



The Use of Media in Community Economic Development
Practice: A Case Study of the Village Square, Nigeria

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Abstract

This study explores the impact of media as a tool for promoting Community Economic Development (CED). The study focuses on what characterizes the potential capability of media to enhance effective implementation of CED projects and how effective the use of media can transform development projects into best practice. The survey, conducted among forty participants of the Operation Farewell to Hunger project of the Farmers' Action Development Union of Nigeria (FAADUN), shows the relevance of media intervention and its impact on community development project implementation, which cannot be overestimated. Community-based media intervention was revealed to be an effective tool to generate awareness, promote community participation, develop skills, strategize advocacy, and fundraising. The paper argues that the use of media should be part of the plans strategies and approaches in Community Economic Development.

Introduction

What is known today as mass media has resulted from a series of innovative technological inventions which have developed over centuries. The media in today's world has been described as a combination of content, comprising a scientific and artistic ensemble of music, film, TV, radio video, publications, advertisement, and electronic games (Locksley, 2009). All these have followed technological innovative changes over a long period of time. Media technology has attained some level of expansion which has motivated dynamic applicability of media over its content, platform, and devices. These developments have provided some dimensions of influence over various industries and institutions.

The proliferation of media technologies and devices in modern days has been highly instrumental in the rapid development of global industrial and human institutions. The same techniques are being applied to promote community development in most nations of the world. Development agencies and non-governmental organizations are powerful agents of change and development (Agboola, 1994). In Nigeria, the activities of NGOs and economic relief agencies have been on the increase in the last few decades, yet, Nigeria has remained stagnant on the path to development, in spite of its vast mineral and human resources. Evidences in Nigeria show that the number of those in poverty has continued to increase. In 1980 for instance, the number of people in poverty rose from 27% to 46% in 1985. While it decreased to 42% in 1992 it increased significantly to 67% in 1996. By the end of 1999 to date, it is estimated that more than 70% of Nigerians lived in acute poverty (Ogwumike, 2000). This is probably why Nigeria has remained dependent on foreign aid, grants and loans to feed its citizens becoming a beggar to the international community over several decades. The state of poverty and hunger in Nigeria has become so complex that 7 out of every 10 Nigerians live on less than \$1 a day. (Commision,

2004). To worsen the situation, the impact of development agencies, international donors, charity organizations and NGOs who are striving to alleviate suffering is hardly felt, as most development projects do not thrive. As a result, several valuable resources, including labor and time, have been wasted, and yet poverty persists. While development agencies have good intentions, their efforts may not have been adequately motivated for some obvious reasons. Most of the time, the rightful beneficiaries of development projects are not aware of either such opportunities or how or where to find them. Apart from this, most CED projects are run without consideration for the unique potency of the media to enhance the project. Hence, most community development projects do not meet specified expectations.

This is the premise that this research attempts to explore. Nigeria seems to be struggling between success and failure on the path to development. There is no argument that the nation is still far behind in the area of exploring and applying advances in technology to address development issues. In spite of the potential capabilities of advances in media and communication technology, development agencies in Nigeria still rely on costly, time-consuming, and inefficient strategies for community need assessment, training and education, fundraising, awareness and advocacy, publicity, monitoring and evaluation for their projects. A new approach, primarily rooted in the use of media, is imperative at this time as an alternative to the conservative procedures that have handicapped results in development projects. The old approach made potential beneficiaries more crippled with impoverishment and marginalized communities more marginalized. If only development practitioners will tap into the pull of media technology through community media network systems, development enterprise will hopefully take a new turn in Nigeria.

Statement of the Problem

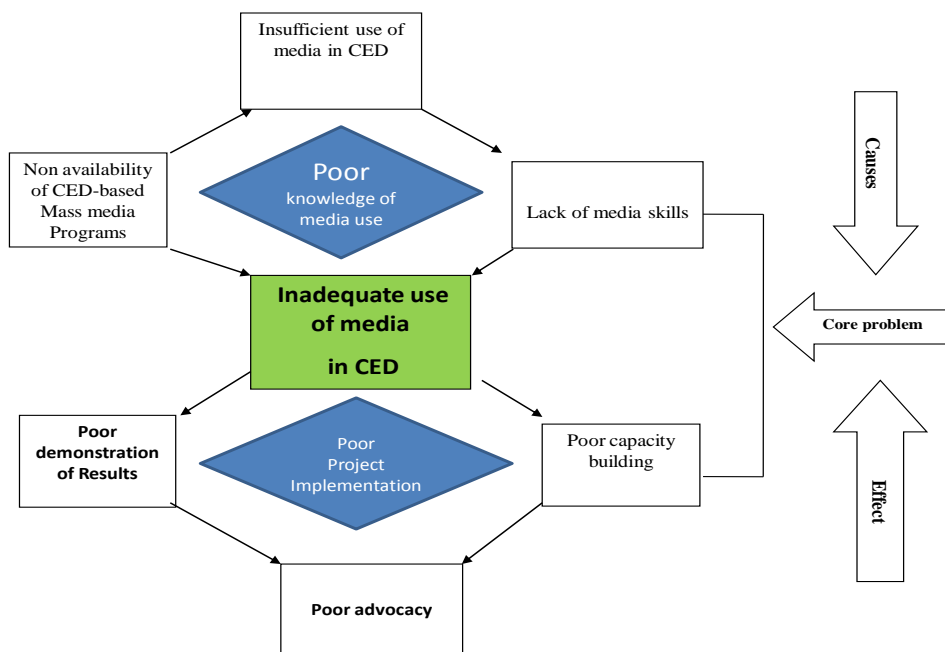
The use of mass media has been described as an attractive method for implementing and discharging institutional responsibilities for the promotion of human development, and prevention of socio-economic problems (Wallack, 1981). Various arguments have been put forward in support of the view that media plays a significant role in the process of development. As a matter of fact, it has been asserted that adequate awareness and effective communication tools through media-related community-level intervention have proved to be vital factors influencing and reforming human attitudes and behavior (Porche, 2004). While serving as a panacea to development barriers, media as a vehicle for social change could be described as a prerequisite to sustainable development intervention. The grandeur and robustness of the belief that mass media is an effective tool for realistic community assessment, adequate awareness, genuine advocacy, fundraising, monitoring, and public participation in community development exercises has been convincingly illustrated (McGuire, 1986).

In Nigeria, the use of media in the promotion of community and economic development has been demonstrated. However, the challenges facing the use of media as a tool for best practice in community development have not been fully substantiated. This is due to limited evidence to validate the effective use of community-level media intervention in community economic development (CED) (Holder & Treno, 1997). “The success of a CED project is to a large extent dependent on the degree to which the lives of beneficiaries have been affected” (Lithgow, 2003). This is where the causal factors of this research become imperative to the realization of CED objectives. To date, what constitutes the actual community development functions of media in Nigeria, has not yet been fully explored (Banerjee, 2001). In the real sense

of it, there is no sufficient information on the actual impact of media on the community development industry in Nigeria. Consequently, several development initiatives of life-changing proficiency are being carried out in isolation without knowledge or information. Problems could have been averted with the use of media. According to Mohsen Kahalil, Director, Global ICT Development of World Bank, “We can observe that the contribution of the media to development has not achieved yet the degree of recognition that it deserves” (Locksley, 2008).

To address this shortfall, there is a need to conduct research studies targeted at evaluating the impact of media, using selected community development projects as yard sticks. Hence, the goal of this research is to analyze and evaluate the use of media in generating community-level economic development impact, with particular emphasis on “The Village Square” program. The Village Square is a community development-based television program explored by FAADU in Oyo State of Nigeria, to enhance the implementation and execution of “Operation Farewell to Hunger (OFH) project. It is hoped that the findings of this study would provide further evidence to validate objective measurement of media impact in community economic development (CED) practice with the aim of supporting the view that the use of media could be central to successful CED practice.

Figure 1: Problem Tree



Significance of the Problem

This research work is necessitated by the underlying factors associated with the causes and effects of inadequate use of media advocacy in the practice of CED. With the above table, inadequate use of mass media stands as the core problem militating against best practice in CED. The causes of this problem ranges from non availability of viable CED-based mass media programs, poor media advocacy where at all they exist, insufficient evidence to support the use of media for CED and non evaluation of available CED related media programs As a result, the practice of CED has suffered a great deal from poor implementation leading to low skill development for beneficiaries of CED projects. Poor capacity building while funders feel extremely disappointed and discouraged to invest in subsequent development projects these problems have lead to lack of gainful employment eventual community impoverishment

- ✓ The finding of this research study will provide CED practitioners the much needed evidence to support the effectiveness of Media advocacy and encourage them to explore the opportunity in their future projects
- ✓ This study will establish grounds for further research in certain areas which obviously call for further exploration.

