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THE USE OF LIBRARY AND INFORMATION COMMUNICATION TECHNOLOGY BY STAFF OF BROADCASTING MEDIA HOUSES IN KWARA STATE, NIGERIA

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Abstract

The study examined the use of library and information communication technology (ICT) by staff of broadcasting media houses in Ilorin, Kwara State, Nigeria. Through a random sampling technique, 62 staff using available libraries and ICT tools selected from four broadcast media houses in Ilorin, represents the sample for the study. Questionnaire was used to gather data. Four research questions were developed and answered. The results demonstrate that information available in the broadcasting media houses' libraries are used for evidential, historical and reference purposes. The study also revealed the availability of ICT tools in the broadcasting media houses and that there is high level of satisfaction with the services of the libraries and use of ICT in meeting the broadcasting needs. Furthermore, the problems and challenges associated with the use of libraries and ICT were identified while appropriate solutions to the problems were proffered.

Keywords: *Library; information and communication technology; journalism; broadcast media*

Introduction

Broadcasting is the practice of creating audio and video program content and distributing it to the mass audience of radio, television and Internet media (Curtis, 2011). The broadcast media constitute instruments for disseminating information, educating and retraining the public as well as expressing and articulating public opinion. Thus, the broadcast media play a vital role towards the enhancement of national development. As societies develop and become more urbanised and industrialised, face-to-face communication became less efficient and constrictive. Thus, with increasing need to reach more people, the use of newspapers, magazines, radio, television and lately the internet has become better means of mass communication.

Broadcasting focuses on getting one message out, and it is up to the general public to do what they wish with it. There are many forms of broadcast, yet they all aim to distribute a signal that will reach the target audience. Broadcasting can arrange audience into entire assemblies (Durham, 2006). The broadcast media makes use of television, fax and radio to disseminate information to the mass audience.

It is important to note that the library plays an important role in the media house just like it does in the educational institutions. Library is a large collection of books, and can refer to the place in which the collection is housed. Today, the term can refer to any collection, including digital sources, resources, and services. The Library as an important

and integral component of a higher institution has offered opportunity for students and staff to explore and expand their minds (Blau, 2004; Adigwe, 2012). Libraries are seen as repositories of human experiences and knowledge. Although libraries have changed significantly over time, their cultural roles have remained essentially the same. However, they are still responsible for acquiring and providing access to books, periodicals, and other media that meet the educational, recreational and informational needs of their users.

Haliso (2011) defines library as a place, a vehicle and or a wall-less place where books and non-books materials are organised for use either manually or electronically and manned by competent and qualified professionals. Esmail and Nagarajan (2011) define library as a place, a vehicle and or a wall less place where books and non-books materials are organized for use either manually or electronically and manned by competent and qualified professionals. The realisation of the enormous power of information has made libraries and information resource centers inevitably present in all sectors of a nation's economy. Hence today, libraries are found in all the three levels of our educational system including public libraries, research institutions and private organisations such as banks, insurance companies, etc. (Umar, 2004). Special libraries are libraries established in governmental and private institutions to help manage information resources for the benefit of workers and the institution so that the goals of that institution can be attained (Ajibero, 2001). Libraries in broadcasting media houses fall under libraries in private and government institutions, i.e., they are privately owned although they can be owned by institutions. Library is a repository of information materials, which every organisation makes use of. These information materials include print and electronic materials, which could be in the form of books, CDs, microforms, microfiche etc. This information has to be organised in such a way that will enhance proper storage and easy retrieval. Some of the materials, which the libraries hold are used in organisations like schools, banks, hospital, media houses etc. One of the primary objectives of the broadcasting media houses is to disseminate information to the society and this has been enhanced by the use of ICT. Hence, the impact of ICT and libraries to broadcast media cannot be overemphasised.

