for making my stay in the university amazing and memorable. May God bless and be with you all.

TABLE OF CONTENTS

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

CHAPTER ONE: INTRODUCTION

1.1	Background of the study	-	-	-	-	-	-	-	-	1
1.2	Statement of the problems	-	-	-	-	-	-	-	-	2
1.3	Objectives of the study	-	-	-	-	-	-	-	-	4
1.4	Research questions	-	-	-	-	-	-	-	-	5
1.5	Significance of the study	-	-	-	-	-	-	-	-	5

1.6	Scope of the study	-	-	-	-	-	-	-	-	6
1.7	Limitations of Study	-	-	-	-	-	-	-	-	6
1.8	Operational definition of terms	-	-	-	-	-	-	-	-	6

CHAPTER TWO: REVIEW OF LITERATURE

2.1	Introduction	-	-	-	-	-	-	-	-	8
2.1.1	Concept of Social Responsibility	-	-	-	-	-	-	-	-	8
2.1.2	Types of Corporate Social Responsibility	-	-	-	-	-	-	-	-	10
2.1.3	Nigerian Television Authority	-	-	-	-	-	-	-	-	14
2.2	Review of concepts	-	-	-	-	-	-	-	-	17
2.3	Empirical Review of related studies	-	-	-	-	-	-	-	-	20
2.4	Theoretical framework	-	-	-	-	-	-	-	-	23
2.4.1	Social Responsibility Media Theory	-	-	-	-	-	-	-	-	23
2.4.2	Development Media Theory	-	-	-	-	-	-	-	-	26

CHAPTER THREE: RESEARCH METHODOLOGY

3.0	Research Design	-	-	-	-	-	-	-	-	28
3.1	Population study	-	-	-	-	-	-	-	-	29
3.2	Sample Size	-	-	-	-	-	-	-	-	30
3.3	Sampling Technique	-	-	-	-	-	-	-	-	30

3.4	Description of Instrument	-	-	-	-	-	-	-	31
3.5	Validity of Instrument	-	-	-	-	-	-	-	32
3.6	Reliability of Instrument	-	-	-	-	-	-	-	32
3.7	Method of data collection	-	-	-	-	-	-	-	33
3.8	Method of data analysis	-	-	-	-	-	-	-	33

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1	Introduction	-	-	-	-	-	-	-	34
4.2	Analysis of demographic data-	-	-	-	-	-	-	-	34
4.3	Discussion of Findings	-	-	-	-	-	-	-	47

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1	Summary	-	-	-	-	-	-	-	55
5.2	Conclusion	-	-	-	-	-	-	-	56
5.3	Recommendations	-	-	-	-	-	-	-	57
	References	-	-	-	-	-	-	-	58
	Appendix	-	-	-	-	-	-	-	62
	Questionnaire	-	-	-	-	-	-	-	63

LIST OF TABLE

Table 1: Sex of Respondents - - - - -	34
Table 2: Age of Respondents - - - - -	35
Table 3: Marital Status of Respondents-	35
Table 4: Academic Qualification - - - - -	36
Table 5: Occupation of the Respondents-	36
Table 6: Distribution of Respondents according to loval government area - -	37
Table 7: Familiarity with CSR Program of NTA in Edo State - -	38
Table 8: Familiarization with CSR Programs - - - - -	39
Table 9: Alignment of CSR programs with the need of the Host Communities	40
Table 10: Consultation with Host Communities before Program Execution -	40
Table 11: Host communities should be consulted during project initiation -	41
Table 12: Ways which CSR programs impact on the lives of host communities	41
Table 13: Extent of impact of CSR Programs - - - - -	42

ABSTRACT

The objective of this research was to investigate the function of radio in disseminating culture within the context of Nigeria. This paper presents a case study focusing on Benin City, located in the Edo State of Nigeria. The research aimed to evaluate the extent to which radio disseminates culture and the effects it has on the population in Benin City. The research was grounded on the theoretical frameworks of cultural norms theory and social responsibility media theory. The survey approach was used, with the questionnaire serving as the tool for collecting replies. The study's results indicate that radio stations have a significant role in disseminating the cultural values of the Benin population via their cultural and news programming. The researcher so suggests that radio broadcasting should persist in its efforts to uphold cultural values by delivering news and programs in local languages. Additionally, individuals are encouraged to actively engage with cultural programming on the radio.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Any type of business is started primarily for financial gain while simultaneously addressing a social need. The goal of every business, whether it be a partnership, sole proprietorship, public limited liability company, or private limited liability company, is frequently believed to be to maximize profits. This keeps business owners and investors from becoming comfortable in their pursuit of the objective. When he stated in 1776 that "it is not out of the benevolence of the butcher that we eat meat but out of his desire to make profit," Adam Smith, often referred to as the "father of modern economics," concurred with this viewpoint. Smith asserts that the butcher's main goal is to generate money, even though by offering a service, he is aiding in solving a problem. According to Kotler (1988), who agreed with Adam Smith, if business owners, whether they are solo proprietors or are a part of a bigger corporation, were not primarily motivated by the need to make a profit, society's growth would be limited. Professors and research have issued warnings about overemphasizing capital and its reward, which can be either profit or loss, as the business world has developed. Land, money, labor, and businesspeople are further producing factors. The land that houses all of the other components and acts as the location of the business' operations merits the same amount of

attention and care. Accordingly, it has been stated that a company's main objective should instead be the development of a positive image among its stakeholders and the general public by actively engaging with and compensating the environment (Izuchukwu 2009).

This idea started to take shape in the 1940s, when oil drilling was seriously polluting the United States of America (USA). Business organizations must be socially aware since they can no longer limit their attention to maximizing profits. This will increase prospects for financial benefit as well as promote collaboration and understanding. For the past ten years, corporate social responsibility (CSR) has dominated the international agenda. Several programs, from the government to international organizations, represent all-inclusive standards of ethical corporate behavior. Companies of all sizes are becoming aware of the necessity of putting CSR strategies and initiatives in place in order to appease mounting public demand from educated interest groups and their media supporters. In today's more media-driven world, worries about brand profitability and reputation-related consequences are seen to call for a new level of company accountability.

1.2 STATEMENT OF THE PROBLEM

The pursuit of financial gain and the fulfillment of customers' needs are typically the driving forces behind the establishment of new businesses. In order to achieve this goal, the management (or managers) in charge need to integrate the "4 Ms of production" in an effective

and efficient manner: money, machine, material, and man. This would unquestionably be of assistance to the production capacity of such an established business. This is the case in the field of media, regardless of who owns the outlets. Even though the motivation may be obvious for media outlets that are privately owned, the primary objective for platforms that are controlled by the government may be to compensate the government's stride for the success and development of the state, depending on the circumstances. Since its formation in 1977, the Nigerian Television Authority (NTA) has upheld its mandate of providing television broadcasting that is independent and impartial for universal reception within Nigeria and beyond as a public service in the interest of Nigeria. This has been done in the interest of Nigeria. NTA has been very important in presenting Nigeria and Nigerians to the rest of the world, which has helped to establish a favorable impression of both in the minds of people living in other countries. In a similar vein, is an illustration of its Corporate Social Responsibility (CSR), which refers to the practice of giving something back to society in a variety of different ways.

However, it is impossible to determine how the viewers who are at the end of the information dissemination process and consumers who are beneficiaries of these CSR programs perceive them, the impacts that these CSR programs have on the lives of the communities in which they are housed, and some perceived shortcomings in the execution of these programs. Izuchukwu (2009), Palowei, Aduba, Payeri, Tabonimi, and Bribena (2014), Ojenike, Odunsi, and

Atunbi (2014), and a number of other studies on the idea of Corporate Social Responsibility (CSR) have been carried out over the course of time. However, none of these studies has categorically evaluated the CSR program of NTA in Edo state, as well as its viewers' perceptions of the program. These are some of the questions that have not been answered, and they justify and highlight the necessity of conducting an in-depth study that is also quite rigorous.

