



AN ASSESSMENT OF THE ROLE OF BORNO RADIO TELEVISION IN CREATING AWARENESS ON ENVIRONMENTAL SANITATION IN MAIDUGURI, BORNO STATE, NIGERIA

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Abstract

Electronic media plays a pivotal role in the process of education, information provision and entertainment of people. In the same vein, the media provides awareness to people, especially in local communities on matters related to environmental protection. This study sets out to examine the role of the Borno Radio Television (BRTV), in creating awareness among people in Borno State of Nigeria on environmental Sanitation. The study aimed at assessing the level of awareness of people on environmental sanitation in the study area, the role played by the state Television in providing awareness on environmental sanitation, and identification of possible challenges encountered in the use of the Borno Radio Television in creating awareness on environmental sanitation among people in the study area. Questionnaire was

administered to 137 respondents who were randomly selected. Also interviews conducted with key informants. The study found out

KEYWORDS:

Environment, Role
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Awareness

that BRTV has not played an appreciable role in creating awareness on environmental sanitation due to fewer numbers of trained journalists on environmental reporting. They also experience low level of coverage and lack of funding. In view of the above findings, the study recommended

that BRTV should pay more attention to the coverage of environmental sanitation issues, and enhance its transmission spectrum to cover a greater part of Borno State. It also recommended that other languages apart from Kanuri, Hausa, and English be used for broader Coverage.

INTRODUCTION

Environment is fundamental for all living things. This is because of every resource necessary for them is interrelated to the environment. Unless the environment is protected, the existence of life on the planet Earth would eventually be impossible. That is why environmental issues have become so sensitive and globally important. According to Dalelo (2007) all people need to have a common understanding of the role played by human beings in reducing or worsens environmental deterioration.

One of the best ways of preserving the environment is by creating awareness in the society. The environment is a geographical concept, but it is also known to the public. One of the means of creating awareness of the environment is through the media. There is no doubt that environmental awareness is important in strengthening sustainable development in the society. Sustainable development is defined as development that meets the needs of the present generation without damaging the environment or compromising the ability of future generations to meet their own needs (Dale and Hill, 2001).

Geographers have tried to draw the attention of people as environmental degradation and pollution have assumed global dimensions and even threatening the very existence and survival of mankind (Singh, 2000). Due to this, environmental problems and the consequences of human activities such as economic development, population growth, and land degradation, among others were given an increasingly political character.

The legislative and institutional framework for environmental policy in Nigeria started with the establishment of the Federal Environmental Protection Agency (FEPA) in 1988. Through Degree 58, with the purpose of addressing environmental problems in Nigeria among which Environmental Sanitation were included. Subsequently, Decree 59 of

1989 gave FEPA an additional legal mandate to sanction any activity that is in violation of the National Policy on environment. FEPA was also mandated to encourage all state of the Federation of Nigeria and the state capital Abuja, to establish state Environmental Protection Agencies. All state of the federation has legislation that gives support to the National policy on Environmental. There were laws that were specifically meant to respond to the National policy on Environment which included edicts on Sanitation (Abba Aji, 2016).

Various efforts have made by different countries to ensure adequate Environmental Sanitation across the world, Yet Ban Ki Moon, (2007) Suggests that those efforts have not been Commensurate with the magnitude of the problems associated with environmental Sanitation. Ban Ki Moon the U.N. Secretary General made a comment at the World Environmental Conference (WEC) at Bali, 2007, in Indonesia, with regard to environmental awareness. He said that business as usual cannot be tolerated, for it would be to condemn millions. The status quo will not do. This is a marathon race not a sprint. But if we work together, we can forge an effective long term response to climate change. Every country must be a part of the solution. Every country has a role to play. Environmental awareness needs a political answer. This is an emergency and emergency situations need emergency actions. (Ban-Ki Moon, 2007 WEC in Indonesia).

Just like every other nation, Nigeria is not free from environmental hazards. Air pollution from the release of chemicals into the atmosphere is common. Water pollution through the release of waste products and contaminants into rivers and drainage systems are also seen, especially in the cities. Noise pollution is another environmental issue yet to be addressed (Nyakuma, 2012).

Geographers such as Burton (2002) for instance argue that both natural and human activities over thousands of years have shaped and changed the landscape considerably. In addition, he argued that geographical knowledge and understanding is essential in helping people to comprehend and to respond appropriately to the news items from news papers, radio, television and internet around the world every day. It is often more pertinent for geographers to ask what has been reported, which place has been ignored and how would this news be represented

differently by the media in a different locality. Geographers tend to examine the changes in physical features and the interaction of people with their environment in their respective locality and within the wider context.

Media are powerful tools that can foster development. If effectively used, media can play important roles in raising awareness on environmental issues. The many environmental issues affecting productivity and causing loss of lives can be brought to people's notice through media. Armed with the right information, people can take preventative measures to shield themselves from harm and also take better care of their environment. Television in particular, can help reach out to masses through demonstrations on how to prevent environmental problems and cautionary measures to take in case disaster strikes. The media play critical roles in building and sustaining democracies, societies and economies around the world by providing citizens with information necessary to make informed political and economic choices (Graves, 2007). Through media issues that hinder development such as degradation of the environment can be highlighted and appropriate measures taken to stop their escalation. According to Shanahan (2011) the media can inform vulnerable communities of impacts and how they can adapt them, and can promote mitigation activities that limit the amount of warming the earth experiences.

