RADIO PROGRAMMING AND ENVIRONMENTAL HEALTH COMMUNICATION: AN ASSESSMENT OF THE EFFECTIVENESS OF THE QUEEN FM 94.1 PROGRAMME "OGA LANDLORD"

BY

Patience Khant ZAKI, B.Sc. (A.B.U.) 2009

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A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES, AHMADU BELLO UNIVERSITY, ZARIA, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE MASTER OF ARTS IN DEVELOPMENT COMMUNICATION

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DECLARATION

I, Patience Khant ZAKI, hereby declare that this dissertation entitled "Radio Programming and Environmental Health Communication: An Assessment of the Effectiveness of the Queen FM 94.1 Programme "Oga Landlord" has been written by me in the Department of Theatre and Performing Arts under the supervision of Prof. M.I. Umar–Buratai and Dr. Emmanuel Jegede. The information derived from other literature has been duly acknowledged in the text and a list of references provided. There is no part of this dissertation that was previously presented for another degree.

Patience Khant ZAKI _____ _____
M.A/ARTS/05973/2010-2011 Signature Date

CERTIFICATION

The dissertation entitled "Radio Programming and Environmental Health Communication: An Assessment of the Effectiveness of the Queen FM 94.1 Programme"OgaLandlord" by Patience Khant ZAKI in the Department of Theatre and Performing Arts, meets the regulations governing the award of the degree of M.A. (Development Communication) of Ahmadu Bello University, Zaria. It is approved for its contribution to knowledge and literary presentation.

Prof. M.I. Umar-Buratai _____ _____
Chairman, Supervisory Committee Signature Date

Dr Emmanuel Jegede _____ _____
Member, Supervisory Committee Signature Date

Prof. M.I. Umar-Buratai _____ _____
Head of Department Signature Date

Prof. K. Bala _____ _____
Dean School of Post Graduate Studies Signature Date

DEDICATION

This work is dedicated to my parents, Mr. and Mrs.Zaki.

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ABSTRACT

The research “Radio Programming and Environmental Health Communication: An Assessment Of The Effectiveness of the Queen Fm94.1 Programme“Oga Landlord” was carried out to assess the effectiveness of radio programme in communicating environmental sanitation in Zaria, Kaduna State using both qualitative and quantitative research approaches. Data was specifically gathered through interview, observation, questionnaire and focus group discussion in order to ascertain the effectiveness of the Queen FM 94.1 programme“Oga Landlord” in the light of dealing with environmental sanitation issues. The analysis was based on the Agenda Setting Theorywhich argues that media attempts to create and transfer salient issues into the public domain to enable the public to discuss, deliberate, or debate on these issues to make informed decisions.In view of this, findings revealed that radio is a powerful medium for health promotion, educating people on social issues and disseminating information to a wide variety of audiences. Furthermore, it was discovered that adequate and effective environmental sanitation practices are the foundation for health development whereas inadequate and improper sanitation and poor solid waste management remain two of the main transmitters of diseases in the world’s developing countries.More so, it was revealed that depth and proper treatment is not given to environmental health issues in the presentation of “Oga Landlord”. Also, audience participation and feedback mechanisms in the programme are through text messages and phone calls. In view of the aforementioned findings, it was recommended that other channels of social media should be inculcated into the programme to enhance audience participation. In order to sustaineffective radio communication, broadcasters should be prepared to carry out formative researches on the audience. Therefore, it is imperative to propose that effective radio programming should be tailored towards having the desired impact on the audience which could result in behavioural change.

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CHAPTER ONE

GENERAL INTRODUCTION

1.0 Introduction

Over the years,the effects ofradio programmes on the behaviour of many have been questioneddue to the disconnect of the target audience from the entire process of production. This situation applies to currently existing radio programmes especially those on health development and environmental sanitation, which have in the past one decade doubled due to the prevalent spread of different diseases across the world and the need to create awareness of the importance of healthy hygiene. More so, the content of health communication radio programmes have witnessed several strategies within the confines of conventional, traditional and new media with a view to enabling proper understanding of how environmental and health issues can affect people. In the same vein, the exploration of divergent methodologies have given rise to meaningful ways of engaging people on issues relating to their health and environment such as "Oga Landlord". This radio programme was designed basically to communicate environmental health issues among other issues to the people on Queen FM 94.1 every Saturday between the hours of 8:30am to 9:00am.

1.1 Background to the Study

The environmental conditions in most urban and rural settlements have progressively become appalling and life-threatening (Ogunseitan&Ogbeide 1988). Within these urban or rural settlements the following have been observed: water supply and sanitation are grossly inadequate for domestic and personal hygiene;commercial and domestic wastes are not properly disposed of; large volumes of rubbish left to litter the streets and to accumulate in open dumps; open drains are often clogged and exude unpleasant odour;

pools of stagnant water and waste water gushing from bathrooms and kitchens. These lead to high incidences of epidemics like diarrhoea, Lassa fever and cholera. This emphasizes the need for various levels of government in Nigeria to embark on well-coordinated sanitation measures which would enhance the reduction of disease infestation.

Consequent, on the need to embark on well-coordinated sanitation measures, Kaduna State Government has made efforts in this direction for instance, there are refuse bins in some strategic waste collection points before waste trucks convey them for proper disposal, daily sweeping of major roads has been contracted to consolidate for clean and disease-free environment, setting aside of Saturdays for general sanitation in the state. However, despite all these efforts, there still exists some form of un-sanitary situations in the state that is worrisome especially littering of polythene bags andwater sachetswhich is popularly known as "pure water".It has been observed that people drink and dispose of empty water sachets indiscriminately without due regard for hygiene as a result making the environment untidyand the dirt blocking drainages.

In achieving a healthy and clean environment especially in Kaduna State, the role of the mass media has been acknowledged to be of immense benefits. This is essentially because mass media is the wheel that drives development. For this reason, any development plan that negates the mass media reduces its capability of achieving its goal. The agenda setting function of the media brings to limelight issues of development, such that peoples' opinions are shaped for the sole reason of achieving specific goals. This is obviously important in the case of environmental health which emphasizes the need for quality life as determined largely by physical, chemical, biological, social and psychosocial factors in the environment. It also refers to the practice of accessing, correcting, controlling and preventing those factors in the

environment that can potentially affect the health of present and future generations (Fitzpatrick and Kappos, 1999).This is in consonance with the fact that man is aware of the crucial relationship between his health and the environment.

In view of the importance of environmental health, it has received considerable political recognition since the 1972 Stockholm Conference on the Human Environment, creating the United Nations Environment Programme (UNEP). By so doing, health impacts of environmental degradation figured prominently in several chapters of Agenda 21 (United Nations 1993). Also, at the World Summit on Sustainable Development (WSSD) held in Johannesburg, South Africa, (26 August - 4 September 2002), the member States of the United Nations adopted the Water, Energy, Health, Agriculture, and Biodiversity (WEHAB) Agenda (WSSD 2002). The WEHAB health agenda suggested many issues that must be addressed, which includes environmental health issues, the need for inter-sector cooperation, more information, capacity-building, and more financial resources.

Alsoinclusive in the agenda (WEHAB),are food contamination and poisoning. Food contamination especially fast foods and catering industry, pose a serious threat to public health. Air pollution, especially from exposure to toxic fumes from open cooking fires and stoves in poorly ventilated homes is responsible for a wide variety of respiratory infections among women and children (IIED/DANIDA 2001; Hardoy and Satterthwaite 1989; McGranah et al. 1999).

Environmental health is the control of all factors that may have direct or indirect effect on physical, social and mental wellbeing of man in his society. As such, the importance of Environmental health cannot be overemphasized. This is because it deals with many things that affects man's life in one way or the other, that is, from environmental and

food hygiene to building, water sanitation technology and waste treatment disposal to healthy housing and control of disease vectors and others.

Globally, some 1.1 billion people lack access to safe water and 2.6 billion lack access to safe sanitation. One of the well-known environmental health consequences of this situation is that there are about 4 billion cases of diarrheoa per year, which cause 1.8 billion deaths, mostly among children less than five years of age (Trace, 2005). However, close to one-fifth of the burden of disease in developing countries can be attributed to environmental risks. Much of these falls on children, as about two-fifths of infant mortality is associated with environmental factors. Looking closely at the major environmental risks, about 1.7 million premature deaths are attributable to unsafe water, poor sanitation and poor hygiene, one third of these occur in Africa. While urban air pollution is estimated to result in about 800,000 premature deaths annually and many developing countries are rapidly urbanizing. Sanitation is very much a forgotten problem globally. Expenditure by the United Nations in the year 2000 was estimated at only 1 billion dollars, less than 10 percent of 13 billion dollars spent on water, even though twice as many people lack basic sanitation (Trace, 2005).

In many countries of Africa, the scale of the problem is increasing. Adequate and effective sanitation in Nigeria and in other developing countries is a sine-qua-non for good health and sustainable human development. According to a World Bank Study (Doumani 2005) 360 – 400 million people are living in malaria-prone areas. More than 200 million episodes of clinical diseases resulted in 1 million deaths from malaria in 2000.These frightening figures call for concerted efforts on the part of various levels of government in Africa, particularly Nigeria to be more committed to sanitation matters.

Environmental sanitation is the promotion of hygiene and the prevention of diseases and other consequences of ill health relating to environmental factors (WHO, 1997). Environmental sanitation includes issues such as disposal of human excreta, urban solid, waste management, domestic water supply, drainage systems, sewage and waste management, personal hygiene, household and community cleanliness, food hygiene, disease vectors and pest control. Adequate and effective environmental sanitation practices are the foundation of national development. In- adequate and improper sanitation and poor solid waste management remain two of the main transmitters of diseases in the world's developing countries (Adelegan, 2001 in A. Rukeh 2007)

Environmental Sanitation has links to health, social and economic development. It affects many but is championed by few. An important factor in achieving success in sanitation is good leadership, which is manifested by establishing clear institutional responsibility and specific budget lines for sanitation, and by ensuring that public sector agencies working in health, in water resources, and in utility services work together better. In many countries, Environmental Health Officers are responsible for ensuring the sanitary condition and hygienic emptying of toilets, and have the power to sanction dissenting households with fines and court action. This enforcement role of the health sector is particularly important in urban areas where high-density living increases the risks of faecal contamination of the environment and where one person's lack of sanitation can affect the health of many other people.

Sanitation has been regarded as a function of the government to centrally provide for such services.However, the private sector and communities should be encouraged to become involved in the business of sanitation through activities like pit-emptying, sale of safely composted human excreta as fertilizer, generation of methane from biogas toilets, and the operation of public toilets.