Objective of Research

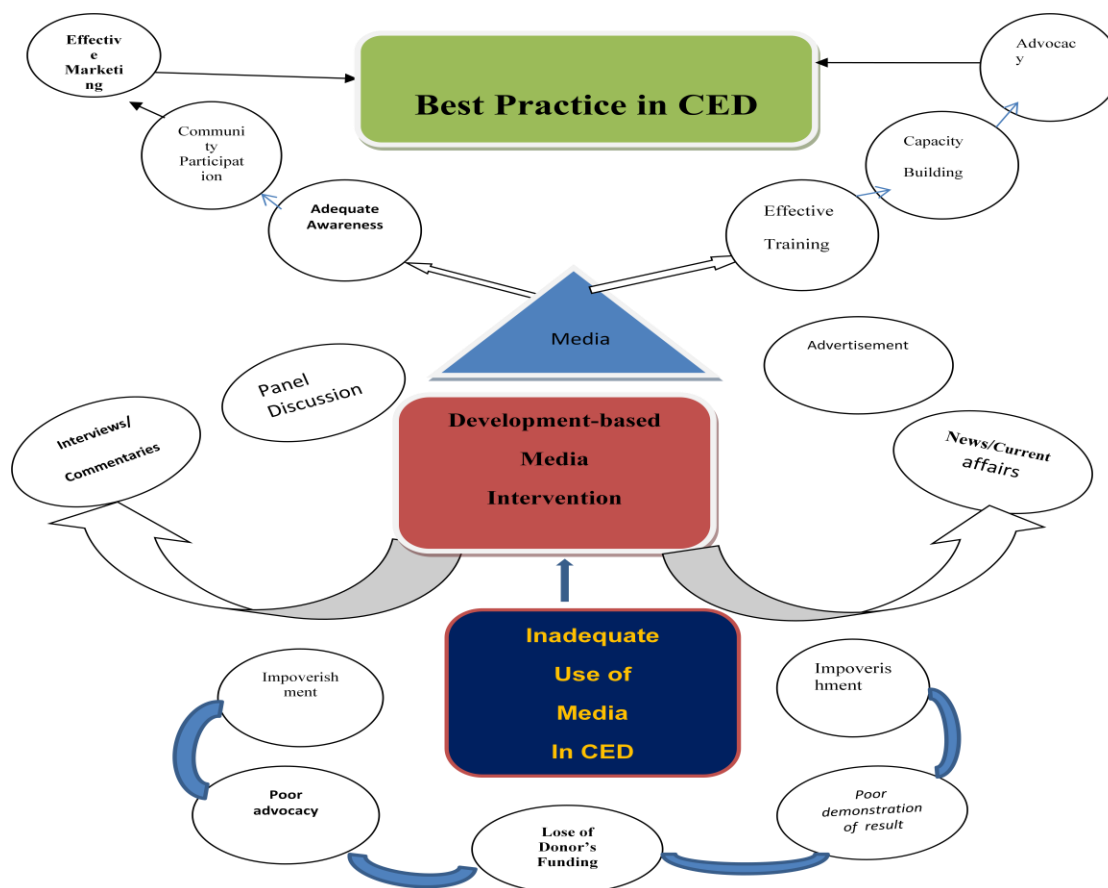
This has sought to assess the extent to which use of media has effectively facilitated 'best practice' in the CED project of "Operation Farewell to Hunger" (OFH). The study will further measure the impact of various components of the Village Square program on each phase of "Operation Farewell to Hunger"

Specific objectives

- ❖ This research study will explore various media components in "Village Square" program to assess the role and effect of media in the "Operation Farewell to Hunger" project of Farmers Development Union in Nigeria from the initial planning stage to the end of the project cycle.
- ❖ To understand, how media can transform community development projects to best practice in Nigeria.
- ❖ To identify various ways in which development practitioners can make use of media for the effective enhancement of their community action programs

Conceptual Framework

Figure 2 Conceptual Framework



The above framework identifies some significant components of CED and the potent capability of media intervention to enhance the best practice objective. The ultimate intention here is to demonstrate the nature of media in CED and the extent to which its role can make effective impact in different phases of CED project. Thus the emphasis is focused on adopting a case-study methodology to capture the use of various forms of media that will influence effective implementation of CED project. In the conceptual framework described above, a greater proportion of emphasis is placed on media as a central role player in CED practice. This emphasis enables the identification of the development-level intervention of media components

in specific instances of CED project. At the apex of the diagram is the project goal: “Best Practice” around the cycle is listed various components of CED pulled together to achieve the goal, while the focus is on the impact of media. The media assumes a strategic position in the overall process of development activities. Its ability to network its influence across the various CED indicators creates a unique impression about its comprehensive unifying importance in the exercise. Each component of the framework is viewed as essential for understanding measuring and evaluating the impact of mass media. It is recognized that the role and contribution of media will aid the components to enhance best practice. In order to, analyze, and evaluate the extent to which effective use of media can influence best practice in CED, the case-study methodology will be applied.

Definition of Terms

Media

Media in this study refers to the entire body of communication technology which could be used as medium for the transmission of information to a large audience. Radio, television, music, drama film, publishing, advertisement, electronic games and traditional folk media would fit into this perimeter.

CED

CED refers to Community Economic Development. Here, the power of interlocking forces of common interest binds them together to produce the desired objective of change, for instance from an undesirable condition to a desirable condition. The C of CED stands for community. Community in this context does not refer to a group of people living in a geographically confined area. Rather it goes on to further implies an association of people bonded by common ideological values which may take the form of social, political, racial, economic, gender, sexual, or physical identity. The E of the acronym refers economics and relates directly to the C. In other words the

economics of CED has its bases on the distribution and allocation resources. In a sense, issues of production and consumption, needs and want, goods and services, cost, demand and supply and consumer's behavior in reactions to changes that occur along these elements are central to CED. The D of CED represents development. It is a relative term and could be described as a process of evaluating chances or a shift in condition of people from undesirable to desirable position.

FAADUN

FAADUN is a nonprofit organization known as The Farmers' Action Development Union of Nigeria with a membership of about 524,000 spread across the country. FAADUN is currently implementing a 10 year Development Plan that includes tuba plant promotion Project for the production of Cassava FAADUN's major objective is to assist low-resourced poor and marginalized communities across Nigeria with basic economic and social empowerment services for improved quality of life.

Village Square

Village Square is a community-based television program designed and packaged by "Larritosh Media" in Nigeria. Its objective was to explore its multi-component media approach to promote and enhance the "Operation Farewell to hunger" project of Farmers' Action Development union of Nigeria (FAADUN).

Operation Farewell to Hunger (OFH)

Operation farewell to Hunger project was a multi-million Naira agricultural extension project initiative of Famers' Action Development Union of Nigeria. The project was one of the youth empowerment/development programs of the organization. The target population is the unemployed graduates in the field of Agriculture who are indigenes of Oyo State. The project was first experimented in 2006 with about 600 graduate farmers from 6 local government areas of Oyo State.

Assumptions

- This study is based on the assumption that the selected respondents represent the population.
- It is also assumed that the information given by respondents will provide will be truthful, accurate and without bias.

Limitations:

The following are some of the limitation of this study;

Lack of funds; this research has been carried out within the limit of available funds. As a self-sponsored work, It had not been possible to generate enough funds to service the project. Hence, the budget project was drawn based on available funds. This has placed significant limitations on the scope of the study.

Time Constraint:

The research has also been limited by time frame. The available time allotted to the study was too short to explore every avenue needed to broaden the scope of the work. The project was carried out in 12 local governments of several miles apart; the best way to go around the work was use selected sampling strategy to generalize the survey.

Sampling Limitation:

This study has used a narrow approach to infer a general assumption by exploring specific case study to generalize the context. In other words, the use of media in its broad sense has been examined and evaluated within the limited parameter of the selected Village Square program case study. Using a single case study design has provided a rather narrow perspective of

mirroring media in its broader sense. However the understanding of the idea projected through the findings of this study will provoke an in depth thoughts capable of generating further studies in this area of interest. The Village Square case study has only represented a fragment of a whole in the functional approach of media use in community development. Exhaustive evaluation of the impact of Media components for example, is a potential further research challenge of this subject. Another major limitation of the research is the sampling scope. The Case Study covered about 12 Local governments out of 33, but the research did could not explore all the 12 Local Government. The survey was conducted using selected sampling selection.

Review of Literature

General Background

Nigeria is one of the most chronically poverty embattled nations in Africa. Confronted by diverse social, political and economic incapacitation, Nigeria's poverty rate has recently increased from 46% in 1996 to 71% in 2009 (Falade, 2009). This is a phenomenal trend typical of most African countries and attributed to the process of democratization and pluralism, reflective in acute hunger and civil violence. Over the years, there has been persistent desire for peace, endless protest for economic decentralization and a helpless struggle against marginalization.

In Nigeria development agencies, non-governmental organizations and other nonprofit relief institutions have made significant efforts not only in her poverty reduction bid, but also in the efforts towards development. However, the impacts of these agencies have not been adequately felt due to certain operational incapacitations which have remained less obvious to rationalities. The major challenges being faced by development worker in Nigeria include meeting the need for food security and desire for improved standards of living. Many development projects targeted towards improving agricultural production, health care, education, nutrition, and hygiene have been frustrated over the years. This challenge has rendered ineffective, all efforts by development worker to resolve issue related to women, youths and children, create income employment opportunities, and preserve culture. This has constituted significant barrier to community development.

Existing review of literature on Community Economic Development (CED) in Nigeria shows that CED practitioners have often placed so much emphasis on the financial recourses and stereotype conventional approach, while neglecting certain essential factors which are crucial to

the success and sustainability of project, (Sokoya, 1982). While the assumption that funding plus good approach will produce good result may sometimes be right, this assumption is not correct most of the time due to variations in certain social and environmental factors. Some of these factors according to Sokoya, (1982) include adequate awareness; a key to popular participation, marketability, advocacy, training, for which effective communication system strategy is a crucial factor. (Sokoya, 1982). This is the core area of this study. The aim is to explore trends in CED practice, to evaluate the effectiveness of the use of media in community development practice in Nigeria, using available data. The review of literature was discussed under four major headings. The first heading takes a look at the general definition of media, and gives a brief historical prelude to media development. The second part discusses the various forms of media and their application in Nigeria situation. In the third part, a comparative review of previous research studies on related topics was conducted.

