

An assessment of private television broadcasting operations in Nigeria

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ABSTRACT

This study examines the challenges of private broadcasting in Nigeria with particular reference to African Independent Television (AIT), Yenagoa, as the case study. The wake of private broadcasting in Nigeria came with decree 38 of 1992 under the General Ibrahim Babangida Administration. This overtime leads to the dissolution of the monopoly of the publicly-owned media organizations in Nigeria, which held a monopoly and were on a steady increase in terms of their numbers as each state was created and the governor open a medium for their country. However, this study focused on the challenges the private broadcast media faced in operations and how they strive to keep afloat. The functionalist theory, pluralist, and Marxist theories created a fundamental basis for the research work. Using the survey method and questionnaire instrument, the researcher gathered responses from 60 respondents at AIT, Yenagoa, who occupied different organization positions. Thus, the researcher analyzed the data and came up with the findings that even to date, funding, access to equipment, power supply, government regulations, and the need to fully attain digitalization were some of the challenges confronting the African Independent Television (AIT), Yenagoa and by implication the private broadcast media. Therefore, the government, its agencies, CBN, and other stakeholders have been advised to help create a soft landing for private media. They have contributed a lot to improving programs' quality, faster access to new, objective, balanced reporting, and the likes.

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1. Introduction

Broadcasting is a powerful medium capable of molding the opinion of the audience. Nwabuzor and Gever state that the manner of broadcasting frame issues influence the way the audience perceives them [1]. Jain sums the power of the broadcast media; thus, "this great and modern invention has been instrumental in social awakening, mass education, entertainment, business, and employment [2]. Its reach is wide broadcasting has revolutionized our life. It is the quickest, cheapest, and most popular means of communication. It has helped us conquer space and time. The above definition give an idea of how powerful relevant the broadcast media have been in society. Hence, Ariye asserts that broadcasting is a global phenomenon and an essential aspect of any nation's social and cultural life [3].

However, the broadcast media in Nigeria did not start this way. Before the 1990s, the broadcast scene was purely dominated by the publicly-owned medium. It took till 1992 for the deregulation of

the broadcast sector in Nigeria to allow for private ownership of the broadcast media. Even during the era of public ownership, the broadcast media was plagued with a plethora of issues. And the inclusion of the private broadcast station did not eliminate these problems. Instead, the private sector became bogged by several challenges as well.

Gever states: The deregulation of the broadcast media in 1992 by the then military administration of General Ibrahim Babangida was, indeed, to widen the scope of broadcasting and subsequently allow private participation [2]. Part of the motivation behind the policy was for Nigerians to reap the full benefits of broadcasting. Decree No. 38 of 1992 set up a regulatory body known as the National Broadcasting Commission (NBC) as a follow-up of the system [4]. NBC states that broadcasting must serve the interest of the general public. It writes: Broadcasting organization shall recognize that they exercise freedom of expression as agents of the society, not for any personal or section rights, privileges and proprietors, relatives, friends, or supporters.

With the submission above, broadcast stations, irrespective of the ownership pattern, are duty bodies to serve the Nigerian public. Adamu, cited in Oketunmbi, observes that deregulation of the industry had thrown up new challenges in a sector that was calm, flat, and dull [5]. The constitution of the Federal Republic of Nigeria (FRN, 1999) also allows private ownership of broadcast stations as it writes in section 39 (2) "without prejudice to the generality of subsection (1) of this section, every person shall be entitled to own, establish and operate any medium for the dissemination of information, ideas, and opinions."

Running a private broadcast station involves a lot of human and material resources. A broadcast station relies heavily on machinery and technology to function. It also depends on technicians and experts with the knowledge to make things work. Broadcasting is capital intensive; thus, broadcast stations, mainly television, require massive funding, which is often hard to get. In developing economies, public stations get subventions annually from the government and are usually better funded than their privately-owned counterparts. For this reason, the former is better positioned to procure several operating facilities for ease of operations. Even at that, subventions hardly meet all needs, given the government's competing demands [6].

The implication of this is that a broadcast organization that is anxious to meet its needs must make internally generated revenue a prime function. Under the circumstance, the Marketing department is automatically made a frontline department in the system because how much it can cause is a crucial factor in the continued viability of the station and its parts. Consequently, a production department has to run as an ally of the revenue yielding department. The latter being similarly conscious that it can only sell good quality content, also recognizes departmental interdependence's expedience. For this to happen, each department's management has to fully realize that when people are assembled to perform a task, the division of the study into several parts should not blur the fundamental principle that all those involved have the same goal.