In developing countries, radio and televisions are effective tools of communication since they cut across literacy boundaries. According to Kuponiyi (2000), almost all experts agree that radio is one broadcast medium that is most appropriate for rural and urban emancipation programmes. Therefore, radio beats distance and thus has immediate effect. It is also cheap to obtain and widely owned by people due to the advent of the batteryoperated transistorized sets (Moemeka 1993). In order words, radio is the most accessible of all information and knowledge-sharing sources and instruments on the African continent, yet its importance is underestimated during development policy formulation (Manyozo, 2007; Yordy, 2007).

Radio continues to maintain a central position in developing countries' health communication. Skuse(2004) points to the contribution of community, national and international radio to health programmes in the developing world and describes it as a strategic tool for human development and poverty reduction. Similarly, Davies et al, (2005) rate radio as highly cost effective, and a high penetration medium which offers affordable communication support services to remote, poorly-equipped and minimally-staffed health facilities and communities. Theestablished nature of the radio medium and its key role in the course of decades of health communication means that radio enjoys an analytical credibility. There seems to have been a re-discovery of radio in the context of new ICTs, making it a two-way medium and that can help in bridging the digital divide by providing a powerful tool for information dissemination and access, especially for hard-to-reach rural audiences (Girard, 2003).

The rise of the new media which is popular among the younger generation is debatably the path to take in enhancing effective communication on radio. The rise of new media facilitates discussions through live blog using interactive tools like Facebook, Yahoo!

Mail, Google Mail, Flicker, Twitter and other social networking sites. Such new media should be supplements of radio broadcasts.

1.2 Statement of the Research Problem

The increase in the incidences of diseases in developing countries and the recognition of the link between the environment and human health has led to the development of radio programmes with the view to creating awareness about the relationship between the environment and human health. However, manyof theseradio programmes are produced with little audience research and other forms of assessment are hardly carried out in order that proper foregrounding of relevant issues are notleft unattended to. Furthermore, many of these programmes are not revised and improved regularly and at the same time are not adequately supported by research.This is because simply providing health information cannot be a goal in isolation. The right information needs to be imparted to the right people in the right way at the right time. Yet, successful health communication programmes involves more than the production of messages and materials.

One of the of the offshoot of efforts to communicate environmental health to the people, isthe radio programme "OgaLandlord" broadcasted on Queen FM 94.1.The radio programme is used to promote environmental sanitation in various homes by sensitizing its audience on various benefits of adhering to environmental health tips. Apart from this aspect, it has also promoted goodwill and mutual understanding between Landlords and tenants over the years, since it is observed that one of the major challenges between Landlords and tenants revolve around sanitary cases. This radio programme has been on air since 2007 and audience perception and observation suggests that from its inceptionit remains the same in message delivery and presentation; therefore, it leaves one to wonder as to whether there has been any

apparent form of assessment of the programme since its inception. Or are there empirical evidences to justify the effectiveness of the programme in dealing with environmental sanitation? Are there frequent consultations with the audience to actually comprehend the new challenges and concepts evolving currently in terms of environmental health issues? Based on this therefore, this research will be able to address these issues in abid to further add value to the programme“OgaLandlord” as well as to effectively address environmental health issues in Kaduna State? This will form the nexus of the research.

1.3 Aim and Objectives of Study

The aim of this study is to critically assess the effectiveness of the Queen FM 94.1 programme“Oga Landlord” in dealing with environmental sanitation issues in Zaria. The objectives of this study include:

1. To examine the environmental health issues and communication styleused in the radio programme“Oga Landlord”.
2. To explorehow the communication style (content, presentation and audience participation) has effectively conveyed the message of environmental health to the audience.
3. To suggest ways by which “Oga Landlord” can be more effective in addressing health issues especially on environmental sanitation.

1.4 Research Questions

1. What are the environmental health issues in “Oga Landlord”?
2. What is the communication style used in the radio programme?
3. How effective are the messages in terms of communicating environmental health to the people?

1.5 Significance of Study

With the emphasis rendered on the importance of environmental health worldwide and especially in the rural and urban areas inNigeria, this study is therefore necessary. The study is justified by the need to recognize the importance of effective communication of health issues because the health system constitutes a vital part of human development that cannot be overlooked. This has made it possible for educative and enlightening information to be provided by the mass media, especially the radio so as to improve the public health of the people.

It is hoped that the results of this study will draw attention of radio practitioners to the style of radio programming for the development of future radio based programmes on health issues Finally, it is envisaged that this research will provide useful materials for further research and would equally add to the pool of information on existing literatures on radio programming, health communication and development communication in general.

1.6 Scope of Study

The scope of this study is limited to "Oga Landlord", a radio programme aired on Queen*FM*94.1 in Kaduna State. Also, listeners of "Oga Landlord" between the ages of 15-50 were considered for data collection. "Oga Landlord"treats different environmental issues, but the researcher is only interested in the episodes that focused on sanitation issues from 2011 to 2014. This is in line with the aim of the study. The episodes are assessed based on programme content, format, design and language. However, this work is not on an impact assessment study of "Oga Landlord" but an assessment of the radio programme.Although the programme covers almost all the Local Government Areas of Kaduna State, it is imperative to note that this study focuses on Zaria being the second largest population in Kaduna State (Bello 2000)

andit has the strongest network coverage. Also, the following communities in Zaria (Samaru, SabonGari, Tudunwada and Gaskiya) were chosen because the producers of the programme acknowledged that most of the callers call in from these places.

CHAPTER TWO

REVIEWOF RELATED LITERATURE

2.0 Introduction

There are several literatures available that are related to this study. This is important because review of related literature provides us with overviews of key concepts and empirical materials that does not only provide the foregrounding issues but also reveals and make relevant the area or aspect of the study that this research tries to cover.In view of this, we will attempt this review in the following order: mass media and health development, health communication, behaviour change communication, environmental sanitation and radio communication.

2.1 Mass Media and Health Development in Nigeria

Issues on health have become regular features in the Nigerian media. Hardly does a day pass by without at least one form of health message or the other whether on television radio or on the pages of the print media (newspapers, magazines, bulletins, e.t.c).

Affirmatively, Anyanti (2008) describes the mass media as the key component of the global strategy for sustainable health development through adequate information and education on various. The role that mass media plays is so vital that without it, it would be absolutely difficult for health promoters and stakeholders to disseminate information as well as monitor and coordinate the activities of the various countries on health issues.

Most campaigns are often transmitted to the populace via a combination of media channels as well as through interpersonal means. Television, due to its unique nature of transmitting visuals and audio appears to be a readily accessible means to the audience.

It usually emerges as a tool for disseminating most public health campaign messages. In Nigeria for instance, Public health campaigns shown regularly on television are sponsored by various agencies such as the Federal/ States Ministries of Health, National Agency for Food and Drug Administration and Control (NAFDAC), National Agency for the Control of AIDS (NACA), States Action Committees on AIDS, National Orientation Agency as well as other Non-governmental organizations. Such campaigns take the form of Jingles, advertisements, public service announcements and education entertainment (edutainment) like dramas or soap operas. It is important to note though that most of these campaigns also make use of additional channels of communication such as theatre performances, folktales, dance, music, storytelling, e.t.c(Omoloso, 2009).

Studies conducted on some Nigerian public health campaigns making use of television (although in combination with other communication channels) were however, found to be effective while others were not. La'aro (2002), studying rural-urban exposure to public health campaigns (in Ilorin and Oyun local governments of Kwara State) for NAFDAC, found that the population of study acknowledged compliance to the campaign messages. Also, in Bauchi, Enugu and Oyo States, evaluation findings of a VISION project, it was discovered that mass media campaign that focused on reproductive health and HIV/AIDS confirmed that mediais effective in increasing awareness about HIV and AIDS (Keating et al 2006).

Be that as it may, Udoakah and Iwokwagh (2008) describe several communication strategies such as the use of radio and television jingles, drama, enlightenment programmes and multi-media materials as not effective enough and leaving too much to be desired especially in the sphere of HIV/AIDS prevention. This can also affect the environmental health as well.

Examining the communicative effectiveness of selected HIV/AIDS public awareness/sensitization texts at the Keffi local government of Nassarawa state, Raj (2008) found that such texts, to a large extent, lack potency of communicative efficiency. He submits that communicating through language should go beyond mere information exchange. Rather, attempt should be made to anticipate the background, mood and psyche of the decoder(s) i.e. the recipient of the message. Nigeria has effectively understood the necessity of using both indigenous, national and minority languages on radio, television announcements, and special programmes especially on health and political issues. By so doing, messages are communicated to all and sundry in the multilingual setting of about 450 languages (Amuseghan, 2008). Although translations of health messages into these vast languages can be expensive and cumbersome.

2.2 Health Communication

Health communication has become an accepted tool for promoting public health. Itsprinciples are often used today for various disease prevention and control strategies including advocacy for health issues, marketing health plans and products, educating patients about medical care or treatment choices, and educating consumers about healthcare quality issues. At the same time, the availability of newtechnologies and computer-based media is expanding the access to health information and raising questions about equality of access, accuracy of information, and effective use of these new tools at the same time.

One of the key objectives of health communication is to influence individuals and communities, by sharing health-related information to improve health. As a matter of fact, the Centre for Disease Control and Prevention (CDC) define health communication as:

> The study and use of communication strategies to inform and influence individual and community decisions that enhance health. The word influence is also included in the Healthy People 2010 definition of health communication as "the art and technique of informing, influencing, and motivating individual, institutional, and public audiences about important health issues"(U.S Department of Health and Human Services, 2005:11)

This portends that health communication is a key strategy to inform the public about health concerns as well as to maintain important health issues on the public agenda. The use of the mass and multimedia and other technological innovations to disseminate useful health information to the public, increases awareness of specific aspects of individual and collective health as well as importance of health in development.

Health communication is defined by Healthy People (2010) as the study that encompasses the use of communication strategies to inform and influence individual and community decisions towards the enhancement of health. It is increasingly recognised as a necessary element or effort aimed at improving personal and public health, therefore it stands a bridge between communication and health.

Furthermore, the scope of health communication includes disease prevention, health promotion, health care policy, business of health care, as well as the enhancement of quality of life of individuals within the community. These include: reproductive and sexual health concerns. Disease prevention is cheaper given the huge cost involved in obtaining quality health care which is almost non-existent especially in third world countries. Therefore to realize disease prevention and health promotion it is important to know the behaviours and practices that mitigate healthy living and in achieving this, it is imperative to involve the people concerned since their lives is at stake.