Mass Media: Historical Background

Defining mass media or mass communication is getting more complex with every passing day. The irresistible explosion of digital media technology does not help matters either where giving a simple clear cut definition of media is in question. The Mass Media definitions have therefore been going through dynamic changes on daily bases. As digital technology develops, mass media, advertising and marketing communications are experiencing new dimensions. Mass Media has been described in different ways according to the context from which the subject is being perceived. Ruben (1984) defines mass media, as a communication of behavior- related information. Dale (1969) in his own view sees it as the sharing of ideas and feeling in a mood of mutuality. (Croft, 2004) Other definitions place emphasis on the importance of signs and symbols, as well as the transmission of cultural information, ideas, attitudes, or emotion from

one person or a group to another. This branch of mass media involves in some ways the aspect of theater, music, dance, folklore, and other complementary traditional communication media. These definitions tend to capture the general idea of the sociological impact of media on one hand, and the variances in individual perspective of media approach on the other hand. From whatever angle we look at it, these definitions may fit well into specific aspects of human development from philosophy, to psychology from sociology to education etc. Media in today's world has been described as a combination of content, comprising scientific and artistic ensemble of music, film, TV, radio, publishing, advertisement, and electronic games, (Locksley, 2009). In a similar perspective, Lane (2007), describes Mass media as any medium used to transmit mass information (Lane, 2007). He makes categorical classifications of what could be termed as mass media forms comprising of the eight industries of mass media industries; Books, Newspapers, Magazines, and Recordings, Radio, Movies, Television and The Internet. Mass Media has attained rapid remarkable expansion, resulting in proliferated dynamism over its content, platform, and devices, following technological innovative changes over a long period of years. These developments have provided some dimensions of influence over various industries and social institutions.

For the purpose of this discourse, media communication shall be looked at as a tool for community development. One major element of media is the nature of its audience, which refer to its relatively large audience (McQuail, 1977). Mass media is any media which is intended for a large audience (Smith., 2003). It either takes broadcast or print media form. Broadcast form of Media is also referred to as electronic media and is peculiar to radio and television technology. Print media on the other hand, operates in the form of news paper magazine journal and other print material. The Internet is the most recent form of mass media. Mass Media has become a

huge industry in the world market on which many people around the world rely for information, news, and entertainment. Having witnessed a long time of transformation from ample murals, statues, and carvings from Ancient Egypt, China, Greece, Mesoamerica, and Roman, media has made remarkable historical pathways to global development. The 19th century was significant for opening up more communication options. The development of the print media made newspapers industry to thrive, just as radio opened the airwaves to broadcasting (Smith., 2003). Since then the media industry has become proliferated with all sorts of technological innovations, making it an everyday relevance in all human endeavors.

The Role of Mass Media

Carey (1989), describes media as the embedded institutional power of information. He went further to give special weight to the idea proposed by other scholars about the existing differences between the influence of natural communication and technology-generated communication. According to him, modern communication technology promotes space organization and tends to be more consistent in controlling huge impacts over large territories, while natural media tends to be more time consuming, thereby promoting the formation of limited communities (Carey, 1989). He submits that the modern world seems to be biased about media technologies toward community expansion. By the same token, media is seen as a loaded entity serving humanity in different dimensions. Porch (2004) describes the media as major tool for social change (Porche, 2004).

Harold Lasswell, cited in Scroft, (2004) explains three major functions of mass communication as: surveillance of the environment, correlation on the part of the society in responding to the environment, and transmission of the social heritage from one generation to the other (Scroft, 2004). In this model, Lasswell is specific about the principal functions of mass

media. According to him, the surveillance function of mass media refers to the news and information dissemination function of mass media. This involves the collection and distribution of information concerning both the inside and outside of the society. The correlation function means that mass media information is presented to the receiver after it has been selected, interpreted and criticized. This function is directly related to the interpretation of information on environmental issues. By transition of social heritage, Laswell describes media as a tool for the transmission of our norms, values, and beliefs. Two major functions, entertainment and mobilization, were latter added to this model. Entertainment, according to him, provides a relief from stress. The fifth and one of the most relevant functions of media to this discourse, in Laswell's theory, is mobilization which he refers to as a function of promoting society's interest. These activities were carried out in modern mass media to inform, to educate and to entertain. Other than these functions, the mass media serves other multipurpose functions in the society. (Wright, 1960).

Media and Community Development

Mass media can be distinguished from other forms of human communication by its characteristics and functions. The phrase mass media evokes images on TV, radio, motion pictures, newspaper, comic, books and magazines. It is not only the technical component of this modern communication system that distinguished them as mass media but rather their distinctive operating condition primary among which are, the nature of the audience, the communication experience, and the communicator. The nature of the audience of mass communication is directed towards a relatively large, heterogeneous, and anonymous audience (Napoli, 2008).

The greatest challenge and concern of the seventeenth century contemporaries was the ideal of breeding informed society (Napoli, 2008). These trends in human development had always enjoyed the essential input of mass media especially the press, in its advertising capacity. (Chapman, 2005). As far back as 1880, mass media had shown very deep partnership involvement in human-related development (Napoli, 2008). The Prussians paved the way for public education in the eighteenth century school attendance was made compulsory in the Great Britain following the British's first education Act in 1880 (Napoli, 2008). As far back as 1789 the French had realized the relevant importance of the media to motivate political awareness and mobilize the public, the development which transformed education to a secular phenomenon in 1882 (Chapman, 2005). In America, education became a public consumer service as government and individuals embraced its emergence as an economic investment, even as the Japanese used the media as a tool to mobilize civilization and national consciousness (Chapman, 2005).

Many opposition governments have tapped into the power of mass media to criticize government decisions and policies. In Germany, the media was employed by the opposition party to attack government. The relationship between CED and mass media has been established. Graham Jackson, cited in Ava Carmel (1996) reiterates that community development can be promoted by passing laws, developing appropriate media technology to encourage desirable social attitudes, and behavior changes using comprehensive integrated communication campaign. Several other researchers have demonstrated the indisputable influence of media on behavioral changes in human being. The influence of mass media on human behavior has been a subject of research over the last 50 years (Piotrow, Rimon & Winnard, 1990). Over time, the sociological capability of media has gone beyond the primary cardinal functions of information, education and entertainment. The role of mass media has assumed creation of the environment for solving

socio-cultural, socio-economic and socio-political issues that has provided fertile grounds for the debate on media use. Some of these areas of concern have not only been founded on the premise of striking balance between different types and forms of communication, but also have always centered on the efficacious power of the media on social change. Bandura, (1986), argues in support of the social learning theory which suggests that mass media may have far greater capabilities than the acknowledged role of creating public awareness or spreading specific information. He argues in favor of this claim that no other form of media carries the potent ability to directly influence changes in human behavior like does television. “When media influences tend to lead viewers, in the case of audio visual, to discuss and negotiate matters of importance with others in their lives, the media set in motion transactional experiences that further shape the course of change”, (Bandura, 2002). He stressed that a drama series targeted at social cognitive theory, has the potential ability to serve as a tool for both personal and societal change better than the listening media. His view point is based on the assumption that people learn by observation and by using other people as role models better than they do hearing a story, He concluded that Mass media productions inform people, and enables them effective strategies and motivational support to exercise control over their life conditions (Bandura, 2002).

Radio and CED

The use of radio has been tested in various community development projects. According to Tadlock (2007), radio is the most viable medium for community development intervention. Radio, he argues, is more accessible and cost effective than other forms of media. One of the advantages of radio over most other forms of media is its ability to communicate more effectively to an audience without barrier in distance, level of literacy or language diversity. Moreover, the development of frequency modulation (FM) transmitting technology has given

radio an edge over other forms such as TV and internet (Tadlock, 2007). With more effective audience coverage, radio is capable of meeting the socio-economic and socio-cultural needs of its audience. Hence, this unique feature has made radio more useful in grass root development. Through its widespread coverage, radio has contributed much more effectively to both rural and urban development. The potential impact of radio includes but not limited to helping to identify community needs and interests. This helps development workers to design appropriate need assessment plan and come up with the right approach and strategy for effective CED intervention (Democracy, 2007). Over the years, radio has served as the most trusted agent of change. It has played very vital role in building vibrant communities, and sensitizing group action. Through its information and awareness dissemination capability, radio has demonstrated excellent efficiency in mobilizing and empowering community members towards their civil duties. In certain quarters, radio has been used as a tool for giving voice to the isolated and the marginalized groups in society as well as bringing their needs and aspirations to the notice of government. In many countries, community Radio has become an integral part of National development.

In Australia for instance, community radio has been a licensed tier of the radio broadcast system since around 1970 (Price & Tacchi, 2001). It became an instrument through the broadcasting service act 1992 to render broadcast services that cover six basic areas in Australia: the national broadcasting services, commercial broadcasting services, community broadcasting services subscription broadcasting services, subscription narrowcasting services and open narrowcasting services (Price & Tacchi, 2001). According to the instrument, the Australian community radio is set up in line with regulations that will make it apart from being nonprofit, operate for community purpose (Price & Tacchi, 2001).

In Canada, community radio system is set up under a general framework that allows community radio to serve specific community group including: community radio, campus radio, native radio, and ethnic radio. According to the Canadian Radio-Television and Telecommunications Commission (CRTC) regulations, “A community radio station is owned and controlled by a nonprofit organization, and programming should reflect the diversity of the market that the station is licensed to serve. With this structure, the community has absolute control over the membership, management, operation and programming of the radio station (Price & Tacchi, 2001).

In Nigeria S. Daodu (2009) examines the problems and prospect of folk media usage for agricultural extension service delivery in Benue State, Nigeria. Makurdi, Nigeria targeted at examining the problems and prospects of Folk media for Agricultural extension service delivery in Benue State Nigeria (Doudu, 2009). The study sample included famers in Benue state of Nigeria. (Doudu, 2009). The research employed random sampling method whereby participants were randomly selected using structured and semi-structured interview schedule. Two Local Government areas are selected (Gboko in the North and Otukpo in the East). A total sample of 100 respondents was selected, 50 famers from each local government. Validated interview schedules were used to collected primary data via structured and semi-structured questionnaire to identify and validate what forms of folk media was used in Benue State to disseminate agricultural information. Respondents were requested to name and make comments on the types of media used in their locality. A three point liker scale was used to determine the relative usage of each medium. In other to understand the related problems in using folk media for information dissemination, selected farmers were asked to give any six obstacles encountered in accessing agricultural information through the medium used in their locality. The result showed that 87

farmers accessed agriculture information through folk songs. 77 farmers got information through friends and association while 75 received information on agriculture through folk dance. 68 people accessed information via Town crier. Only 21 farmers received information on agriculture through dramatic performance just like folk theater appealed to only 37 farmers. The number of farmers who received information through group and association was 17. The findings of this research shows that the rural people of Benue are highly sensitive to information through folk media. Folk media according to Chiovoloni (2004) is categorized under cultural or indigenous communication media (Chiovoloni, 2004). The findings of this study suggests that folk songs, friends/relations, folk dances, town crier, groups/associations, and folk puppet theatre were frequently used in the study area in descending order of effectiveness. It added that infidelity, high organizational cost and poor clarity were identified as most common problems encountered in the use of folk media for agricultural information dissemination. In his recommendation, the researcher suggests that folk media generally is an effective way of communicating information especially in agricultural-based community development projects. His recommendation was based on the outcome of the study about how folk songs, friends/relations, folk dance, town crier, groups/association and folk puppet theatre in their ascending order have proved to be most useful development media.

