



**AN EVALUATION OF COMMUNITY DEVELOPMENT CAMPAIGN ON SELECTED
BRC FM RADIO STATIONS IN BAUCHI NORTH SENATORIAL DISTRICT.**

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ABSTRACT

Many has the belief that Radio is an intervention strategy which presents diverse range of choices for deepening participation in actualizing motives of the attainment of community development goals. This belief is widely held and it has been a key rationale for its eventual adoption by many agencies and institutions to aid community development campaign in Africa especially Nigeria. In Bauchi state, as it can be seen, the main stream BRC station is located inside Bauchi city and it is observed by many that majority of the rural communities were excluded from its various community development programmes. Now that many BRC FM stations were established across different localities of Bauchi state, and that they were all adopted for transmitting community development programmes like 'Akoyi Sana'a', 'Himma dai matasa', 'Kula da lafiya', 'A koma gona', 'Me aka girka', 'Don Makiyaya', 'Mu kare muhallinmu' and 'Reta sa'a Hulbe', using the local languages of the host communities; this paper would attempt to evaluate their performance in facilitating community development projects specifically in Bauchi north senatorial district of the state. Methods adopted were survey and content analysis. The result reveals that the people of Bauchi north senatorial district were not only satisfied with the community development programmes transmitted by BRC FM stations, or that the programmes were capable of creating greater community development awareness to the people of the area, but the people's behaviour and attitudes were also well influenced through the programmes towards community developments efforts and activities. It also shows that using local languages of their host's communities the stations have provided diverse range of services, meeting community needs in ways unmet by the major public and commercial stations. It is thus

recommended that community based radio of this kind shall be supported appropriately to help in this direction nationwide for attainment of community development goals in Nigeria.

Keywords: Radio, Community Development, Evaluation and Campaign.

INTRODUCTION:

Involvement of private radio stations in broadcasting in the country has created competition, quality service delivery and brought rapid growth and development in the industry. It is well known that until 1992 broadcasting was a monopoly of government (Omonhinmin, 2013).

Garba (2015), in his analysis of community development campaign on community based radio stations stresses that in Bauchi state, the Bauchi Radio Corporation as well as all the major public and commercial Radio stations such as AIT, Ray Power and Globe FM are relatively concentrated in Bauchi city and they remained less accessible to most part of the rural areas where 70% of the states' population lived. It is comprehended that this has reduced to some extent the effectiveness of the community development campaign undertaking by these stations. His analysis further indicated that it will suffice the advantages of participatory communication if rural broadcasting would be supported through community-base radio stations to reach the majority of the population living in countryside and to catalyze attitudinal and behavioral changes.

In His effort to highlight this issue as a Nigerian problem, at the Abuja world Radio day forum 2013, the UNESCO country representative, Joseph Ngu, highlighted that;

The present scope of radio in Nigeria is not established to cater for the rural People who constitute the majority of the population, simply because majority of the radio stations are located in Nigerian cities, as such the rural populace are at present excluded from the advantages of participatory communication which remain a veritable tool for rural progress as well as for rural development, yes the need for community base broadcasting, here in Nigeria would never be overemphasized

In this regard also, Garba (2015) stated that in what seems to be an effort to take care of this problem, the Bauchi state government provides for more broadness of the BRC by establishing ten (10) FM radio stations in various

local governments of the state. They are established essentially to promote development by improving the general life quality of the people in the rural areas through social mobilization broadcast and thereby raising the consciousness of the people and public education in spheres of all human endeavors. The BRC is made the supervising and monitoring agency of these stations. The stations which consist of Jama'are FM station, Gamawa FM, Zaki FM, Bununu FM, Ningi FM, Misau FM, Ganjuwa FM, Alkaleri FM, Kirfi FM and Toro FM station were mandated to use local languages of their host communities in transmitting their programs and to adopt the principles of access and participation, volunteerism, diversity, Independence and locality in their operation.

Adesiyan and Arulogun (2000) asserts that Socially, 'community' is conceived in terms of shared interests, tastes, ethics and values and even in demographic or psychographic terms which means that groups of people who identify themselves with particular social, economic, cultural or political ideology, opinions, views discipline or orientation might constitute a community. On the other hand, community development is about the construction or reconstruction of the infrastructure necessary for the smooth functioning of a given community. It is about the determination of members of a community to identify and realize their own progress. Since Development in general is a process of economic and social advancement which enables people to realize their potentials, build self confidence and lead lives of dignity and fulfillment; community development could be viewed as a collective community concerned in the above respects (Adesiyan and Arulogun (2000)).