No doubt, ICT, a term that encompasses a lot of activities involving the acquisition, storage, processing and dissemination of information through the use of appropriate software and hardware designed for that purpose, has had several effects on broadcast media, with some of them seen as advantages and others as disadvantages. The computer and the modem, along with many other ICT hardware and software innovations and services, have placed us at a high point of a very significant stage of development in the history of human communication, often called, 'the information society', and have transformed the way men and women work in the media and entertainment industries. This point to the fact that ICT has brought about significant changes in the broadcast media. It has led to the generation of more and well researched news. With the coming of mobile phones, media people can call their news sources at any time and get news. For instance, on the Internet; news and program backgrounders are always available. Studies including that of (Hermans et al., 2009) suggest that news content is crucially determined by the available technologies. Hence, changes in journalism can be explained predominantly by technological developments.

Libraries and Information Communication Technologies (ICTs) are increasingly used in broadcast media houses for the acquisition, processing and dissemination of information. Broadcast media houses have been using libraries and ICT to satisfy the diverse information need, of their users. However, these infrastructure and services are not fully used. Esmail and Nagarajan (2011) noted that underutilisation of libraries and ICT has been a cause of concern to librarian worldwide. Broadcast media houses in Europe make use of libraries and ICT and they consider them as major sources of information, but in Africa, and Nigeria in particular, media houses do not maximise the potentials of libraries and ICTs. Due to this identified problem, this research was designed to examine the use of library and ICT by staff of broadcast media houses in terms of whether or not they have them available, and if they do, what ICT tools and library materials are available; how do they find them useful; what impact do they have on broadcast media; and what are the challenges associated with them?. This study is significant in view of the fact that the outcomes from it will reveal the importance of the use of library and information technologies in broadcasting media houses. It will also identify the application of ICT tools in the libraries and broadcast media houses media.

Literature Review

Broadcasting is the distribution of audio and video content to a dispersed audience via any audio visual medium. Television and radio programs are distributed through radio broadcasting or cable. Historically, there have been several different types of electronic media broadcasting including Telephone broadcasting (1881–1932), radio broadcasting (experimentally from 1906, commercially from 1920), Direct-broadcast satellite (DBS) (from circa 1974), (also called "cable FM", and satellite radio (from circa 1990), Webcasting of video/television (from circa 1993) and audio/radio (from circa 1994).

Nowadays, broadcast media make use of a range of rapidly evolving technologies including telecommunication technologies (telephony, cable, satellite, TV and radio, computer-mediated conferencing, video conferencing) as well as digital technologies (computers, information networks, internet, World Wide Web, intranet and extranet) and software applications.

A library refers to any collection, including digital sources, resources, and services. The collections can be of print, audio, and visual materials in numerous formats, including maps, prints, documents, microform (microfilm/microfiche), CDs, cassettes, videotapes, DVDs, video games, e-books, audio books and many other electronic resources. Library, according to Online Dictionary of Library and Information Science, is the collection or group of collections of books and/or other materials organised and maintained for use (reading, consultation, study, research, etc). In other words, libraries are seen as repositories of human experiences and knowledge.

History of broadcasting in Nigeria

Television broadcasting in Nigeria started with the initiative of the first Western Region Premier, Chief Obafemi Awolowo who on October 31, 1959 launched television broadcasting in Ibadan, the headquarters of the region. The Western Region Government went into partnership with the Overseas Rediffusion Limited. The Western Nigeria Radiovision Service Limited was created with the responsibility of radio and television broadcasting under one management. A small transmitter of 500 watts power was mounted on Mapo Hall in Ibadan and another at Abafon near Ikorodu. The television was therefore established to disseminate information and entertain audiences. The radio and TV stations in the Western Region pioneered commercial broadcasting in Nigeria to supplement government subvention.

In 1962, the Western region government took full control of the Western Nigeria Broadcasting Service and Western Nigeria Television (WNBS/WNTV) by buying over all the shares held by the Overseas Rediffusion Ltd. In the same year, the Nigeria Television Service was established in Lagos with the Radio Corporation of America (RCA) and the National Broadcasting Company International Limited managing the station. But the management was eventually handed over to Reverend Victor Badejo, who was then the acting Director General of the NBC. The Nigeria Television Service (NTS) later changed its name to Nigeria Broadcasting Corporation/Television (NBC/TV). The Federal Military Government of Nigeria under General Olusegun Obasanjo took over the television stations in Nigeria in 1978 and changed its name to Nigeria Television Authority (NTA).

