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ASSESSING THE ROLE OF RADIO AS A TOOL FOR PUBLIC ENLIGHTENMENT TOWARDS ACHIEVING CLEAN ENVIRONMENT IN ILORIN METROPOLIS

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Abstract

The study assessed the role of the radio as a tool for public enlightenment towards achieving a clean environment in the Ilorin metropolis. The study was anchored on Development Media Theory. A survey method was adopted while a questionnaire was administered to elicit responses from respondents. Quota sampling techniques and accidental sampling techniques were adopted to select Respondents. Equally, the data were analyzed in descriptive statistics (frequency and percentage) with the aid of tables. Finding revealed that the majority of respondents (64%) listen to environmental sanitation programmes on radio often. Also, the majority of respondents (65%) agree that sanitation programmes on radio sensitize them about environmental cleaning. Many of respondents (54%) agree that sanitation campaigns on radio were effective. However, the majority of respondents (54%) want radio stations to double their effort towards enlightening people about environmental sanitation. It was recommended that a special desk to be called environmental and climate desk should be created and equipped with scientific and investigative journalists to maintain the desk for effective and efficient dissemination of information on sanitation, weather, climate and other environmental matters.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Environmental sanitation is a health matter that seeks to properly clean the environment in order to avoid environmental pollution, air-borne diseases, water borne diseases and other environmental problems, more importantly, maintaining personal hygiene. According to a report from the Nigeria Center for Disease Control (NCDC) Cholera has claimed more lives in Nigeria than the dreaded coronavirus pandemic, especially in 2021. The center's director general, Ifedayo Adetifa, said the country has recorded "a little more than 3,600" deaths from cholera in the last 11 months while the total fatalities recorded from coronavirus since 2022 when the index case was recorded still stands at 2,977 (Mariam, 2021).

NCDC is currently dealing with some fresh outbreaks. There is a connection between this and the rainy season, for example. So when you've got the rains and areas with open defecation, and normal water sources are then flooded by rain water so when it mixes, then it makes lead a problem.

NCDC also urged state Authorities to invest in water and sanitation across the federation. It was also pointed out that as of November 2021, Nigeria has recorded a total of 3,566 deaths and 103,589 suspected cholera cases across 32 states of the federation and the FCT – a 3.4 percent Case Fatality Ratio. According to the centre, four states- Bauchi (19,470 cases), Jigawa (13,293 cases) Kano (12,116 cases), and Zamfara (11.918 cases) account for 55 per cent of all cumulative cases (Mariam, 2021).

According to Anijah (2013), throughout the world, the problem of polluted environment has become a very disturbing phenomenon. Environmental problems plaguing the world are enormous. But perhaps the most serious and worrisome in Nigeria

is the physical environment in terms of the low level of sanitation and gross environmental indiscipline in our cities and communities.

Anijah (2013), added that apart from the health significance of heaps of refuse as a health hazard, they also make our environment ugly. The problem of solid waste disposal in Nigeria has become a national malaise. Filth is an eyesore and a nuisance. It signifies decadence and backwardness. A look at the Nigerian homes, toilets, streets, kitchens, corridors, gutters, staircases, markets, abattoirs, would reveal the very low levels of sanitation.

Poor environmental sanitation such as indiscriminate waste disposal is evidence of the crucial role the environment occupies in deciding the health of a man. In fact, never before, in the history of Nigeria has the need become more imperative and urgent to sharpen our consciousness concerning our surroundings. For in such consciousness lies our dignity and salvation as a people and as a nation. This is because some Nigerian still go about with the dangerous impression that detti no dey kill black man (Filth does not kill black man)

The Organization for Economic Co-Operation and Development (2013) reveals that air pollution kills more Africans than other major risk factors in 2013 as statistics for premature-deaths from Air pollution scored 712,479 in 2013. Also, the World Health Organization report on air pollution in 2016 mentioned four Nigerian cities among 20 of the world's worst-ranked cities for air quality (WHO, 2016) cited in (Kazeem, 2017).

However, over the years, specific measures undertaken by the Nigerian government both in the past and present have not yielded significant success. Despite the fact that the objectives of environmental sanitation are to create and maintain conditions in the environment that will promote health and prevent diseases (Lucas and Gilles, 1973). Cited in Okon Emmanuel (2007). This is because Environmental Sanitation deals with:

Methods for the disposal of excreta, sewage and community wastes to ensure that they are adequate and safe.

Today, living in a sustainable environment has become an issue of international concern which is making headlines both in the print and electronic media. Also, global warming, climate change, green-house gasses effect, depletion of ozone layer, acidic rain and other climatic and environmental issues are now the hot and prioritized topics in the global mass media and many local stations.

Both the governments and the people depend on communication and updates from the mass media not only for disseminating information but also in setting agenda for the development and other allied activities. Hence, communication media become powerful tools for disseminating information on the environment. It is against this background that the study assesses the role of radio as a tool for public enlightenment towards achieving a clean environment in the Ilorin metropolis.

1.2 Statement of the Problem

Although, media's role on environmental sanitation is well researched, little or no research has been conducted specifically on environmental sanitation in Ilorin. Equally, at the moment, many Nigerians never identified environmental cleaning as a big deal while there is poor policy implementation on environmental sanitation in Nigeria because there is no or popular law on refuse disposal and its sequence in Nigeria. It is against this background that the research investigates the role of radio as a tool for public enlightenment towards achieving clean environment in Ilorin metropolis with the view to know how media come in, to educate, sensitize and enlighten people on what need to be done and what has been done before.

1.3 Objectives of the Study

i. To examine the extent at which radio stations have been able to sensitize the public on environmental sanitation.

ii. To examine the frequency of exposure of the people in Ilorin metropolis to environmental sanitation programme on radio.

iii. To determine the extent at which radio campaign(s) on cleaning environment have been able to change the attitude of the people positively towards environmental sanitation.

iv. To ascertain whether radio stations allot enough air time in discussing and reporting environmental sanitation activities and programmes.

v. To find out way(s) by which radio can improve environmental sanitation culture among people in the Ilorin metropolis.

1.4 Research Questions

Some of the research questions raised are stated below which will provide answers to the research problem

i. To what extent has radio been able to sensitize the public on environmental sanitation?

ii. What is the frequency of exposure of the people in Ilorin metropolis to environmental sanitation programme on radio.

iii. To what extent does radio campaign(s) change the attitude of the people positively towards cleaning the environment?

iv. Do radio stations in Ilorin allot enough air time in discussing and reporting environmental sanitation activities and programmes?

v. In what way(s) can radio improve environmental sanitation culture among people in the Ilorin metropolis.

1.5 Significance of the Study

The study aims to reveal the role expected of mass media concerning environmental sustainability, since little is known about climate change, global warming, ozone layer, greenhouse gasses and their impact on human existence. Broadcast media and media practitioners will be beneficial from this research as it will enable them to know the responsibilities expected of them in achieving a sustainable environment, particularly soot and other environmental pollution. This will also help them in developing programmes that will not only create awareness but also monitor government and non-government efforts towards eradicating soot and other environmental pollution especially in the cities where large numbers of people are victims.

This could help the Government and non-government in putting all effort in place to prevent and eradicate soot and other environmental issues through media partnership and collaboration . This is because radio is an effective medium to reach out to almost everyone in the society due to its affordability and its ability in appealing to the sense of hearing and at the sametime a medium for literates and illiterates. The findings of this study could enlighten the general public on the need for a clean environment and be conscious in their day-to-day activities. It will also be beneficial to students of Mass Communication, environmental and health communication , Environmental analysts, media experts and future researchers who may want to engage in similar or related study. Finally, it will serve as veritable reference materials for scholars and students of environmental and health communication.

1.6 Scope of the Study

The study which investigates the role of radio as a tool for public enlightenment towards achieving a clean environment shall be narrowed in scope to residents of the Ilorin metropolis. Therefore, the geographical scope of this study shall be within Ilorin.

Ilorin metro such as in Offa-Garage, Post office, Tanke, Asa-Dam, Gaa-Akanbi, Taiwo and Challenge will be selected because of its proximity to the researcher as it will be difficult if not impossible to study all Kwarans due to time available for this study, other considerable factors are geographical locations, age, sex and educational background of the respondents will be considered before administration of questionnaire.

1.7 Operational Definition of Terms

Assessment: To examine or to evaluate the importance of broadcast in environmental sanitation.

Role: This means the contribution of the impact of broadcast in creating awareness towards environmental sanitation.

Radio: This is one of the electronic media of communication transmitting to a wider audience residing in different geographical locations simultaneously and instantaneously.

Clean Environmental: this means radio enlightenment programmes in enlightening the people towards environmental sanitation. This is a general cleaning of the surroundings to make it tidy so as to avoid any form of disease.

Public Enlightenment: It refers to various radio programmes aiming at creating awareness on environmental sanitation.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter discusses the review of various concepts and definitions of scholars and related research that has been carried out. It further proffers empirical findings of similar research study and the theoretical justification for this study.

