

INFLUENCE OF BROADCAST MEDIA IN THE DEVELOPMENT OF SPORTING ACTIVITIES IN ENUGU METROPOLIS (A STUDY OF NTA AND RADIO NIGERIA ENUGU)

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Abstract

The purpose of this research study was to find out The Influence of Broadcast Media in the Development of Sporting Activities in Enugu Metropolis. It adopted the survey method with the questionnaire as its instrument of data collection. The study population was made up of the residents of Enugu Metropolis with a population figure of 571,495. Using Taro Yamani as its sampling formula, a sample size of 156 respondents was drawn from the population. Among the questions asked in the study were: How effective are NTA and FRCN Enugu stations in their coverage of sporting events? Has the coverage of these sporting events by NTA and FRCN Enugu stations helped the development of Enugu Metropolis? The study found out among others that the coverage of sporting events by NTA and FRCN Enugu broadcast stations played roles in the development of sporting activities in Enugu Metropolis. The study therefore recommended that sports development policy should be regularly reviewed to accommodate greater role for the media in sports development.

Keywords: Influence, Broadcast media, Development and Sporting Activities.

Introduction

The broadcast media plays a very important role in the development of sporting activities of any nation. It is seen as the most widely used medium of broadcasting. Unlike every other type of media, the broadcast media which consist of the radio and television is also a basic instrument to inform, instruct, examine social problems, and model social values. Muhammad (2014) observes that for any human society, the successful conduct of its internal and external affairs depends largely on the extent to which information is dispersed and shared. The need for information is such that man can hardly function or determine the course of their life without communication (p. 1).



Sports are organized physical and recreational activities which are geared at facilitating human and material resources for intrinsic and extrinsic values. Sports have become globally acknowledged as a potential tool for national and economic development. Nations of the world therefore endeavor to utilize their potentials in sports to enhance the attainment of their respective development objectives. Sports promote sustainable physical fitness and good health, social mobilization, harmony and national integration. According Muhammad (2014) it provides entertainment, enhances the international image of a country, creates employment opportunities, enhances education and promotes tourism and culture.

Alimi (2003) observes that the most important change that has taken place in the sports industry is the significant role the broadcast media are playing in the development of sports all over the world (p.53). Apart from the fact that the media has increased sports awareness and spectatorship among peoples of the world, it has also increased revenue generation which has enriched the various sports stakeholders. The broadcast media have been playing a catalyst role for the identification and the promotion of knowledge, information and understanding about various sports and sporting talents in various nations. Acosta (2002) points out that competitive sport would only survive and develop with the cooperation of the media. It is for this reason that sports must enjoy good relationship with the press, radio, and television.

In Nigeria, despite the abundance of human and material resources, the country is yet to optimize its full potentials in the area of sports. Muhammad (2014) observed that several factors may be accountable for this state of affairs which may not exclude institutional management and leadership challenges.

Eseka (2012) as cited in Muhammad (2014) asserts that with regards to sporting development, sports officials and administrators to whom responsibilities of sports management and development has been entrusted to, have always been on the wrong end of appraisal, with huge criticisms levied against them about the state of the nation's dwindling sporting development with ailing sporting facilities, lack of encouragement at the grass-root level and a culture of corruption that continues to swallow the inadequate funds channeled to the sector.

Statement of the problem

In some quarters there is this assumption that the media in carrying out their social responsibility and developmental roles in sporting activities in Enugu Metropolis have been criticized for placing too much emphasis on European sporting promotion

and culture to the detriment of indigenous games and talents. Some sports' fans agree that practitioners have taken to profit maximization which finds a fertile ground in foreign sport portrayal on Nigerian media and the huge advert revenue which it attracts for the media than in the local sporting events and activities, which are underfunded.