2. Theoretical Framework

2.1. Broadcasting and Technology in Nigeria

The Africa independent television, a subsidiary of DAAR communications, was borne out of the pan cum – humanist vision of the founder, Chief Aleogho A. Dokpesi, who holds a doctorate in marine transport engineering the University of Gdanski, Poland [7]. The founder's vision is to rapidly integrate the African continent with the rest of the world to encourage development in Africa by attracting investors from all over the world through communications. He desired to bridge the yawning gap in the world's information order, which perpetually places Africa and third world countries at the mercy of the western perspectives' opinions and nuances. DAAR Communications is a Private Independent Communication outfit based in Lagos, Nigeria's former federal capital, and the West Africa sub-region economic nerve center [8].

DAAR communications were incorporated in August 1998. It boasts of successful background in the closely related fields of printing and publishing [9]. DAAR launched its Broadcast Services in 1994 with the promotion of Nigeria's first private radio station, "RayPower" 100.5FM commenced operation officially in April 1999; before then, DAAR Communications has launched a 24hours global television Services [10]. African Independent Television (AIT) has a philosophy that uses geared towards promoting African values and black people's traditions across the world [11].

Iredia states that broadcasting is premised on technology [6]. Because technology keeps changing by the day, a station that is not managed correctly is not likely to benefit from using the latest facilities. In which case, except for a station's management is proactive, obsolete and analog facilities could mar its operatives' efforts. The same fate could more easily befall a broadcast station in the area of regulation. Indeed, the need to apply management principles to broadcasting had become more evident since 2004, when the deadline for the transition to digital broadcasting was conceived by the International Telecommunication Union (ITU) [12]. Again, part of managing a station involves monitoring and ensuring compliance with all relevant injunctions and directions.

In Nigeria, the National Broadcasting Commission (NBC), established in 1992, is empowered to regulate broadcasting [13]. The powers of the Commission are quite enormous to the extent that it can revoke the operating license of a station. The Commission has several provisions in its broadcasting code that must not be breached [14]. To do otherwise is to place the fate of a station in jeopardy. Bearing in mind that it is not enough to survive but to be viable and profitable, care must be taken to evolve a management technique or approach that can ensure increased productivity, efficiency, and effectiveness of a station.

The fear that the private owner might abuse the concept of public interest, that he might use his channel as a political tool against his opponents [15], and that fairness might be sacrificed at the altar of commercially minded proprietors. Ikechukwu Amaechi in Ariye states that the deregulation elicited great enthusiasm from the people and understandably so since the NTA had inextricably become the government's propaganda instrument [3].

He further emphasized that the enthusiasm and absolute craving for private television by the people were predicated on the belief that like the print media, the independent electronic media was going to provide independent news and entertainment, which will inevitably create variety and choice as well as a competition which is expected to rub-off positively on the discerning and sophisticated Nigerian public.

Thus, outlines the ten challenges experienced by private broadcasting in Nigeria and, by extension, AIT, Yenagoa to include [16]; Poor Remuneration; Digital Broadcasting is Still the Least Developed Broadcasting Channel in Nigeria; Broadcasting is Capital Intensive in Nigeria; Most Nigerian Broadcasters are not Properly Groome; No Freedom of Speech; Erratic Power Supply; Poor Infrastructural Development; Poor Quality of Programmes; Non-Payment of Salaries; Poor Welfare.

2.2. Functionalist theory

Functionalist theory was created by Herbert Spencer and made notable by Emile Durkheim into the twentieth century. All functionalist theories examine the social universe as a system of interconnected parts to be analysed in terms of their consequences or functions for the larger system [17]. The main focus of the functionalist theory includes that: Culture is made up of interacting, interdependent parts; shared values and expectations, needs, requisites among the members of the society help to hold the society together [18]. These systems have a need for stability and a need to try and keep all the parts working together congruously in a sort of system. There are certain institutions, among them to include the family, the political system, religion, economy, etc. which aid the structure of society [19]. Those institutions, working in order and harmony will not only increase the stability of the social stratification, but will add to it [20]. The functionalist will then point out that these institutions while independent of each other have a shared system of values which guides them and helps hold the society together [21]. In line with the research purpose therefore, the functionalist theory comes from the angle of the relevance of the private broadcast station in the whole, which is the Nigerian society. The private broadcast station and other aspects of society have a shared system of values but to function adequately take more effort.