Poverty and illiteracy are also causes as well as consequences of environmental degradation. The high level of poverty and illiteracy in Africa is linked directly to the current level of environmental Pollution and degradation in the continent. The illiterate and the poor are more interested in issues related to their daily survival than environmental management; this lack of interest and awareness often leads to more reckless environmental behavior which in turn breeds more environmental problems and leads to a vicious cycle of poverty (Ekpeyong, 2009).

According to World Development Report (2013), millions of people around the world are likely to be pushed back into poverty because climate change is undermining economic development in poor countries. The report further states that heat waves, droughts, floods, sea-level rises and fiercer storms are likely to accompany increasing global

warming and will cause severe hardship in areas that are already poor or were emerging from poverty.

Objectives of the study:

The broad objectives of this study are to examine the role of broadcast media in creating environmental awareness on environmental sanitation for better understanding. Researcher has also made an attempt to fine out and examine the level of understanding of the people about environmental problems and level of participation in different activities to reduce environmental problems in Maiduguri, Borno state.

The specific objectives are to:

1. Assess the level of awareness on environmental sanitation among residents in Maiduguri.
2. Identify the sources of knowledge of environmental sanitation among the residents of Maiduguri.
3. Examine the role of Borno Radio Television in creating Awareness on environmental Sanitation.
4. Identify challenges associated with the role of broadcasting in creating awareness on environmental sanitation

Methodology

Study Area:

Maiduguri Metropolis is the capital of Borno state. It has long been the dominant city in the north eastern Nigeria and its international borders to the Republic of Chad, Niger and Cameroon, gives it an increasing international significance as a center of commerce, transport, education and administration. Maiduguri Metropolis covers a total area of 543sq km which makes it the largest city in the region.

The city is located between latitudes $11^{\circ} 28''$ and $11^{\circ} 32''$ N and longitudes $13^{\circ} 02''$ and $13^{\circ} 10''$ E, it stands some 320 meters above sea level. Although Maiduguri is predominantly a Kanuri town, it has always been and the host to other ethnic groups from other parts of the Nigeria and Africa. By implication Maiduguri is an administrative centre. It is the seat of the traditional monarchy of Borno Emirate as well as the seat of the government of Borno State. However it is also noted as an important

centre of Kanuri culture, Islamic scholarship, commerce, industry and communication (Waziri, 2009).

The dominant ethnic group of Maiduguri city is Kanuri who are all of the Islamic faith. Other indigenous ethnic groups resident in Maiduguri include Shuwa Arab, Babur Bura, the Gwoza and Marghi. Almost all languages and cultural groups in Nigeria and from neighboring countries are found in Maiduguri. Hausa people have live in the city for long and due to their constant interaction in public places especially in commercial activities, Hausa language is widely spoken between natives and non natives as a common language.

The research methodology involves collection of primary and secondary data. The primary data include field observation and sampling, interviews of stakeholders and the local population. The section focus on the nature of data needed, sources of data, sampling technique and the method of data analysis. Key Informant Interview with officials of BRTV and BOSEPA, Interview schedule to community members from selected words of MMC.

A total of One Hundred and Fifty (150) questionnaires distributed in three (3) selected wards of Bolori 1 Ward, Maisandari Ward, and Shehuri North Ward. According to National Bureau of Statistic (NBS) when a population is too large it is suitable to administer 50 questionnaires to the population under study to form a suitable sample for the study (www.nbs.ng).

Study Population.

The study area comprised of three wards of Maiduguri metropolitan council Shehuri North, Bolori 1 and Maisandari ward, the total estimated number of households in the three selected wards is 42,671.

Table 1: The Selected wards and the numbers of households selected in each wards.

Wards	Populations	Number of households
<i>Shehuri North</i>	18,615	3,103
<i>Bolori</i>	39,830	6,638
<i>Maisandari</i>	187,800	32,930
TOTAL	246,245	42,671

Source: NPC 2010

According to the 2006 population census, the three (3) wards selected have a population of 246,245 (NPC 2010). This population however may have been affected by the Boko Haram insurgency which claimed the lives of people and displaced many. As at the time of this study, Many Local Governments in Borno State have moved to Maiduguri and are residing within the town. The population of Shehuri North is estimated at 18,615 persons comprising of 3,103 households, Bolori had 39,830 out of which 6,638 are households, Maisandari having 187,800 and 32,930 households, the total estimated number of population in the three (3) selected wards are 246,245 and 42,671 households.

Sampling procedure

Sampling is used for the purpose of "making estimated assertion about the nature of the total household population from which the sample has been selected" (Fink, 2003). Sampling is necessary because it is not possible to survey the entire household population considering the budget and time available. A sample was drawn from representatives of the selected study area. Simple Random sampling techniques have been used to select both the wards and the respondents. Three out of Sixteen wards of Maiduguri Metropolitan Council (MMC) have been selected based on simple Random Sampling technique.