Meanwhile, there also exists the problem of Nigerian high taste for foreign programmes in the media, particularly in sports. Some residents of Enugu Metropolis prefer staying at their work places in the company of friends discussing the outcome of foreign sporting activities or even watching them than viewing or tuning in to their local sporting activities. The broadcast media at certain instances have also shared part of the spoils for promoting foreign sporting institutions and events rather than giving adequate attention to promoting indigenous sporting events. Consequently, this study therefore intends to answer the question: how has NTA and Radio Nigeria Enugu helped in the development of sporting activities in Enugu Metropolis, with regards to sporting programmes, the airtime allocated to different kinds of sports, the sporting events they give adequate coverage to and results of such coverage.

Objectives of the study

This study had the following objectives which were to:

1. Identify the type of sports activities covered by NTA Enugu and Radio Nigeria Enugu.
2. To what extent are these sporting activities covered by NTA Enugu and Radio Nigeria Enugu.
3. Assess the effectiveness of the coverage of these sporting activities by NTA Enugu and Radio Nigeria Enugu.
4. Determine how the coverage of these sporting activities by NTA Enugu and Radio Nigeria Enugu has helped the development of sports in Enugu Metropolis.

Research questions

The study answered the following research questions:

1. What type of sports activities are covered by NTA Enugu and Radio Nigeria Enugu?
2. What is the extent of coverage given to these sporting activities by NTA Enugu and Radio Nigeria Enugu?
3. What is the effectiveness of the coverage of sporting activities by NTA Enugu and Radio Nigeria?
4. How has the coverage of these sporting activities by NTA Enugu and Radio Nigeria Enugu helped the development of sports in Enugu Metropolis?



Literature review

Broadcast Media Concept

According to Okunna and Omenugha (2012), the broadcast media make use of transmission technology through which their signals are scattered far and wide. This is why radio and television are referred to as broadcast media. Basically, this technology involves the use of a transmitter which generates waves (electromagnetic impulse) that carry voice transmissions or messages which make up radio and television programmes. These waves travel through the air, carrying the programmes to homes and other locations where they are received through radio and television sets. Because there are no wires connecting the transmitter to these receiving sets, communication through the broadcast media is also known as wireless communication.

The broadcast media carry different types of messages which are called programmes and these programmes are: newscasts, music, news commentaries, drama, sportscasts, documentaries, editorials, varieties, interviews, features, discussions/forums, special events and films/movies among others.

Broadcasting is a form of mass communication that involves the dissemination of information, news and entertainment to a large audience through electronic transmitters. When the signals transmitted are audio (sound and speech) it is referred to as *Radio broadcasting*, but when both visuals (motion pictures) and audio signals are transmitted, it is called *Television broadcasting*.

Broadcasting (Television and Radio) is best seen as a system. The system shows how every production element is necessary for the proper functioning of all others and how the various production equipment, people and process interrelate. When broadcasting is seen as a system, it gives an understanding of how the various broadcast production details interact as essential parts of a larger process.

Sporting Activities as a Concept

According to Okediji (2015), Sporting Activities are the various activities which man engages in from childhood to adulthood which promotes the acquisition of mental, physical, spiritual, aesthetic, emotional and educational well being to make the individual contribute meaningfully to the development of the society.

Sports are divided into the following categories: athletics, gymnastics, individual/dual sport, team sports, rhythms dance, martial arts and combative sports. There are other types of sports like: football, volleyball and so on. The following are the objectives of sports: physical fitness, social efficiency, skill acquisition, emotional stability, life career, cultural development and mental development (p. 189).

The Relationship between Media and Sports

According to Alimi (2003) the most important change that has taken place in the sport industry is the significant role the broadcast media is playing in the development of sports all over the world. Apart from the fact that the broadcast media has increased sports awareness and spectatorship among peoples of the world, it has also increased revenue generation which has enriched the various sports stakeholders. The radio and television have been playing a catalyst for the identification and the promotion of knowledge, information and understanding about various sports and sporting talent in various nations.