2.3. Pluralist and Marxist theory

Sociologists are interested in the mass media because of the powerful effect in people's lives both politically and socially [22]. Mass media is a form of communication directed to big mass audiences without any personal contact [23]. This can be by radio, television, internet, billboards, and so on. This essay is going to explain and critically evaluate the Marxist and pluralist theories of the mass media. An explanation of the media will also be included. Marxist theorists suggest that the media is dominated by the ruling class who are the media corporations' principal owners, which gives them

total control and manipulation of media content and audiences in their interest [24]. In the Marxist view, the media is seen as part of an ideal ground in which various class views are battled out [25]. However, pluralists suggest that there is no dominant ruling class [26]. They insist that the role of the media is to promote freedom of speech [27][28]. They see society as a multipart of rival groups and interests, of which none take the top part all of the time [29]. Pluralists believe that the government has a crucial position in regulating media content and ownership [30].

3. Method

The researcher adopts the survey research design. This research covers the media practitioners at African Independent Television, (AIT), Yenagoa, Bayelsa State.

Table 1. Distribution of Respondents by Designation at AIT, Yenagoa

Designation	Frequency	Percent
Reporter	11	20
Head, programs	3	6
Newscaster/ AOP	9	16
Technical/ Production crew	15	27
Editor	4	7
ICT & Library	5	9
Producers	8	15
Total	55	100

The table 1 shows the designation of the respondents of AIT, Yenagoa that provided responses. Fifteen respondents or 27% of the sampled population at AIT, Yenagoa are part of the technical or production crew, 20% or 11 respondents are reporters at AIT, Yenagoa, 9 respondents of 16% of the sampled population are newscasters or On Air Personalities at AIT, Yenagoa, 8 respondents or 15% of the sampled population from AIT, Yenagoa are programmed producers. Those in ICT & Library unit of AIT, Yenagoa accounts for 5 respondents or 9% of the sampled population, 4 respondents of 7% are editors and 3 respondents of 6% of the sampled population occupy the position of Head of program at AIT, Yenagoa.

4. Results and Discussion

The dynamics of television in Nigeria is always interesting to follow. As the author stated earlier, television plays a very important role during the COVID-19 pandemic. The author has conducted tracing by contacting several credible sources and carefully selected to maintain the validity of the data. Based on the various data the author has obtained, there are several things that can be described.

Table 2 shows that 66% of the sampled population, making 36 respondents, indicate that they are aware of the management challenges confronting AIT, Yenagoa. In comparison, 19 respondents of 35% of the sampled population are partially mindful. No respondents indicated not being aware of the operational challenges facing AIT, Yenagoa.

Table 2. Respondent's awareness on the challenges confronting AIT, Yenagoa in terms of operations

Responses	Frequency	Percent
Yes	36	65.5
No	-	-
Partially	19	34.6
Can't say	-	-
Total	55	100

Table 3 shows how informed about the challenges AIT, Yenagoa in terms of its operational activities. A total of 36 respondents, or 66%, agrees in strong terms that AIT, Yenagoa has challenges; 15 respondents, or 27% of the sampled population, also concur that AIT, Yenagoa faces

operative challenges while four respondents, or 7% of the sampled population agree that AIT, Yenagoa has operational challenges. No respondents share a different view or not knowing that AIT, Yenagoa has operational challenges.

Table 3. Distribution of responses: AIT, Yenagoa has a lot of challenges with regards its operational activities

Responses	Frequency	Percent
Strongly Agree	36	66
Agree	15	27
Partially Agree	4	7
Disagree	-	-
Strongly Disagree	-	-
Total	55	100

For table 4, respondents or staff of AIT, Yenagoa identified some of the organization's challenges. Eight respondents, or 15% of the sampled population, indicate that government and regulatory agencies interference with AIT, Yenagoa operational activities. The operating cost of running AIT, Yenagoa, poses a challenge identified by nine respondents or 16% of the sampled population. The lack of standard equipment was indicated as an operational challenge by seven respondents, or 13%, while access to power was viewed as a challenge by five respondents or 9% of the sampled population. Three respondents, or 6% of the people, believe that the full switch from analog to digital broadcasting faces AIT, Yenagoa. However, 23 respondents or 42% of the sampled population, accounting for the highest number of respondents, indicated that most of the challenges listed constitute an operational challenge for AIT, Yenagoa.

