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## The Impact of Effective Communication Using Television for Awareness Creation about the Nigerian Power Sector: the Case of 'Power Track' on AIT

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### **Abstract:**

*The most desired structure or process in Nigeria and other developing countries around the world is development. Development as a transformation ensures new ways of life and better standards of living. These attempts or actions could have direct or indirect bearing on the social, cultural, economic, environmental, political or even religious spheres of the people's private and public lives. The indices of this much desired development either as a process or a product are pulled through via the instruments of the media, since it is the most dominantly known agent of mobilization among members of any given society. The instruments of the media become potent tools for this one goal, and development communication as a genre readily comes to mind as a means to this end. This study has carefully examined and brought to the fore, the impact of the use of television for awareness creation about the power sector in Nigeria which is instrumental to bringing about development since all other sectors directly or indirectly depend on or thrive on the availability of power in any developing economy such as Nigeria. This research used the questionnaire and Focus Group Discussion (FGD) as instruments for data collection and analysis. At the end of the study, the key finding, among others was that a large population of the public follow government activities in the power sector through Television, especially via 'Power Track' on AIT. In conclusion therefore, Television is a potent media tool for accessing information about government activities in the power sector. The contribution to knowledge in this study is by showing that there is a programme called 'Power Track' on AIT which creates awareness about the power sector in the Nigeria media space and the impact it has on the teeming population.*

**Keywords:** Communication, television, awareness creation, power sector, "Power Track"

### **1. Introduction**

Communication nowadays does not just connote a process of passing information through a medium across to the desired audience, rather, it goes as far as being used for the purpose of achieving development in different facets of society. Hence, any media experience, be it on television, radio, the print and even social media that seeks to bring some form of development to its environment where it thrives, can be seen to be development inclined.

The term Television refers to a telecommunication medium that is used for transmitting and receiving motion images and sound. The word television comes from Ancient Greek (tele) meaning "far" and Latin visio, meaning "sight". Television may also refer specifically to a television set, television programme or television transmission (Lent, 1978:56). There is wide agreement that awareness leads to knowledge, and knowledge leads to behavior modification (Romaniuk and Wight, 2009 cited in Okolo, 2015:43). Various theories and models acknowledge the importance of the mass media in creating awareness in society. One such theory is the agenda-setting theory, which holds that the media have the ability to advise or tell audiences what issues are major and relevant, thus setting the agenda. They can achieve this by choosing what stories to consider newsworthy and how much prominence and space they give those stories (Faroubi, 2009:23). In other words, this theory explains that the mass media through their presentation of event(s) and other kinds of information selected for publication ascribe prominence to the stories selected. The underlying assumption is that the mass media force attention to certain issues; they build up the public images of political figures, they constantly present objects, suggest what we should think about, know about, have feelings about, agitate about, and eventually call for legislation about including programmes of the government such as efforts in improving the power sector in Nigeria. Awareness creation is a matter of information and the media keep Nigerians averagely informed on government projects, sways individual convictions of people in such a way that they consider projects given more coverage as truly important in comparison to their previously held beliefs. The media must equip the public with adequate information on basic rights and entitlements, public services, public budgets, health, housing projects, and road rehabilitation projects. Television broadcasting as well as other avenues to information dissemination is critical to the entire process of awareness creation and as such, there is the need for it to be encouraged to reach more remote regions of the country so as to truly optimize its potentials in reaching out to the populace.

However, Rav (1966:17) criticized previous agenda-setting researchers for neglecting possible effects on what people think concerning who is important, where important things happen, and why things are important. In sum, the mass media have the influence to pre-determine issues that people should be aware of in society. The precaution adoption model also recognizes that the media play major roles in disseminating information and raising awareness. According to this theory, awareness is an essential component that moves an individual in various stages. The mass media not only inform individuals about issues, but their messages can also be used to influence individuals to action. The diffusion of innovation theory holds that the mass media can be a crucial component in influencing beliefs and attitudes that will eventually lead to a behavior.

### *1.1. Media and Awareness Creation*

Generally speaking, all the mass media organs in every established society are expected to fulfill certain responsibilities and certainly, these include awareness creation and mobilization of public support for governmental or public oriented programmes. Television, as a genre of mass media, is also expected to fulfill these functions as well. It is necessary to first explain what television as a medium of mass communication actually is. According to Servaes and Malikhao (2004:17):

Mass communication comprises the Institutions and techniques by which specialized groups employ technological devices press, radio, films, television etc. to disseminate symbolic contents to large, heterogeneous and widely dispersed audience, and television being an organ of mass communication employs technological devices to disseminate symbolic contents as it were to large, heterogeneous and widely dispersed audience.

How has this medium of mass communication been able to fulfill one of its responsibilities, the mobilization of public support, and the creation of awareness among members of the society? Both the Federal and State governments have policies, projects and programmes that need public support that to make it possible for them to actualize their expectations. Without a doubt, this indispensable underscore the importance of television if the expectations of government at different levels are to be realized. The media is expected to produce a number of documentaries and jingles that are specifically aimed at creating awareness and mobilizing public support towards the policies of both the Federal and State governments. Thus, the business of such television productions will be to get the people to think along with the government using these programmes on TV. The success of any government policy depends largely on the amount of support it garners. Mobilization through awareness creation is no doubt, very important variables in this respect. This is why Schramm (1964:35) examines the various ways through which people can be mobilized for national development and puts it thus;

Many developing countries mobilize their human resources to move heavy loads, more advanced economics, would have been done by machines. A horde of men scrapping a new fair field or cutting a new road with raw hardy tools, lines of women carrying baskets of dirt or stones on their heads.

To Schramm, the best way to achieve these tasks of mobilizing the people is through the mass media. As such, we see a connection between media and development. The Mass media have been agents of socialization and tools for social change especially now that people depend a lot on messages from it. The potential power of the mass media helps to solve social problems. Television, radio and the print medium can entice people to buy a wide range of products and services, also, newspaper messages and advertisements influence our ideas, values and behaviours. It is possible to use mass communications to influence a large number of people to act in a certain way on concerning their own health and well-being or to do right things. On the basis of this assumption, the Second World War, the Federal, State and Local governments, private foundations and other non-governmental organizations (NGOs) have sponsored numerous public service campaigns to promote social behavior rather than commercial "goods" (Mukherjee, 2007).

The media today, involves more than one aspect to be dealt with. Media forms a vital part of our lives. The media world has no regard for age, outlook, nationality nor creed. In the world of the media, all forms of limitations are limited! The media sector is considered as being one of the most expansive and booming industries. It is abundantly clear that the media perform a noteworthy job of letting the masses know about happenings around the world within minutes of the outbreak (Opara, 2007).The media really, is an imminent and promising feature of today's society. It is indeed a limitless world of privileges and opportunities both for the populace searching for jobs in it, and the ones looking to make the most of it to raise voices against evil in society, and create the needed awareness. Media also involves cinema and entertainment, although the larger portion of it involves news and journalism. Over time, an avenue or platform to raise support and awareness against what is unacceptable was being created. Television and newspapers as forms of mass media proved to be the right medium. To the youths, it undoubtedly formed a fundamental part of a civilization which is seen in the fact that more often than not, the youths lead protests against objectionable acts. The importance of media and the involvement of youths with it is an integral one. According to Girard (2003:12):

The youngsters make proper use of the media in order to question and condemn corruption, ill doings and malevolence. Newspapers have an editorial page which hoists the voice of the mass. There are special sections nowadays dedicated to the youth, their opinions, their problems and their viewpoint. The same applies to television news channels while the latest platform is the internet. Today, blogging is a powerful tool that is utilized fully for expressing thoughts, views and disagreements.

Media today is the entity that makes life easier by bridging the gap and filling all voids and making communication at all levels extremely simple, remarkable and quite substantial. The mass media plays a very crucial role in promoting social change (Scrivas, 1991:65). Information is essential to the advancement and development of a country and this is why Onukaba (2011: 18) agrees that;

The free flow of information is critical to the success of a democracy because it enhances good governance and empowers the people to participate actively in their affairs and enables them to hold their leaders accountable. In many developing countries, the media are expected to support the objectives and policies of the government.