The broadcast media are regarded as the means of communication through which a large number of people could be reached. These include television and radio according to Hornby (1985). The radio and television sharpen and re-orders the perceptions of the listeners and viewers on a particular event or happenings in the society and contribute to a reservoir of knowledge of the past and current events. Media and sports are now so connected that it has become impossible to speak of one without the other, but in a general sense, the relationship is not in any way peculiar. The media have grown so phenomenally in the last decade or so that they affect virtually every area of human life and almost everyone is now a media practitioner of sort.

Abdullahi (2013), Sport has therefore become big business accompanied by the glamour and the glitz, hugely amplified in a way that only these new media can. Every year, the money spent on various sporting activities across the world runs into billions of dollars. To host the Rio Olympic Games, it is estimated that Brazil invested between \$4.6bn to nearly \$12bn. There are now professional sportsmen in a true sense of the word men and women, who do not just make a living through sports, but have become global brands. Sports icons like Lionel Messi, Cristiano Ronaldo, Usain Bolt, Tiger Woods, David Beckham, Didier Drogba, Michael Jordan, Nwankwo Kanu and the Williams sisters are people some persons has never met before and would probably never meet, but one can recognize and actually feel they know them. The translation of these young men and women into global icons could not have happened without the media that have delivered their extra-ordinary talents to people's living rooms and even their mobile phones.

Today, the English Premiership is followed passionately by Nigerians of all classes. It is common to hear a fan in Emene who probably has not travelled out of Enugu boast about 'his' Club Manchester United. He is ready to fight, and indeed sometimes do fight, to defend the reputation of the 'The Red Devils'. The truth is, even though this die-hard Manchester United fan has no physical relationship with the club, no one can fault his emotional attachment and love for the "The Red Devils." This same scenario is replicated with almost all the English Premiership Clubs and for the big teams in Europe. People have adopted these teams as their own, spend considerable



sums on jerseys and other paraphernalia of the teams, some even sacrificed cows to supplicate for their club's success before a major game, even though they live thousands of kilometers away from the cities where these teams are domiciled. This is what the power of the broadcast media has done to Nigerians.

According to Abdullahi (2013), Television has played huge roles in the particular success of the English Premiership. When the EPL started in 1992, one of the major decisions, which were considered radical at that time, was the plan to sell the TV rights to a pay-per-view television BSkyB. The decision was considered radical because at that time, pay television was not very popular in the UK market, neither was the trend of charging fees for fans to watch live televised football. However, this has turned out to be a very prudent decision and one of the main reasons for the success of the Premiership.

To understand how vital the broadcast media are to sports development, one must imagine what sports would be today without the media. Imagine for a moment that El- Clasico matches between football giants, Real Madrid and Barcelona, at the evocative arena Santiago Bernabéu and Nuo Camp and other subsequent matches to be played against other clubs in the Spanish La-Liga, the management of the league decides to shun the global media that has turned them into global brands and opt instead, to announce the match via a small sign post placed at the stadium's entrance. We can imagine the immediate consequence of such a decision.

Muhammad (2014), stated that One, there will be a sharp drop in revenue from gate takings, as only a few people will be aware of the match fixture. Secondly, multi-national corporations who push to sponsor the two clubs by paying millions of dollars yearly will cancel their sponsorship deals and move their money elsewhere because their brands will no longer be seen by the usual millions of people around the world. With the loss of revenue, the best players, coaches and other categories of staff will seek their fortune elsewhere; the famous Madrid and Barcelona football academies where global sports stars are developed will close down, along with other club-related ancillary businesses.

The picture painted above may sound extreme, but in a nutshell, help to underscore the significance of media to sports development, especially as big business and corporate brand. Therefore, from its hitherto primary role of informing, entertaining and educating the masses, the media today have become to sports development what the heart is to the body or what the engine is to a car, a life wire. So vital is the media to sports that without the media, especially radio and television, the sports industry, as has been known today will cease to exist. It will simply revert to the mere recreation it used to be centuries ago.

