

**CHALLENGING THE CHALLENGES OF BROADCAST REGULATIONS IN NIGERIA:
A STUDY OF THE NATIONAL BROADCASTING COMMISSION (NBC)**

¹BELLO MADAKI BELI AND ²ASHIRU TUKUR INUWA

¹Department of Mass Communication, Federal Polytechnic Bauchi, P.M.B. 0231, Bauchi.

²Department of Mass Communication, Bayero University Kano.

ABSTRACT

This study examines the extent to which NBC regulates broadcasting in Nigeria and challenges the Commission encountered in regulating broadcasting in the country. The study also tries to proper solutions to challenges of enforcement NBC faces. Located within the Normative Media Theory, the study used survey method using questionnaires and in-depth interviews to generate its data. The data generated were analyzed using conversational analysis method. Findings of the study show that the NBC has a comprehensive system and legal backings capable of regulating broadcasting in Nigeria. However, it faces a lot of challenges ranging from political interference, corruption, underfunding, dependency, etc. The study finds a lot of solutions to the challenges raised by the study. The recommendations made include financing, training, objectivity, re-defining and re-designing NBC's mandate, and public involvement in monitoring broadcast stations.

KEY WORDS: Broadcast, Regulation, Enforcement, challenges.

INTRODUCTION

The period of Broadcast deregulation of the year 1992 and the establishment of broadcast regulator, National Broadcasting Commission, NBC, resulted in the emergence and proliferation of broadcast media stations all over the country. This expansion of the broadcast media and broadcasters raised concerns over the quality and content of what is being broadcasted to the public.

Researchers and academicians are working tirelessly to investigate the relationship of the broadcasting industries and the audiences who are at the receiving end of what is being broadcasted. Quality broadcasting is what concerns more within the policy makers and they are calling day and night toward such notion.

Today, broadcasters in Nigeria are largely being accused in several cases of unprofessional and unethical misconducts over the years in course of their practices. Cases of unregulated political programmes and other unethical commercials, violation of human rights, interference of politicians in broadcasting stations, unbalanced reporting, inciting crimes and serious misdemeanor, biased reporting and much more have filled the airwaves used by the Nigerian broadcasters. According to Idemudia (2008:132-151), mass media, being a part of society have been polluted by the prevailing societal ills, such as corruption, bribery and grafts. The broadcast media stations in specific have derailed from enlightening the public because of monetization of their services.

Right from the inception, the National Broadcasting Commission, NBC, was established and empowered by the Decree No. 38 of 1992 as amended by the NBC (Amendment) Decree No. 55 of 1999 with the mission to evolve defined standards, in all aspects of broadcasting, to effectively license, monitor and regulate an environment that encourages investment and development of quality programming and technology for a viable industry, which competes favorably in the Global Information Society.

NBC however seems to be very weak in arresting the broadcasting situation in the country upon all the power given to it by the law.

PURPOSE OF THE STUDY

The work set out to achieve the following purposes.

1. To know the extent of awareness about the NBC among broadcasters in Nigeria.
2. To identify challenges that the NBC faced to enforce broadcast regulations.

3. To proper possible solutions to the challenges.

RESEARCH QUESTIONS

The study seeks to answer the following questions:

1. To what extent the broadcasters are aware of the NBC as broadcast regulator in Nigeria?
2. What are the challenges that the NBC faced in enforcing media regulations in Nigeria?
3. How can the NBC overcome the challenges of enforcing media regulations in Nigeria

PROBLEM STATEMENT

Today, broadcasters are largely being accused in several cases of unprofessional and unethical misconducts over the years in course of their practices. Cases of unregulated political programmes and other unethical commercials, violation of human right, interference of politicians in broadcasting stations, unbalanced reporting, inciting crimes and serious misdemeanor, biased reporting and much more have filled the airwaves used by the Nigerian broadcasters. According to Idemudia (2008:132-151), “mass media, being a part of society have been polluted by the prevailing societal ills, such as corruption, bribery and grafts. The broadcast media stations in specific have derailed from enlightening the public because of monetization of their services”. Furthermore, Yellow Journalism which Donald and Jim (1986:10) defined as “unethical and irresponsible brand of journalism given to hoaxes, altered photographs, screaming headline, scoops, fraud, and endless promotion of self”, has been the habit of most of the journalists in Nigeria. This, as asserted by Samson (2008), calls for serious attention. Broadcast stations are always accused of such violation of what is called standards of broadcasting in Nigeria, and the NBC is thought to be weak in calling them into order. A contemporary example during the Nigeria’s 2003 general electioneering campaign, the National Broadcasting Commission (NTA) was said to violate the law provision of the NBC which compels mass media to give equal chances to political oppositions for political advertisement. Section 7.6.5 of the NBC code (2012) says “no broadcaster shall deny any person, party or group a right of broadcast of a political advertisement”. The then PDP Candidate, Chief Olusegun Obasanjo, was given a full coverage and refused the same for ANPP presidential candidate, Muhammad Buhari. The commission could not enforce that law to arrest the situation.

