AN ASSESSMENT OF THE LEVEL OF COMPLIANCE WITH REGULATIONS OF SELECTED MEDIA HOUSES IN ACCRA

By

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CERTIFICATION

I hereby declare that this submission is my own work towards the MSc in Development Policy and Planning and that, to the best of my knowledge, it contains no material previously published by another person nor material which has been accepted for the award of any other degree of the University, except where due acknowledgement has been made in the text.

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ABSTRACT

Since the Ghanaian media was liberalized in 1996, there has been a proliferation of media houses and regulators with radio and television being the most vibrant and easily accessible.

After more than a decade of the liberalization of the media, and the subsequent establishment of regulations the nation is still battling with the challenge of compliance with regulations. Therefore it is only prudent to determine the extent to which radio and television stations have complied with the existing regulations and the factors impeding the compliance.

This was the main reason for which this study was carried out in Accra. The main objective of this study was to assess the level of compliance of the media houses with the regulations governing their operations for them to play their role in the development of the country.

Geographically, the study focused on Accra, with the reason being that, after the liberalization, the media started its growth from there. Also Accra has been the hub of the media, hosting the headquarters of almost all television stations and to some extent the radio stations. The case study method was used for the study. A combination of probability (the cluster and simple random sampling techniques) and non probability sampling methods (the purposive sampling technique) were employed in the selection of samples for data collection for this study.

From the analysis, it became clear that the major challenge of the implementation of the media regulations was the lack of the legal backing for the media regulators. Though the knowledge level about compliance issues was established to have been known, the details were not known and this was attributed to the lack of enforcement of sanctions by the regulators who were in turn hampered by the lack of legal backing. With the passage of the NCA Act and the Electronics Communications Act in December 2008 and the yet to be passed broadcasting law, it is hoped that a lot more media houses would conform to the existing media regulations.

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LIST OF ABBREVIATIONS/ACRONYMS

AMA	Accra Metropolitan Assembly
ATRACO	Accra Teachers Training College
BUSAC	Business Sector Advocacy Challenge Fund
FM	Frequency Modulation
FRCB	Frequency Registration and Control Board
NCA	National Communications Authority
NMC	National Media Commission
GBC	Ghana Broadcasting Corporation
GDA	Ga District Assembly
GIBA	Ghana Independent Private Broadcasters Association
GIJ	Ghana Institute of Journalism
GJA	Ghana Journalists Association
GNA	Ghana News Agency
GSS	Ghana Statistical Service
IPS	Institute of Professional Studies
ITU	International Telecommunication Convention
MCM	Media Council of Malawi
MOC	Ministry of Communications
MOI	Ministry of Information
MINO	Ministry of Information and National Orientation
PSB	Public Service Broadcaster
RTV	Radio and Television
TMA	Tema Municipal Assembly

CHAPTER ONE

OVERVIEW OF THE MEDIA AND COMPLIANCE

1.1   Introduction

The media is a term used to denote a section of the media specifically envisioned and designed to reach a very large audience such as the population of a nation state. The term public media has a similar meaning: it is the sum of the public mass distributors of news and entertainment across media such as newspapers, television, radio, broadcasting, which may require union membership in some large markets such as Newspaper Guild and text publishers. The National Media Policy of Ghana recognizes the electronic, print, film broadcasting, wire services, advertising and public relations as dimensions of the media. According to it, whiles the print media comprises newspapers and magazines printed for mass readership, the broadcast media comprise radio and television involving transmission by airwaves, cable or satellite of sound or images for simultaneous reception by mass audience.

Before the liberalization of the airwaves and the media in 1996, only the state owned radio, television and newspapers were in operation. Since the airwaves was liberalized, the National Communications Authority (NCA) has granted authorization to about 55 television stations and 224 frequency modulation (FM) radio stations to operate in the country (NCA, 2010). An estimated 182 radio station and 15 free to air and pay per view television station stations are currently on air. Again there are more than 300 newspapers and magazines registered with the National Media Commission (NMC).

The appointment of the NMC as an oversight body for the media is regulated by the Ghanaian constitution, (ie Article 166 of the Constitution of the Republic of Ghana) and established under Act 449 in 1993, followed by an amendment, Act 561 in 1998 as an independent body. It is composed of members of several groups of "civil society" such as the Ghana Journalists Association, the Trades Union Congress and the Association of Private Broadcasters.

The NMC among other functions was established mainly to promote and ensure the freedom and independence of the media for mass communication or information. It is to take all appropriate measures to ensure the establishment and maintenance of the highest journalistic standards in the mass media, including the investigation, mediation and settlement of complaints made against or by the press or other mass media.

The NCA on the other hand was established by an Act of Parliament, (ie Act 524, 1996), and is involved in the allocation of frequencies and regulates the provision of communications activities and services in the country. The NCA also introduced privatization, liberalization, and competition into the telecommunications industry. It is responsible for the allocation of frequency spectrum for broadcasting. The two institutions (ie NMC and the NCA) are the regulators in the media industry.

This study seeks to examine the level of compliance of the media houses to the regulations of the industry that these regulators are expected to enforce.

1.2 Problem Statement

The years when the issue of non compliance in the media industry in this country was seen as a phenomenon are over. Now non compliance is seen as a broad based developmental issue cutting across many spheres of life. Non compliance does not only affect the media and its related agencies but it also affects other sectors of the economy. All media houses of this phenomenon have the right to operate without interferences from non complying media houses.

The concept of FM radio operations in Ghana is regionally based hence the technical reach of the stations is expected to be within the regions of operations. According to the National Media Policy of 2000, transmission boundaries of radio stations shall be regionally limited. However, several stations transmit with their signals penetrating as many regions as possible. For marketing purposes, they happily boast of this feat without any recourse to the law. For example, Kapital Radio in Kumasi has its signal received in 7 regions (Ashanti, Brong- Ahafo, Eastern, Western, Northern, Volta and Central) out of

the 10 regions in Ghana. This they continually use as their strength to call for advertisement on their airwaves. Joy FM in Accra also covers Greater Accra, Volta, Eastern and some parts of Ashanti.

A project consultant, Nii Tackie Otoo, on the 25th of November, 2008 at a workshop on "Radio Stations Broadcasting Beyond their Boundaries" organised by the Western Salem Communication, operators of Kyzz FM, and the Business Sector Advocacy Challenge (BUSAC) Fund in Takoradi, called on Ghana's NCA to enforce its regulations that prevent radio stations broadcasting beyond their boundaries. He said some radio stations were broadcasting beyond their boundaries because certain aspects of the NCA regulations, LI 1719 of 2003, were not proactive.

The National Media Commission of Ghana clearly states that television stations shall devote a minimum of 30% of total air time to local content, including music which shall be local.

Ghana's television services carry a variety of programmes, including health, entertainment, sport, politics, news and current affairs. However, there is a pervasive influence and presence of foreign programmes. For instance in order to stay on top of competition, one can find three or more South American soap operas, Nigerian produced movies, magazine programmes of foreign descent, foreign movies and music videos among others. Also, in order to be able to broadcast 24 hours a day, some stations fill their late-night hours with the foreign services of Cable News Network (CNN), British Broadcasting Corporation (BBC) and others.

Very few programmes are actually generated by the local stations. The predominance of foreign content is true for both public and private media, but particularly the private media. This is what has led to the Ghanaian media, especially the television stations being criticized for corrupting the conscience of the people by portraying obscenity, pornography, violence, and crime that erode national identity. The popularity of the media in Ghana, particularly coming on the heels of the liberalization of the airwaves in 1996, means the media ought to be more relevant in people's lives than the narrow perception as a tool of communication.

Ugboajah (1985) argued that the structure and content of broadcasting systems should reflect the cultural character of the societies within which they operate. Concerns are being expressed about the current low standards of journalism. Some media scholars in Africa seem to support the perception that respect for ethical standards of the profession in many parts of Africa is quite below the expectations of the general public (Kunczik 1999, Karikari 1996, and Nyamnjoh 1996).

In a country where the media is seen not only as a key development partner but regarded as the fourth realm of the estate, it becomes justifiable to take the fight against non compliance to the fore. Given that non compliance has major and internal and external impact of the media terrain. The impact is manifested in high cost of operations.

With the media being regarded as a powerful tool for development, questions have been raised as to whether radio and television stations are complying with regulations governing their operations. If indeed they are, then what are the dimensions of these compliances and how do they manifest in their operations? Answers to these and other questions will indicate the relevance of the regulations governing the operations of the media.

This special study therefore sought to examine the media (radio and television stations) in the compliance to media regulations and how their short falls could be addressed.

The other questions that the study sought to answer include the following;
1. What regulations govern the operations of the media, particularly radio and television stations?
2. What are the purposes of these regulations?
3. What is the level of compliance with these regulations?
4. What challenges do the media houses face in trying to comply with these regulations?
5. To what extent is the level of compliance affecting the purpose of the regulations?

1. 3 Objectives of the Study

The main objective of this study is to assess the level of compliance of the media houses to the regulations governing their operations for them to play their role in the development of the country.

Specifically, the study sought to achieve the following objectives:

1. To identify the regulations that govern the media, particularly radio and television stations.
2. To identify the purposes of these regulations and
3. To identify the level of compliance and the challenges the media houses face in their quest to comply.
4. To make recommendations on how the regulators can ensure compliance in the light of the identified challenges.

1.4 Research Scope and Methodology

Comprehensive survey questionnaires were designed to capture the facts and figures, as well as qualitative responses about the National Media Commission's directives that regulate the operations of media houses in Ghana.

Questionnaires were sent to officials of NMC and NCA and the individual media houses to sample their views. Apart from the primary data that were gathered from the field studies, secondary data were also used in analyzing and comparing the primary data to arrive at a firm position. A more detailed methodology is outlined in chapter three.

Conceptually, the study was based on stakeholder analysis and institutional capacity assessment. It focused on the capacities of the media, the operational process and the extent to which the media houses complied with the regulations.

Geographically, 22 radio stations in the Accra Metropolitan Area, four television stations with nationwide coverage were considered for the very reason that Accra hosts the

'headquarters' of radio and television stations.

1.4.1 Research Design

The study was an exploration into the level of compliance of the selected media houses with the regulations. It sought to collect relevant information and reasons to explain the compliance or non compliance. "Exploration is the attempt to develop an initial, rough understanding of some phenomenon" (Babbie, 1975; 75). As Babbie (1992) stated, exploratory research designs are best used when the researcher is examining an area of interest. Even though the liberalization of the airwaves took effect in 1996, the ability of the various forms of the media to comply with the regulations governing them is relatively an area of interest.

A case study methodology was used because, according to Yin, "case studies are the preferred strategy when 'how' or 'why' questions are being posed, when the investigator has little control over events, and when the focus is on a contemporary phenomenon within some real-life context" (Yin,1994). It is mostly used for an intensive study of an individual unit. By using this approach, a single entity or phenomenon (in this case the capacities of stakeholders) were explored bounded by time and activity. Detailed information was obtained using a variety of data collection procedures during a sustained period of time (Agyedu et al, 1999). The reasons for this method stem from the fact that, the study requires multiple sources of evidence and the issue being investigated into is a contemporary phenomenon which is on-going and from which the researcher has little control over.

1.4.2 Sampling Design

A combination of probability and non probability sampling methods were employed. The probability sampling techniques used included the cluster and simple random sampling techniques. Purposive sampling technique was the non- probability technique that was used.

Radio and television stations within the Greater Accra region were sampled and studied. The purposive sampling method was the most appropriate in this study due to the fact that

the radio and television stations in Accra were the main targets of this study. This method simply involved picking units on the basis of their known characteristics.

With the simple random technique, the focus was on the individual units of enquiry. The reason for the use of simple random sampling method was that every element or stakeholder has an equal chance of being selected from the population. Though random sampling has some disadvantages its use ensured a representative sample since it guaranteed that every important category had elements in the final sample and also ensured precision.

Since the NCA and the NMC are institutions with direct knowledge and bearing on the media, purposive sampling was used to select the two forms of the media, based on the definitions that were accepted in this study and also the geographical scope of the study. Simple random sampling method however was used to obtain interviews in the radio and television stations.

1.4.3 Data Sources and Analysis

Secondary and primary data was collected for this study. The level of compliance of media houses to media regulations and assessment of the role of media policy implementing institutions was captured in the secondary data. The primary source of data was in the form of interviews. The secondary sources included a literature review on the topic involving a desk study to extract information from newspapers, journals, articles and books.