The Media in Direct Sports Development

The media's role in sports development does not begin and end with paying for broadcast rights and exposure for sponsors and other brands associated with sports in the media. In some countries, including Nigeria, media houses conduct seminars and workshops with the aim of fashioning out strategies to develop sports. They push for good governance and ethics in sports administration and also fight racism and corruption. Stories in the media about the success of sporting idols have also inspired generations of young athletes, and led to the discovery of new talents.

Abdullahi (2013) posit that some media houses have even been more directly involved in sports development by directly organizing championships. Unarguably, the most competitive and lucrative cycling race in the world today, The “Tour de France”, is an initiative of a French media house, L'Auto, whose editor Henri Desgrange created the cycling race to build favorable publicity and excitement for his publication and boost sales for the magazine. The race has since been held annually since its first edition in 1903, except for when it was stopped for the two World Wars. From a media house's idea of boosting sales and contributing its little quota to sports development, the Tour gained prominence and popularity and became a global event. From a primarily French field, riders from all over the world began to participate in the race each year.

Abdullahi (2013) stated another media house that has engaged in direct participation in sports development is BSkyB of Great Britain. Determined to ensure that the British embrace the sports of cycling and that a Briton wins the prestigious Tour de France, BSkyB set up Team Sky as a British professional cycling team to compete in the UCI World Tour. The relationship began with British Cycling getting £1 million sponsorship from the television company. BSkyB's initial 2010 goal was to ensure that a Briton won the Tour de France. This was achieved in 2012 when Bradley Wiggins won that year's Tour de France, thereby becoming the first British winner in the history of the competition, while fellow Briton Chris Froome finished as the runner up.

It is also worthy of note that two of the most prestigious football awards: the African Footballer of the Year and European Footballer of the Year (Ballon d'Or) were started by media houses. The African Footballer of the Year award, presented to the best African football (soccer) player each year, now a project of the Confederation of African Football (CAF) since 1992, was an initiative of France Football magazine. Initially, it was called African Footballer of the Year Golden Ball award between 1970 and 1994 and was organized by France Football magazine. Similarly, the European Ballon d'Or – was also awarded by the magazine since 1956 before it was taken over by UEFA.



Media and Sport Development in Nigeria

Sho-silva (1984) as cited in Aibueku (2011), in Nigeria, the media has a long history of significant contribution to sports development. Long before Super Sports, the satellite based sports TV channel, Fabio Lanipekun had led a generation of Nigerians that include the late Yinka Craig, Hamed Adio, Waheed Olagunju, Rotimi Bisiriyu, Charles Ojugbana and others to pioneer sports broadcast journalism in Africa.

According to Omo-Osagie (1987) as cited in Aibueku (2011), versatile radio broadcasters like Ernest Okonkwo, Ishola Folorunsho and others cannot be easily forgotten, their football commentary made many to stay glued to their radio, thereby encouraging many corporate bodies to fund sports. The magical moments in our football, including the many years of frustrating efforts to qualify for the FIFA world cup, would not have been so memorable without these incredibly talented broadcasters, whose exploits on radio contributed in many ways inspiring young Nigerians to play sport.

Abdullahi (2013), the newspapers were not left behind. The Daily Times, Nigerian Tribune, New Nigerian and others devoted many pages to the coverage of sports and because of this extensive coverage of sporting events, sponsors provided funds needed for sports development. It would be recalled that at a point in Nigeria, volleyball actually rivaled football for sponsors because the head of the Volleyball Federation then, Eddie Aderinokun used the media to make the game so popular that sponsors were running after the federation.

In fact, virtually all the sports had sponsors back then. Athletics enjoyed the support of Mobil, UNIC Insurance, Folawiyo Nigeria Limited, Nestle, Nigeria Breweries; while Table Tennis had Cadbury, Lever Brothers, Nigeria Breweries, Coscharis, and of course, Chief Molade Okoya Thomas who has sponsored the Asoju Oba Championship in the last 44 years, to mention but a few.