Also, Schiavo(2007:4) asserts that health communication is based on a two-way exchange of information that uses a "common system of signs and behaviours" which

should be accessible in creating “mutual feelings of understanding and sympathy” among members of the communication team as well asthe intended audiences. Stating further, another important role of communication is to create a receptive and favourable environment in which information can be shared, understood, absorbed, and discussed by the audience at which the programme is intended. In achieving this, it requires an in-depth understanding of the needs, beliefs, taboos, attitudes, lifestyle, and social norms of the audiences. Thus, health communication is critical for people’s exposure to search for health information and use them, individual’s ability to reduce or eliminate unhealthy behaviours and adopt healthy behaviours, as well as individuals and community group’s ability to make decisions about the health of their work place, community and their society at large.

Communicators or communication practitioners are no longer seen as those who write press releases or other media-related communications, but as fundamental members of the public health teams. Communication is no longer considered a skill but a science-based discipline that requires training and passion relying on the use of different vehicles and channels to achieve (Bernhardt, 2004). However, there is an increasing understanding that the level of technical competence of communication practitioners can affect outcomes; as a result, adequate training is required to obtain health communication planning, programme execution and evaluation. That is why it is essential to note that as far as health communication is concerned, the learning process is a lifetime endeavour and should be facilitated by the continuous development of new training initiatives and tools (Schiavo, 2006).

However, training may start in the academic setting but should always be influenced and complemented by practical experience, observations, in-service training and continuing professional education. Also, it is important to remember that there is no

magic bullet that can address health issues. So therefore, health communication is an evolving discipline seeking to incorporate lessons learned without neglecting the use of a multidisciplinary approach to all interventions.Saba (2006:65) shares this view by stating that:

> In the past and this is probably the most prevalent trend even today, health communication practitioners were trained "on-the-job." People from different fields (sociology, demography, public health, and psychology, communication with all its different specialties, such as filmmaking, journalism and advertising) entered or were brought into health communication programs to meet the need of professional human resources in this field. By performing their job and working in teams, they learned how to adapt their skills to the new field and were taught by other practitioners about the common practices and basic "lingo" of health communication.

One of the major developments of recent years has been the "discovery" of the role that health communication can play in determining individual and community health status. In the same vein, effective communication can improve the health outcomes of acute and chronic conditions reduce the impact of racial, ethnic, disease-specific and socio-economic factors in healthcare and improve the effectiveness of prevention and health promotion.

As mass media became pervasive, an increasing proportion of the population came to receive information on health and other topics from newspapers, magazines, radio and television. These modes of information transfer became the hallmark of modern society. With the Internet now emerging as the king of mass media, more is expected. Equally, the amount of space in both print and electronic media devoted to healthcare has increased dramatically in recent years therefore making health a favourite topic of traditional media, and cable 'telhealthcare' programming(Mckay 2009). Although, despite the sometimes questionable nature of information on the World Wide Web, the Internet is arming consumers with information to take to their physician, pharmacist or

other practitioner. Whatever the source, the effectiveness of a message depends to a large extent on audience's perception. Perception in this sense is rather critical because it may determine the manner in which the message is received therefore, the job of the communicator is to control and determine the audience's perceptions.

2.3 Behaviour Change Communication (BCC)

Behaviour change has moved to centre stage in the work of African governments, their domestic and international partners to improve health outcomes. Households and communities are increasingly recognized as key actors and not merely objects, in the struggle for better health. This bring into cognizance the fact that identification and translation of their needs to effective demand, requires sound communication strategies (Edward et al, 2005)

BCC is not a new concept, but it is often misunderstood and poorly applied. BCC uses behavioural and communication theories and research to develop interventions that influences individual behaviours and the social contexts in which they occur. It also facilitates and support individual behaviour change. In view of this, a BCC specialist needs to understand the social structures that influence individuals' knowledge, attitudes and behaviours. Consequently, a BCC programme must consider demographics, economics, epidemiology, politics, cultural and social norms in order to make positive impact. In furtherance of this, AIDSCAP (2012:14) commenting on this noted that:

> …Research and proper planning form the foundation of an effective communication campaign. Knowing the needs of the population and the best means of reaching that audience are crucial in achieving the goal of raising awareness and, ultimately, changing attitudes and behaviors…The key is to determine the needs and desires of the audience, then deliver messages and products that offer real benefits. Many social change campaigns fail because the

message is not meaningful or relevant and consequently not motivating to members of the target audience.

This shows that BCC specialists must be aware of the values, concerns, needs, behaviours, habits, beliefs and difficulties of each audience. The skills and knowledge required of a BCC practitioner are wide ranging, including anthropology, sociology, psychology, social work, communications, marketing, education and public health. Few people have received training in all these areas. As a result, a variety of talented people from social workers to mid-level health workers found themselves struggling on their own with theories of behaviour change, communication strategies, radio scripts and the jargon of printers. As a matter of fact, effecting sustainable changes in health behaviour is an enormous challenge. It requires deep knowledge of local cultures, values, attitudes that motivate health-related behaviours, as well as the dynamics of interactions at the household level. It also calls for a high level of personal modesty, by those who engage in the endeavour, and sensitivity to the ethical implications of intervening in social systems. Once these challenges have been overcome, those who would affect behaviour change need to consider alternative means (Edward et al, 2005)

Furthermore, experience has shown that providing people with information and telling them how they should behave is not enough to bring about behaviour change.Though providinginformation helps people to make personal decisions, but behaviour change communication recognizes that behaviour is not only a matter of having information and making a personal choice. It also requires a supportive environment. Community and society provide the supportive environment necessary for behaviour change.

Over the last 50 years, social scientists have advanced various theories of how Communication can influence human behaviour. These theories and models provide communicators with indicators and examples of what influences behaviour, and offer

foundations for planning, executing, and evaluating communication projects (Piotrow, Kincaid, Rimon, & Rinehart, 1997).

In earlier years, many health educators had transformed themselves into "Information, Education and Communication (IEC)" specialists often without the benefit of training. Bestowed by ministries or donor-funded projects, this new title (IEC) implied that health educators should do more than talk to patients or communities. They were now expected to produce posters and leaflets and occasional radio programme as well. However, health educators all over the world took up the challenge thus making Information, Education, Communication (IEC) an integral part of BCC while BCC itself is better builds on IEC.

By the early 1990s, in response to the HIV/AIDS pandemic and other global health challenges, health educators/IEC specialists in public and private sectors were confronted with yet another new title, BCC specialist, without the corresponding skills. The new BCC specialists reported a lack of satisfaction with the results of their work. Few felt that they were having much impact on people's behaviour.The implications for health and health seeking behaviour are clear; messages will only be effective if they are relevant to audience members if they define a key benefit of the action being promoted and if the recipients of the information have the authority to take decision. This is where research comes into play. The interplay between research and health communication make it easy for behaviour change to be achieved because there exists a focus which is brought about by research and therefore health communicators can take it up from there.

2.4 Environmental Sanitation in Nigeria.

From longstanding to emerging hazards, environmental factors are a root cause of a significant number of deaths, diseases and disability particularly in developing countries and even world at large. These factors range from poor water quality and access, vector-borne disease and air pollution and toxic chemical exposures, to climate change and degraded urban environments. The resulting impacts therefore are estimated to cause over 25% of death and disease globally, reaching nearly 35% in regions such as sub-Saharan Africa (Smith et al, 1999).

It is observed according to records that every minute that 5 children in developing countries die from malaria or diarrhoea. Every hour, 100 more children die as a result of exposure to indoor smoke from solid fuels. Every day, almost 3,000 people in low- and middle-income countries die from road traffic injuries: in the poorest countries most of these deaths are among pedestrians. Every month, nearly 19,000 people in developing countries die from unintentional poisonings, often as a result of exposure to toxic chemicals and pesticides in their work or home environments. Environmental hazards and related illnesses kill millions globally every year (Smith et al 1999, The World Health Report 2002).

Notwithstanding therefore, environmental health addresses all the physical, chemical, and biological factors external to a person, and all the related factors impacting behaviours. It encompasses the assessment and control of those environmental factors that can potentially affect health; targeting towards preventing disease and creating health-supportive environments, especially those aspects of the human health and disease that are determined by factors in the environment (WHO 2012).

Much of the environmental disease burden is attributable to a few key risks including unsafe water and sanitation, vector-borne disease, indoor smoke from solid fuels, toxic hazards and global environmental change as well as unsustainable patterns of development that contribute to air pollution, traffic injury and other forms of urban environmental degradation. Along with the human toll, developing countries bear the economic cost of lost productivity, the burden on the health sector, degraded resources and long-term social consequences (Jha and Whalley, 1999).

In Nigerian cities, huge mountains of domestic wastes are common sights along major roads and public places. Where there are refuse collection points, they are left to overflow, sometimes, for months. Writing on the appalling physical state of Nigerian cities, Mabogunje (2001:19) states that:

> The first and most obvious characteristic of Nigerian cities is the degraded condition of the houses and surroundings in which most of their citizens, particularly the poor have to live in. Most streets lack basic drainage and where this exists, the drains are often blocked with refuse. Most of the wastes generated are not removed. In spite of citizens cleaning their immediate environment, the inability of the local governments to remove the numerous heaps of refuse all over the city highlights most vividly the very poor level of governance in Nigerian cities. Filth is thus a pervasive feature of most Nigerian cities and the poor have to survive and contend with this on a daily basis.

In addition to the above situation, it is important to observe that public conveniences are not only few but also in a poor state. About 25% of urban population urinate or defecate in open spaces with serious health implications in densely populated urban settlements.If this indicting observation is true, not a single city in Nigeria, arguably, has a modern central sewage system. Therefore, Nigeria is faced with immense environmental problems resulting mostly from poor environmental habits, government's inability to provide the minimum requirements for proper environmental

hygiene especially with respect to waste management, unplanned expansion of cities, growth in population and consumption, and weakly enforced environmental policies

Not forgetting the Niger Delta region, the activities of oil companies pose another environmental problem such as uncontrolled oil exploration, gas flaring and frequent and devastating oil spillages creating severe environmental problems such that fish farmers living in these areas find it hazardous to survive. Also, occasional bursts of pipes that ferry fuel to different parts of the country as well as deliberate pipeline destruction for fuel theft lead to fire outbreaks destroying human lives, property and annihilating flora and fauna. Some of this examples include the Lagos pipeline fire of Wednesday 27 December, 2006, which claimed hundreds of lives; the Jesse pipeline fire of October 1998, which also wiped out the whole villages (Tell Magazine, July 12, 2004:56)..

In addition, industrial wastes take unfair tolls on the environment as well. These come with severe consequences. Government neo-liberal policies manifested in pampering foreign investors seem to be worsening the situation. A rather sordid example that illustrates the point being made here is that of a number of tanning factories owned by Lebanese, Indians and Italians which had been using a part of Kumbotso Local Government Area, Kano State as an industrial waste dumping site. In 2004, inhabitants of over eight villages in the area began noticing strange skin and other diseases, the ground began to "ignite fire" and by July that year, all domestic animals had died; all the inhabitants fled. These, it was confirmed were the effects of the toxic industrial wastes from the factories (Tell Magazine, July 12, 2004:56).