Table 4. Distribution of responses: Operational Issues confronting AIT, Yenagoa

Responses	Frequency	Percent
Full switch from analog to digital broadcasting	3	5.5
Technical knowhow	-	-
Operational cost	9	16.4
Lack of skilled broadcasters	-	-
Lack of standard equipment	7	12.7
Power supply	5	9.1
Government and regulatory agencies interference	8	14.6
All of the above	23	41.8
None of the above	-	-
Total	55	100

For table 5, 66% of the sampled population of 36 respondents agree that funding is a significant need for AIT, Yenagoa, like every other private station. Twenty-six percent of the sampled population, representing 14 respondents, agree that budget is an issue for AIT, Yenagoa. In contrast, five respondents, or 9% of the people, see funding partially confronting AIT, Yenagoa.

Table 5. Distribution of responses: Running a private broadcast station successfully takes a lot of funds

Responses	Frequency	Percent
Strongly Agree	36	65.5
Agree	14	25.5
Partially Agree	5	9.1
Disagree	-	-
Strongly Disagree	-	-
Total	55	100

In table 6, 16 respondents, or 29% of the sampled population, which is the highest population, think that AIT, Yenagoa, is not doing enough to evolve with the rest of the world in terms of its operational activities. On the contrary, 15 respondents, making 27% of AIT, Yenagoa staff, see the station as working hard to move with the trend, 11, respondents or 20%, think AIT, Yenagoa as doing enough to evolve while 13 respondents or 24% of the sampled population partially agree that AIT, Yenagoa develops.

Table 6. Distribution of responses: broadcast equipment as well as operations keep evolving and AIT, Yenagoa tries hard to evolve

Responses	Frequency	Percent
Strongly Agree	15	27
Agree	11	20
Partially Agree	13	24
Disagree	16	29
Strongly Disagree	-	-
Total	55	100

In table 7, AIT, Yenagoa staff responded as to if the station attracts enough investment or funding. Thirty-one percent or 17 respondents disagree entirely that AIT, Yenagoa attracts enough funds, 21 respondents, or 38% of the sampled population do not agree that AIT, Yenagoa attracts enough funds. However, on the flip side, eight respondents, or 15% of the sampled population, think AIT, Yenagoa attracts good enough funds or investment while three respondents, or 6% of the sampled population a strongly of the opinion that AIT, Yenagoa attracts good investment or funding.

Table 7. Distribution of responses: Private broadcast stations attract enough investments and funding from the private and public sector

Responses	Frequency	Percent
Strongly Agree	3	5.5
Agree	8	14.6
Partially Agree	6	10.9
Disagree	21	38.2
Strongly Disagree	17	30.9
Total	55	100

For table 8, respondents identified the likely challenges confronting AIT, Yenagoa with securing funds for operation, and 18 respondents, representing 33% of the sampled population, indicating that the high lending rates posed a challenge for accessing funds AIT, Yenagoa. Nine respondents identified the terms of repayment as what constitutes a challenge when considering funding for the station. Commercial bank regulations or policies create a challenge for AIT, Yenagoa, as seen by five respondents or 9% of the sampled population. In contrast, two respondents, or 4%, say the lopsided investment requirements, which are not so favorable to the organization, stands in the way of securing many funds. However, 21 respondents, 38% of the sampled AIT, Yenagoa population, indicate that all the points mentioned above are challenges confronting AIT, Yenagoa.

Table 8. Distribution of responses: challenges with securing funds or investment opportunities for AIT, Yenagoa and private broadcast stations

Responses	Frequency	Percent
Commercial bank policies and regulations	5	9
High lending rates	18	33
Issues with terms of repayments	9	16
Lopsided investment requirements	2	4
All the above	21	38
None of the above	-	-
Total	55	100

Table 9, 32 respondents, representing 58% of the sampled population from AIT, Yenagoa, indicated that the station has partially achieved the digitalization of its broadcast operations. However, 18 respondents, representing 33%, stated, 'No,' meaning the station is yet to digitize its broadcast operations fully. Three respondents, or 6%, said Yes, AIT, Yenagoa has attained full digitalization while two respondents, or 4% of the sampled population, do not have anything to say.