1.3 RESEARCH OBJECTIVES

It is impossible to overstate the significance of the role that social responsibility plays for corporations today. Based on what has been said about the issue, it is abundantly evident that commercial organizations require a transparent and carefully designed Corporate Social Responsibility in order to continue operating and continue making money. In light of all of this, the following research goals served as the driving force behind this study:

- 1) To ascertain viewers' perception of Corporate Social Responsibility program of NTA in Edo State.
- 2) To evaluate the impact of the Corporate Social Responsibility program on the lives of the host communities.
- 3) To examine the level of communication between NTA and their host communities.
- 4) To examine the shortcomings experienced in carrying out the Corporate Social Responsibility program.

1.4 RESEARCH QUESTION

The following research questions will serve as guides for the study in order to appropriately describe the purpose of the study and address the problem that was presented earlier:

- 1) What are the viewer's perceptions of Corporate Social Responsibility program of NTA in Edo State?
- 2) How has these Corporate Social Responsibility program impacted the lives of their host communities?
- 3) At what level is the Communication between NTA and their host communities?
- 4) What are the shortcomings hindering the success of Corporate Social Responsibility program?

1.5 SIGNIFICANCE OF THE STUDY

The notion of Corporate Social Responsibility (also known as CSR) is becoming increasingly well-known in the business world all across the world. Many businesses are now committed to the principle of giving something back to the community that helps them succeed. In order for the organization to keep making money and conducting business, both the organization and the community in which it is headquartered have come to an agreement that they will coexist and carry out their daily activities in an atmosphere of harmony. It's possible to look at it as a straightforward instance of "help me, and I'll help you." In this way, there will be

no losers and everyone will be winners. In a similar vein, this effort will assist businesses and the host communities in determining the type of Corporate Social Responsibility (CSR) program that will serve each of them in the most effective manner. This in-depth work would reveal the public's perspective on business social responsibility (also known as CSR) as well as how CSR is actually implemented. It would also demonstrate some of the challenges that are encountered by commercial organizations while attempting to carry out the CSR program.

1.6 SCOPE OF THE STUDY

In this study, the locations of the Edo North senatorial district in Edo state, which is located in South-South Nigeria, are investigated. All of the local government areas that make up Etsako West, Etsako East, and Etsako Central, as well as Owan West, Owan East, and Akoko Edo, are included in the senatorial district.

1.7 LIMITATION OF THE STUDY

The attitude of some respondents towards granting audience to the researcher and filling the questionnaire within the limited time is discouraging but the researcher was able to persevere in order to achieve a high level of success in the work.

1.8 OPERATIONAL DEFINITION OF TERMS

Perception: Refers to how something is perceived, comprehended, or understood by a person.

Corporate social responsibility:CSR, or corporate social responsibility, is the name for the plans that businesses use to include social and environmental concerns in their business operations and how they deal with their stakeholders.

Nigerian Television authority: Or NTA is a broadcasting organization in Nigeria that is owned in part by the private sector.

COVID-19: is an abbreviation for "coronavirus disease 2019," which describes a sickness known as severe acute respiratory syndrome and is caused by a newly discovered coronavirus.

Community Relation: Refers to the numerous approaches taken by businesses and other organizations in order to initiate and sustain a relationship with the community in which they are located that is mutually advantageous to both parties.

Viewers: a person who watches a television (any of various optical devices to facilitate viewing) or of a particular kind of program.

CHAPTER TWO

LITERATURE REVIEW

2.1 REVIEW OF CONCEPTS

2.1.1 Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR), a new business trend, has been defined in many different ways by scholars in the fields of management, economics, and even public relations, but no one meaning has been agreed upon. It could be said that the definitions given by the scholars are mostly subjective, meaning that they are based on how the scholars saw the idea of Corporate Social Responsibility (CSR) based on their background, interests, experiences, and beliefs.

Crowther and Jatana (2005) say that Corporate Social Responsibility is a new idea that is becoming more famous, but it is still unclear and means different things to different people. This is a clear sign that the idea means different things to different people. Some people think of it as a sign of legal duty and, in some cases, a liability. Some people think it means having an ethically responsible approach toward society, while others think it means being responsible in a causal way. A lot of people think it means making a free contribution to a social goal or growth.

Corporate Social Responsibility is just an idea that has different meanings and ideas for different people.

Odetayo and Adeyemi (2014) talk about the idea of Corporate Social Responsibility (CSR), which is also called corporate conscience or corporate social performance. They say that CSR refers to the duties that organizations have to the communities where they do business, such as protecting the environment, providing social amenities, donating to health organizations, giving money to approved charities, and so on. This means that Corporate Social Responsibility (CSR) means that a company takes steps to make sure that the way it runs has good social and environmental effects. Companies that take part in Corporate Social Responsibility (CSR) look at how they work in the world to see how they can address cultural and social problems in a way that helps both the company and the community.

According to Agwu (1990), "Corporate Social Responsibility (CSR)" is a new idea that has caused a lot of discussion but doesn't seem to have grown into a management theory or principle yet. He said that Stoner might like the term "organizational social responsibility" or "institutional social responsibility" because some organizations don't work as corporations with their own formal identities. Stoner says that the idea of social responsibility grew out of criticism of the standard view that business should only care about making money and pay little or no

attention to social needs. (1978). It's not a new idea that businesses have a social duty beyond making goods and services.

Izuchuwku (2009, p.17) posits that:

Henry Ganlt (1919) and Oliver Sheldon (1923) were the first to say that the main duty of business is to help people and the community as a whole. In Europe and Northern America, things started to change in the late 1930s and early 1940s, when people became more aware of how important it was for owners of capital to listen to people who made goods and services. Some of the results of the early changes were a shorter work week and safe places to work. In the end, labor unions forced organizations to think about more than just how much money they could make. But in the 1950s and 1960s, more and more organizations and managers started to worry about their organizations' social duty.

Sietel (1987) and Onabajo (2005) give a partial list of company Social Responsibility (CSR) categories, which include being responsible for product lines, marketing practices, employee service, company philanthropy, environmental activities, and employee safety and health.

2.1.2 Types of Corporate Social Responsibilities

As was already said, companies need to do more than just try to make a lot of money. Being socially responsible is one way to do things, which would help a business survive in the

current market. Companies often take stands on important social problems in order to build a brand that people trust and respect. They think about any of these four types of corporate social responsibility and use them if they are good for the community and good for the business. There are four types of social responsibility:

Philanthropic Efforts

Most businesses around the world are involved in charitable work. Under this type of Corporate Social Responsibility (CSR), businesses can give money, goods, materials, and services to social causes and non-profits. For example, when students are getting ready to go back to school, a company with a strong sense of Corporate Social Responsibility (CSR) gives them things they need for school, like backpacks, writing supplies, books, shoes, clothes, and other things. Microsoft collaborates with the Bill and Melinda Gates Foundation to expand technology to underserved communities globally. This is because Microsoft knows that building a generation that can understand and improve technology is important.

Some people might say that this kind of Corporate Social Responsibility (CSR) can only be done by big companies, but small businesses can also make a difference. A store owner might let a school use their space to hold a fundraiser. In the same way, eateries have nights when they raise money for a local school or charity. Supporting these causes is also good for

marketing, since the community is brought into the business, has a good time, and thinks well of the company.

Environmental Conservation

In this type of Corporate Social Responsibility (CSR), companies take steps like reducing their general carbon footprint to help solve environmental problems. Any steps a business can take to lessen its environmental impact are good for the business and for society as a whole. Even though big companies get most of the press for their environmental efforts, small and medium-sized businesses also have a lot of opportunities.

This type of Corporate Social Responsibility (CSR) focuses on programs like recycling, planting trees, helping farmers, and making the environment cleaner. These programs can make a small but important difference in the environment. Doing them and getting other people to do the same.

Company Diversity and Labor Practices

When everyone gets along and works as a team, business leaders know that diversity in the workplace is a good thing. Companies can show Corporate Social Responsibility by being fair and ethical with their workers. (CSR). This is especially true for businesses that work in different countries with different rules about how to treat workers.

But labor laws must be the same for all employees, even those at the top of the company, no matter what religion or tribe they belong to. Timely review of diversity policies and procedures should be done to deal with any complaints or rules that have been broken. This will not only make your company look good, but it will also help create a good company culture with high morale and high output.

