

# ASSESSING THE COMPLIANCE OF TARABA RADIO WITH NBC CODE FOR DEVELOPMENT PURPOSES

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## Abstract

The paper examined the compliance of Radio Taraba (TSBS) with the NBC code for developmental purposes. This study employed the survey research design to gather information from respondents in Taraba State Broadcasting Service and National Broadcasting Commission. A total of one hundred and fourteen questionnaire copies were distributed, ninety eight questionnaires were retrieved and deemed appropriate for this study. The findings of this study revealed that staff of TSBS are aware of NBC as a broadcast regulator and that TSBS complies with the NBC code in its programmes by being objective, balance and accurate in its reportage. Notwithstanding, it was discovered that TSBS serves as a government mouthpiece at the detriment of its audience interest. Furthermore, Economic challenge and political inference were identified as some of the factors that are militating against TSBS compliance with the NBC code. Therefore, the study recommends among other things that Broadcast stations should become independent of politics and government, dedicating to duty and unbiased regulation, and fully financed for better services and NBC should intervene or resolve the issue of government subvention and political inference especially in government media outfits.

**Keywords:** *Radio, Compliance, NBC, Broadcasting Code*

## INTRODUCTION

The media of mass communication more especially the broadcast media are in a strategic position to accelerate development within the ambience they operate. According to Chiaakan, Shammah and Yarius (2015, p1), “both developed and developing nations fix their hope on the media in order to persevere in cultivating development tract”. The veracity of the above assertion is associated to the fact that the broadcast media’s core functions include; preservation of cultural norms and values, educating populace on salient issues and boosting economies of nations via adverts and other marketing communication strategies.

In Nigeria, the defining moment for the broadcast media came in 1992, when a new broadcast media regulatory authority, the National Broadcasting Commission, (NBC), was established. This was in response to plurality of the broadcast media as practised in the liberal democracies of the world. In line with the Act establishing the NBC, Idachaba (2015), Ihechu and Okugo (2013), averred that NBC regulatory functions are in line with the implementation of the National Mass Communication policy, which covers national motivation, mobilisation and the attainment of national or public interests. This implies that broadcasting in Nigeria should influence societal values positively; and in so doing improve and strengthen the social, cultural, economic, political and technological values of the nation and set agenda for public good (NBC, 2010). Notwithstanding, it was observed by some NBC that the advent of digitization and its emerging new media, no doubt, pose a new set of challenges on the broadcast industry. Therefore to meet up with the challenges of the emerging trend in the broadcast industry, there is need to have a proper and workable regulatory framework that would guide the operators in the industry.

Akinreti (2017, p.5) observed that recently, lopsided reportage by different broadcast media outfits most especially government owned media “fuelled criticism among public analysts, scholars and stakeholders that broadcast media licence is being used for political patronage and profit making instead of developmental purposes”. Similarly, a report by Sean McBride Commission cited in Shem (2018, p.3) revealed that “news has become commercial

product. Important developments, especially in the countryside are pushed aside by unimportant or even trivial news items concerning urban events and the activities of personalities”, (p,3).

From the foregoing, it is apt to infer that some broadcast media outfits in Nigeria have derailed from their core developmental functions as enshrined in the Code of the NBC. In other words, despite avalanche of efforts by the NBC to effectively regulate the broadcast industry in Nigeria, some broadcast stations and journalists have on different occasions indulged in diverse unethical conducts that are against the codes of the Commission. For instance, at the end of the presidential election held on 23<sup>rd</sup> of February, 2019, the Nigerian Broadcasting Commission sanctioned forty five (45) broadcast stations across the country for violating section 5.2.12, 7.6.6 and 7.6.7 of the NBC code. (Vanguard, 2019). Similarly, a report on the 6<sup>th</sup> of June, 2019 by the Sahara Reporters unravelled that the NBC suspended the licence of Daar Communication Plc. as a result of inability of the radio and television stations to abide by the broadcasting code. This implies that though the broadcast stations in Nigeria are provided by the NBC code for guidance in their operations, they seem not to obeying and operating in line with its demands. It is against this backdrop that this study seeks to assess the compliance of Taraba State Broadcasting Service to the National Broadcasting Commission Code for developmental purposes.

## STATEMENT OF THE PROBLEM

The essence of establishing the NBC was to monitor and bring erring stations under control. However, it has been observed according to (Akinreti, 2017; Ihechu and Okugo (2013) that many stations violate the Broadcast Code. Okunna (2005, p.89) says the broadcast media in Nigeria are “shying away from their primary responsibilities of educating, informing and enlightening the citizenry... and violates the fundamental rights of people...to receive the right type of information”.