In the area of ensuring good governance and ethics, the sporting press ensured that officials were constantly on their toes and did what was best for the nation's sports. Perhaps, because of the media's watchdog role, sports administration was so good that the whole of Africa looked up to Nigeria for lessons in sports administration. It is important to mention that the former President of Confederation of African Football, (CAF), Issa Hayatou, and even Danny Jordan, the head of South Africa 2010 World Cup organizing committee both learned the basics of sports administration and management in Nigeria.

Abdullahi (2013), some media houses in Nigeria have also participated actively in direct sports development. Channels TV, a medium owned by John Momoh have emulated its counterparts in Europe by taking its contribution to sports development beyond informing, educating and entertaining. Channels TV sponsor a grassroots football tournament on Children's Day in Lagos. Young footballers train and look forward to this championship yearly. Channels also contribute to the participation of

children with Down- syndrome in the Special Olympics. Africa Independent Television (AIT) has also organized an annual U-17 Championship in memory of Late Ladi Lawal and the list continues to grow, the number of media houses making contribution to the overall development of sport in Nigeria.

Empirical Review

In a study carried out by Elo, I. (2015) titled “The Role of Television in Sports Development in Nigeria.” *International Journal of Arts and Design Studies*. 30 (1) p.10. The researcher sought to find out the role of Nigerian television in sports development in Nigeria. The researcher recommended roles and ways of performing these roles for Nigerian television. He found out that television has failed in its duty to foster the motivation of people to be part of sports development. The study also revealed that, sports are very important areas of national life which the country should explore and develop for its benefit. It also found out that there has been serious neglect of sporting activities and that part of the neglect, was as a result of television inadequate focus on sports.

The study recommended among others that, Nigerian television should endeavor to adequately broadcast our football league matches to show our own style of football to the world. Other sports should be equally focused on. The study is similar to the present study in the sense that both studies focused on the role of the broadcast media in sporting activities, although while the study under review focused on television only, the present study focused on both radio and television. (Elo 2013).

Another study that is empirically analyzed in this research work is carried out by Ayotunde, A. (2014) titled “The Role of National Daily Papers in Sports Development, a Nigerian Example.” *International Journal of Innovative Research and Development*. 3 (8) p.172. This study aimed at finding out the roles the newspapers play especially in the area of sport development. It argued that the media is not just an entertainment tool but also an instrument for developing sports through its consistent coverage. The researcher used survey research method and questionnaire as her data gathering instrument. The study looked at the impact of newspaper as a veritable tool for achieving sustainable development in the area of sports. The study recommended that the media should be used as a tool to achieve sports development in the Nigerian society by consistently propagating sports stories and increasing their coverage of sporting events. This study is similar to the present study in the sense that both work made use of survey method and they also made use of development media theory. (Ayotunde 2014).

In a study carried out by Nji, G. C. (2008) titled “Mass Media Sports Coverage: For Football Development in Nigeria.” *Anambra State Journal for Physical, Health Education, Recreation, Sport and Dance*. 2 (1) p.67. This study aimed at

investigating the status of the mass media in their coverage of sports. The researcher used cross-sectional survey research design and questionnaire as his data gathering instrument.

The findings of the study showed that the mass media gave adequate coverage to football events and contributed to the improvement of football facilities. The study recommended that mass media should be encouraged in their coverage of football events for the development of grassroots football. This study is similar to the present study in the sense that both work made use of survey method and the questionnaire as their data gathering instrument. (Nji 2008).

Theoretical Framework

The researcher anchored this study on the Development Media theory. The theory was propounded by Dennis McQuail in 1987. Assumptions of the theory include the following:

- The media must accept and carry out positive development tasks in line with national establishment policy.
- Freedom of the media should be open to economic priorities and development needs of the society.
- The media should give priority in their content to national cultures and languages.
- The media should give priorities to news and information that link with other developing countries, which are close geographically, culturally or politically.
- Journalists and other media workers have responsibilities as well as freedom in their information gathering and dissemination tasks.
- In the interest of development ends, the state has a right to intervene in, or restrict media operation and device control can be justified.