It shall be noted, however, that in today's' modern world, community development is not limited to collaboration within a community to build a bridge, school, market or any infrastructure; but the concept has now encompasses all efforts by people or government to facilitate good health, correct markets, increase agricultural productivity, viable transportation system, businesses, environment, leadership and governance, education, sports and countless issues of human development.

Communication is central to the success of development hence community development is not left out. In Bauchi state the BRC fm radio stations recently established have been a crucial communication tool for community development campaign.

Although the stations were established and inaugurated as “community radio stations”, they do not fit the proper definition of community radios as defined by scholars because they were established and owned by government; yet they are typically community – base in nature and can thus serve as model for effective communication to rural populace. Thus they can be maintained as a proper medium for promoting development through social mobilization broadcast, and it is expected that using local languages of their hosts communities they can be able to provide diverse range of services meeting community needs in ways unmet by the major public and commercial stations. It is assumed also that community broadcasting in these stations if sustained by the principles of access and participation, volunteerism, diversity, independence and locality, can help a great deal in community development campaign in the state.

STATEMENT OF THE PROBLEM

It is an established fact that, since its establishment as an independent broadcasting institution, Bauchi Radio Corporation (BRC) has over the years engaged in tremendous but consistent transmission of community development programmes. In pursuance of the objective of broadcasting to the grass root population, the BRC formulated strong arrangements which provides for AM and FM full transmission stations based in Bauchi, the state capital and sub – station in Azare town, located about 150 km away from Bauchi. This policy was initially successful until when the equipments began to outlive their life – span and usefulness, signals began to decline with regard to transmission and reception. This has reduced, to great extent, community development consolidation effort embark by this corporation.

Now that several BRC fm stations were established across the localities of Bauchi state, and that they are fully engaged in transmitting community development programmes like ‘Akoyi Sana’a’, ‘Himma dai matasa’, ‘Kula da lafiya’, ‘A koma gona’, ‘Me aka girka’, ‘Mu kare muhallinmu’ and so on, using the local languages of the host communities; this paper would attempt to appraise their performance in facilitating community development projects in the state, specifically around north senatorial district.

OBJECTIVES OF THE STUDY

This paper seeks to pursue the following objectives.

1. To determine the performance of BRC fm stations in promoting community development projects in Bauchi north senatorial district.
2. To determine whether the programmes (content) transmitted by BRC FM stations address community development issues in the area.
3. To determine whether the programmes transmitted by the BRC FM stations are capable of creating greater community development awareness in Bauchi north senatorial district.

LITERATURE REVIEW

RADIO AND COMMUNITY DEVELOPMENT IN AFRICA

In their effort to emphasize the position of Radio among Africans in relation to public mobilization, Fraser & Restrepo-Estrada (2002) has stated that because radio sets are cheaply available, portable, run independently of power grids and do not exclude those that are illiterate, are far away the mass medium of choice for more than two thirds of Africans, both rural and urban. It is thus considered a key driver to spread development messages and advance poverty reduction and agricultural mobilization. If this statement is well understood, one can see clearly the wisdom behind employing the fm radio stations, which are community-based, around Bauchi north senatorial district for community development campaign.

Experiences through researches {Fraser and Estrada (2001), Audu (2003), Adesiyun and Arulogun (2000)} have indicated the potentials gained by community development campaign from both the coverage and programs of radio using participatory communication approaches in Africa. Small-earned resources for livelihood persons accrue for more than 70% of the Sub-Sahara Africa population; yet, despite their enormous number, they are more likely than any other segment of the population to be impoverished and to suffer the effects of hunger and malnutrition. Many elements have been the reason of this state of being of the people of Africa, amongst which are lack of proper community development campaign to actualized self reliance in most part of Africa.