Supporting Volunteer Efforts

At events and social causes, local groups and charities always need help. Volunteering your time and the time of your employees at community events says a lot about how sincere a company is. Companies can show they care about and support certain problems and social causes by doing good things without expecting anything in return.

Business leaders know that doing good things for the community is also good for the business. Organizations give their workers the chance to help a local school plant trees or work with the city council to deal with homelessness in the area.

Under this, the people in charge of a business decide where to spend their time working to help both the community and the business. The most important thing for a business to do is to pick a cause and give time to it.

2.1.3 Nigerian Television Authority

Nigeria's first TV station, Western Nigerian Broadcasting Corporation (WNTV), was set up by the Awolowo-led Western Region in October 1959. This was the first time TV was shown in the country. It was the first station to broadcast in southern Africa. It was based in Ibadan. The Eastern Nigerian Television (ENTV), which started up the next year in 1960, came next.

Radio-Television Kaduna/Radio Kaduna Television (RKTV) started up in March 1962. It was run by the Broadcasting Company of Northern Nigeria and was based in Kaduna. In 1977, it changed its name to NTV-Kaduna. The Nigerian Broadcasting Corporation (NBC), whose headquarters are in the city of Lagos and is owned by the federal government, began broadcasting to the southwest states in April 1962.

In 1972, Midwest TV was set up in Port Harcourt as a TV station. It was run by the government of the state of Benin until 1974, when Benue-Plateau Television Corporation (BPTV), with its offices in Jos, came into being. It was the first TV station in Africa to show in color on a regular basis. The first color test broadcast was on October 1, 1975. Later, BPTV changed its name to NTV-Jos. In 1977, all of the state and regional sites listed above were brought together and changed into the Nigerian Television Authority. (NTA).

The Nigerian Television Authority was set up in May 1977 by Decree 24 of 1977, which went back to April 1976 and took force then. The Decree placed the NTA in charge of all 12 regional television stations established in the country between October 1959 and 1974. This made the NTA the only organization in Nigeria with the power to do TV broadcasting.

The Nigerian Television Act, Cap. 24 of 1976, set up the NTA as a branch of the Federal Ministry of Information. It serves as Nigeria's National Television Broadcasting Network. Its job is to provide independent and unbiased TV broadcasts for everyone in Nigeria as a public service in the interest of Nigeria. But because the government changed and updated the law that made the NTA possible, the public service (non-profit) work of the NTA has also changed.

The Federal Government took over paying for the stations, and in April 1976, news began to be linked through domestic satellite. From its start with 12 stations in 1977 until now, NTA has grown in a planned way. Based on the information we have, NTA has about 100 stations and can be found in every State Capital and every Senatorial area in the federation.

In the first case, it lost its exclusive right to stream television in Nigeria, and it also lost some of its authority to run as a non-profit public service organization. As a Public Service that is partly paid for by the government, it is partly run for profit, but it does so carefully within the Broadcasting code and civil service structure. The NTA's job of broadcasting has changed. Before, it only aired to Nigeria. Now, it broadcasts to Nigeria and the rest of the world.

Some of NTA's core ideals are professionalism, accuracy, credibility, fairness, balance, objectivity, social duty, sensitivity, national interest, and dedication to world peace and development.

News and Programs are at the heart of what the NTA does. The Directorates of News, Programs, and Engineering, as well as the recently set up Multi-channels, carry out these tasks.

In 2010, NTA made a deal with Startimes International to work together on Terrestrial Digital Transmission. This was done to speed up the switch to digital broadcasting before the International Telecommunications Union's 2015 deadline for all TV transmissions in the world to be digital. The goal of the agreement is also to bring in more money for the Authority. On the NTA/Startimes packages, you can watch NTA News 24, NTA Sports 24, NTA Knowledge, NTA Hausa, NTA Igbo, NTA Yoruba, and NTA Entertainment. This is a pay-TV service that requires a contract and works with a decoder. (For full information of the structure of the NTA, see "This is NTA" – a publication of the Corporate Affairs Department).

NTA is the biggest TV network in Africa because it has 101 stations all over Nigeria. At the moment, the station has 10 working network centers that make network programs and send them uplink for the network service. These are NTA Lagos in Lagos State, NTA Ibadan in Oyo State, NTA Kaduna in Kaduna State, NTA Enugu in Enugu State, NTA Sokoto in Sokoto State, NTA Benin in Edo State, NTA Port Harcourt in Rivers State, NTA Makurdi in Benue State,

NTA Jos in Plateau State, and NTA Maiduguri in Borno State. A Zonal Director runs each Network Centre and is in charge of all the stations in his or her zone.

NTA has three stations in Edo State, one in each of the state's three legislative districts. NTA Benin is in the Oredo Local Government Area, which is in the Edo South senatorial district. NTA Irukepén is in the Esan West Local Government Area, which is in the Edo Central senatorial district, and NTA Uzairue is in the Etsako West Local Government Area, which is in the Edo North senatorial district. NTA Uzairue, which is known as the pride of Edo North, is in the town of Jattu-Uzairue, which is also the capital of the state of Edo; Where the Uzairue clan's home is Few meters separate the town from Auchí town.

2.2 REVIEW OF RELATED LITERATURE

2.2.1 Corporate Social Responsibility (CSR) of NTA Uzairue

Like a number of other corporate organizations, NTA has not been found to be behind in being socially responsible to its surroundings and especially to its host communities. Most of the types of Corporate Social Responsibility (CSR) described in Chapter 2.2 are reflected in the CSR. This is in line with what Agwu said in 1990, when he said that the idea of social responsibility grew out of criticism of the old view that business should only care about making money and pay

little or no attention to social needs. The plan for NTA shows the role of its communities in how it is run and managed.

Odetayo and Adeyemi (2014) say that NTA Uzairue's Corporate Social Responsibility (CSR) programs take many different forms, such as promoting culture, providing social comforts, donating to health organizations, giving to charity, writing unpaid advertorials, getting the word out, and so on.

NTA Uzairue's Corporate Social Responsibility (CSR) projects for its host communities in Edo North include, but are not limited to:

Burning Issues

Burning problems is a TV show where current social problems and, more importantly, how they affect the area around the station are talked about. Experts and professionals in whatever area of worry is at the moment are asked to analyze and talk about the issues in simple, easy-to-understand terms so that people can keep up with what's going on in the world. David Aire is in charge of the show, which comes out every week on Tuesday at 7 p.m.

Humanitarian Services

NTA Uzairue is not behind when it comes to being socially responsible to the areas that host it. People have always said that water is a basic need, and the station, knowing how important it is, built a backup borehole so that the community could have access to clean, lasting, and portable water.

Publicity

As part of its Corporate Social Responsibility (CSR), NTA Uzairue makes sure that events and special news that affect the people get the attention they need. People are always made aware of the messages, and they are made easier to understand so that people can learn about what they say. Aside from the exposure that comes from events like festivals, coronations, religious rites and activities, the media also covers events where a cause is being spread.

Unpaid Advertorials/Sensitization

One of the most well-known Corporate Social Responsibility (CSR) programs is giving free advertising to the local community. As in the case of the Novel Corona Virus (COVID-19), which was first found in Wuhan, China, in December 2019 and had its first case in Nigeria in February 2020, continuous on-air sensitizations were done to teach people how to take basic precautions, such as how to wash their hands with soap and water, how to use hand sanitizer,

how to take care of themselves when they are sick, how to keep a safe distance from sick people, and many other things.

In the same way, when people need help and donations from the public because of a disaster, illness, accident, or something else, NTA Uzairue uses its platform to get the word out and get people to help. This is done over and over again until the goal is reached, if not longer.

Cultural Programs

This program is a documentary about the history and culture of the Afemai people. The norms, beliefs, customs, and practices of all the clans that made up the Afemai people are also shown in the "Our Heritage" program. The thirty-minute show comes out every week on Thursday between 5:30 and 6:00 pm.