A new chapter was opened in the history of Nigeria broadcasting in 1992 when the Federal government, under General Ibrahim Babangida, deregulated the broadcast industry by granting licenses to private individuals and organisations to set up radio and television broadcasting stations. There were 2 government controlled television broadcast stations in Nigeria in 1999 and 14 licenses to operate private television stations. The nation has 82 AM radio stations and 35 FM stations. There are 11 short-wave stations in Nigeria. Throughout the country, there are 23.5 million radios and 6.9 million television sets (Research Clue.com, 2013).

In 1992 the National Broadcasting Commission (NBC) was founded to monitor and regulate broadcasting on a national basis. One goal of the organisation is to open up the industry to the marketplace paradigm. Both foreign and domestic participation are sought. A total of nine mandates are itemised in the charter of the NBC. The agency has the role of arbitrator between the industry and other areas of the government. Education is also a component of the organisation's work. It is charged with ensuring the development of trained personnel through accredited curricula and programs that offer courses in mass communication and broadcasting. And the final mandate is to guarantee the liberty and protection of the broadcasting industry under the constitution.

Nigeria's president appoints the Board of Commission for the NBC based on the advice of the Minister of Information. The Commission consists of a Chairman, the Director-General and Ten other members representing law, business, culture, education, social science, broadcasting, public affairs, engineers, and state security service. Members serve on the board on a part-time basis. The Director-General, who occupies the role of Chief Executive, conducts the day-to-day functions. That position is assisted

by the Secretary to the Commission and the Board of Management, which includes the Heads of Directorate and Departments.

Today, Nigeria has thirty six states with each aspiring to set up her own television station. The federal government is also making effort to establish a branch of NTA in each state. Many state governments have however, established more television and radio stations since then. Most of the state television stations have been competing favourably with the federal government stations.

The revolution of ICT has brought tremendous development to the various sectors of the society. Thus, the media outfit as an industry charged with disseminating information to the populace has gone a long way in implementing some of the services and by-products offered by ICTs. Ikpe and Olise (2010) outline some of the various by-products offered by ICTs to the media industry and these include: the internet, videoconferencing, webcasting, video news release, e-mail, etc.

Empirical Studies

Rossama (1993) reported a survey of library use by journalists working on eight newspapers published in Kerala, India. The study examined the reasons why journalists use the libraries of their newspapers; how they use the information they obtain; which types of library materials they use, and how often; the sources of information they use, and how often; how often they visit the library and for how long; how long they have to wait to obtain the information they need, and who searches for it. There were significant differences in the patterns of use of the library by senior editorial staff and staff in other categories. The study concluded that there is room for improvement in the collections and services of the libraries concerned.

Edem (1993) in a study on the Information needs and Information seeking behaviour of journalists in Nigeria indicated that 106 (76%) of the respondents preferred using informal sources as compared to 34 (24 %) of respondents who use formal sources like the library and archival centers. Among the formal sources, the highest respondents who use the library 14 (41%) consult various Federal/State Government publications, gazettes, etc. followed by 7 (20%) who use old and new magazines/newspapers; use of published proceedings of conferences/symposia came third with 6 (17.6%). Aside of the informal sources, they obtained information from other radio, newspaper, news magazine, television and news agencies. The area of greatest information need is in political activities 38 (27%), followed by government affairs 30 (21.4%), social activities 23 (16.4%) and economic activities 20 (14.2%).

Nicholas, Williams, Cole and Martin (2000) assessed the impact of the internet on information seeking and use within the British media. Data was gathered from journalists and media librarians from a large number of news media organisations in Britain. The results showed that Internet use consisted predominantly of searching the World Wide Web, but at that time, internet use in general was limited. The study showed that the primary reason for this was the perceived potential for information overload and concerns over information authority.

Attfield and Dowell (2003) reported a study on information seeking and use by journalists at a national British newspaper. The authors describe the journalist's information seeking, information gathering and management of multiple information.

The Use of Library and Information Communication Technology by Staff of Broadcasting Media

The study showed how these are motivated by context, facilitated by resources, and how they enrich the journalists' resource space. Similarly, the study showed that journalistic work is uncertain as a function of an uncertain context and their continually evolving plans. These results present provisional and unstable relevant judgments, a model to summarise the findings.