A total of One Hundred and Fifty (150) inhabitants have been randomly sampled and administered with questionnaires; at least 50 households have been selected in each of the wards of Bolori, Maisandari, and Shehuri Ward

In this method each wards from Maiduguri Metropolitan Council has the same probability of being selected in the sample. The selection is usually made with the help of random numbers. There are 16 wards in the Maiduguri Metropolitan Council from which a sample of three (3) wards was selected.

Research Instruments

Key Informant Interview were used to administered to some members of the households consists of two (2) sections. The first section contained questions on Socio Demographic data of the respondents

such as Age, Marital Status, Sex, Educational Status, occupations. The second section comprised of the knowledge of the Environmental Awareness, and the media.

Fifty (50) households in each of the three sample wards were randomly selected, making 150 households in all. Interview Question was distributed to each of the 150 households to answer. The obtained information was used to know the Role of Broadcast media in creating environmental awareness on environmental Sanitation in Maiduguri.

Sample of questionnaires were also obtained from three (3) different locations within the study area. That is, Bolori 1 Ward, Maisandari Ward, and Shehuri North Ward.

Key Informant Interview method, the use of this method was due to the need to get information from the people who occupied key positions in Agencies and Organizations that were charged with using communication to combat Environmental Sanitations. The use of the interview technique was also due to the respondents' peculiarities as a result of the institutions the man and positions they held, they were interviewed to know how they conveyed messages on Sanitation to communities in Maiduguri and to find out what type of communication strategy they were using to mobilize community members in Maiduguri.

Data Collection

A questionnaire was prepared and has been used as the data collection tool. The research includes three sections Socio-demographic Characteristics gathered in the first section. In the second section is the interview with respondents of Maiduguri and the third section is a fine point Likert- type scale with the answers "Very effective" "effective" "least effective" and "not effective" to assess the level of media coverage of environmental sanitation issues in addition, Key Informant Interview were conducted with Directors heading the key Departments in BRTV, this include Admin department, Finance department, Engineering Department, Programmes, Commercial, News and Current Affairs. Each respondent was asked question, relevant to their respective departments in acceptance with the key roles they play in the coverage of Environmental Sanitations.

Possible Software's to use

The following software's will be used for the processing and analysis of data.

- a) Statistical Package for Social Sciences (SPSS)
- b) Microsoft Excel

Data Analysis

The Statistical package for Social Sciences (SPSS) Software was used for data analysis. The data collected was analyzed using simple descriptive Statistic technique including simple Percentage, frequency distribution and tables.

FINDINGS AND DISCUSSIONS

Presents data analysis and interpretation of result by exploring respondent's reaction to the role of media in creating environmental Sanitation awareness

Socio-Demographic Characteristics

The demographic configuration of the respondents cut across people between the ages of 28 to 52 years and above. However, most of the ones that had access to BRTV and view Television are the respondent within the age bracket of 28 – 35 years. It implies that this category has the higher tendency of using the Television.

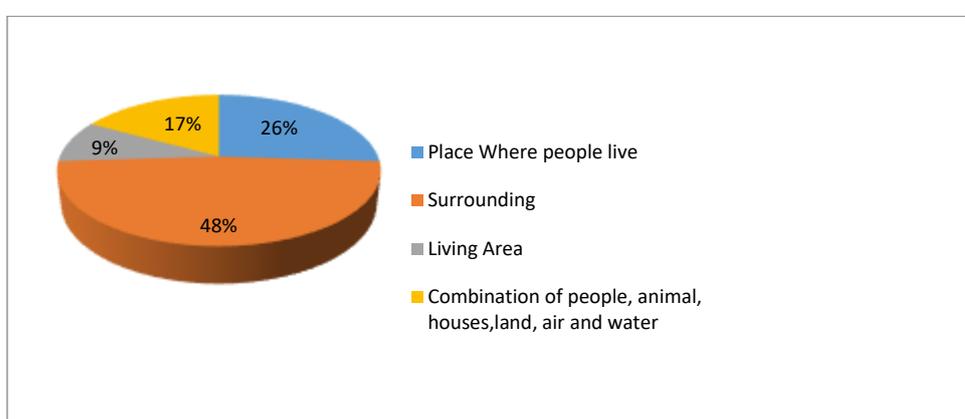
Table 2: Socio-Demographic Characteristic

Status	Frequency	Percentage (%)
Age		
28-35	62	45
36-43	43	32
44-51	18	13
52 and above	14	10
Total	137	100
Sex		
Male	110	80.29

Female	27	19.71
Total	137	100
Marital Status		
Married	86	63
Single	40	29
Widow	6	4
Divorced	5	4
Total	137	100
Occupation		
Petty Trading	56	41
Civil Servant	49	36
Farmer	22	16
Artisan	10	7
Level of Education		
Non Formal	3	2
Primary	16	12
Secondary	26	19
NCE/Diploma	38	28
Degree	48	35
M.Sc/PhD	6	4
Total	137	100

Source: Fieldwork, 2016

Most respondents had shown a reasonable degree of competence and knowledge on matters related to the environment and environmental sanitation