The media is involved in information, education, and socialization. Other functions of the media include entertainment, motivation, building public opinions and shaping people's attitudes. The media also sets agenda, alerts the society about both danger and opportunities, unify diverse people, create political awareness, mobilize the populace towards the realization of certain national goals and help to preserve cultural values from one generation to the other (Kaalam, 2006:43). This underscores the reality that the mass media play critical roles in the society. The media gives us the information we require to satisfy most of our basic needs in life, which are food, shelter, physical and spiritual well-being. The Nigerian constitution empowers the media to set the agenda for a stable, peaceful and prosperous future by working with other institutions to transform the country from under achievement to becoming a more hopeful place to live in. A free flow of information via the various communication channels leads to knowledge that changes destinies and also brings development that transforms lives. Information empowers people to be actively involved in the affairs of their country, to make informed decisions in life by rediscovering themselves and realizing their full potentials in life, and to equally hold their leaders accountable.

Bueren and Kees (1992:44) put it this way:

It is the media that provide such information that leads to knowledge and fundamental social change. It is the media that keep people well-informed and propel them towards better future, therefore, the role of the media in society cannot be over-stated, especially in developing countries, where meeting the basic needs of the people remains a big challenge

There is a link between awareness creation and communication as a concept, and the media itself thrives on communication. The term communication is gotten from the Latin word *communicare* meaning "to share". It is the process of conveying information through exchange of ideas, feelings, intentions, attitudes, expectations, perceptions, or commands, using gestures, writings, behaviour and possibly by other means such as electromagnetic, chemical or physical phenomena. (Poe, 2011:58). Information has become an essential tool in any nation's development process, and it helps in enhancing good governance and empowering citizens of different countries around the world. The link between the media and government and its influence it has on democracy and national development, is inseparable. In the 21<sup>st</sup> century, and with the advent of modern nations, the media has become an essential aid to development, becoming an important channel to advance communication and transparency. In fact, there is actually no modern society that can advance or develop its resources without the availability of adequate information. The relationship, therefore, between the media and society is very important for the in-depth study or the understanding of trends of development in any society (Elliot and Golding, 1974:65). The mass media spread the information required to enable the development of resources while the society itself influences the media in their purveyance of this information. According to Adeniran (1980:33):

Television is a very important mass medium whose mode of communication is very crucial to the process of organizing change in any society in which it exists. There is no doubt that the medium is very powerful. Most especially, television's function in the social sphere is very important as a communication is enough to influence people significantly.

As such, communication in this sense, is taken to mean the complete process of stimulating a response from an individual or group of people to whom signals have been sent. To Adeniran, the matter of change and development is a very pervasive one in Nigeria today. He opines that both the government and the people continue to talk about change and as a result, there is the clamor for change. The mass media are again being relied upon, to be in the vanguard of the correction process of the anomalies, so that people would develop attitudes aimed at facilitating development.

Television was introduced into the country to realize certain objectives in its role as an agent of development. These objectives relate for the most important spheres of human life. These range from the social and cultural to the political, economic and education. The development of these areas... (Inayatulla, 1967:8).

Inayatulla sees Television as expected to facilitate this needed development through the broadcast of its programmes that induce the people to adopt values that enhance better life styles and motivate them to greater heights of development. Nigerian Television functions in a developing country and so, functions differently to achieve the aims and objectives for which it was introduced:

With its power to arrest attention and focus such attention on a particular event, it is expected that the medium would succeed in aiding development in the right direction. But the critical views leveled against the medium actually influences the people, but that the influence is against societal ideals. (Inayatulla, 1967:12)

The mass media are key components of the society and their main function is to enhance the culture of the people and assist them adapt to their immediate environment – societies are never static, since changes occur in all aspects of human life. It is therefore almost impossible for any study to focus on all the aspects of life in which changes take place. Also, the different mass media influence people in different ways, depending on how people relate to them. This therefore stimulates a discussion about media influence by considering the relationship between the media and society. Therefore, television becomes a paradigm and the Nigerian society seen as the reference point. According to Nwundi:

The limit of focus to social and political development is for the singular reason that both aspects of life have the most significant consequences for the development of any nation, especially those in transition to modernity. Changes in them invariably affect other aspects and precipitate changes in those aspects (Nwundi, 1986:54)

The notion of communication for development has different names, but which mean the same. While in some instances it is referred to as development communication, others know and refer to it as development journalism or media for development. Whichever name one chooses to call it, the bottom line is that, it is a genre of journalism which is different from other conventional journalism processes. Here, journalism is concerned about the situation in a country and then

partners with the government or the people to find solutions to such common problems. Development journalism brings government's programmes and policies to the people and feeds the government back on the effectiveness of such policies (Onukaba, 2011). In the same light, Golding opines that:

Development journalism can also serve as a tool for social justice by giving voice to the voiceless, empowering the poor and vulnerable members of the, encouraging the marginalized segments of the society to be activity involved in changing their circumstances, and highlighting the plight of those often missing from mainstream media (Golding, 1983:18).

Development media brings the government, its citizens and the media together in a bid to affect positive change in the society:

National development is the social, cultural, political and economic advancement of a country. It is a movement from one stage of development to a high one in which the citizens of a country experience a better standard of living and a sense of fulfillment... Golding (1983:18).

The question to ask therefore is, what is the so-called media doing to ensure that people are not caught unawares when for instance, a road user gets to a certain part of the town to realize that traffic had been diverted due to one construction or the other going on? How effective are television and radio stations in keeping people informed on the events around them? In view of the fact that knowledge and information are indispensable for people to successfully respond to the opportunities and challenges of social, economic and technological changes, there is a need to assess the extent to which the Nigerian media has bridged the information gap that exists between government and the populace. Kutufam (2011:7) describes development communication as "a special area within the field of mass communication, focusing on the use of mass communication tools for socio-economic development". Morris also asserts that:

In the participatory model of development communication, the transmission of information is not a vertical process of information flow from the knowledgeable to the less knowledgeable; instead, it is a horizontal process of information exchange and interaction (Morris, 2003:14).

This model holds the view that, the purpose of development is to empower people so they have greater control and power over decisions that are currently affecting them. Thus, empowerment is achieved through information exchange and interaction between development agencies and the beneficiaries of development programs (Morris, 2003:15). In every social interaction, the forces of power come into play and the direction or the use of power determines the success of such an interaction. Development communication is culturally contextual, people oriented, empowering, and egalitarian. In the same vein, for awareness on government projects to reach as much of the populace as possible, there is a need to recognize the fact that initial awareness messages need to be re-transmitted, discussed, and re-discussed among audience members in order for it to have a lasting effect on them. Awareness does not stop at only that which comes from the media but instead, how it is turned into a subject-matter for public discourse for it to have a reverberating and long-lasting effect.

Most of the third world nations like Nigeria where it appears there is no clear-cut vision for development and transformation from their present state, are still attempting to conquer the present status quo. But what does the media have to do so as to fit into this drive? It must adopt a different style or genre of journalism or media practice which is Development communication or Development journalism, which according to Onukaba (2011:2) is one that:

... Shows concern about the situation in a country and then partners with the government or the people to find solutions to common problems... takes government's programmes and policies to the people and feeds the government back on their effectiveness and possible ways of improving them.

We therefore discover that this kind of journalism becomes a link between the government and the people. Onukaba goes on in his argument to submit that: "... Development journalism also serves as a tool for social justice by giving voice to the voiceless, empowering the poor and vulnerable members of the society..." (Onukaba, 2011:3).

Andrew Moemeka also lends his voice to this as he agrees by asserting that "development communication is a form of contribution to the development process... the art and science of human communication applied to the speedy transformation of a country (self-actualization, fulfillment of human potentials, greater social justice etc.)".

It plays two broad roles. The first is a transformational role through which it seeks social change in the direction of higher quality of life and social justice. The second is a socialization role through which it strives to maintain some of the established values of society that are consonant with development (Moemeka, 1989:56).

This is attempts to help better the lives of the people, especially the vulnerable, the poor and rural dwellers. In a statement credited to a former Tanzanian publicist and politician Julius Nyerere (cited in Moemeka 1989:44), we find the true and core values which underlie the very crux of development communication; "while others race to the moon, we try to reach the village". This statement is indicative of the fact that, the developed and technologically advanced worlds may really be on their way to the moon, both physically and ideologically, but we Africans, are heading to the villages as development journalists to bring about this much trumpeted development first, before we can probably think of going to the moon or star.

Development journalism being the opposite of conventional journalism has to do with conscious efforts being made to develop and generate information that will help the nation and its people in their quest for development. We say therefore that development journalism is relevant to the people as it is mass-oriented, process-oriented, scientific in outlook and participatory. There is a style in media coverage which pays much attention to the processes and the efforts aimed at realizing development which can simply be looked at as advancement; it is known as development communication. The discussion of development communication begins with the clarification of components of the concept because there are differences which are found in the way people and disciplines use it. According to Moemeka (1989:29);

It is the use of the principles and practices of exchange of ideas to development objectives. It is therefore, an element of the management programmes. In a very broad sense, development communication is the art and science of human communication applied to the speedy transformation of a country.

