

Campus Broadcasting and the Prospects of Student Journalists for Sustainable Development: A Study of OkoPoly FM

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Abstract

Campus broadcast is a form of community broadcasting that aims to reach a limited environment known as the community. Campus broadcasting is commonly operated as a radio house where student journalists often get their practical exposure in broadcasting. This study investigated the operational bases and functionality of campus broadcasting and the prospects of student journalists in Nigeria, using OkoPoly Radio FM as a case in point to ascertain the level of students' involvement in the operation of the radio studio as well as their performances. In this study, the researchers made use of development media theory which sees the media as a pivot for national development in developing countries. The study was anchored on the survey research method and the instrument for data collection was a well structure questionnaire that was designed to elicit a response from 356 respondents who got copies of the questionnaire through a face-to-face approach. Data collected was presented using a frequency table with analyses for proper understanding. The findings revealed among others that student journalists were not fully involved in the operation of campus broadcasting for fear of mishandling the instruments as most of them are very expensive. The researchers, however, concluded that campus broadcasting in most cases is not giving the students full access to broadcast operations which is the main reason for its establishment rather there as a requirement for passing accreditations when the need arises. The researchers, therefore, recommended among other things that campus broadcasting which is a student-oriented broadcast outfit should be operated fully by the students under the guidance of the studio technologists as this will help the students acquire the necessary practical knowledge in broadcasting.

Keywords: Campus Broadcasting, Prospects of Student Journalists, Sustainable Development



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INTRODUCTION

Broadcasting is the dissemination of audio or video content to a diverse audience through an electronic medium, and typically, one using the electromagnetic spectrum (radio waves), in a one-to-many model. Broadcasting is defined as the transmission of information through radio waves from a radio or television station, to the audience in far and near places, through their receivers which help in decoding such information (Onabajó, 2000). Broadcasting began with amplitude modulation (AM) radio, which came into popular use around 1920 with the spread of vacuum tube radio transmitters and receivers. Before this, all forms of electronic communication (early radio, telephone, and telegraph) were one-to-one, with the message intended for a single recipient. The term broadcasting evolved from its use as the agricultural method of sowing seeds in a field by casting them broadly about (Aspinall, 1976). Today, the broadcast sector in Nigeria has become one of the most vibrant in Africa (Anyanwu, Ejem & Nwokeocha, 2015)

Campus broadcasting according to Canfield and Moore (1977) cited in Babatunde, Folorunsho, and Olayinka (2019), are those broadcast stations that operate within a higher institution and target the entire members of the institution's community. They emphasized that

campus broadcast stations are developmental-oriented in nature, hence the need for them to ensure programmes that are development-driven are aired at all times. The Nigeria Broadcasting Commission (NBC) defines campus broadcasting, which encompasses campus radio, as a form of community broadcasting set up at a department/faculty for training potential broadcasters or students allied to communication arts, (Jegade, Akintayo, Chioma & Okechukwu, 2015). Campus Broadcasting/radio also known as college radio, university radio, or student radio is a type of radio station that is run by the students of a college, university, or other educational institution. However, many campus broadcasting outfits seem not to be comfortable allowing student journalists to operate the media outfit which should be a place of their practical exercise. It is because of the anomaly that Akintayo (2013), stated clearly that campus broadcasting is a station run largely with student input, for the students, and by the students. Oftentimes campus broadcast stations are operated to train professional radio personnel, sometimes to broadcast educational programming, Campus broadcast stations are generally licensed and regulated by the federal government, and have very different features from one country to the other. Campus broadcast stations also can provide airplay and promotional exposure to new and emerging local artists, (Campbell, 2004).

Many campus broadcast stations carry a variety of programmes including news (often local), sports (often relating to the campus), spoken word programmes as well as general music. Fauteux (2012) states that campus broadcast stations are recognized for their longstanding commitment to community-based broadcast programming and their showcasing of innovative and diverse musical genres and styles. Campus broadcast stations represent and reflect their campuses as well as the communities that are served by their broadcast range. Oftentimes, the broadcast format is best described as a freeform, with much creativity and individualism among the disc jockeys and show hosts. Some of these broadcast stations have gained critical acclaim for their programming and are considered by the community in which they are embedded to be essential media outlets.