1.5 Significance of the Study

This study brings to bear, the various offences committed by the media houses. Furthermore, with the study providing a highlight of the various forms of offences committed by these forms of media, policy makers will come out with the appropriate policies aimed at directing the operations of media houses for purposes of ensuring order in the media.

The study finally raises some key issues regarding the role of media policy

implementation agencies. Some of these issues could be the basis for further research.

1.6 Limitations

Even though a study of all media houses would have been more appropriate, there were constraints of time and financial resources which made it impossible. Prominent among the limitations is to accept the fact that the work is not perfect due to time and financial constraints on the part of the researcher as well as apathy on the part of some respondents. Some of the respondents felt reluctant to respond to the questions which were prepared for the survey. Notwithstanding all these limitations, the research was conducted taking advantage of the limited resources available. The limitations were not setbacks to the overall success of the study.

1.7 Organization of the Report

The study covers five chapters. Chapter one, which is titled general introduction discusses the problem statement in-depth, stating the research questions and the goal or objectives of the study as well as the research scope. It also discusses the research methodology stating the research design, sampling methods and data collection techniques that were used as well as the analysis of the data.

The second chapter basically looks at the regulatory environment of the media. Here the various definitions of the media were examined and an appropriate working definition for the study stated. The various classifications of the media were also critically outlined.
In brief, chapter two covers the issues which are relevant to the study.

Chapter three is in two parts. The first part deals with the media houses that have workplace policies on compliance working in their establishments. Under this area, the issues that were analyzed included the identification of the media regulations and the cost of complying with them. Also the effects of the compliance with the regulations on that particular media house were presented. The other part of the discussion focused on the media houses that are without the policies to comply with media regulations. Readiness of the media houses to adapt to the regulations and accept its implications is also captured.

In addition, chapter three also looks at the prospects and challenges for the media houses in their efforts to comply with media regulations. Chapter four presents an analysis of the data gathered from the field. Chapter five which is the last presents a summary of the research findings together with recommendations and conclusion.

CHAPTER TWO

REGULATORY ENVIRONMENT OF THE MEDIA IN GHANA

The chapter gives an overview of literature pertinent to the study. Specifically it outlines the definitions and concepts of the media houses in operation. The review is meant to analyze the theoretical and conceptual frameworks about the problem under investigation.

2.1 History of the Media in Ghana

Ghana has a vibrant media that plays a key role in political discourse, national identity, and popular culture. Emerging in the nineteenth century, the media gave voice to popular campaigns for independence, national unity, development, and democracy throughout the twentieth century, establishing a distinguished history of political activism for Ghanaian journalism.

The first newspaper, The Gold Coast Gazette and Commercial Intelligence, was published from 1822-25 by Sir Charles MacCarthy, governor of the British Gold Coast settlements. As a semi-official organ of the colonial government, the central goal of this Cape Coast newspaper was to provide information to European merchants and civil servants in the colony. Recognizing the growing number of mission-educated Africans in the Gold Coast, the paper also aimed at promoting literacy, encouraging rural development, and quelling the political aspirations of this class of native elites by securing their loyalty and conformity with the colonial system. Radio was introduced in Ghana in 1935 by Sir Arnold Hodson, the then Governor of the country. The medium was introduced to mark the Silver Jubilee of King George V, the head of the British Empire, of which Ghana was a colony (Alhassan, 2005). Known as ZOY it was used to transmit BBC programmes to some three hundred colonial residents and privileged native elites. Service was subsequently extended to Kumasi, Sekondi, Koforidua, and Cape Coast. British radio did not only provide information and entertainment but also served as a means of countering the anti-colonial campaigns of the nationalist press.

In 1954, the Gold Coast Broadcasting System was established, and it later became the Ghana Broadcasting Corporation (GBC) after independence in 1957. By the mid-

twentieth century there were estimated to be over a million radio sets in sub-Saharan Africa and at the end of the twentieth century it was estimated this figure would reach 100 million radio sets. (Fardon and Furniss, 2000). According to UNESCO, by 1995 there were approximately 115 million receivers across sub-Saharan Africa; 18 per cent of the region's population owned a radio (Jensen, 1999).

Television was established in Ghana in 1965 by the government in collaboration with Sanyo of Japan. Sanyo wished to promote television in Ghana to support its own television assembly plant in Tema. From the introduction of radio in the Gold Coast in 1935 and television in 1965, till the airwaves was liberalized in 1996, radio and television were controlled by the colonial and post-colonial State and this greatly shaped media practice. Whereas the various subsequent regimes – colonial, independent, military, and civilian, differed much in their use of the media, the Ghana Broadcasting Corporation (GBC) always served a strong political and educational purpose. Throughout the history of GBC, development of the broadcast infrastructure and programming policies were closely tied to state ideology, be it colonial, anti-colonial, Pan Africanist, revolutionary or other.

2.1.1 The Media before Deregulation

The history and development of the mass media in Ghana are inextricably linked to the country's political history. Under colonialism, the newspaper was introduced and used more as a political tool to link the centre to the periphery than as a tool for the dissemination of information (Anokwa, 1997; Ansu-Kyeremeh & Karikari, 1998).

During the struggle for independence, newspapers were used to organise and galvanise the people to fight to liberate the country from colonialism (Ansah, 1991). The broadcast media has a history of state monopoly in Ghana. Until deregulation a decade ago, the state-owned Ghana Broadcasting Corporation (GBC) was the sole operator of radio and television in the country. Radio was introduced by colonial authorities in 1935 and targeted towards expatriates and a handful of educated Ghanaians, but its reach was rapidly extended throughout the country after independence.

The Ghanaian media has vacillated between intrepidity and cowardice along a continuum of revolutionary, confrontational, legitimacy, and supportive roles depending on the prevailing political atmosphere. Their roles have mainly been determined by the unstable, complex, social and political environments in which they function. They have tried to play the watchdog role during most civilian administrations (Blay-Amihere & Alabi, 1996).

2.1.2 The Media after Deregulation

The spirit of the Fourth Republican Constitution, coupled with civil society/public agitation made continued state monopoly over the airwaves untenable in Ghana. The School of Communication Studies, University of Ghana, for example, organized a National Workshop on the "privatization of radio and television" to stimulate public discussion on the issue (Karikari, 1994). In addition to such awareness creating initiatives, the call for deregulation was dramatically expressed when an unauthorized FM station called Radio Eye began broadcasting to parts of Accra without recourse to the licensing authorities. Radio Eye was raided and shutdown after a few weeks on air, but the station's defiant action forced the government to address the central question of broadcast deregulation. Since the advent of the deregulation of broadcasting in Ghana in 1996, a process put in motion earlier by the promulgation of the 1992 Constitution radio has recorded the most growth. However, this boom has concentrated largely on commercial radio, with the approval of over 224 private commercial licences. The commercial radio and television stations and the print are concentrated in the urban centres of Accra, Kumasi and Takoradi, thus neglecting the vast rural population.

2.2 Forms and Types of Media in Ghana

The forms and types of the media as recognized in Ghana and spelt out in the National Media Policy are the print, broadcast, (comprising radio and television) and film. The policy also covers mass communication services like wire services, advertising and public relations.

2.2.1 The Electronic Media

The Electronic media is made up of radio and television. They involve the transmission by the airwaves, cable or satellite of sound or image for simultaneous reception by a mass audience. As at 2006 there were 166 licensed radio stations out of which 122 were operational and 25 licensed television stations out of which 10 were on air (NMC, 2006)

2.2.2 The Print Media

The print media according to the National Media Policy comprises newspapers and magazines that are printed for mass readership. Until the deregulation, the dominant effective media was state owned which included the Daily Graphic, Evening News and the Ghanaian Times. The print publications are categorized into public, commercial and community newspapers. There were 466 total print publications in 2006 (NMC, 2006).

2.2.3 Other forms of Media

According to the National Media Policy, apart from the broadcast and print media, there exists the film, wire services (news agencies), advertising and public relations. The film refers to the recording of moving images and sound on cellulose, video tape, disc or other recording medium for public screening. Wire services also known as news agencies are central organizations which gather and disseminate news covering a large geographical area, both national and foreign. Examples of national and foreign news agencies are the Ghana News Agency (GNA) and Reuters respectively. Advertising refers to the presentation and promotion of ideas, goods and services paid for by an identified sponsor be it an individual or a company. Public relations is the distinctive management art and social science function based on an understanding of human behaviour that identifies issues of critical relevance, analyses of future trends and predicts their consequences and establishes and maintains mutual beneficial relationships between an organization or group and its public based on truth, full information and responsible performance.

2.2.4 The Private Media

Barely a decade after the deregulation of the Ghanaian media, the broadcasting scene has drastically changed. Privately owned, commercial FM and TV stations are mushrooming, claiming Accra's soundscape from the state-owned Ghana Broadcasting Corporation. A whole new popular culture evolves around radio and television, consisting of media personalities, Radio and Television (RTV) awards, review magazines, and live shows.

2.2.5 The Public Media

The public media according to National Media Policy are the state owned newspapers, the present Ghana Broadcasting Corporation, the present Ghana News Agency and a film production support facility to be created which as at now is not in existence. It has got the special mandate to meet the information, education and communication needs of the nation and especially of the rural majority, the urban poor and sectors, such as women and the youth on the periphery of the national discourse. The rural majority rely mostly on the electronic media, radio to be specific for information and entertainment.

2.3 Functions of the Media

The mass media has enabled large sections of Ghana's population to voice out their feelings especially through letters to editors and interactive radio programmes in local languages. It allows Ghana's citizens to contribute to discussions on issues that affect the society.

Throughout Africa, the mass media has played a useful role either to ensure the practice of democracy or to safeguard it against abuse. The media is seen as a window on events and experience, a mirror of events in society and the world, a filter or gatekeeper, a signpost, guide or interpreter, a forum or platform for the presentation of information and ideas and as an interlocutor or informed partner in conversation (McQuail, 2000). Mc Quail lists some of the functions of the media as follows:

- Ensuring good governance and government accountability through the provision of adequate and accessible information, which is a sine qua non of democracy, economic growth and consumer choice.

- By providing and facilitating the flow of information.

- The media educates through the provision of news and information;

- Provide entertainment;

- Bring societies, social institutions and cultures closer to each other through news coverage and the provision of information;

- Perform watchdog roles over Governments, their agencies and institutions as well as over society and its institutions;

- Usually set the agenda for debate and discussion on issues of importance

Newspapers and broadcast media have become a very important source of political education, conscientization, mobilization, and advocacy. They educate citizens on democratic principles, their constitutional rights, and provide them with access to different views and air their own views. Sandbrook (1996) captures this when he states that: the privately-owned media play important roles in democratic life. They inform citizens on matters of public policy by presenting and debating alternatives. Where parties remain weak to fulfill this policy role, newspapers, radio and television may fill the gap in forging a more informed electorate. The media may also help empower their readers and listeners by making them aware of their civil and political rights, and why and how these rights should be exercised.

2.4 Institutional Framework for Media Regulation in Ghana

There are two institutions that principally have oversight responsibilities over radio and television broadcasting in Ghana. These are the NCA and the NMC. Other associations like Ghana Journalists Association (GJA) and the Ghana Institute of Journalism (GIJ) aim to achieve higher professional standards, to promote and defend press freedom and to create solidarity among Ghanaian journalists and with other journalists and to formally train prospective Ghanaian journalists. The Ministry of Communications (MOC) and Ministry of Information (MOI) as arms of the government play the supervisory role on the regulator's work.

2.4.1 National Media Commission of Ghana (NMC)

The 1992 Constitution (Chapter 12) provides for the establishment of the National Media Commission (NMC) and specifies the NMC's independence in Article 172 with the provision that: "Except as otherwise provided by this Constitution or by any other law not inconsistent with this Constitution, the National Media Commission shall not be subject to the direction or control of any person or authority in the performance of its functions" (Republic of Ghana, 1992). The NMC was established in 1993 by the NMC Act (Republic of Ghana, 1993), which reaffirmed the NMC's independence from government. The NMC is mandated by the Constitution and the NMC Act:

- to promote freedom and independence of the media
- to ensure the highest journalistic standards in the mass media
- to "insulate" the state-owned media from government control and,
- to provide registration of newspapers and other publications, but without exercising control over their operations.

The NMC deals primarily with media content, safeguarding the freedom and independence of the media. It encourages responsible practice of the media and investigates, mediates and settles complaints made against or by the press or other mass media (MFWA, 2003). The NMC also regulates the registration of newspapers.