Literature materials are also sources from online using Google Search Engine to access relevant materials that might not be easily located in the library and because the internet offers access to lots of latest ideas, articles and books in this technological advanced era.

2.1.1 General Overview of the Mass Media

Mass media is an umbrella term used for all means of communication to a wider and larger audience residing in different geographical locations. Akinfeleye (2004) defines mass media as a means or channels through which messages or information are transferred or disseminated to a wider and larger heterogeneous audience who are residing in a diverse location.

Mass media organizations are described as those that produce news or entertainment content and distribute that content to a large number of geographically separated people through a technologically based medium (David, 2005). The term mass media simply translates to the modern means of giving news, opinion, education and entertainment to large numbers of people, especially through radio, television, newspapers, magazines and films. (Isamuko, 2011) writes that news is distributed in Nigeria through print and electronic media. These include radio, television, newspaper and magazine.

Andrew (2009) cited in (McQuail, 2000) describes mass media as a means of communication that operates on a large scale, reaching and involving virtually everyone in a society to a greater or lesser degree. McQuail further describes the mass media as the organized means for communicating openly and at a distance to many receivers within a short space of time.

The mass media are impersonal communication sources that reach large audiences. Akinfeleye (2004) defines mass media as a means or channels through which messages or information are transferred or disseminated to a wider and larger heterogeneous audience who are residing in a diverse location.

2.1.2 Forms of Mass Media

There are basically two classifications of mass media according to (Oyekanmi, 2008).

a. Broadcast media: Radio and Television

b. Print Media: Newspapers and Magazine. For the purpose of this study, focus falls on radio broadcasting media.

2.1.3 Brief History of Radio Development in Nigeria

The growth of radio in Nigeria has been a slow but interesting process. Radio was introduced in Nigeria as a wired system called radio distribution or radio re-diffusion by the British Broadcasting Corporation (BBC). In this process, wires were connected to loudspeakers installed in houses of subscribers. The wireless system was introduced by the BBC in 1930.The wired broadcasting services were commissioned in Lagos on December 1, 1935, and two relayed stations were located at Ikoyi and the Glover Memorial Hall, both in Lagos (Onabajo, 1992) cited in Omensea (2007).

The main duty of the relay was to carry BBC programmes, with just one hour available for local programmes featuring news, entertainment as well as local announcements. Other stations were later opened at Ibadan in 1939, Kano 1944, Kaduna, Enugu, Jos, Zaria, Abeokuta, Ijebu Ode, Port Harcourt and Calabar in the subsequent years. The colonial government then came up with a policy to carry out a survey on radio broadcasting in all the British colonies including Nigeria. A committee was set up headed by L. W. Turner of the BBC Engineering Department and F. A. W. Byron of the Telecommunications Department of the Crown Agents. The committee recommended a wireless system of broadcasting for the colony of Nigeria.

According to Ladele (1979) cited in Sambe (2008, p. 83), "an old building on 32 Marina, close to the General Post Office, was renovated as temporary headquarters. In addition, the Kaduna and Enugu Radio Diffusion Services were restructured and converted to regional broadcasting houses. The Radio Diffusion Services (RDS) later became the Nigerian Broadcasting Service (NBS) and was basically concerned with satisfying the programme needs of its audience, with the traditional role of informing, educating and entertaining the audience members. The NBS put up a remarkable performance, especially during the visit of Queen Elizabeth II to Nigeria. The NBS upheld the role of impartiality; the colonial government on the other hand did not give all the Nigerian nationalists the opportunity to react to accusations leveled against them".

As a result of this, the Nigerian Broadcasting Corporation (NBC) was established on April 1, 1957, to replace the NBS. The establishment of NBC marked the first public broadcasting corporation established in any British colonial territory. NBC took up the responsibilities of radio broadcast in Nigeria. The Federal Radio Corporation of Nigeria (FRCN) was established 1978. The Voice of Nigeria (VON) which served as the external service was established in 1990. But not satisfied with the new arrangements, the Western

Regional Government established its radio and television station in 1959. Eastern Nigeria followed suit in 1960 on the day Nigeria had its political independence from Britain. Northern Nigeria followed the same in 1962. Also, with the creation of more states, and each state wanting to propagate its people and culture, the place for radio broadcast began in Nigeria and has spread fast across the length and breadth of the Nigerian nation.

Today in Nigeria, each state owns and operates several radio stations (Akpede, Josef, Oladokun, Christine, and Chidinma, 2018). This is in addition to private radio stations. The communication of radio in Nigeria, according to Anifowose (2013, p. 19) “involves the process by which information and understanding are transferred from one person to another. He further posits that radio can be multi-faced as among other things, it can serve to pass messages, improve the capability of calling upon and organizing groups and organizations, enlarge the forum for social dialogue, provide effective capacity building of the society to raise awareness and knowledge on developmental issues, bring the people’s voice to the higher level of their political structure and mobilize members of a given society to tackle issues.

2.1.4 Radio Defined

Radio has been defined by various scholars in different ways. Oyekanmi (2006, p. 4) sees radio as “an electronic device that uses electromagnetic waves for the transmission of messages, information, communication and it possesses some attributes which place it upon the television broadcasting”. Similarly, Onabajo (1992) cited in Adekoya, Akintayo, and Adegoke (2016, p. 121) averred that, “Radio is a vehicle for projecting personality through which it attracts and holds an audience”. In the same vein, Akpede, Christine, and Chidinma (2018, p.10) asserts that "radio can be defined as a medium used for sending and receiving messages through the air using electronic waves".

No doubt that radio is an efficient instrument for getting a message to a large number of people at the same time. It can give people a voice and offer a forum for dialogue between communities and government. "Radio takes up this responsibility and ensures vulnerable groups in society are included and represented in their programming, it is also about the activity of broadcasting programmes for people to listen to" (Idebi, 2008, p. 1). It can also be defined as the broadcasting of programmes for the public to listen to. It is equally the system of sending sound over a distance by transmitting electrical signals (BBC English Dictionary, 2002, p. 946).

More so, Adekoya *et al* opines that radio stations through their programmes educate, sensitize and inform the local audiences about issues that affect their lives: health, education, water, human rights, among others. This way, it serves as a genuine tool for local development. Radio stations through their programme contents transmit information to a large and heterogeneous audience. Thus; the programmes being transmitted are always in the interest of the audience.

2.1.5 Radio Broadcasting

Radio is an electronic device that uses electromagnetic waves for the transmission of messages, information, communication and it possesses some attributes which place it upon the television broadcasting (Oyekanmi, 2006). Radio can give people a voice and offer a forum for dialogue between communities and government. Radio takes up this responsibility and ensures vulnerable groups in society are included and represented in their programme. Community radio stations educate, sensitize and inform these local audiences about issues that affect their lives: health, education, water, human rights, etc. This way, radio is a genuine tool for local development (Olutope, 2010).

2.1.6 Characteristics of Radio Broadcasting

Radio as a medium comes with its unique characteristics that makes it still very relevant despite the globalization, media convergence or intimidations by the new media. Below are some of the features of radio as put by (Alao and Olayinka, 2016).

i. **Portability:** A radio receiver is portable, you can move around with your radio set from room to kitchen, to farm and almost anywhere including your toilet.

ii. **Simplicity:** Audio is very simple to operate unlike digital television and computers that requires some training.

iii. **Imaginative:** Despite the fact that it is an audio based medium, yet you could visualize or 'see' in your mind what was being described while listening to radio programme. During election, some people visualize election campaign, voting process, announcement of winner, again don't you ever visualize advert on radio?

iv. **Less expensive:** As it is simple, it is also a cheaper medium in terms of production and even in terms of the receiving set. The cost of producing radio programme cannot be compared to that of television. Also, a small radio set can be bought for as low price as 500 naira. In fact, most of the GSM and Smartphone come with inbuilt radio.

v. **Power or Electricity:** Radio does not rely on electric power supply before it can be powered. You can listen to radio using dry battery cells even if you do not have electricity or a generator. Thus, in a country like Nigeria and particularly in the village where there is either epileptic power supply or none at all radio is what majority turn to as a source of information.

vi. **Medium of everybody:** One does not have to be literate to listen to radio because most of the radio languages are natives since radio meant to serve indigenous taste wherever is located. Unless you are literate, you can't read a newspaper or read captions or text on television.

vii. **Fast medium:** Radio is considered to be a very fast medium in terms of information distribution because it requires less processing unlike television. It is a breaking news platform as it tells the story before other mediums.

viii. **Reach wide audience:** Radio signal can be receive in remote places making it happening the potential to reach a larger audience simultaneously.