Student Journalist which is journalism practiced by the students of an institution is a wonderful asset to any Institution with campus broadcasting which helps the students get a high level of studio exposure and composure in preparedness for the proper duty of professional journalism, (Merrill, 2002). (Merrill, 2002). Oko Poly Radio FM is a campus radio studio at Federal Polytechnic Oko in Anambra State, where students in the institution's Mass Communication department can receive practical experience in radio broadcasting through on-air programs on issues such as indecent attire, cultism, and so on. A fox pop show called "student community" has aided in gathering opinions from FedPolyOko students on issues impacting them in their various lodges, such as harassment, rape, and so on.

However, the rate at which graduates of the Mass Communication department gain employment in other fields of life is becoming worrisome, as they are easily found in the banking sector, trading, or entrepreneurial establishments and do not mind the time and money spent in acquiring journalistic training. Hence, the researchers opted to ascertain through this study, the effect of campus broadcasting on the prospect of a student journalist, using students in the Department of Mass Communication of the Federal Polytechnic Oko as the case in point.

JUSTIFICATION

Campus broadcasting could be an instantaneous way of having input on any given idea, policy, or action due to being launched either by an Institution, or Organization within their locality. It is the best form of testing the accessibility of new ideas, opinions, and policies that are obtainable in a given area. This study is crucial because it is capable of enabling the

Institutions that operate such to understand and apply actual factors necessary in campus broadcasting. This would make the participants of the media house who are student journalists, in this case, become part and parcel of the programme, develop their confidence, and also encourage them to become the best in the profession.

OBJECTIVES OF THE STUDY

The following sub-objectives will guide this study which includes to:

1. Find out if the department of Mass Communication of the Federal Polytechnic Oko, Operate campus broadcasting.
2. Ascertain the level of involvement of the students of the Mass Communication department of Federal Polytechnic Oko in campus broadcasting.
3. Find out the regularity of the campus radio station on the air in Federal Polytechnic Oko.
4. Ascertain the performance level of the students of the Mass Communication department of Federal Polytechnic in the Campus radio operations.

LITERATURE REVIEW

DEVELOPMENT JOURNALISM

The issue of Development Journalism was conceptualized in the 1960s at the Press Foundation of Asia in Manila as independent journalism that provided constructive criticism of the governor and its agencies, informed readers about how the development process was affecting them, and highlighted local self-help projects (see Aggarwala, 1978, 1980; Golding, 1977; Shah, 1992; see Ogan, 1982, for treatment of the conceptual status of developing journalism) (see Aggarwala, 1978, 1980; Golding, 1977; Shah, 1992; see Ogan, 1982, for treatment of the conceptual status of developing journalism).

Development Journalism sees development as a goal that can be achieved through the collaboration of the media with the government to achieve national consciousness and unity among the populace. The press is seen as an ally of the government in the promotion of national development. They are to function as a partner to the government of the day in the achievement of the development of the state. Tom Mboya, a quintessential Kenyan politician, for instance, stated categorically that "African journalists must join forces with the country's leaders in the cause of nation-building or face the charge of a traitor. (Barton, 1969, p.172) Mboya's contention was echoed by the late Kenyatta of Kenya (cited in Damatob and Hall, 1983, p.10) when he exhorted the press to: ...positively promote national development and growing self-respect since in Africa it can have a tremendous influence on nation-building. It may continually inspire or could set out to undermine the spirit of Harambee or national unity which every young country requires as the basis of its success.

Domatob and Hall (1983) succinctly supported the preceding assertion by stating that development journalism is difficult because it is difficult to spread the message of patriotism and national unity in the hopes of fostering new social values and a cohesive national feeling.

DEVELOPMENT AND THE MEDIA

Scholars of development and communication have now agreed that communication or information is a significant variable in the process of national development. Indeed, experts have claimed that developmental information in the mass media (press) is the most essential of the six circles of development variables. Scholars like Rogers, Lerner, Pye, and Schramm recognized communication and mass media as independent variables and causative agents in

the game of development, but in various ways. As a result, the news media or mass media have been assigned key roles in national development all over the world.

Information or communication, according to Schramm and Lerner (1967), had a crucial role in the early growth of Third World countries. They believe that by complementing information resources and introducing individuals to learning opportunities, the media may improve people's lives.

Schramm (1964) in particular imagined a link between development communication and economic progress, which has since become the fundamental paradigm for development programs. He observes that when economic activity develops, knowledge is gathered more generally, information is exchanged freely, and information is transported quickly. This indicates that most nations' progress is based on the role communication plays (or is allowed to play) in spreading knowledge, obtaining information, and sharing it.