Source: Fieldwork, 2016

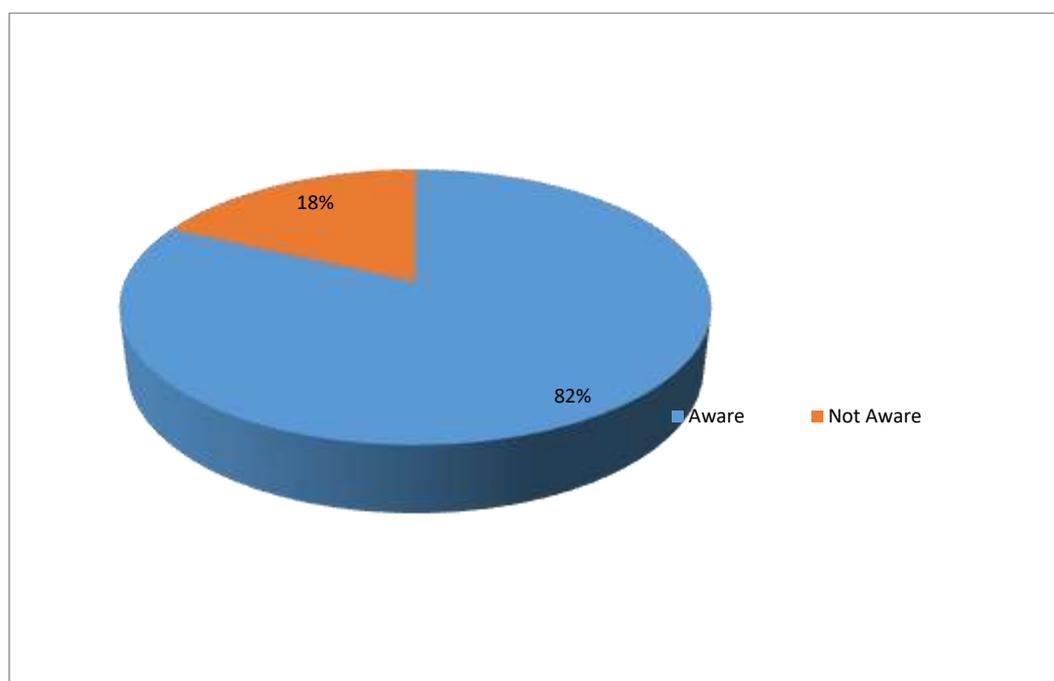
Figure 1: Knowledge on Environment

Level of Awareness of Environmental Sanitation

Results have suggested that people in the study area have a measure of knowledge on matters related to Environmental Sanitation. All the respondents demonstrated their knowledge and got their information on Environmental Sanitation through the BRTV. This is also expressed by another man as he concludes,

He gets information on matters related to Environmental Sanitation through the BRTV mostly on blockage of drainage by refuse in the state. Eighty two (82) percent of the respondents had shown that they know about matters related to environmental sanitation. It reveals that there is significant knowledge about environmental sanitation some of the question they were asked is on the common causes of sanitation problems, solid waste management and other matters related to environmental sanitation.

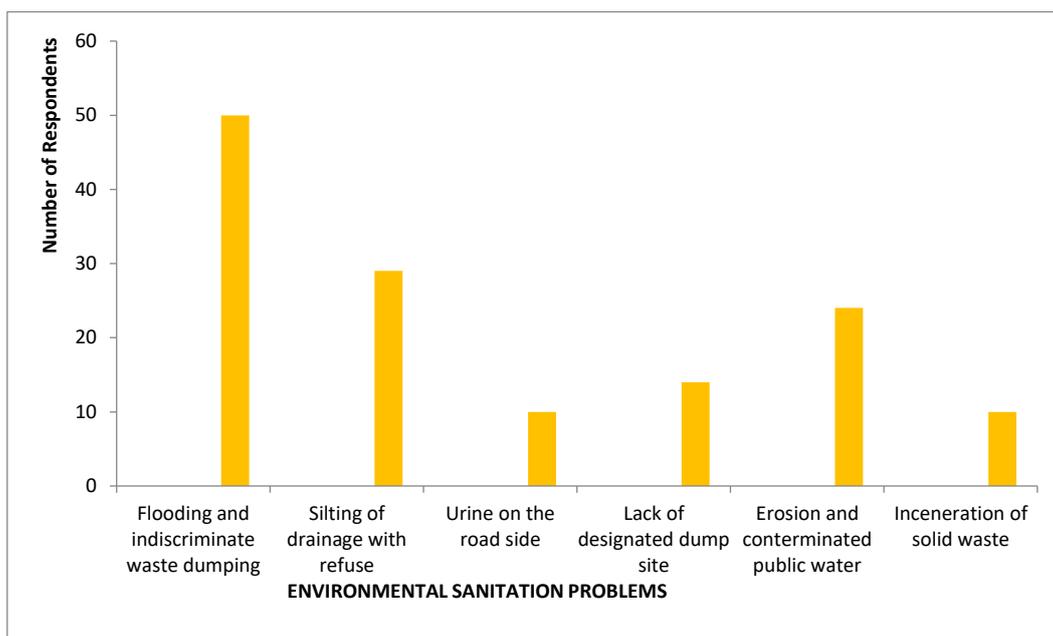
However some of the respondents interviewed, eighteen (18) percent did not have or know little about environmental sanitation.