2.3 Empirical Review of Related Studies

As was already said, the idea of Corporate Social Responsibility (CSR) has been the subject of a lot of academic study, which has led to findings that have made it possible for organizations and the communities where they are based to use the idea. Another finding that calls for a review of some works related to the concept under review is that the idea is unique to all fields and businesses.

Ojenike, Odunsi, and Atunbi (2014) looked at how business enterprises feel about Corporate Social Responsibility (CSR), especially in a developing country like Nigeria, which is still struggling with poverty and underdevelopment and actually calls for action. Corporate Social Responsibility (CSR), fueled by socio-economic growth and future business leaders' expectations as shown in this study, has the potential to become one of the driving forces behind economic growth in Nigeria.

It used a random sampling method to get its data from 500 business leaders in three states in the southwest of Nigeria. The poll was set up to find out what people think Corporate Social Responsibility (CSR) is all about. The results of the study made it clear that business leaders thought of Corporate Social duty (CSR) as a company's duty to the economy, the law, the community, the environment, and charity. The results will push business organizations to further develop their CSR strategies in line with the goals of the areas where they do business. People think that if this is done, society may be able to last longer.

In the same way, Raji, Adekoya, Mbashiru, and Adebayo (2017) looked at how Corporate Social Responsibility affected the size-based success of firms. The study found that most companies in the manufacturing sector of the Nigerian Stock Exchange (NSE) are involved in different parts of Corporate Social Responsibility (CSR). These parts have to do with staff, the community, and the environment. Some companies did CSR activities throughout the study

period, but at different levels. In some years, some companies didn't do CSR activities for reasons that weren't made clear. It used a time series and cross-sectional data to look at the link between Corporate Social Responsibility (CSR) and a firm's success. Information was gathered from the yearly reports of 14 manufacturing companies over a 10-year period. (2005 – 2014).

Raji et al. (2017) found that there is no strong link between Corporate Social Responsibility (CSR) and the size-based performance of companies. The study also showed that there is a link between a company's social duty and how well it does its job. Most of the CSR work these companies do is for the good of the community, then their employees, and finally the world as a whole. The activities that focus on the goods and customers are the ones that are done the least. Corporate Social Responsibility (CSR) is important, and most of the companies on the NSE that do it are in the manufacturing sector.

Since the study found that CSR practices don't have a big effect on how well a company does, companies shouldn't spend a lot of money on CSR in the hopes of better their financial performance. Instead, they should do CSR for other reasons related to sustainability. It suggested that manufacturing companies should also improve their Corporate Social Responsibility (CSR) actions to help their businesses grow. It also said that the more socially responsible a company is, the stronger its good reputation or corporate lineage will be. The management of companies should make sure that Corporate Social Responsibility (CSR) on local communities goes up.

This will help the companies make more money. Since there is a strong linear link between the two variables, firms should make their manufacturing processes more efficient to improve their financial performance. In the model, efficiency was calculated as the ratio of revenue to total assets. This means that firms should try to make as much money as possible in order to improve their financial success (Raji et al. (2017).

2.4 THEORETICAL FRAMEWORK

Social Responsibility Theory and Development Media Theory are the foundations of this work.

2.4.1 Social Responsibility Theory

Okunna (1999) says that the theory, which grew out of the libertarian theory, is a modern theory because it came into being in the 20th century. The idea can be used in a lot of different ways because it applies to both private and government-owned media outlets that have to answer to the public in democratic ways. (Asemah 2011).The Social Responsibility theory is based on the idea that the free press should be responsible to the public and people who read or watch what it writes or reports. Asemah (2011) says that it is the job of the press to explain the goals and ideals of society. In short, the theory says that the media have a duty to tell the people certain things in certain ways.

McQuail (1987) listed the roles of the media as follows:

Assumption that the media do play important roles in society, especially in democratic politics; belief that the media have a responsibility to play these roles, mainly in the areas of information and providing a platform for different points of view, but also in terms of culture; focus on giving the media as much freedom as possible while still meeting their responsibilities to society.

Based on the above claim, McQuail (1987) in Asemah (2011) gives the following as the social responsibility theory's principles:

1. The media should accept that they have responsibilities to the public, such as Corporate Social Responsibility (CSR).
2. The main way to meet the duties is to set high or professional standards for being informative, telling the truth, being accurate, being objective, and being fair.
3. Media companies should answer to the public. One way to do this is through Corporate Social Responsibility (CSR), which means giving back to the community.
4. The media should stay away from anything that could lead to crimes, bloodshed, or chaos in society. This made it clear that the above assumptions can be avoided with a well-planned and

well-executed Corporate Social Responsibility (CSR) and a good relationship between the media house and its communities and society as a whole.

According to the basic ideas of the Social Responsibility theory, the media should do a few simple things for society. This goes way beyond the main purpose of teaching, entertaining, informing, socializing, mobilizing, monitoring, correlating, and giving the public and others status, as Sambe pointed out. (2014). As part of their basic responsibility to the society in which they work, the media should start and run Corporate Social Responsibility (CSR) programs, which are definitely aimed at making people's lives better and helping them grow.

By extension, for a media source to be socially responsible, it could mean that it sticks to the rules of journalism, such as objectivity, accuracy, fairness, balance, and so on. Even though it seems hard to follow these ethical rules, the work that goes into Corporate Social Responsibility (CSR) projects as a media outlet would make anyone always do what is right. In conclusion, doing what is right, giving a voice to those who don't have one, and giving hope to those who don't have any, which are the main responsibilities of the media, could be seen as Corporate Social Responsibility (CSR). This is in line with the opinion of Odetayo and Adeyemi (2014), who say that the concept of Corporate Social Responsibility (CSR), which is also called "corporate conscience" or "corporate social performance," is the set of responsibilities that organizations have to the

2.4.2 Development Media Theory

Having seen the flaws in the normative theories of the press—Authoritarian, Libertarian, Social Responsibility, and Soviet Communist—which, according to McQuail (1987), are based on the behavior of the press in the most developed and emerging countries. The theory says that the media play a very important part in helping developing countries grow and change.

Asemah (2011) says that the media should be used for the good of the country as a whole. The media can do all of these things by acting as tools for the government to help with things like economic growth, political growth, cultural development, national authority, and so on. This makes it clear that Corporate Social Responsibility (CSR) is very important in countries like these. The idea says that the media should be used to help the government (through Corporate Social Responsibility, or CSR) by running programs that will make people change their behavior in a good way (Asemah 2011).

The Development Media Theory gives the media houses a lot of power as supporters of government efforts and as agents of development. They do this by putting in place and carrying out the Corporate Social Responsibility. (CSR).

Some of the main ideas behind the development media theory are, but are not limited to:

1. The media should accept good development tasks and do them in a way that is in line with national policy.
2. Everyone has a part to play in development.
3. The media company's Corporate Social Responsibility (CSR) program should be aimed at helping the government and improving the lives of the people who live in the host towns.
4. When making plans, Corporate Social Responsibility (CSR) should be given top importance as a way to help the country grow.

As has been said, growth is the job of everyone in the society as a whole. It shouldn't be left up to the government and its departments and organizations. Everyone is supposed to do what they can to help the country grow and get better.

A break from the media's normal basic functions can also help its place of business grow and improve. Corporate Social Responsibility (CSR) programs that meet the needs of society are an easy way for media sites and organizations to show how they contribute to the growth of their society.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 RESEARCH DESIGN

A research strategy is a plan for how to answer the research questions. It is also called a "blueprint for action." It shows how the researcher got exact, objective, and interpretable information. The survey method was used to do this study. Asemah, Gujbawo, Ekhareafo, and Okpanachi (2012) say that a survey is an empirical study that uses questionnaires or interviews to find out about a phenomenon's characteristics. It takes a sample to understand and make descriptive claims about a big population. Also, survey design can be used to look at the characteristics of a community in order to find possible answers to a research problem.

This work was done with this plan because:

- It stops the researcher from getting in the way, which could make her biased.
- It's the best choice for this study because it fits with its goals and the questions it wants to answer.
- It would give the people a chance to say what they think without putting themselves in danger.