According to Rogers (1976b), three types of communication tasks can be used to promote social change for development. "Communication gives information about the need for change methods as well as the benefits of adopting new ways of doing things; second, it facilitates acceptance of change; and third, it plays an important role in teaching new skills required for accepted change to be successful," he says (p.58). Broadcasting medium, particularly radio, has been deemed the most effective in developing communication efforts (Moemeka, 1991).

The following popular remark by Cohen (1963) can be used to support the above viewpoint: the news media might not be successful in telling people what to think: but it is stunningly successful in telling its readers what to think about. Thus, by focusing public attention on change, which is often what development is all about, people can be better prepared to make the necessary transforming efforts.

Communication should pursue three aims: increase understanding of development problems; build up a spirit of solidarity in a common effort; and enlarge the capacity of men and women to take charge of their development," Mal et al. (1980, p. 108) acknowledged this fact, suggesting that "communication should pursue three aims: increase understanding of development problems; build up a spirit of solidarity in a common effort; and enlarge the capacity of men and women to take charge of their "The gradual change of the village from a backward to a progressive community, the emergence of inventive rural leaders, the efforts exerted by masses of people to develop community initiatives," the media should report more consistently (Piyasoma, 1980 p.164). The term "development journalism" or "development news" refers to this concept.

At this point, we should ask ourselves, "What is development news?" Development news is a misunderstood term that has been interpreted differently by different people. But, according to Soola (2002a), development news is supposed to "...show traumas, upheavals, problems, and the progress encountered and achieved from the grassroots to the seat of government, as well as the meaningful stage-by-stage account of the projects on new bridges, schools, offices, hotels, and roads and other projects" (Soola, 2002a, p.159).

The significance of development plans, programs, policies, difficulties, and issues should be critically examined, evaluated, and interpreted in development news. It should highlight the gaps between planned and actual results, as well as comparisons to how other countries and regions are faring in terms of development. It should also provide context and background information on the development process, examine the effects of plans, initiatives, policies, challenges, and issues on people, and speculate on development's future.

BROADCASTING ON THE CAMPUS

Campus broadcasting (sometimes referred to as college radio, university radio, or student radio) is a form of radio station established by students at a college, university, or other educational institution. Programming may be done entirely by students or by programmers from the community in which the radio station is located. Campus radio stations are sometimes run for the goal of teaching professional radio employees, other times to transmit educational content, and still, others exist to provide an alternative to commercial or government broadcasting.

National governments license and control campus radio stations, which have quite distinct characteristics from one country to the next. Many radio stations, independent of their actual location, have a readiness to air musical selections that are not classified as commercial hits, and in certain countries, this is also a licensing requirement. As a result, campus radio has been synonymous with new musical trends, such as punk and new wave, alternative rock, indie rock, and hip hop, long before those genres were mainstream. New and developing local artists are frequently given airtime and promotional exposure by campus radio stations. In the words of Suleiman, (2014, p.34), further revealed that:

A campus broadcast shall primarily focus on the dissemination of educational/instructional programmes on campus, in this light, a broadcast outfit shall devote at least 70% of its airtime to educational/instructional programs. The other programmes shall relate to news and current affairs, events, and activities happening within the campus for the benefit of the community and the campus, broadcast outfit shall not use the medium to incite or cause disaffection within the community. The campus broadcast shall not allow the use of its medium to promote cultism and other vices, live broadcast shall be restricted to inaugural lectures, seminars, matriculations, convocations, students' political debates, important guests to the campus, sporting and other social events within the campus community.

Campus broadcasting is designed to voice certain areas of the community's lives and activities which the main media may not have time to discover, this act is done by the members of the community for the community and in the community. This level of broadcasting helps to bring development to the community as well as give exposure to emerging talents within the community.

RESEARCH METHOD

This study adopted a survey method to investigate the extent of student journalists' involvement in campus broadcasting at Oko Polytechnic. The population of this study was the regular and part-time students of the Mass Communication department which are 3258 according to the registry. The Taro Yamane sample size formula [$n = N/1+N(e)^2$] was used to determine the sample size using the above-stated population figure to arrive at a sample size of 356. The sampling technique used in this study was simple random sampling since it allows for a random selection of respondents from the entire population. Structured questionnaire copies were distributed to the students. The total number of questionnaire copies administered was 356. However, the number of questionnaire copies duly completed and returned was 350, amounting to 98% of the original size and that served as the sample size for this study while descriptive statistics involving tables, percentage distributions, and frequency patterns were used to analyze the outcome of the responses.