However, "radio as a powerful instrument in the area of public enlightenment, not been constrained by the barriers of time space, illiteracy, and electricity supply, it is seen as one of the ideal means of mass communication in both developed and developing societies because it is easy to establish, own operate and maintain, and does not demand much intellectual exertion from listeners" (Abiola, 2010, p. 2). He further posits that the capability of radio in offering tutorial support and resources to stimulate discussions, reflections and practical learning on the socioeconomic, socio-political and cultural activities of a society or a nation cannot be undermined.

2.1.7 Functions of Broadcasting

Broadcasting performs so many roles in society but only few will be discussed. According to Angela, (2013). Broadcast media informs, educates, entertains and enlightens.

a. **Inform**: One of the primary functions of mass media is to inform its public. This is usually in the form of the daily happenings from the local area, on a nationwide basis and internationally. Media often employs journalists to gather information about events, programmes are designed to fill the air. It takes the forms of current affairs, news and other forms of programmes.

b. **Enlighten**: Mass media also offer guidance and opinion to help shape people's view on certain subjects or matters. As an extension to merely reporting the facts of a

matter, mass media often have editorial or opinion pieces which attempt to interpret events and offer new angles and implications about their occurrence while broadcast media present events live as they are happening.

c. **Educate**: Mass Media help publish or broadcast wealth of useful information of a practical nature that helps people go about their daily business etc

d. **Entertain**: This is one of the primary functions of mass media. It entertains in the form of drama, sport, musical etc.

2.1.8 Concept of Environmental Sanitation

Anijah-Obi, Eneji, Ubom, Dunnamah and William (2013) write that environmental sanitation is a term that means low level of sanitation and gross environmental indiscipline in our cities and communities. Apart from the health significance of heaps of refuse as a health hazard, they also make our environment ugly, adding that environmental sanitation and general cleaning of our surroundings are capable of improving living.

The problem of solid waste disposal in Nigeria has become a national malaise. Most of the poor sanitation takes place in Nigerian homes, toilets, streets, kitchens, corridors, gutters, staircases, markets, abattoirs. The woe of poor environmental sanitation such as indiscriminate waste disposal is evidence of the crucial role the environment occupies in deciding the health of a man.

In fact, never before, in the history of Nigeria has the need become more imperative and urgent to sharpen our consciousness concerning our surroundings. For in such consciousness lies our dignity and salvation as a people and as a nation. This is because some Nigerians still go about with the dangerous impression that “Filth does not kill black men”. However, over the years, specific measures undertaken by the Nigerian Government both in the past and present have not yielded significant success.

2.1.9 Objectives of Environmental Sanitation

The objectives of environmental sanitation are to create and maintain conditions in the environment that will promote health and prevent diseases (Lucas and Gilles, 2003). This is because environmental sanitation deals with:

i. Methods for the disposal of excreta, sewage and community wastes to ensure they are adequate and safe.

ii. Water supplies, to ensure that they are pure and wholesome.

iii. Housing to ensure that it is a character likely to:

a. Provide as few opportunities as possible for the direct transmission of disease especially respiratory and other highly infectious diseases.

b. Encourage healthful habits in the occupants.

c. Milk and other food supplies to ensure that they are safe.

d. Personal and public health cleanliness especially in relation to diseases.

e. Control of arthropod, rodent, mollusc or other alternative hosts associated with human disease.

f. Atmospheric conditions to ensure that the external atmosphere is free from deleterious elements and that internal conditions of workshops, houses etc are suitable for the occupations undertaken in them and finally,

g. Factories, workshops, dwellings, streets and the general environment, to ensure freedom from risk to health, whether mechanical or biological and to provide the best working and living conditions (Abam, 1998).

2.1.10 Religion Perspectives of Hygiene and Environmental Sanitation

The fact that most human beings dread death makes environmental health and sanitation important to every individual. This recognition must have influenced the use of cliches such as "prevention is better than cure," "health is wealth," 'cleanliness is next to Godliness.' Environmental health and sanitation could therefore be said to be phenomena that help to promote a better life (Okonkwo, 2000). Environmental Sanitation goes beyond occasional street sweeping and the clearing of dirty drainage systems, it embraces personal hygiene and purification for spiritual and health purposes, as well as the control of all the factors in man's physical environment which exercise or may exercise a deleterious effect on man's physical, mental or social wellbeing. For example, air, water and land pollution have very serious consequences on our health (Basavan, 2008).

This is evidenced in 2 Kings 5:10; when Elisha sent Naam an's messenger back to him saying: Go and wash yourself in the Jordan seven times; and your flesh shall be restored, and you shall be clean (Mit Edu, nd). Also, Levi. 15:13 states: And when he who has a discharge is cleansed of his discharge, then he shall count for himself seven days for his cleansing, and wash his clothes; and he shall bathe his body in running water and shall be clean (Mit Edu, nd).

From I slamic perspective, the first condition of worship or communion with the Supreme Being in Islam is cleanliness. The Holy Quran 5:6 states: "o you who believe, when you rise up for prayer, wash your faces, and hands up to the elbows, and wipe your heads, and (wash your feet up to the ankles (Ali and Aijaz, 2013). And if you are under an obligation, then wash (yourselves). And if you are sick, or on a journey, or one of you comes from the privy or your have had contact with women. And you cannot find water. Betake yourself of pure earth and wipe you faces and your hands therewith Islam (Awakened, n.d).

According to Okonkwo (2000), purity of the body in Islam is a pre-requisite to the purity of the mind. A Muslim who prays five times daily needs to keep himself and his clothes clean always. The Holy Prophet Mohammed (SWA) further buttresses purification of the body, when he said: The key to paradise is prayer and the key to prayer is purification.

2.1.11 History of Environmental Sanitation in Nigeria

The promulgation of environmental decrees and legislations have also proved ineffective. During the colonial era, sanitation bye-laws were strictly enforced and sanitary inspectors carried out regular and surprise inspections of households, buildings and premises to ensure compliance. Another initiative was in 1985 when the government declared the "War Against Indiscipline" (WAI) and launched the fifth phase of WAI, called the "War Against Filth," which emphasized environmental Sanitation. Environmental Task Forces and Sanitation Courts were established in all the states of the federation and the last Saturday of every month was set aside as National Environmental Sanitation Day (Anijah-Obi, Eneji, Ubom, Dunnamah and William, 2013).

Unfortunately the sanitation courts and other Agencies charged with the responsibility of implementing/enforcing "Environmental Sanitation", were more interested in revenue generation for the government (or for their personal pockets), than actually using the exercise as a corrective measure, by persuading defaulters to change their habits and attitudes and show more commitment to keeping their environment clean. The objective of the sanitation exercise was therefore completely missed and defeated. Thus, the 'clean up' campaigns did not appreciably succeed in inculcating the culture of environmental self-discipline in the citizenry (Anijah-Obi, Eneji, Ubom, Dunnamah and William, 2013).

It has therefore become pertinent and urgent to sharpen the consciousness of Nigerians concerning the proper upkeep of their environment. For in such consciousness lies our dignity and salvation as a people and as a nation. Under the circumstances, the need for greater emphasis on environmental Education (EE) and the re-orientation of the public on the immense benefits of a decent environment becomes imperative (Anijah-Obi, Eneji, Ubom, Dunnamah and William, 2013).

2.1.12 Millennium Development Goals and Environmental Sanitation

In September 2000, it will be recalled that world leaders came together at the United Nations Headquarters in New York City, United State of America to adopt the United Nations Millennium Declaration which consequently committed all nations to a new global partnership. This is to reduce extreme poverty and ensure environmental sanitation – bound targets with a specified deadline of 2015 which thereafter became known as the Millennium Development Goals (MDGs).The UN Millennium Declaration focuses on eight aspects of humanity throughout the world (WHO, 2018).

These are christened the Millennium Development Goals (MDGs) and to be achieved by 2015. These eight goals are philosophically meant to channel the world's main development challenges. It must be noted that the millennium declaration was adopted by 189 nations and signed by 147 heads of state and government during the UN Millennium summit in September 2000 (WHO, 2018). The eight MDGs as conceptualized and declared by the summit are spelt here under:

Goal 1: Eradicate extreme poverty and hunger

Goal 2: Achieve Universal Primary Education

Goal 3: Promote gender equality and empower women

Goal 4: Reduce child mortality

Goal 5: Improve maternal health

Goal 6: Combat HIV/AIDS, malaria and other diseases

Goal 7: Ensure Environmental Sustainability

Goal 8: Develop a Global Partnership for Development

However, the concern of this paper is the "Goal number 7" which focuses on ensuring environmental sustainability. Goal 07: Ensuring Sustainability of Environment Goal and Media

1. To telecast programs about things to be done by community people for sustainable development regarding agriculture, sanitation, water management and social afforestation projects.
2. To give easy explanation of laws concerning saving environment and telecast programs about things to be done by community people in this context.
3. Making a connection between community people and policy makers, farmers and advocacy groups.
4. Making the people aware of climate change and its influence and in what state the climatic conditions should exist, and offer information to be done.
5. Chalking out different programs and arrange talks and discussion courses in local language for facing 'natural calamity/ disaster' and what should be done prior to disaster, posterior to disaster, at the time of disaster etc.
6. Awaking the local community people with a view to ensuring their responsible participation for saving natural resources.
7. To broadcast information regarding what should be done by the community people in taking the positive influences and avoiding the negatives of 'global economy'.