As other societies, the Nigerian society has something of a love/hate relationship with television. We want it. We use it. We would miss it terribly if it vanished. Where else would people find the latest news so conveniently packaged, entertainment, sports, a way of occupying children, laughter, a needed escape, a way of learning about people and places they will probably never visit any other way, and those sudden poignant insights that come from drama and from exciting people talking about interesting ideas and places? Yet, many people are indecisive about television. We have worrisome doubts. Some would ask; do I watch too much? Have I become addicted? Does my time with television rob me of time better spent in close and direct personal relationships? What kind of message am I accumulating about the world, other people and myself? Is television beginning to change how I think and behave? Is it making me passive, making me fearful of real life? According to Bicum (2002:47):

We are constantly handicapped by the instant nature of television. We have little opportunity to know in advance what a program is going to be like, what values it will suggest, how appropriate it will be for children, how appropriate to our own tastes. We are handicapped, too, because television is such a taken-for-granted presence. It happens to us. We do not prepare for it. Few of us ever make deliberate, intentional plans for how we will use this phenomenal communications medium.

Within few years, television has grown from a novelty to an incredibly pervasive part of our lives. Ninety-eight percent of American households own a working set. Almost half have more than one. And the average home is lighted by the television screen 6 ¼ hours a day-more than 2,200 hours a year (Bicum, 2002:42). According to him

That is more time than most of us spend on a job-second only to sleeping as an activity. Millions of people were born into and grew up with television. It is estimated that the average American youth, at the time of high school graduation, has spent 50 percent more time watching television than he or she has spent in the classroom.

Some people question making a sharp distinction between the classroom and television. More and more, television is seen to become a massive educational system in itself, as well as a veritable tool for disseminating information; one that operates practically 24 hours a day. It is for all ages and there are no holidays and only very little truancy. It constantly models for us how people behave and solve problems in an incredible variety of situations. That television has the power to influence us seems clear. Advertisers have had to pay lots of money on a yearly basis to get their product messages to the general public because the medium has proven that it can influence our purchases, choices and attitudes. Television has become a window on the world and many of us seem to decide what the world looks like because of what is on the screen. Often, that television window is our only exposure to some places, situations and ideas. It may be decided by a person, without it necessarily being a conscious decision, what certain groups of people are like as a result of how they are presented on television, and with this, other people may come to like or dislike them. A person may decide that they are not very important if they are rarely presented. It is not always easy to separate the television world from the real world we live in. The personalities and dramatic characters of television can become part of our very lives. Faroubi (2009), in a newspaper publication, while quoting from the report of a study by the United Methodist Church, Church of the Brethren, and Media Action Research Center, Inc. submits that:

In a study at the Media Action Research Center, a seven-year-old boy was interviewed after he had viewed violent programming. He was asked why he thought there was so much shooting and killing on television. The boy said, "Because that's what's happening outside in the world." Is that what is happening out there? Is television simply a mirror that accurately reflects the way our culture is? Or are the images more like those in a fun-house mirror-recognizable but distorted?

Television awareness training creates a process for looking at such questions. The aim is to enable us to become more aware of how we make use of television, and how television informs us, what the teaching messages are and how we can make the changes that seem suitable. We believe that positive changes will happen when television viewers, are more aware, view more selectively, and ask some valuable questions and find more positive ways of using television. In working for change, there is a predisposition to look for weakness, find what really needs to be changed. That is natural and necessary. But it is important also, to look at the positive values which television represents-the wealth of good programming, the positive educational experiences that are possible. Television, when used with care, is actually, a valuable, perhaps indispensable, part of man's society.

### 1.2. Television in Nigeria

As stated earlier, the word television comes from Ancient Greek (tele) meaning "far" and Latin visio, meaning "sight". Television may also refer specifically to a television set, television programme or television transmission (Lent, 1978:56).

- Television is a telecommunication medium that is used for transmitting and receiving moving images and sound. Television can transmit images that are monochrome (black and white), in colour or in three dimensions.
- Television broadcasting in Nigeria was 50 years old on October 31, 2009. On that day in 1959, the Western Nigerian Television, (WNTV), the idea of the Obafemi Awolowo government, took off in Ibadan, the then capital of Western Region (Akinfeleye, 2010:9).

In 1953, Chief Obafemi Awolowo, leader of the Action Group, which controlled the Western Region, condemned the newly introduced Macpherson constitution for falling short of the expectations of the nationalists. The then British Governor General, Sir John Macpherson went to the Nigerian Broadcasting Service (NBS) and made a broadcast in defense

of the constitution and accused Awolowo of unfaithfulness. Chief Awolowo wanted NBS to give him equal time to make a refutation of the allegations against him, but his request was not granted (Akinfeleye, 2010:14).

This event led to the demand for the incorporation of NBS as public property and the establishment of separate regional stations (Western Nigeria Broadcasting Station), independent of the federal government's control.

Both the Western and Eastern Regions met and agreed to go into partnership with British overseas Rediffusion Ltd; which constructed and managed their broadcasting systems. They eventually paid off the company. In 1962, the Northern Region established its own broadcasting systems. The Regional broadcasting systems were absolutely independent of the Federal Government. The only tie between them was the fact that the regions had to get frequency allocation from the federal government (Uche, 1989:17). Later, the regionalization of the broadcasting media led to ethnic or tribal loyalties. The modern mass media became an avenue for the circulation of regional interests, which were sometimes conflicting. Regional interest, integration and awareness were given priority over national integration and collective unity. During political crises, regional media became more powerful than NBC. The WNTV was to be a commercial company, making maximum profit to sustain itself. That was why overseas Rediffusion Ltd, was involved in the project (Akinfeleye, 2010:14).

On the 31st October, 1959, Chief Awolowo said television should function as a teacher and an educator and then for the information of the people. In which case, he said television in Nigeria should be used for information and education. And that was well thought out for a developing country. He intended to use television as part of his free education programme. Farounbi in an interview with Vanguard newspaper states that.

I recall now that in August, 1960 when the first television drama in Africa was broadcast, we had no recording capacity that we have now. The play was written by Wole Soyinka and was produced by the very first television producer in Africa, Segun Olusola, one of the creative and greatest men in television industry. There was no capacity to record and the cameras were so moved up that we almost needed a ladder to climb. So, the technology has changed. (Farounbi, 2009:54).

He goes on to comment on the quality of staff at that time in comparison with today's broadcasters; "even in my days, I left about 29 years ago as general manager, my staff could compete with others then. I had people like Fabio Lanipekun, Biodun Aladekomo. They could compete any day with what you have now on Cable News Network (CNN). The Nigeria Television Authority (NTA) International, African Independent Television (AIT) and Channels have all outgrown what we had then as Western Nigeria Television (WNTV). NTA, if you like, has become an octopus".

Television broadcasting in Nigeria started with the inventiveness of the first Western Region Premier, Chief Obafemi Awolowo who on October 31, 1959 launched television broadcasting at Ibadan the headquarters of the region. The radio and television stations in the Western region initiated commercial broadcasting in Nigeria to supplement government subvention. In 1962, the Western Region government took full control of the Western Nigeria Broadcasting Service/ Western Nigeria Television (WNBS/WNTV) by buying over all the shares held by the overseas Rediffusion Limited. In that same year, the Nigerian Television Services was in Lagos with the National Broadcasting Company International Limited managing the station. But the management was eventually handed over to Rev. Victor Badejo. The Federal Military Government of Nigeria under General Olusegun Obasanjo took over the television stations in Nigeria in 1978 and changed its name to Nigeria Television Authority (NTA) (Uche, 1989:19).

Today, Nigeria has Thirty-six states with each having a television station. In 1976, television stations began to beam colour programmes. Many state governments have now, established more television stations since then, and most of the state television stations have been competing favorably with the Federal government owned station; the Nigeria Television Authority (NTA). Farounbi, in the interview notes that:

It was part of the development process. A child must learn to crawl before he can walk... Colour broadcasting in television is one level of development after the ordinary black and white. We started television broadcasting in Nigeria when there was no colour anywhere around the world (2009:54).

What was in use then was the black and white, but when the engineers developed and designed colour production, the Nigerian Television also joined, though it took time for it to join the trend. The first station in Nigeria to introduce colour television was in Jos, Plateau State.