In a related development, Escalada, Heong, & Mai took a look at Media communication and Behavior Change using Rice Farmers' Pest Management in Vietnam as case study. The aim of the research was to validate the use of mass media campaign in motivating farmers to test conflicting information expressed as heuristic. In the study, the authors explored the use of mass media as a means of motivating farmers in the Mekong Delta, to test and adopt an innovation presented in the study as conflict information, expressed as heuristic.

The study site was based on two districts in Long An province, Tan tru District and Tan Thanh District both in the Mekong delta of Vietnam. The research used empirical research method involving media communication and design workshop. Extension agricultural communications were conducted in Southern Vietnam using the mass media to motivate farmers to test the heuristic. The prototype materials were made up of a poster, a leaflet, and a radio drama. The authors employed focus group interview method to conduct a pretest of the prototype materials among four groups of 97 rice farmers from both study districts. The poster was designed to convey the benefit of reducing the use of insecticide on rice farm, while the radio drama dialogue was themed around a farmer who had conducted the test trying to persuade another farmer to try it. The drama which was broadcast twice a week on Ho Chi Minh and Long An radio stations was concluded with an advertisement encouraging farmers to contact the Plant Protection department to learn more about pest management. In a an organized pretest awareness campaign, over four hundred participants including farmers, agricultural officials, researchers, administrators, technicians, the press, and the public were in attendance . The campaign committee also distributed the recorded tape of the drama to coffee shops in the study area for broadcast over their playback system. A total of nine billboards were built around the study area for the in addition to walls and vehicles poster displays. Quantitative research methods were used in data collection, while qualitative method was used to complement the data. This included non-structured interviews with famers. Five evaluation surveys were conducted during the study period: pretest, management monitoring surveys, and two post-test evaluation monitoring survey. Variables and interviews were developed during field interviews. Questionnaires were translated to respondent's mother tongue and pretested with 30 participants. The responses were later translated back to English. The researchers made use of open-ended questions to ensure

direct response from the respondents. A 2,226 sample of randomly selected farmers was conducted to monitor the overall distribution and dissemination of media materials. The study made use of Statistical Analysis Systems; (SAS) and SPSS for Windows 7.5 to generate the frequency of information distribution; T-test About. 66% of the farmers interviewed owned a radio only 1% said he did not. 49% of the farmers access the information on the program through Radio Ho Chi Minh while 46% received their information from Long An provincial station, (the two station used to broadcast the drama). 46% of the farmers prefer programs with farming information, 17% preferred news while 16% like drama. The result of the printed material show that 37% of farmers frequently read news paper, 8% did magazines, while 47% respondent frequently read the leaflets. The printed materials farmers frequently read were newspapers (47%), Leaflets (37%) and magazines (8%). The survey shows that the redelivery and Reach of Media Materials was highly effective, 97 % of the farmers interviewed were aware of the campaign. The radio came out as the most commonly cited source of information by the farmers with 89% followed by leaflets 72% and poster 69%. Other sources such as billboard, friends/associates also had some 33% and 37% respectively. The authors used both parametric and non-parametric statistics to compare means. The study learned from the campaign that 69% of the farmers had a change of belief against the need for insecticide spraying against the leaf folder within the first 40 days of planting. 30% learned in addition, that they could save more money time and labor by avoiding the use of insecticide, and 20% learned that spraying early in the season could be detrimental to natural enemies. About 11% learned that leaf folder damage during the early growth stages would not reduce produce yield.

Sanders, Montgomery & Toussaint (2000), examined the impact of media advocacy intervention on disruptive child behavior and family adjustment using television as a medium.

The 12-episode television series, titled “Triple (Positive Parenting program)” comprised of the first five-level early intervention parenting and family support strategy. The research made use of unstructured focus group method. In this research, fifty-six parents of children in the age range of 2 & 8 years were randomly selected and assigned to either watching the television series or waitlist control group. Parents in the television series viewing condition reported significantly lower level disruptive child behavior and higher levels of perceived parenting competence after the intervention. About 42.9% of the children in the TV condition were in the clinically elevated range for disruptive child behavior problems, prior to this intervention. After the intervention, the percentage had dropped from 42.9% to 14.3%. Parents in the TV condition also reported high level of consumer acceptability (Sanders, et al , 2000). The reports of the post-intervention follow-up of the project were maintained for six months. The evaluation implications of the research for public health approaches to family mental health were later discussed. However, Sanders et al. (2000), submitted that the series could have been more impactful if additional communication support systems like telephone information contact lines or parenting resource centers, had been built into the television program as an advertisement slot. The strategy could have provided sufficient information and back-up resources for parents who might be willing to secure further advice after watching the program (Sanders, et al , 2000).

Norrish (2000) highlighted two directions which have fuelled the media/CED partnership relationship. According to the study, the revolution of audio and video technologies has made communication deeper, cheaper, smaller, easier, and much more reliable to use. The report noted also that the user friendliness of audio/visual technologies has made them more acceptable to organizations and individuals alike (Norrish, 2000). In his findings on radio and video for development, Norrish opines that apart from its accessibility to organizations and individuals, the

mass media in modern world has assumed a wider range of usability in diverse contexts. One of the most significant developmental changes in media technology, remarkable to the twenty first century, is the shifting gear towards livelihood sustainability and the rural urban participation in the decision making and development of their own community (Norrish, 2000) .

The desire for improved quality of life for the disadvantaged and the marginalized, and freedom for the oppressed, especially women and the impoverished, has motivated accelerated approaches to media technology, its application to community modeling, development issues, and skill development in media profession. Linden, (1989) as cited in Okunna, (1995) pointed out that the polarization of media into people-based profession is making greater influence on community participation in media art, and allows for effective group response to development issues of collective responsibility in the community. This polarization has seen media beyond the conventional top-down flow of information dissemination through radio, television or the national dailies (Okunna, 1995). Rather, the population of media is no longer regarded as a collection of gullible mass that could be bamboozled or blindfolded with deceit and propaganda, but rather, a combination of communities who share the common beliefs of addressing their divergent challenges through a common medium. According to Melkote, (1991), rather than classifying media practitioners as isolated professionals, media workers could be regarded as partners in development using the media as a tool to facilitate decisions that make development happen and life more hopeful to the hopeless. This is what Fisher, (1990) refers to as the working practices of media that share many of the salient characteristic considered as elements of community development. These elements include: pre- project appraisal, formative evaluation, community participation in planning, community involved programming, community interactive

communication, continuing support, monitoring, advocacy, interaction with political authorities, and change management, (Fisher, 1990).

Many development organizations such as charity organizations and service providing nonprofit organizations today have developed the practice of participatory development, whereby development activities are run in collaboration with community-based media organizations to generate effective communication and improved information distribution. The use of digital media in the education and training plan of development projects is another ground gaining trend in the development industry. The availability of sophisticated but easy-to-use digital media equipment and materials has lessened the amount of technical skills needed to access media. With this advantage, non-professionals can make use of digital media in the process of training and data management.

One of the most recent theories on communication and development was pulled together by Melkote (1991). His emphasis is basic to media as a major beneficiary of CED. While highlighting some problems of community-based media, Norrish (2000), noted that radio and video have been part of development process for many years and their use have responded to new approaches in community development and changes in technology. According to this opinion, some of the advantages of use of radio and television in advocacy and the positive impact of the new media participatory approach to community development include sponsorship viewership and listenership. He noted however, that development-based media programs often lacks sustainability due to the fact that CED projects are often designed as short term projects and the need to continue the program after the project is over cannot be justified. Another obvious problem of sustainable Media/CED partnership approach is the technical skills of digital media equipments. This viewpoint bothers on creativity, information and education which call

for certain special skills and ability to use, which remains very crucial to the use of media in community development. Braden 1997, as cited in Norrish (2000), however argues that “an approach to training which focuses on job related skills can result in new skills being released into the commercial marketplace rather than being used to benefit the organization or community in which they were trainee” (Norrish, 2000). He advises CED workers to engage skilled media crew rather than spending so much on media training of their staff.

Television/Video and CED

Saunders and Goddard, (2002) took a look at the role of mass media in facilitating community education and child abuse prevention strategies. The discussion focused on evaluating the use of series of media-based campaign strategies to facilitate the success of selected community development projects in a number of countries. The study drew attention to the significant roles of media in increasing society’s awareness on child abuse and neglect and response to various community-based media intervention strategies. He cited the media attention to child abuse and its influence on public, professional and political responses to issues affecting children and young people. The understanding of media power and how to use the power of media to constructively influence beliefs, attitudes and circumstances may therefore be an essential tool for children and young people’s development advocacy. The findings of the study were based on the evaluation of sporadic mass media education and prevention campaigns in addition to news stories, feature articles, and investigative journalism. Through the outcome of the study, it was discovered that the effectiveness of the mass media campaign was relative. The result of the study shows that effectiveness with regards to the use of mass media in preventing child abuse and neglect is debatable. Citing Rayner (1996), the authors submit that “media campaigns are bloody expensive” adding that determining their impact may appear difficult and

dependent on the political environment (Saunders, Goddard, 2002). Another viewpoint in the finding is the argument that mass media campaign in addition to media coverage of the abuse and neglect of children would yield effective result in exposing child abuse related problems on the public and political agenda. The study selected as case study, a review of recently conducted Western Australian mass media-based campaign as reported by Donovan et al, (2000: 80). The report of the campaign, titled "Freedom from fear" and targeted toward male perpetrators of domestic violence, identifies potential message strategies for mass media prevention campaign. This recommendation was built into media messages using different media forms such as television interview program formats, film, and live theater production. Before this media intervention, child abuse and neglect in Australia in the year 1990-1991 by the account of the Australian child protection authorities numbered 49,721 (Saunders, Goddard, 2002). In year 2000, the figure had reportedly risen to 115,471 according to the Australian Institute of Health and Welfare report. This arbitrary increase necessitated the need for fresh attempts to tackle this issue of child exploitation. Citing Olafsen, Corwin, and Summit (1993), the authors submitted that the cycles of awareness through media prevention campaign intervention have typified society's response to all forms of child abuse and neglect, adding that media education and prevention campaigns has proved to be one powerful tool for breaking barriers of suppression, oppression and denial associated with issues of child abuse.