The NBC Code also allows for ten percent (10%) airing of religious programmes “notwithstanding the above, religious broadcast shall not exceed 10% of the total weekly airtime of any broadcaster” (Section 4.3.1 (i) NBC 2012). However, during the year 2008, about forty six percent (46%) of the Radio Kano AM programmes were religious, most especially during the Ramadan Period. The situation continued like that and NBC could not enforce the law to stop the station from broadcasting the excesses.

Similarly, every day as one tune to his radio stations, he tends to listen to some traditional medicine sellers advertising medicine for serious diseases like HIV/AIDS, Gonorrhoea and so on. In Freedom Radio and Radio Kano for example, Islamic medical centers like Dan-Fodiyo and Ibrahim Khalil Centre of Islamic Medicine are regularly aired with such information. Section 7.3.5 of the NBC Code (2012) says: “an advertisement shall not be broadcast if it contains an offer of a medicine or product, or an advice relating to the treatment of serious diseases, complaints, conditions, indications or symptoms, which should rightly receive the attention of a registered medical practitioner”.

These “broadcasting situations” motivated this study and prompted the researchers to investigate the extent to which NBC regulates broadcasting in the country and why it has been so difficult for the Commission to enforce laws for the betterment of broadcasting in the country? The study extended to the investigating of whether NBC faced some challenges of enforcement and how to rectify such challenges.

METHODOLOGY OF THE STUDY

This work employed survey and in-depth interview in gathering the data for the study, using structured questionnaire on members of these unions: Nigerian Union of Journalists (NUJ); National Association of Women Journalists (NAWOJ); and Radio, Television and Theatre and Art Workers Union (RATTAWU) in

Kano. A questionnaire is a research instrument consisting of series of questions and other prompts for the purpose of gathering information from the respondents.

Meanwhile, this research aims at finding out the challenges of enforcement faced by the National Broadcasting Commission (NBC). As a result of this, the broadcast media practitioners are involved and some questions were directed to them, hence, the survey research method.

Samples of the research population were drawn from the three unions above. According to Osuola (2001:119), “the first step in obtaining a sample is to define the population. This means identifying characteristics which members of the universe have in common and which will identify each unit as being a member of a particular group.”

Total numbers of 283 participants were selected among 1,415 members of NUJ, RATTAWU and NAWOJ, making 20% of the total population.

The study employed proportional sampling technique in selecting the samples- number of members in each group is directly proportional to the size selected, thus,

The Research also used in-depth interview techniques as a complement to the survey method, to interview the officials of the NBC. In-depth interview involves inviting a respondent to a location (field service location or research office) or sometimes at the respondent’s place of work or home (Wimmer and Dominic, 2000:181). It is a conversation carried out with the definite aim of obtaining certain information (Osuola, 1982:182).

In-depth interview is a technique design to elicit a vivid picture of the participant’s perspectives on the research topic where the person interviewed is considered an expert and the interviewer as student. The interviewee is not in any way encouraged to provide particular answers or led according to preconceived notions (UNFPA, 2008:3).

The Director Monitoring and Enforcement and the Commission’s Secretary/Legal Adviser, NBC were interviewed about the challenges NBC faces to enforce regulations for the media practices in Nigeria.

SCOPE AND LIMITATION

This study aims at studying the provisions of the Code of National Broadcasting Commission (NBC Code). NBC is single out for the fact that, it regulates broadcasting in Nigeria. However, the relevant regulatory provisions of the Code that are specifically aimed at regulating the broadcast media practices were concentrated on.

The survey method employed as one of the methodologies of the research is limited to studying the broadcast media workers in Kano State for the fact of their proximity to the researcher’s environment.