### *1.3. Television and the Power Sector in Nigeria*

Nigeria is a country located in West Africa, and it is bordered by the Republic of Benin on the West, Chad and Cameroon on the East, and Niger in the North. On the South, it borders the Gulf of Guinea (Agbelemoge and Odubanjo, 2001:21). Television has a better awareness (prompted and unprompted) than other media? It has more power to convert awareness into action. For example, in television advertising for marketing, in order to gain insight into the effectiveness of past marketing activities, marketers use intermediate measures such as brand and advertising awareness, perceptions and attitudes using television (Folarin,2005:15). This can be applied to awareness about the power sector on television; it points to the potency of television as far as awareness creation on either a marketing a brand or government programme such as the drive towards attaining sustainability in the power sector is concerned.

The National Integrated Power Project (NIPP) being a major part of Federal Government's efforts to combat power shortages in the country, was conceived in 2004 as a fast-track public sector funded initiative to add new generation capacity to Nigeria's electricity supply system along with the electricity transmission and distribution and natural gas supply infrastructure which is required to deliver the additional capacity to consumers throughout the country. In 2005, the Federal Government incorporated Niger Delta Power Holding Company Limited (NDPHC) to serve as the legal vehicle to contract for, hold, manage and operate the assets developed and built under the NIPP using private

sector best practices. The NIPP is at present, being implemented jointly by the federal, state and local governments through the corporate vehicle of the NDPHC, a government agency owned by the three tiers of government but which operates strictly on the private sector business model. The NDPHC Equity Structure is as follows: Federal Government 47%; 36 states 35%; 774 local governments 18% (Oloto, 2014).

The scope of the NIPP covers the entirety of value chain in the power sector, namely generation, transmission and distribution, including building from the scratch a national gas infrastructure to power ten gas-fired power plants across the country. According to Oloto (2014):

Selling off government's 80 per cent equity in the NIPP generation assets only has ploughed back \$7.1 billion – out of the country's \$8.46 billion investment in NIPP Phase I – into the joint coffers of the federal, state and local governments. Rather than squander the \$7.1 billion on other government projects in other sectors, the three tiers of government agreed under the power sector reforms programme to reinvest this huge sum in expanding the country's power infrastructure under NIPP Phase II (2014).

Another point worthy of note is that there are 43 critical transmission projects needed to resolve transmission tailbacks; 51 transmission projects needed to improve wheeling capacity to 12,000MW; 31 other transmission projects needed as foundation for increase of capacity to 16,000MW plus communication and national control centre, including others; large hydropower – Mambilla, Gurara, Itisi – with total capacity to generate 3,450MW; small hydropower at 10 sites in the North to generate 83.25MW. However, the NIPP/NDPHC is not without challenges. Currently, the NIPP/NDPHC is grappling with so many challenges. Oloto further submits in an interview that:

These challenges include inadequate gas for full commercial operations; partial payment of energy invoices leading to the NDPHC alone being owed over N77 billion; litigations in respect of bids for Alaoji, Gbarain and Omoku power plants, and NNPC/NGC plans to divert gas on the western axis and 240mmscf to Omotosho and Geregu (Oloto, 2014).

He goes on to say that there are also investors' concern in the sector bordering on credit enhancement for NBET; put call option agreement with party acceptable to lenders; 100% divestment of NDPHC equity (rfp is for 80 per cent); possible review of bid to reflect delays in acquisition, and impact of regulatory risks and naira devaluation (Oloto, 2014). For the past three decades, inadequate quantity, quality and access to electricity services have been a regular feature in Nigeria. The electricity industry, dominated on the supply side by the state-owned electricity utility, National Electric Power Authority (NEPA), and succeeded by the Power Holding Company of Nigeria (PHCN), has been unable to provide and maintain the acceptable minimum standards of service reliability, accessibility and availability. Nigeria's electricity crisis is striking for a variety of reasons. First is its occurrence despite the enormous endowments of non-renewable and renewable primary energy resources. The resource endowments of crude oil and natural gas currently estimated at 35 billion barrels and 185 trillion cubic feet respectively, are more than adequate to fuel much of Sub-Saharan Africa (SSA) energy demand for several decades. Coal reserves are also substantial at 2.75 billion metric tons. Also, large amount of renewable energy resources including hydroelectricity, solar, wind and biomass energy are present (Adenikinju, 2005:36).

One of the many paradoxes in Nigeria is energy/electricity, poverty amid plenty. Despite being a world ranking exporter of Liquefied Natural Gas (LNG), Nigeria's gas-dominated electric grid experiences frequent collapse linked largely to shortage in gas supply. Also, gas pipeline vandalism associated with resource control-linked militancy in the oil producing Niger Delta has compounded the supply problem. Gas flaring has been a regular feature of the Nigerian oil industry since production began in 1958. This wasteful gas flaring has consistently ranked Nigeria among the world's largest source of carbon emissions, a major contributing factor to global warming (Adenikinju, 2005:35). The several billion dollars of public investment that went into generation and transmission capacity expansion in the past decade is a sharp contrast with the extremely poor outcomes measured by frequent power outages and voltage variation. Adenikinju further submits that:

There are the high social, economic and environmental effects of poor public power supply and its extensive substitution with highly polluting generators. Anecdotal evidence suggests that Nigeria has one of the highest concentrations of generators globally (Adenikinju, 2005:37).

Ayogu also corroborates this when he says the negative impact of the ubiquitous generators on the quality of the environmental and the health of the population has elicited major concerns particularly among environmental and health scientists (Ayogu, 2006:20).

The persistence of the crisis under successive governments seems to suggest that the adverse impact of the "curse of electricity" on socio-economic development and living standards is hardly appreciated. The prolonged dismal electricity industry performance has been the most intractable infrastructural problem and policy challenge for some years now (Ayogu, 2006:22).

In recent years, there seems to be a better appreciation of the severity of the infrastructure problem as apparent in various policy initiatives. This combined with the severity of the service failures made occasioned by wide public acceptability and political feasibility of electricity market liberalization. These developments facilitated the passage of the comprehensive Electric Power Sector Reform Act (EPSRA) in 2005. EPSRA encompasses radical reforms which if well implemented should produce a robust and competitive electricity industry where unreliable and inadequate service would be the exception rather than the rule. Two significant results of the albeit gradual implementation of the EPSRA, are: the establishment of a regulatory agency, Nigerian Electricity Regulatory Commission, NERC, in 2005; and the unbundling of the industry into six generation, one transmission and eleven distribution companies in 2007.

#### 1.4. Overview of African Independent Television (AIT)

African Independent Television (AIT) is the first private owned television network in Nigeria; it began on 6<sup>th</sup> December, 1996. AIT provides a new angle to television broadcasting with a unique programming theme that shares the African Experience with the wider global community. DAAR Communications, which is the Broadcast Company, started broadcast operation in 1996, after incorporation six years back. This was due to legislative initiative in Nigeria's broadcast sector. On August 24, 1992, about fifty years after the advent of broadcasting in Nigeria the then Military government promulgated Decree No. 38 which deregulated the ownership of the electronic media in the country (Akinfeleye, 2010). Following this new legislation which ushered in a new era of private ownership of radio and television stations, DAAR Communications applied for radio, television and direct satellite Broadcasting license and it was subsequently granted. It began full commercial broadcast operations on September 1, 1994 on its high-profile radio channels with the call sign, Raypower 100.5, also the first private independent radio station in Nigeria (Akinfeleye, 2010:16). AIT's management relies on a careful blend of home-grown Nigerian proficiency in addition to those of seasoned professionals from Europe, the United States and other parts of Africa. All members of the management team are highly accomplished practitioners in the field of broadcasting with the proven capabilities required in this highly competitive sector. Senior Management is ably augmented by a dedicated workforce carefully selected from the growing pool of home-based broadcasting talents. Initial funding of DAAR Communications Ltd came from DAAR Investment & Holding Company and the founder of the conglomerate – Chief Raymond Aleogho Dokpesi. As a measure of its confidence in the project, a consortium of leading banks in Nigeria actively supported the company. The consortium was led by Union Bank of Nigeria Plc with other participants as First Bank of Nigeria Plc, NAL Merchant Bank Plc, Afribank Plc and Lead Merchant Bank Plc (Akinfeleye, 2010:22).

AIT's audience is global with general viewership, providing the natural programming choice. AIT beams quality programmes for twenty-four hours which are down-linked and redistributed in Africa, the whole of the Americas, Mexico and the Caribbean. Its in-depth coverage aims to keep global viewers fully in tune with the soul of an African broadcaster offering premium quality service.