According to NBC (2019, p.3) “...every broadcast licence is required to adhere to a minimum of 80% local broadcast content for radio.” In addition to this, the NBC, application form licence reiterates these goals noting that applicants for a broadcast licence must give an undertaking that, the licensed station shall be used to promote national interest, unity and cohesion and that it shall not be used to offend the religious sensibilities or promote ethnicity, sectionalism, hatred and disaffection among the peoples of Nigeria”. However, at the end of the presidential election held on 23<sup>rd</sup> of February, 2019, the Nigerian Broadcasting Commission sanctioned forty five (45) broadcast stations across the country for violating section 5.2.12, 7.6.6 and 7.6.7 of the NBC code. (Vanguard, 2019). Similarly, a report on the 6<sup>th</sup> of June, 2019 by the Sahara Reporters unravelled that the NBC suspended the licence of Daar Communication Plc. as a result of inability of the radio and television stations to abide by the broadcasting code. This implies that though the broadcast stations in Nigeria are provided by the NBC code for guidance in their operations, they seem not to be obeying and operating in line with its demands. In light of this, this study seeks to assess the compliance of Taraba State Broadcasting Service with the National Broadcasting Commission Code for developmental purposes.

## OBJECTIVE OF THE STUDY

Generally, this study seeks to assess the compliance of Taraba State Broadcasting Service (TSBS) to the National Broadcasting Commission’s code for developmental purposes. The specific objectives of the study are:

- i. To find out whether TSBS is aware of the NBC code;
- ii. To assess the level of TSBS’ compliance with NBC Code for developmental purposes;
- iii. To determine how the TSBS obeys the NBC Code in producing programmes capable of bringing peace unity and development in Taraba State.
- iv. To ascertain the factors militating against TSBS compliance to NBC Codes;

## RESEARCH QUESTIONS

- i. Is TSBS aware of the NBC Code?
- ii. What is the level of Taraba State Broadcasting Service’s compliance with NBC codes for developmental purposes?
- iii. How does TSBS obey the NBC Code in producing programmes capable of bringing peace, unity and development in Taraba State

iv. What are the factors militating against Taraba State Broadcasting Service compliance with the NBC codes?

## **THEORETICAL FRAMEWORK**

This study is anchored on the social responsibility. The theory according to Chiakaan and Ahmad (2014, p110) is “an extension and improvement of the libertarian theory.” The authors further note that, the social responsibility theory came to existence as a result of the shortcoming associated with the free press theory. According to Suntai and Shem (2017), the social responsibility theory rests on the notion that media outfits and journalists are expected to accept and fulfil certain obligations to society within which they operate. Similarly, Chiakaan and Ahmad (2014) corroborate that the press need to strike a balance between its freedom and societal responsibility. They further note that for the press to be socially responsible to its society, it must self-discipline. This “self-discipline” includes complying with the code of NBC by broadcast stations.

According to Anaeto, Onabajo & Osifeso (2012) the Social responsibility theory has seven basic assumptions, these include; the media should accept and fulfil certain obligations to the society; through professional standards of informativeness, truth, accuracy, objectivity and balance, these obligations can be met; the media should regulate itself within the framework of law and established institutions to be able to carry out its responsibilities; that whatever might lead to crime, violence, civil disorder or offence to minority groups should be avoided by the media; that the media should reflect society’s plurality, give access to diverse views and grant everyone the right to reply.

Based the above tenets of the social responsibility theory, the society has the right to expect high standards of performance from the media. Such expectation includes its compliance with NBC code. From the foregoing, suffice it to say the social responsibility theory is relevant to this study in the sense that complying with the code of NBC by broadcast stations implies being ethical and socially responsible because the code of the NBC is meant to regulate the activities of the press for the holistic benefit of the Nigerian society.

## **REVIEW OF RELATED EMPIRICAL STUDIES**

Some previous studies carried out by scholars that are related to this study directly or indirectly are here selected and reviewed. One of such studies is the one by Barigbon, (2016) in a study: *Challenges of Public and Private Television stations in Nigeria: A Comparative study of NTA and AIT* captured the recurring problems in the broadcasting industry in Nigeria post deregulation period. The study adopted a survey method and purposive sampling of 180 respondents from NTA and AIT to achieve the objectives of the research.

The Development media theory was used by the study to justify the clamour for development oriented reports or coverages by the broadcast media in the 21<sup>st</sup> century in Asia and Africa. It espoused media support for emerging political development and national consciousness. Findings of the study revealed that despite the laudable goals of the two television stations, they have derailed from the core objectives of broadcasting as a result of the ownership influence, inadequate funding political pressures and inadequate manpower have been some of the challenges of the broadcast media organisations. These challenges were also noted by Onabajo (2000, p.23), Ogbuoshi (2005) and Olube (2013). The study further revealed that as a result of these inadequacies, unethical issues like commercialisation of news, poor programming and outright partisanship were noticed in the television stations.