Source: Fieldwork, 2016

Figure 2 Level of awareness of Environmental Sanitation

Figure 3 below shows environmental sanitation problems as perceived by the respondents. Fifty of the respondents considered flooding and indiscriminate waste dumping. While Twenty nine of them mention silting of drainage with refuse, and twenty four (24) of the respondents considered erosion and contaminated public water. A few of them considered urine on the road side as a problem.



Source: Fieldwork, 2016

Figure 4 Environmental Sanitation Problems in MMC

Apparently, this was a bleak picture of the major environmental sanitation problems in that as much as flooding and indiscriminate waste dumping and other related especially in over populated areas, there were other major problems which should have been perceived and treated as such. That did not mean that the other minor environmental problems were not important and should not have been paid attention to. It appears most of the respondents believe that waste dumping is the major environmental sanitation problem associated with Maiduguri.

Source of information on matters related to Environmental Sanitation

About half of the respondents have claimed to have received their information on environmental sanitation through the BRTV. This shows the importance of the media in spreading information. Radio is the most listened media due to its affordability and language flexibility, radio gives people greater awareness to messages on environmental sanitation. The BRTV only transmits environmental sanitation issues on news only if flooding occurred during the rainy season due to blockage of the drainages. And almost all the respondents listen to news on radio and Borno Radio Television (BRTV). Most of the respondents remarked that they had never listened to awareness messages on matters related to environmental sanitation from the media. While some said the media only aired environmental sanitation issues when flood occurred during the raining season due to blockage of the drainage. One respondent said:

For long I have been a regular listener of the BRTV but have no single program dedicated to environmental sanitation matters, there was a program on radio Borno that deals with Agriculture issues but not environmental sanitation

Going by what some of the respondents have said information on matters related to environmental sanitation issues is reaching them through the health officials in Maiduguri. And some said information on sanitation matters are reaching them through their parents at home while some through their friends.

So this shows that not only the media that spread awareness on matters related to environmental sanitation issues in Maiduguri, friends and parents are also contributing.

Table 2 Source of information on matters related to Environmental Sanitation

Item	Frequency	Percentage
BRTV (Television)	29	21
BRTV (Radio)	30	22
News Paper	44	32
Contact with public health officials	28	20
Other Sources	6	5

Total	137	100
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Source: Fieldwork, 2016

Viewership of Environmental Sanitation Issues

This section sought to establish the TV watching habits of respondents and their attitude towards coverage of environmental sanitation issues by BRTV.

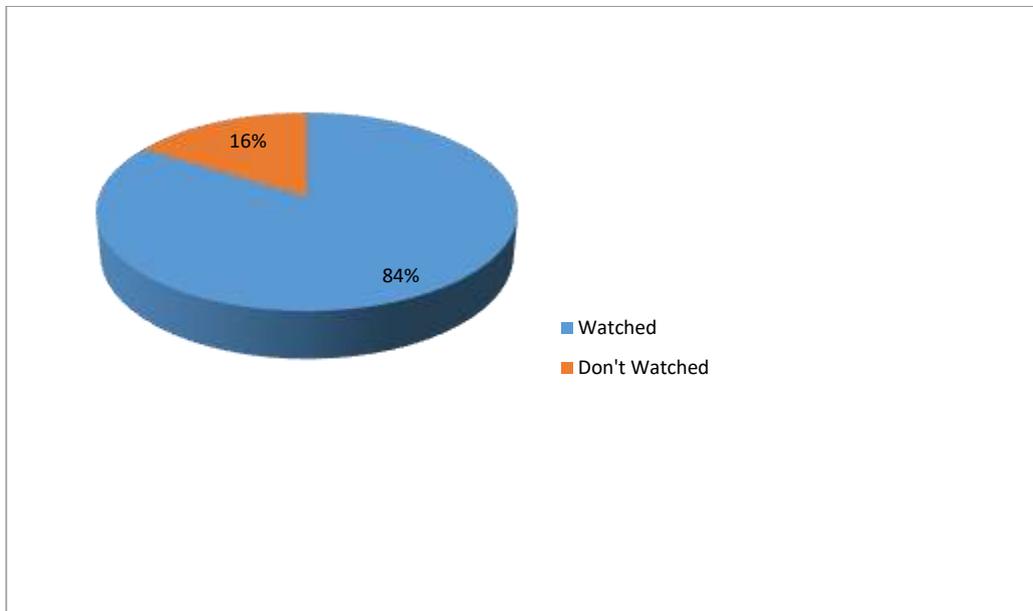
Majority of the respondents demonstrated that, they came into contact with environmental sanitation issues from the BRTV once in a while. Respondents were asked on the media coverage of environmental sanitation issues. When asked whether or not they had received any form of message from the BRTV on environmental sanitation issues some of the respondents claimed that they had not. In fact one of them said thus:

I can't remember having any contact with Any messages on environmental sanitation Issues from the BRTV beside there has been No light and can't afford on electricity or generator.