8. To telecast programs by means of using information and communication technology to lessen digital divide and knowledge divide and to offer knowledge at rural level.
9. To telecast the importance of creating employment opportunity and side by side increase of tele- density by setting up tele-centers in an extensive scale.
10. Creating awareness regarding what should be done by the community people in confronting the challenge of the 'global economy'.
11. To collect information at rural level about medicinal plant and related community knowledge for making medicine with them and play a part to enhance ability /potential of rural people in taking care of health by using that information and to emphasize about how Information & Communication Technology can play a perfect role in this context.
12. To telecast the importance of increasing literacy rate by means of E- learning system in order that the literacy rate of rural community people may be increased and also telecast program in an wide range how they can take an active part to develop the standard of living.
13. To create enthusiasm in community people to the extensive use of Information & Communication Technology by means of broadcasting program by 'community radio'.
14. To create mass awareness about the given fund/ assistance/ donation of developed /donor countries as per commitment and also create awareness regarding the role of rural community people in proper materialization of that donation/ assistance.

2.1.13 Environmental Sanitation in Kwara State

Kwara State has become one of the states boasting of good environmental sanitation habits since the inauguration and launching of Month end Cleaning Sanitation under the ministry of environment and sanitation in which every Thursday of the week are meant for "shops environmental cleaning" every Saturday that last every month is the "general cleaning" which environmental vehicle patrolling around every day to collect the debris/waste and dump at "Kwara State Waste Management Camp".

2.1.14 Ministry of Environment and Sanitation

The ministry is responsible for the general environmental and sanitation activities in the state. The environmental friendly nature of Kwara State is due to the activities of this key ministry. Some the responsibilities of the ministry are stated below as culled from (https://www.kwara.gov.ng)

i. Prosecution of offenders who disobey governmental sanitation policies.

ii. Continuously working with Kwara State Waste Management Agency to enforce environmental sanitation policies.

iii. Maintain and beautify the state.

iv. Raise revenue for the state

v. Campaign aimed at tree planting and sensitizing and mobilizing citizens on positive environmental behavior

2.1.15 Environmental Sanitation Education and its Benefits

Environmental sanitation, therefore, must go beyond spasmodic and sporadic clean-up exercise. There is no doubt that the clean-up campaigns and sanitation edicts

have succeeded to some extent in instilling the required sense of cleanliness among Nigerians (Anijah-Obi, Eneji, Ubom, Dunnamah and William, 2013).

But the Environmental Sanitation Education programme will serve to complement existing activities and strategies such as seminars, yearly world Environment Day Celebrations, Saturday Environmental Clean-up Exercises, environmental exhibitions, competitions, workshops and even award of cash prizes to the best and cleanest schools or communities. These activities are necessary in order to effectively impart, sensitize and infuse in the citizens a sense of decency, discipline and responsibility towards the environment.

Environmental Sanitation education as a progressive policy cannot be disputed, for it is only when the majority of the people are physically and philosophically involved that sustained environmental ethics can be assured (Anijah-Obi, Eneji, Ubom, Dunnamah and William, 2013).

To this end Environmental Sanitation education should not only focus on basic hygiene, and keeping the surroundings clean, but also campaigns against bad toilet habits such as indiscriminate defecation and urination as well as inefficient disposal of waste. It must also in addition concern itself with the major problems of air and water pollution (Olaitan, 2012).

The prevalence of communicable diseases as evidenced in the increasing number of cases of typhoid, malaria, cholera, dysentery, guinea worm infections and the recent ebola-virus which is said to prevent through cleaning and high levels of hygiene.

2.1.16 Role and Responsibility of Broadcast Media in Environmental Sanitation

The world is not as safe as disasters can strike at any moment. Reducing the losses of life and property caused by natural disasters is a compelling objective that is now receiving worldwide attention.

It is therefore increasingly believed that the knowledge and technology base potentially applicable to the mitigation of disasters has grown so dramatically that it would be possible, through a concerted cooperative international effort, to save many lives and reduce human suffering, dislocation, disaster shock and economic losses simply by providing better information, communication and awareness (Prabhanjan and Rapaka, 2011).

However, the media should show its preparedness, emergency management and critical infrastructure protection long before a disaster actually strikes. Now media-print, audio, video and web have accustomed to the modem behavior and needs. The journalists should have a total commitment and involvement and work for the betterment of the society (Prabhanjan and Rapaka, 2011).

Broadcast media professionals should consider this situation in all importance and social accountability in the larger interest of preserving not only the age old traditions, culture and values of the land, but also protect the environment and ecology in the changing scenario of climate and strive for the sustainable development (Prabhanjan and Rapaka, 2011).

Responsible journalism requires providing socially useful contributions that deepen understanding of problems and encourage search for workable solutions. Media is to benefit the public. Social responsibility is the only criterion to distinguish journalism from blogging, disinformation or agenda-driven information. Of all the difficult problems

facing humankind, climate change and poor environmental sanitation has the widest impact on everyone, especially in developing nations of the world (Sangeeta, 2010).

Broadcast media have an important role and a vital responsibility in providing accurate information to the public. In addition to official emergency broadcasts, media relay accounts for: What Happened? Where it happened? When it happened? Who or what was affected? Who are the more vulnerable? What is being done? Where it is safe to go? Areas to avoid (unsafe, or being worked on), When it is safe to go back? Where people can get help? Where to get more information on administration help or official help?
Where is the rehabilitation centers located? The main principle of information provision, therefore, should be an ethical one: and so, during an emergency, media should be sensitive to the needs of the public in affected areas and should avoid misinformation and broadcast unconfirmed reports that may lead to despair and panic (Prabhanjan and Rapaka, 2011).

Most of the time the media in Kwara State do inform people about dangers in dumping waste on the flood drainage and importance of drainage evacuation. While agencies in charge of environmental sanitation are invested and interviewed on issues relating to the environment so as to ensure a sustainable environment.

Therefore, correct and reliable information disseminated through the media is an important instrument for balancing the possible effects of incorrect, misleading or even willfully distorted information.

2.1.17 General Role of Broadcast Media on Environmental Sanitation and Havoc

Prabhanja and Rapaka (2011) offer the following as role of broadcast media on disaster management and environmental havoc:

i. Media reports and alerts both the people and the governments through sensitivity, intelligence and accuracy report.

ii. Journalists inherit report about environmental hazard and risk management without any failure.

iii. Media should gear up to focus on activities in reporting to educate people and authorities for prevention, mitigation, adaptation and rehabilitation ‘

a. Role of Broadcasting Media during Non-Disaster Phase

During this phase, journalists work for the following:

i. Publicizing and broadcasting the measures taken by the government to help prevent poor environmental sanitation.

ii. Reporting on the issues related to policy and legislation made by the government to ensure a sustainable environment.

iii. Conducting interviews and highlighting the strategies that environmental sanitation can be achieved.

iv. Enlighten the general public on how to ensure hygienic environment and what to do in case of an outbreak.

v. Create awareness and inform public through scientific forecasts of early warnings and predictions of rain, wind, storm e.t.c in a particular environment to keep the habitants aware.

vi. Sensitize the public about the spread of communicable diseases and preventive measures to be laid if a disaster is prone to occur e.g ebola.

b. Role of Broadcasting Media during disaster Phase

The journalists, during environmental disaster, work as a bridge between the affected communities, government and relief organizations on ways to address issue. The possible actions taken by reporters during disasters are:

i. Informing the relief organizations by highlighting the needs of all the environmental disaster affected.

ii. Reporting on the pathetic situation of the survivors and requesting for the help and aid is a prerequisite.

iii. Relaying and broadcasting news on the welfare of the people or the families who are isolated and trapped in certain areas (roof, trees, uplands or island etc) and draw the attention of the authorities to take up immediate rescue operations.

iv. Disseminating the information on what government and aid groups have done to save the lives and property of the affected people. Further plans, actions and measures formulated by the authorities to save lives and provide essential assistance to the affected people.

v. When a disaster strikes, the public must be informed on what to do throughout the disaster to stay safe. If the public has no prior warning.

b. Role of Broadcasting Media Post Environmental Disaster Phase

In the final phase, the journalists estimate the physical and economic damage caused by disaster and present a clear picture on the overall situation. The Following are the responsible steps taken by the reporter in the post disaster phase.

i. Collecting information and reporting the casualties and survivors in hospitals and reporting from relief camps and highlighting the minimum requirements for survival.

ii. Reporting on the coordination of government authorities, NGO's and civil societies in the disaster prone areas.

iii. To address the concern of survivors a reporter makes arrangements for debates in order to develop and implement plans with active participation of stakeholders.

iv. The Government may not have enough funds to respond and reconstruct during aftermath of a disaster. In these circumstances the media appeals to the donor agencies globally for mobilization of financial, technical, infrastructure and food and clothing material resources.