The study recommends among other things that there is the swift need for adequate funding of NTA through more subvention and injection of more funds to AIT by its owner; there is also the need for the enforcement of broadcasting code on news and programmes by the NBC. The work is relevant to this study as it highlight the challenges of the AIT and NTA, two key private and public media organisations that breached the NBC code and useful for the present study.

Shaibu, (2016) argued in his work: *From Monopoly to Deregulation and How Survival of The Fittest in Mass Communication Ubiquity*. The scope of the study was on Content delivery among the private and government funded broadcast organisations. While some of the broadcast stations delivered contents through the traditional

media platforms, others have embraced the new media broadcasting, using the internet for online, real time broadcast of the social media platforms to capture the young audience.

A Survey method and questionnaires were administered on 120 respondents on the performance of a private radio station – Cool FM on the use of new media techniques for broadcast to curtail add value to its operations. Using the uses of gratification and the Diffusion of Innovation media theories, findings of this study revealed that attempt to use the new media platforms for broadcast of news and programmes encountered numerous challenges such as technology and accessibility. Akinreti (2015) and Omeruo (2010) agreed with this submission. Hence, the study recommends that there is the need for the NBC to monitor online broadcast. This work is significant to this work because many radio and television stations have deployed the new media platforms for broadcast today and the NBC has been unable to rise to this challenge of monitoring broadcast content online.

In his study entitled, *Broadcast and Politics in Nigeria*, Okoduwa (2014), submitted that ownership and control of the broadcast media are integral part of modern broadcasting operations in Nigeria because the media became completely immersed in the vortex of partisan politics in their broadcasts to ensure that “he who dictate the pier call the tune”. He argued that most owners of broadcast media in Nigeria presently are members of political parties who demonstrated their loyalty and thrown open their broadcast channels to the party the ruling government. This submission was in tandem with Sada (2002) who said that ‘the broadcast media in Nigeria are partisan; they are identified with one political party or the other’ (p139).

Accordingly, the broadcast media such as AIT, TVC and ITV are seen as political and social investments to support political parties they believed would win an election and play save in the case the pendulum swings the other way. This was demonstrated in the 2015 general elections. The study used a case study approach of both public and private broadcast media organisations to justify the objective of the work. In one of the case study, Okoduwa referred to a remarkable experience noting that despite the huge sanction of the NBC on impartial political broadcasts as stated in the broadcasting code, a GM/ DG of public owned station told the Commissioner of Information about the penalty for breach of broadcast code to the tune of N500, 000 to N1, 000,000. The Commissioner of Information asked the GM/DG to broadcast unprofessional materials and paid the NBC fine.

Okoduwa therefore recommended that the NBC should be allowed to appoint the GM/DG of public and private owned stations among core professionals and sanction erring broadcast stations appropriately for unethical conduct. The study is relevant because it brought to the fore some unprofessional conducts which affect quality broadcast in both public and private broadcast stations.

Writing under a titled “*A Comparative Evaluation of the Pre and Post Deregulation Challenges of Broadcasting in Nigeria*”, in the Journal of Research and Development, Chioma Patricia, (2014), espoused the link between challenges of deregulation of broadcasting and how NBC struggled with its statutory role of enforcing strict adherence to the broadcasting code. She postulated that the challenges of NBC emanated from pre - deregulation period where broadcast media were seen as a tool for political propaganda, poorly funded, owned by the state and turned to instrument of party politics rather for public interests among others.

In the post deregulation, the study noted that issues of commercial interests were far above national interest, cultural imperialism, poor quality programme, mismanagement of broadcast stations and switch over from analogue to digital pre-occupied NBC. These challenges were equally noted by Onabajo (2000, p, 23), Oketunji (2007, p, 8) as well as Ihechu and Okugo (2013, p16). Her recommendations for the media regulatory body to enforce its code and government adequate subvention for the public and private media are applauded. It is obvious that there is a nexus between the work and this research study as it espoused the link between challenges of deregulation of broadcasting and how NBC struggled with its statutory role of enforcing strict adherence to the broadcasting code.