Video/Film and CED

Through a review of 17 child sexual abuse prevention and treatment, some writers have identified the uniqueness of film as an effective educational material for child abuse prevention campaign. Byers (1986: 545) cited in Saunders, (2002) projects that more than any other in the ongoing child abuse prevention education efforts; filmmakers have provided effective strategies

with film and video. Film offers a wider range of instructional elements in context and content such as exposing, with a view to correct the problem of ignoring children's stories, offenders maneuvering their ways to escape punishment, and pasteurizing the agonies of child sexual abuse to spore empathy. These pictorial issues narrated in successive episodic flash are capable of creating an impact that could be powerfully explored. But then (Rantzen, founder of Child Line in the UK, as quoted in Hellen 1998) has alerted that some writers had raised the concern that the proliferation of dramas books and film productions on child sexual abuse and pedophilia issues might be misunderstood for acceptance instead of a rejection (Saunders, Goddard, 2002).

Drama and CED

The evidence provided in 1993, of a comparative analysis of two plays in New South Wales in one month, has built a strong support for the claim that drama could be an asset to the child abuse prevention campaign. Commenting on the much talked-about play entitled "Cold Hands" Armstrong (1993), remarked that the plays made significant impact as part of the child abuse awareness campaigns. The second play titled "In relation to Inadmissible Evidence" was a true life story of the author. The study assessed both plays to determine whether the different media campaigns strategies achieved their goals. The evaluation was designed to ascertain how much attention the target group paid to the campaign messages through which media and confirm if the target groups' attitudes and subsequent behavior was influenced to reflect the intended objective of the campaign. The evaluation was conducted using a random survey to measure the impact of the campaign. Unstructured interview schedule was designed in a focus group setting. A contact information link was added to the campaign to create an avenue where both target group and facilitators could contact each other after the campaigns. This was the strategy to assess the campaign coverage as well as the understandability of the messages that have been relayed.

A helpline was created where recipients could call to verify the volume of message reception. Target group Formative research, conducted early in the campaign development was found out to be the best way to find the right channels to reach the right audiences with the right messages, delivered by the right sources at the right times” (Freimuth et al. 2001: 486) The research came out with some inherent limitations in the summative evaluations of mass media campaigns. The problem of people giving what they think was expected, acceptable rather than honest responses to surveys, people denying seeing the campaign if their attitude and behavior lives have failed to reflect the expectations of the campaign strategy, and the problem of people forgetting so easily, the messages absorbed, too soon after the campaign was over (Freimuth et al. 2001: 488).cited in (Saunders, Goddard, 2002). The study suggests that media campaign and other media educative informative and entertainment, like television and radio programs, film and other forms of media productions, are good means of targeting child abuse prevention. First is the primary prevention, targeted at families to prevent child abuse right from home before it actually occurs. In the same vein a community of prospective child abuse and neglect victim may be targeted through these media, this is referred to as secondary prevention. The tertiary prevention according to this model may include a media campaign or program targeted towards families in which issues of child abuse has already occurred. Evidently speaking, available data from the evaluation of these series of media prevention campaign strategies have proved that, the use of television, radio, drama, documentaries, film, and theater performances have not only been validated as effective instrument for child abuse prevention campaign, they have also proved to be effective tools for development intervention (Saunders, Goddard, 2002). A similar research was conducted by Kiragu, Krenn, Kusemiju, Ajiboye, Chidi, and Kalu, (1996) to examine the impact of media in the promotion of Family Planning program in Nigeria. The research tagged “Promoting Family

Planning through Mass Media in Nigeria” was targeted at promoting increased awareness and advocating the approval and acceptability of family planning program among urban men and women of reproductive age in Nigeria. (Kiragu, Krenn,. Kusemiju, Ajiboye,Chidi, and Kalu, 1996) The authors made use of the 1992 nationwide multimedia campaigns to validate their evaluation. The study was rated as one of the most successful family planning campaign projects in the country of its time by the Family Health Services Information, Education, and Communication division of Nigeria. The research-based media campaign initiative of the Information, Education, and Communication (IEC) Division of the Nigerian Family Health Services Project (FHS) was launched as a family planning complementary media campaign and lasted between 1988 and– 1992. The campaign had two phases: the Music phase and logo phase. The Center for Communication Program was responsible for facilitating promotional measures that will increase the use family planning using the health communication activities at the national, regional, state, and Local Government levels which necessitated the development and production of a wide array of mass media materials. The media materials were heavily explored and distributed through the radio, television, film, folk media and print media.

The first phase of the campaign was made up of two composed songs titled “Choices” and “Wait for me” by two famous Nigerian musicians: King Sunny Ade and Onyaka Onwenu and featured heavily on most local regional and national radio and television stations. These lyrics were used to provide education on sex, family planning and child spacing issues, with special emphasis on the need for male and female youths and adults were to be sexually responsible. Within few weeks, the impact of the broadcast musical campaign had become so encouraging that the second phase of the campaign had to be released. The release of the second phase of the campaign project was aimed at reinforcing the promotion of social message

content of the campaign. The third phase of the campaign was added in 1992. It was administered as a public service using radio and television. This phase became PSA campaign which was based on 5 concepts across the family structure. The logo project of the media communication campaign intervention of the family planning promotion initiative which was implemented between April 1992 and August 1993, recorded a land mark success. The logo campaign was also linked to the family planning services. The principal media of distribution were radio, television, billboards, posters, and other print media. However, radio and television played very prominent role in the exercise explaining the meaning of the new logo. The logo promotion campaign became mutually reinforcing to the public service announcement PSA. The logo was featured within every broadcast. Before 1994 the logo had become an household symbol in the country and people were able to recognize anywhere they see it as a family planning service center. The campaigns were launched to run concurrently on both radio and television to promote the benefits of family planning and provide information on how to access family planning service. The first campaign, the Public Service Announcements (PPA) broadcast on both radio and television, a series of five research research-based media messages between April and November 1992. The messages were structured to promote the benefits of family planning and encourage recipients to use modern contraceptive methods. The second campaign was a designed logo, more than a million of which were distributed across the country in April 1992 in the forms of billboards and posters pamphlets and decals. The logo featured Nigeria's new national child spacing symbol and an inscription of all the service delivery points in Nigeria. The complementary public service announcement campaign explained the meaning of the logo and called on couples to embrace seek family planning services. The two interventions were originally designed as separate campaign strategies, but had to be merged into a pair of initiative

with one providing a complimentary support to the other. Described as the Steps to Behavior Change's the stages were a model used for designing and evaluating communication interventions. This model classifies individuals into five major stages of behavior change. Knowledge, aims at ensuring and evaluating recipients' knowledge, and understands of family planning messages, its meaning, methods and sources of supplies.

Persuasion, aims at encouraging recipients towards considering the use of family planning Decision, intends to seek family planning information and services. Implementation, seeking to know the level of readiness to practice family planning by using contraceptive and other modern family planning methods.

Confirmation, ability of recipients to confirm their experiences and benefits of family planning and advocates it for others (Kiragu,et al, 1996.). The researchers conducted a base-line and follow-up household survey in three cities of Enugu, Kano and Lagos to assess the effect the dual campaigns. For the baseline, assessment, about 1,500 men and women of reproductive age were interviewed while another 1,500 for the follow-up survey. (Kiragu,et al, 1996.) The target group of this campaign was male and female adults of reproductive age in urban cities. However, the coverage was extended to the rural area in other to assess the extent to which the program had penetrated the rural audience.

Accordingly, the follow-up survey found that majority of the target group had been reached by the campaign. Approximately 70 percent of respondents claimed to have seen the family planning logo, while 87 percent of them understood its meaning. About two-thirds of respondents were able to recalled one PSA at least. Of the total respondents who were able to interpret the logo and at the same time recall the PSA, 43 percent were from urban centers, while 19 percent were from the rural area. (Kiragu,et al, 1996.)