2.1.18 Empirical Review

2.1.18.1 Radio programming and environmental health Communication: an Assessment of the effectiveness of the Queen FM 94.1 programme "Oga Landlord

The research was carried out to assess the effectiveness of radio programmes in communicating environmental sanitation in Zaria, Kaduna State using both qualitative and quantitative research approaches. Data was specifically gathered through interview, observation, questionnaire and focus group discussion in order to ascertain the effectiveness of the Queen FM 94.1 programme "Oga Landlord" in the light of dealing with environmental sanitation issues.

Findings showed that radio was a powerful medium for health promotion, educating people on social issues and disseminating information to a wide variety of audiences. Furthermore, it was discovered that adequate and effective environmental sanitation practices are the foundation for health development whereas inadequate and improper sanitation and poor solid waste management remain two of the main transmitters of diseases in the world's developing countries. More so, it was revealed that depth and

proper treatment is not given to environmental health issues in the presentation of "Oga Landlord". Also, audience participation and feedback mechanisms in the programme are through text messages and phone calls.

The study thus recommended that other channels of social media should be inculcated into the programme to enhance audience participation. In order to sustain effective radio communication, broadcasters should be prepared to carry out formative research on the audience. Therefore, it is imperative to propose that effective radio programming should be tailored towards having the desired impact on the audience which could result in behavioral change.

2.1.18.2 Broadcast Media in Promoting Environmental Awareness: A Study of Yobe State Broadcasting Corporation Damaturu (YBC), Nigeria

Another study that is related to the study at hand was conducted by the duo of Zannah and Kyari (2018) titled "Broadcast Media in Promoting Environmental Awareness: A Study of Yobe State Broadcasting Corporation Damaturu (YBC), Nigeria" The core objective of their research was to examining the role of broadcast media in promoting environmental awareness in Yobe state, Nigeria. Zannah and Kyari (2018). They employed two research instruments to obtain data i.e interviews and questionnaires. Purposive sampling methods were adopted for the study. These techniques enable the researchers to select the target respondents from a large group. The collected data is coded, edited and analyzed with the help of Statistical Package for the Social Sciences (SPSS) software.

Findings showed that the majority of respondents contacted in the survey are environmentally friendly by keeping their houses and surroundings clean. Majority of them were satisfied with the presentation and content of environmental programmes aired by Yobe state broadcasting corporation (YBC).

A good population of the respondents know about the date when World Environment Day is celebrated. The good thing that can be studied is that the majority of the respondents remember the environmental awareness message of YBC and most of them wish to take action towards protecting and promoting their environment after listening to the programmes. (The radio campaign was aimed at creating awareness on promoting environmental issues by involving the people of the state to participate actively. A majority of the respondents admitted that information provided by the media is the main source for awareness on environmental problems.

The study recommended that the environmental programmes by Yobe state broadcasting corporation needs to involve the voices of the people, volunteers and producers at grassroots level who have direct attachments with environmental issues. This has many advantages, since it provides a good chance for the community to air its environmental concern, it gives an opportunity for talented people to exercise the profession of journalism; and it is one means of running environmental media programs with a minimum cost.

2.1.18.3 Sanitation Exercise in Lagos State, Nigeria: The Imperative of Integrated Communication Strategy.

Nwakerendu (2016) is another study that is relevant to the study at hand which has an objective of assessing the residents' level of compliance with Lagos state environment sanitation particularly with the program directives. Focus group and interview data were gathered to facilitate the investigation.

Findings revealed that compliance level was low in spite of the government's use of force to drive such a programme. Equally, a combination of communication methods would be necessary for effective mobilization.

The study recommended that an integrated mobilization communication strategy need to be adopted. Adding that the essence of this strategy is to enlighten, inform and mobilize Lagos state residents. It is also integrated because it would take into consideration the cosmopolitan nature of Lagos State. This strategy should be led by the relevant government agency, in collaboration with selected broadcast stations (radio and television), relevant private organizations, including telecommunication, ICT firms and advertising agencies, civil society organizations as well as ethnic nationalities.

2.2 Theoretical Framework

The study is explained based on the core assumptions of the Development Media Theory.

2.2.1 Development Media Theory

This is another theory on which this study is anchored. It was propounded by Dennis McQuail in 1987 cited in Anaeto, Onabanjo and Osifeso (2008). The theory canvasses media support for an existing government and its efforts to bring about socio-economic development. This theory was one of the two theories added to normative theories to make it six altogether, another theory was Democratic Participant Theory.

It argues that until a nation is well established and its economic development is well underway, the media must be supportive rather than critical of the government, but assist them in implementing their policies. Also, some scholars believed that development media theory was born out from the Agenda Setting Theory espoused by McCombs and Shaw in 1972 which stated that the media doesn't tell us what to think but what to think about. In other words, the amount of attention given to an issue in the press affects the level of importance assigned to that issue by the audience.

As the name implies, (Development Media Theory) the theory relates to media in third world nations or developing countries. It favors journalism that seeks out good news,

requires that bad news stories are treated with caution, for such stories could be economically damaging to a nation which is delicate for growth and change.

Just as the assumption of this theory is to focus on developing story and maintain caution when it comes to bad stories, therefore, media in developing nations should do everything within its power to ensure development such as reporting, discussing and stage campaigns on environmental sanitation and general sustainable development matter in order to promote hygienic lifestyle.

CHAPTER THREE

METHODOLOGY.

3.1 Introduction

The objective of this chapter is to establish the broad methodological engagement of this study which is relevant for describing the strategies involved in this study. Therefore, this chapter clearly states research design, research method, population of study, sample size, sample technique/procedure, instrument for data collection, validity and reliability of the instrument, method and instrument for data analysis and presentation.

3.2 Research Design

According to Kenpro (2012), research design is the overall strategy used in integrating the different components of the study in a coherent and logical way, so as to ensure the effective addressing of the research problem. Similarly, Malik (2011) cited in Cooper (n.d) wrote that research design constitutes the template for collection, measurement and analysis of data. It is also a strategic framework for action that serves as a bridge between research questions and the execution, or implementation of the research strategy (Mafuwane, 2012).

3.3 Research Method

This study which assessed the role of radio as a tool for public enlightenment towards achieving a clean environment in the Ilorin metropolis adopted a survey research method. Abdulwahab (2012) writes that survey is a type of research method associated with a research situation where the research subjects run into hundreds or even thousands, spreading across a large area.

3.4 Population of Study

Pritha (2021) explained that a population is the entire group that you want to draw conclusions about. Showkat (nd) describes a population that refers to any collection of specified groups of human beings or of non-human entities such as objects, educational institutions, time units, geographical areas, prices of wheat or salaries drawn by individuals.

Okoye (2006) defines population of the study as the total number of elements within a given environment which a researcher is set to study. The population of this study comprises residents of Ilorin who are 100,000. According to Macrotrends (2022), the current metro area population of Ilorin in 2022 is 1,000,000, a 2.67% increase from 2021. The study involves many strategic locations such as: Offa-Garage, Post office, Tanke, Asa-DAm, Gaa-Akanbi, Taiwo and Challenge etc. The population comprises of male and female, adult and young.

3.5 Sample Size

This is a way to select a part or portion from a sampling frame or population to represent the entire population. Omniconvert (2020) writes that the sample size is a term used in research for defining the number of subjects included in a particular study. By sample size, we understand a group of subjects that are selected from the general population and are considered a representative of the real population for that specific

study. Therefore, the sample size for this study will be 400 using the Taro Yamane formula.

3.6 Sample Procedure

According to Kumar (2011) sampling has to do with the process involved in selecting a few from a bigger group to become the basis for estimating and evaluating the prevalence of an unknown piece of information, situation or outcome regarding the bigger group. Since, the sample is a subset of the study population that is suitable enough to represent the population. Taro Yamane formula was used in this research to select samples for this study. Taro Yamane formula was used to determine sample size for this research as explained below.

$$n = \frac{N}{1 + N(e)^2}$$

Where n = Sample size

N = Population of the study

e = Tolerable error (5%)

$$n = \frac{1{,}000{,}000}{1 + 1{,}000{,}000\ (0.05)^2}$$

$$n = \frac{1{,}000{,}000}{1 + 1{,}000{,}000\ (0.0025)}$$

$$n = \frac{1{,}000{,}000}{1 + 2500}$$

$$n = \frac{1{,}000{,}000}{2501}$$

n = **399.8400= approximately 400**

Then, quota sampling techniques and accidental sampling techniques were selected respondents.