The perceptions of listeners and viewers to the operations of both public and private broadcast media organisations in terms of news and programmes production was the crux of research by Asodike, and Udoh,

(2014). The study was titled: *Effects of Private and Government Owned Broadcast Media on Nigerian Public Opinion*. The researchers using a survey method through questioners of 100 respondents submitted that news and programmes from the private media stations were balanced, given divergent views to government policies which ultimately gave credibility to the stations broadcast, effectively utilising the social responsibility media theory. This was a contrast to public broadcast stations which focussed more on government policies with little or none divergent opinions. This submission justified the essence of deregulation of the broadcast industry in 1992 and the creation of the broadcast media regulator, NBC, to monitor both private and government owned media.

The study therefore suggested approval of more broadcast licences to private individuals to establish more radio and television stations across Nigeria. But, firstly, the inability of the researchers to dispassionately appreciate the role of the broadcast media regulator, NBC, in its bid to withdraw licences of private station that cannot pay broadcast renewal licence, as prescribed by the broadcasting code was a low point of the study. Secondly, the study overlooked the political interference of the owners of some private stations in news and programmes during the 2011 elections.

Bello and Inuwa, (2013), worked on - *Challenging the Challenges of Broadcast Regulations in Nigeria. A study of the National Broadcasting Commission, NBC*. The study, as the title inferred was a critical review of the major challenges facing the National broadcast regulator in Nigeria in discharging its responsibilities adequately to the broadcasting industry. It uses normative media theory as the theoretical framework.

The survey methods of questionnaires and in-depth interviews were used to generate data for its findings which clearly reveals that the NBC is weak in carrying out its statutory roles, quoting breaches of the NBC broadcasting codes. These challenges according to the findings are political interference, corruption, underfunding and dependency of NBC on the federal government. Eight recommendations were made as part solutions to the major challenges facing the NBC. Few of them are, adequate funding or substantial appropriation to the broadcast regulator to procure state of the art monitoring facilities and operational matters, review of the Nigerian Broadcasting Code, dedication of NBC officials, partnership with the private sector for content monitoring among others. Indeed these recommendations are apt to effective service delivery by the NBC. The work is relevant to the current study because it was unable to discuss fully the compliance of broadcast stations (radio) to NBC code; hence the focus of this research is instructive.

Ihechu and Okugo, (2013), in *Broadcasting Regulation and Broadcasting in Nigeria: Overview of the Approaches* discussed different measures adopted by different countries to check broadcasters with specific reference to Nigeria. The study was based on two media theories, the authoritarian and libertarian theories. In the light of this, the study appraises the application of the broadcasting code to broadcasting operations in Nigeria in four major areas, licensing, sanctioning arbitration and monitoring.

The study found out that the NBC exhibited bias against the private media in its bid to protect the state owned media organisations. It therefore recommends the review of the Nigerian Broadcasting Code to make the media regulatory agency more independent. It recommended plurality and healthy competition in the broadcast industry should be encouraged.

The study also highlighted the dangers posed by an alleged bias against the private broadcast media organisations (IBAN) by the government owned media group under the auspices of the Broadcasting Organisations of Nigeria, (BON). (IBAN) took (NBC) to court over the ban on adverts placements by government agencies on private broadcast stations and the payment of licence fees. The cases are still in court. However, in 2016, there was a twist to this frosty relationship as private broadcast stations have decided to come under the umbrella of (BON) to present a united proposal to government on sustainable growth of the broadcast industry in Nigeria.

Uche and Ihechu (2012) study on *The Challenges of Digitization of Broadcasting In Nigeria*, aptly threw up the issues of great concerns to broadcasting stations in Nigeria as a result of the switch over from analogue to digital transmission. The researchers posited that digitization process was instructive in tandem with the deadline from

the International Telecommunications Union, ITU, in the regional Radio Communication Conference, RAC, 2006. Sequel to this directive, June 2015 was the deadline for UHF channels to go on digital broadcast, while VHF Channels had 2020 deadline. The NBC is central to the attainment of this directive. Sadly, the broadcast media regulators could not meet the first deadline in 2015 but now struggled with. Partial switch over had been achieved for some broadcast stations in Jos Plateau state and Abuja, Nigeria's capital. It was instructive that Nigerian government supported the Ministry of Information and NBC to achieve the mandate of ITU.

## **METHODOLOGY**

This study employed the survey research design to gather information from respondents in Taraba State Broadcasting Service and National Broadcasting Commission (Nigeria). A total of one hundred and fourteen questionnaire copies were distributed, ninety eight questionnaires were retrieved and deemed appropriate for this study.

The population of this study comprised journalists from Taraba State Broadcasting Service and NBC staff in Taraba State, Nigeria. According to TSBS Planning Unit, the station has a number of 107 staff; conversely, NBC has 7 staff. This implies that the population of this study will comprise 114 staff (i.e.  $107+7=114$ ).