- Since the interviewees have different lifestyles, attitudes, religions, beliefs, qualifications, etc., it gives them a chance to look at many different factors

3.1 POPULATION OF THE STUDY

According to the National Population Commission of Nigeria, the country's population in 2020 is expected to be 206,139,589. There are 1,252,100 people living in the Edo North congressional district, which is 0.68 percent of the country's total population.

In the table below, you can see how many people live in each local government in the Edo North federal district:

S/N	LOCAL GOVERNMENTS	POPULATION
1	Etsako West	260,700
2	Etsako East	193,000
3	Etsako Central	123,400
4	Owan West	129,800
5	Owan East	202,600
6	Akoko Edo	342,600
	Total	1,252,100

3.2 SAMPLE SIZE

The sample size was drawn using the Taro Yamene's formular $n = \frac{N}{1+N(e^2)}$, where

n – Sample size

e – Acceptable Sampling error nailed at 0.05

N – Estimated population of the study.

From the formula, $n = \frac{1,252,100}{1+1,252,100 (.05^2)} = 399.8$.

The sample size for this research stood at 400 respondents.

3.3 SAMPLING PROCEDURE

The work was made easier by using a method called "purposeful sampling." Purposeful sampling is a way in which the researcher is allowed to choose his or her own respondents and pick the ones who best fit the purpose of the study.

This method is important because it made it possible to carefully choose respondents who helped the study goals get accomplished. The researcher took the time to learn about her respondents, and she picked the best ones from the population of study as best she could.

So that the study could be as successful and accurate as possible, the researcher set up some rules that the interviewees had to meet before they could be chosen. The following are some of the criteria: Respondents must be educated and literate. Respondents must know a lot about the Corporate Social Responsibility (CSR) projects of NTA in Edo State. This was possible because we talked to them.

The people who fill out the survey must read newspapers, magazines, etc., or listen to news, commentaries, or shows on the radio, TV, etc., or through the different channels of the new media.

The people who took part in the study were college students, union members, members of community and social groups, people who worked at media houses, government workers, people who worked in private businesses, business staff, and other people.

3.4 DESCRIPTION OF RESEARCH INSTRUMENT

The questionnaire is the tool that will be used to do this study. The questions will be laid out in a way that makes sense for the study questions that are being asked. There will be five different parts to the assessment. Section A tried to find out about the respondent's age, gender, marital status, level of schooling, etc., as well as his or her marital status and educational background. In Section B, we asked viewers in Edo State what they thought of the Corporate

Social Responsibility projects of NTA. In Section C, we'll answer the second study question, which asked us to figure out how the Corporate Social Responsibility programs affected the lives of the people who lived in the places where they were set up. In Section D, the focus will be on figuring out how well NTA and its host towns talk to each other. In Section E, the focus will be on the problems that have come up with the Corporate Social Responsibility programs.

3.5 VALIDITY OF INSTRUMENT

In every study, it is important to make sure that the tool used to collect data measures what it is supposed to measure. So that the device doesn't measure something different from what the researcher meant it to measure. To find out if the instrument was accurate, the questionnaire's face validity was checked, Hockings, Stacks, and McDermott (2003) say that a measure has face validity if it seems to be valid at first glance. needs you to use common sense and logic to figure out if the variable is being measured correctly. In this study, the research leader decided on the instrument's face validity.

3.6 RELIABILITY OF INSTRUMENT

The instrument is reliable if measuring the same thing more than once leads to the same choices or conclusions (Wimmer and Dominic, 2011). The Reliability Calculator by Del Siegle was used to figure out how reliable the device was. To figure out the split-half reliability, the tool

was used. $r = 0.8$ was the correlation. Scholars suggest a reliability of 0.7 or higher, so this shows that the questionnaire was reliable (Hockings, Stacks and McDermott, 2003).

3.7 METHOD OF DATA COLLECTION

The information for this study will be gathered by giving a questionnaire to a group of respondents and getting their answers back. With this, the data will be more likely to be accurate, which will help this study succeed even more.

3.8 METHOD OF DATA ANALYSIS

For this project, the collected data were shown and analyzed in a simple percentage tabular format, which includes using a frequency table as a statistical tool. The researcher was able to turn the number of times something happened into a ratio, which can then be used to compare different things. It explained how the data would be presented by looking at the respondents' demographic and psychographic information. This information would be used to answer the study questions that had been asked before.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

This part is mostly about showing and analyzing the data that came from giving out and getting back 400 copies of the questionnaire, which is a 100% return rate. This was possible because the questionnaire was given to people in person, with the help of skilled study assistants.

4.2 DATA PRESENTATION

Part 1: Demographic Data

Table 1: Distribution of Respondents by Gender

Gender of Respondents	Frequency	Percentage (%)
Male	217	54.25
Female	183	45.75
Total	400	100

Source: Field survey, 2023

Table 1 Summarises the gender distribution of the respondents showing 58.25% are males while 45.75% were females.

Table 2: Religion Distribution of Respondents

Religion of Respondents	Frequency	Percentage (%)
Christianity	182	45.5
Islam	211	52.75
Others	7	1.75
Total	400	100

Source: Field survey, 2023

Table 2 presents the religion distribution of the respondents, stating that 45.5% of them are Christians, with 52.75% to be Muslims, while 1.75% fall under other religions.

Table 3 shows the distribution of respondents' marital status.

Marital Status of Respondents	Frequency	Percentage (%)
Single	74	18.5
Married	307	76.75
Divorced	19	4.75
Total	400	100

Source: Field survey, 2023

Table 3 indicates that 18.50% of the respondents are single, 76.75% are married and 4.75% are divorced.

Table 4: Age distribution of respondents

Age of Respondents	Frequency	Percentage (%)
18-30	163	40.75
31-40	127	31.75
41-50	91	22.75
51-Above	19	4.75
Total	400	100

Source: Field survey, 2023

Table 4 presents the age distribution of respondents. 40.75% of the respondents fall under the ages of 18-30, ages 31-40 is 31.75%, leaving ages 41-50 at 22.75% while 51 and above got 4.75%.

Table 5 shows the distribution of responders by qualification.

Qualification	Frequency	Percentage (%)
SSCE	14	3.5
OND/NCE	57	14.25
HND/B.Sc.	189	47.75
Post Graduate	140	35
Total	400	100

Source: Field survey, 2023

Table 5 Summarises the qualification of the respondents, showing that 3.5% are SSCE holders, 14.25% are OND/NCE holders, first degree graduates stood at 47.75% while students and graduates of post graduates programs are 35%

Table 6: Distribution of respondents according to local government area

Local Government Area	Frequency	Percentage (%)
Etsako West	193	48.25
Etsako East	47	11.75
Etsako Central	71	17.75
Owan West	23	5.75
Owan East	34	8.5
Akoko Edo	43	10.75
Total	400	100

Source: Field survey, 2023

Table 6 depicts the respondents according to the six local government in edo north. Thus, Etsako West 48.25%, Etsako East 11.75, Etsako Central 17.75%, Owan West 5.75%, Owan East 8.5% and Akoko Edo getting 10.75%.

Part 2: Psychographics Data

Table 7: Familiarity with CSR Programs of NTA in Edo State

Response option	Frequency	Percentage (%)
Yes	318	79.5
No	82	20.5
Total	400	100

Source: Field survey, 2023

Table 7 indicates that 79.5% of respondents are familiar with corporate social responsibility programs of NTA in Edo state while 20.5% of the respondents are not. Thus, the data for this research will be generated and analysed using the response of the 318 respondents, who are familiar with the Corporate Social Responsibility (CSR) programs of NTA in Edo State.

Table 8: Familiarisation with CSR programs

CSR Programs	Frequency	Percentage (%)
Cultural Promotion	24	7.75
Provision of Social Amenities	67	21
Donations to Health Organisations	14	4.5
Charity Contributions	22	7
Unpaid Advertorial	109	34.25
Publicity	82	25.5
Total	318	100

Source: Field survey, 2023

Table 8 summarises the various CSR programs of NTA Uzairue and respondents' familiarity with them. The table reveals that 7.75% of the respondents are familiar with cultural promotional programs, 21% are familiar with the provision of social amenities, 4.5% are aware of donation to health organisation, 7% said charity contribution, 34.5% are familiar with unpaid advertorial while 25.5% are familiar with publicity.