HISTORY OF MEDIA REGULATION IN NIGERIA

History of Media regulation in Nigeria could be traced back to the period of British colonialism in the country. The colonial masters knew the meaning and importance of informing the society and therefore made laws to check the type of information that must get to the people. For this, various laws were made to regulate information dissemination, as a reason for protecting those in authority. Laws of libel, slander and sedition were promulgated to restrict the freedom of the media and keep their secrets secret (Obadan, 2008). The law of sedition for example came into being in the United Kingdom in 1275 because, those in authority felt that the press should not freely criticize the British Monarch adversely, as it offended public good and deserved punishment (Stone, 1986).

Uche (1989:36) made the assertion that radio came to Nigeria in 1932 when Lagos began to relay the British Empire Service from England. The intention according to Daramola (1997:116) was mainly to strengthen the colonial hold of Britain, on colonies for political, cultural and economic reasons. In the late 1940s through the mid of 1950s, re-diffusion was the mode of broadcasting in Nigeria the service of which extended to the many parts of the state. Meanwhile, radio broadcasting then was mainly under the control of the States and Federation until 1992 when the policy of deregulation was enacted empowering the NBC to regulate the broadcasting industries and to also grant license to the private investors. Since then NBC became the major broadcasting regulatory agent.

The NBC was composed of 10 members representing the mass media, business, law, educational institutions performing arts, and the public. Akinfeleye (2011:20-21).

Among other things, the NBC is said to have the following basic objectives:

1. To receive, process and consider application for the ownership of radio and televisions including cable television, services, direct satellite broadcast, and any other medium of broadcasting;
2. recommend application through the minister of information to the president of Nigeria for the granting of radio and television licenses;
3. regulate and control the broadcast industry in Nigeria;
4. advice the Federal government or the National Mass Communication Policy with particular reference to broadcasting;
5. undertake research and development in the broadcasting industry in Nigeria;
6. receive, consider and investigate complaints from individual and bodies corporate or incorporate regarding the contents of a broadcast and conduct of a broadcasting station;
7. upholds the principles of equity and fairness in broadcasting;
8. establish and determine a national broadcasting code and set standards with regards to the contents and quality of materials for broadcast;
9. promote Nigerian indigenous culture, moral and community;
10. promote authenticated radio and television audience measurement and penetration;
11. initiate and harmonize government policies on trans-border direct transmission and reception in Nigeria;
12. regulate ethical standards and technical excellence in public private commercial broadcast stations in Nigeria;
13. Struggles for political, social, economic, religious emancipation. Hence, has come to be recognized by government as one of the necessary forces required for national political, social, economic development; and vertical and horizontal integration;
14. determine and apply sanctions including revocation of licenses in accordance with the broadcasting code and in the public interest;
15. approve the transmitter power, the location of stations, area coverage as well as regulate types of broadcast technology to be used;
16. Carryout such activities as are necessary or expedient for the full discharge of all or any of the functions conferred on it under of pursuant to the Decree.

“In exercising its powers vested in it by the Decree No. 38 of 1992, the NBC formulated a comprehensive Code which attempts to set standards of broadcasting in Nigeria. The Code dictates the standards required of the media in programming as it affects children, politics, religions, and morality, content of news and current affairs as well as foreign materials” (Elisha, 1998:163).

WHAT IS BROADCAST REGULATION?

Broadcast regulation refers always to the measures taking by government or established agencies and/or professional body(s) to provide sanity or guidance in the act of broadcasting, usually for a stated goals ranging from public interest, setting up of standards or to safeguard other business partners.

Broadcast regulation can therefore be defined as the laws pertaining to broadcasting. These laws pertain to [radio stations](#) and [TV stations](#), and are also considered to include closely related services like [cable TV](#) and [cable radio](#), as well as [satellite TV](#) and [satellite radio](#). Likewise, it also extends to [broadcast networks](#). Broadcast law includes technical [parameters](#) for these facilities, as well as content issues like [copyright](#), [profanity](#), and [localism](#) or [regionalism](#).(NBC Code, 2012)

Broadcast regulations are aimed to promote cultural norms of a given society “contributes to the shaping of these norms, and can at times have a significant impact on the form and content of programmes” (Harvey, 1999:3).

THEORETICAL FRAMEWORK

It would be appropriate to apply the Normative Theory as framework for this study. According to Dominick (2009:418-420) the theories of the press or normative theory articulates the relationship between the government and the media. Similarly, “The normative theories describe, explain and set standards or rules of language or behaviors which should be followed for the media practitioners

Normative theories are Authoritarian, Libertarian (Free Press), Social Responsibility and Soviet Communist Theory. In 1987 however, McQuail added two more theories, which were Democratic Participant and Development Media Theories. The theories are called normative theories because they talk about the relationship that should exist between the government and the media in any giving society.