However some of the respondents had confirmed that they got messages on environmental sanitation from the BRTV. One of them said he had listened to jingle and some adverts on environmental sanitations. Figure 3 show the way respondents accessed Television, however findings have suggested that 84 percent of the respondents watched Television daily. Majority in this category is composed of males between the ages of 28 to 35. While 16 percent of the respondents claimed they did not watched BRTV. And most of the respondent's awareness on environmental sanitation issues they rely on BRTV news, because BRTV aired environmental sanitation issues sometime in the news bulletin. One reporter noted that using TV is dependent on the geographical setting of the participants she said:

It depends on the audience, people in urban areas and youth spend more hours watching TV than their rural counterpart.

This statement is reflected in figure 4 below TV is considered not affordable many rural people who cannot afford to buy use radio as an alternative and prefer to watch TV in town halls and restaurants.



Source: Fieldwork, 2016

Figure 4: Viewership of Media Coverage of Environmental Sanitation Issues

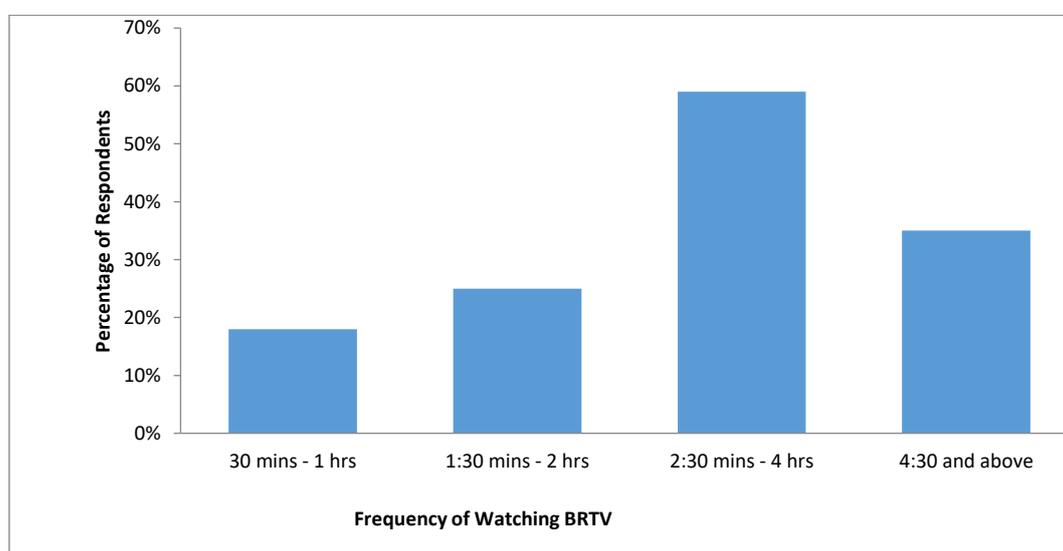
Frequency of Watching BRTV

About Forty three (43) percent of the respondents claimed that they spent between 2hrs 30min to 4 hours daily watching Television either at home or in the office, they are a number of people that gave their time to Broadcast media this implies that, people in Maiduguri Metropolitan Council depend significantly on the broadcast media as a source of information And twenty six (26) percent of the respondents stated that they watch Television up to 4hrs 30mins and above, and eighteen (18) percent of them watch up to 1hrs 30mins to 2hrs daily they give their time to watch the TV, and thirteen (13) percent of the respondents watch up to 30mins to 1hour daily and some of the respondents that watch below 1hour. Some said that they didn't give much time to BRTV due to the fact that its transmission signal is weak. This claim is also confirmed by the head of Engineering of BRTV.

Figure 5 below indicates that the watching culture in Maiduguri is as moderate, as there are more people that watched Television only at

irregular intervals this implies that even though there are casual viewers of Television, people do watch Television in Maiduguri. This showed that people were quite up to date with current affairs and even Environmental News. Even though, there are challenges associated with access, largely due to lack of affordability due to poverty in Maiduguri Metropolitan Council. One of the respondents said:

I can spend my time viewing and listening to Environmental Sanitation Programme on any of the media for 4hrs 30min and above without feeling that I have spent so much time. However, when it is something boring, it makes me restless within minutes and I either tune to another station or go out.



Source: Fieldwork, 2016

Figure 6: Frequency of Watching BRTV

Environmental Sanitation related Messages reaching respondents from the BRTV.

According to the Deputy Director Programmes, the organization has the News and Current Affairs Department and is responsible for the gathering of news and current affairs on both Video and Audio tapes for broadcast.