2.4.2 National Communications Authority of Ghana (NCA)

The other regulatory body for communications in Ghana is the NCA. The effort of the NCA to regulate the media industry corresponds to a global push for separate national regulatory bodies different from the regular ministries or departments of state. In 1990, there were only 12 of such bodies in the world and by 1996 NCA became one of 53 in the world. The figure rose to 101 by 2000 (ITU 2001).The NCA is responsible for the allocation of frequency spectrum for broadcasting. Ghana's NCA has the regulatory responsibility of ensuring a level playing field in the industry and the attainment of public policy goals in communications. Specifically, its functions include the regulation of communications by wire, cable, radio, television, satellite, and other related technologies in Ghana. According to Samarajiva (2001), national regulatory agencies such as NCA

emerged as part of the global demand for the creation of independent, non-arbitrary and consistent decision-making agencies to guarantee a stable environment for long-term investment in the telecom sector.

The NCA act defines the responsibilities of this regulatory body as:
  (i)   Setting technical standards
  (ii) Licensing service providers
  (iii) Providing guidelines on tariffs chargeable for services
  (iv) Monitoring the quality of service providers and initiating corrective action where necessary
  (v)   Setting terms and guidelines for interconnections of the different networks
  (vi) Considering complaints from telecom users and taking corrective actions
  (vii) Controlling the assignment and use of the radio frequency spectrum
  (viii) Resolving disputes between service providers and customers
  (ix) Controlling the national numbering plan
  (x)   Controlling the importation and use of types of communication equipment and
  (xi) Advising the minister of communications on policy formulation and development strategies of the communications industry.

Until the formation of the NCA, the Frequency Registration and Control Board (FRCB) administered the electro-magnetic spectrum. Before the creation of the NCA, Ghana Posts and Telecommunications Corporation (P&T) controlled matters related to telecommunication services. The NCA act abolished the FRCB and put the new body in charge of regulating the industry. Administratively, the NCA has four directorates which are Frequency Management, Regulation and Licensing, Legal, and Finance and Administration with a director-general as the overseer. In the absence of a board of directors, the director- general reports to the minister of communications.

2.4.3 The Ministry of Communications

According to the National Telecommunications Policy, government of the Republic of Ghana shall play a vital role in actively promoting the effective development of the telecommunications sector, even as the industry moves closer to a fully private,

competitive model. In the elaboration and implementation of telecommunications policy in Ghana, the roles of the Ministry of Communications (MOC) in the area of the media is the Ministry's mandate to participate in a consultative capacity in all NCA public regulatory proceedings in an open and transparent manner.

2.4.4 The Ministry of Information (MOI)

With a vision to the attainment of a free, united, informed and prosperous society with good governance through development communication, the Ministry of Information has existed under different names since independence in 1957. It has metamorphosed from being called Ministry of Information and Culture, Ministry of Information and Tourism, Public Relations Secretariat, Ministry of Communications, Ministry of Media Relations, Ministry of Information and National Orientation (MINO) and currently Ministry of Information (MOI). The Ministry of Information exists to facilitate a two-way free flow of timely and reliable information and feedback between the Government and the public to assist in the development and, co-ordination of policy; to monitor and evaluate the implementation of programmes and activities by the Sectors Agencies.

The Ministry of Information has the following objectives:

1. To strengthen institutional capacity for effective policy formulation and execution.

2. To ensure free flow of public information in pursuance of the open Government policy.

3. To effectively and efficiently monitor and evaluate public responses to Government policies, programmes and activities and provide timely feedback to Government.

4. To project the image of the country in collaboration with other agencies to attract foreign investment in consonance with Government policy.

5. To co-ordinate activities of the Presidency towards ensuring uniformity and focus in executing policies, programmes and activities.

The Agencies of the Sector are;

- General Administration

- Information Services Department (ISD)

- Ghana News Agency (GNA)

- Ghana Broadcasting Corporation (GBC)

- National Film and Television Institute (NAFTI)

Though the Ministry of Information has no control over the media, it has had a cordial relationship with the media houses over the years. In its period of existence, the mnistry has appealed to the conscience of media houses on the need to develop the country through the media. The various ministers of information at various times have visited some selected media houses to familiarise themselves with the operations of these organisations. A case in point is when one of the minister of information, Mrs. Oboshie Sai Cofie on the 2nd of July, 2007, unceremoniously visited some media houses in Accra and Tema. During the visit, she stated that she was looking forward to building a closer relationship between the ministry and Radio Gold, a private radio station in Accra. The ministry had instituted the 'Meet the Press series, a program that brought the ministers of the various ministries and other government agencies closer to the media. At these series, the people in the helm of affairs have opened themselves up to the media on pertinent issues regarding the nation's development. At different times as well the ministry has organised seminars for media organisations.

2.4.5 The Ghana Journalists Association (GJA)

The Ghana Journalists Association (GJA) was founded in 1949, and has become the umbrella organization representing Ghanaian Journalists. It is registered as a professional association and listed as one of several bodies on the board of the National Media Commission. In its activities GJA tends to achieve higher professional standards, to promote and defend press freedom and to create solidarity among Ghanaian journalists and with other journalists both in Ghana and abroad.

To realize these objectives the GJA organizes educational programmes, workshops, seminars and lectures on issues relevant to media development and growth. With assistance from FES, GJA published several books concerning media issues.

2.4.6 The Ghana Institute of Journalism (GIJ)

The Ghana Institute of Journalism, formerly the Ghana School of Journalism was officially opened on Monday, 16th October, 1959, by the then Minister of Information and Broadcasting, Mr. Kofi Baako. The school was established by the Nkrumah government to provide training in journalism towards the development of a patriotic cadre of journalists to play an active role in the emancipation of the African continent. In 1974 the National Redemption Council (NRC) passed its first legislative instrument NRCD 275 formally establishing the Ghana Institute of Journalism.

The decree set out to do the following:
a) To train young men and women in the skills and techniques of journalism, mass communication, advertising and public relations.
b) To organize classes, lectures, seminars demonstrations, experiments, researches and practical training in all aspects of journalism and mass communication.

2.4.7 Relationship between the NMC and NCA

The NMC has no direct relationship with the National Communications Authority (NCA) even though the NCA is currently responsible for broadcasting frequency spectrum management and assignment. There is also a functional overlap between the NMC and the NCA that creates confusion, and it has been suggested in several quarters that the NCA has no guarantee of independence since it is not a constitutional body. It appears the problem arose from a perception that the NCA was created to usurp some of the powers of the NMC and maintain government control over some aspects of mass media operations. It is acknowledged by both NMC and NCA that the rivalry in their relationship is not in the public interest. Both institutions acknowledge their work is inter-related and note the need for co-ordination. The presence of media sector representatives ensures a degree of co regulation with the media sectors, for example the NMC makes use

of the Ghana Journalists Association Code of Ethics. On the other hand such representation may create conflict of interest in judging cases involving competitors.

Figure 1 below is a diagramatic presentation of the relationship between the Ministry of Communication, NCA and the National Media Commission.

Fig. 1 The Relationship between the Ministry of Communication, NCA, NMC and the MOI.
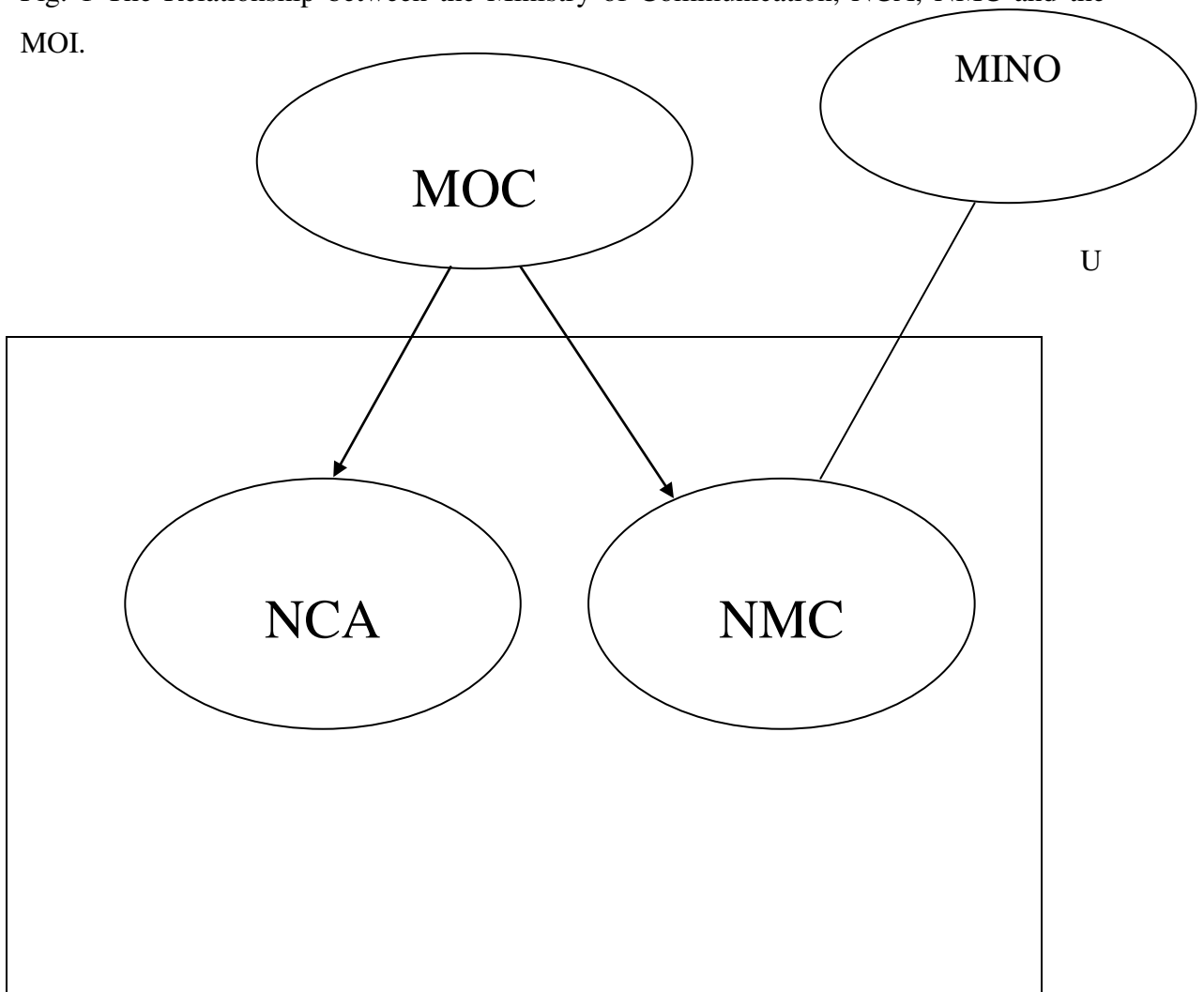
Let U= Regulatory Environment of the Media

MOC= Ministry of Communications

MOI= Ministry of Information

NCA= National Communications Authority

NMC= National Media Commission

Figure 1 above illustrates the relationship between the NCA and NMC in the regulatory environment of the media. It is shown in the diagram that both the NCA and NMC in terms of their responsibilities have nothing in common. However, the Ministry of Communications found outside the regulatory environment has an influence on the independent operations of the NCA and NMC.

2.5 The Concept of Regulations

Across the world, media organizations are regulated because of universal perceptions that media content and media operations can significantly impact on economies, social policies, political debate and, above all, the lives of people.

In the broadest sense, regulation consists of any influences over media operations and media content influences that are both external to and internal to media sectors. The broad definition of regulation as influences conceptualizes regulations as coming not only from regulatory bodies that have a legal basis for their authority over media operations, but also from sometimes less visible entities such as the interplay between media providers, financers and users. In essence, the broad definition of regulation positions media content as being shaped by more than just government rules.

Therefore, regulation of the media can take on many forms and with varying levels of influence, ranging from hopeful suggestions by civil society groups, to binding recommendations from industry associations, to mandates from international organizations, to direct control by national governments as well as the many graduations of influence within this range. Most regulatory initiatives are aimed either at media content or media operations. Regulations aimed at media operations normally deal with technical parameters. For example, the International Telecommunication Convention (ITU) allocates radio band frequencies across the world. Regulations aimed at media content normally deal either with protecting the public from perceived harm, or with elevating the population's knowledge or appreciation for culture.

The OECD (1995) defines regulation as legal instruments by which governing institutions at all levels of government impose obligations or constraints on private sector behaviour. It is also a rule, order or standard adopted by any state agency to implement, interpret or make specific the law enforced or administered by it or to govern its procedure.