Hermans, Vergeer and Heanens (2009) examined how the use of Internet applications by journalists working in mainstream news media is influenced by social context factors, such as background characteristics, work-related factors, and the perceived utility of Internet use as part of the daily journalistic routines. The study suggested that implementation of technological innovations not only leads to changes in the daily routines of journalists, but also leads to redefining notions about themselves as professionals. Talabi (2011) looked at the implication of new technology on the practice of journalism especially the use of internet to produce, disseminate and receive information. The theoretical model adopted was McLuhan's theory of technological determinism to justify the work that more emphasis will be on the medium as technology advances in the global village. The paper recommends that media houses should train their staff on online journalism while government should provide enabling environment in the rural areas so that information can get to them.

Ademuyiwa (2012) examined through literature review the role of Internet in journalism and how the coming of World Wide Web and open software has turned virtually everyone into a journalist. The author compared the nature of traditional news media to opportunities presented by online news media and exposed the impact of and explored possible usage of Web 2.0 applications. The study also raised questions on ethical practises of online journalism and finally made suggestions for government and media owners on ICT adoption, application, investment and training.

Sigh and Sharma (2013) reported the results of a study conducted to determine the information seeking behaviour of newspaper journalists working in Delhi, India. It was found that different categories of journalists used various types of sources to acquire the needed information. The periodicals, news magazines, current issues of newspapers, newspaper clipping files and dictionaries/ biographical dictionaries are most frequently used sources of information by them. The main difficulties faced by them are lack of modern communication gadgets, information scattered in many sources, lack of time to look for or read information, information not readily available and inadequate library services and sources.

From the foregoing, it is clear that underutilisation of libraries and ICT by broadcast media houses has been a cause of concern to librarian and information practitioners worldwide. Broadcast media houses in Europe make use of libraries and ICT and they consider them as major sources of information, but in Africa, and Nigeria in particular, media houses do not maximise the potentials of libraries and ICTs. It is on this note that the study was conceived.

Objectives of the Study

The main objective of this study is to assess the use of library and information technologies by staff of broadcasting media houses in Kwara State. The specific objectives are to:

1. examine the use of libraries and ICT in broadcasting media houses;
2. find out the ICT tools available in the broadcasting media houses;
3. determine the level of satisfaction of staff in the broadcasting media houses with the available library and ICT tools;
4. find out the impact of libraries and ICT in broadcasting media;
5. identify the challenges of using the libraries and ICT by staff of broadcasting media houses.

Research Questions

1. How do the staffs of broadcasting media houses use the libraries and ICT tools?
2. What types of ICT tools are available in the broadcasting media houses?
3. What is the level of satisfaction with library and ICT by staff in broadcasting media houses?
4. What are the impacts of libraries and ICT in broadcasting media?
5. What are the challenges of using the library and ICT tools in broadcasting media houses?

Methodology

This study adopted a survey approach. Survey was chosen in order to cover a considerable representation of media staff in Kwara State. The population of this study comprised the staff of broadcasting media houses in Kwara State. They are the NTA in Ilorin, Kwara Television, Midland FM Radio, Unilorin FM radio, Royal FM radio, and Harmony FM Radio. For the selection of sample in this study, a pre-visit was made to all the broadcast media houses in Kwara State to identify the ones that have good library and ICT tools in place. At the end of the exercise, six media houses were identified. It is from these six media houses that the 53 staff that used the library facilities and ICT tools in all the six identified media houses were selected as sample for this study (See table 1).

Data for the study was collected through a self-designed close and open ended format questionnaire. The questionnaire was divided into two (2) sections. Section A required the bio-data of the respondents. Section B was sub-divided into two parts. Part A featured items on the use of libraries, and part B featured items on the use of ICT by the staff of the broadcasting media houses. The questionnaire was validated through the experts who specialise in the broadcast media research. The report from these experts adjudged the questionnaire as having both the content and construct validity. This justified its appropriateness for data collection in this study. To achieve the reliability of the questionnaire, it was administered to 10 respondents who were part of the population of the study but did not eventually participate. Responses collated from this set of respondents were divided into two equal half and the co-efficient alpha was calculated using Cronbach Alpha. The reliability co-efficient therefore returned an $r = 0.76$, which justified the questionnaire as highly reliable for data collection in this study. The copies of questionnaire were administered by the researcher to the respondents. Only the respondents that were identified as users of libraries and available ICT tools in the media houses were given the questionnaire to complete. The copies of the questionnaire were

distributed and collected immediately. The entire 53 copies of the questionnaire administered were returned properly completed given 100% return rate. Collected data were analysed using simple percentage and frequency count.