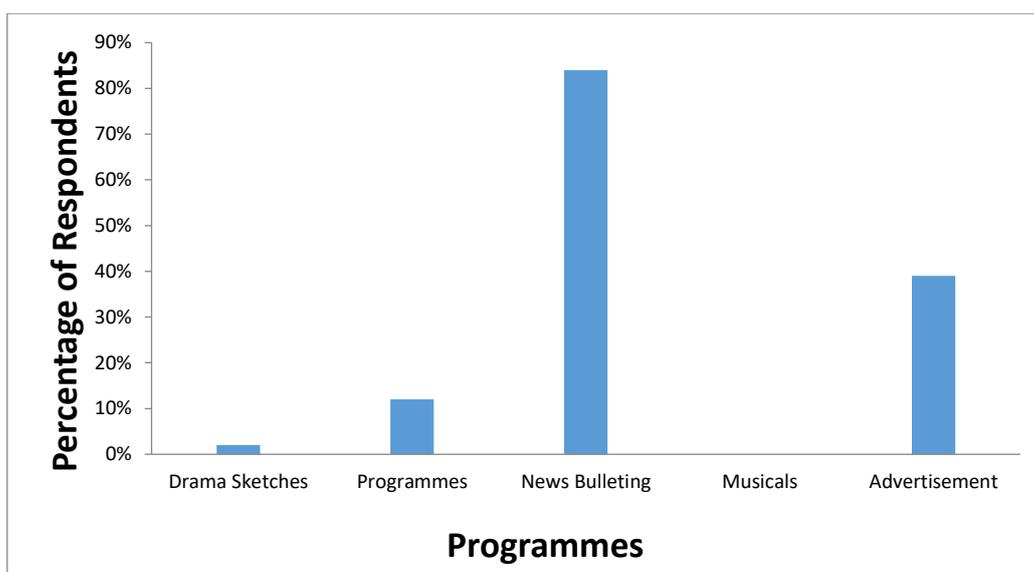
Signal of the BRTV has been weak for a long time but they have received assurance that the government would procure new and state of the art

transmitter for the station. As it is now their operational capacity covers only some parts of the Metropolis.

As shown in Figure 6 below, respondents have confirmed that they came into contact with messages on environmental sanitation, mostly on routine news bulletins and talk shows. About sixty one (61) percent of the respondents reported that BRTV aired environmental sanitation issues during news bulletin. While thirty four (34) percent indicated that they got their environmental sanitation news from other sources such as telephone, face book, Radio and the internet. While five (5) percent indicated that they watch environmental show aired by the Television. For example there is a programme by BRTV called “Clean our Environment” (Gyara Muhallinmu) in Hausa. It is a TV programme that creates awareness on environmental sanitation. One respondent said that:

I always listen to environmental sanitation issues in the media during the news bulleting of BRTV. They aired environmental issues during the news if flood occurred during raining season due to blockage of the drainages. And I like listening to BRTV but it has problem of not having clear reception or signal around the resident quarter.

Considering the current signal coverage of BRTV it appears that the messages of the environmental media programs do not reach their potential listeners



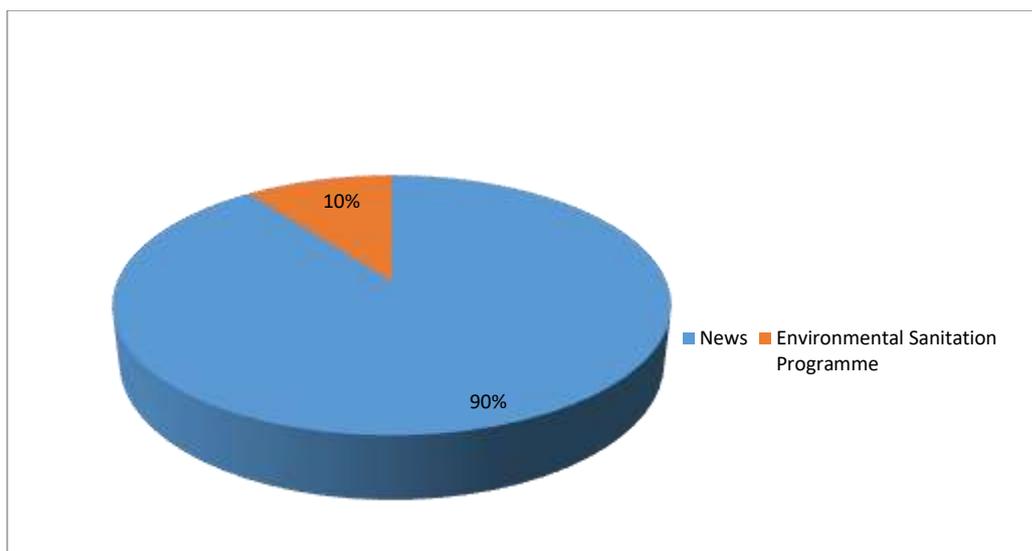
Source: Fieldwork, 2016

Figure 7: Environmental Sanitation related Messages reaching respondents from the BRTV.

The table above shows that only 41% of the respondent got enlightened on environmental issues through the BRTV. They suggested that they got to know about matters related to environmental sanitation in Borno state through the BRTV.

However fifty nine (59) percent of the respondents claimed that they got little information from the BRTV on environmental sanitation in Borno state. Some of them blamed power outage while others claimed that had no access to the BRTV because they could not afford of Television This view was supported by one of the Respondents who felt that Sanitation was a major issue affecting livelihoods. He said:

The major environmental issue affecting Maiduguri today is Environmental Sanitation that is adversely affecting livelihood. BRTV in collaboration with BOSEPA airing Environmental Sanitations issues in the news bulletin. It has made us know and understand the affected areas of the Environmental Sanitation issues within our community.