Authoritarian Media Theory: Propounded in 1956 by F.S. Siebert, T.B. Peterson and W. Schramm, Authoritarian Media Theory is recognized as the oldest of the press theories, dating back to the 16th century. This media theory is widely acknowledge to have evolved in the fifteenth and sixteenth centuries and became widespread in Europe in the seventeenth century. This was the era during which the monarch had absolute power and the subordinate were weak to question the authority of the monarch. The press then was subordinated to state power and the interest of the ruling elite; while humans were considered as subservient to the state.

Libertarian Media Theory: also called free press theory was propounded in 1963 by F.S. Siebert, T.B. Peterson and W. Schramm. The theory emerged as a result of industrial revolution and growing of urbanization in the seventeenth century resulted in new dimension of social, industrial and economic relations at different level.

The involved principles in this theory, as given by Daramola cited in Anaeto (2008:55) are as follows:

1. **Publications should be free from prior censorship;**
2. **There should be no compulsion to anything;**
3. **Publication of error is protected equally with that of truth in matters of opinion and belief;**
4. **No restriction should be placed on the collection of information for publication provided it is done by legal means;**
5. **There should be no restriction on export or import or sending of messages across national frontiers;**
6. **Journalists should be allowed to claim a responsible degree of autonomy in their places of work. .**

Soviet-Communist Theory: the theory was formulated by F.S. Siebert, T.B. Peterson and W. Schramm in 1963. Marxist Theory as was called, the Soviet Communist Media theory is similar to the authoritarian theory in that both systems operate under dictatorship where the media are officially censored. Whereas the authoritarian system allows private ownership and control of the press, the soviet communist theory however does controlled by the government directly or through the communist party.

This theory emerged as the Russian Press was re-organized completely, following the 1917 revolution, and it was predicted on the Marxist-Leninist ideology which gave birth to the then Soviet Union (Anaeto, Onabajo and Osifeso, 2008:54).

Social Responsibility Theory: the theory was formulated by F.S. Siebert, T.B. Peterson and W. Schramm in 1963. It is a modified version of free press theory placing greater emphasis upon the accountability of the media (especially broadcasting) to society. Media are free but they should accept obligations to serve the public good. The means of ensuring compliance with these obligations can either be through professional self-regulation or public intervention (or both).

The Social Responsibility Theory originated from the Hutchins Commission on freedom of the press, media practitioners and media codes, which was setup in the United States of America in 1947. The essence of the commission was to examine the concept of press freedom as spelt out in the Libertarian Media Theory (Egbon, 1995, Folarin, 1998 and Davis and Baran, 2006).

Development Media Theory: formulated by McQuail in 1987, Development Media Theory (applying in countries at lower levels of economic development and with limited resources) takes various forms but

essentially proposes that media freedom, while desirable, should be subordinated (of necessity) to the requirements of economic, social and political development.

Democratic-Participant media Theory:the theory was propounded by Dennis McQuail in 1987. The theory accepts the principles of democratization of the media for the purpose of accessibility by all and sundry. It emerged in response to the elitist nature of the press, its responsiveness to political and economic pressures, and the professional hegemony in the media system. The theory came into being as a result of the failure of libertarian and social responsibility theories in achieving social benefit.

Corollary to the above, the first two theories of the press are more relevant to the study because NBC was established by government to control broadcasting. The regulatory body was charged to protect the interest of the government as well as see to it that the citizens' interests are protected. Therefore, these theories would provide the platform to adjudge the amount of control and, or, the shape of regulation handed down to broadcasting organizations in Nigeria.

DATA ANALYSIS AND INTERPRETATION

On Issue of awareness of the NBC as Broadcasting Regulator among respondent, result of the findings shows that 212 respondents equivalent to (80.6%) are aware of the NBC as broadcast regulator in Nigeria. This might be due to the fact that most of the respondents are not newly enrolled staff in broadcast. The study could be relevant as far these huge "yes" responses. Those who answered with no are up to 33 in numbers (12.5%) and 17 of them (6.5%) are not sure. Only 1 (0.4%) respondent however did not attempt the question.

Sources of the NBC knowledge among the respondents shows that 41 respondents (15.6%) get their knowledge from their employee's training; 30 of them (11.4%) get their knowledge from self-education; 85 of them (32.3%) get their knowledge from NBC activities; 90 of them (34.2%) get their knowledge through back-in school; 9 of them (3.4%) from other sources; and 8 of them (3.1%) did not respond to this question. Majority of the respondents (34.2%) get to know in school. This is not surprise considering their qualification and since they are working as broadcasters, they might have studied mass communication, which is the area where NBC must to be talk about.