AIT channel 21 and AIT International share the same vision and a similar mission. AIT has a unique mission of sharing the African Experience with the wider global community. With its fascinating cross-cultural theme and vibrant programme content. Africa Independent television (AIT) aims to share everything that is exciting about the African experience with the nations of the world. The station's logo and pay-off is AIT - Sharing the African Experience, and this symbolizes its vision; to offer on a daily basis, a refreshing but revealing insight into the African experience worldwide. This sentiment is proudly echoed in AIT's corporate identity – 'AIT Sharing the African experience'. With a thematic pay-off which emphasizes the objective of sharing the unique African experience with the world, AIT's mission is to enhance global understanding through an untainted appreciation of the world and its peoples.

#### 1.5. Power Track on AIT

Power track is a programme on AIT which has as its core mandate, the provision of adequate information to the teeming Nigerian populace, on the activities of the Federal Government geared towards the availability of power in Nigeria. No doubt, the power situation in Nigeria at present requires continuous attention until there is remarkable improvement, when businesses which require electricity can grow steadily without the challenge of constantly having to rely on generating sets for power availability. It is in this light that the federal government has been taking certain steps to ensure that this position is realized. But without the role of the media, it will remain practically impossible for Nigerians to know the efforts being put in place by government. 'Power Track' was therefore commissioned as an awareness creation and information providing television programme to inform the public on developments in the power sector. The programme goes on the airwaves of the African Independent Television (AIT) every Tuesday at 9:00 am.

The 30-minute programme which takes the form of a documentary is produced by a private media firm; Mogul Media limited for the Niger Delta Power Holding Company of Nigeria (NDPHC). In a personal interview with the editor who edits the production, he notes that:

The weekly production of the programme involves video footages of the activities of government through the Ministry of Power, National Integrated Power Project (NIPP), Transmission Company of Nigeria (TCN), Niger Delta Power Holding Company of Nigeria (NDPHC), contracting firms handling such jobs for the Federal government, being brought to the Media Company by the official camera man. Next, the scriptwriter previews all the footages and writes a 30 minute's script for production, and hands it over to a producer who supervises the TV editor in the process of editing the week's episode. After all, post production is done, production assistant proceeds with the finished job to deliver to AIT, the TV station which airs it every Tuesday (Igba, 2014).

## 2. Development Communication Theory

The development media theory was propounded by Denis McQuail in 1987. The thesis of the development media theory is that the mass media have a role to play in facilitating the process of development in developing nations of the world. The theory undertakes that the mass media and communication can positively influence the development process. Thus, development media theory advocates mass media support for the development goals of a country. The theory holds the view that developing nations, governments and the media should work in concert to ensure that the media aid the planned beneficial development of a country (Morris, 2003:17). It argues that until nations are well established and their development well underway, the media should support and promote national development programmes. The media are to



be primarily occupied with providing information to accelerate development, and produce contents that meet specific cultural and societal needs (Wikipedia, 2013).

It is therefore safe for us to say that development theory is the supporting theory for development journalism or communication which concentrates on the economic development and nation building efforts of impoverished societies. This theory seeks to explain the normative behavior of the press in countries that are classified as third world or developing countries. From this theory, the concepts of development journalism or development communication have arisen – which is the use of journalism and communication for the purpose's development.

The initial stages of development communication were characterized by the use of mass media that saw people as audiences ready to be influenced by the messages they received. That communication perspective is rooted in the basic Sender-Message-Channel-Receiver (SMCR) model, which has been widely criticized. This model envisages a sender transmitting a message through the appropriate channel to a receiver (or group of receivers). If done properly, the dissemination of information was viewed as being capable of achieving the intended behaviour change. This model has been revised a number of times in attempts to strengthen the active role of the "receivers" by including their feedback in the communication model (Schramm, 1964:43). Edeani (1993:43) says that:

The overall effectiveness of this basic model, however, has proved to be limited. Over time, its linear flow has been replaced with a more complex perspective in which communication is envisioned as a horizontal process aimed, first of all, at building trust, then at assessing risks, exploring opportunities, and facilitating the sharing of knowledge, experiences, and perceptions among stakeholders. The aim of this process is to probe each situation through communication in order to reduce or eliminate risks and misunderstandings that could negatively affect project design and its success.

Only after this explorative and participatory research has been carried out does communication regain its well-known role of passing information across to specific groups and of trying to influence stakeholders' voluntary change. Schuurman, (1996:68) puts it this way: At the same time, readers better acquainted with the subject will be able to increase their knowledge of concepts, principles, and approaches to be applied in different situations when investigating, conceiving, planning, and implementing a communication intervention.

The development communication field includes a specific body of research as well as a series of practices to induce change through specific methods and media. While there is a lot of literature about planning, production, and strategic use of media in development, there is significantly less material about the "dialogic" use of communication to investigate issues at the beginning of development projects and programs. Engaging stakeholders in assessing key issues helps to mitigate risks and prevent the arrival of problems and conflicts before they arise (Quebral, 1975:15). Historically, Ogan (1987:32) states that the first step towards a better understanding of the field of development communication and an effective way to enhance necessary quality standards is being familiar with the origin of this particular discipline, and the major theoretical frameworks supporting it can help achieve a much better understanding. This means that a brief overview of the field of development communication (also referred to as "communication for development," "development support communication," and more recently, "communication for social change") is necessary. (Parsons, 1964:20)

To fully understand the way development communication can be effectively applied in operations, it is necessary to clearly have in mind how its scope has broadened. Even the media-centric African Council on Communication Education (ACCED) Report (1998:34), indicated that the communication role was not limited to media and dissemination—that it should also be concerned with "involving people in the diagnosis of needs and in the design and implementation of selected activities." To be effective in that task, and to be true to the interdisciplinary nature of communication, an expert in this field should be familiar not only with communication dos and don'ts but should also have broad analytical skills and be able to use communication methods to assess the cultural, political, and social context. A communication professional, when called in to assist in development projects and programs, should always ask why a certain issue is occurring and what kind of communication is needed to address it effectively. Is communication mostly used to inform and promote project activities and objectives? Or is it to engage stakeholders in the investigation and assessment of priorities for change, thus enhancing the design of the initiative? As stated by Nisbet (1986:18), managers and decision makers want communication, but too often, it is the first kind of communication, and they tend to neglect the importance of the other type of communication.

Research Design, Area of Study, Population of Study, Sampling Technique, Instrumentation, Validation of Instruments, Data Collection Methods and Techniques of Data Analysis

The research design of this study has adopted the descriptive survey research design. This means that the research was intended to find facts through numerical data collection on awareness creation on power in Nigeria and how people view 'Power Track' on AIT. This was done through the use of focus group discussion (FDG), questionnaire as well as description of findings systematically, stating all facts as found, giving population as accurate as possible and in this way attempting to arrive at the level of awareness being created among the people on power supply in Nigeria.

This study was carried out in Abuja the Federal Capital Territory (FCT). The research population of this study is taken from Abuja- the Federal Capital Territory (FCT). Abuja is the capital city of Nigeria. According to the 2006 census statistics, the city of Abuja had a population of 1,405,201 with 740,489 for males and 664,712 for females. Research population according to Gerald (2013:27) is a large collection of individuals or objects that is the main focus of a scientific study.

In this research, the stratified and simple random sampling methods were used to get a representative sample for the study. The stratified sampling is a method of sampling from a population which is the process of dividing members of the population into homogenous subgroups before sampling (Gerald, 2013:28). A simple random sample is a subset of individuals (a sample) chosen from a larger set which is the population (Gerald, 2013:28). Each individual is therefore

chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process. In this study, the researcher used the simple random sampling in addition to the stratified since the population has sub-populations under it.

The instruments used in data collection and analysis for this study was questionnaire and focus group discussions (FGD). To ensure validity of instruments used, the designed instruments were put into scrutiny by research experts to vet the content in terms of questions asked, after which corrections were affected before administering. Thereafter, certain factors were considered; validity of appropriateness of the items in terms of content coverage, precision, clarity and suitability in addressing the research objectives.

Data collection in this research was through the administration of the questionnaire and a focus group discussion which was carried out in two sampled areas of Wuse (urban) and Nyanya (semi urban), having divided the FCT into two only for the purpose of the research.