The method used in measuring the role of media in the family planning communication campaign was basically case study. The media impact evaluation was conducted using opinion sampling which covered a cross section of the urban population. The cities were divided into demographic groups and according to their status: high, upper-middle, lower-middle, and low cadre. The groups were further narrowed down into sub-groups of equal size. Two blocks of sub-group were randomly selected for the study. About 4 times more than needed household members were listed in order to have enough large number of respondents and make up substitute for refusal and unavailability of sampled participants. Participating households were randomly selected for systematic sampling. The interview method was unstructured and qualitative. 350 respondents were interviewed in a city. In the rural area, a different sampling survey was used, due to the homogenous nature of the villages. Respondents were not grouped deferent household and respondents were selected for follow-up survey to allow for comparative analysis of findings. The study found that television came out as the major media channel used for the campaign, and imaged as the leading source of family planning information in urban areas, while radio remained the primary source for rural residents. (Kiragu,et al, 1996.) The survey results indicated that significant changes were recorded in the family planning attitudes and behavior of the target group over the 6-month period of the study. “The proportion of respondents holding highly favorable attitudes toward family planning increased from 62 percent at the baseline survey to 70 percent at the follow-up Survey” (Kiragu,et al, 1996.) There was a remarkable increase in the proportion of respondents who approved of family planning, and would recommend family planning to their spouses and friends. The campaign also increased communication about family planning by 44% of follow up respondents. “The results show a classic “dose-response” relationship, with the likelihood of positive attitudes and couple

communication increasing with each level of campaign exposure” (Kiragu, et al, 1996.) Through this intervention, mass-media campaigns have proved ability to increase the use of family Planning in Nigeria. The number of new clients had almost quintupled in most cities of the country. 50% of surveyed respondents reported television as their primary source of information about half of seeing the family planning messages on television. (Kiragu, et al, 1996.) The relationship between campaign exposure and three family planning outcomes was assessed by logistic regression. This involved measuring the favorable attitudes towards family planning communication between spouses, and the use of modern contraceptive method as a family planning method. Some criteria used in the evaluation and analysis of the finding include: education, age, gender, religion and accessibility to radio and television. Campaign exposure showed a positive connection with all three outcomes, exposure to family planning education, attitude, and communication among spouses in the 6 months of the campaign showed a favorable result with the highest campaign exposure of about 4 times the unexposed population. The study also utilized the media during the training of interviewers. During two days of training, participants were made acquainted with the general objective of the survey, and the nature and content of questionnaire. Making a comparison between these campaigns in Nigeria and similar mass media campaigns in other African countries, the research found out that in Kenya for instance, mass media campaigns were more successful among women. The 1989 demographic and health survey data (DHS) in Kenya shows that women who were exposed to family planning were more likely to yield easily to modern family planning methods than their counterparts who have no such exposure (Westoff and Rodriguez, 1995) cited in Kiragu et al (1996). Comparing this with the 1990 DHS survey from Nigeria, available data shows that 8.2% of non users of family planning who had basic information about the program are likely to yield intended

positive attitude to future use of contraception (Kiragu, et al, 1996.). The same concept was used to measure the desire or intention to adapt child spacing or reduced pregnancies. The research submitted that the PSA and Logo Campaigns reached most adults of reproductive age in the areas studied, boosting overall exposure to family planning messages in the broadcast and print media by one-fourth to one-half over baseline levels. (Kiragu, et al, 1996.) 69 percent of respondents saw and knew the meaning of the logo compared to. 43 percent could recall at least one PSA spontaneously, while 23 percent could do so with prompting. The campaigns reached a far greater proportion of city dwellers than rural residents. It is also notable that the influence of exposure on rural couples was much greater than on urban couples. The findings also debunked the impression that men are hard to convince or win over with family planning message than women by establishing that that the campaigns reached more men than women on the average. The result added that many men recalled specific aspects of the campaign to disprove the thought that men could be more unresponsive to family planning information. This means media has great potential in future dissemination of additional family planning messages. The finding also indicates that the use of media via the PSA and Logo Campaigns has contributed to changing attitudes toward family planning in no small measure (Kiragu, et al, 1996.).

From the above evidences, we can conclude that media, on the basis of its primary informative, educative, and entertainment functions, in relation to the development of man within a range of community coverage, cannot be dissociated from any exercise aimed at improving the quality of life in the community it's meant to develop.

Design of the Study

The Research Design and Methodology of the Study

This chapter gives an overview of the approach, procedures and methodology used in this study. In this chapter, the given circumstance, structural framework and various techniques used in achieving the objective of the thesis are discussed

Description of Research Design and Procedures Used

This study was based on evaluating the use of community development-based media intervention and its impact on CED practice. The study explored The Village Square Case Study in Nigeria and the Operation Farewell to Hunger project to test the effectiveness of media components on various elements of CED practice. The media components tested include; drama, commercial jingle, panel discussion, interviews and commentaries. The objective here is to test the impact of these media components on CED elements such as awareness and information, training, fundraising, marketing, advocacy and other basic fundamentals of CED. Village Square program was broadcast three times a week on three deferent channels at deferent times of the week. Each episode lasted one hour split into three segments of interview, mostly featuring stake holders, panel discussion and drama. Each segment began and ended with the commercial jingle. The jingle's format and content slightly changed as the project developed from one phase to another. Every jingle, for instance expired at the end of the event for which it was built, and changed content to reflect the next event. The jingle had a uniform introductory signature tune that served as program identity to both the program and the project. The jingle always announced the commencement of Village Square program. The jingle is a combination of especially composed song, a cluster of storytelling video shots and a short narration to deliver the message.

Two unemployed graduates are usually symbolized in a dramatic dialogue, sharing the ordeal of their miserable and hopeless, after school life experience. Their mood and appearance portray acute poverty, hunger and dejection. One of them is already considering suicide attempt and the other crime option, There appeared FADU's logo descending from the space. They both gaze up at the logo as it flies in the air, watching with curiosity as it drops down forming a huge expanse of cassava farm. The cassava farm turn to a group of traditional dancers singing: "FADU has a message, Operation Farewell to Hunger is the message". As the lyric fades out, the project director shows up with short message carrying the most current information about the project. The drama segment tagged "The Way out" was a 5 character 15 minute comedy featuring 3 most popular television actors: Rolland, Jombo and Dr, Jaggars from the University of Ibadan Theater Arts Troupe. (UITAT), Shittar and Bimta from the famous Odu theme. Each episode started with a satire on the problem of unemployment, poverty, bad nutrition poor health delivery and deficient living standard announcing Operation Farewell to Hunger project as the way out in sight. As illustrated in the table below, commercial jingle was used for advocacy, awareness, and marketing, drama was used for advocacy, awareness, training, and marketing, interview was used for advocacy, awareness and training, and Panel discussion was used for advocacy and training.

Table 1 Media components and function

Program Effect	Commercial jingle	Drama	Interview	Panel discussion
Advocacy	+	+	+	+
Awareness	+	+	+	-
Training		+	-	+
Marketing	+	+	+	-

The Case Study Area

Oyo State (The pace setter State) is located in the South-western Nigeria covering 35,742.84 sq kilometers, bisected by four nearly equal parts by Latitude 8 degree and Longitude 4 degree East ranking 14th by size in the country. An inland state with a landscape of old oak rocks and dome shaped hills rising from about 500 meters south bound to the eight of 1,219 meter above sea level northbound serving as source to major rivers, Oyo State shares border with the Republic of Benin in the west, Ogun State in the south, Kwara State in the south, and Osun state in the East. Total population by the United Nation's as at 2006 is 6,617,720 (2005 est.). GDP as at 2007 according stands at \$16, 12 Billion, while GDP per capital income stands at \$2,666. Ibadan the state capital has a reputation of being the largest city in Africa having a controversial population of about 3million. Oyo state is blessed with forest resources which serve as a means of livelihood for rural dwellers and a source of revenue to the government (Ezebilo, 2004.). Apparently favored by a vegetation pattern of rain and thick forest in the South, giving

way to trees and grass land, and guinea savannah to the North, and a climate that supports the cultivation of major arable crops such as maize, yam, cassava, millet, plantain cocoa, palm produce and cashew, Oyo state homes traditional farmers by Occupation. Oyo state is made up of three Senatorial Districts being Oyo North, Oyo South, and Oyo central and divided into thirty three local government areas.

Target Population.

The target population is the unemployed agriculture graduates across Oyo state. Participants are males and females of different age distribution numbering up to 650 across the state.

Sources of Data

The major source of data collection for this study was the OFH project participants; they are the target population on whom the study focused. Other important information sources include; OFH officials, community leaders, and community members. Other data used in this study have been gathered from various hard and soft copy materials. These materials range from publishes and unpublished literature, and public opinion. Materials were sought from other source such as research reports, survey instruments, books, journals and other scholarly materials. The research drew opinion from existing contemporary findings in related field. The research has made use of digital media materials, focused group, in depth, interview, and others.

Sampling Procedures

The project covered the three senatorial districts of Oyo State, Nigeria comprising of 33 local government areas. Four local government areas were deliberately selected for this study, to

make even representation of the project area composition: Surulere local government from the North, Egbeda Local government from the west, Iddo local government from the South and Atisbo local government. Each local government consists of 15 council wards, of which 5 wards were selected by stratified sampling method. Sixty four (64) participants were selected from 4 local governments' areas, from the West, East, North, and South of Oyo State. Each local government consisted of 15 council wards, of which 5 wards were selected for sampling. 10 graduate farmers were selected from each local government.

Three separate focus group discussions were conducted using semi-structured interview schedules. Respondents of the focus group discussions were made up of 8 FADUN officials, 8 community leaders, and 8 members of the general public. These classifications roughly corresponded to sampling areas. Five open-ended questions were administered at each focus group session comprising Research students from the Institute of Education; University of Ibadan volunteered to engage in the exercise. They learned about the objectives of the survey and the contents of the questionnaire. The discussion was carried out under the supervision of a paid resource person. Each discussion lasted 45 minutes and was conducted at the large lecture theater ball room of the Faculty of Arts, University of Ibadan. Participants were implored to make their responses as explanatory and descriptive as possible to provide enough amount of information needed to capture their factual position on the subject matter.

Methods and Instruments of Data Gathering

The objective of this study is to assess the role and effect of media in the CED. To gauge the impact of Village Square program, the research made use of qualitative methodology and applied both structured and semi-structured interview schedules. The primary tool used in the study was case a study methodology. This involved an in depth interview with FAADUN

officials using structured interview schedules. The interview covered questions about the impact of media on the OFH project the cost effectiveness of use of media and the noticeable changes the use of media had effected in the project implementation plan of the organization. Using semi-structured interview schedules, focus group sessions were conducted with community leaders, relevant government officials, and public beneficiaries to seek their opinion on the impact of Village Square program on the OFH project in relation to them. Questionnaire was administered for selected participants of the OFH projects. In the questionnaire, respondents were requested to provide information that addressed some of the fundamental issues in the study objectives. The questionnaire covers a range of information such as the description of the respondent's age and gender, educational background, income level, and job satisfaction. It goes further to request information on the impact of Village Square program on the respondent's OFH activities, and their rating of the media components of Village Square program.