The first assumption of the Development media theory requires the mass media to work in tandem with the government in the task of National development which is basically what the broadcast media are expected to do in the area of sports coverage. Its primary focus is on how the broadcast media can be used to improve sports development.

Development media theory supports this research study because it aims at the need for media to accomplish positive development efforts in conformity with nationally established policy. Thus, the role of the broadcast media under this theory is to discuss, inform, motivate and create an enabling environment in which the audience can feel the need for, and demonstrate their commitment to activities in the areas of sports, thus raise the level of their participation in sporting activities. As such the broadcast media should be directed to carry out the aforementioned functions in order to explicitly fulfill the postulations of the development media theory.

Methodology

The study used survey method design. Obasi (2008), posit that survey design is one in which a group or item is studied collecting and analyzing data from only a few people or items considered to be representation of the entire group.

The study was carried out in Enugu metropolis where people, women and men with maximum level of literacy on sports were randomly sampled in order to get their answers and reactions to the role the broadcast media play in the development of sports in Enugu Metropolis. Enugu Metropolis is made up of the following urban cities; Maryland, GRA, Emene, Achara Layout, Ogui, Trans-Ekulu, Iva Valley, Abakpa, New Haven, Independence Layout, Uwani, Ogbete and Asata.

According to Obayi, Anorue and Onyebuchi (2016), population is simply the specification of the required limit of the study (p.37). The population of this study is the residents of Enugu Metropolis, comprising of Maryland, GRA, Emene, Achara Layout, Ogui, Trans-Ekulu, Iva Valley, Abakpa, New Haven, Independence Layout, Uwani, Ogbete, Asata. These areas have an estimated population as 571495 by National Population Commission (2006).

Sampling Technique and Sample Size

The study adopted the stratified sample method through which the researcher divided Enugu Metropolis into thirteen strata. The sample population was got from the population of the study in such a way that it was a representative of the thirteen areas in Enugu Metropolis. The sample size of each stratum was a representation of the stratum's share of the population.

Using the taro Yamani's formula a sample size 156 was arrived at. To get the number of respondents from each stratum of the population, the researcher divided the population of each stratum by the entire population and multiplied by the sample size.

- Maryland: $6217/571496 \times 156/1 = 2$
- GRA: $26117/571496 \times 156/1 = 7$
- Emene: $105313/571496 \times 156/1 = 29$
- Achara Layout: $67223/571496 \times 156/1 = 18$
- Ogui: $54949/571496 \times 156/1 = 15$
- Trans-Ekulu: $15290/571496 \times 156/1 = 4$
- Iva Valley: $11847/571496 \times 156/1 = 3$
- Abakpa: $120752/571496 \times 156/1 = 33$
- New Haven: $24989/571496 \times 156/1 = 7$

- Independence Layout: $32601/571496 \times 156/1 = 9$
 - Uwani: $42474/571496 \times 156/1 = 12$
 - Ogbete: $34637/571496 \times 156/1 = 9$
 - Asata: $29086/571496 \times 156/1 = 8$
- Total = 156

The measuring instrument used in gathering information for this study was the questionnaire. The questionnaire was divided into two parts. Part A answered questions on the demography of the respondents while the Part B answered the research questions. To test for validity, the researcher presented the questionnaire to his supervisor who thoroughly scrutinized the items to ensure that the questions were valid in terms of language and relevance to the research questions. To determine the reliability of the study, the researcher made use of pilot study of the questionnaire by using some of the constructed items (questions) of the questionnaire and testing it on some respondents within Enugu Metropolis who were not part of the sampled respondents. The instrument tested reliable. The researcher made use of simple tables, frequency and percentages to present the data.