The data collected from the field were analyzed using descriptive and inferential statistics and this information were presented using frequency distribution tables.

## **DATA PRESENTATION**

### ***Demographic Data***

Findings of this study revealed that there were more male than female in the sampled population as 61(62%) of the respondents were male while 37(38%) of the respondents were female. This implies that there were more male than female in the sampled population.

The study also revealed 23(23%), 33(34%), 29(30%) and 13(13%) of the respondents were within the ages of 18-28, 29-38, 39-48 and 49 and above respectively. This result indicates that age distribution was fairly uniform across the age ranges except for ages 18-28 and 49 and above. The greater proportion (34%) of the respondents was within the ages of 38-49.

The study indicates that majority, that is 64(65%) of the respondents were married while 25 (26%), 4(4%) and 5 (5%) of the respondents were single, divorced and widowed respectively. This implies that people of different marital status participated in the study.

In this study, 51(52%) respondents were HND/BSc. holders, 25(26%) respondents were OND/NCE holders, 14 respondents (14%) were SSCE holders, 2 respondents (2%) were Primary school certificate holders and 6 respondents (6%) had other qualifications. This is as shown on Table 4. This result shows that majority of the respondents were highly educated which might translate to well informed opinions on their awareness, assessment and interpretation of issues.

The study also indicates that 91(93%) of the respondents were staff of TSBS while 7 respondents were from NBC. This implies that majority of the respondents were staff of Taraba State Broadcasting Service Jalingo.

**Table 1: I am fully aware of the NBC as Broadcasting Regulator**

| <i>Variables</i>   | <i>Frequency</i> | <i>Percentage %</i> |
|--------------------|------------------|---------------------|
| Strongly Agreed    | 63               | 64                  |
| Agreed             | 30               | 31                  |
| Neutral            | 05               | 05                  |
| Disagreed          | 00               | 00                  |
| Strongly Disagreed | 00               | 0                   |
| <b>Total `</b>     | <b>98</b>        | <b>100</b>          |

**Source: Field Survey, 2019**

The table above shows that most of the respondents were aware of NBC as a broadcast regulator as 63 (64%) and 30 (31%) respondents strongly agreed and agreed respectively that they are fully aware of the NBC as Broadcasting Regulator. This implies that most of the respondents were fully aware of the activities of the NBC as a broadcast regulator.

**Table 2: TSBS compliance with the NBC code**

| <i>Variables</i>   | <i>Frequency</i> | <i>Percentage %</i> |
|--------------------|------------------|---------------------|
| Strongly Agreed    | 27               | 28                  |
| Agreed             | 30               | 31                  |
| Neutral            | 08               | 08                  |
| Disagreed          | 18               | 18                  |
| Strongly Disagreed | 15               | 15                  |
| <b>Total `</b>     | <b>98</b>        | <b>100</b>          |

**Source: Field Survey, 2019**

Table 2 above shows that majority of the respondents were of the opinion that TSBS complies with the NBC code as 27(28%) and 30 (31%) of the respondents strongly agreed and agreed respectively that TSBS complies with NBC code. This implies that TSBS operate in line with NBC code.

**Table 3: TSBS complies with the NBC code to some extent**

| <i>Variables</i>   | <i>Frequency</i> | <i>Percentage %</i> |
|--------------------|------------------|---------------------|
| Strongly Agreed    | 27               | 28                  |
| Agreed             | 30               | 31                  |
| Neutral            | 08               | 08                  |
| Disagreed          | 18               | 18                  |
| Strongly Disagreed | 15               | 15                  |

|                |           |            |
|----------------|-----------|------------|
| <b>Total `</b> | <b>98</b> | <b>100</b> |
|----------------|-----------|------------|

**Source: Field Survey, 2019**

Table 3 above shows that majority of the respondents were of the opinion that TSBS complies with the NBC code to some extent as 27(28%) and 30 (31%) of the respondents agreed and strongly agreed respectively. Notwithstanding 18(18%) and 15(15%) of the respondents strongly disagreed and disagreed that TSBS complies with the NBC code to some extent.

**Table 4: TSBS complies with the NBC code in producing its programmes**

| <i>Variables</i>   | <i>Frequency</i> | <i>Percentage %</i> |
|--------------------|------------------|---------------------|
| Strongly Agreed    | 30               | 31                  |
| Agreed             | 26               | 27                  |
| Neutral            | 18               | 18                  |
| Disagreed          | 08               | 08                  |
| Strongly Disagreed | 16               | 16                  |
| <b>Total `</b>     | <b>98</b>        | <b>100</b>          |

**Source: Field Survey, 2019**

Table 4 shows that majority of the respondents were of the opinion that TSBS complies with the NBC code in producing its programmes as 30(31%) and 26 (27%) of the respondents agreed and strongly agreed that TSBS complies with the NBC code in producing its programmes. Although 8(8%) and 16(16%) of the respondents disagreed and strongly agreed.