Successive Nigerian governments have attempted to address these environmental problems. Their efforts included introducing mandatory monthly clean-up exercises and

forming environmental protection boards and agencies. Possibly the oldest example of such agencies is the Lagos Executive Development Board formed in 1928. Others include the Federal Environmental Protection Agency (FEPA) formed in 1989. The persistence of the environmental problems discussed attests to the limited, if any success at all, of such efforts.

2.5 Radio for Development

The contribution of radio to development, (that is, making life better for people), is well acknowledged by media scholars and radio enthusiasts. The capacity of radio to serve social functions came to limelight about a hundred years ago when it was set up as a shore-side contraption, it was used to announce the names of survivors of the Titanic wreck and to console and rally the bereaved (Ojebode, 2003).The social and developmental role of radio is grounded in the recognition of the ubiquity of radio as the dominant communication technology that is used by poor people (UNAIDS1999). In this respect, Buckley (2000:3) observes that:

> Radio is a technology with low production costs, with low infrastructure costs and with marginal costs of distribution close to zero. As an aural medium, it does not exclude those who are unable to read or write and it is ideally suited to conveying content in vernacular languages. For these reasons it is perhaps unsurprising that radio has become an intimate and pervasive presence throughout the developed world and, at the same time, has penetrated into the remotest areas of the poorest countries.

A significant expansion of radio-based interventions for health at international, national and community levels have occurred in recent years (Dagron 2001). In part, this is due to the deregulation of the airwaves that have occurred in many developing countries therefore validating the recognition that radio is a cheap and effective means of communicating issues relating to health, policy and health service delivery.

Owing to its features which have been extensively highlighted by different Scholar (Moemeka, 1981; Ojebode, 2006) radio has been described as a veritable medium of development. Its inexpensiveness, both to own and to maintain, makes it affordable to most people; the simplicity of its operation makes it easy to operate by both literate and non-literate owners; its use of batteries removes the obstacle posed by power supply- and that is a major obstacle in Nigeria; the convenience which accompanies listening to it makes multi-tasking possible.

In rendering its development-oriented functions, radio employs a variety of formats: news, group discussion, straight talk or lecture, interviews, testimonials, drama, magazines, spot announcements and notably, jingles (Ojebode, 2003). However, phone-ins have been an effective way of getting listeners to participate in live programmes. This in itself has removed the constraints or rigidity of radio as listeners themselves can be heard, their views shared and their contributions acknowledged.El Nafaty (1999) studied the effectiveness of a Radio Kaduna programme, "*Don Makiyaya a Ruga"* (For the Nomads in their Homesteads) in increasing school enrolment among the nomadic herds' families. About 83% of the respondents said that it was the radio programme that encouraged them to enrol their children in nomadic schools.

Also, Oyero's (2003:193) study that is based on a cosmopolitan and multilingual setting was aimed at finding out the significance of indigenous language usage in radio broadcasting and public preference. About 72% of the respondents, including those who were literate, would want radio to broadcast in their indigenous language and dialect. Ninety percent firmly believed that such a radio was capable of contributing significantly to development. In the same vein, Yahaya (2003) examined the use of radio for development from a gender perspective. In a survey involving 376 women farmers in Kaduna and Katsina states, he discovered that women farmers and especially

women in Purdah (seclusion), utilized radio more than any other form of mass media. They also preferred drama and would rather listen to radio in early morning and evening hours. They engage in group listening and would love to participate in producing radio programmes. Furthermore, Ojebode (2005) conducted 12 focus group discussions in six local government areas of Oyo state and interviewed programme directors of two radio stations to determine the impact of environmental radio programmes. He discovered that the producers had firm confidence in the effectiveness of their messages but the audience rated the messages low. They claimed that they did not adopt the recommendations of the environmental radio messages (such as dumping refuse in designated drums, rather than in gutters) because the government failed to provide the infrastructure (such as drums and waste-lifting vehicles) needed for such adoption.

Consequently, Ruijter (1991) has suggested that too much reliance has been placed on the use of radio to disseminate health information because radio ownership is inadequate and the number of working radios is limited among groups at the lower end of the socio-economic scale. Given the possible constraints and the amount of inputs required to see some results, it is not surprising that audiences have not always responded to well-intentioned information and education efforts via radio. In most cases, a nexus of social, political and other factors hamper the ability of radio to maximally engage development. More specifically, audience members' needs and interests vary as much as their cultural background, educational level, and location. It is therefore difficult for a single radio station to serve everyone in a state or a region. Also, listeners want a radio station that is close to them. Only such a station can speak their language and dialect, and give them their peculiar need.

Again, the impact of radio is grossly hampered by government's failure to provide complementary infrastructure to enable listeners to adopt the propositions radio makes. Where infrastructure matches message, as is the case in the “Don Makiyaya” example, tremendous progress is made. Finally, staffers of radio stations do overestimate the impact of their messages. These staffers who are often located in the urban areas hardly conduct audience surveys and often have to depend on commonsense and phone-in comments in determining audience pulse. Nonetheless, radio is still the most ideal mass medium available to reach vast segments of the population in developing societies.

2.6 Research and Evaluation for Strategic Communication.

Evaluation plays a key role in a communication strategy because without it no one can judge whether the strategy was either applied or effective. Planning for evaluation occurs from the very beginning of the strategy design process. Ideally, an evaluation plan is generated in participatory fashion with input from various stakeholders, such as program staff, community groups, research experts, and donor organizations. Without a documented evaluation, policymakers, program planners, funders, and participants will not know what happened, why, when, or with what effect. Within a few years, for all practical purposes, a programme that is not evaluated will not have existed. According to Keller (1997);

> Before any campaign begins, the message and objectives of the campaign must be tailored to fit both the audience and the setting. This process should begin with a careful review of the audience, an assessment of current policies and programs that affect the reproductive health services available, and an evaluation of communication resources. Focus group research and pre-testing materials can reveal specific audience needs and help gauge the effectiveness of new materials before they are reproduced and widely distributed.

In lending a voice to this assertion, Salem et al (2008) identify the need for an understanding of the target audience and other potential participants in a

communication programme. This, according to them, can be achieved through formative research by identifying the primary audience and collecting relevant information about them. Such information includes their attitudes and beliefs about the health issue as well as factors affecting such attitudes and beliefs among others. Armed with relevant information, it should then be determined whether the programme would be able to meet the needs of the audience. Thereafter, an audience profile should be created to help in the development of effective campaign messages and materials.

The foregoing indicates that research is a fundamental part of campaign planning and implementation. According to Dejong(2002:8), many failed campaigns are understood to have been seriously flawed in terms of design and execution due to poor planning and inadequate formative research. It is through research that campaign planners would be able to identify key problems, their attitudes towards this problem, factors affecting possible solutions of the problem as well as the best medium and approach to adopt.Since the message is the end product of the campaign effort, which eventually gets to the audience, it is only logical that this aspect of the process be done strategically. Usdin (2001) identifies important features which should be considered in developing health messages to include;

1. Having an understanding of the target audience and barriers hindering the practice of the issue in question so that messages can be structured in a way that would be meaningful to them.

2. Relying on Judgments of health experts in identifying the key issues that the target audience should know as well as ensuring that messages are accurately designed.

3. Determining the suitability of a medium to the message that is to be conveyed.

4. Making use of positive messages as opposed to laying emphasis on the negative (which has the tendency to arouse in the audience, fear, helplessness or even refusal to change) and avoiding the blaming of victims as a means of spurring people to action.

He further notes that messages containing immediate benefits for the audience when they comply with desired behaviour have been shown to be successful and that messages should be appropriated to the target audience in terms of the language, style or format to be used. They should also be kept short, simple and free of technical or scientific terms not common to the audience.

Production of quality campaign messages can also be ensured by taking into consideration accuracy/clarity of messages; consistency, appeal/relevance of messages to the audience as well as credibility of communication channels (Salem, Bernstein and Sullivan, 2008). These scholars note the importance of the sensitivity of messages and materials to gender differences, maintaining that messages should not be gender biased. In order words they agree that messages should be appropriate for the needs and circumstances of both women and men.

In the aspect of message content, Ferguson (1999), in discussing the results of persuasion studies, points out that certain factors can be more effective when used in messages. These include the use of supporting campaign message materials like case studies which are more specific, as opposed to generalizations; the use of two- sided as opposed to one-sided arguments; specifying what actions should be taken by the audience; making effective use of visuals; the use of positive as opposed to negative contents and the strategic use of emotional and fear appeal as well as humour and reference groups to which people belong or long to belong. Ferguson's points as well as

those ofUsdin, Salem, Bernstein and Sullivan can thus be adapted to radio public health campaigns as may be suitable to given campaign objectives, messages and audience.

It is notable that the effectiveness of a communication initiative lies in the messages been carefully designed using findings from formative research on the audience so that these messages can be carefully tailored not only to meet the needs of the audience, but to achieve the desired effects. However, evaluating the effectiveness of a communication initiative is often an afterthought. Mechanisms for assessing both the efficiency and effectiveness of a communication campaign must be built into any project on the front-end. Also, implementing campaign message, or monitoring of the campaign during implementation as well as evaluating the entire programme are key areas that determine the overall success of public health campaigns.

According to Salem, et al (2008), implementation and monitoring involves developing and implementing a plan for disseminating the message, following up the progress of the programme and making adjustments, where need be based on monitoring findings. They further describe evaluation as involving the measurement of outcomes and assessment of impacts; dissemination of results to people such as partners, key stakeholders, the news media, and funding agencies; recording of lessons learned and documenting research findings for future purpose; and revision or redesigning of the programme based on evaluation findings.

Dejong (2002) points out that failure to evaluate campaigns is a common factor that prevents campaign planners from assessing and correcting errors made, thereby serving as an impediment towards learning more appropriate strategies. He suggests the incorporation of evaluation activities of both the campaign process and outcome, into

early programme planning, so as to monitor the campaign's progress and demonstrate the overall impact of the project.

2.7 Theoretical Framework of the Study

This study is underpinned by the Agenda setting theory of the media. The two proponents of this theory Malcolm McCombs and Donald Shaw in 1972 argued that the media makes certain political, economic, and social salient issues in the society. Agenda setting can be explained as the media's attempt to create and transfer salient issues into the public domain to enable the public to discuss, deliberate, or debate on these issues to make informed decisions. This theory proposes that the media might not always tell the public what to think. However, the media is often successful in telling its audience what to think about based on the way it reports and the amount of coverage given to an issue, as this affects the attention the audience will give such an issue.