3.7 Instrument for Data Collection

Instruments for data collection in research are means through which the researcher gathers data, including observation, checklist, interview guide, tests, interview schedules, questionnaire etc. (Degu & Yigzaw, 2006; Kumar, 2011). For the purpose of this study a self-administered questionnaire was used to collect data from the sampled population of this study.

Questionnaire was structured and designed in a way that affords the respondents to answer the research questions appropriately. The questionnaire comprised two sections. Section A was embedded with respondents' bio-data in order to elicit respondents' demographic details while Section B was concerned with questions relating to the research questions.

3.8 .Validity and Reliability of Research Instrument

The face validity of this instrument was ensured by content experts and the senior communication researcher, who through the process of vetting the ambiguity and structural make-up of the instrument, validate the use of the research instrument. The pilot study was conducted using some people in Ilorin; the pilot study took place on 15rd to 17th of March 2022.

The pilot study was to ascertain the clarity of the questions and detect problems in the questionnaire instruction, as well as find out whether the respondents have any difficulty understanding the questionnaire or whether there are any ambiguous questions. The exercise helped me to make necessary amendments and modifications in the questionnaire before final distribution.

3.9. Method of Data Collection

The data were collected for this study between 21th to 23th of March through personal distribution of questionnaires across the Ilorin metropolis particularly in Offa-Garage, Post office, Tanke, Asa-DAm, Gaa-Akanbi, Taiwo and Challenge. Library and Information Service (2021) wrote that data collection means gathering information to address those critical evaluation questions that the research has identified earlier in the evaluation process. It is an important aspect of any type of research study.

There are many methods of gathering information, and a wide variety of information sources. The following are some of the few methods of collecting information for research projects which include questionnaires, interviews, direct observations, focus group interviews, case-studies, diaries and critical incidents etc (Kabir, 2016). Therefore, the method of data collection for this study was questionnaire.

3.10 Data Analysis

Babbie (2010) writes that quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. Quantitative analysis on the other hand involves the presentation of statistics to confirm or refute the researcher's thesis and answer whatever questions he has posed."

Therefore, to properly explain and explore the variety of data collected, the Statistical Package for Social Science (SPSS) software package version 23 was used for descriptive statistics, the results were presented in frequencies and percentages with the aid of tables.

3.11 Ethical Consideration

Strict observance of the relevant research ethics were ensured in the course of this study, as respondents participated without any form of force or compulsion, neither were they misinformed or ill-informed as relating to the research. Participation of every respondent throughout the course of this study was sought and consented to.

As much as possible the researchers avoided the issues relating to concealment and deception of any kind, so as to ensure the transparency of the process. Privacy and nondisclosure of identity of respondents were also respected.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF FINDINGS

4.0 Introduction

This chapter dwells on the analysis of the data obtained from the questionnaire administered to the respondents in Ilorin metropolis particularly at Offa-Garage, Post office, Tanke, Asa-Dam, Gaa-Akanbi, Taiwo and Challenge. As stated previously, four hundred (400) copies of questionnaires were earlier distributed, out of which, three hundred ninety five (395) copies were returned while only three hundred and seventy (370) were completely filled. Hence, the data analysis is based on the 370 correctly filled questionnaires. However, frequency and percentage distribution method was used to present the data with the aid of tables

This chapter therefore comprises three sections: Section 4.1 is the analysis of respondent's demographic data, 4.2 entails the analysis of the data related to research

questions and variables of the study, while the last section 4.3 constitutes the discussion of findings.

Table 1: Distribution of Respondents by Demography

Variables	Frequency	Percentage
Gender		
Male	179	48.4
Female	191	51.6
Total	**370**	**100**
Age Group		
Below 20 years	22	5.9
20-25	31	8.4
26-30	27	7.3
31-35	72	19.5
36-40	101	27.3
41 and above	117	31.6
Total	**370**	**100**

Marital Status		
Married	237	64.1
Widow	11	2.9
Single	122	33
Total	**370**	**100.0**
Occupation		
Students	53	14.3
Entrepreneur	62	16.8
Civil Servant	88	23.8
Artisan	106	28.6
Farming	61	16.9
Total	**370**	**100.0**

Source: Field Survey 2022

Analysis: From the table 1 above, 191 (51.6 %) respondents were female while 179 (48.4%) respondents were male. Thus, female respondents dominated the respondents. Also, 117 (31.6%) of respondents were 41 years and above, while 22 (5.9%) of respondents were below age years. Furthermore, 237 (64.1%) of the respondents were married whereas 122 (33%) were single. On occupation of the respondents, 106 (28.6 %) of the respondents were artisans while 53 (14.3%) were students.

Table 2: Respondents' Listenership to Radio FM?

Variables	Frequency	Percentage (%)
Yes	367	99.2
No	3	0.8
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table 2 above, 367 (99.2%) of the respondents claimed that they listen to F.M radio while only 3 (0.8%) of the respondents said they don't. Obviously, the majority of respondents (99.2%) were listening to F.M radio.

Table 3: Respondents' Listenership to the environmental sanitation programmes on the Radio?

Variables	Frequency	Percentage (%)
Yes	263	71.1
No	107	28.9
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table 3 above, 263 (71.1%) of the respondents agreed that they listen to the environmental sanitation programmes on the radio whereas, 107 (28.9%) of the respondents claimed otherwise. Hence, it is clear that, majority of respondents (71.1%) listen to the environmental sanitation programmes on the radio.

Table 4: Frequency to the exposure of environmental sanitation programmes on the radio

Variables	Frequency	Percentage (%)
Very often	63	17
Often	237	64
Rarely	67	18.1
Not at all	3	0.8
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table 4 above, 237 (64%) of the respondents opined that they are often exposed to environmental sanitation programmes on the radio while just 3 (0.8%) of the respondents claimed that they never listen to environment sanitation programmes on radio. Thus, the majority of the respondents (64%) were often exposed to the environmental sanitation programmes on radio.

Table 5: Level of listenership and contributions to the programme generally?

Variables	Frequency	Percentage (%)
Very High	52	14
High	60	16.2
Average	244	66
Low	14	3.8
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table 5 above, 244 (66%) of the respondents admitted that they listen and contribute to environmental sanitation programmes on average whereas, 14 (3.8%) of the respondents said they listen and contribute to the programme on environmental sanitation programmes on radio at a low extent. Therefore, substantial numbers of respondents (66%) averagely listen and contribute to the programme environmental sanitation programmes on radio.

Table 6: Radio sensitization of the respondents about cleaning the environment

Variables	**Frequency**	**Percentage (%)**
Strongly agreed	56	15
agreed	241	65
Neutral	60	16.2
Disagreed	13	3.5
Strongly Disagreed	0	0
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table 6 above, 241 (65%) of the respondents agreed that sanitation programmes on radio sensitize them about cleaning the environment, whereas 13 (3.5%) of the respondents disagreed that sanitation programmes on radio sensitize them about cleaning the environment. This implies that the programme sensitized them about cleaning the environment.

Table 7: Influence of Radio on the respondents' behaviour towards cleaning environment?

Variables	**Frequency**	**Percentage (%)**
Strongly agreed	101	27.3

Agreed	200	54
Neutral	63	17
Disagreed	10	2.7
Strongly Disagreed	0	0
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table 7 above, 200 (54%) of the respondents agreed that the sanitation campaign on radio influenced their behaviour towards cleaning the environment, while 10 (2.7%) of the respondents disagreed that the sanitation campaign on radio influenced their behaviour towards cleaning the environment. This shows that the sanitation campaigns on radio influenced respondents' behaviour towards cleaning the environment.

Table 8: Effectiveness of the Radio sanitation campaigns on the respondents

Variables	**Frequency**	**Percentage (%)**
Highly Effective	70	19
Effective	190	51.4
Fair	84	22.7
Not Effective	26	7
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table above, 190 (51.4%) of the respondents agreed that sanitation campaigns on radio were effective, while 26 (7%) of the respondents claimed that sanitation campaigns on radio were not effective. This indicates that the campaigns on the Radio were effective.

Table 9: What type of message does radio pass to you on environmental sanitation?

Variables	Frequency	Percentage (%)
When to carry out monthly sanitation	60	16.2
Covering people performing environmental sanitation	204	51.1
Interviewing sanitation enforcers	80	21.6
Government policies on environmental sanitation	26	7
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table above, 204 (51.1) of the respondents revealed that they received messages covering people performing environmental sanitation while 26 (7%) of the respondents claimed that they received messages on government policies on environmental sanitation. Therefore, many of the respondents received messages covering people performing environmental sanitation.

Table 10: Radio stations should double their effort towards enlightening people about environmental sanitation?

Variables	Frequency	Percentage (%)
Strongly agreed	101	27.3
Agreed	200	54
Neutral	63	17
Disagreed	10	2.7

Strongly Disagreed	0	0
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From table 9 above, 200 (54%) of the respondents agreed that radio stations should double their effort towards enlightening people about environmental sanitation, while 10 (2.7%) of the respondents still disagreed, claiming that radio stations are doing well in enlightening people about environmental sanitation. However, radio stations are charged to double their effort in enlightening people about environmental sanitation.