Data Presentation and Analysis

One hundred and fifty six copies of the questionnaire were administered to the various respondents, out of which 155copies were recovered. This presented a response rate of return of 99%.

Question 1: What type of sports programmes does NTA and FRCN Enugu stations cover?

Table 1: Response to Question 1

Responses	Frequency	Percentage%
Football	87	56.1%
Boxing	15	9.7%
Basketball	13	8.4%
Athlete	10	6.5%
Can't Say	30	19.4%
Total	155	100.0%

In response to the question on table 1, 87 respondents (56.1%) said NTA and FRCN Enugu Stations cover football programmes; 15 respondents (9.7%) said NTA and FRCN Enugu stations cover boxing programmes, 13 respondents (8.4%) said NTA and FRCN Enugu stations cover basketball programmes, 15 respondents (9.7%) said NTA and FRCN Enugu stations cover athletic programmes while, 30 respondents (19.4) said they can't say which type of sports programmes NTA and FRCN Enugu

stations cover.

Question 2: To what extent are these sporting activities covered by NTA and FRCN Enugu stations?

Table 2: Response to Question 2

Responses	Frequency	Percentage%
Maximum Coverage	53	34.2%
Minimum Coverage	92	59.4%
No Coverage at All	10	6.5%
Total	155	100.0%

In response to the question on table 2, 53 respondents (34.2%) said NTA and FRCN Enugu stations give maximum coverage to sporting activities, 92 respondents (59.4%) said NTA and FRCN Enugu stations give minimum coverage to sporting activities while, 10 respondents (6.5%) said NTA and FRCN Enugu stations give no coverage at all to sporting activities.

Question 3: How effective are NTA and FRCN Enugu stations in their coverage of sporting events?

Table 3: Response to Question 3

Responses	Frequency	Percentage%
Very Effective	21	13.5%
Effective	58	37.4%
Not Effective	35	22.6%
Not Very Effective	41	26.5%
Total	155	100.0%

In response to the question on table 3, 21 respondents (13.5%) said the coverage of sporting events by NTA and FRCN Enugu stations are very effective, 58 respondents (37.4%) said the coverage of sporting events by NTA and FRCN Enugu stations are effective, 35 respondents (22.6%) said the coverage of sporting events by NTA and FRCN Enugu stations are not effective while, 41 respondents (26.5%) said the coverage of sporting events by NTA and FRCN Enugu stations are not very effective.

Question 4: Has the coverage of these sporting events by NTA and FRCN Enugu stations helped the development of sporting activities in Enugu Metropolis?

Table 4: response to question 4

Responses	Frequency	Percentage%
Yes	103	66.5%
No	36	23.2%
Not Sure	16	10.3%
Total	155	100.0%

In response to the question on table 4, 103 respondents (66.5%) said yes; the coverage of these sporting events by NTA and FRCN Enugu stations has helped the development of sporting activities in Enugu Metropolis, 36 respondents (23.2%) said no; the coverage of these sporting events by NTA and FRCN Enugu stations has not helped the development of sporting activities in Enugu Metropolis while, 16 respondents (10.3%) said they are not sure if the coverage of these sporting events by NTA and FRCN Enugu has helped the development of sporting activities in Enugu Metropolis.

Discussion of Findings

Research question 1: What type of sports activities are covered by NTA Enugu and Radio Nigeria Enugu?

The data on table 1 showed that 87 respondents (56.1%) said NTA and FRCN Enugu Stations cover football programmes; 15 respondents (9.7%) said NTA and FRCN Enugu stations cover boxing programmes, 13 respondents (8.4%) said NTA and FRCN Enugu stations cover basketball programmes, 15 respondents (9.7%) said NTA and FRCN Enugu stations cover athlete programmes while, 30 respondents (19.4) said they can't say which type of sports programmes NTA and FRCN Enugu stations cover. From the findings, it is clear that residents of Enugu Metropolis view and listen to sports programmes on NTA and Radio Nigeria Enugu stations.