Table 9: Alignment of CSR programs with the needs of the Host Communities

Response	Frequency	Percentage (%)
Agree	260	81.75
Disagree	33	10.5
Neutral	25	7.75
Total	318	100

Source: Field survey, 2023

In table 9, 81.75% agree that the CSR programs are in order with the needs of the host communities, with 10.5% of respondents disagreeing while 7.75% are neutral.

Table 10: Consultation with Host Communities before Program Execution

Response	Frequency	Percentage (%)
Yes	170	53.25
No	145	45.75
No Response	3	1
Total	318	100

Source: Field survey, 2023

Table 10 reveals that 53.25% of respondents agree that host communities are consulted before programs are executed, 45.75% said host communities are not consulted while 1% did not respond.

Table 11: Host communities should be consulted during project initiation

Response	Frequency	Percentage (%)
Strongly Agree	77	24.25
Agree	157	49.25
Neutral	46	14.5
Disagree	33	10.25
Strongly Disagree	5	1.75
Total	318	100

Source: Field survey, 2023

Table 11 shows that 24.25% of respondents strongly agree that host communities should be consulted during project initiation, 49.25% also agreed, 14.5% are neutral with 10.25% disagreeing and another 1.75% strongly disagreeing.

Table 12: Ways which CSR programs impact on the lives of host communities

Response	Frequency	Percentage (%)
Positive	257	80.75
Undecided	39	12.25
Negative	-	-
No Response	22	7
Total	318	100

Source: Field survey, 2023

In table 12, 80.75% of respondents indicated that CSR programs impacts positively on the lives of the host communities, 12.25% are undecided, and none of the respondent said the programs had any negative impact on the lives of host communities, while 7% did not respond.

Table 13: Extent of Impact of CSR Programs

Response	Frequency	Percentage (%)
To a large extent	168	65.75
To some extent	66	25.75
Very little	14	5.25
Undecided	9	3.25
Total	257	100

Source: Field survey, 2023

Table 13 reveals that 65.75% of respondent agreed that CSR programs made impact to a large extent, 25.75% also said to some extent, only 5.25% said very little impact while 3.25% are undecided.

Table 14: Areas Impacts are felt

Areas of impact	Frequency	Percentage (%)
Politically	146	45.75
Socially	75	23.5
Economically	56	17.75
Financially	41	13
Total	318	100

Source: Field survey, 2023

Table 14 indicates that 45.75% of respondents said they feel the impact of CSR programs politically, 23.5% said they feel the impact socially, 17.75% said they feel the impact economically while 13% said they feel the impact socially.

Table 15: Communication gap between NTA and host community

Communication gap	Frequency	Percentage (%)
1-way	76	24
2-way	221	69.25
None	21	6.75
Total	318	100

Source: Field survey, 2023

Table 15 shows that 24% of respondents indicated that NTA has a one way communication system with its host communities, 69.25% said the communication system is a two way communication while 6.75% said none

Table 16: Rating of relationship between NTA and the Host Communities

Response	Frequency	Percentage (%)
1-2	3	1
3-4	13	4
5-6	76	24
7-8	164	51.5
9-10	62	19.5
Total	318	100

Source: Field survey, 2023

Table 16 consists of the relationship rate between NTA and the host communities. 1% of respondents said the communication rate is between 1-2, while 4% of them said the rate is on 3-4, 24% said the scales on 5-6, 51.5% said the communication rate is on 7-8 and 19.5% said 9-10.

Table 17: Existence of mitigating factors hindering the success of NTA CSR programs in Edo state

Response	Frequency	Percentage (%)
Strongly Agree	130	40.75
Agree	69	21.75
Neutral	36	11.5
Disagree	41	13
Strongly Disagree	27	8.75
No Response	15	4.75
Total	318	100

Source: Field survey, 2023

In table 17, 40.75% of respondents strongly agree there are factors mitigating the success of CSR, 21.75% also agreed, 11.50% are neutral, 13% disagreed and 8.75% strongly disagreed while 4.75% did not respond.

Table 18: Mitigating factors hindering the success of NTA CSR programs in Edo state

Mitigating factor	Frequency	Percentage (%)
Lack of proper consultation	59	18.75
Communication Gap	40	12.25
Wrong Allocation of CSR programs to host communities	19	6
Conflict with host communities	66	21
Excess request/needs of host communities	49	15.5
Alteration of projects by communities	19	6
Damage of previous projects	18	5.75
Poor maintenance culture	48	15.25
Total	318	100

Source: Field survey, 2023

Table 18 shows that 18.75% said lack of proper consultation is a mitigating factor, 12.25% considered communication gap as a factor, 6% said wrong allocation of CSR programs to host communities, 21% indicated conflicts with host communities as a factor, 15.5% of respondents considered excess needs of host communities as a factor, another 6% said alteration

of projects by communities is a mitigating factor while damage of previous projects was considered a mitigating factor by 5.75% while 15.25% said poor maintenance culture is a mitigating factor.

4.3 DISCUSSION OF FINDINGS

To talk about the results of this research project on how people in Edo state feel about NTA's Corporate Social Responsibility (CSR) programs, it's important to answer the research questions that the project is trying to answer, as described in Chapter 1.

Research Question 1: What is the viewers' perception of Corporate Social Responsibility (CSR) programs of NTA in Edo State?

NTA Uzairue in the Edo North Senatorial District is known for its Corporate Social Responsibility (CSR) programs. These include promoting culture, providing social comforts, donating to health organizations, donating to charity, advertising for free, and getting the word out. These are set up to meet the needs of the host communities as a whole and as individuals. They can only serve their purpose if they match the needs and wants of the host community.

When asked in Table 9 if the Corporate Social Responsibility (CSR) programs meet the needs of the host towns, 260 people said yes. This makes it clear that NTA does the right research to meet the goals of the host comm. Only 10.5% of the people who answered disagreed, and 7.75% said they didn't care either way.

Table 10 shows how the respondents answered the question of whether the host towns are consulted before Corporate Social Responsibility (CSR) programs are carried out. A little more than half of them, 53.25 percent, said yes, while 145 said no. This could be taken to mean that the consultations are generally only about the Corporate Social Responsibility (CSR) programs and how they work. Due to the nature of some Corporate Social Responsibility (CSR) projects, the host communities may not need to be consulted. Corporate Social Responsibility (CSR) programs include things like publicity, promoting culture through shows on the station, writing ad copy for free, and giving money to charity.

Most of the time, it's still important for the media outlet to keep in close contact with the host towns. This isn't necessary while the project is being done, but it must be done at the start of the project. Usually, a department like the marketing or corporate affairs department is in charge of starting, planning, preparing a budget, and carrying out a project. It would be good for both sides if the host communities were consulted constantly during planning and when projects were given to communities.

All of this shows that the host communities of NTA, Uzairue in the six local governments of the senatorial district have a positive view of the media outlet and its Corporate Social Responsibility (CSR) programs. This is because the media outlet has set up and carried out a number of CSR programs for the host communities.

Research Question 2: How has these Corporate Social Responsibility (CSR) programs impacted the lives of the host communities?

The people who answered the survey agree that the Corporate Social Responsibility (CSR) programs of NTA Uzairue have helped them in many ways. This could be compared to how quickly the media outlet tailors its Corporate Social Responsibility (CSR) programs to meet the present or future needs of the communities it serves. Of the 318 people who answered, an alarming 80.75 percent, or 257, said that the Corporate Social Responsibility (CSR) programs of NTA Uzairue had had a good effect on them. No one chose the negative answer. This shows how hard the media company has tried to reach every corner of its host towns and make sure no one is left out. Even though the areas of effect are different, the most important thing is that the people in the communities backed NTA's Corporate Social Responsibility (CSR) drive to improve their lives.