The most important and interesting aspect in agenda setting theory is framing. The premise of framing is that the media provide a focus and environment for reporting a story, influencing how audience will understand or evaluate it. For example, the media may present facts of a story in such a way that the audience is given a particular point of view or frame of reference and interpretation. The media may report that a new medicine is of questionable safety. By such reporting, the media thus have presented a frame through which the story is interpreted by audience. According to Chyl and McCombs (2004) the importance and interpretations audience attach to potential items on the public agenda are strongly influenced by how the media presents stories. The media in an indirect and unconscious way positions our minds whether we like it or not. In other words, the media shapes public opinions on what is considered important in this time and day.

The agenda setting theory is important in this study because the radio programme“Oga Landlord”brings to the minds of its audience environmental health issues thereby creating awareness and helping them make informed decisions regarding their health. The radio programme emphasizes the need for a clean and healthy environment while promoting human development.

Furthermore, this theory has an explanatory power because it explains why most people prioritize the same issues as important. It also has predictive power because it predicts that if people are exposed to the same media, they will feel the same issues are important. Its meta-theoretical assumptions are balanced on the scientific side and it lays groundwork for further research. Furthermore, it has organizing power because it helps organize existing knowledge of media effects.

CHAPTER THREE

RESEARCH DESIGN METHODOLOGY

3.0 Introduction

This research adopted the survey method because it involves human behaviour as it relates to environmental sanitation promotion through radio programme. Data was collected from the population for intensive study and analysis. More often than not, the researcher cannot possibly study the entire subjects in the population. Hence, the study selected a sample from the population. The survey method is employed because the research deals with behavioural study of perception and motivation. It also has the advantage of cost effectiveness and time saving.

The study followed a cross-sectional survey design and employed the qualitative data collection techniques namely: Focus Group Discussion (FGD), documentary observation, questionnaire and In-depth Interviews to gather the required information. The study analysed selected episodes with environmental sanitation messages from 2011 to 2014. The population is listeners of the radio programme in Zaria who are between the ages 15-50 years.

3.1 Research Population

Zaria metropolis, the study area can be described as the mother of all towns in Kaduna State, because all the major towns had at one time or another been under its administration. According to the 2006 population census (National Population Commission of Nigeria), Zaria metropolis was estimated as408,198. The town comprises the old Zaria City, Tudun Wada, SabonGari, Palladan, Kwangila, Samaru, Gaskiya and Wusasa. The main ethnic groups include Hausa and Fulani. There are also various ethnic groups from different part of Nigeria who come to settle in Zaria. The

establishment of higher institutions of learning in the early sixties, saw the influx of many people from different parts of the country and beyond into the town.

3.2 Sampling Technique

Simple random sampling technique was used to select four communities out of the total communities in Zaria. The communities are:Samaru, Tudunwada, Sabongari and Gaskiya. The essence of the simple random sampling is to give equal chances to the members of the population selected for the study. In this case, each of the communities was given equal chance of being selected for the study.

To determine the sample size, the purposive sampling technique was used to select 50 respondents from each of the four communities. The instrument was administered to 50 persons in each of the communities making a total of 200 copies of questionnaire that were distributed. This gave opportunity to the respondents who listen to "Oga Landlord" to be selected.

The use of purposive sampling was necessary since the study considered only the listeners of 'Oga Landlord", as respondents. To select therespondents, accidental sampling technique was used. The Researcher asked each person if he/she listens to "Oga Landlord" and the response determines whether he/she becomes a respondent. In-depth interviews were conducted with Key informants such as the Producer and Presenter of the radio programme.

3.3 Research Instruments and Justification

The study followed a cross-sectional survey design and employed the qualitative data collection techniques namely: documentary observation, Focus Group Discussion, questionnaire and In-depth Interviews to gather the required data. The study analysed selected episodes with environmental sanitation messages from the year 2011 to 2014.

The population is listeners of the radio programme in Zaria metropolis who are between the ages 15-50 years. The population in Zaria metropolis is perfect for this study because reception of the radio programme is high in Zaria.

Data was obtained from primary and secondary data sources. The primary source of data for this work is responses to questionnaire/interview questions, Focus Group discussion and Documentary observation. While the secondary source of data comes mainly from books, journals and the Internet among others.

3.3.1 Questionnaire

Ujo (2000:97) asserts that 'the questionnaire uses straight forward questions to obtain information on distribution to a group of people or population in relation to factors such as state, qualification, ageand gender. Two hundred copies of questionnaire were distributed among selected audience. Here, purposive sampling was used to distribute the questionnaire among two hundred respondents. This instrument was chosen because it facilitates data analysis and estimation of validity and reliability.

3.3.2 Interview

Interview makes for the most comprehensive evaluation that can be achieved and gathered over time. Questions for the interview were designed after reading through relevant documents.However, in-depth interviews were conducted with Key informants who comprise of the Producer and Presenter of"Oga Landlord". The use of interview afforded the interviewer the opportunity to explore issues and gave more detailed information which is in line with the assertion of Gill and Johnson (2002) who stated that interviews are conversations between two or more people where one person (interviewer) poses questions to another person (interviewee) or some people (interviewees) with a view to obtaining information.

3.3.3 Focus group discussion

Focus Group Discussion, according to Wimmer& Dominick (2003) is a qualitative research strategy which is aimed at understanding people's attitudes and behaviours. They assert that it involves the interview of six to twelve people in a group who share certain characteristics, quality, or interest. This may be streamlined along gender, age, vocation, language, behaviour, among many others (Wimmer&Dominick, 2003). It also is used for obtaining preliminary information about beliefs, ideas, opinions, attitudes and behaviours in a community.

In view of the above, focus group discussion comprising of 12 members were drawn from the four communities under study (Samaru, Gaskiya, Tundun Wada and SabonGari), 3 persons from each of the communities, though only 9 discussants showed up for the FGD. The session was held in Samaru community because of the centrality ofSamaru.Before the FGD was held, each discussant was given at least 3 recorded episodes of the radio programme focusing on environmental sanitation to listen to. The points for the discussion among the focus group were taken frompreliminary materials acquiredfrom the primary and secondary sources as regard the radio programme. Also, the design of the discussion guides and formats were carried out in such a way that, peculiar issues of each major area could be well addressed exhaustively. This helped to develop a better understanding of attitudes and opinions of the discussants.

3.4 Procedure for Data Analysis

The data of the study was analysed qualitatively. The advantage of using qualitative and quantitative analysis method is that the analysis of the FGD, the questionnaires and the in-depth interviews within a limited sample size, helped in avoiding bias, bringing about a more concise result.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

This chapter presents and analyses data collected through four research instruments: Questionnaire, Documentary observation, Focus Group Discussion and Interview. The study adopted both the qualitative and quantitative research for data collection and analysis. Two hundred copies of questionnaire were distributed in Samaru, SabonGari, Tudunwada and Gaskiya while One hundred and seventy-five copies of the questionnaire were returned completed. Also, interviews with the Presenter and Producer of the programme were conducted. A Focus Group discussion was held in Samaru community with nine discussants, who listened to at least 3 episodes of the radio programme. The presentation of this study is divided into 3 parts A, B, and C. The first section A represents the demographic characteristics of the respondents while sections (B and C) focus on the objectives of the study which are:

1. To examine the environmental health issues and communication style in the radio programme“Oga Landlord” and its effectiveness or otherwise.
2. To explore how the communication style (content, presentation and audience participation) has effectively conveyed the message of environmental health to the audience.
3. To suggest ways by which “OgaLandlord” can be made more effective in addressing health issues especially on environmental sanitation.

4.1 Demographic Characteristics of the Respondents

Table 1 Sex of Respondents:

Male	Female
110	65
62.9%	37.1%

Source: Field Research, 2014

The results from the questionnaire show that the audience is diversified. Male listeners (62.9%) are higher than female listeners (37.1%). This is in part because some of the women say airing of the radio programme at 8:30am on Saturdays is not convenient for them. Women are care givers of the family and they are mostly busy Saturday mornings doing house chores so they can hardly participate fully in the programme.

Table 2 Ages of Respondents:

15-25	26-35	36-50
50	100	25
28.6%	57.1%	14.3%

Source: Field Research, 2014

The audience members who are in the age group 26-35years (57.1%) are the majority. This age bracket has audience who are in their active age, who are responsible and believe in change for a cleaner environment. This goes to say that the radio programme appeals to many people.

On the other hand, most respondents within the age group 15-25 (28.6%) responded that they are not regular listeners, because they find the programme to be sometimes uninteresting. Thus, they fail to tune in all the time.

Table 3 Educational Background of Respondents:

Secondary	**Tertiary**	**Post- graduate**
30	125	20
28.6%	71.4%	11.4%

Source: Field Research, 2014

The educational background of respondents ranges from secondary to post graduate level, with the largest audience from the tertiary institutions. The differences in audience educational background determines how they perceive the radio programme, how they understand it and how they react to the messages.

4.2 Background to the Programme"Oga Landlord"

The Queen FM 94.1 is an arm of the Kaduna State Media Corporation (KSMC) and was commissioned in 2006 in Zaria. Zaria is located at about 83km to the north of Kaduna with an approximate latitudinal position of $11^0$3' – $11^0$9 and Longitudes $7^0$36'-$7^0$45'E. The station is presently headed by Alhaji Sabo Suleiman who also serves as the producer of the programme"Oga Landlord". The Radio Station covers the political Zone 1 of Kaduna State comprising eight Local Government Areas, of which Zaria is the largest with stronger transmission. The radio station has six departments namely: programmes, news, production, adverts, engineering and maintenance. The main objective of the radio station is to inform, educate and entertain the local people through its broadcasts. This is done in the major language of the locality which is

Hausa language. However, in order to carry non Hausa speaking people along, specific hours of broadcast are done in English Language. Some of the programmes are: "Zazzau Express" (sport), "English Music", "GariyaWaye", "Rabin Sa'adMammanShata", "Tambaya da Amsa", "KadeKade" (Hausa music) and "Oga Landlord".

The programme"Oga Landlord" is a radio live talk show that runs for 30minutes and is rendered in Pidgin English. It is aired Saturdays, 08:30am to 9:00am on Queen FM 94.1. It was first launched in 2007, and runs on different radio stations in the state presently. The programme treats different environmental and health issues, but the study is only interested in the environmental sanitation content. The initial objectives of the radio programme according to the Presenter, Jeffery NsefLord in an interview were to address the issues of landlord, tenancy and accommodation. However, the objectives were later improved to capture man and his environment which includes environmental sanitation which is the primary focus of this study. This was done to broaden the audience base and increase reports on issues peculiar to the immediate environment.