The technique of data analysis used in the study is integrative. There are however, three (3) different types of data analysis which are; quantitative, qualitative and the integrative where both the qualitative and quantitative are used. Data generated from the questionnaire administered in the sampled area were analyzed using percentage (%). The data collected were completed in tables after which the percentage statistics was used for the data analysis. The percentage statistics is most suitable because its best analyses the level of awareness on power supply in Nigeria using the FCT. Data from the Focus Group Discussions were discussed under each research questions accordingly.

### 3. Presentation of Result and Discussion of Findings

This is the presentation of the results and findings gotten from questionnaires used to determine the extent of television awareness on the power sector in Nigeria as well as the responses from participants at the Focus Group Discussions (FGD). There is also discussion of the findings. The array of data obtained from various sources was statistically analyzed and results are here presented for clearer understanding.

#### 3.1. Presentation of Data from Personal Information of Respondents

Location	Male Frequency	(%) All Males (Urban/Semi Urban)	Female frequency	% All Females (Urban/Semi Urban)	Total %
Urban (Wuse, Garki, Asokoro, Wuye, Maitama, CBD, Utako, Gudu etc.	180	62.0	110	38.0	100
Semi Urban Kugbo, Nyanya, Guzape, Durumi, Katampe, Airport Road etc.	210	77.7	60	22.3	100
Total	390	70.0	170	30.0	100

Table 1: Gender Distribution of Respondents per Location

Source: Field Survey, 2015

As clearly shown in Table 1, of all the 560 respondents 390 (70%) were males while 170 (30%) were females. For the urban communities which had 290 respondents, 180 (62%) were males while 110 (38%) were females. Also, for the semi urban communities which had a total of 270 respondents 210 (97.7%) were males while 60 (22.3%) were females. The highest respondents were males.

Location	N	25-35 Frequency	%	36-45 Frequency	%	46-55 Frequency	%	56-65 Frequency	%	66 & above Frequency	%	Total
Urban	290	35	12.1	151	51.1	62	21.4	32	11	10	3.4	100
Semi Urban	270	60	22.3	85	31.5	50	18.5	49	18.1	26	9.6	100
Total	560	95	17	236	42	112	20	81	14.5	36	6.5	100

Table 2: Age Distribution of Respondents

Source: Field Survey, 2015

As we can see from table two, out of the 290 respondents from the urban communities of AMAC, 35 (21.1%) were between the ages of 25 – 35 years, 151 representing a percentage of 52.1% were between 36-45, also people from ages of 46 – 55 were 62 in number, representing a percentage of 21.4%. 32 respondents fell between the ages of 56-65 representing a percentage of 11% and 10 respondents (3.4%) were age 66 and above.

Similarly, in the semi urban communities, out of the total 270 respondents, a total of 60 respondents representing a total percentage of 22.3% were people between the ages of 25-35 years, 85 (31.5%) were 36-45 years old, while 18.5% with a total respondents' figure of 50 were between ages 46-55. 49 respondents representing 18.1% fell into the age range of 56-65 while only 26 out of the 270 respondents representing a percentage of 9.6 were 66 years and above.

On the whole however, of all the cumulative number of total respondents received from both the urban and the semi urban communities, 95 (17%) fell between the ages of 25-35, 236 respondents were between the ages of 36-45 representing 42%, just as 112 (20%) were between ages 46-55 and 81 (14.5%) were between 56-65 and lastly 36 respondents (6.5%) were 66 years and above.

The sum total of cumulative percentages (5) of the two communities stands at 200%, but bringing it to simple percentages, we divide 200% by 2 which is the two variables of urban and semi urban communities, thus bringing the sum to 100% which is easier to understand and work with.

It was observed from the data that the highest respondents were between the ages of 36-45.

Respondents	Not Educated	Primary	Secondary	University Degree/HND	Masters	Ph. D	Others	Total %
Urban (N=290) %	25 8.6	20 6.9	170 58.6	45 15.5	20 6.9	1 0.34	9 3.16	100
Semi Urban (N=270) %	45 17	25 9.3	180 66.7	10 3.7	3 1.3	0 0	7 2	100
Total (N=560) %	70 12.5	45 8.1	350 62.5	55 9.8	23 4.1	1 0.20	16 2.8	100

Table 3: Classification of Respondents by Educational Qualification

Source: Field Survey, 2015

Table 3 showing the educational qualifications of respondents indicate that the highest educational qualification of respondents was secondary school in the both communities with 62.5%, followed by those with degree/HND with 9.8%, then those with no form of education 12.5%, Primary School 8.1%, other qualifications 2.8, Masters 4.1 and those with Ph.D. 0.20%.

Respondents with secondary education were more in the both communities of urban and semi urban.

Marital Status	Single	Married	Separated	Widowed	Divorced
Urban (290) %	60 20.7	200 68.9	15 5.2	10 3.4	5 1.8
Semi Urban (270) %	75 27	170 63	10 3.7	8 3	7 2.6
Total Frequency (560) %	135 24.2	370 66	25 4.5	18 3.2	12 2.1

Table 4: Classification of Respondents by Marital Status

Source: Field survey, 2015

From table 4, we see that the highest being those who are married stood at 66% as the cumulative of both the urban and semi urban communities. 135 respondents from the two communities representing 24.2% are single, 25 (4.5%) respondents are separated, a total of 18 (3.2%) are widowed while 12 (2.1%) respondents are divorced.

Location in AMAC	Frequency (%)
Urban	290 (51.8)
Semi Urban	270 (48.2)
Total	560 (100)

Table 5: Classification of Respondents by Location in AMAC

Source: Field Survey, 2015

The table above shows the number of respondents per location in AMAC. A total of 600 questionnaires were issued but only 560 were retrieved.

### 3.2. Presentation of Data from Questionnaire

The results obtained after analyzing the data of this study were presented according to the research questions. There were two categories on the questionnaire, the first was the "yes" or "No" questions which demanded straight answers. And the second was the open-ended questions which demanded elaborate explanation for proper collection of data from the respondents.

The first category of questions which are between 1 – 8 were analyzed and presented statistically while the remaining questions of 9-13 were thrown to respondents in a Focus Group Discussion (FGD) and presented accordingly.

- Research Question 1: Do you follow activities of the government aimed at improving power supply in Nigeria?

Location	Yes Frequency	%	No Frequency	%	Total Frequency	%
Urban (N=290)	210	72.5	80	27.5	290	100
Semi Urban (N=270)	170	62.8	100	37.2	270	100

Table 6  
Source: Field Survey, 2015

Table 6 which was the responses for the first research question indicated that in the urban community, 210 (72.5%) said yes while 80 respondents representing 27.5% said "No". In the semi urban areas however, 170 (62.8%) answered "Yes" while 100 (37.2%) respondents said "No" to the question. Therefore, more respondents said "Yes" in the two communities. This was an indication that more people follow government's activities aimed at power improvement through the media.

- Research Question 2: Is the government doing enough to improve power supply in the country?

Location	Yes Frequency	%	No Frequency	%	Total Frequency	%
Urban (N=290)	40	13.8	250	86.2	290	100
Semi Urban (N=270)	90	33.3	180	66.7	270	100

Table 7  
Source: Field Survey, 2015

In table 7 above, we discovered that in the urban communities, 250 respondents (86.2%) were of the view that the government was not doing enough to improve power supply in Nigeria. The balance of 40 (13.8) respondents said "Yes" to the question. In the semi urban communities, 180 (66.7%) said government's efforts were not enough while 90 respondents which translated into 33.3% were satisfied that the government was doing enough to improve power supply in Nigeria.

- Research Question 3: What media outlet do you get information about power in Nigeria?

Location	TV Frequency	%	Radio Frequency	%	Print (Newspaper, magazine)	%	Total Frequency	%
Urban	180	62.1	60	20.8	50	17.1	290	100
Semi Urban	165	61	70	26	35	13	270	100

Table 8  
Source: Field Survey, 2015

The information on table 8 showing the answers of respondents to question 3 indicate that more persons use the medium of television to get information about the power sector in Nigeria followed by radio and then the print (Newspapers/magazines). The data, after analysis shows that in the completely urban communities of AMAC, a total of 180 respondents (62.1%) rely on television for information, 60 (20.8%) use the radio medium while 50 respondents (17.1%) said they use the print media for information on the power sector. In the semi urban communities, 35 (13%) rely on the print, 70 (26%) get information from the radio and 165 respondents which represents 61% get information through the television.