Community development is based on the idea that for development to be sustainable, the people must see the need for development and take steps to actualize the process of development. Hence, community development is about active involvement of community members in issues and problems that affects their lives. Since community development campaigns is intended to

empower individuals and groups in communities to engage in development activities by providing them with skills and knowledge, and to develop responsible local leadership and create lively spirit among community members, employment of appropriate media for this purpose will never be over emphasized. In Africa Radio has long been used as an extensive community development skills and information dissemination strategy, until recently, significant evidence was available to confirm that African people listen, learn and act as a result of hearing radio broadcasts, and so much was known about best practices (Kevin Perkins, 2010).

The African Farm Radio Research Initiative (AFRRI) was an unprecedented investigation of the effectiveness of radio in addressing the food security and agricultural goals of resource-poor farmers in some countries of Africa (Adesiyun and Arulogun, 2000). The programme has later on extended to measuring the effectiveness of Radio in community development campaign in countries such as Sudan, Ghana, Mozambique, Malawi, Mali, Tanzania, and Uganda. The project was a participatory, multi-stakeholder programme aimed to discover, document and disseminate best practices for using radio-based communications to enhance community development projects in Africa. It started in 2007 and ended in September 2010, and was implemented by Farm Radio International in partnership with World University Service of Canada, and with funding from the Bill & Melinda Gates foundation.

The AFRRI project as implemented in these countries revealed that participatory radio campaigns offer more effective and cost-efficient means of encouraging African people to adopt community development initiative for progress. (Kevin Perkins, 2010).

In Zambia, a renowned consultant agency 'MASDAR' has provided support to community development campaign using radio as a strong tool. In particular, the Zambian population was acquainted with the skills on community development initiatives as proffered by researchers, and considerable success was achieved using radio to improve the efficiency in understanding of the people towards that.

Other community development campaign using Radio as a channel for information have been implemented in Uganda, Cameroon, Ethiopia, Tanzania, the Gambia and Moldova to mention only few. Currently there is increasing emphasis and call to the employment of radio, especially community-based to compliment community development campaign works

through the use of community – based extension (CBE) in Africa (Kevin Perkins 2010).

RADIO AND COMMUNITY DEVELOPMENT IN NIGERIA

The significance of sharing information locally and opening up wider information networks for community development campaign will never be over emphasized. Radio initiatives as part of broader communication for community development campaign strategies have been used by all states of the nation through various programmes to facilitate awareness of what community members will do or not do for self reliance and independence. Using Radio, individuals and group have been encouraged and guided to engage in development activities to actualized self reliance and independence (Audu, 2003).

Many state, federal and private agencies have sponsored and thus become responsible for community development campaign done through various Radio programmes in Nigeria. These agencies have since then adopted radio as a powerful tool as channel for information delivery and communication as a key task for community development campaign accomplishments (Audu, 2003).

In this particular regard, Baron and Devis (2009: 121) stated that, these agencies as well, have acknowledged the fact that practical considerations and budgetary implications more often compel the community development workers to directly interact with only fraction (limited number) of people that the community development packages was intended for, so they consider the use of Radio as remedy to that problem. Radio can supply coverage of a considerable area and hence using the local languages and by engaging the community members as part of the programs, the turn out tend to be high. The examples of employing Radio as channel for community development campaign can practically be seen in various States of the nation using the State's own and private Radios to reach their localities (Baron and Devis, 2009: 121)

In Kano State for example, Kano state radio AM & FM were used and the private stations such as Freedom radio, Pyramid radio and Ray power were duly engaged. These stations were able to transfer skills and knowledge on community development projects through programmes such as 'Dan matasa',

'Mu koyi Sana'a', 'A koma gona', 'Mu kare muhallinmu', 'Ciniki da kasuwa', 'Kiwo sabuwar hanya (KSADP report, 2012).

In Bauchi State BRC AM and FM, Globe FM radio and Ray Power were in full employment to compliment the campaign effort. Here the stations also impart community development skills to the people using programmes such as 'Ba maraya sai rago', 'Dan makiyaya', 'Mu koyi Sana'a and 'Noma tushen arziki'.

We cannot cease to remember how FRCN Kaduna, Rima Radio in Sokoto state and Gotel Radio in Adamawa state propagate community development initiatives through their various programmes. The same applies to Gombe state, Imo state, Katsina state, Ogun state etc. (MASDAR Report: 2011).

In Nigeria, many researchers have investigated improved community development strategies and the radio is used in high capacity to disseminate the information to the people at various localities in various states of the federation. Today new trends using the community-based communication have been employed.