Table 11: Dedicated radio programme on environmental sanitation in Kwara State?

Variables	**Frequency**	**Percentage (%)**
Yes	261	70.5
No	109	29.5
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table above, 261 (70%) of the respondents agreed that there are dedicated programmes on environmental sanitation in radio stations in Kwara State whereas, 109 (29.5%) of the respondents denied. This show that there are dedicated radio programmes on environmental sanitation in Kwara State.

Table 12: On what radio station in Kwara State is environmental sanitation often aired?

Variables	**Frequency**	**Percentage (%)**
Radio Kwara	132	35.7
Harmony F.M	68	17.4

Sobi FM	63	17
Royal FM	40	10.8
Albraka FM	29	7.8
Midland FM	15	4
Raypower FM	23	6.2
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table 11 above, 132 (35.7%) of the respondents often get their environmental sanitation messages from Radio Kwara, while 15 (4%) of the respondents get theirs from Midland FM. Therefore, the majority of respondents (35.7%) admitted that they get their environmental sanitation messages from Radio Kwara.

Table 13: Respondents' responses on whether radio campaign(s) programmes change their attitude positively towards cleaning the environment

Variables	**Frequency**	**Percentage (%)**
Strongly agreed	77	20.8
Agreed	221	59.7
Neutral	42	11
Disagreed	13	3.5
Strongly Disagreed	17	4.6
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table 12 above, 221 (59.7%) of the respondents disclosed that radio campaign(s) programmes have changed their attitude positively towards cleaning the environment, whereas 13 (4.6%) of the respondents disagreed. Nonetheless, the largest percentage of the respondents (59.7%) unveiled that radio campaign(s) programmes have changed their attitude positively towards cleaning the environment.

Table 14: Respondents' responses on whether radio stations in Ilorin allot enough air time in discussing and reporting environmental sanitation activities and programmes.

Variables	**Frequency**	**Percentage (%)**
Strongly agreed	47	12.7
Agreed	33	8.9
Neutral	41	11
Disagreed	222	60
Strongly Disagreed	27	7.3
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From table 13 above, 222 (60%) of the respondents disagreed that radio stations in Ilorin allot enough air time in discussing and reporting environmental sanitation activities and programmes, equally, 27 (7.3%) of the respondents disagreed. This shows radio stations in Ilorin didn't allot enough air time to discussing and reporting environmental sanitation activities and programmes.

Table 15: In what way(s) can radio improve environmental sanitation culture among people in the Ilorin metropolis?

Variables	Frequency	Percentage (%)
Through news on the important of hygiene	66	17.8
Through programmes on environmental sanitation	104	28
Through live coverage of environmental sanitation	200	54
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table above, 200 (54) of the respondents observed that radio stations in Kwara State can improve environmental sanitation culture among people in Ilorin metropolis through the live coverage of environmental sanitation while 66 (17.8%) of the respondents can improve environmental sanitation culture among people in Ilorin metropolis through news on the important of hygiene. Consequently, the majority of respondents (54%) suggested that live coverage of environmental sanitation can improve environmental sanitation culture among people in the Ilorin metropolis.

Table 16: Respondents' responses on whether radio change their attitude positively towards environmental sanitation

Variables	Frequency	Percentage (%)
Yes	271	73.2
No	99	26.7
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table above, 271 (73.2%) of the respondents admitted that radio programmes changed their attitude positively towards environmental sanitation whereas, 99 (26.7%) of the respondents responded against that. That shows that radio programmes changed their attitude positively towards environmental sanitation.

Table 17: Extent at which radio educated the respondents on the danger of poor sanitation

Variables	Frequency	Percentage (%)
Strongly agreed	67	18.1
Agreed	214	57
Neutral	41	11
Disagreed	27	7.2
Strongly Disagreed	21	5.6
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table 16 above, 214 (57%) of the respondents agreed that radio educates them on the danger of poor sanitation whereas, 21 (5.6%) of the respondents

strongly disagreed. Hence, the radio stations in kwara state have really educated them on the danger of poor sanitation.

Table 18: Why do you think environmental sanitation should be encouraged?

Variables	**Frequency**	**Percentage (%)**
To prevent ebola/coronavirus etc	67	18
To prevent outbreak of cholera	206	55.7
To make society tidy/ hygienic	97	26.2
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table above, 206 (55.7%) of the respondents think that environmental sanitation should be encouraged to prevent outbreak of cholera while 67 (18%) of the respondents want that environmental sanitation should be encouraged to prevent ebola/coronavirus etc. Thus, the majority of respondents (55.7%) suggested that environmental sanitation should be encouraged to prevent outbreak of cholera.

Table 19: How would you rate the level of sanitation in Ilorin?

Variables	**Frequency**	**Percentage (%)**
Very High	54	14.6
High	198	53.5
Average	57	15.4
Low	42	11.4

Very Low	19	5.1
Total	**370**	**100**

Source: Field Survey 2022

Analysis: From the table 18 above, 198 (53.5%) of the respondents were of the opinion that environmental sanitation is high in Ilorin whereas, 19 (5.1%) of the respondents described environmental sanitation in Ilorin as very low. That shows that the level of environmental sanitation is high in Ilorin.

4.3 Discussion of Findings

Having analyzed the data collected from respondents in the Ilorin metropolis, the following are the major findings. On questions that border on demography, female respondents (51.6%) dominated the response rate. Also, the majority of respondents (31.6%) were aged 41 years and above. Furthermore, (64.1%) of the respondents were married. One occupation of the respondents (28.6%) were artisans.

Research Question 1: What is the frequency of exposure of the people in Ilorin metropolis to environmental sanitation programmes on radio.

Table 2 answered this research question, as the responses from the respondents indicate that the majority of respondents (99.2%) do listen to radio FM. It is clear that, the majority of respondents (71.1%) listen to the environmental sanitation programmes on the radio, equally, the majority of them (64%) claimed that they listen to the programmes on radio often. Similarly, substantial numbers of respondents (66%) averagely listen and contribute to the programme environmental sanitation programmes on radio.

Research Question 2: Do you listen to the environmental sanitation programmes on the Radio?

Also, the majority of respondents (65%) agreed that sanitation programmes on radio sensitize them about cleaning the environment. Similarly, the majority of respondents (54%) agreed that sanitation campaigns on radio influenced respondents' behaviour towards cleaning the environment. Many of respondents (54%) agreed that sanitation campaigns on radio were effective, and many of respondents (51.1%) admitted that they received messages covering people performing environmental sanitation.

However, the majority of respondents (54%) want radio stations to double their effort towards enlightening people about environmental sanitation. Meanwhile, many of the respondents (70.5%) pronounced that there are dedicated programmes on environmental sanitation in radio stations in Kwara State, majority of respondents (35.7%) admitted that they get their environmental sanitation messages from Radio Kwara.

Nonetheless, the largest percentage of the respondents (59.7%) unveiled that radio campaign(s) programmes have changed their attitude positively towards cleaning the environment. Largest percentage of the respondents (60%) disagreed that radio stations in Ilorin allot enough air time in discussing and reporting environmental sanitation activities and programmes.

Consequently, the majority of respondents (54%) suggested that live coverage of environmental sanitation can improve environmental sanitation culture among people in the Ilorin metropolis. It is obvious that many of the respondents (73.2%) claimed that radio has changed their attitude positively towards environmental sanitation. Hence, the majority of the respondents (57%) agreed that radio stations have really educated them on the danger of poor sanitation. Majority of respondents (55.7%) suggested that environmental sanitation should be encouraged to prevent the outbreak of cholera.

Similarly, the majority of the respondents (53.5%) opined that environmental sanitation is high in Ilorin.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter, which concludes the study, is in four parts comprising the summary of the research project, conclusion from the findings of the study, limitations of the study, and recommendations based on findings of the study as well as suggestions for further studies.

5.2 Summary

The study assessed the role of radio as a tool for public enlightenment towards achieving a clean environment in the Ilorin metropolis has the following objectives.

(1) To examine the extent at which radio stations have been able to sensitize the public on environmental sanitation.

(2) To examine the frequency of exposure of the people in Ilorin metropolis to environmental sanitation programme on radio

(3) To determine the extent at which radio campaign(s) on cleaning environment have been able to change the attitude of the people positively towards environmental sanitation

(4) To ascertain whether radio stations allot enough air time in discussing and reporting i environmental sanitation activities and programmes

(5) To find out a way(s) by which radio can improve environmental sanitation culture among people in the Ilorin metropolis.

The introductory part of the research focuses on the general background to the study, statement of the problem, research objectives, research questions, significance of

the study, scope of the study, limitations of the study and operational definition of the terms.