Results

Table 1: Respondents Distribution by Media Houses

Broadcasting media houses	Respondents	Percentage
Kwara TV	10	18.9
NTA Ilorin	11	20.8
Unilorin FM	8	15.1
Midland FM	6	11.3
Royal FM	10	18.9
Radio Kwara (Harmony FM)	8	15.1
Total	53	100.0
Gender		
Male	25	47.2
Female	28	52.8
Total	53	100.0
Age of the respondents		
25- 35 years	12	22.6
36-45 years	17	32.1
46-55 years	20	37.7
56 years +	4	7.6
Total	53	100.0
Working Experience		
0-10 years	28	52.8
11-20 years	18	34.0
21-30 years	7	13.2
31 years +	2	3.8
Total	53	100.0

Table 1 shows the distribution of the respondents who participated in the research. The table reveals that the respondents are Staff from six (6) broadcasting media houses, where a total of 18.9% of the respondents were staff of Kwara TV, 20.8% of the respondents were from NTA Ilorin, 15.1% were from Unilorin FM, 11.3% were staff of Midland FM, Royal FM had 18.9% of the respondents, while 15.1% of the respondents were from the respondents from Radio Kwara. This table also shows the gender distribution of the respondents. It reveals that 25 respondents (47.2%) were male, while 28 (52.8%) were female.

On the age distribution of the respondents, the results show that 37.7% of the respondents are within the age group of 46-55 years. This is followed by 32.1% respondents whose age fall within 36-45 years and 22.6% are for respondents within 25-

35 age brackets while 7.6% of the respondents' age fall within 56 years and above. This implies that the majority of the respondents are within the age range of 46-55 years.

The data on the respondents' working experience indicate that 52.8% have 0-10 years of working experience. This is followed by 34% who have 11-20 years working experience and 13.2%, 21-30 years of working while 3.8% have 31 years of working experience and above.

Table 2: Use of Library by Staff of Broadcast Media

Use of library in Media House	Frequency	Percentage
Evidential	6	11.3
Historical	5	9.4
Reference	42	79.2
Total	53	100.0

The results above revealed the use of libraries in broadcasting media houses. 11.3% of the staff are of the opinion that materials in the library are for evidential purposes, 5 (9.4%) of the staff believed they were for historical purposes, while the majority of staff (42) representing 79.2% of the population believed that the libraries in broadcasting media houses are for reference purposes.

Table 3: Kind of Materials in the Library

Variables	Frequency	Percent
Media Books	5	9.4
Dictionaries	5	9.4
Electronic Journals	10	18.9
All of the above	33	62.3
Total	53	100.0

The results in Table 3 show that 33 staff, which represents 62.3% of the population explain that media books, dictionaries and electronic journals are the kind of materials they have in the libraries of the broadcasting media houses. Again, 5 staff representing 9.4% specifically indicated media books and another 5 staff representing (9.4%) indicated dictionary while 10 staff representing (18.9%) indicated electronic journals as the kind of materials available in their library. This implies that media books, dictionaries, electronic journals are the types of materials available in the participated media houses.

Table 4: Available ICT Tools in Broadcast Media Houses

ICT Tools	Frequency	%
Audio-visuals	42	79.2
CD-Rom	45	84.9
Computers	45	84.9
Internet	35	66.0
Online Databases	26	49.1
Fax	18	34.0
OPAC	16	32.1

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The table 4 shows the available ICT tools in the broadcast media houses in Kwara State. The available ICT tools indicated by the respondents are audio-visuals with 79.2%, CD-ROM, and Computers, each indicated by 84.9% respectively. Other ICT tools available include Internet facilities, indicated by 66% of the respondents. However, there are other ICT tools available but not in all the media houses. Such tools are online data bases, fax and OPAC, indicated by 49.1%, (34%) and 32% in that order.