2.5.1 Types and Nature of Regulations

The guidelines for the operation of the media are specific depending on whether the affected media house falls under either electronic (radio and television) or print media. Even under the electronic media operations there are separate ones for radio and television. However there may be similarities in some guidelines governing both.

The National Media Commission's Print Media Guidelines (2003) outlines the regulations governing the operations of the print media and touch on areas like accuracy and fairness of reportage, sources, right of reply, news gathering, harassment, privacy, protection of the vulnerable, reporting crime, violence, disasters, discrimination, photographs, language, financial journalism, copyright or plagiarism, conflict of interest and miscellaneous.

The electronic media (radio) regulations addresses issues of national identity and programming, accuracy, objectivity and fairness, good taste and decency, language in broadcasts, authenticity, morality and social values, portrayal of sex, crime, law and order broadcasts and the law, portrayal of violence, cruelty and horror, children's, quiz, schools, news, current affairs, political, religious programs, music, drama and film, advertisements, program sponsorship, station identification, monitoring of programs and program relays covered (NMC Broadcast standards, 2000).

2.5.2 Challenges in the Implementation of Regulations

Professional journalism in Africa is influenced by a journalistic culture and tradition, which has been partly shaped by pre- and post-independence political developments. The period preceding the current press scene in Africa was marked by press control

mechanisms that engendered self-censorship especially among state-owned journalists (Asante 1996).

2.5.3 Analysis of Media Regulations

Media regulations in Ghana exist in plain explicit language and they are documented for all the various forms of media. They are being followed to some extent by the industry players. The NMC and the NCA serve as the major implementers. It is important to note that though these regulations exist, regulators have been slow in enforcing them. This is the reason for which both the print and electronic enjoy a field day of breaking them. Feigning ignorance on the part of the media and citing lack of logistics by the implementers are believed to be the cause of insanity on the media landscape. At a workshop on "Radio Stations Broadcasting Beyond their Boundaries" organised by the Western Salem Communication, operators of Kyzz FM, and the Business Sector Advocacy Challenge (BUSAC) Fund in Takoradi, a project consultant, Nii Tackie Otoo, called on Ghana's NCA to enforce its regulations that prevent radio stations broadcasting beyond their boundaries. He said some radio stations were broadcasting beyond their boundaries because certain aspects of the NCA regulations, LI 1719 of 2003, were not proactive.

2.6 Compliance Mechanisms of the Media

Ghana's 1992 Constitution made provisions to guarantee freedom of the press. In response to changes in the political landscape, Ghana Journalists Association (GJA) ratified its code of ethics in 1994. Remarkably, the public is beginning to assert their rights to be properly informed by questioning journalistic irresponsibility, at times with recourse to the courts. It is a new form of horizontal interaction between the press and its audience and also a challenge to GJA and the media instructors to equip journalists with specialized knowledge and skills that respond well to their audience' needs.

Theoretically when journalists violate the code of ethics, it is expected that peer pressure would be exerted through censure from the GJA. Members of the public who also feel aggrieved by publications can approach the Complaints Settlement Committee of the National Media Commission (NMC) for mediation in seeking redress to their concerns. However, as noted earlier, some members of the public have expressed concern about the growing incidence of professional irresponsibility. The seeming incapacity of the GJA and NMC to satisfactorily deal with the situation has given grounds for taking a critical look at the functionality of the institutionalized models of press accountability mechanisms.

2.6.1 Nature of Compliance

Media self- regulatory bodies are institutions that monitor compliance with ethical rules and ethical practice in the media, the professional tribunals, press councils, journalists' orders, or publishers, mediators and ombudsman. These constitute an internal police force for the journalistic profession, but have no coercive power. The underlying idea is that it is in the interests of the communicators to put their own house in order without the State or courts becoming involved. In the same spirit, association boards seek to reach an agreement between the complainants and the media, in order to avoid legal action.

2.6.2 Media Compliance with Regulations in other Countries

Compliance with media regulations seems to be a challenge to most media houses across the globe. Though regulations may exist in clearly stated and documented forms, some may be broken. In Lebanon, all different forms of media have rules and regulations; however, according to some, unfortunately, not all regulations are always properly exercised. This became quite a 'hot topic' that was debated due to the closure of the 'Murr TV', as well as other accusations that were addressed to other TV stations over their coverage.

The problems noted by observers and those affected by the laws have to do with implementation and application, rather than the legal provisions themselves. The

challenges in the media field can be attributed to the fact that such institutions do not have vision and mission statements; codes of conduct, or even employee training to guide media representatives in their day-to-day work. This has had a negative effect on their level of transparency and accountability.

A mechanism that freely regulates the media industry is self regulation. Media self-regulation is the setting of rules for the media and oversight of compliance with those rules by media organizations or by users. Self-regulation is distinguished from state or statutory regulation which is regulation by law or by a statutory regulatory authority.

Self-regulation is often seen as more attractive than state regulation because it has legitimacy with the industry, is more flexible in responding to change, and can offer an alternative to state and political interference with media content. Because of its overly flexibility and closeness to the industry, self-regulation is often criticized as not offering genuine protection of the public interest. The sanctions of self-regulation are generally seen as weaker than those available to statutory bodies or through legal process. Usually, exclusion from the trade association or self-regulatory scheme is the ultimate sanction. An argument in support of self-regulation is that it provides greater incentives for compliance. It is thought that if rules are developed by the industry, industry participants are more likely to perceive them as reasonable. Media self regulation lies at the heart of Media Council of Malawi's (MCM) mandate to defend and support media freedom in the country.

The Austrian Broadcasting Company (ORF) self-regulates via four controlling bodies: the Board of Trustees, the Director General, the Committee of Viewers and Listeners and the Board of Inspection. In performing their duties the members of these boards are not subject to directives or orders from the government. The appointments, however, are made by the government following rules to ensure representation of different sectors.

To represent the interests of the audience, the Committee of Viewers and Listeners of 35 members has appointees chosen by the following organisations: the Federal Chamber of Commerce, the Conference of Presidents of the Agricultural Chambers of Austria, the Austrian Workers Congress, the Austrian Trade Unions Congress, the professional

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chambers of self-employed people, the Roman Catholic and the Protestant churches, etc. This Committee makes recommendations on programming and approves the level of licence fees paid by Austrian viewers and listeners.

The public service broadcaster in Denmark operates in the regulatory environment created by the amended Broadcasting Law which entered into force on 1st. January 2003.

In the United Kingdom (UK), the BBC is a public corporation set up by Royal Charter which regulates aims, competences, duties, constitution, sources of income and use of that income. In order to self-regulate, the BBC relies on a variety of instruments and codes, such as the Royal Charter and a complementary Licence and Agreement signed between the BBC and the Secretary of State for Culture, Media and Sport which gives more detail on how the BBC is to fulfil its duties. Self-regulation of the BBC takes place via the direct accountability to the public of the Board of Governors.

In Ireland, the Public Service Broadcaster (PSB) also self-regulates, and applies a number of codes for this purpose.

2.6.3 Summary

It is worth noting that the electronic media, radio and television impacts on development of the nation. In the 1960's UNESCO suggested minimum media standards including calling for every country to have a minimum of 100 copies of daily newspapers, 50 radio sets, 20 cinema seats and 20 television receivers per 1,000 people (Tehranian, 1996). It is therefore a bottom line issue if there are challenges with compliance.

Some compelling reasons why compliance of the media houses should be a concerned are:

- Absence of compliance is already costing the nation as various forms of costs are being incurred by both the media and the regulators.
- The frequency spectrum is a valuable asset to the nation and hence must be maximized. If the frequency spectrum can accommodate more radio and television stations than what has been used now as a result of non compliance on

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the part of the existing ones, then it's a great loss to the nation. The issue of compliance must then be of concern.

- As non compliance syndrome increases, the nation will face increasing cost of making media houses comply.

The media houses should be reminded that their non compliance to existing regulations has not only resulted in frequency interferences but minimum spectrum usage as well. The current situation will require considerable effort and resources to bring the situation under control. In Ghana whiles the non compliance syndrome may not be as bad as elsewhere in Africa, the storms are gathering and the situation must be fought on all fronts to save the spectrum for future use.

CHAPTER THREE

PROFILE OF STUDY AREA AND RESEARCH METHODOLOGY

3.1 History of Accra

Accra has been Ghana's capital since 1877 and is today one of the most populated and fast growing Metropolis of Africa with a population of about 1,695,136 million people and an annual growth rate of 3.36% as at 2000. The capital of Ghana was transferred from Cape Coast to Accra in 1877.

Accra is derived from the Akan "nkran" meaning "an army of ants". It is apparent that the name "nkran" or "nkranfo" is attributed to the thousands of anthills, which dotted the Accra plains.

Ghana's first President, Dr. Kwame Nkrumah, declared Accra a city – the first city of Ghana, in 1961. Accra is not only the seat of Government but also the capital of the Greater Accra Region. Its outlets and inlets cover sea, air and land including rail and motorways. Thus, links to the outside world and the other parts of the country were created. Accra is set to play a unique role; Accra opens like a huge page against the sky, showing its tropical and lush panoramic setting. There are about 44 foreign embassies in the city of Accra.

The growth and development of Accra could be attributed to the building of three European forts as trading posts. The first of these was Fort Crevecouer, built by the Dutch in 1650, which was later renamed Ussher Fort.

In 1661 the Danes built the second, Christianborg Castle at Osu, about three kilometres from the centre of Accra. Fort James built by the British followed this in 1673. For several years, the Christianborg Castle was the official residence of the Governors of the Gold Coast. After Independence, however, it was renovated in a manner befitting the seat of the Ghana Government, and renamed THE CASTLE.

3.2 Physical and Natural Environment

The natural physical and natural environment presents the detailed geography of Accra. It spells out the various towns and communities and their boundaries, geology, soil types, climatic condition.

3.2.1 Boundary/ Administrative Area

The Accra Metropolitan Assembly (AMA) is made up of thirteen Sub Metros namely Okaikoi North, Okaikoi South, Ashiedu Keteke, Ayawaso Central, Ayawaso East, Ayawaso West, La, Nungua, Teshie, Osu Klotey, Ablekuma North and Ablekuma South and Ablekuma Central Sub Metros.

The Southern boundary of the Metropolis of Accra is the Gulf of Guinea from Gbegbegese to the Mukwe Lagoon near Regional Maritime Academy. The boundary continues along the Maritime Road to join the Accra-Tema road to Nungua Police Station Barrier. It turns right to the Ashaiman road till the Railway overhead Bridge on the Motorway and continues to Mile Post 91/2.

From there the boundary continues to the road between the Institute of Professional Studies (IPS) and the Accra Teachers Training College (ATRACO), westwards crossing the Accra-Aburi Road to the University of Ghana behind the Great Hall to Kisseman and Christian Village to join the Accra Nsawam Road at the Achimota Brewery Road Junction. It turns left for 500m to the Aayeayeefee Street junction and through the Aayeayeefee Street to the Bridge over the Achimota Stream, then turns right along the stream to the high tension lines to the Achwilage Street and through Achwilage Street to the range of the Awoshie Hills and turns left again along the hills to the boundary between Kokorko (Ga District) and Awoshie (Accra Metropolis).

The boundary line then turns left along the swampy area and crossing the motorway through the swampy area to the bridge on the Sakumono Stream on the Accra-Winneba road and stretching along the stream till the starting point at Gbegbeyese.

Notwithstanding these boundaries, there are however some conflict points with adjoining district Assemblies, namely the Ga District Authority (GDA) and the Tema Municipal Assembly (TMA). It must be emphasised that the presence of the conflict points has led to shrinking size of AMA boundaries (de-facto) and loss of revenue. There is also conflict between the Assemblies concerned, which will impede collaborative efforts for development.

3.3 Demographic Characteristics

This encompasses population and related issues. It includes population and its trends, population distribution and density, Population Distribution by Age and Gender etc.

3.3.1 Population Trends

Accra has an estimated 2006 mid-year Population of about 1,915,983 million people projected from 2000 National Population and Housing Census by the Ghana Statistical Service (GSS). The population and corresponding growth rates of Accra from 1960 to 2000 can be found in table 2.1 below. Also included are the 2006 and 2007 projected population of people in Accra.

Table 2.1: Population Sizes and Growth Rates: 1960-2007.