65.75% of people chose "to a large extent" and 25.75% chose "to some extent" when asked how bad the effect is. The answer to this question shows that, as good as the effects are, they have also accomplished their goals. Corporate Social Responsibility (CSR) programs are just ways for businesses to give back to the communities that helped them run smoothly. What is given back should be what the community needs or wants. Corporate Social Responsibility (CSR) programs like promoting culture, providing social amenities, donating to health organizations,

giving money to charities, writing unpaid ads, and getting the word out are meant to improve the lives of the people who live in their host towns.

There have been effects on politics, society, the economy, and money. The political effect was felt more than the social and economic impacts, which were close behind. The Corporate Social Responsibility (CSR) programs of NTA Uzairue had political effects on a huge 183 of the people who filled out the survey. One could assume that the politicians in the district are put under pressure to do things that will make the lives of the people they serve better.

Research Question 3: To what degree is the communication between NTA and their host communities?

We can't say enough about how important dialogue is to everything we do. Its different forms and kinds are used to reach a goal set by the person who started the communication process. Even though it seems simple, it is a key part of planning, implementing, and running Corporate Social Responsibility (CSR) programs. A group could fail because of a lack of dialogue or a gap in it. This made it important to figure out how well NTA Uzairue and its host towns talk to each other.

Table 15 shows that when people were asked if the communication gap was one-way, two-way, or none of the above, 69.25%, or 221 people, said it was two-way. This means that the gap between the media outlet and its host towns is a two-way mode. The media house gives

information to the host communities, but the host communities also have the power to change it or even make it. Communication going both up and down is a key part of NTA Uzairue's Corporate Social Responsibility (CSR) projects coming to life and being carried out. The source breaks down the wall between itself and the people so that their unique needs can be heard. What a community in Etsako East needs might not be the same as what a community in Akoko Edo needs. So, the two-way communication would help people figure out what is different about one group from another.

Scaling the dialogue gap is a must if you want to get a more specific degree. Table 16 shows how the respondents rated the connection between NTA Uzairue and its host communities on a scale from 1 to 10. 226 people gave the relationship a score between 7 and 10, and 29% gave it a score between 1 and 6. This means that both the people and their leaders thought that there was a communication gap between the two sides.

More work needs to be done to bring the final 29% of respondents into the process of communication. Town criers, signs, community meetings, social events, and other ways to spread the word should be used to reach more people in the community.

Research Question 4: What are the shortcomings hindering the success of Corporate Social Responsibility (CSR) programs?

As much as the Corporate Social Responsibility (CSR) programs of NTA Uzairue have changed the lives of people in the host towns on a political, social, economic, and financial level, there are still some things that keep them from being a complete success. 130 respondents strongly agreed and 69 respondents agreed with this statement, which adds up to 62.5% of the total number of respondents.

Based on what this work found, the mitigating factors could come from either side. Some of them come from the organization, and some of them come from what the host towns do.

Conflict with host groups is one of the main problems that people pointed out. Organizations and their host towns need to have good relationships with each other. As Tarisa (1998) says, Corporate Social Responsibility (CSR) programs contribute to the long-term economic, environmental, and social sustainability of a company. However, this can't be done if a company doesn't get along with the people who live near it. This would have a big effect on how any Corporate Social Responsibility (CSR) program is planned and carried out. 21% of the respondents said that they agreed that conflict was a moderating factor.

Another problem that has been found is that the media house doesn't talk to people enough. Communities and groups of people all have different needs, so the only way to find out

what each group needs is to talk to them about it. People, like neighborhood leaders, youth leaders and representatives, women leaders, and others, should be consulted. This would help move things forward. 59 of the people who answered said that this is due to absence, which is mostly the organization's mistake.

After talking with the host communities and other groups, NTA Uzairue and other organizations' Corporate Social Responsibility (CSR) programs are less likely to be successful because the host communities have too many requests and needs. Most of the time, the huge requests from the host communities are too much for the money set aside for Corporate Social Responsibility (CSR) programs. So, they have to turn down the many requests and give them less than they want. This can change the success and main goal of Corporate Social Responsibility (CSR) programs, which Fenbrum (2000) says is part of building a good image.

Usually, when Corporate Social Responsibility (CSR) programs are finished, the physical projects are given to the host towns to take care of. The way they are taken care of and handled is not good. In these areas, the projects are hard to finish because they aren't well taken care of. 15.25% of the people who filled out the survey agreed that a bad maintenance attitude is one thing that makes it harder for Corporate Social Responsibility (CSR) programs to work.

A big problem is the lack of contact between an organization and the people they work with. The friendly relationship between both groups will be helped by clear communication from

both sides. This is one of the main goals of Corporate Social Responsibility (CSR) projects, which Freeman (1999) says is for the good of getting a lot of people involved. 12.25% of the people who answered think that the lack of communication is a factor that makes it harder for Corporate Social Responsibility (CSR) projects to work.

19 of the people who answered said that the wrong Corporate Social Responsibility (CSR) programs were given to the host towns. This is clear from the organization's point of view. As was said before, the needs of host groups are different and should be met in different ways. Corporate Social Responsibility (CSR) programs should be given out based on what the communities they are in need of. But if the opposite is true, the program can't be as successful as it should be.

When organizations are putting projects into action, the people in the host towns often change how the projects are put into action. This, in turn, makes it harder for Corporate Social Responsibility (CSR) projects to work.

Corporate Social Responsibility (CSR) programs can also fail because of the damage done by earlier projects. Based on the past projects that have been done in the host towns, the organization would be hesitant to do another one.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

This study tries to find out how people in Edo State, Nigeria, feel about the Corporate Social Responsibility (CSR) projects of the Nigerian Television Authority (NTA). The research used a survey research design to get information from respondents in the six local government areas of the Edo North Senatorial district. These areas are Etsako West, Etsako East, Etsako Central, Owan West, Owan East, and Akoko Edo.

With the help of a questionnaire sent to people in the senatorial district, this research found that the host communities of NTA, Uzairue across the six local governments of the senatorial district have a positive view of the media outlet and its Corporate Social Responsibility (CSR) programs. This is because the media outlet has set up and carried out a number of CSR programs for them.

Through survey research, it was found that Corporate Social Responsibility (CSR) programs have had a big effect on the lives of people in the areas where the media outlet is located. This shows how hard the media house works to reach everyone in the areas it serves and make sure no one is left out. Even though the areas of influence are different, the people in the

communities backed NTA's Corporate Social Responsibility (CSR) drive to make a difference in their lives. Politically, socially, financially, economically, and in other ways, these effects have been felt.

It also showed a number of problems with the media house's Corporate Social Responsibility (CSR) programs. These problems are either the media house's fault or the fault of the host towns.

5.2 CONCLUSION

Based on how the watchers of NTA Uzairue felt about the Corporate Social Responsibility (CSR) programs, it is clear that Corporate Social Responsibility (CSR) programs have an important place in society. Corporate Social Responsibility (CSR) projects are an important way for the Nigerian Television Authority (NTA), Uzairue, and the host communities to get along well. This is also true for other organizations.

This study showed that for Corporate Social Responsibility (CSR) programs to be as successful as they need to be, there must be two-way communication between the company and the communities where it operates. The two-way contact model gives the host communities the chance to tell the media house or organization what they need or what they don't like about something the organization did. The organization also has the chance to reach out to them and

hear what they have to say. It will be a way to talk both up and down, unlike if it was only one way.

In line with the goals of this study, the results showed that NTA Uzairue's Corporate Social Responsibility (CSR) programs, such as promoting culture, providing social amenities, donating to health organizations, giving money to charity, writing unpaid advertorials, getting the word out, and so on, have had a big impact on the lives of people in the host communities, even though there have been some problems that have gotten in the way of its success.

5.3 RECOMMENDATIONS

Based on the study done for this project, the following suggestions are made: Media houses and organizations should talk to the host communities not only during project execution but also before it starts, so that the project doesn't change or the resources aren't put in the wrong place.

- 1 Corporate Social Responsibility (CSR) programs should involve the host communities in making decisions to a large degree.
- 2 They should make sure that their Corporate Social Responsibility (CSR) programs meet the needs of the areas where they operate.