Table 5: ICT Tools Used in Media Houses

ICT Tools	Frequency	%
Flat Screen LCD TV	53	100
Computers	52	98.1
Mobile Phones	43	81.1
Internet	39	73.6
Web casting	24	45.3
Video conferencing	21	39.6
Voice Recorders	30	56.6

Table 5 shows the ICT tools used in media houses. The results show that flat screen LCD TV is mostly used in all the media houses as it was indicated by the entire respondents. This is followed by computers, indicated by 98.1%, 81.1% indicated mobile phones, 73.6% indicated the Internet, while 45.3% indicated webcasting, and 39.6% indicated video conferencing while 56.6% of the broadcasting media houses indicated voice recorders.

Table 6: Use of ICT Tools in Media Houses Libraries

Use of ICT Tools	Frequency	Percentage
Retrieving Information	49	92.5
Processing Information	43	81.1
Storing Information	51	96.2

Table 6 shows that 49 respondents (92.5%) use ICT tools in the media house libraries for retrieving information and 43(81.1%) used the ICT tools for processing information, while 51(96.2%) use ICT tools for storing Information. This point to the fact that the use of ICT tools by staff in the broadcasting media houses libraries are for retrieving, processing and storing of information.

Table 7: Satisfaction with Library Materials/Services and Available ICT Tools

Response	Frequency	Percentage
Yes	41	77.3
No	12	22.7
Total	53	100.0

The result above shows that 41 respondents representing (77.3%) indicated that they are satisfied with the services of the library in the broadcasting media houses, while 12 respondents representing (22.7%) indicated that they are not satisfied with the services of the library in their broadcasting media houses. Furthermore, respondents indicated their level of satisfaction with the library materials and available ICT tools in the media houses. The result is presented in table 7.

Table 8: Level of Satisfaction

Variable	Frequency	Percent
Very satisfied	25	47.2
Satisfied	16	30.2
Not satisfied	12	22.6
Total	53	100.0

From table 8 above, 12 staff representing 22.6% of the population expressed that they are not satisfied with the library materials and the available ICT tools in their media house, while 25 staff representing 47.2% of the population are very satisfied and 16 staff (30.2%) indicated they are satisfied. With this, it can be stated that the majority of the staff in the media houses are satisfied with the library and the available ICT tools in their broadcasting media houses.

Though the results revealed that the majority are satisfied, however, the 22.7% that indicated not satisfied is not too small to ignore. In the light of this, those who are not satisfied with the library materials/services and the available ICT tools in the media houses were asked to state the reasons and what they are not satisfied with in an open ended format. Some of the responses include the fact that the libraries in the media houses are not properly equipped with the broadcast media books and material which staff can use to update their knowledge about the profession. In addition, the people managing the libraries are not experts i.e. they are not trained librarian, hence, there is little to what they can offer to staff that use the libraries. On ICT tools, it was emphasised that the available tools are not sufficient and most of the tools are either outdated or faulty and hence, not useful for broadcasting.

Table 9: Impact of Libraries on Information Need

Meeting the information needs of the staff	Frequency	Percentage
Yes	43	81.1
No	10	18.9
Total	53	100.0

On the impact of libraries on the media houses, the respondents were asked to indicate if libraries meet their information needs in broadcasting media houses. Table 8 shows that only 10 respondents (18.9%) indicate that the libraries do not meet their information needs, while 43 staffs (81.1%) indicated that the libraries meet their information needs.

Table 10: Reasons for Adoption of ICT in Broadcast Media

Reasons for Adopting ICT in Broadcast media	Frequency	Percent
Improve broadcasting	6	12.0
Assist in meeting up with broadcasting standard	8	16.0
Human Resource Development	2	2.2
All of the above	37	69.8
Total	53	100.0

The respondents were asked to indicate the reason for adopting ICT in broadcasting media. The results reveal that 6 staff representing (12.0%) of the respondents indicated that it is to improve broadcasting, 8 staff representing (16.0%) indicated, it is to meet up with broadcasting standard, and 2 staff representing (2.2%) indicated it is for human resource development, while the majority 37 staff representing (69.8%) indicated that it is all of the above reasons, which are improvement of broadcasting, meeting up with broadcasting standard and human resource development.