- Research Question 4: Among the three media mentioned above, which is better in terms of believability? TV ( ) Radio ( ) Print (newspaper/ magazine) ( )

Location	TV Is Better	%	Radio Is Better	%	Print Is Better	%	Total Frequency	%
Urban	205	70.6	6.9	6.9	65	22.5	290	100
Semi Urban	215	79.6	5.9	5.9	39	14.5	270	100

Table 9

Source: Field survey, 2015

In table 8, we discover that 205 (70.6) were of the view that television is a better medium for obtaining information about power supply citing the reason that the television has the capacity to show motion pictures and could be more convincing than the others. 20 (6.9%) respondents went for radio, while 65 (22.5%) preferred the print for the urban communities. In the semi urban communities, 215 representing (79.6%) also preferred television, 16 (5.9%) went for radio and the balance of 39 (14.5%) preferred the print media.

- Research Question 5: Do you watch 'Power Track' on AIT?

Location	Yes Frequency	%	No Frequency	%	Total Frequency	%
Urban	196	67.6	94	32.4	290	100
Semi Urban	149	55.2	121	44.8	270	100

Table 10

Source: Field Survey, 2015

In the above table, we discover that the majority of respondents in the urban communities said that they watch 'Power Track' on AIT. 196 respondents which translated into 67.6% said they do, while the balance of 94 (32.4%) said they do not watch Power Track.

In the semi urban communities, 149 (55.2%) said they watch the programme while 44.8% representing 12 respondents said they were not following the programme.

- Research Question 6: Do other people you know also watch 'Power Track' in your locality?

Location	Yes Frequency	%	Nobody Frequency	%	Not Sure Frequency	%	Total Frequency	%
Urban	170	58.7	28	9.7	92	31.6	290	100
Semi Urban	168	62.3	67	24.8	35	12.91	270	100

Table 11

Source: Field Survey, 2015

Table 11 reveals the data from responses about the question of others watching 'Power Track'. Majority of the respondents in both categories of communities agreed that other people around them also watch the television programme on AIT. 170 (58.7%) and 168 (62.3%) said "Yes" in the urban and semi urban communities respectively. 28 respondents in the semi urban communities said nobody around them watches 'Power Track'. Also 92 (31.6%) respondents were unsure in the urban category and 35 respondents representing (12.9%) in the semi urban areas said they were unsure.

- Research Question 7: Is the use of television the most appropriate medium?

Location	Yes Frequency	%	No Frequency	%	Total Frequency	%
Urban	235	81.1	55	18.9	290	100
Semi Urban	260	96.3	10	3.7	270	100

Table 12

Source: Field Survey, 2015

As we can see in table 12 above, in the urban communities, 235 respondents which is equal to 81.1% said television is the most appropriate medium for information dissemination on power issues in Nigeria. Only 55 (18.9%) said the contrary. Also, an overwhelming 260 (96.3%) respondents out of the 270 respondents answered in the affirmative leaving a negligible number of only 10 (3.7%) who answered "No" in the semi urban communities.

- Research Question 8: Does using the television bring about better information to you on Power supply?

Location	Yes Frequency	%	No Frequency	%	Total Frequency	%
Urban	230	79.5	60	20.5	290	100
Semi Urban	256	94.8	14	5.2	270	100

Table 13

Source: Field Survey, 2015

In table 13, we see that in the urban, 230 (79.5%) were in agreement and 60 (20.5%) were not in agreement while in the semi urban communities, 256 (94.8%) said "Yes" to the question and 14 (5.2%) respondents said "No" to the question.

### 3.3. Presentation of Data from Focus Group Discussions (FGD)

Aside the direct responses to questions on the questionnaire, the researcher also organized the Focus Group Discussions (FGD) to further elicit responses from the discussants. The Focus Group Discussions were held in two different locations. They were held in Nyanya, a suburb of FCT along the Abuja-Keffi Expressway. This was for the semi urban category of communities which was used to represent all the other areas in the category such as Kugbo, Durumi, Apo, Mpape, Galadimawa and Airport Road. The meeting held at the residence of one of the research assistants who lives at Area A Extension, off NNPC Mega Station before Nyanya under Bridge. Respondents who were willing were transported from other areas of the aforementioned semi urban category to the venue and back at the end of the exercise.

The focus group discussion for the urban category which has Asokoro, Maitama, Wuse II, Wuse zone 1-7, Wuye, Utako, Gudu, Garki and Maitama Extension was held at the Wuse Zone 4 Secondary School. Questions 9 – 13 on the questionnaire were the ones thrown to discussants at the focus group discussions.

Most participants in the focus group discussions held in the completely urban and the semi urban communities of AMAC expressed knowledge of the programme 'Power Track' on AIT which they said was an awareness creation platform on government policies and programmes in the power sector. The general assessment of the discussants that were at the focus group discussion was that they were keenly interested in the information provided by the programme and they loved 'Power Track'. One of the discussants in the FGD held for the urban communities said:

Through this programme ('Power Track'), I get to know about the Federal Government institution called the National Integrated Power Project (NIPP) which was formed to handle all government actions in the power industry through this television programme. NIPP has been doing its best, but the best is not enough... (Enakar: FGD for urban, 2015).

The discussants in the urban and semi urban communities both agreed that without 'Power Track', they would not have known about government approaches aimed at improved power supply to all Nigerians. The general agreement was that 'Power Track' has the capacity to provide information. They said it was the only programme dedicated for that on AIT and even on other television channels.

... In fact, through 'Power Track' on AIT, I can see that the country still has a long way to go...see, my brother (referring to the researcher) the issue is not the medium of information, but for us to actually see the light in our houses and shops. If it is for the information, this programme is just about what is really happening, AIT is doing well...but the government should do more so that we can see the light (Omede: FGD for semi urban, 2015).

During the FGD process, the researcher was able to get the feeling of the discussants that represented the various communities in both the urban and semi urban communities. On the whole, we were able to establish from the responses of the discussants that 'Power Track' on AIT was capable of disseminating information on power in Nigeria. From the discussions in all the FGD held, most of the discussants were aware of 'Power Track' and even stated the time it goes on air, which was Tuesday, 9:00am – 9:30am.

In order to help the people in Nigeria appreciate the efforts of government agencies in the area of improved power in Nigeria, the discussants opined that 'Power Track' should be aired on other television stations in Nigeria such as Nigeria Television Authority (NTA), Channels Television, Independent Television (ITV), Silverbird Television (STV) etc. They said that using AIT was good but the others should be added.

On question 10 which was on the usefulness of 'Power Track' in information dissemination about power availability in Nigeria, the two FGD in both Nyanya and Wuse Zone 4 all agreed that it was only through 'Power Track' that the masses in Nigeria could come to understand what the government was doing to ensure availability of power in Nigeria. According to them, there was no other programme doing this in the media.

Apart from Power Track which is every Tuesday, how can we know what the government is doing? Through the programme I got to know about the Transmission companies of Nigeria (TCN) and in fact the entire privatization process of the power sector by the Federal Government through their NIPP. (Yusuf: FGD Semi urban, 2015).

We have seen that the discussants had firm knowledge on the activities of the NIPP headed by Engr. James Olotu. They said that all the generating stations, sub-stations, and step-down stations as well as the transmission lines were well known to them. "If we have more commissioning of power-generation plants and flagging off of rural electrification by Mr. President, it will be good" (Yusuf, 2015). This was explained by the discussant, she said that she watched all the commissioning of these projects on 'Power Track' last year, 2014. She mentioned the Durumi and Bwari commissioning. She went ahead to say that she also followed all the events of the media tour which was ordered by the presidency for some selected gas power plants in Geregu, Kogi State, Ihovo near Benin-City in Edo State and Ogorode in Sapele Delta State through 'Power Track'. To most of them 'Power Track' had taught them much about power in Nigeria especially under the present administration. Also, most of the discussants agreed that 'Power Track' was very useful in that without the programme, people would not know about power plants - the ones which are gas powered.

Question 11 was on how people react to the information on power which they get through 'Power Track' on AIT. The people who gathered at the FGD venues had mixed reactions to this question. The FGD in Wuse had more positive reactions. They felt that the information provided by the programme was correct and factual; however, some discussants had varying opinions. One woman said that; "you cannot rely 100% on these things we see on television because we are not seeing the light" (Abah, 2015). But one other discussant said in reaction to the woman,

No, no no...I disagree with you there, television cannot lie, when you see motion pictures and you do not believe, and then what else would make you to believe? This is television for God's sake... (Okolo, FGD urban, 2015).

He went on to assert that he sees these actions and pictures and even follows the narration of the programme keenly and sees same in the news on other media before the next episode of 'Power Track'. To him, what comes on 'Power Track' is the authentic information which should be believed by all, because to him, he watches same on NTA and other television stations as news items, especially when President Jonathan commissioned the Bwari "Operation Light up Rural Nigeria", he said he was following all.