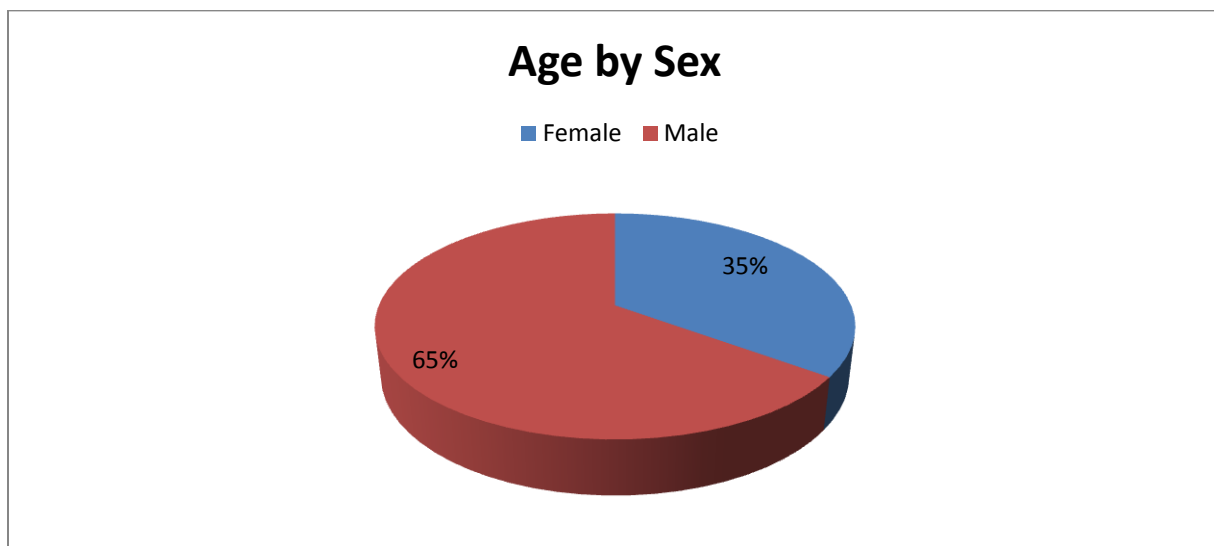
Statistical Treatment

The Primary data to obtain information in line with the objective of the study was collected using semi-structured, open-ended discursive interview schedule and questionnaire. Descriptive statistics were used to assess the role and effect use of media through the Village Square program. Graphs and cross tabulation analysis were used determine frequencies, and percentage. Mode, mean, and median, were calculated to better understand the relationship between variables and result analysis.

Analysis of Data

This research answers 5 questions in relation to Media/CED best practice partnership. Survey participants were made up of 40 male and female graduate beneficiaries of OFH within the age range of 18-45 years. These comprised of 26 males and 14 females, representing 65% male and 35% female as shown in figure 3.

Figure 3 Percentage of male and female participants



A breakdown of this figure according to table 2 below shows that 4 males and 4 females fall within the age bracket of 18-24, 5 females and 13 males fall in the age range of 25-34, 3 females and 5 males fall within age 34-44 years, while 2 females and 4 male were above the age of 45.

Table 2 Participants by age

Count of Sex	Participants by age		
Row Labels	Female	Male	Grand Total
18-24 years	4	4	8
25-34 years	5	13	18
35-44 years	3	5	8
45 years and above	2	4	6
Grand Total	14	26	40

Role and Effect of Media

The result of the survey conducted among participants, showed that media has played a significant role in the overall implementation of OFH project. According to table 3 bellow 85% of participating respondents agreed that they benefited from the marketing campaign of Village Square program as against 15 who disagreed. 70% respondents described as excellent, the informative effect of Village square program on the project, while 90% respondents agreed that OFH project would not have been successful without the contributions of Village Square

Table 3 Information impact of media

Row Labels	Media Information	Description
Excellent	28	70.00%
Fairly good	5	12.50%
Good	7	17.50%
Grand Total	40	100.00%

The Village Square program overall success, as deduced from the OFH project officers from FAADUN at the focus group discussion, could be measured by the magnitude of awareness received through the program. The group was unanimous in describing the media information delivery as excellent. The discussants also made mention of the cost effectiveness of media-based development intervention on OFH project, in conducting mass training for the participants. In another focus group discussion, members of the public agreed that the Village Square program

was a reliable source of awareness in announcing the weekly location, date and time of FAADUN market.

Media in CED Best Practice

To answer the question about how media has enhanced CED best practice, the OFH field engineer in a group discussion session described the media-based agric extension training, conducted for OFH participants on Village Square program, as the most efficient and cost effective ever in the history of FAADUN. In support of this claim, 35 against 5 respondents, representing 87.50% against 12.50%, agreed that the media-based training was efficient and effective, as illustrated in table 4 bellow.

Table 4 Training impact of media

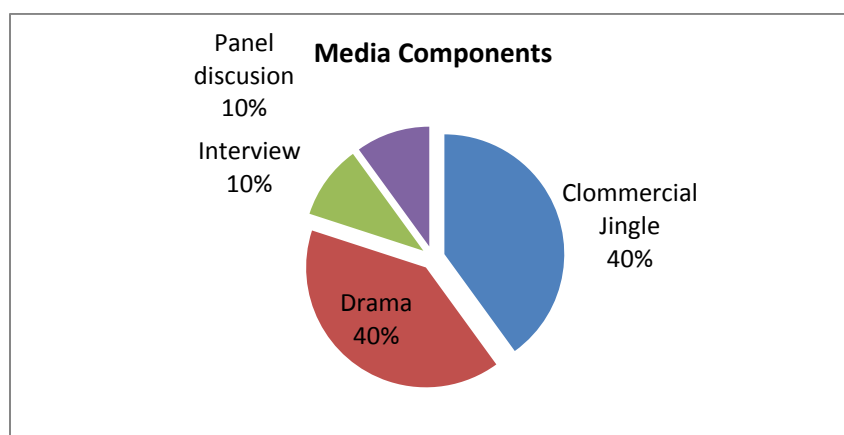
Training		
Row Labels		
Agree	35	87.50%
Disagree	5	12.50%
Grand Total	40	100.00%

The media enhancement of CED best practice was also measured by the level of community advocacy on Village Square program. The response of community leaders in the focus group discussion revealed that local farmers in their rural communities also gained new skills and modern farming techniques through the training provided on Village square program.

Effective Media Components

Figure 3 presents a summary of participant's rating of media components used in Village Square. The table indicates that 16 respondents were of the view point that commercial jingle provided more information than other components, 16 were in support of drama, while 4 respondents preferred the interview segment while 4 respondents chose the panel discussion segment as illustrated in figure 3 below.

Figure 4 Media component impact rating.



Impact of Media on Awareness, Community Participation and Advocacy:

The result of this survey shows that, 82.50% of respondents credited their awareness of OFH to Village square program as against 17.50% who claimed other sources. 70% rated the information dissemination performance of the program as excellent, 17.50% rated it as good while 12.50% rated it as fairly good. (See the table below)

Table 5 Impact of Media on Awareness

Information		
Row Labels	Count of VSE	Count of VSE2
Excellent	28	70.00%
Fairly good	5	12.50%
Good	7	17.50%
Grand Total	40	100.00%

Advocacy

Drawing from the result, of the focus group discussion involving the major stake holders in the OFH project cycle, the program was made effective advocacy impact which according to the discussants had resulted in a post project rural infrastructural development characterized by the establishment of TV booster transmission station in few local government areas where OFH took place. About five local governments where FASDUN has established Community market have gained tremendous social infrastructural development like good road network and rural electrification from Village Square media advocacy.

Community Participation

Based on the analysis of the responses from the focus group discussion, it was established that Village Square program has motivated community participation in the OFH project. Through the program, community leaders were able to mobilize unemployed youths in their locality, released farm land for the use of the project and serve as guarantors to participants. The interview also gathered that Village Square program enabled their community members to identify the areas in which they can benefit from the project.

Summary and Conclusions

Restatement of the Problem

Through this thesis, it has been established that the use community-based media intervention has not been well explored in CED. The study has found out that though the use of media in promoting community and economic development has been demonstrated at certain quarters yet these has been limited evidence to substantiate its application community

development action. It has been discovered through this study that several development initiatives of life-changing proficiency are being implemented but potential beneficiaries of such projects have always been unaware due to lack of adequate media campaign. This is the area of community development deficiency into which the study has probed. The intention is to come up with suggestions, drawing from the findings of this study that will bring about renewed campaign for effective use of media in CED in Nigeria.

Description of Procedures

This study has dealt with some major issues of concern in relation to media partnership with CED. Haven identified the problem area of inadequate use of media in CED; the study has delved into various information sources draw materials for discussing and reviewing previous literature and findings in relevant areas of study. In this exercise, series of efforts have been administered. The study is designed using a case study methodology of a selected community-based media program as parameter for evaluating the role and impact of use of media in CED. This has made it comfortable to explore qualitative and quantitative method using both structured and semi-structured interviews. Different statistical instruments were used to process analyze data. Findings of this study meant at ensuring CED best practice. Apart from developing the framework of the study objective into a set of analytical data, the research has been able to explain the data with appropriate

Major Findings

This study reports new findings relating to the impact of media in community economic development. Some of these discoveries are closely related to the basic compatible elements in media and CED that can foster impactful partnership between the two development agents. It has been discovered through this medium that media apart from serving the fundamental roles of

information, education, and entertainment, can also be used to service development initiative. It has been established for instance, in this study, that media, through its various components has a stronger network capacity to motivate direct participation of the community. This believe agrees with Bandura, (1986) who argues in support of the claim that no other form of media carriers the potent ability to directly influence changes in human behavior like television. The findings of this study has drawn some basic facts to validate previous findings over the use of media in CED opening up a brighter path to further knowledge in the efficient use of media for community development This research therefore, has put forward substantial argument to support the claim that media is an effective tool to create awareness development.