Similarly, the study reviews various literature concepts, empirical studies and theoretical frameworks that are in tandem with the study to give depth and footing to this study. Some of the concepts include but not limited to concept of mass media, forms of mass media, radio broadcasting, characteristics of radio broadcasting, functions of broadcasting, concept of environmental sanitation, objectives of environmental sanitation, religion perspectives of hygiene and environmental sanitation, history of environmental sanitation in Nigeria, millennium development goals and environmental sanitation, environmental sanitation in Kwara state, ministry of environment and sanitation, how to achieve good environmental sanitation and its benefits, role and responsibility of broadcast media in environmental sanitation and general role of broadcast media on environmental sanitation and havoc. The study used the Development Media Theory to assess the role of radio as a tool for public enlightenment towards achieving a clean environment in the Ilorin metropolis.

The research methodology, survey research method was adopted and a questionnaire was administered to the respondents. Chapter four of the study revolved on data analysis and interpretations of findings. Descriptive statistics (frequency and percentage) with the aid of tables were used to analyze the data that were collected.

5.2 Conclusion

Having analyzed the data collected from respondents, it is safe to conclude that the majority of respondents (99.2%) were listening to F.M radio. It is clear that, the majority of respondents (71.1%) listen to the environmental sanitation programmes on the

radio, equally, the majority of them (64%) claimed that they listen to environmental sanitation programmes on radio often.

Similarly, substantial numbers of respondents (66%) averagely listen and contribute to the programme environmental sanitation programmes on radio. Also, the majority of respondents (65%) agree that sanitation programmes on radio sensitize them about the environment cleaning. Similarly, the majority of respondents (54%) agree that sanitation campaigns on radio influenced respondents' behaviour towards cleaning the environment. Many of respondents (54%) agree that sanitation campaigns on radio were effective, and many of respondents (51.1%) admitted that they received messages covering people performing environmental sanitation.

However, the majority of respondents (54%) want radio stations to double their effort towards enlightening people about environmental sanitation. Meanwhile, many of the respondents (70.5%) pronounced that there are dedicated programmes on environmental sanitation in radio stations in Kwara State, majority of respondents (35.7%) admitted that they get their environmental sanitation messages from Radio Kwara.

Nonetheless, the largest percentage of the respondents (59.7%) show that radio campaign(s) programmes have changed their attitude positively towards cleaning the environment. Largest percentage of the respondents (60%) disagree that radio stations in Ilorin allot enough air time in discussing and reporting environmental sanitation activities and programmes.

Consequently, the majority of respondents (54%) suggested that live coverage of environmental sanitation can improve environmental sanitation culture among people in the Ilorin metropolis. It is obvious that many of the respondents (73.2%) claimed that radio has changed their attitude positively towards environmental sanitation. Hence, the

majority of the respondents (57%) agree that radio stations have really educated them on the danger of poor sanitation. Majority of respondents (55.7%) also suggested that environmental sanitation should be encouraged to prevent outbreak of cholera. And, the majority of the respondents (53.5%) opined that environmental sanitation is high in Ilorin.

5.3 Recommendations

After critical examination and review of the previous literatures, the theories, and data gathered from the field, the following are therefore recommended in line with the key findings of the research:

i. It is recommended that broadcast media should equip their journalists with sophisticated equipment or toolkit to cover scientific issues such as: covering areas with less effort on the environmental sanitation or poor environmental sanitation, flooding disaster, heavy wind and storm without much stress.

ii. Broadcast media outfits should organize special seminars and workshops for their reporters on how best to cover scientific and environmental news to better display professionalism so that people can be better informed.

iii. Special desk suggested to be called environmental and climate desk should be created and equipped with scientific and investigative journalists to maintain the desk for effective and efficient dissemination of information on sanitation, weather, climate and other environmental matters.

iv. Media houses should design programmes for people to be more educated and alerted on environmental hazards , challenges and sanitation.

v. Other radio stations should be encouraged to pay utmost focus in reporting environmental sanitation programmes and campaigns by allocating more air time for environmental sanitation reporting. This will improve the level of environmental sanity.

As such, Radio kwara as a media platform should double their effort in upholding the principle of fairness, balance and objectivity in their reportage .

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Appendix

DEPARTMENT OF MASS COMM.

NOVELTY POLYTECHNIC , KISHI

P.M.B 301, ……...

OYO STATE.

QUESTIONNAIRE

Dear respondent,

I am Habeeb Abdulrauf , a Teaching Assistant at the department of Mass communication , Novelty Polytechnic, Kishi Campus. I am currently working on a research project "**Assessing the Role of Radio as a Tool for Public Enlightenment towards Achieving a Clean Environment in Ilorin Metropolis".**

This research is for academic purpose and you, as an esteemed respondent have been chosen for this research study. So you are kindly requested to answer all the questions below as appropriately as you could. Your responses will count a lot for this study. I solemnly promise that information given therein shall be treated with utmost confidentiality.

Thank you

SECTION A: Demographic of Respondent

Instruction: This section asks about your demographic information, please kindly tick (√) in the appropriate bracket(s), and tick option that is applicable to you in the space(s) provided.

1. Gender: Male [ ] Female [ ]

2. Age: Below 20yrs [ ] 20-25yrs [ ] 26-30yrs [ ] 31-35yrs [ ] 36-40yrs [ ] 40yrs & above [ ]

3. Marital status: Single [ ] Married [ ] Divorce [ ] Widow [ ] Separate [ ]

4. What is your Occupation? Farming [ ] Entrepreneur [ ] Civil Servant [ ] Artisan [ ] Other specify……

SECTION B:

Instruction: This section asks questions that border on research questions and related, please kindly tick (√) in the appropriate bracket(s), and tick option that is applicable to you in the space(s) provided.

5. Do you listen to Radio FM?

(a) Yes [ ] (b) No [ ]

6. Do you listen to the environmental sanitation programmes on the Radio?

(a) Yes [ ] (b) No [ ]

7. How often do you listen to the environmental sanitation programmes on the Radio ?

(a) Very often [ ] (b) Often [ ] (c) Rarely [ ] (d) Not at all [ ]

8. What is your level of listenership and contributions to the programme generally?

(a) Very High [ ] (b) High [ ] (c) Average [ ] (d) Low [ ] (e) Very Low

9. Sanitation programmes on Radio sensitize me about cleaning the environment ?

(a) Strongly Agree [ ] (b) Agree [ ] (c) Neutral [ ] (d) Disagree [ ] (e) Strongly Disagree []

10. Sanitation campaign on Radio influenced my behaviour towards cleaning environment?

(a) Strongly Agree [ ] (b) Agree [ ] (c) Neutral [ ] (d) Disagree [ ] (e) Strongly Disagree [ ]

11. How effective is the Sanitation campaign for you?

(a) Highly Effective [ ] (b) Effective [ ] (c) Fair [ ] (d) Not Effective[ ]

12. What type of message do Radio pass to you on environmental sanitation?

When to observe monthly sanitation [ ] covering people performing environmental sanitation [ ] interviewing sanitation enforcers [ ] Others specify ……

13. Radio stations double their effort towards enlightening people about environmental sanitation?

(a) Strongly Agree [ ] (b) Agree [ ] (c) Neutral [ ] (d) Disagree [ ] (e) Strongly Disagree [ ]

14. Is there any dedicate programme on environmental sanitation in radio stations in Kwara State? Yes [ ] No [ ] Undecided [ ]

15. On what radio station in Kwara State is environmental sanitation often aired ?

Radio Kwara [ ] Harmony F.M [ ] Sobi FM [ ] Royal FM [ ] Albraka FM [ ] Midland [ ] Raypower FM [ ] Other [ ]

16. Radio campaign(s) programmes change the attitude of the people positively towards cleaning the environment?

(a) Strongly Agree [ ] (b) Agree [ ] (c) Neutral [ ] (d) Disagree [ ] (e) Strongly Disagree [ ]

17. Radio stations in Ilorin allot enough air time in discussing and reporting environmental sanitation activities and programmes?

(a) Strongly Agree [ ] (b) Agree [ ] (c) Neutral [ ] (d) Disagree [ ] (e) Strongly Disagree [ ]

18. In what way(s) can radio improve environmental sanitation culture among people in Ilorin metropolis?

Through news on the important of hygiene [ ] through programmes on environmental sanitation [ ] through live coverage of environmental sanitation [ ] Other [ ]

19. Does Radio change your attitude positively towards environmental sanitation?

View publication stats

Yes [ ] No [ ]

20. To what extent has Radio educated you on the danger of poor sanitation?

(a) Very High [ ] (b) High [ ] (c) Average [ ] (d) Low [ ] (e) Very Low

21. Why do you think environmental sanitation should be encouraged?

To prevent ebola/coronavirus [ ] To prevent outbreak of cholera [ ]

To make society tidy [ ] other specify …….

22. How would you rate the level of sanitation in Ilorin?

(a) Very High [ ] (b) High [ ] (c) Average [ ] (d) Low [ ] (e) Very Low

Thank you