**Table 5: TSBS complies with the NBC code by being objective, fair and accurate in its programmes**

| <i>Variables</i>   | <i>Frequency</i> | <i>Percentage %</i> |
|--------------------|------------------|---------------------|
| Strongly Agreed    | 32               | 33                  |
| Agreed             | 45               | 46                  |
| Neutral            | 06               | 06                  |
| Disagreed          | 08               | 08                  |
| Strongly Disagreed | 07               | 07                  |
| <b>Total `</b>     | <b>98</b>        | <b>100</b>          |

**Source: Field Survey, 2019**

Table 5 above unravels that greater part of the respondents were of the opinion that TSBS complies with the NBC code by being objective, fair and accurate in its programmes as 32(33%) respondent strongly agreed, 45(46%) agreed while 6 respondents were not sure. Conversely, 8(8%) and 7(7%) respondents disagreed and strongly disagreed respectively. This implies that most of the respondents believe that NBC complies with the NBC by being objective, fair and accurate in its programmes.

**Table 6: There are more indigenous than foreign programmes on TSBS**

| <i>Variables</i>   | <i>Frequency</i> | <i>Percentage %</i> |
|--------------------|------------------|---------------------|
| Strongly Agreed    | 39               | 40                  |
| Agreed             | 38               | 39                  |
| Neutral            | 08               | 08                  |
| Disagreed          | 07               | 07                  |
| Strongly Disagreed | 06               | 06                  |
| <b>Total`</b>      | <b>98</b>        | <b>100</b>          |

**Source: Field Survey, 2019**

Table 6 above indicates that 39 respondents representing 40% strongly agreed that there are more indigenous than foreign programmes on TSBS. Similarly 38(39%) respondents agreed while 8 respondents were not sure whether there are more indigenous than foreign programmes on TSBS. On the contrary, 7 respondents representing 7% disagreed while 6 respondents representing 6% strongly disagreed. This implies that TSBS give priority to indigenous than foreign programmes.

**Table 7: TSBS produces programmes that bring peace and unity in the state for development purpose.**

| <i>Variables</i>   | <i>Frequency</i> | <i>Percentage %</i> |
|--------------------|------------------|---------------------|
| Strongly Agreed    | 25               | 26                  |
| Agreed             | 47               | 48                  |
| Neutral            | 01               | 1                   |
| Disagreed          | 10               | 10                  |
| Strongly Disagreed | 15               | 15                  |
| <b>Total`</b>      | <b>98</b>        | <b>100</b>          |

**Source: Field Survey, 2019**

Table 7 above unravels that TSBS produces programmes that bring peace and unity in the state for development purpose as 25(26%) and 47 (48%) of the respondents agreed and strongly agreed that TSBS produces programmes that bring peace and unity in the state for development purpose. On the contrary, 10(10%) and 15(15%) respondents disagreed and strongly disagreed respectively.

**Table 8: TSBS is a government mouthpiece to the detriment of audience interest**

| <i>Variables</i>   | <i>Frequency</i> | <i>Percentage %</i> |
|--------------------|------------------|---------------------|
| Strongly Agreed    | 33               | 34                  |
| Agreed             | 20               | 21                  |
| Neutral            | 14               | 14                  |
| Disagreed          | 15               | 15                  |
| Strongly Disagreed | 16               | 16                  |
| <b>Total</b>       | <b>98</b>        | <b>100</b>          |

**Source: Field Survey, 2019**

Table 8 above reveals that majority of the respondents were of the opinion that TSBS operate as government mouthpiece to the detriment of its audience interest as 33(34%) and 20(21%) of the respondents Strongly agreed and agreed that TSBS is a government mouthpiece to the detriment of audience interest. On the contrary, only 15(15%) and 16(16%) respondents disagreed and strongly disagreed that TSBS is a government mouthpiece to the detriment of audience interest.

**Table 9: Rural dwellers in Taraba State have benefited sufficiently from developmental programmes on TSBS**

| <i>Variables</i>   | <i>Frequency</i> | <i>Percentage %</i> |
|--------------------|------------------|---------------------|
| Strongly Agreed    | 23               | 23                  |
| Agreed             | 45               | 47                  |
| Neutral            | 11               | 11                  |
| Disagreed          | 07               | 07                  |
| Strongly Disagreed | 12               | 12                  |
| <b>Total</b>       | <b>98</b>        | <b>100</b>          |

**Source: Field Survey, 2019**

Table 9 above indicates that that majority of the respondents were of the opinion that rural dwellers in Taraba State have benefited sufficiently from developmental programmes on TSBS as 23(23%) and 45(47%) of the respondents strongly agreed and agreed that rural dwellers in Taraba State have benefited sufficiently from developmental programmes on TSBS. On the contrary, only 7(9%) and 12(12%) respondents disagreed and strongly disagreed. This implies that rural dwellers benefit from development programmes on TSBS.