However, in Nyanya FGD which drew discussants from the semi urban communities, the view was predominantly in the negative on this particular question. They largely said that they could not trust the information on most Nigerian media. But the exception was that at least AIT was not a government owned news station and as such, may be devoid of propaganda to score cheap points for the government which according to them is common with NTA.

Question 12 was; "how does the information on power make the people follow up on relevant government agencies to ensure that there are matching actions as well as to confirm such reportage?" To this question, the FGD for the urban communities predominantly said the masses are not allowed access to such information even though the Freedom of Information Bill (FOI) has been signed into law. The general consensus was that if you go to NIPP or Ministry of Power demanding to know the next line of action by those government agencies about steps being taken to ensure power stability, they will not grant you access.

Nobody will even answer you; so how do we know if it is true or false? How can we confirm if what we saw on TV is same as what is on ground? Can they allow you access to Kainji Hydro Power Plant just like that? (Okolo, FGD urban, 2015).

On this same question at Nyanya, a female discussant said that she had no time to do that. "If they tell us lies, they have deceived themselves, but for me, I watch and I believe the programme, but I can't say if they are truthful or not" (Yusuf, 2015). To her, she had the right to believe or not, and according to her, she has believed, but she said there was no way she would abandon her family and work to go to government offices to confirm what she saw on television. She also said, she watched one episode in February, 2014 where members of the general public were interviewed to get the feelings of the public about the state of improvement in the power sector. For her, it was the right step by the producers of 'Power Track' to sample the opinions of Nigerians on the streets of Abuja in a vox pop.

Many other discussants said that they were not concerned with following up information they got on television to the relevant government agencies to verify the truth behind such media reports. Another discussant in the FGD of the semi urban communities held in Nyanya insisted that it was necessary for people to take advantage of the FOI legislation to follow up and confirm media reports about the power sector. The respondent posited that he could have loved to do that, but his business would not allow him.

On the last question which was about whether or not people see information about power using 'Power Track' on AIT as being capable of bringing development, a discussant had this to say;

Yes definitely, if you inform the people, it can cause development. The availability of the information is development in itself. Information such as this will bring about development when the people are now fully aware of what and what is being put in place, it helps businesses and individuals to plan adequately, and that is development. (Ikani: FGD Semi Urban, 2015)

According to another discussant, development can be said to come if there is adequate information about a vital sector of the economy such as power through a television programme like power track. 'Power Track' avails them the needed information, and in turn, helps them to balance such claims with what can be seen physically on ground. At the Nyanya centre of the FGD we discovered that the people had the same view. Most of the discussants who came to respond to our questions at the FGD, after personal views that had been given our questionnaire said that the programme was capable of bringing about development, since it provides the society with the necessary insight about governments activities especially in the power sector. Male and female discussants were both of the view that if such information is provided to Nigerians by a platform such as power track continually, it would help people know and plan in line with the steps being taken by the Government. This, according to them was development.

#### 4. Discussion of Findings

With the above data which was generated through questionnaire and focus group discussions after presentation and analysis, it is our view that the need for power supply in Nigeria is a yearning in the minds of all. The people in all parts of Nigeria are all in need of constant power supply. Findings were also that a large population of residents of Abuja, representing the entire nation of Nigeria lack access to adequate power supply and therefore yearn for more.

In the course of the research, we found out that more males are willing to give out information such as this than females. Some feared that they may be invited for further questioning by security agencies should they volunteer such information. For some females who were married, it was simply for fear of their husbands who may not want them to do such.

We also arrived at findings that a large population of the public follows government activities on the media especially via 'Power Track' about an important sector such as power. However, they do not believe that the government is doing enough in this sector.

We also discovered that the general public in Abuja sees 'Power Track' as the only media programme that highlights government efforts in the area of power generation, transmission and distribution in the country. People see 'Power Track' as being the only programme on television (AIT) which vividly informs the public about the sector, apart from news bulletins which may not be so detailed as to provide adequate information. We also found out that people yearn

for more of such programmes to keep them informed; they also think that television is better than any other medium of communication, because television shows motion pictures.

We also found out that many people who responded to the questions at the Focus Group Discussions (FGD) were of the view that the information they got on power in Nigeria through 'Power Track' was authentic and factual as they could see evidences of some of the reports in their neighborhood. Discussants also said that 'Power Track' on AIT was capable of bringing about the needed development in the nation since being an information based programme, it was keeping Nigerians informed about the happenings in the power sector, thereby aiding planning among business operators and at individual levels.

## 5. Summary, Recommendations and Conclusion

Here is a deductive summary of the entire study drawn from the conduct of the research. Recommendations are made based on the findings generated from this study. Conclusions were also drawn from the submissions in the study.

### 5.1. Summary

The study was carried out to investigate the role television plays as a medium of awareness creation about the power sector in Nigeria using 'Power Track' on AIT as a case study. A simple random sampling was used to draw participants from two different groups of communities in the FCT. These are used here as a representative population and area for the study.

There were a total of 600 questionnaires distributed and 560 were retrieved. Also, there were focus group discussions held in the two areas of completely urban and semi urban. At the discussions, the following were obtained:

- The findings show us clearly that the respondents are highly aware of the use of television for awareness creation about the power sector in Nigeria. Most respondents were ardent viewers of 'Power Track' which was aired on AIT every Tuesday from 9:00-9:30am.
- The findings also reveal that the government is not doing enough in the area of power stability in the country. Most respondents however, believe that the information they get from the programme is true, but are desirous that the government does more to improve the power supply situation in the country.
- The study also reveals that television is perceived to be the most viable medium of dissemination of information of this sort, since moving pictures of television are capable of clearing any doubts which could arise from people's minds about the authenticity of the claims by the government.
- Findings from the study also reveal that respondents generally believe 'Power Track' has the potency to inform viewers about power supply in Nigeria, since as a television programme it has become more popular and remains the only programme which is available for such. They also hold the view that the information provided by 'Power Track' about the power sector is very useful to every Nigerian who owns a business to enable him or her plan adequately and to have expectations and aspirations on power in Nigeria and as it affects businesses.
- The study also shows that people react differently to the information they get from 'Power Track'. While some say they believe what they see as being the most authentic information, citing the example of the power of television and the advantage it has over other media of communication, others simply do not believe what they see. Some say it may be a trick on Nigerians. But in a sharp contrast, others say what is seen on television is corroborated by what they see on ground and the relatively improved power situation in the country.
- On the capacity of the programme to bring about development in Nigeria, a number of the respondents reveal that it is highly developmental since with the information, it could become easy for planning by all other sectors of the economy which depend on power to function.

### 5.2. Conclusion

From the findings, it is obvious that television is a potent media tool in the bid to provide the needed information to the teeming population about the activities of government in the power sector, especially using 'Power Track' – a power sector sensitization and awareness creation programme on AIT. It is therefore paramount that power track should be continued on air. This is because the study has revealed that it is the only programme on television in Nigeria that speaks for the power sector. Also 'Power Track' is the people's delight and an avenue for development in the country through its information about the power industry.

### 5.3. Recommendations

On the basis of findings of this study, the following recommendations are made:

- Adequate and constant information dissemination about the activities of government agencies aimed at improving the power sector in Nigeria is needed to keep Nigerians abreast of information on happenings in the sector.
- The findings from this study reveal that members of the public do not care to follow up on information gotten from the media to match the actions on ground in reality because they feel they may not have access to such materials and information in spite of the Freedom Of Information Bill (FOI) having been signed into law. It is recommended that relevant authorities such as oversight committees of the legislative houses of the Senate and House of Representatives, the police and other law enforcement agencies as well as the Judiciary among others be strongly empowered to prevail on government Ministries, Departments and Agencies (MDAs) to release such information upon request by any person or group of persons who require same under the provision of the



Freedom Of Information Bill (FOI). Consequent upon this, defaulting MDAs should be sanctioned or prosecuted accordingly.

- We recommend that the producers of the programme must always ensure that they cross-check and get facts and figures accurately before producing and putting any episode of the programme on air.
- The Government as the overall producer of the programme must equally ensure that the programme remains on air for the need it serves to Nigerians.

## 6. Contribution to Knowledge

This research has contributed to the available literature on television and awareness creation on the power sector in Nigeria. It has also shown the viability of the programme, 'Power Track' which airs on AIT to provide the needed information to the general public on the steps being taken by government toward improving the power sector in Nigeria. As such, it has further underscored the importance of the use of television for this purpose.

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