Using the Taro Yamani formula, the researchers were able to determine the number of respondents and the sample size (n):

N: denotes the sample size.

N: is the total population.

E = Significance level
1 is a unit (Constant)

The researcher will utilize the formula above to determine a suitable or appropriate sample size to ensure that the study's population is appropriately represented. Based on this, the established data (n) were computed thus.

$$n = \frac{3258}{1 + 3258 (0.0025)}$$

$$n = \frac{3258}{1 + 8.145}$$

$$n = \frac{3258}{9.145}$$

$$n = 356.26$$

As a result, the sample size that will be used is **356**.

EXPECTED RESULTS

1. Find out if the department of Mass Communication of the Federal Polytechnic Oko, Operate campus broadcasting.
2. Ascertain the level of involvement of the students of the Mass Communication department of Federal Polytechnic Oko in campus broadcasting.
3. Find out the regularity of the campus radio station on the air in Federal Polytechnic Oko.
4. Ascertain the performance level of the students of the Mass Communication department of Federal Polytechnic in the Campus radio operations.

RESEARCH RESULT AND DISCUSSION

Table 1. Does the department of Mass Communication of the Federal Polytechnic Oko, Operate campus broadcasting?

VARIABLES	FREQUENCY	PERCENTAGE
YES	307	88
NO	19	5
NOT SURE	24	7
TOTAL	350	100

The result from table 1 above shows that more than two-thirds 88% of the students of Federal Polytechnic Oko, were in the affirmative that the institution operates campus broadcasting. The affirmative supported the views of Jegede, Akintayo, Chioma & Okechukwu (2015) who believe that campus broadcasting, which encompasses campus radio, is a form of community broadcasting set up at a department/faculty for training potential broadcasters or students allied to communication arts. Campus Broadcasting/radio also known as college radio, university radio, or student radio is a type of radio station that is run by the students of a college, university, or other educational institution. Less than one-tenth of the respondents or 5% believe that the institution through the department of Mass Communication does not operate campus broadcasting while as little as 7% could not say if the institution operates campus broadcasting or not. From the response distribution, it is obvious that the institution does operate campus broadcasting while the insignificant 5% who were in opposition may be new students who are yet to get well familiarized with the institution's facilities such as the campus broadcast outfit.

Table 2. The involvement of the students of the Mass Communication department of Federal Polytechnic Oko in the campus broadcasting

VARIABLES	FREQUENCY	PERCENTAGE
YES	124	35
NO	213	61
NOT SURE	13	4
TOTAL	350	100

The result from the analyzed data above in table 2 shows that almost one-third of the entire respondents or 35% accepted that the student journalists are fully involved in the operation of the campus broadcasting while two-thirds of the respondents comprising 61% oppose the view, insignificant number of respondents amounting to 4% were mute on the issue posed to them. It means that those who held a positive answer were less than those with a negative response by a wide margin of 26%. It implies that more respondents believe that the student journalists are not allowed to operate the broadcast tools as required, the broadcasting tools on the campus studio help to grow their knowledge in broadcasting and this result opposed the aim of establishing campus broadcasting as pointed out by Akintayo (2013), who maintained that campus radio is a station run largely with student input, for the students, and by the students. Oftentimes campus radio stations are operated to train professional radio personnel, sometimes to broadcast educational programming.

Table 3. The Federal Polytechnic Oko Campus Radio is regularly on Air

VARIABLES	FREQUENCY	PERCENTAGE
TRUE	39	11
FALSE	302	86
UNDECIDED	9	3
TOTAL	350	100

The obtained result from table 3 above shows that as many as 86% indicated that the campus broadcasting in the institution does not regularly go on air. While less than 11% of the respondents believed that the institution's broadcast outfit goes on air regularly. As little as 3% of the entire respondents were unsure. The difference between those who believed that the campus broadcast outfit goes on air regularly and those who declined amounted to 72%, the significance of this result points to the fact that though there is a presence of broadcast outfits on the campus that meet up with the standard of a broadcast outlook the regular operationality of it appears to be in doubt which is as important as having the outfit established. This lacuna, as it is evident from the researchers' observation justifies why Campbell (2004), opined that campus broadcast stations also can provide airplay and promotional exposure to new and emerging local artists. In the same vein, Suleiman, (2014) believes that campus broadcast should dedicate a greater percentage of its airtime to programmes that promote education and general development of the members of the community. That goes to show the importance of regular airing of campus broadcast content or messages.