Year	1960	1970	1984	2000	2006*	2007*
Population	338,396	636,667	969,195	1,658,937	1,915,983	1,960,462
Pop. Growth Rate (%)	-	6.32	7.51	4.3	4.3	4.3

*Source: 1960, 1970, 1984 and 2000 National Population Census * Projected.*

The period between 1960 and 1970 was one of rapid industrialisation and expansion in the manufacturing and commercial sectors in some major areas within the metropolis. This factor contributed to high in-migration to Accra, and resulting in high population growth rate between the 1960-1970 intercensal years. The stagnation of the Ghanaian Economy during the 1970's had adverse effects on the growth rate of Accra's population

as shown in the growth rate of 1970-1984 intercensal years. The decline in agriculture in rural communities in Ghana and industrialisation in urban regions coupled with the late 1980s and 1990s boom in the service sector in primate cities propelled in-migration to Accra.

Nevertheless, the census population figures do not show the daily movement of people into Accra. It is estimated that the city accommodates between 2.5 million to 3 million people in terms of socio-economic activities aside the residential dimension captured by the 2000 National Population Census. The primacy of Accra Metropolitan Area as an administrative, educational, industrial and commercial centre in attracting people from all over Ghana, continues to be the major force for rapid population growth, with migration contributing to over 35% of the population increase.

3.3.2 Distribution and Density

The gross population density for Accra Metropolitan Area was 10.03 persons per hectare compared to 6.23 per ha. in 1970. The highest densities in the country were recorded in the Accra Metropolis with an overall average of 69.3 persons per/ha.

At the Community level, densities exceeding 250 persons/ha occurred mostly in the dominant migrant and depressed areas and the oldest parts of Accra such as Accra New Town, Nima, James Town and Ussher Town while densities ranged between 17.5 - 40 persons/ha in the high-income areas.

3.3.3 Population Distribution by Age and Gender

Accra's population like that of other urban centres is very youthful with 56% of the population under the age of 24years. It will be realised from the age sex ratio that 51% of the population are females and the rest 49% males. This gives a sex ratio of 1:1.04 males to females. The dominance of females over males is a reflection of the nationwide trend where the estimated ratio is 1:1.03. The need to target women in any development programme in the metropolis cannot be overemphasised.

3.3.4 Population Distribution

With a population of 1,695,136 million people (2000 National Population Census), Accra is the most populated and fast growing metropolitan area with an annual growth rate of 4.3%. The gross population density for Accra Metropolitan Area is 10.03 persons per hectare in 2000 as compared to 6.23 per hectare in 1970. There is a general correlation between population density and migration in localities of Accra: the higher the population density in the locality, the higher the migration rate.

Basically, depressed and poor areas with little or no housing and sanitation infrastructure are areas that mostly attract these migrants. The highest density occurs in centrally located old parts of Accra including Ussher Town, Tudu, James Town, Accra New Town, Sukura, Mamobi, and slums including Abuja, Liberia Camp, Avenor, Odwona, and Sodom and Gomorrah.

As part of the poverty profiling and mapping, population distribution has been factored in the analysis of the population. This enables easy assessment of beneficiary population for intervention in the areas of provision of social amenities and economic incentives. For purposes of mapping, the highest populations are ranged 60,000+. The lowest populated communities are ranged 10,000 peoples and below. Communities like Cantonment, Airport residential, Tesano, Ablenkpe, have population within the 10,000 ranges.

These highly populated settlements are characterized with high population density. But this is not always the case. Sabon Zongo, Chorkor, according to the population distribution map, indicates that these two settlements fall within the population range of 20,000 and 29,000. These two settlements are among highly dense communities in the Metropolis. There are a lot of factors responsible for the highly populated density. They range from social, cultural to economic. These densely populated settlements shows high level of poverty and development has virtually eluded them in all spheres of endeavour.

On the other hand, the lowest populated settlements such as Legon, Airport residential area and Roman Ridge have low population density. These communities are planned with well laid out road and drainage network and attract the affluent.

3.4 Patronage of Radio and Television in Accra

After independence, stations were tightly controlled by national governments, like their colonial predecessors, governments recognized the power of the medium to forward their agendas. Two years after independence the Ghanaian Minister of Education and Information highlighted this fact. "…Ghana is a state and in this small country there is no room for regional and tribal groups, each emphasizing their own differences from the rest of the country at the expense of national unity" (Ansah, 1985). While this is still the viewpoint of governments in some countries in the region, by 1993 many countries including Benin, Cote D'Ivoire, Ghana, Kenya, Nigeria and South Africa began liberalizing the airwaves allowing for the development of both 29 community-run and private, commercial stations (Amienyi, 2004).

Ever since the airwaves were liberalized in 1996 the numbers of radio and television stations have increased steadily with the majority being privately owned. Listeners have always chosen what they listen to on radio. Again majority of both radio and television stations began transmitting in the nation's capital Accra before either extending its coverage to other regions or establishing sister stations in other regions. Listeners and viewers have either chosen what they listen to on radio or watch on television.

In Africa it is estimated that there are 100 radio receivers per 1000 people, whereas there are no more than 10 television receivers for the same number. The picture is not different in Ghana where there are about 219 radio receivers to 1000 people compared to 13 TV receivers for the same number of people. Comparatively, there are over 3 million (3,078,000) radio sets with an estimated audience of 8.2 million compared to 199,000 television sets with estimated viewers 4 million viewers in Ghana." (Abbey-Mensah, 2001). Ghana also houses the three main types of radio stations – community, commercial and government which are evident across sub-Saharan Africa

3.5 Research Scope and Methodology

Conceptually, the study is based on stakeholder analysis and institutional capacity assessment. It focuses on the capacities of the media, the operational process and the extent to which the media complies with regulations.

3.5.1 Research Design

The choice of a research approach/design depends on factors such as the level of control the researcher has on the phenomenon to be studied, the focus of the study (whether contemporary, historical etc.), the purpose of the study, the time available for the study and the type of data needed.

This study was an exploration into the current situation of compliance of media houses with existing media regulations. Accra was chosen as a single case study. This is because after the liberalization of the media, the nation's capital has been the center of the growth of the majority of media. Case study is mostly used for an intensive study of an individual unit. By using this approach, a single entity or phenomenon (in this case the capacities of stakeholders) will be explored bounded by time and activity. According to Kumekpor, (2002, 57) the Case Study Approach is "a systematic way of in-depth collection of information for investigating the circumstances of a person, a group, a commodity, an institution, or an incident. This necessarily implies a comprehensive examination, a critical analysis and interpretation of available data or information on real situation of a particular issue, event, occurrence or problem." The reasons for this method stem from the fact that the study requires multiple sources of evidence and the issue being investigated into is a contemporary phenomenon which the researcher has little control over. The case study approach was chosen because it gives precise knowledge into the factors and causes which explain the complex behavioral patterns in the media. It also helps study the subject matter qualitatively and covers all aspects of it. In view of this, the empirical enquiry will be extended to selected electronic media in Accra.

3.5.2 Sampling Design

A combination of probability and non-probability sampling methods were employed to make this research scientific. The probability sampling technique that was used was simple random sampling technique while the purposive sampling technique was the only non-probability technique employed.

With the simple random technique, the concentration was on individual units of enquiry. The reason for the use of the simple random sampling method was that every element of stakeholder has an equal chance of being selected from the population. However, the method has some form of disadvantages which include the selected items being subject to the full range of variations and the results being very unrepresentative. Simple random was however used to obtain interviews in the radio and television industry. This ensured a representative sample since it guaranteed that every important category had elements in the final sample and also ensured precision.

According to Mugenda and Mugenda (1999), "purposive sampling is a sampling technique that allows a researcher to use cases that have required information with respect to objectives of the study". Cases of subjects were therefore handpicked because they were informative and they possessed the required characteristics which included the fact that the product should be one that was unpackaged at first but now it has been packaged and satisfies certain criteria of interest. The simple random sampling method was used to select the print media (under which there are the radio and television), based on the definitions that will be accepted in this study and also the geographical scope of the study. The Four main television media namely Ghana Television, TV3, TV Africa and Metropolitan Television, were randomly sampled and studied.

Thus, in purposive sampling, also known as judgmental sampling, the researcher purposely chooses subjects who in their opinion are thought to be relevant to the research topic. In this case the judgment of the investigator is more important than obtaining a probability sample. Purposive sampling is often used when the researcher wants a sample of experts as in the case of a need assessment using the key informant approach. Since the

National Communications Authority and the National Media Commission are institutions with direct knowledge and bearing on the media purposive sampling was used.

3.5.3 Sampling Frame and Size

The electronic media made up of radio and televisions were considered. Twenty two radio stations, four free to air television stations with nationwide coverage were used for this research.

The formula $n = \dfrac{N}{1 + N(\alpha)^2}$ was used in determining the sample size for the study; where n = sample size, N = total population of the study area, α is the confidence level (which is 95 per cent). From the interpolation a sample size of 22 radio stations were obtained for the study. Again, the Napierian Log was used to verify the reliability and also to validate the sample size obtained. The formula $\left(1 + n^{-1}\right)^n = 2.7183$ where n = sample size was used. There are 24 radio and 5 free to air television stations in Accra.

3.5.4 Data Sources and Analysis

The study involved quantitative data collection methods. Qualitative research methods "turn the world into a series of representations, including field notes, interviews, conversations, photographs, recordings and memos to the self" (Denzin and Lincoln, 2003). While they can complement quantitative techniques and can provide data unavailable through quantitative data collection, these methods do not make the more formal data collection methods wholly unnecessary or redundant (Theis and Grady, 1991). Due to the fact, therefore, that the study addressed multiple qualitative and quantitative elements of the media, the research methods were selected to complement each other and to allow for triangulation. Triangulation "reflects an attempt to secure an in-depth understanding of the phenomenon in question. It is a strategy that adds rigor, breadth, complexity, richness, and depth to any inquiry' (Denzin and Lincoln, 2003).

Data for the study was obtained from two main categories; Primary and Secondary sources. Primary data here refers to all data that was gathered from the field through the

use of questionnaires; observations and interviews whiles secondary data refers to data that was gathered from secondary sources such as books, newspapers, journals, and the internet among others. Only secondary data sources that are very relevant to the scope of the study was gathered.

The means of collecting the above data includes several methods. First, a reconnaissance survey was carried out to get an approximation of the number of radio stations and television stations in the selected metropolis. This basically took the form of a desk study. Second, interviews were conducted with managers and workers/employees of these radio and television stations to obtain relevant data such as their interest, objectives and perceived roles and responsibilities as well as challenges and constraints. Interviews were used in collecting primary data because it is a social process or conversation between the respondent and the interviewer.

Both the open ended and the structured interview types were employed. The open ended type was used for the NCA and the NMC. The structured questionnaire was employed to obtain primary data from the selected electronic media. This was in a more interactive manner than the extractive type of interview where respondents just provide answers to structured questionnaires. This approach provided an in-depth understanding of relevant issues which are very crucial for a good research.

The level of compliance of media houses with media regulations and assessment of the role of media policy implementing institutions was captured in the secondary data. The primary source of data was in the form of interviews.

The secondary data collected from libraries as well as the internet was assembled, synthesized, critically evaluated and conclusions drawn from them. The entire information was described and presented and conclusions were drawn from them. The entire information was described and presented in descriptive form through tables and figures in the dissertation. The secondary sources include a literature review on the topic involving a desk study to extract information from newspapers, journals, articles and books.

3.5.5 Data Processing, Editing and Analysis

In terms of data processing, a number of techniques were used. Data obtained from the survey was edited, coded and then tabulated. Editing was done with the aim of detecting and eliminating error to ensue clean and reliable data. Coding was also done by classifying questions into meaningful categories in order to bring out essential patterns to inform research questions posed. Data was then presented in the forms of tables among others to facilitate the analysis.

In terms of data analysis, both the quantitative and qualitative techniques were used. Data disagregation, cross-tabulation and statistical application techniques were used in analyzing responses. The reason for the combination of techniques was to ensure that the generalization would be based on credible and reliable means of analyzing data from the field. The SPSS software was used in analyzing the responses obtained from the interviews.

3.5.6 Analytical Tools

The qualitative technique is in the form of comprehensive statements and analytical descriptions, taking into consideration the responses provided to interview and questionnaires. Diagrams like graphs, ratios and percentages were also used.

CHAPTER FOUR

THE LEVEL OF COMPLIANCE OF RADIO AND TELEVISION STATIONS

This chapter analyses the data that was gathered through the study and tries to draw linkages with the objectives of the study. The analysis, results and discussions of responses from questionnaires administered to institutions related to the study are presented. In all, two sets of questionnaires were analyzed; one set for management of radio stations which covered both the programming and technical aspects of radio and television stations and the other set of questionnaire for the regulators of radio and television station's operations. Issues regarding the content and technical compliance of the studied media houses are hence assessed. This chapter assesses the knowledge of media houses on the governing regulations.