Conclusions

The following conclusion was be inferred from the findings o f this study. The effectiveness of use of media in stimulating community action project has been further established. With the result of the participant survey of Operation Farewell to Hunger project, Village Square program has been used to evaluate the impact of media in CED. In this case study, the media components tested in order of their relevant role include; commercial Jingle for awareness and information dissemination, drama for media advocacy and community participation, interviews for information dissemination and skill development, and panel discussion for advocacy and marketing. However, certain problems were identified in the process of the finding. These include lack of media development-based media programs in Oyo State, lack of media personnel with passion for development communication.

Recommendations for Further Investigation

This study has opened up a path way in to further investigations in this subject area. In order to build up a more effective campaign for use of media for community development in Nigeria, more investigations have to be administered to identify various types of media and specific possible areas of development affiliation.

Another area for future findings will be to carry out a research on identifying various elements of media and assigning them to specific development tasks.

The final submission of this study is for community development workers in Nigeria to consider the use of media in their future community action plans.

Community development workers are hereby enjoined to tap into the multi-various opportunities of development-based media intervention to explore these pool of assets for improved CED practice. As discovered in this research, media technology, with its various components and elements, should form a major factor in the development plan and design of CED projects. CED practitioners are encouraged to make appropriate use of media in relevant phases of development projects.

As a tool, media has the potential for effective community need assessment, awareness, advocacy, marketing, community participation, information dissemination, social development, capacity building and development training.

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Appendices

Focus Group Interview

This focus group comprised of FAADUN officials who took part in the OFH project .

Discussants were notified of the study purpose, duration and discussion pattern. Participants were made to know that the session would be audio recorded and that the information would not be shared by any third party. They were also implored to make their responses as explanatory and descriptive as possible to provide enough quantity of information needed to capture their factual position on the subject matter.

Question

How did you get to know about the Operation Farewell to Hunger project?

Response

The first time I heard about this program was on a television program Village Square. I remember it was on the State TV channel and that was on a weekend I can't remember the precise date.

Question

What fascinated you most in the program the first time you saw it?

Response

There was a chorus response: the drama, the jingle the discussion and interview. Interviewers had to go specific. The result was as stated bellow

- Drama – 12 respondents.
- Interview – 3 respondents
- Jingle – 6 respondents

- Panel discussion – 1 respondent

Question

How would you rate the volume of awareness received about the project OFH?

Response

Some said excellent some said 100% some said fantastic some said super

Question

In what way has the program, Village Square motivated your participation in OFH project?

Response

With the information we got from the program through the interviews with FADU Officials, especially the Director of extension, we were motivated as community leaders to:

- ❖ Identify the areas in which we can benefit from the project as a community.
- ❖ Mobilize unemployed agric graduates in our community to embrace the OFH opportunity.
- ❖ Release farm land in our localities for the use of the project.
- ❖ To assist prospective participants as guarantors by writing recommendation letters on their behalf.

By participating on the program as panel discussants the Village Square program offered us the avenue to communicate some of the anticipated problems hindering us from having full benefits of the project and advocate appropriate intervention.

Some of these problems include erratic power supply, bad road network, and poor television signal reception.

Question

In what ways has your community benefited from Village Square program?

Response

In response to our advocacy for improved television signal reception in our area, the management of the State television corporation has established a booster transmission station in some remote rural areas. This has not only solved the problem of poor reception, it has also improved communication system in our areas. The new booster stations have provided employment opportunity in our locality. All of these have reduced the rate at which our youths migrate to urban cities.

The information and awareness generated through the Village Square program on OFH project activities has had greater impact on commercial activities in our rural communities. For instance, announcement for need for laborers on OFH farms, processing centers, and market day information was accessed on Village Square program. Our Communities have gained immensely from the media-based agricultural training segment of Village Square. Our local farmers were able to acquire new skills and knowledge in the use of modern farming techniques and tools.

Focus Group 2

FAADUN Officials

Question

What criteria do you use in measuring the success of your community-based development interventions?

Response

To measure the success of the project, we looked several factors.

First, we looked at the overall impact of the project on the target population as measured by the yields from the farm and the returns in monetary terms. We also looked at the socio-economic impact of the project on participants; has the project produced means of livelihood for the participants?, Can participant now stand on their own with little or no supports from FAADUN?, and so on. Another criterion is the effect of the project on the thematic objective behind the project; which is hunger alleviation in other words the ability of the project to meet its “farewell to hunger” objective. With this parameter, the OFH project has been a huge success.

Question

And how would you describe the contribution of Village Square to the success of the project?

Response

Village Square program has made an infallible impact on the outstanding achievement of this project. It has been used as a tool, and a channel. Village Square has demonstrated that media is an effective tool for mass education and training, awareness generation, advocacy and so on.

Question

How would you assess the cost effectiveness of media and non media-based community development initiatives?

Response

If we consider what it might have cost us to put in place an effective agric extension training module for a large population such as OFH’s, the best approach we have ever used in any project implementation was media.

Question

In what other ways has village Square as a television program been more effective than other communication media?

One of the advantages of Village Square as a TV program is the visual advantage. It gives us the advantage of bringing the real time farm experience to thousands of viewers simultaneously. In addition to cost effectiveness, the media-based extension training has made up for shortage of training personnel. Where could we have got enough personnel to use for one on one field training that will go round four different farm and processing locations across the state?

Question

What problems would you associate with the use of media in the project?

Response

We certainly had a few problems with the use of media. These problems are offshoots of our underdevelopment problem as a country. Unstable power supply for instance, signals lose in most parts of our rural areas. Another problem is the time frame; use of media has limited us to the broadcast time frame which of course is always not enough to explore detail. Another major obstacle in using the media for extension training is the low educational level of the people. Farmers are not able to capture the new technology through the media like they would with face to face approach.

Community Members

Question

In your opinion, how do you perceive the relationship between Village Square program, FAADUN, and Operation farewell to Hunger?

Response

Its really difficult to distinguish between them, an average member of the public will find it difficult to identify the difference. Operation Farewell to Hunger owes so much to Village square. I will describe OFH as the microfinance engine and Village Square as the servicing tool while FADU stands behind them both, as the operator.

Question

What have you gained from Village Square program as community members?

Response

My son is one of the beneficiaries, so you can see, I gained a relief from having to feed, cloth, and house a 31 year old son after paying through my nose to buy him education. We had been living with sky rocketing prices of food items until FAADUN came up with their half the price idea of their farm produce. The Village Square program has been our source of information

Questionnaire

Please read the following questions carefully, and answer the questions that follow. Where spaces are not provided, follow the instructions for that question. Thanks.

Name..... Date.....

Sex.....

Address.....City.....Zip.....

Telephone.....

1. Please choose your age range (1) 18 – 25 (2) 25 – 35 (3) 35 – 45 (4) Above 45.

2. What local government are you from?

3. What is your highest level of education?

- High School
- Undergraduate
- Post graduate

4. How long ago did you finish your most recently attended School?

(1) 1 – 5 years (2) 5 – 10 years (3) 10 – 15 years (4) 15 – 20 years (5) Over 20 years

5. What is your current marital status? (1) Married (2) Single (3) Other

6. Are you currently employed? Yes No

7. If your answer is yes, what category of employee are you?

(1) Private employee (2) Self Employee

8. What is your current average annual income? (Dollar equivalence)

(1) \$5,000 - \$10,000 (2) \$10,000 - \$15,000 (3) 15,000 - \$20,000 (4) Above \$20,000

9. How satisfied are you with your current source of income?

(1) Very satisfied (2) Satisfied (3) somehow satisfied (4) Not satisfied

(10) Will you consider a different job option if available. Yes No

11. Which of the following media do you have access to? You can choose more than one.

(a) Television (b) Radio (c) Internet (d) Magazine (e) News paper (f) None

12. Which of the following do you prefer as your source of information?

(1) Radio (2) Television (3) Internet (4) News paper

13. How do you rate the television network signal strength in your area?

(1) Excellent (2) Good (3) Fair (4) poor

14. Which of these TV Channels do you mostly watch?

(a) National TV Channels (b) State TV Channels (c) Private TV Channels.

15. Approximately how much time a day do you spend watching TV--.....Hour(S) Min.....

16. Approximately how much time a day do you spend listening to radio?hour(s)
.....minutes.

17. Approximately how much time do you spend browsing the internet?hour(s)
.....minutes.

18. How would you describe the relevance of Village Square in the OFH project?

(a) Very Strong (b) Strong (3) Fairly Strong (4) Poor

19. I can do without mass media communication on my job? Yes No

20. How affordable is electronic media in your locality?

(1) Very affordable (2) Partially affordable (3) Unaffordable

Section 2

The following set of questions seeks to explore your views on Village Square program in relation to you and OFH project.

1. Are you an Operation Farewell to Hunger participant? Yes No

2. How did you get to know about Operation Farewell to Hunger project?

(a) Magazine (b) Bills/Flyers) Radio (d) Television (e) Others

3. How would you describe the effectiveness of Village Square program in the information dissemination of Operation Farewell to Hunger?

(1) Excellence (2) Very good (3) Good (4) fair (5) Poor

4. Village square program was an effective tool for information dissemination

(1) Strongly agree (2) agree (3) disagree (4) strongly disagree

5. Please rate the general impact of village Square on OFH project.

(1) Very effective (2) Somewhat effective (3) Slightly effective (4) not effective at all

6. Which of the following segments of Village Square program was most resourceful to you?

- Commercial Jingle
- Drama
- Panel discussion
- Interview

7. Please rate the following opinion using (agree – disagree – Neutral)

a. Village Square program had a greater impact on the economic empowerment of OFH participants than it did on rural community development.

b. Village Square program made greater impact on rural community development than it did on the economic empowerment of OFH Participants.

8. Village Square media-based training was effective

9. OFH project would have been successful without Village Square Program

10. Village Square should continue.