Table 9. Responses on if AIT, Yenagoa has attained full digitalization of broadcast operations

Responses	Frequency	Percent
Yes	3	5.5
No	18	32.7
Partially	32	58.2
Can't say	2	3.6
Total	55	100

Table 10 addresses what the AIT staff, Yenagoa thinks, is responsible for the non-attainment of full digitalization. Eleven respondents, 20% of the sampled population, see funding as the major obstacle stopping AIT, Yenagoa, from attaining complete digitalization. In comparison, eight respondents, or 15% of the sampled population, thinks the importation of broadcast equipment is a hurdle for AIT, Yenagoa digitalization operations. Internal issues and resolution are seen by two respondents or 4% of the sampled population because the digitalization attempt of AIT, Yenagoa, has not taken effect. Finally, 32 respondents, which is 58% or above one-half of the sampled population, indicated that all the challenges mentioned had been a stumbling block towards attaining a full digitalization of AIT, Yenagoa.

Table 10. Distribution of responses: challenges with full digitalization of the AIT, Yenagoa

Responses	Frequency	Percent
Funding	11	20
Importation of broadcast equipment	8	14.6
Issues with government regulatory framework for digitalization	2	3.6
Internal issues and resolution	2	3.6
All of the above	32	58.2
None of the above	-	-
Total	55	100

In table 11, AIT, Yenagoa staff, indicated whether or not the private broadcast stations in Nigeria have helped the broadcast scene in Nigeria. A total of 27 respondents, or 49% of the sampled population, which accounts for almost half of the community, strongly agree that Nigeria's private broadcast station has contributed immensely to the growth of broadcasting in Nigeria. Another 21 respondents of 38% agree that private broadcasting has helped improve the broadcast sector. In comparison, seven respondents, or 13% of the population, are in partial agreement on private broadcasting contributions in Nigeria's media. However, no respondent disagreed that private broadcasting has helped improved the broadcast sector in Nigeria.

Table 11. Distribution of responses: Private broadcast stations like AIT, Yenagoa have helped to improve broadcasting in Nigeria

Responses	Frequency	Percent
Strongly Agree	27	49.1
Agree	21	38.2
Partially Agree	7	12.7
Disagree	-	-
Strongly Disagree	-	-
Total	55	100

Table 12 shows the contributions or benefits of AIT, Yenagoa, and by implication, the private broadcast station to broadcasting in Yenagoa State. Eleven respondents, representing 20% of the sampled population, says AIT, Yenagoa has helped ensure faster news delivery. Nine respondents, 16% of the sampled population, state that better program quality is the added value of AIT, Yenagoa, to the country. Eight respondents, 15% of the sampled population, say that AIT, Yenagoa, has brought about objective reporting in Yenagoa and Bayelsa State. Six respondents, 11% of the sampled population, say AIT, Yenagoa has brought about creative and improved program content in broadcasting in Bayelsa State. Finally, 21 respondents, which is 38% of the sampled population, says all the above benefits have been part of AIT's contributions, Yenagoa, to the broadcast sector.

Table 12. Distribution of responses on the values AIT, Yenagoa have added to broadcasting in Yenagoa State

Responses	Frequency	Percent
Faster news delivery	11	20
Better program quality	9	16
Objective reporting	8	15
Feedback and audience participation	-	-
Creative and improved program content	6	11
All of the above	21	38.2
None of the above	-	-
Total	55	100

4.1. The challenges confronting AIT, Yenagoa as a private broadcast station in Nigeria

No doubt, the challenge before the broadcast sector is enormous. Furthermore, the private broadcast sector faces a stiffer challenge considering that they do not have access to government subventions—table 8 outlay the issue of financial challenges confronting the remote broadcast station. The majority of the respondents identified lopsided investment policies, commercial bank and CBN regulation, irregular repayment terms, and high-interest rates as some of the financial woes AIT, Yenagoa has to contend with. Rodney (2004) states that the industry requires hefty capital outlay in state of the art technology to operate efficiently: transmitters, computerized control rooms with teleprompters, comp-graphic switches, studio cameras, recorders, cassettes and tapes, players and mixers, editing suite, OB vans, digital studios, websites, generating plants, etc. The high cost of importing this equipment and lack of regular power supply became problems early in stations' lives. Many stations were unable to secure enough foreign exchange from the Central Bank of Nigeria (CBN), procure equipment, and most challenging, import duties on broadcast equipment.