Research question 2: To what extent are these sporting activities covered by NTA Enugu and Radio Nigeria Enugu?

The aim of this research question was to find out the extent of coverage given to sporting activities by NTA Enugu and Radio Nigeria Enugu. The data on table 2 showed that 53 respondents (34.1%) said NTA and FRCN Enugu stations give maximum coverage to sporting activities, 92 respondents (59.3%) said NTA and FRCN Enugu stations give minimum coverage to sporting activities while, 10 respondents (6.4%) said NTA and FRCN Enugu stations give no coverage at all to sporting activities.



From the findings above, the residents of Enugu Metropolis agreed that NTA and FRCN Enugu stations give coverage to sporting activities as shown on table 2. This supports the views of Alimi (2003) who stated that radio and television have been playing a catalyst for the identification and the promotion of knowledge, information and understanding about various sports and sporting talents in various nations.

Research question 3: What is the effectiveness of the coverage of sporting activities by NTA Enugu and Radio Nigeria?

The aim of this research question was to find out the effectiveness of the coverage of sporting activities by NTA Enugu and Radio Nigeria. The data on table 3 showed that 21 respondents (13.6%) said the coverage of sporting events by NTA and FRCN Enugu stations is very effective, 58 respondents (37.4%) said the coverage of sporting events by NTA and FRCN Enugu stations is effective, 35 respondents (22.6%) said the coverage of sporting events by NTA and FRCN Enugu stations is not effective while, 41 respondents (26.4%) said the coverage of sporting events by NTA and FRCN Enugu stations is not very effective.

From the findings above, it is obvious that the coverage of sporting events is effective and influences the development of sporting activities in Enugu Metropolis. This finding corroborates the assertions of Nji (2008), who in his study on “Mass Media Sports Coverage: For football development in Nigeria,” found out that the mass media gave adequate coverage to football events and contributed to the development of football facilities.

Research question 4: How has the coverage of these sporting events by NTA Enugu and Radio Nigeria Enugu helped the development of Enugu Metropolis?

The aim of this research question was to find out how the coverage of these sporting activities by NTA Enugu and Radio Nigeria Enugu helped the development of Enugu Metropolis. The data on table 4 showed that 103 respondents (66.5%) said yes; the coverage of these sporting events by NTA and FRCN Enugu stations have helped the development of sporting activities in Enugu Metropolis, 36 respondents (23.2%) said no; the coverage of these sporting events by NTA and FRCN Enugu stations have not helped the development of sporting activities in Enugu Metropolis while, 16 respondents (10.3) said they are not sure if the coverage these sporting events by NTA and FRCN Enugu have helped the development of sporting activities in Enugu Metropolis.

The findings so far supported the Development Media theory propounded by Dennis McQuail which states that the media must accept and carry out positive development tasks in line with national establishment policy. This theory rests on the belief that the media should be at the vanguard of development. The findings also support the

findings of Wogu (2008), that mass media should not only be instruments of development but also channels used to highlight efforts being made by communities (p.74).

Conclusion

The findings in this study demonstrated that sporting activities do influence the development of sporting activities in Enugu Metropolis as well as in the development of Enugu Metropolis itself. Sporting activities for instance help to boost economic growth in Enugu Metropolis. It is also noteworthy that the residents of Enugu Metropolis enjoy sporting programmes of NTA and FRCN Enugu. This simply illustrates the entertainment function of the media. The broadcast media plays important roles through coverage of sporting events which help in the discovery of talents and athletes, with great potentials.

Recommendations

Based on the findings and conclusion of this study, the study recommended the following:

1. NTA and FRCN Enugu should allot more time to sporting activities.
2. The sports development policy should be regularly reviewed to accommodate greater role for the media in sports development and maintain good relationship between sports administrators and the media management.
3. Concerted effort should be made to liberalize the media and encourage investors to establish sports media outfits across the country. Media groups should be encouraged to extend their services of sports coverage to every corner of Nigeria.

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