The Presenter uses the slogan "travel and see" implying that he only reports what is factual, given what he observes as he moves around town.During an interview with the Producer, Alhaji Suleiman Sabo, the primary audience of the programme is the general public, government as well as policy makers in the health sector. The programme"Oga Landlord" is targeted at changing negative environmental attitudes and behaviours through disseminating useful health information to the public and increasing awareness of specific aspects of individual/collective health. However, since its inception and despite the relevance of the programme to the people of the state, there has not been any form of evaluation/assessment of the programme. Since media programmes and

audience are dynamic by their very nature and many changes have occurred since its inception, there is therefore a need to conduct an audience survey/evaluation to determine the effectiveness of "Oga Landlord".

4.3. Summary of Some Key Environmental Health Episodes of "Oga Landlord"

4.3.1 Episode 1

On 29th September 2012, a sanitation day in Kaduna State, the programme opened with a call to lecturers to make sanitation days a lecture free day to enable students clean the environment. Then the Presenter went on to report the issue of no toilets in Bigman Street of SabonGari, Zaria, and houses close to St Mary's Catholic Church in Samaru, where the toilets are in bad state. This episode also presented improper waste disposal at KofarDoka Bridge and Motor Park. As a call to action, the Presenter called on landlords to build houses with adequate toilet facilities and also Kaduna State Environmental Protection Authority (KEPA) Officials to make it a point of duty to go round houses especially on sanitation days to inspect people's housing condition. He also admonished the public to imbibe the habit of throwing waste in appropriate places and not deface the environment.

There were about nine callers that day; two callers commended the Presenter for a good job, while three callers reported that people came out in good number to clean up the environment in their areas. The episode closed with the Presenter appreciating everyone for observing the sanitation day.

4.3.2 Episode 2

November 30th 2013 was a sanitation day in Kaduna state. The focus of the programme was on sanitation. After the usual greetings and pleasantries, the Presenter noted that on his way to the station, the streets were devoid of the usual business activities. It meant

that everyone was cleaning his immediate environment and observing sanitation day. He then made the call to keep Kaduna State clean by sweeping and clearing of drainages to avoid breeding of mosquitoes which causes malaria. The episode reported the conditions of the roads in SabonGari and AngwanGwado. The roads in these areas have been damaged for a long time and with the rainy season; it poses the risk of spreading water borne diseases and also vehicular accidents. There were 10 callers of which 3 people from Palladan, Gaskiya and SabonGari reported that sanitation was not observed in their areas, it was business as usual.

4.3.3 Episode 3

On 21st March 2014, the programme had a guest, a comedian named, Soporopo CFR. The Presenter announced that the episode was going to be filled with jokes. He gave about four jokes at a stretch bordering on death, security and peace, while the comedian gave a joke on a child's mischief. The Presenter reported that the road to Kasuwa Mata in SabonGari has been turned into a market place. This place is a market that has spilled over to the road making it dirty and rowdy. He called on KEPA to wake up to their duties and stop people from selling on the road as this endangers their lives. Also, there were seven callers, and one text message. A caller complained of dumping of sand on the road by builders in Gaskiya, which is covering up the road and can cause an accident. There was a lot of phone ringing in the studio background and other noises. The episode ended with the Presenter making a recap of all he had spoken about.

4.3.4 Episode 4

On this day 29th March 2014, the Presenter after the usual opening remark of the programme, appreciated the Governor of Kaduna State, MuhktarRamalanYero for keeping the state clean. He applauded the Governor for employing workers to sweep the streets in the state regularly. Also, he commended the company assigned by the

Ministry of Environment to evacuate waste in Zaria for doing a good job especially for clearing the waste along the bridge leading to Gaskiya. The Presenter also observed and reported that there was a refuse dump at Dan Magaji which the company is yet to clear. That Saturday being a sanitation day, the Presenter made a call on everyone to come out and clean his/her environment. He advised that people should join hands with their neighbours in keeping a clean environment. Noting that the rainy season is about to commence, as such everyone should clean out drainages to allow for free flow of water.

Again, in this episode the Presenter appreciated Mr. Tony, a security employee of Ahmadu Bello University who lives in Hayin Dan Yaro for taking time to clean his surrounding and setting a good example. With much displeasure the presenter reported that at GidanIya in SabonGari where the environmental office is located was reported to accumulate so much dirt. He called on them (the officials) to be good examples for the public as they are supposed to champion the cause for a clean environment.The first caller for this episode,Ibrahim, reported that a particular refuse dump at LayinBakoZuntu in Zaria City has been cleared. He said the refuse has been there for about five years resulting in floods every year. Ibrahim said some elders of the community came together and arranged for the clearing of the refuse dump. The Presenter used this opportunity to advise listeners not to wait for government to keep their environment clean but they should learn to do some community service because the state of the environment affects everyone and not just an individual. The second caller commended the programme for doing a good job in creating awareness on environmental sanitation. This episode went off air about 15 minutes into the programme and power was not restored till the close of the programme.

4.4 Results and Analysis

The analysis ofthe content of “Oga Landlord” shall be critically assessed in terms of its content, audience feedback, participation, and design.

4.4.1 Programme content

In an interview with the programme Presenter, Mr. B.J. Lord on the issue of generating sanitation messages, the presenter said he does not do it in isolation. He stated that the audience is involved in the research, production and feedback process of the programme. The audience assists in giving quantitative and qualitative facts on environmental sanitation to the Presenter when he goes into the communities. On the programme content, the Presenter commentson environmental sanitation issues he sees at different places or as reported by listeners in the community. He goes ahead to discuss such issues and exposes defaulters of improper sanitation. By so doing, people feel pushed to keep their environment clean and it also helps Environmental Officers in discharging their duties. Furthermore, issues treated on the programme are drawn from the immediate environment which includes: bad drainages, improper waste/sewage disposal, polluted water supply, poor maintenance of latrines and general poor hygiene. The episodes examined in this study treated the above environmental health issues.

Bad Drainage: The drainage system is an essential part of living in a city or urban area as it reduces flood by carrying water away. Poor drainage system is vivid during rainy seasons especially in areas like Samaru, AngwanGwado and Hayin Dan Yaro. When it rains, some water naturally seeps into the ground while the rest makes its way through drainage systems into rivers and creeks. In areas with houses, shops and roads, there is need to create alternative ways for this water to drain away. Large amounts of water can build up quickly during heavy rains and without adequate drainage, thereby flowing towards low-lying lands and causing flooding.

Misuse and lack of maintenance are the two main reasons why drainage structures (road drainage ditches, culverts, and dam site drainage) are often associated with environmental health problems. Dumping and disposal of solid waste into the gutter is a major cause of blocked drainage channels. Some people dispose solid waste in drainages even when there are dust bins along the streets to use, which results also in the blockage of the drainage. But the grand drawback appears to be related to inadequate awareness of people on the effects of bad drainage system. Erosion and cracked, roads, and foundations are caused by poor drainage system. The roads are badly damaged with water running over the roads making it slippery and not conducive for smooth flow of traffic resulting in traffic jams and vehicular accidents especially during rainy seasons. Dirty water flowing from blocked drainages contributes to the spread of diseases to the people. It also triggers bad smell and brings wastes to display which in turn hinders efforts at keeping the environment clean and beautiful.

Improper Waste/Sewage Disposal: The issue of improper waste/sewage disposal has generated serious debates due to the fact that its effects in terms of health are enormous. Going by observation by community members as well as health officials, this menace has posed a lot of health challenges like break out of epidemic resulting in deaths. Most communities as a result of this suffer from diarrhoea, dysentery, malaria and cholera. However, many are of the opinion that the efforts of Health officials need to be re-emphasized as more routine checks need to be carried out to nip the outbreak of these diseases in the bud. Reported cases of poor waste disposal and blocked gutters are on the increase due to poor sanitary conditions. As a matter of urgency, it is important for people especially in the communities to know that waste like paper, plastic containers, bottles, cans and even used cars and electronic good are not biodegradable, which means they do not get broken down through inorganic or organic processes. Thus,

when they accumulate the pose a health threat to people, besides, decaying waste also attracts household pests and results in the environment becoming unhealthy, dirty, and unsightly places to reside in.Moreover, it also causes damage to terrestrial organisms while, also reducing the uses of the land for other more useful purposes.

Polluted Water Supply: Polluted water supply refers to water that has been contaminated by the presence of various unwanted elements which could cause severe harm to health. It is caused majorly by poor disposal of both solid and liquid wastes in the community. It is observed that some houses are built without toilets or drainages, septic tanks, thereby encouraging open defecation. The implication of this is that running water carries along theses wastes, depositing them in wells, rivers, dams and in turn people consume such water and are liable to health hazards. This has been the case in these communities that require urgent attention because the continuous existence of this situation can only lead to more dangerous health hazards.Some of these wastes are toxic in nature and have been known to cause alterations in genetic composition, which result in skin infection, and cancer (Trace 2005).

Poor Maintenance of Latrines: Proper sanitation facilities (toilets and latrines) promote health because they allow people to dispose of waste appropriately. Many people do not have access to suitable sanitary facilities, resulting in improper waste disposal. Absence of basic sanitation facilities can result in an unhealthy environment contaminated by human waste. Without proper sanitary facilities, waste from infected individuals can contaminate a community's land and water and increasing the risk of infection for other individuals. On the other hand, proper waste disposal can slow the infection cycle of many disease-causing agents that can spread through contaminated soil, food, water and insects/flies.The impact of poor sanitation is felt mostly by poor people who live where the environmental conditions are terrible. However, adequate

sanitation, coupled with good hygiene and safe water, are fundamental to good health and to social and economic developments. Therefore, improvement in one or more of these three components of good health can substantially reduce the rates of morbidity and the severity of various diseases and improve the quality of life, particularly children, in developing countries.

4.4.2 Programme design

The design of "Oga Landlord" is a combination of interviews, phone-ins and text messages. Each episode lasts for 30 minutes once a week. The style of presentation sometimes includes the use of jokes and other comic forms. The data from the questionnaire shows that there are differences in opinions regarding the style of presentation of "OgaLandlord". Audience members from the age group 36-50(14.3%) agree that they are comfortable with the content and design of the programme. This is because it gives them a chance to listen to something different on radio. On the other hand, youth in Zaria metropolis within the age group of 26-35years (51.7%) have another opinion regarding the content, style of presentation of the programme. They stated clearly that they find the content boring with the presentation style not appealing. They suggested that the content and the style of presentation should be presented in a clear and focused manner, incorporating entertaining packages and also the use of social media to be able to attract more audience participation, adding that the programme needs a co-presenter for the sake of variety as it gets boring listening to just a presenter every time.