**Table 10: TSBS is faced with the challenge of complying with the NBC Code**

| <i>Variables</i>   | <i>Frequency</i> | <i>Percentage %</i> |
|--------------------|------------------|---------------------|
| Strongly Agreed    | 45               | 47                  |
| Agreed             | 23               | 23                  |
| Neutral            | 07               | 07                  |
| Disagreed          | 11               | 11                  |
| Strongly Disagreed | 12               | 12                  |
| <b>Total`</b>      | <b>98</b>        | <b>100</b>          |

*Source: Field Survey, 2019*

Table 10 above shows that 45 respondents representing 47% agreed that TSBS is faced with the challenge of complying with the NBC Code. Similarly 23(23%) respondents strongly agreed while 7 respondents were not sure if TSBS is faced with the challenge of complying with the NBC Code. On the contrary, 11 respondents representing 11% disagreed while 12 respondents representing 6% strongly disagreed. This implies that TSBS is faced with a challenge that has the potency to hinder the station from complying with the NBC Code.

**Table 11: Political inference is one of the challenges that hinders TSBS from complying with NBC code**

| <i>Variables</i>   | <i>Frequency</i> | <i>Percentage %</i> |
|--------------------|------------------|---------------------|
| Strongly Agreed    | 40               | 41                  |
| Agreed             | 15               | 15                  |
| Neutral            | 04               | 04                  |
| Disagreed          | 19               | 19                  |
| Strongly Disagreed | 20               | 21                  |
| <b>Total</b>       | <b>98</b>        | <b>100</b>          |

*Source: Field Survey, 2019*

Table 11 above shows that the majority of the respondents 40 (41%) strongly agreed that political interference is one of the challenges that hinders TSBS from complying with the NBC code; similarly, 15(15%) respondents agreed. On the contrary, 19(19%) and 20(20%) disagreed and strongly disagreed that political inference is one of the challenges that hinders TSBS from complying with the NBC code.

**Table 12: Economic challenge is one of the challenges that hampers with TSBS compliance with the NBC code**

| <i>Variables</i>   | <i>Frequency</i> | <i>Percentage %</i> |
|--------------------|------------------|---------------------|
| Strongly Agree     | 40               | 41                  |
| Agree              | 15               | 15                  |
| Neutral            | 04               | 04                  |
| Disagreed          | 19               | 19                  |
| Strongly Disagreed | 20               | 21                  |
| <b>Total</b>       | <b>98</b>        | <b>100</b>          |

**Source: Field Survey, 2019**

Table 12 above shows that the majority of the respondents 40 (41%) strongly agreed that economic challenge is one of the challenges that hampers with TSBS compliance with the NBC code, similarly, 15(15%) respondents agreed. On the contrary, 19(19%) and 20(20%) disagreed and strongly agreed that economic challenge is one of the challenges that hampers with TSBS compliance with the NBC code.

### **ANSWERING RESEARCH QUESTIONS**

This study is aimed at examining the compliance of Radio Taraba (TSBS) with the NBC code for developmental purposes. The questions raised by the study are hereby presented, analyzed and answered.

#### **Research Question 1: Is TSBS aware of the NBC Code?**

In answering this questions, the data in Table 1 revealed that the majority of the respondents are aware of NBC as a broadcast regulator as 63 (64%) and 30 (31%) respondents strongly agreed and agreed respectively. This implies that respondents were fully aware of NBC as a broadcast regulator. This might be due to the fact that most of the respondents were not newly enrolled staff in the broadcast industry.

#### **Research Question 2: What is the level of Taraba State Broadcasting Service's compliance with NBC codes for developmental purposes?**

Data obtained from the field revealed that TSBS complies with the NBC code to some extent as majority of the respondents, that is 27(28%) and 30 (31%) agreed and strongly agreed that Taraba State Broadcasting Service's complies with NBC codes for developmental purposes. Furthermore, in answering this research question, Table 5 unraveled that greater part of the respondents were of the opinion that TSBS complies with the NBC code by being objective, fair and accurate in its programmes as 32(33%) respondent strongly agreed, 45(46%) agreed.