RADIO AND COMMUNITY DEVELOPMENT IN BAUCHI STATE

It is evident that in Nigeria, as in most African countries, majority of those who owns radio live in rural areas while the stations they accessed mostly from are concentrated in cities, towns and urban centers. Essentially because of distance, area of coverage and many other reasons, major public and commercial stations cannot serve well the rural people. It was in this regard that at the Abuja World Radio day forum (2013), the UNESCO country representative, Joseph Ngu, highlighted that:

The present scope of radio in Nigeria is not established to cater for the rural People who constitute the majority of the population, simply because majority of the radio stations are located in Nigerian cities, as such the rural populace are at present excluded from the advantages of participatory communication which remain a veritable tool for rural progress as well as for rural development, hence the need for community base broadcasting, here in Nigeria would never be overemphasized

In Bauchi state as well, the major public and commercial Radio stations such as BRC, AIT, Ray Power and Globe FM are concentrated in Bauchi town and they remained less accessible to most part of the rural areas where 70% of Bauchi state people live. This has reduced to some extent the effectiveness of these stations for community development campaign. It will suffice the

advantages of participatory communication if rural broadcasting would be supported through community-base radio stations to reach the majority of the population living in countryside and to catalyze attitudinal and behavioral changes.

In what seem to be an apparent effort to overcome some of these problems, the Bauchi state government established ten (10) community-based FM radio stations in various local governments of the state. They are established essentially to promote development by improving the general life quality of the people in the rural areas through social mobilization broadcast and thereby raising the consciousness of the people and public education in spheres of human endeavor. The BRC is made the supervising and monitoring agency of these stations. The stations which consist of Jama'are FM station, Gamawa FM, Zaki FM, Bununu FM, Ningi FM, Misau FM, Ganjuwa FM, Alkaleri FM, Kirfi FM and Toro FM station were mandated to use local languages of their host communities in transmitting their programs and to adopt the principles of access and participation, volunteerism, diversity, Independence and locality in their operation. Effective communication of better skills and knowledge to community is essential for modern development.

As rightly pointed, the BRC fm radio stations in Bauchi state were essentially established to promote development through social mobilization broadcast, it is expected that using local languages of their hosts communities they can be able to provide diverse range of services meeting community needs in ways unmet by the major public and commercial stations. It is assumed also that community broadcasting in these stations if sustained by the principles of access and participation, volunteerism, diversity, independence and locality, can help a great deal in community development campaign intensification (BRC handbook of programming, 2015).

The BRC FM stations in collaboration with some cooperative societies and community development associations, using the community initiatives, has claimed to have transferred information on community development projects to the people of Bauchi state through various programs mainly in Hausa, Fulfulde and English. Famous among the programmes include 'Don matasa', 'Mu koyi Sana'a', 'A koma gona', 'Mu kare muhallinmu', 'Ciniki da kasuwa', 'Kiwo sabuwar hanya' and 'Reta sa'a Hulbe' and so on (BRC programme schedule of 2015).

THEORETICAL FRAME WORK

This research work is rooted within the Development Media Theory. The theory was propounded by Denis McQuail in 1987. The main theme of Development Media Theory is that the mass media have a role to play in facilitating the process of development in developing countries. The theory works with the idea that mass media and communication can positively influence the development process.

In a more precise understanding, the development media theory preaches and advocates mass media support for the development goals of a country. The theory opines that for developing nations mass media and government must work hand in hand to ensure the attainment of development of a country. The theory argues that Media are to be primarily concern with providing information to accelerate development. They are to produce contents that meet specific cultural and social needs in order to promote country's development goals such as social and economic development, cultural development, and national integration and to direct sense of national purpose (Baran and Devis, 2009:123).

McQuail (1987:121) presents in a nutshell the principles of the development media theory as follows:

1. Media must accept and carry out positive development tasks in line with established national policy.
2. Freedom of the media should be open to economic priorities and development needs of a society.
3. Media should give priority in their content to national culture and Languages.
4. Media should give priority in news and information that with other developing countries, which are close geographically, culturally or politically.
5. Journalists and other media workers have responsibilities as well as freedom in their information gathering and dissemination tasks; and in the interests of development ends, the state has right to intervene in or restrict media operation, and devices and direct control can be justified.