Responses from the respondents who read the NBC Code shows that 122 respondents (46.4%) answered with Yes; 109 respondents (41.4%) answered with No; 27 of them (10.3%) answered with "Not sure"; and 5 of them (1.9%) did not respond to this question. Considering the result, highest number of the respondents either did not read the Code (41.4%) or they are not sure (10.3%). This might have an impact on the study.

Response of the respondents who are conscious of the NBC Code in their practices or not shows that 142 of the respondents (54%) answered with Yes; 89 of them (33.8%) answered with No; 27 of them (10.3%) answered with "Not sure"; while 5 of them (1.9%) did not respond to the question. Even though, majority of them answered with yes, but quite number of them are not. This might have an impact in the study.

On whether the NBC enhances qualitative broadcasting in the organization 159 respondents (60.5%) said yes, the NBC enhances qualitative broadcasting in their organisations; 44 of them (16.7%) said no to the question; 57 of them (21.7%) are not sure of whether the NBC enhances qualitative broadcasting in their organizations; and 3 of them (1.1%) which is negligible number, did not respond to the question. Majority of the respondents therefore agreed that the NBC enhances qualitative broadcasting in their organisations. However, quite number of them either did not agree with the notion, or they were not sure of it.

On the extent to which NBC regulates broadcasting 23 respondents equivalent to (8.7%) graded the NBC performance with "Excellent"; 57 respondents (21.7%) graded NBC with "Very Good"; 97 respondents (36.9%) responded with "Good"; and 52 of the respondents (19.8%) graded with "Fair". Other responses were that of 17 respondents (6.5%) who graded the NBC's performances with "Poor"; and 8 of them (3.0%) with "Very Poor". 9 of the respondents (3.4%) however did not respond to the question. The highest response therefore was that that graded the extent of the NBC's performances with a "Good" grade.

The question whether violation of professional tenets should attract NBC punishment 86 respondents (32.7%) strongly agreed that violation of professional tenets should attract NBC punishment. Majority of the respondents, that is 110 (41.8%) responded with “Agreed”; 51 respondents (19.4%) responded with “Disagree”; and 6 respondents (2.3%) strongly disagreed. 10 participant however did not respond to the said question.

On Ranking the NBC’s performances in enforcing broadcast regulations 26 respondents (9.9%) ranked the general performances with “Excellent”; 57 respondents (21.7%) with “Very Good”; 78 respondents (29.7%) with “Good”; and 67 respondents (25.5%) with “Fair”. 18 respondents (6.8%) ranked NBC’s general performances as “Poor”; and 6 respondents (2.3%) as “Very Poor”. 11 participant (4.2%) however did not respond to the question.

The question whether NBC Faced Challenges of Enforcement, 165percent (62:7%) responded with “Yes”; 27 respondents answered with “No”; and 64 respondents “24.3%” responded with “Not Sure”. Going by the above, majority of the respondents agreed that the NBC faced challenges of enforcement and this have a direct implication to the study.

Question asked on the Nature of Challenges NBC faced, 124 respondents (47.1%) said it was political; 32 respondents (12.2%) said it was economical; 43 respondents (16.3%) said it was structural.67 respondents (25.5%) also said it was corruption and 44 of them (16.7%) said it was infrastructural

The responses on how can NBC Overcome Challenges of Enforcement, 38 respondents equivalent to 14.4% were of the opinion that NBC should be independent and free from political control; 15 respondents (5.7%) said that the NBC should give more training to its staff and recruit more workers. 20 respondents were of the opinion that the NBC should work with commitment, objectivity and unbiased. 17 respondents (6.5%) said the NBC should be proactive in facilitating training of workers by the broadcast stations. 10 respondents (3.8%) observed that the NBC should work as regulator not arbitrator. 35 respondents (13.3%) said the NBC should eliminate means of corruption within its staff. 7 respondents (2.7%) said the NBC should ensure full implementation of broadcast policy by broadcasters. 30 respondents (11.4%) said the NBC should create more means of enlightenment and awareness of its activities within broadcast stations. Similarly, 10 respondents (3.8%) said the NBC should partner with private agencies in monitoring broadcasters’ performances. 21 respondents (8.0%) also said the NBC’s leaders should be appointed by merit not by quarter system or mere political appointment.