4.1 Analysis of Programming and Technical Regulations

The National Media Policy points out that the national frequency allocation plan shall clearly define the geographical coverage of stations to enable maximization of the spectrum. The idea of limiting the geographic coverage areas of radio stations is to allow for the establishment of more radio stations in different geographical locations in the country. In this light what it means is that with radio being predominantly regionally based, radio stations in for example Accra shall not be heard in Koforidua. With these arrangements, radio stations could be set up in other regions using the same frequencies allocated to those in Accra. FM spectrum usage is thus maximized. The situation currently is not so because several stations are heard across regions even in excess of 100km in radius. For example Joy fm in Accra can be heard at Nkawkaw which is more than 100km on the Accra-Kumasi road.

There are overwhelming evidences of the transmissions of several FM stations being received in other far off geographic areas. These transmissions not only minimize spectrum usage but interfere with the broadcasts of FM stations in the areas they transmit to.

The transmission power of stations, according to the policy document shall be limited. For commercial and other purposes, some radio stations have been observed to be using 5KW and above transmitters. These are more than enough to transmit to the mandated radius of coverage. This is critical because the power of a radio transmitter is directly proportional to the radius of coverage of the station's transmissions.

Again the policy document in the area of programming indicates that all free-to-air commercial radio and television stations shall respectively devote a minimum of 50% and 30% respectively of their total air time to local content, including music. Such music shall be local. This has been instituted to both preserve traditional heritage and encourage contemporary works. It shall unearth, project and reward a wide range of local talent and expertise, both traditional and professional. The promotion of local content shall also be taken to include retrieving appropriate indigenous technical knowledge and restoring it to the mainstream.

The power of the media in this light is consciously and proactively used to encourage the promotion and growth of the local culture. Generally in the areas of both radio and television station's operations, the percentages of local programme broadcasts have been encouraging.

At least 50% of the minimum allocation for local programmes shall be aired during prime time. Though different radio and television stations have different prime times, they are relative to other times of the day commonly characterized by huge listenership and viewership respectively. This is due to the kind of programme aired at those times. This is again to ensure that the promotions of the nation's ideals are not dropped to the fore. Joy fm in Accra has their prime time to be 6-10am and has The Super Morning Show, a local magazine programme on air at this time.

4.2 Compliance in Programming

This section takes a look at programming guidelines to which radio and television stations must comply with and what was actually done to ensure compliance. Not only does this section takes a look at the percentage local programming content on the airwaves of the

studied media houses, but the local programmes aired during prime times on the airwaves were assessed.

4.2.1 Number of Years in Operation

The period of engagement for rendering services to clients is very important. Sometimes clients want to hear or listen to a particular presenter or programme. The number of years in operation can be used as an indicator in assessing whether the stations are informed with the regulations of the NMC.

It was therefore important to ascertain the number of years stations have been on the airwaves and below is Table 4.1 showing the distribution:

Table 4.1: Name of Radio Station and the Number of Years in Operation

Name of Radio Station	Number of Years in Operation
Adom FM	9
Asempa 94.7 FM	2
Choice FM	12
Happy FM	5
Hitz FM	2
Joy FM	14
Obonu FM	7
Radio Universe	15
Top Radio	5
Unique FM	13
Vibe FM	13

Source: Field Survey, May, 2009

Table 4.1 indicates the number of years the studied stations have been on the airwaves. From the table, given an average number of years of radio stations in operation at 9 years, it can be shown that, Radio Universe and Joy FM recorded the highest years in operation with 14 years of experience each. Asempa 94.7 FM and Hitz FM were identified to be the station with least experience in terms of the number of years in operation recording a figure of two years each. As many as 11 stations did not respond to this question.

The average number of years of operation in the area of television is 6years with VIASAT 1 still in its first year of operation whiles TV3 is in its 11th year.

It became evident from the survey that, most of the radio stations focused their attention on educative and informative programmes, with a percentage score of 32% and 16% respectively. The other areas of focuses were given as News 12%, Social 2%, Sports 2%. Entertainment, music, religious, gender and other general issues scored lowest with a percent each. With the prime aim of educating, entertaining and informing, sports and the projection of African values emerged in the area of television with percentage score of 16.7% each.

4.2.2 Programming Target of Station

Table 4.2 below gives an overview of the responses of individual stations and their programming target. From the table, most of the responses were in favour of entertainment with a percentage of 24 whereas both educational and informative component were the next in the priority with each scoring 20 percent. Some of the stations also indicated that, their main listeners were the affluent in the society.

Table 4.2: Programming Target of Stations

Programming focus	Number of stations
Affluent	2
Current Affairs	2
Education	4
Entertainment	5
Information	4
Mature elite	1
Music	1
Sports	1
Upper/Middle Class	1
Youth	1
TOTAL	**22**

Source: Field Survey, May, 2009

The study furthermore revealed that, the radio stations, during the determination of their programme targets, incorporate the following as a guide. These are taken into consideration in the creation and the timing of their programmes. They are:

❖ Advice/ Information
❖ Availability of resources/airtime
❖ Coverage area
❖ Educational level of listeners
❖ National interest/Professional interest
❖ Relevance
❖ Social interaction
❖ Sponsors interest and
❖ Lifestyles/listening habit

Television stations considered the following in the timing of airing their programmes.

- ❖ Audience demography
- ❖ Viewership pattern
- ❖ Target audience

The study also revealed that, almost all of the radio stations hosted local programmes. About 96% of the respondents confirmed this and attributed them to the following:

- ❖ Prime target of the radio station
- ❖ Zeal to educate listeners

4.2.3 Prime Times on Radio

Prime time on radio or television is the time of the day in a radio station's transmission when listenership is at its peak. Extra attention is often given to the program aired during this time of the day by the station's authorities because of the numerical advantage the station has over the others. This phenomenon has commercial implications. For sponsorship purposes advertisers tend to choose the programs aired during that time of the day ahead of others. Prime times on radio and television stations usually are determined by the stations in question. The feedback from radio stations is that, close to 38% of them disclosed that, the hours from morning to mid-day are their primes. The implication here is that, since majority of people listen to programmes at this time of the day, the NMC should monitor the programmes that are broadcast during these hours. A more detailed diagrammatic representation of the prime time is shown in figure 2.

Figure 2: Prime Times on Radio

PRIME TIME

Legend:
- Evening
- Morning
- Morning to evening
- Morning to Mid-day

37%

25%

13%

25%
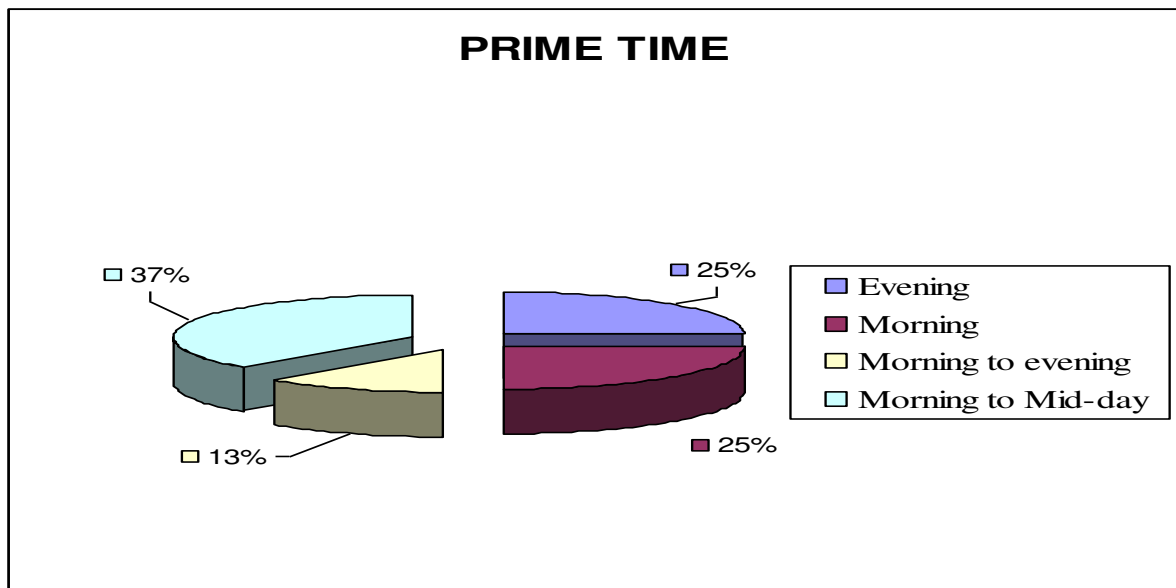
4.2.4 Programmes aired during Prime Time

Since the prime times on radio and television are characterized by relatively high patronage through listenership and viewership respectively, authorities of media houses tend to be extra mindful of what goes on air. The prime times on television were relatively in the evenings with a range of 3-11pm.

Even though, some of the radio stations aired a combination of local and foreign programmes, the study revealed that nearly 55% of their broadcasts were local programmes. As low as 18% of the radio stations hosted foreign programmes with about 27% disclosing the airing of both foreign and local programmes.

The percentage of local programmes on television was relatively huge as well with a 66.7% score. Relative to TV3, TV Africa and Metropolitan television, Viasat1 aired more foreign programmes during prime times on their network. It was established that, Viasat 1 aired 70% foreign and 30% local programmes and this clearly violated the directive by the National Media Policy. In the first year of operation, Viasat 1 is making efforts to air more local programmes on their network which is likely to fix the anomaly exhibited during prime times.

The phenomenon of high percentage of local programmes aired during prime times on both radio and television may have been as a result of individual stations wanting to outdo each other. In the competition for the most listenership or viewership, radio and television stations paid particular attention to their clients who comparatively may like to listen or watch programmes hosted by their local idols.

4.2.5 Internal Monitoring of Programmes

Internal monitoring strategies are put in place to ensure the station in question stays on course with respect to what it set out to do. In this case, the objective was to find out if such strategies existed or not which could have ensured or not ensured compliance. In any case, if internal monitoring of programmes existed and were effectively done there would have been probably no need for visits from NMC officials to ensure compliance.

Most of the radio stations and television stations instituted internal control measures to help monitor their operations and activities. Some of the strategies that were given during the study were:
1. Institution of Independent/ Internal monitoring team
2. Program Preview and Review
3. Listener's research
4. Media monitoring and research

4.2.6 Monitoring Visits by NMC

The National Media Commission is mandated to regulate the contents of the media in the country. For this reasons, the active participation of the NMC is very crucial that is why the study investigated whether the officials of the NMC visited the outfit regularly. The result was that, 54.5% responded negatively to this assertion meaning that, they don't see NMC officials visiting their station often. The remaining 45.5% of the respondents however indicated that NMC officials visited their radio stations once a year.

There was a 100% affirmative response from the television stations when this same question was posed to them. This meant that compared to radio stations, NMC officials

visited television stations often. Compared to radio stations the comparatively low number of television stations in the country may have been the reason why NMC officials visited television stations more than radio stations.

4.2.7 Frequency of Visits by NMC Officials in a Year

The frequency with which NMC officials visit the radio and television stations in a year is necessary as it indicated the seriousness of the media houses readiness to conform to the regulations. In table 4.3, the details are presented.

Table 4.3: Frequency of NMC's Monitoring Visits to Radio Stations

Frequency of visits of NMC within a year	Frequency of Response	Percentage
Once	6	27.27
Quarterly	2	9.10
Twice	2	9.10
Non response	12	54.55
TOTAL	**22**	**100.0**

Television stations had 50% of them alluding to the fact that NMC officials visited their outfit on monitoring course every quarter. Twenty five percent welcomed NMC officials once and twice a year in each case

4.3 Technical Compliance

The study takes into consideration the farthest distance radio waves travel as measured in kilometers to reach its potential listener. This was necessary as the researcher wanted to obtain first hand information from the individual station operators the farthest kilometers their radio wave travels in space. The outcome of this assertion is captured in the table 4.4 below. From the sample of the radio stations studied, it was indicated that, the average distance covered by the studied radio station was 80 kilometers in radius with some radio

stations transmitting as far as 130 kilometers. The least radius of coverage was 50 kilometers.

Considering the various radii of transmission of the studied radio stations one is not surprised to realize that they their transmission are received by listeners in more than two regions in the country. One can then point out that there is a deviation by the individual radio operators with respect to the directives from the National media policy.

4.3.1 Radius of Coverage

The radius of coverage of a radio or a television house is the average distance in kilometers that transmissions from the media houses transmit and is received by a listener. Table 4.4 below indicates the radius of transmission of the studied radio stations.