The relevance of this theory to this study stems out from the need expected of the BRC fm stations to assume their responsibility role of intensifying the development process through community development efforts of the people

in our society. In this regard the community development efforts of the people in north senatorial district of Bauchi state through various community development projects were immensely supported by radio programmes of BRC fm stations that are community based in structure and format. This is evident and can be seen from the various programmes such as 'Dan matasa', 'Mu koyi Sana'a', 'A koma gona', 'Mu kare muhallinmu', 'Ciniki da kasuwa', 'Kiwo sabuwar hanya that were embarked by these BRC fm stations in the area.

METHODOLOGY

For the purpose of this work survey method was employed and was complimented with content analysis. Okoye (1996:5) defined survey research as a 'method which is geared towards the study of people, their attitudinal frame of minds, their systems, opinions, motivational range and behavioral manifestations'. A survey involves asking people questions about their behaviors, attitudes, beliefs, knowledge, feelings, plans and backgrounds. A survey is done through the administration of questionnaires or face to face interviews and thereby filling in responses. On the other hand, content analysis is a method of gathering information through observing, examining and analyzing the messages in text or audio programs.

As rightly said, survey method was adopted and data was collected on beliefs, opinions, feelings and perception of people of Bauchi north senatorial district regarding community development programs aired by the BRC fm radio stations over the years of their existence. Data was gathered through the use of questionnaires, and conducting an in depth interviews with the program producers to gain an insight into the intentions behind the programs produced and achievements recorded. Three radio stations were selected from this senatorial district in the state to serve in the study. The stations were Jama'are (fm), Zaki (fm) and Azare (fm). Over the years of their existence, programs have been produced by the stations, the CDA's and the state government. The programs have also been content analyzed qualitatively in terms of frequencies, time slot of the programs and the quality of the presenters to allow for inferences as whether the programs can create greater community development awareness among people and can induce their interest towards it. It also allows for personal judgment of what the programs could achieve. The study concentrates on perception of people of Bauchi state

with regard to community development programmes as a key task for community development campaign.

FINDINGS

150 people, 25 each from one community development association (CDA) and one cooperative society across the Bauchi north senatorial districts of the state were surveyed. Complimented by content analysis of the programmes transmitted, the findings are thus summarized below:

Majority of the respondents mixed farming as occupation with civil service, business or engage in one craft ship or another. But very few engage in farming as their sole occupation throughout the year. Majority also are male by gender and married by status, only few female engage in farming as an occupation as the result indicated. While majority attended only primary school, only few have secondary and post secondary education and majority of them are between 31 – 60 years of age. Majority of the respondents speaks Hausa, a minimum speaks Fulfulde with very few speaking other languages such as Kanuri and Kare-Kare. Majority of the respondents are Muslims, few Christians, and none of the respondents indicates practicing traditional religion.

Almost all the respondents were not only aware of the existence of the BRC fm radio stations in their areas, they also listen to them consistently and do not usually face problems in accessing the stations. All the respondents attest to having knowledge of community development programmes transmitted by these stations and most of them can mention the names of the programmes aired. They are also conscious of the variations of time that the programmes are transmitted. Although they slightly differ on the appropriateness of the timing but majority acknowledged the current timing as more appropriate.

While interviews with the producers of the programmes revealed that they under take visits and interact with the members of CDA's and cooperative societies on occasional basis, and that people's opinion were always used in programmes's design and execution, members of such association and societies attested that such visits were real. They confirm that the visits were informative and educative.

Majority of the respondents also believe that the programmes transmitted by the BRC fm radio stations addressed the community development issues in their areas, and that the programmes highlighted issues regarding

individual's responsibility in the community and the need for the community members to engage in activities that encourages self reliance. Majority of them also agreed that the programmes 'Dan matasa', 'Mu koyi Sana'a', 'A koma gona', 'Mu kare muhallinmu', 'Ciniki da kasuwa', 'Kiwo sabuwar hanya' and 'Reta sa'a Hulbe' are capable of creating good awareness to the people in relation to community development initiatives, and also that the mentioned programmes influence people's attitudes towards community development need for community's progress.