On the issue of style, questions arise bordering on language used in the programme which is Pidgin English. Kaduna State is a multilingual state with people from virtually all parts of the country. Though Zaria has a large population of Hausa speaking people,

a good number however, understand Pidgin English. Thus, Pidgin English is a language that almost everybody can identify with. More so, majority of the discussants of the Focus Group held in Samaru said that the language used and the style of the presentation in the programme was effective. However, they also pointed out that the language used and the style did not apply to all segments of the society. One discussant,TanimuAbdullahi observed thus: "I do not think the style of presentation is interesting for young people. The Presenter of the programme should take into account the interest of all segments of the society, young and old people". In addition, another discussant, Timothy Sunom said that "Though Pidgin English is understood by many people, one needs to recognize that Hausa Language is more popular among the people of Zaria". Therefore, it is important to look into the possibility of transmitting in Hausa.

4.4.3 Feedback mechanism (phone-In) and audience participation

Audience participation and feedback mechanism of the radio programme are mainly through phone calls and text messages by listeners. Through these means, the programme keeps tab on its audience's awareness. Feedback also helps to establish 'who' is listening, 'when', and 'what' they think of the programme.

> *8th caller: hello*
>
> *Presenter: oya go ahead and talk*
>
> *8th caller: actually what you said about the environmental Officers going round checking homes is true and encouraging. I will advise government to ensure that it is done. You are doing a good job.*
>
> *Presenter: I think say na only me dey think like dat.*
>
> *10th caller: My name is Abubakar from HayinOjo I just call to salute you for the good job*
>
> *Presenter: Thank you. Na here we go match break, d one we don do don do us.*

The presenter tries to encourage the audience to take action and not wait on others or Government. As in the case with a caller on the 29 November, 2012

6th caller: Oga Landlord, Oga Landlord

Presenter: Na who deydiana:

6th caller: Na Precious from sabongari I wan make you help

Presenter: Wetindey happen for your area?

6th caller: You see dat place where dey de sell tomatoes, dat place too dirty.

Presenter: you know wetin u go do for me, carry broom enter market sweep d place.

6th caller: No they go say I don mad

Presenter: when you start everybody go follow you sweep.

Here, the programme tries to make the audience feel they can do something, otherwise a sense of being overwhelmed and powerlessness to help is created. This has a paralyzing effect. Message should indicate that with any little bit of help, progress can be made. Make people feel that their contribution, in whatever form counts.

Audience participation in the programme ensures the involvement of the community in decisions that affect them. The discussants also suggested that the programme should incorporate the use of social media platforms such as Facebook to have more audience participation.

The feedback mechanism of phone-in and message texting feeds the programme with information which is used in subsequentproduction. Also, Environmental Officers are sometimes interviewed to shed more light on certain sanitation issues.

4.5 Discussion and Critique

The discussion and critique of 'Oga Landlord' stems out of the parameters used to assess it. The findings of this study showed that the programme,"Oga Landlord" is doing a good job in terms of sensitizing the community on environmental sanitation issues though there are a few loopholes.The opening and closing of the radio programme does not command attention. These are two points in a radio programme that attract and hold listeners' attention. If audience attention is not arrested from the beginning, it will be almost impossible to have them listen to the programme. The opening of the programme does not give an insight as to what will be treated in an episode. Given the fact that radio message is transient in nature, it will be good if some sort of headline of what is contained in an episode is echoed. That way listeners can prepare their minds to listen up to the issues to be treated because they are interested. Else, they might get caught up in their daily business and fail to participate in the programme.

The closing of the programme"Oga Landlord"most of the times is done in a hurry so it usually fails to give a recap of the main messages. Most times it seems the Presenter deviates from the focus of discussion and because there is no proper segmentation of the programme it ends abruptly. If there is a recall of major points treated, audiences who become distracted may have the opportunity to hear some key points. Chances are that "Oga Landlord" may find it hard to get new listenership since the opening is not strong enough to stop people from turning the dial off their radio.

On the use of jokes and comedy in the programme, the researcher thinks they are not being used properly. Most a times, the jokes made are off the point like in the episode of 21st March, 2014.

> **Presenter** *"Today I don decide say na day wey I go make people laugh.Ehnn before I talk wetin carry me come studio make I tell una one story. Una know how wen person died dem go carry hin poster put make people know say hin don die, mostly for christains. So nahin one Igbo man die, dey carry hin poster put. Some Almajiri boys come dey pass see d poster nah in dem talk say haba how dis old man go contest election na? Na hin one of d boys ask another weysabi read, what is his name? D boy come answer say the man name na Obituary" (Laughs)*

The discussants as well as researcher's observation noted clearly that the jokes included in the course of the radio programme lacked linkage to the issue of sanitation and they were made at a stretch which can be boring. Ifjokes have to be used they should be relevant and used in a way the meaning will not be lost. Humorous appeals help to buttress messages but can become irritating if repeated too frequently. The humour should be appropriate for the health issue and convey the main message; otherwise, people tend to remember the joke and leave out the message.Creating a persuasive health communication message especially on environmental sanitation, involves more than simply asking the audience to do what you want or pointing out what is not done right. The audience needs to know and understand why they should be interested in changing their behaviour. The 'pros' and 'cons' of the sanitation issue under discussion should be presented in clear terms with the recommended behaviour to be taken. The Presenter tends to dominate the programme with too much talk, failing to treat sanitation issues adequately. The programme mostly ends up exposing offenders of sanitation misdemeanour and not hammering on the precautionary measures and dangers of poor sanitation to health. The programme should invest in research; that is, have a database to buttress sanitation messages and also try to gather specific location or country data which will showcase:

a) The significance of the problem and its future trend
b) Current spending on treating people with diseases related to poor sanitary conditions

c) Current spending on sanitation

d) The benefits of sanitation for health, education or other issues

Using sanitation facts and figures, the programme can demonstrate the extent of sanitation problems and further propose solutions.Sanitation facts and figures provide evidence of the problemsthat are more difficult to ignore or refute. This can bring to the notice of stakeholders, general public and relevant authorities of the need to keep and promote a clean environment. Going by the response of the age group 15-25, who stated that they find the programme boring, the programme should key into the digital age and include the social media platforms to carry along the teaming population in that sphere. If used creatively, the programme will have the youths to participate more and creating more sanitation awareness.Contributors to the programme do not necessarily have to be only those calling in. Beyond phone-in, the programme can begin to get tweets and messages from its Facebook status update and integrate that into the programme. It will also serve as an avenue for the Presenter to ask his audience to comment on what they would want him to discuss on the next edition of the programme. The programme should go beyond just getting reports on sanitation situations around town but go as far as offering practical ways to tackle such issues as individuals and as a community. Like a do-it-yourself alternative being that you cannot have the government do everything for you. The programme can spur the community to unite and find solutions to their sanitation issues.

One way to grab attention is to present information from a new angle. For example, sanitation information can be presented to show its impact not just on health, but on education, on women and children, on generating business opportunities, and on increasing worker productivity. This can be particularly effective if it is linked to issues which are currently attracting a lot of attention.

The presenter needs to do more research so as to broaden and improve the content of the radio programme. There are several environmental issues that he can harp on in the programme. The issue of noise pollution by cars honking unnecessarily, the subject of deforestation, the issue of renewable energy like solar, global warming, the hazard of Carbon Monoxide from car exhaust and how agencies like the Vehicle Inspection Office (V.I.O.) in Zaria can play a role are useful examples. The programme can include a segment where sanitation victims or regular listeners are invited to the studio to lend their voices to the cause. These could serve as case studies to motivate other listeners to wake up to the fight for a clean environment.

It is good for the Presenter to call out key government officials to take action. The examples cited in terms of areas where environmental misdemeanours are committed, is a good practice. It allows environment sanitation officials to know the areas they need to focus on.

> *Presenter: Environmental people if una enter people homes una go know pity dem because dey de suffer. In some places you will see 18 rooms to 1 toilet. If una doubt me make una go the houses for close to St Mary Catholic church. Since when the build the houses over 15years, the toilets don full.*
>
> *Presenter: Well, I wan take God beg KEPA and environmental people. Make una forget about highway enter people houses. Like in the last environmental day for KofarDoka I see environmental people, KEPA people dey catch people. Look at that KofarDokabridge, dey no fit go dia, go inside the park dia I say to speak no go hungry you. Wetindey happen? Ehen? I tell you when you no do work and dey pay you salary and you chop appendix go catch. Look at the bridge entering Tudun Wada from PZ, dat bridge wen rain fall e go divide the road to one lane. Nobody dey see am na only Oga Landlord dey see am to pay attention. Local Government Chairman you deydia I know say you be action man,*

> *pls find solution to this bridge. I take God beg you. The way you dress your bed na so you go lay on it, so if you address this problem surely surely the mandate of this election will be you own.(laughs). I don dey do my own do your own.*

However, the messages should suggest further action that must be taken by the audience to address poor sanitation. Stating out appropriate actions enables people to act more quickly. Health communication requires that one chooses only a few key messages. Multiple messages are not remembered. By keeping to a few messages, they will not be competing with each other for attention. Repeating a few messages more often, makes people more familiar with them quickly. This is because repetition sharpens memory. The aim is to have the environmental sanitation messages become part of local discussions. All the participants of the FGD agreed that the programme is not clearly focused as so many issues are being discussed in 30 minutes. So much information is crammed in little time. Instead, there should be a clear segmentation of the programme for proper utilization of time.

Given the nature of radio communication, a blind medium that relies on sound, the programme needs to factor more on the use of language, voice and sound effects. These factors work together to appeal to the "eyes" of the listeners'. Here, the researcher also agrees that there is a need for a co-presenter on the programme who will add variety of voice and also help to check the tendency of the other Presenter talking of unrelated issues.

On sound effects in radio production, it plays a major role in evoking audience interest, creating and enhancing mood of a programme: If it does not appeal to listeners then it puts them off. Too often the background music competes with Presenter's voice or listeners hear rustling of paper, microphones falling off, phone ringing in the studio and

voices of people in the studio. All these are noise interfere with the reception of the programme message. It will be good if relevant music interlude and jingles done in native languages are introduced in the programme to entertain and buttress the topic of the day. Also, the interlude will serve as a break for the presenter to relax his voice after talking for a while.

The use of Pidgin English as language of communication in the programme is good, but then considering Kaduna State, the area of the radio station coverage it will be good to have transmission in the local language, Hausa. While listening to some episodes of the programme it was noted that some callers struggle with expressing themselves in Pidgin English. Being that there is no acceptable standard in Pidgin English, meaning is relative to the speaker and vital information could be lost in the process. Emphasis on language is important for efficient radio health communication. Any programme that will make people respond to environmental issues should use local languages of the people because if listeners' do not understand the language they will not participate.