Table 4.4: Farthest radius of Coverage

Farthest radius	Number of Radio Stations	Percentage
130 km	2	9.09
50 km	2	9.09
60 km	2	9.09
80 km	4	18.18
Non Response	12	54.55
TOTAL	**22**	**100.0**

Source: Field Survey, May, 2009

In the study, the officials of the NCA indicated that, there were two main ways of checking the operations of radio stations. One is the through the use of the average kilometers a station should travel and the other is the use of the farthest geographical coverage a station is permitted to cover. There was a large non response to this question because the answer had a direct correlation to compliance or non compliance. The NCA indicated that, except the Ghana Broadcasting Corporation (GBC) which was permitted to be nationwide coverage, the rest should not go beyond the region in which they operated

from. In other words, the farthest geographical coverage of radio waves should not exceed the regional boundaries of its operations.

This assertion by the NCA was not heeded to as it was disclosed during the survey as some of the radio stations studied which were based in Accra, the national capital actually transmitted far their regional boundaries. From the interview obtained from the technical managers of the various radio stations, it was revealed that most of the responding radio stations had their signals received in about three to five regions with some reaching as far as the Western and the Eastern region. The regions of coverage as indicated by the stations studied are shown in table 4.5

Table: 4.5: Regions of Coverage for Radio Stations

Name Of Radio Station	Regions Of Coverage				
	Greater Accra	Eastern	Volta	Western	Central
Adom FM	√	√	√		√
Asempa FM		√		√	√
Choice FM	√	√			√
Happy FM	√	√	√		√
Hitz FM	√	√	√		
Joy FM	√	√	√		
Obonu FM	√	√	√		
Radio Universe	√	√			
Unique FM	√	√	√		

Source: Field Survey, May, 2009

As a result of the stations transmitting beyond what was permitted them by the NCA, the interferences in the frequencies of some media houses were established during the survey. Forty percent of the response (radio stations) indicated an interference in their

transmission from other stations. It was alleged that there was interference in the airwaves from an FM station in Togo. Because the station was based in Togo, which is located outside the country, the affected radio station has not been able to solve or fix the distortion in their transmission.

There was further enquiry on whether there was interference in the transmissions of studied FM station's frequencies stemming from the transmissions of other FM stations. The outcome was that, all the stations studied responded negatively to the question. Relative to radio stations television stations covered wider geographic areas. Fifty percent of the respondents said they have a radius of 150km as their maximum and the other 50% had nationwide coverage meaning they have no limitation as far the boundaries of Ghana is concerned. In fact, apart from Metropolitan television which indicated, it has a nationwide coverage, TV3, TV Africa and VIASAT 1 have their signals in a combination of a couple of regions as shown in table 4.6 below.

Table 4.6: Regions of Coverage for Television Stations

Regions of coverage	Number of Television Stations	Percentage
Greater Accra, Central, Western and Ashanti (4 regions)	1	25
Greater Accra, Eastern, Parts of Volta, Ashanti, Central, Western and Brong- Ahafo (7 regions)	1	25
Greater Accra, Eastern, Western, Brong Ahafo, Ashanti, Northern and Central (7 regions)	1	25
Nationwide coverage (10 regions)	1	25
TOTAL	**4**	

It must be stated however that there is no restriction on television station's coverage.

4.3.2 Interferences in frequencies

Interferences in frequencies results in the distortion of the transmission of the affected station. This scenario prevents the listener from hearing clear sound from a radio station. It distorts the picture quality of affected television's transmission. In situations where the transmission of a media house goes beyond its geographical boundary, the transmission tends to interfere with the frequency of media houses in the geographic area where the transmission travels to. Having realized that radio stations studied transmitted beyond their regional boundaries, the tendency for frequency interferences to occur was high and was the reason for a question in this respect.

From the study, Joy FM's transmission was recorded to have interfered in the operations of a television station. This was however resolved technically. Another television station's transmission is noted to have interfered with the frequency 223.25MHz.

4.4 Awareness of Regulations regarding Overstepping Permitted Boundaries

As a general rule, radio stations within certain radius to the border should control their transmissions to avoid spillover into neighboring regions or countries using directional antennas, low output power or power control. Before holding people responsible for their actions or inactions in response to a particular restriction, one has to first find out about their awareness and knowledge of the presence of such a regulation and the consequences associated with it should one go contrary to such regulations. This was the justification why this study sought to find out about the awareness of regulations concerning overstepping their permitted coverage and the sanctions that come along with it should the radio or television stations overstep their boundaries.

It was revealed that, all radio and television stations were aware of the existence of some sort of regulations governing the reach of radio transmissions. Some of them stated the following as some of the regulations underlining the coverage:
- For FM, transmission should not go beyond regional boundaries
- No station should go beyond its region, but NCA has not emphasized on it

- No station should transmit beyond 50 kilometers

Some radio stations indicated that, the infringement of the regulations set-up by the NCA could lead to:
- a fine or revocation of the stations license or
- withdrawal of license

Others indicated that, though the sanctions are there, the NCA is not enforcing them. A section of the operators are not aware of the sanctions. In television, 66.7% were aware of the existence of the regulations on overstepping of boundaries. It was revealed however that they could not point them out.

4.5 Internal Mechanisms for Preventing Transmission beyond the Permitted Radius of Coverage

In order not to be victims of the sanctions of transmitting beyond the permitted radius, some of the stations had instituted internal control measures and checks to standardize the operations of their stations. These strategies and measures are listed as follows;

1. Consistent monitoring and upgrading of transmitter capacity
2. Main transmitter power should not go beyond a certain level
3. Station transmitter is adjustable and is ready to adjust to the required power of transmission
4. Over modulation and installation of tuned antenna
5. The transmitter output is regulated and also conducting field test for our signal
6. We occasionally bring technicians from GBC to measure how far the Antenna goes and reduce it if it becomes necessary
7. We use correct transmitter power, we make sure the permitted transmitter frequency is used always and antenna height and direction should be correct

The internal control mechanisms for television are listed below.

- Regulate transmitter power
- Technicians have been employed to deal with that

4.6 Relevance of Geographical Coverage Check

Five out of the eleven respondents representing about 45.5% appreciated the importance of checking the operations of the stations in terms of its geographical coverage and distance as against about 18.2% who were of the view that, it was not necessary checking the geographical coverage and should leave the stations to operates as far as their transmitter will reach without limiting their operations. The remaining 36.3% did not respond to this question.

Those who were of the view that, the geographical operations of the stations should be checked and limited to the region it operates in, supported their argument with the following viewpoints:

- So that the same frequency could be granted to others in other regions
- To allow other regions to address issues pertaining to their locality
- To prevent interference

Figure 3 below shows the extent of the implementation of the governing regulations.

Fig 3: Implementation of Regulation
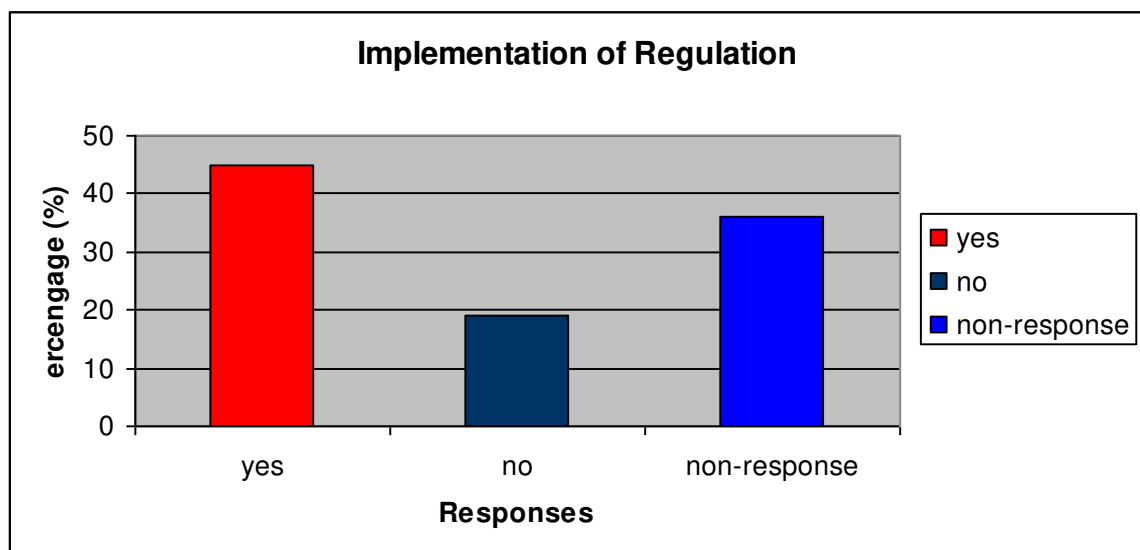
The media houses who were aware of the regulations being implemented indicated that, though they were a little bit informed it was more of a blue print rather than reality. Some of the sampled stations specified a number of challenging factors that inhibits the smooth implementation of the regulations by the NCA. The challenges are as follows:

- Lack of monitoring across the country to apply sanctions on offenders
- Lack of monitoring and education on the part of stations
- Regularly bringing of technicians to do it and the cost involved in paying for the work is huge.

4.7 Suggested Solutions to Identified Challenges

Having identified some challenges the NMC and NCA are facing in the implementation of regulations, some solutions as suggested by some media houses are as follows:

- ❖ By passing the broadcasting law which will give the NMC the power to prosecute offending media houses.
- ❖ By getting equipment that could automatically regulates itself to the permitted range
- ❖ By monitoring with equipment which will give the correct distance and deactivate the signal strength of all stations transmitting beyond the permitted radius.
- ❖ Capacity building of technicians, education on frequency and enforcement of the NCA regulations.

CHAPTER FIVE

FINDINGS, RECOMMENDATIONS AND CONCLUSION

This chapter takes a look at the findings obtained from the analysis of the field data. A careful study of the data collected and analyzed revealed certain relevant issues. These are captured in this section and in some instances recommendations have been given. These recommendations when implemented will enhance the level of compliance of media houses to media regulations and this in turn will restore sanity on the media landscape. Some of these findings and recommendations are presented below:

5.1 Major Findings

The media landscape remains an important partner in the national effort towards development. This is emphasized by the reference of the media as the forth realm of the state. The acknowledgement of the important role of the media is a reason why the compliance level cannot be under estimated. This is why the level of compliance must be appreciated by the media and regulators and also seen to be a matter of urgency. From the study, there was no urgency by both the media and the regulators to comply and ensure compliance respectively. The findings from the survey are entailed here, structured in a way to cover the programming and the technical regulations of the operations of the media houses in Ghana.

According to the National Media Policy, there should be at least 30% and 50% local programmes on the prime times for radio and television stations respectively. Although the NMC expressed worry over the media broadcasting more than the permitted percentage of foreign programmes, it was established that the media actually broadcasts more local than foreign programmes on both radio and television. It was further shown from the survey that, more than 50% of the programmes aired during prime times on radio and television were local and conforms to the National Media Policy's directive.

These were actually achieved because the media houses in formulating their programmes targeted relevant areas of the local listener or viewer. These included entertainment, current affairs, sports etc.

From the study, it was established that officials of the National Media Commission do not visit the radio and television stations to draw their attention to their perception of the stations airing more foreign than local programmes. Though visits to media houses by NMC officials seemed necessary for compliance purposes, it proved not important anyway.

There is no legal backing for the NMC to ensure compliance. Hence, the process of dialogue was the only means available to them.

The basic regulation governing the media houses especially the radio stations was given by the National Media Policy as; a radio station should not transmit beyond its region of operation. Though 68% of respondents knew of this, none of the responding stations complied with this regulation.

Radio stations in terms of transmission were established to have covered more than 3 regions whiles the television stations had nationwide coverage. This was not in conformity with the National Media Policy regulation of area of coverage. The flouting of this directive resulted in about 40% of radio stations experiencing interferences in their transmission.

Though the NCA had the legal backing, the delay in the planning of the implementation and the procurement of frequency spectrum monitors and their subsequent installations paved way for more wrong to be committed by the media houses.

Most radio stations were of the opinion that the regulations are not implemented. In the case of television stations, regulations are implemented. The under listed were identified to be the rationale underlining the implementation of the media regulation.

- So that the same frequency could be granted to others in other regions
- To prevent interference.