Majority of the respondents felt that they benefited more from BRC fm stations in terms of easy access, nearness, participation and consistent programme flow. That they attested as been rare in the major stations that are concentrated in Bauchi city.

INTERPRETATION

From the above findings, one can understand that the people of Bauchi north senatorial district have identified themselves with the BRC fm radio stations established by Bauchi state Government across the localities of the state. This would not surprising as Fraser & Restrepo-Estrada (2002), in their effort to emphasize the position of Radio among Africans in relation to public mobilization, has stated that because radio sets are cheaply available, portable, run independently of power grids and do not exclude those that are illiterate, are far away the mass medium of choice for more than two thirds of Africans, both rural and urban.

It can also be acknowledged that the CD programmes transmitted by these stations such as 'Dan matasa', 'Mu koyi Sana'a', 'A koma gona', 'Mu kare muhallinmu', 'Ciniki da kasuwa', 'Kiwo sabuwar hanya' and 'Reta sa'a Hulbe' were capable of inducing people's behaviors to adopt the community development initiatives to their developmental agitations and societal progress. It is imperative to understand that the interactive sessions between the members of CDAs, CSs and programme's producers during visitations at home or workshops have pave way to more mutual understanding between them in the area. This in itself has helped in mobilizing people as far as listening to the programmes is concern.

This confirms several declarations of researchers about the capacity of radio for public mobilization. In this regard the finding of the study is in line with Kevin Perkins (2010) assertion which revealed that In Africa Radio has long

been used as an extensive community development skills and information dissemination strategy, until recently, significant evidence was available to confirm that African people listen, learn and act as a result of hearing radio broadcasts, and so much was known about best practices.

It was gathered also in the study that the programmes transmitted by the BRC fm stations have addressed the community development issues of their host communities. It was confirmed also that the programmes carries elements of community development strategies plan and actions, and these are the key actors as far as CD campaign is concern.

In relation to this therefore, we can see that the findings of the study affirms the declaration of Fraser and Estrada (2001), Audu (2003), as well as Adesiyani and Arulogun (2000) who made rigorous analysis on radio for community development campaign in Africa and their analysis have indicated to the potentials gained by community development campaign from both the coverage and programs of radio using participatory communication approaches in Africa. Small-earned resources for livelihood persons accrue for more than 70% of the Sub-Sahara Africa population; yet, despite their enormous number, they are more likely than any other segment of the population to be impoverished and to suffer the effects of hunger and malnutrition. Many elements have been the reason of this state of being of the people of Africa, amongst which are lack of proper community development campaign to actualized self reliance in most part of Africa.

In a more precise way, it is now certain that community development strategies given to the people as community development campaign packages on the BRC fm radio stations over the years of their existence, has impacted positively on community development beliefs, practices and skills of the people in Bauchi State. This is in passion with our belief that radio as a medium of communication is an instrument of social change, thus, the BRC radio stations being proximate to their host communities, has the capacity of reaching large number of geographically dispersed, remote and often not highly literate people and can improve their social conditions through information dissemination, knowledge creation and teaching skills.

Equally one can vividly understand that the people of Bauchi north senatorial district have benefited immensely from BRC fm stations in terms of easy access, nearness, participation and consistency in programme flow. That they attested as been rare in the major stations which are concentrated in Bauchi

city. We cannot afford to forget that, essentially it is seen that community broadcasting in these stations is sustained by the principles of access and participation, volunteerism, diversity, independence and locality.

RECOMMENDATIONS

In consideration of the findings above, the following recommendations are proffered:

1. Federal government shall, through its broadcasting agency (NBC), commit to granting license for the establishment of Community Radio stations in the country as once promised by the President. This will boast development because while majority of Nigerians relied mostly on Radio as their source of information, community Radios are characterized by easy access, nearness to rural people as well as guarantees rural participation.
2. State governments must be encouraged to establish Community – based Radio stations whether FM, AM or even MW and SW across their localities to encourage rural participation in democratization and various developmental processes in the nation.
3. Bauchi state government shall maintain and support the current BRC fm stations through adequate equipment maintenance, workers motivation and other means as may deem appropriate in order to justify the patronage accorded to the stations.
4. Governments and nongovernmental organizations shall partner with CDAs and CSs to embark on extensive CD campaign using Radio as a medium to support communities in their quest for self reliance.

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