Table 4. The performance level of the students of the Mass Communication department of Federal Polytechnic in the Campus radio operations

VARIABLES	FREQUENCY	PERCENTAGE
Excellent	47	13
Very Good	153	44
Good	137	39
Poor	13	4

Very Poor	0	0
TOTAL	350	100

Table 4 above shows the performance level of the student journalists who are allowed to operate the broadcast tools such as news presentations, commercials, musicals, and other events that happen within the locality. A good number of the student perform excellently when given the opportunity and this represents 13% while as many as 153(44%) were very good in the job of broadcasting, 39% represent 137 of the total number of respondents believe that the student journalist is good in handling the campus media when allowed though as little as 4% opposed these positive views. This implies that the students on the campus do acquire enough theoretical knowledge in broadcasting and are equally ready to apply the acquired knowledge into practice in the studio when given the opportunity.

SUMMARY

The survey research method was used in this study to determine how the students of the Mass Communication department of Federal Polytechnic, Oko reacted to the level of campus broadcasting in the institution and the prospects of student journalists in the department. A total of 350 valid respondents were used to provide answers to the four posed research questions in the study, using a well-structured questionnaire for the qualitative study and analyses. The summaries of the study were made as follows:

1. The Federal Polytechnic Oko has a campus broadcast outfit that has in it all the necessary tools needed for effective operation. This broadcast outfit of the campus was established for practical knowledge of broadcasting for the students of the Mass Communication department of the institution which also serves as a requirement for passing accreditation of the Mass Communication discipline.
2. The researchers discovered in this study, that the students of Mass Communication whom this study referred to as the student journalists were not fully involved in the operation of the broadcast outfit which is the contrary for which the media out was established. It is revealed that the students only visit the media outfit occasionally during practical exposure but the daily running of the broadcasting especially, programme presentations and other activities that take place in the studio are done by the staff of the institution who serves as the studio technologists.
3. It was found that the campus broadcast outfit of the institution was not regular on-air not because the broadcast gadgets were not functional but because there were no adequate funds for the daily operations because of its cost-effective nation. It is important to note that the media flourish through her advertorial strength which in this case is almost absent in the institution's broadcast outfit.
4. Enquiries on the practical performance of the students revealed that the majority of the students have good performances in the act of broadcasting whenever they are allowed to operate the broadcast gadgets, this includes news writing and presentation, the use of studio equipment like cameras, interviews, and so on. The study revealed that many talents were discovered from time to time through this one-in-a-while practical opportunity.

CONCLUSION

Campus broadcasting is here to stay in Nigeria as a useful developmental mechanism of the media for her community; this is evident in the purpose and functions for which it was established to serve as a practical training section for students, as well as an extension to the

host community where such institution is situated. This study has carefully identified the strength of campus broadcast outfits as well as the need to improve on their momentum, especially in the need for it to be student-oriented at all times and also become present on the air regularly which is in line with the views of Akintayo (2013), who stated that campus broadcasting is a station run largely with student input, for the students, and by the students.

RECOMMENDATIONS

For the campus broadcast outfit to achieve the goals and objectives for which it was established, the researchers of the study consider the following under-listed recommendations as very crucial:

- The Institutions that operate campus broadcasting should ensure that the media outfit is student-oriented, in other words, the programmes should be produced, presented, and operated by the students. It should reflect its meaning as the media practical training arm of the students.
- Campus broadcast outfits should endeavour to have enabling funds that will make them go on air on regular basis as well as tailoring their programme contents towards development-oriented issues, especially in their host communities.
- Authorities in charge of campus broadcast outfits in the situated Institutions should provide an enabling environment for the stations to operate without necessarily interfering in their activities, operations, and smooth running.
- National Broadcasting Commission (NBC) and other regulatory bodies need to provide further regulations on campus broadcast outfits to ensure their programme contents reflect local views and interests of their host communities as well as make licenses easily available to the qualified Institutions without favouritism.

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