It was realized that, a number of challenging factors that inhibits the smooth implementation of the regulations by the NCA were:

- Lack of monitoring across the country to apply sanctions on offenders
- Lack of education of the media houses
- Lack of monitoring equipment

It was established that there was little or no internal mechanism at various media houses to ensure compliance. The issue of education on and the appreciation of this strategy are important.

Knowledge about specific technical regulations was almost absent. Though media houses knew of the existence of some regulations they are supposed to comply with, they just did not know what they were.

5.2 Recommendations

It is important to note that media houses demonstrated knowledge about some regulations and appreciated the importance of complying with them. What was lacking rather was the discipline to comply with them. There is the need to institute and intensify education of media houses on the importance of complying with set regulations.

Based on the findings from this study, these recommendations are being made to ensure better compliance to the existing regulations governing the programming content of radio and television broadcast and the geographical coverage areas of transmission of radio and television stations. However, several linkages can also be established in order to identify core objectives. In order to enhance the implementation of the guidelines set by the NMC and NCA, the following recommendations are to be considered:

- ❖ Although the NMC expressed desire to enforce compliance, the absence of a broadcasting law hindered this. It is for this reason that in the short term, the media houses must engage in self regulation as has been adopted in countries like Malawi and Ireland. In this case, with the media houses being aware of the rules and belonging to a common association, no government force would have to be

brought in to put them on track in case one of them goes astray. This is likely to succeed because the media houses were themselves concerned about non compliance.

❖ In the long term there is the need for the legislature to as a matter of urgency hasten the passage of the broadcasting bill into a law. This will give the National Media Commission the biting edge to punish non conforming radio and television stations in their programming.

❖ Some media houses lacked knowledge about the existence of the laws on compliance. Regarding compliance, media houses must be furnished with the information on the dos and don'ts. This should jointly be done by the NMC and NCA through media associations like GJA and Ghana Independent Private Broadcasters Association (GIBA).

❖ Internal mechanisms by media houses to ensure technical compliance were realized to have been almost absent. It is recommended that this all important strategy is encouraged to ensure compliance.

❖ The NCA should in the absence of a complete electronic monitoring installation set up, intensify their monitoring visits to radio and television stations to continually check for compliance. It was acknowledged that NCA officials do not visit radio and television station frequently. With the installation of some new spectrum monitoring equipment in Accra and yet to be installed in Kumasi, Takoradi and Tamale, monitoring will be enhanced.

❖ The capacity of the NCA needs to be enhanced for a better coordination of compliance measures. The absence of the necessary equipment really hampered the work of the NCA. Currently, the NCA has procured and is installing spectrum monitoring equipment in only some parts of the country. The mobile ones will be used in the gaps and this calls for experts. Hence the capacity of the people to carry out this will need to be critically examined.

5.3 Conclusion

The issue of non compliance of media houses with media regulations threatens to erode the maximization of spectrum usage in the country. Apart from this it stands to plunge the media landscape into a disorganized one. Non compliance will tend to slow down the wheel of development as only a few media houses can operate at any point in time.

In summary, it is worth mentioning that, the media houses have contributed immensely to the socio-economic advancement of the nation. In a rapidly growing and developing country like Ghana, the issue of the media's compliance with media regulation has taken a critical centre stage. Most media houses have totally ignored the governing regulations and continually infringe on the rights of other media houses to operate smoothly. It is high time that media houses are sensitized to deliver their part of responsibilities and to understand that this is good for their image as a corporate entity. Every media organization should have a management team responsible for monitoring and evaluation. This team should constantly interact with various stakeholders to ensure compliance.

NMC and NCA needs commendation for guiding and regulating the activities of the media houses in the country. However, there is a lot more that can be done to improve the activities and services of these entities.

As a result of the implementation of NCA Act, 2008, Act 769 and the Electronic Communications Act, 2008, Act 775 it is hoped that by the end of 2010 a lot more media houses would be complying with technical regulations. It is also envisaged that the ITU recommended values of field strength for FM transmissions would be strictly adhered to.

In the same vein, the passage of the broadcasting bill into a law will facilitate the NMC's enforcement of punitive actions on non conforming media houses.

The adoption and implementation of the policy recommendations of this study would in no doubt affect the operations/actions of the media houses and citizenry positively.

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APPENDIX I

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF ARCHITECTURE AND PLANNING

DEPARTMENT OF PLANNING

RESEARCH TOPIC: AN ASSESSMENT OF THE LEVEL OF COMPLIANCE WITH REGULATIONS OF SELECTED MEDIA HOUSES IN ACCRA

This questionnaire is to solicit for information for the conduct of an academic research on the topic, An Assessment of the Level of Compliance of Media Houses to Media Regulations: A Case Study of some selected Media Houses in Accra.

Your maximum co-operation is anticipated since data gathered will be handled with absolute confidentiality.

QUESTIONNAIRE FOR TELEVISION AND RADIO STATIONS

1. Name of station ……………………………………………………………………...
2. Years of operation…………………………………………………………………….

3. Location of station…………………………………………………………………....
4. Programming focus of station?..
………………………………………………………………………………………

5. Farthest radius (distance) of coverage of station?
………………………………………………………………………………………
………………………………………………………………………………………

6. Farthest geographical coverage area of station?

……

7. Number and list of regions covered by your station?

……

……

……

8. Have there been transmission interferences from other station's frequency (ies) into your station's transmission?

……

If yes, which station's frequency (ies)?

……

9. How was it resolved?

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10. Does your frequency interfere with other station's frequency (ies)?

……

If yes, which station's frequency (ies)?

……

11. How was it resolved?

……

……

……

12. What is your legally permitted radius of coverage?

……

13. Do you know that there is a regulation against overstepping your permitted radius of coverage?

....

14. If yes, what is/are the regulation(s)?

………………………………………………………………………………………………………

………………………………………………………………………………………………………

………………………………………………………………………………………………………

15. Are you aware of the sanctions for overstepping your permitted boundaries

……………………………………………………………………………………………………..

16. If yes, what are the sanctions?

………………………………………………………………………………………………………

………………………………………………………………………………………………………

………………………………………………………………………………………………………

17. What internal mechanism(s) have you put in place so your station does not transmit beyond the permitted radius of operation?

………………………………………………………………………………………………………

………………………………………………………………………………………………………

………………………………………………………………………………………………………

18. Do officials from the National Communications Authority visit your station for routine checks?

………………………………………………………………………………………………………

If yes, how often do they visit in a year?

………………………………………………………………………………………………………

19. Do you think the regulations on the geographical coverage radius are relevant?

………………………………………………………………………………………………………

20. If yes, what makes them relevant?

………………………………………………………………………………………………………

………………………………………………………………………………………………………

If no, what makes them irrelevant?

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21. Are the regulations implemented?

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22. If yes, how?

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23. What are the implementation challenges?

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24. How can the challenges be addressed?

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APPENDIX II

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF ARCHITECTURE AND PLANNING

DEPARTMENT OF PLANNING

RESEARCH TOPIC: AN ASSESSMENT OF THE LEVEL OF COMPLIANCE WITH REGULATIONS OF SELECTED MEDIA HOUSES IN ACCRA

This questionnaire is to solicit for information for the conduct of an academic research on the topic, An Assessment of the Level of Compliance of Media Houses to Media Regulations: A Case Study of some selected Media Houses in Accra.

Your maximum co-operation is anticipated since data gathered will be handled with absolute confidentiality.

QUESTIONNAIRE FOR TELEVISION AND RADIO STATIONS

1. Name of station ……………………………………………………………………….
2. Years of operation ………………………………………………………………
3. Location of station…………………………………………………………………………
4. Programming focus of station?

……………………………………………………………………………………………………

5. Percentage of foreign and local programmes?...

6. If more foreign programmes, why?

………

……………………………………………………………………………………………………

7. If more local programmes, why?

……

…………………………………………………………………………………….........................

8. What do you consider to be your prime time?

……

……………………………………………………………………………………………………

9. What programmes are aired during your prime time?

(a) Local   (b) Foreign   (c) Mixed

10. Focus and Timing of Local contents of Programming

Title of Programme	Focus of Programme	Time of Airing

11. What factors informs the contents of the local programme?

……

……

……

……

12. What factors are considered in choosing the time of airing programmes?

……

……

……

……

13. How do you monitor your programmes so you stay within the permitted percentages?

………………………………………………………………………………………………………

………………………………………………………………………………………………………

14. Do officials from the National Media Commission visit your station on a monitoring course?

………………………………………………………………………………………………………......

15. If yes, how often do they visit in a year?

………………………………………………………………………………………………………......

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF ARCHITECTURE AND PLANNING

DEPARTMENT OF PLANNING

RESEARCH TOPIC: AN ASSESSMENT OF THE LEVEL OF COMPLIANCE WITH REGULATIONS OF SELECTED MEDIA HOUSES IN ACCRA

This questionnaire is to solicit for information for the conduct of an academic research on the topic, An Assessment of the Level of Compliance of Media Houses to Media Regulations: A Case Study of some selected Media Houses in Accra.

Your maximum co-operation is anticipated since data gathered will be handled with absolute confidentiality.

QUESTIONNAIRE FOR NATIONAL MEDIA COMMISSION (NMC)

Name of respondent …………………………………………………………….....

Position of respondent   ……………………………………………………………..

      1.   What is/are the basic role (s) of NMC?

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2. Are there problems of the electronic media (radio and television stations) broadcasting more than the permitted percentage of foreign programmes?

……………………………………………………………………………………………………

3. If yes, how often does this happen among radio and television stations in the country?

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………………………………………………

4. How often does a particular TV or Radio station broadcast more than the permitted percentage of foreign programmes in a year?

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………………………………………………

5. How are you able to detect this among radio and television stations?

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………………………………………………

6. Do you visit TV and Radio stations to ensure this conformity to the regulation?

……………………………………………………………………………………………………

7. If yes, how often do you visit the TV and Radio stations in a year?

……………………………………………………………………………………………………

8. Are there sanctions for exceeding foreign programme broadcasts on radio and television stations?

……………………………………………………………………………………………………

9. If yes, what are the sanctions for stations that exceed the permitted percentage foreign programme broadcasts?

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……

10. Do you sanction offending TV and radio stations?

……....

11. What are the challenges you face in the implementation of the laws?

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12. What are the suggested solutions to the challenges?

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APPENDIX IV

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF ARCHITECTURE AND PLANNING

DEPARTMENT OF PLANNING

RESEARCH TOPIC: AN ASSESSMENT OF THE LEVEL OF COMPLIANCE WITH REGULATIONS OF SELECTED MEDIA HOUSES IN ACCRA

This questionnaire is to solicit for information for the conduct of an academic research on the topic, An Assessment of the Level of Compliance of Media Houses to Media Regulations: A Case Study of some selected Media Houses in Accra.

Your maximum co-operation is anticipated since data gathered will be handled with absolute confidentiality.

QUESTIONNAIRE FOR NATIONAL COMMUNICATIONS AUTHORITY (NCA)

1. Name of respondent ………………………………………………………………
2. Position of respondent………………………………………………………………..
3. What is/are the basic role (s) of NCA?
………………………………………………………………………………………………
………………………………………………………………………………………………
………………………………………………………………………………………………

4. Are there problems of overstepping of geographical boundaries by TV and Radio stations?
………………………………………………………………………………………………

5. If yes, how often does this happen among TV and Radio stations in a year?
………………………………………………………………………………………………
………………………………………………………………………………………………

6. How often does a TV or a Radio station averagely overstep its boundary in a year?

………

………

………

………………………………………………………………………………………………………..

7. How are you able to detect this?

………

………

8. Do you visit TV and Radio stations to ensure their conformity to the regulation?

……………………………………………………………………………………………………....

9. If yes, how often do you visit the TV and Radio stations in a year?

………

10. What are the sanctions for stations that overstep their boundaries?

………

………

………

………

11. Do you sanction offending TV and Radio stations?

………

12. What are the challenges you face in the implementation of the laws?

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………………………………………………………………………………………………………....

13. What are the suggested solutions to the challenges?

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APPENDIX V

The formula $n = \dfrac{N}{1 + N(\alpha)^2}$ was used in determining the sample size for the study; where n = sample size, N = total population of the study area, α is the confidence level (which is 95 per cent). From the interpolation a sample size of 22 radio stations was obtained for the study. Again, the use of the Napierian Log was used to verify the reliability and also to validate the sample size obtained. The formula $\left(1 + n^{-1}\right)^n = 2.7183$ where n = sample size was used. Below is the procedure for the calculation for the determination of the sample size.

n = sample size, N= 24, $\alpha = 0.05$,

n = $\dfrac{24}{1 + 24(0.05)^2}$

= 22