**Answering Research Question 3: How does TSBS obey the NBC Code in producing programmes capable of bringing peace, unity and development in Taraba State:** In answering this research question, it is pertinent to first ascertain if TSBS produces programmes that are capable of bringing peace, unity and development in Taraba State. Table 7 above revealed that TSBS produces programmes that bring peace and unity in the state for development purpose as 25(26%) and 47 (48%) of the respondents agreed and strongly agreed that TSBS produces programmes that bring peace and unity in the state for development purpose. Furthermore, Table 5 above unravels that greater part of the respondents were of the opinion that TSBS complies with the NBC code by being objective, fair and accurate in its programmes as 32(33%) respondent strongly agreed, 45(46%) agreed.

#### **Research Question 4: What are the factors militating against Taraba State Broadcasting Service compliance with the NBC codes?**

In answering this research question, Tables 11 and 12 revealed that there are two main factors that militate against TSBS in complying fully with NBC code. Table 16 above shows that the majority of the respondents 40 (41%) strongly agreed that political interference is one of the challenges that hinders TSBS from complying fully with the NBC code, similarly, Table 17 revealed that the majority of the respondents 40 (41%) strongly agreed that economic challenge is one of the challenges that hampers TSBS full compliance with the NBC code.

#### **DISCUSSION OF FINDINGS**

One of the core findings of this study revealed that most of the TSBS staff are fully aware of NBC as a broadcast regulator. This might be due to the fact that most of the respondents are not newly enrolled staff in broadcast. The above finding coincides with that of a study conducted by Bello and Inuwa (2014) titled: *challenging the challenges of broadcast regulations in Nigeria: A study of the National Broadcasting Commission (NBC)*. Beli and Inuwa's findings revealed that 212 respondents equivalent to (80.6%) were aware of the NBC as broadcast regulator in Nigeria.

Findings of this study also revealed that TSBS as a media station complies with the NBC code complies with the NBC code by being objective, fair and accurate in its programmes via producing programmes that are capable of bringing peace, unity and development in Taraba State. Notwithstanding, it sounds contradicting that despite the above findings, the study still unearthed that TSBS still served as a government mouthpiece to the detriment of audience interest. The above finding correlates with that of Asodike, and Udoh, (2014) in their study titled: *"Effects of Private and Government Owned Broadcast Media on Nigerian Public Opinion."* Asodike, and Udoh, (2014) found out that public broadcast stations focussed more on government policies with little or none divergent opinions. This submission justified the essence of deregulation of the broadcast industry in 1992 and the creation of the broadcast media regulator, NBC, to monitor both private and government owned media. But the major cause of concern here is what is NBC doing in order to arrest this awful practice?

Another revelation made by this study is that there are two main factors that militates against TSBS in complying with NBC code. Table 16 unravelled that the majority of the respondents 40 (41%) strongly agreed that political interference is one of the challenges that hinders TSBS from complying with the NBC code, similarly, Table 17 revealed that the majority of the respondents 40 (41%) strongly agreed that economic challenge is one of the challenges that hampers with TSBS compliance with the NBC code. According to Bello and Inuwa, (2013), political interference, corruption, and underfunding are some of that challenges that affect most media stations in complying with the NBC code.

#### **CONCLUSION**

The findings of the research revealed that respondents are aware of the NBC as broadcast regulator in Nigeria and that TSBS complies with the NBC code for developmental purposes. However, some challenges were identified which include economic challenge and political inference. The study concludes that the NBC and TSBS can overcome such challenges by giving more training to its staff, enhancing better training strategies by broadcasting stations, becoming independent of politics and government, dedicating to duty and unbiased regulation, and fully financed for better services. Others include objectivity in selecting of its leaders, free from corruption; ensure full implementation of broadcast policy by broadcasters, creating more means of enlightenment and awareness, partner with private agencies in monitoring, and re-defining, review and re-designing its statutory mandate by government.

## RECOMMENDATIONS

Based on the study conducted and findings, the researchers recommends as follows:

- i. Broadcast stations should become independent of politics and government, dedicating to duty and unbiased regulation, and fully financed for better services.
- ii. NBC should intervene or resolve the issue of government subvention and political inference especially in government media outfits.
- iii. NBC management and staff to be dedicated to duty, to be objective in regulating broadcast media and avoid any form of corruption as this will enhance better execution of their duties.
- iv. Management of broadcast stations should create more means of enlightenment within and among broadcasters and staff working in broadcast stations and the general public towards the activities and functions of the NBC in the country
- v. Policy makers should make good use of the recommendations raised by these research findings on how to overcome the challenges faced by the broadcast stations in Nigeria, most especially when it comes to the issue of financing and political inference.

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