20 respondents (7.6%) said the NBC should be fully financed and equipped with modern facilities. 3 respondents (1.1%) said the Government should re-defined, review and re-design the NBC’s statutory mandate. 5 respondents (1.9%) said that people should help NBC in monitoring broadcasters’ performances. 32 respondents (12.2%) however did not respond to the question.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

SUMMARY

Broadcast deregulation of the year 1992 and establishment of broadcast regulator, National Broadcasting Commission (NBC), resulted in the emergence and proliferation of the broadcast media stations all over the country. This expansion of the broadcast media and broadcasters raised concerns over the quality and content of what is being broadcasted to the public. Researchers and academicians are working tirelessly to investigate the relationship of the broadcasting industries and the audiences who are at the receiving end of what is being broadcasted. Quality broadcasting is what concerns more within the policy makers and they are calling day and night toward such notion.

Today, broadcasters and broadcasting journalists were largely being accused in several cases of unprofessional and unethical misconducts over the years in course of their practices. Cases of unregulated political programmes and other unethical commercials, violation of human right, interference of politicians in broadcasting stations, unbalanced reporting, inciting crimes and serious misdemeanor, biased reporting and much more have filled the airwaves used by the Nigerian broadcasters.

The research was geared towards investigating why the broadcasters acts as such after what is known as the NBC was since then set up to regulates the broadcasting in the country. NBC being the major broadcast regulatory Commission seems to be very weak in arresting the situation. This is where the question comes in, what is the place of laws and ethics, and what is the future of journalism as a

profession? These questions motivated this study and prompted the researcher to investigate the extent to which NBC regulates broadcasting in the country and why it has been so difficult to enforce laws and professional ethics by the National Broadcasting Commission in Nigeria? The study extended to the investigating of whether NBC faced some challenges of enforcement and how to rectify the challenges.

The study discussed the roles of the mass media in the society and the freedom mass media enjoy world over. It then discussed the laws justifying the regulation of mass media in Nigeria, gives brief history of Law establishing the National Broadcasting Commission. Relevant literature related to regulating broadcasting in other parts of the world such as the United State of America, United Kingdom, Canada, India, South Africa, and France were highlighted.

The study is located within the auspice of Normative Media Theory Normative Media because, the theory talks on the relationship between government and the media. The study therefore talks on the different regulatory mechanisms used by a particular government to regulate the operation of the mass media in Nigeria. The study used three instruments to gather data, documentary analysis, survey using questionnaires and in-depth interviews were used.

CONCLUSION

Based on the findings of the research, the study shows that the National Broadcasting Commission (NBC) has comprehensive laws capable of regulating broadcasting in Nigeria. The NBC regulates through the Code, issues of licensing broadcasting and programme contents including political, religious and commercials of a particular broadcasting firm. Other regulations are those that talk on sanctioning processes in case of violating the laws; and also arbitration and other control loopholes the NBC empowered by the law to embark on. Highest percentage of the respondents is aware of the NBC as broadcast regulator in Nigeria and the respondents agreed that the Commission enhances better broadcasting in their stations. However, it has a lot of challenges ranging from political and government interference, underfunding, shortage of staff and manpower, lack of infrastructures for monitoring, and refusal of public to report cases of seditious and unethical broadcasting cases to the NBC. The study concludes that the NBC can overcome such challenges by embarking on a lot of issues such as 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 rendering. 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:

- 1, Other researchers to go further with a research on the study area so as to explore more suggestions on effective broadcast regulations for a better society.
- 2, Policy makers to make good use of the suggestions raised by the research findings on how to overcome the challenges faced by the NBC to regulate broadcasting in Nigeria, most especially when it comes to the issue of financing and infrastructural empowerment.
- 3, NBC should create more means of enlightenment within and among the broadcasters and staff working in broadcast stations and the general public towards the activities and functions of the NBC in the country.
- 4, NBC should enhance better training and seminars and workshops among the staff of broadcast stations on the work of NBC and the provisions of the Code so as to make them fully aware of the laws governing their works as broadcasters.
- 5, 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.
- 6, NBC to ensure that the broadcasters implement fully the National Communication Policies as this will help for qualitative broadcasting that can ginger up development in the nation.
- 7, NBC to partner with private agencies to work with them in monitoring the broadcasters throughout the nation.

- 8, The government and other stakeholders to work towards re-defining, review and re- designing the NBC statutory mandate as this may help the NBC staff, broadcasters and the general public to appreciate the more about the capacity of the NBC in regulating broadcasting in Nigeria.

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