Again, the Presenter seems to dominate the programme with his voice not giving enough room for the audience to call in. One person cannot see everything, involving more people in presentation style means sharing of different perspectives to environmental issues; it creates fun, debate and engages the society more. Monopoly of presentation should be broken to involve audience adding their flavour. Presentation like this makes for participation and an indicator to the radio programme achieving its goal. The programme should include listeners' voices by having a Vox Pop segment to get views from the streets concerning sanitation issues and also about the programme. Time of release of messages on radio is vital as it makes for more impact and attention. The time of airing the programme on Saturdays in the morning is strategic but then it should also key into notable events for advocacy. Events like health conferences, World

Health Day, World Water Day and International Labour Day. Release of new statistics and new documents or reports relating to environmental sanitation should be reviewed and distilled to buttress sanitation messages and share with the local audience.

On the issue of audience participation in the programme, there is room for more. Relying on audience phoning in and text messaging limits participation. More so, because the listener pays for his calls he does not get to express himself fully. To sustain and improve on the programme, the audience needs to be part of the process of packaging the programme. They need to own, understand and work together to tackle their sanitation issues. The programme should inculcate the use of social media to boost participation. On the feedback mechanism, the phone-in discriminates against people who do not have phones, and most times people cannot afford to make phone calls. In this case, listening panels, FGD and Vox Pops can serve to gain quick impressions of people's awareness of and reactions to the programme and the issues involved. It can provide feedback on the production process, and feed forward audience's reactions and ideas into future programme making. Radio phone-in is a good way to put points across live and unedited. This is in line with the tenets of Agenda setting theory which states that the access to the programme shapes the audience behaviour towards environmental sanitation.

On the average, every episode of the programme"Oga Landlord" takes about eight callers and a few text messages. This does not say much for a 30minutes radio programme that relies mainly on phone calls and text messages for feedback. The low number of callers could be as a result of the presenterdeviating (sometimes) from the focus of an episode. Other reasons according to the discussants include language of presentation, poor telecommunication network and lack of proper segmentation of the programme. All these factors limit audience participation which is the bedrock of any

radio health programme. There is also need for the programme “Oga Landlord” to get sponsorship/advertisements to further improve the programme. The programme will need to maximize time on air, and should allocate more time for audience to participate. This is in line with the views of Buckley (2000) who asserts that participation in radio programme keeps the audience abreast of development activities through regular listenership to such programmes.

CHAPTER FIVE

SUMMARY, SUGGESTIONS AND CONCLUSION

5.0 Summary

This research focuseda radio programme "Oga Landlord" in communicating health issues, especially environmental sanitation in Kaduna State. It examined episodes of the radio programme "Oga Landlord" with environmental sanitation messages. The study also tried to assess the effectiveness of "Oga Landlord" on the basis of its content, audience feedback, participation, and style.

The rationale to this study reflects the link between environmental sanitation and human health and the place of radio as a powerful health communication route. The study also reviewed the mass media and health communication and behaviour change and also the place of radio programme evaluation in effective communication.

It is worthy of mention that effectiveness of a communication initiative lies in message delivery which emanates from audience suggestion and recommendation such that these messages can be carefully tailored to meet the needs of the audience.

In carrying out this study, the researcher used the Focus Group Discussion (FGD), Documentary Observation, Questionnaire and In-depth Interviews to gather the required information. An interview was conducted with the Producer and Presenter of "*Oga Landlord"* to generate data for the study. Some selected episodes were listened to and examined which helped in strengthening this study. So also, the data collected from

the Library and Internet sources were of tremendous help especially in the aspect of Literature review.

5.1 Key Findings

1. On the issue of pre-production, it was discovered that this is done through observation and casual interaction with the people in the community. The programme does not make use of sanitation facts and figures got from in-depth research to drive home the effects of inadequate sanitation.
2. It was also discovered that the radio programme hardly givesin-depth treatment to environmental health issues in the course of presentation because of weaknesses such as poor telecommunication services, limited air time, poor segmentation of the programme, and inadequate research on sanitation issues.
3. Furthermore, audience participation and feedback mechanisms in the programme are through text messages and phone calls. These way listeners get to shape the programme, but then due to limited time and poor segmentation of the programme these feedback mechanisms are inadequate for audience participation.
4. Audience members in the age group 36-50 (14.3%) say they are comfortable with the content and style of presentation, because it gives them a chance to listen to something else aside music. On the other hand, audience in the age groups 15-25 (28.6%) and 26-35 (57.1%) say the content and style is sometimes boring, that social media platforms should be included to expand the audience base and for more interaction.
5. Also, this same age group 15-25(28.6%) says the use of just a presenter is boring and suggests the use of two presenters. The Presenter seems to dominate

the programme with his voice. Involving more people in presentation means sharing of different perspectives on environmental issues.

6. In addition, the use of Pidgin English is widely accepted by all the audience though it will be good to have a broadcast of the programme in Hausa language.

5.2 Suggestions

1. It is recommended that focus groups discussion be held regularly in respect to this programme. It would provide people the opportunity to meet regularly with a facilitator to discuss openly their reactions to the programmes, discuss environmental issues affecting them and proffer solutions. It can provide feedback on the production process, and feed forward audience's reactions and ideas into future programme making.
2. The programme should have segments and the messages should be clear from the start of the programme on what is being discussed. The call to action should be clear and repeated as many times as possible. It is a good way of ensuring the programme can drive the much needed behaviour change intended.
3. There is the need to include other channels of social media in order to make the programme more interesting and also more participatory. In fact, this will target the youth who are on social media platforms. The rise of the new media which is popular among the younger generation is debatably the path to go in enhancing effective communication on radio; one in tandem with this age. The rise of new media, which is very popular especially among youths, will facilitate discussions using interactive tools like Facebook, Twitter and other social networking sites. Such new media should be supplement of radio

broadcasts as already being in used on several radio stations in Abuja and Lagos.

4. The key to sustainability in development communication is to train radio broadcasters in the skills required for bringing about attitude and behavioural change. Hence, the Presenter of the programme should embark on Radio health communication trainings to know more about issues on environmental health sanitation so he could explain more stating out causes, preventive measures and call to action. Also ensure that the information being broadcast is accurate, relevant and up-to-date.
5. It is boring listening to the same Presenter over and over. There should be a co-presenter for voice variety. Vox Pops can be included in the programme to gain quick impressions of people's awareness of sanitation issues and reactions to the programme.
6. On the use of language, it is suggested that "*Oga Landlord"* should also be transmitted in the local language of the people, Hausa as it will increase audience participation and create more impact on the audience. It will be good if relevant music interlude and jingles done in Pidgin and native languages are introduced in the programme to entertain and buttress sanitation messages.
7. Radio listeners often like a challenge, particularly if there is incentive and motivation; it does not have to be anything big - a transistor radio or radio station T-shirt can be greatly valued. Or simply to have their name read out on the radio is sufficient incentive for many people. So why not test their understanding of an environmental sanitation theme which has been featured on the programme recently?

5.3 Conclusion

In assessing the effectiveness of the Queen FM radio programme"*Oga Landlord*" in dealing with environmental sanitation and its audience reception. The study tried to buttress that the success of any communication is determined by the response behaviour of the listener. The contribution a radio programme can make in behaviour or attitude change depends largely on the contents, context, form and participatory nature of the message. Audience participation increases the reception of health programmes and lead to long-term sustainability. Also, audience participation in the radio programme helps in gaining an understanding of the issue from the affected people's viewpoint.

Radio health communicators require training in broadcasting for health and in formative research and evaluation that is in line with the scale of their programme initiatives. There is the corresponding need to build capacity within organizations, academic, non-governmental and commercial sectors, to carry out communications research and evaluation to complement training for broadcast organizations.

Assessment of radio programme is worthwhile because it will mean that messages are better received, that public awareness is increased, that listeners are served and the effort of making the programme is not wasted. The challenge for health communicators today is to develop and package messages with content that appeals to their target audiences in participatory manner.

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INTERVIEWS

Producer, Programmes (Queen FM 94.1) May (2014), Suleiman Sabo.

Presenter of "Oga Landlord" (Queen FM 94.1) May (2014), Jeffrey Lord.

Other sources of Information were gotten from recorded tapes of "Oga Landlord' (2011-2014)

RESEARCH CHECKLIST

This questionnaire is prepared to gather information from audience feedback on the programme "Oga Landlord" broadcast on Queen FM 94.1, once a week. Please try to answer all the questions, the responses will be used for data analysis and are marked by case numbers to keep the confidentiality of the respondent. You do not need to fill in your name. It will not take more than ten minutes to complete this questionnaire. Thank you.

QUESTIONS

1. Sex: Male __ Female__

2. Occupation: I. Government Employee___ ii. Private Sector___ iii. Self employed___

vi. Student___ v. Others___

3. Age: 15-25____ 26-35____ 36-50____ 51 and older

4. Educational background: I. Secondary ___ ii. Tertiary___ iii. Post-graduate___

5. Are you familiar with the radio program "Oga Landlord"? Yes____ No____

If yes, please go to question no.7, if no please answer the next question (Q.6)

6. If No, could you please select one of the reasons?

i. I haven't heard of the program___ ii. I don't have time___ iii. I don't have access to radio___ iv. I don't like listening to radio___

7. How often do you listen?

1. Regular___ 2. Not regular_____ 3. Sometimes____

8. What draws your interest to listen to the program? (You can select more than one)

i. The way it is presented___ ii. The issues covered ___ iii. The format of the program___

iv. Other (Please specify) _____

9. Which issues discussed on the radio programme captures your attention?

I. Environmental sanitation___ ii. Transportation safety, traffic rules and regulations___ iii. Landlord and tenants __

10. How will you rate "Oga landlord" effectiveness in treating environmental sanitation issues?

i. Poor ____ ii. Fair___iii.Good___iv. Very good___ vi. Excellent____

11. Does the programme give a true picture of the environment?

i. Yes___ ii. No___

12. How will you rate audience participation in the programme?

i. Poor ____ ii. Fair___iii.Good___iv. Very good___ vi. Excellent____

13. Will you say the programme has changed your knowledge, attitudes and behavior in terms of environmental sanitation? i. Yes___ ii. No___

14. How would you rate the style of presenting the programme?

i. Poor ____ ii. Fair___iii. Good___ iv. Very good___ v. Excellent____

15. Please briefly write down comments or suggestions regarding the programme "Ogalandlord".

_____

_____
_____

Thank you for taking time to complete the questionnaire. If you have any query regarding the questions, please do not hesitate to contact the person collecting this data.

FOCUS GROUP DISCUSSION GUIDE

Aim: To assess the effectiveness of the radio programme "Oga landlord" in treating environmental sanitation issues in Zaria.

QUESTIONS

1. What do you think was the main message presented in any of the episodes you listened to?

2. What do you think are the weak points of this programme?

3. What do you think are the strong points of this programme?

4. Suggestions to improve the programme?