- 3 More work needs to be done to get a bigger group of people involved in the conversation process.
- 4 Since it is a rural area, town criers, billboards, community meetings, social events, and other ways to spread the word should be used to reach more people.
- 5 Corporate Social Responsibility (CSR) programs of the media house should be given the most attention, especially if they have flaws that are caused by the media house itself.

REFERENCE

- Asemah, E. S. (2011). Selected Mass Media Theme. Jos: University Press.
- Asemah, E. S., Gujbawo, M., Ekharefo, D. O., & Okpanachi, R. A. (2012). Research Methods and Procedures in Mass Communication. Jos: Great Future Press.
- Alessia D., Sybil H. & Sue F. (2009). Corporate Social Responsibility and Sustainable Business: A guide to leadership functions. In Research Journal on Centre for Creative Leadership Vol. 1:355n (1-88).
- Babalola Y. A. (2103). An impact of Social Audits and Corporate performance: Analysis of Nigeria Manufacturing Firms. In Research Journal of Finance and Accounting, 4 (1), 96 – 10
- Black, S. (1989). Introduction to Public Relations. London: The Midino Press Limited.
- Crowther, D. & Jatana, R. (2005). Agency Theory: A Cause of Failure in Corporate Governance. In: D. Crowther and R. Jatana (eds.) International Dimensions of Corporate Social Responsibility, 1, 135-152.
- Febum C. J, Guadberg N. A & Server, J. N (2000). The Republican Quotent. A multi stakeholder measure of corporate Reputation. In The Journal of Business Management. Vol.2.
- Freeman, R. E. (1984). Strategic Management: A Stakeholder Perspective, Englewood Cliffs. New Jersey: Prentice Hall.
- Freeman, R.E & Harrison, J.S. (1999). Stakeholders Social Responsibility and Performance: Empirical Evidence and Theoretical Perspectives. In Academy of Management Journal, vol.42, No 5.
- Hocking, J., Stacks, D. W., & McDermott, S. T. (2003). Communication research (3rd ed.). Boston, MA: Pearson Education
- Izuchukwu, J. E. (2009). Corporate Social Responsibility Performance: A Study of Shell Petroleum Development Company Limited (SPDC) in Selected Areas of Operation (Soku Oil Field). Enugu: University of Nigeria.
- Jye, Y. L. & Pasvel, C. (2009). Corporate Social Responsibility and Environmental Management. 10(1). 1002/184

- Koontz et al (1976). *A Management System and Contingency Analysis of Management Function* (6th Ed). USA: McGraw Hill Series in Management.
- Kotler, P. (1988). *Marketing Management* (6th Ed). London: Prentice Hall
- Kumar, R., D. F. Murphy and V. Balsari: (2001). *Altered Images: The 2001 State of Corporate Responsibility in India Poll. Understanding and Encouraging Corporate Responsibility in South Asia – Update 1* (Tata Energy Research Institute, New Delhi).
- Marrewijk and Werre (2003). *Multiple Levels of Corporate Sustainability*. In *Journal of Business Ethics*, Vol. 44.
- Marrewijk. (2003). *Concept and definitions of CSR and Corporate Sustainability: Between Agency and Communion*. In *Journal of Business Ethics*, Vol. 44 pp 95 – 105.
- McQuail, D. (1987). *Mass Communication Theory* (2nd ed.). London: Sage.
- Odetayo, T., Adeyemi, A. & Sajuyigbe, A. (2014). *Impacts of Corporate Social Responsibility on profitability of Banks*. In *International Journal of Academic Research in Business and Social Sciences*, 4(8), 252-263.
- Okwechime, C. (2012). *Mass Media Research Management*. Lagos: Amfitop Books.
- Okunna, S. (1999). *Ethics of Mass Communication*. Enugu: New Generation Books.
- Ojenike J.O, Odunsi A.O & Atunbi J.A. (2014). *Perception of Corporate Social Responsibility in Nigeria: An Empirical Investigation*. In *International Journal of Business and Management Invention*. Volume 3 Issue 9 | September. 2014 | PP.69-73.
- Palowei, Z. C., Aduba, O. F, Poyeri B. J., Tubonimi O. A., Bribena, B. (2014). *Communication and Corporate Social Responsibility in Shell Petroleum Development Company and Mobil Producing Nigeria Unlimited*. In *International Journal of Managerial Studies and Research (IJMSR)* Volume 2, Issue 8, September 2014, PP 47-55.
- Porter and Kramer (2002). *The Competitive Advantage of Corporate Philanthropy*. *Harvard Business Review Dec*.
- Raji, S., Adekoya, A., Mbashiru, F. & Adebayo, I. (2017). *Corporate Social Responsibility and Firms' Performance in Nigeria*. In *Journal of Emerging Trends in Economics and Management Sciences (JETEMS)* 8(6):276-283.

Sambe, J. A. (2014). Introduction to Mass Communication Practice in Nigeria. Ibadan: Spectrum Books Limited.

Tansa, E.T. (1998). Oil Companies Lie, Deceive, Place Ethnic Card to Divide Host Communities. London: Prentice Hall.

Uzoaga, W.O. (1976), Socio-Economic Responsibility of Multinational Corporations. In Business Quarterly Vol.4, No. 1 pp. 17 - 32.

Wimmer, R. D. & Dominic, J. R. (2011). Mass media research: An introduction. US: Wadsworth Cengage Learning.

APPENDIX

Department of Mass Communication,
Faculty of Arts,
University of Benin,
Benin City.
10th, February, 2023.

Dear Respondent,

REQUEST FOR COMPLETION OF QUESTIONNAIRE

My name is **OmonUsimeakon David**, a Bachelor of Art student of Mass Communication in the above institution. I am conducting a research on the topic; **“Viewers’ perception of Corporate Social Responsibility (CSR) Programs of NTA in Edo State”**.

I humbly appeal to you to fill the questionnaire as honest as possible, as your candid responses are needed in providing solutions to the research work.

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

Thanks for your anticipated cooperation.

Yours faithfully,

Omon .U. David

QUESTIONNAIRE

SECTION A: DEMOGRAPHY

1. **Sex:** Male [] Female []
2. **Religion:** Islam [] Christianity [] Others []
3. **MaritalStatus:** Single [] Married [] Divorced []
4. **Age:** 18 – 30 [] 31 – 40 [] 41 – 50 [] 51 – Above []
5. **Qualification:** SSCE [] OND/NCE [] B.Sc/B.A [] Post Graduate []
6. **Local Government Area:** Etsako West [] Etsako East [] Etsako Central [] Owan West [] Owan East [] Akoko Edo []

SECTION B: PSYCHOGRAPHY

7. Are you familiar with the Corporate Social Responsibility (CSR) programmes of Nigerian Television Authority in Edo State? Yes [] No []
8. Which of the CSR programmes are you familiar with? Cultural promotion [] Provision of Social Amenities [] Donations to Health Organisations [] charitable contributions [] Unpaid advertorials [] publicity []
9. Do you think these CSR programmes are in tandem with the need of the host communities? Agree [] Disagree [] Neutral []
10. Are the host communities consulted before execution? True [] False []
11. Host communities should be consulted during projects initiation.
Strongly Agreed [] Agreed [] Neutral [] Disagree [] Strongly Disagreed []
12. In what ways have these CSR programmes impacted the lives of host communities in Edo State? Positive [] undecided [] Negative []

13. If positive, to what extent? To a large extent [] To some extent [] Very little []
Undecided []
14. What areas are the impacts felt? Socially [] Economically [] Financially []
Politically []
15. How will you describe the communication gap between NTA and its host communities?
1-way [] 2-way [] None []
16. On a scale of 1 – 10, how will you rate the relationship between NTA and its host communities 1-2 [] 3-4 [] 5-6 [] 7-8 [] 9-10 []
17. There are some factors mitigating the success of CSR programmes of NTA in Edo State.
Strongly Agreed [] Agreed [] Neutral [] Disagree [] Strongly Disagreed []
18. Which of the following is a mitigating factor? Lack of proper consultation []
Communication gap [] Wrong allocation of CSR programmes to host communities
[] Conflict with host communities [] Excess request/need of host communities []
Alteration of projects by community (touts) [] Damage of previous projects [] Poor
maintenance culture []