Source: Fieldwork, 2016

Figure 4.8: Coverage of Environmental Sanitation issues by BRTV from January to June 2016

From the presentation above, it is clear and evident that more than half of the respondents say BRTV have made a key role in presenting environmental Sanitation Issues. This implies that people in MMC depend significantly on the Broadcast media they have come to the noticed that BRTV is lacking the journalist in the field of environmental Sanitations issues.

Data obtain from the field on the extent of Coverage of Environmental Sanitation issues by the BRTV, were based on the following categories. These categories are namely, Drama Sketches, News Bulletin, Talk Show and Musicals. Findings in this respect Suggest that of all these categories, few mention was made by matters related to environmental sanitation. The mention of this issues in the News bulletins for example is purely incidental. All findings on this matter were based on the Coverage of environmental Sanitation issues within the first and second quarter of 2016, which spanned across January to June.

Challenges of Covering Environmental Sanitation Issues

Journalists from BRTV were asked to state the challenges associated with the role of BRTV in creating awareness on environmental Sanitation. The reasons could be the following categories: the level of Sponsorship,

poor training of journalist, and poor financing, these reasons could be relevant to the media coverage. How well a journalist performs his professional duty determines to a significant extent the quantity and quality of the information the public gets from the media.

Lacks of training to the journalist are some of the challenges associated with the role of broadcasting in creating awareness of environmental sanitation. Journalists trained in fields that are relevant to Environmental issues can ask their interviewees better and challenging questions and they can also better analyze different information they have and write with confidence their program's scripts. These qualities can make a program more interesting and educational.

Environmental media programs (Gyara Muhallinmu) are Hausa programs and the researcher did not find it difficult to understand that respondents had problems in understanding Hausa. Out of the 137 respondents in the sample survey, only 14 have Hausa as their mother tongue while the rest understand and can respond to the Hausa language but prefer to speak English

In the environmental media programs (Gyara Muhallinmu) the language used by the journalists of the program are Hausa the researcher asked the survey participants about their familiarity with the Language spoken in the programs, some indicated that they face problems in understanding the Language, Some raised concern about other listeners like those that did not go for school. One Respondent Says that:

Though Hausa is my second language, I can't understand the terms that are related to environmental issues well. Think of the various languages listeners including those that have Hausa as their mother tongue, I do not think they understand them. Even for me if you ask me about other Hausa terms, I cannot understand them.

Another respondents speaking on the same matter has equally said that.

Previously when I hear new words on the media rather than English and Hausa, I start to lose interest. These words were not familiar to me. I know for sure the illiterate will not understand these words. I do not even think my friends

there (in office) who are high school graduates understand these words.

It seems producers of environmental media program e.g. Gyara Muhallinmu and other Environment programs acknowledge the concerns of the respondents. This simply pointed out the inaccessibility to Television by the people in the community since many rural people who cannot afford to buy it choose to do without.

CONCLUSION

In conclusion, there are agencies that are involved in creating awareness, first in the list Borno Radio Television (BRTV). The mass media in the state whose duty is to air and project messages on sanitation in the affected areas this are the NTA, BRTV which has the combination of TV and Radio this are the available media in Borno State which ordinarily should participate in the campaign to combat environmental sanitation. It can also be deduced that the media have not been able to reach people with messages on environmental sanitation in the state. Coverage of environmental sanitation issues is purely incidental. Worst of all signal of BRTV sometime cannot even cover Maiduguri metropolis, due to poor transmission capacity, Beside even if the signal reach the whole Maiduguri not all that are capable of the electronic media.

The findings of the study point out to the fact that the more academically educated an individual was, the more their understanding and comprehension of not only environmental issues but of life as a whole. One was able and in a better position to give proper analysis and value to that which was a source of livelihood. As a result, those respondents that had at least a first degree answered the questionnaires in such a way that it was easy to understand, analyze and make sense out of their response. Those respondents that were more advanced in terms of academic achievement were also quick to respond to the questionnaires as they understood the value of research in any development process. The study also revealed that almost half of the respondents mention TV and Radio as their source of environmental sanitation information they also say that media coverage of environmental issues is less effective it can be said that different source of mass media were not fully utilized in

the studied area which hindered not only the awareness level of the respondents but also adversely affected the level of the sanitation in the state. There is urgent need for effective awareness through the electronics media.

BRTV has also failed to effectively disseminate information, for this to be effective information on how to take care of the environment need to be disseminated far and wide. Media is a powerful tool that can help, inform people on how to take care of the environment, TV in particular is useful as it has both visual and audio effect for TV messages to be effective, they should be of quality content and aired regularly during prime time. From the findings of this study, it was clear that there were no environmental journalists in the state. There were only journalists in general who were just assigned task of reporting on environmental issues. Moreover, the same journalists that were entrusted with the responsibility of reporting on the environment besides just the lack of training in environmental issues also lacked interest and motivation to pursue such interests.

BRTV has not played a significant role in the coverage of issues related to Environmental Sanitation. It can also be deduced that the BRTV, did not play a significant role in promoting the awareness level of people in MMC

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