Table 8, the majority of the respondents identified that AIT, Yenagoa, is yet to attain the digitalization of its broadcast operations fully. Armstrong (2018) states that, together, the tremendous benefit can be achieved through digital switchover. These benefits include an increase in efficiency in the use of spectrum and the launch of new services for viewers, which helps secure the future of terrestrial television as a viable economic platform. As countries increasingly adopt digital TV technology, analog TV will become obsolete, making its maintenance difficult and costly. Further challenges are identified in table 10 and have to do with the problems with importing broadcast equipment and government regulatory agencies.

4.2. How likely is it for private broadcast stations like AIT, Yenagoa to attract investments and funding in Nigeria

Though it is possible for AIT, Yenagoa to access funding and investment opportunities, the respondents identified that there had been so many pitfalls towards receiving funding from both private and public sources. Therefore, Tables 7 and 8 address the possibilities and challenges with securing funds for AIT, Yenagoa. Under table 7, most of the respondents admitted that securing funds for operations does not come easy from the private or public sector. Therefore, under table 7, government framework and agencies were selected as barriers to funding. The high lending rate, CBN, and commercial bank regulations also frustrate AIT, Yenagoa's attempt to secure its operations.

Responses under table 9 show that most of the respondents see AIT, Yenagoa, as not fully attained digitalization of its broadcast operations, which has been a significant challenge to its operations. Though there are high prospects for the full cross over from analog to digital broadcasting, as identified under table 10, government policy framework and the importation of the required equipment have been a significant constraint to achieving this arduous task.

It is evident that private broadcast, which came to be after decree 38 of 1992, was passed under General Ibrahim Babangida's administration and has done better than harm to the Nigerian broadcast scene. Hence, most of the responses under table 11 admitted that the private broadcast station has indeed contributed immensely to the growth of broadcasting in Nigeria. Under table 12, the specific areas itemized include faster new delivery, better quality programs, and content, objective reporting, creative and improved program content are some of the few contributions.

5. Conclusion

The study was able to reach the following conclusions that there is a clear fact that the private broadcast media in Nigeria is in dire need of help as it is undergoing several challenges, and deregulation of the broadcast sector gave rise to remote broadcast. The advent of private broadcasting in Nigeria has resulted in the improvement of the broadcast sector in Nigeria. It has resulted in better program content and quality. Also, faster news delivery has become possible with the introduction of the private sector. Also, private broadcast media have faced a significant problem with funding issues. Part of these financial issues has to do with CBN and commercial bank policies, which has made it difficult to access funds. Private broadcast stations can access funds, the repayment terms are either not favorable, or the lending rates are too high. Government policies and frameworks have not helped the private sector to function without any issues. Remote broadcast stations do not enjoy subventions like government-owned stations, and government policy framework has been a limiting factor for private broadcasting stations. There are also issues of molestation and harassment of media practitioners, particularly from the private broadcast stations and by the law enforcement agents over issues relating to the carrying out of their activities as journalists as well as the problem of erratic power supply has resulted in more cost in terms of operations for private broadcasting stations.

No doubt, deregulation has made an appreciable impact on the country's socio-cultural, economic, and political life. However, it is seen that if the broadcast sector must continue to enjoy the gains of broadcasting, then the private media owners and the government must create an enabling environment for the industry to thrive. There is an urgent need for taxes on the importation of broadcast equip to be cut drastically if not obliterated to aid the importation of broadcast equipment. All stakeholders in the financial sector, including commercial banks, industrial banks, and the likes, need to create relevant and specific packages targeted at the broadcast media to aid their operations and access better funds to keep the broadcast station viable and meet their production standard. Media operators also need to be very conscious about staff salary and remunerations. The welfare of the broadcast media personnel is paramount to ensuring that the staff gives their best to their duties. The media must remain true to their stand on objectivity, fairness, and objective reporting. The media must strive to keep society informed and enlightened about the happenings in the community. NBC has its statutory responsibility to monitor the private broadcast media's activities to ensure they stick to the tenets of broadcasting, informing the public, enlightening, and educating the public while remaining objective. Lastly, government interference in media activities and police harassment of media practitioners has to stop for the media to carry out its functions without fear and rancor.

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