Aside of the above, the respondents were given opportunity to identify other reasons in an open ended format. Reasons stated with full explanation include:

Immediacy and Timeliness – It was explained that ICT have had tremendous impact on how fast content reaches the target. One respondent pointed out that “Unlike in the past when audience would largely rely on newspapers and broadcasters to present information or news the following day and through special editions (in newspapers) and at the slotted “news hour”, ICTs have made it even easier to publish information in real time, updating breaking news and events as they happen”.

Expand Audience: It was explained that today, ICT has enabled the national papers to be read outside the country’s boundaries, courtesy of the World Wide Web. This has in essence turned the world into a global village. Consequently, the number of people that the media that publish on the internet reach, have increased to as many readers as there are in the world accessing the internet.

Development in broadcasting: ICT has led to the development in broadcasting. On this note, the respondents explained that broadcasting journalism in itself is a tool for development. From its traditional role to inform, entertain and educate, journalism is an instrument for change. In the light of this, it was pointed out that the media through exploitation of ICT have been instrumental in change. As noted by one respondent, “the very evolution of ICTs has forced the media to use ICT as a rallying call for the development”.

Emergence of new dimension in Journalism and broadcasting: On this issue, respondents stated that the emergence of ICTs has given rise to a new field in the profession i.e. ICT Journalism. Now, journalists are building careers out of reporting ICT leading to specialisation. This is also creating job opportunities and career advancement. Some media houses like what have had to boost their workforce by hiring journalists, editors and other staff for their online publications department.

Saving Time and Change in behaviour: ICTs have also catalysed change in behaviour of journalists and the entire trade. A respondent has this to say “Unlike in the past when journalists have had to stick in the newsroom for hours after work to finish up assignments, it is not unusual to find journalists carrying home assignments”. This has

been made possible by personal computers. Change too has also hit hard the conservative lot not keen to change. For example, the typewriter, pager, etc. generation has been forcibly computerised, mobilised after the former technology became obsolete.

Interactivity: As pointed above, the advent of ICTs have helped to bridge the gap between journalists, editors and the information sources. The telephone enables a two-way interaction, the mobile phone too as well as the SMS service, the internet facilitates chats, radio and TV technology enables talk back, call-ins, live shows etc.

Translation to another level: It was stated that broadcasting and journalism, as a result of the use of ICT, have been taken to another level in terms of multimedia story telling by the use of multimedia approach to narrations, journalism has been catapulted into another level. Multimedia approach incorporates the use of several interwoven components namely, text, audio, photography, video, animated graphics, design and interactivity. It was emphatically stated by a respondent that "by and large, we are going to see a situation whereby there will be more demand of journalists well-heeled in multimedia (all-rounder kind of) e.g., that can take notes, take (still) pictures or video etc".

On the Challenges of using the libraries and ICT tools by staff of broadcasting media houses, the results indicate that staff faces various challenges which include funding, insufficient information materials, unavailability of space in the library, inadequate preservation and conservation of library materials, and lack of storage facility for library and information materials. In addition, the challenges of untrained librarian managing the media house libraries, which result in mismanagement and in-effective rendering of services to the users was also identified.

The challenges associated with the use of ICT tools reported by the respondents include:

Cost: it was emphasised by the respondents that technology comes with an economic cost attached to it. More importantly, the investment in new technology costs money. This is one of the decisions that organisations have had to make. Despite the eventual returns in terms of more wealth generation, time saved and overall profits on investment, there is the challenge of the cost element for implementation of any new technology. For example, installing computers, faxes and the internet is a monumental cost for all media outlets. Funds have had to be set aside for installations and subsequent networking. On this note, one respondent points out that "the evolution of ICTs means new challenges and onus placed in the hands of journalists. Consequently, the New Media has occasioned the need to train journalists in ICT literacy leading to the overall improvement of the media houses, be it print or electronic".

Discussion of Findings

The study showed that all the broadcasting media houses in Kwara State have libraries and ICT tools. The result buttresses the role, which library plays in information processing, retrieving and disseminating in the broadcasting media houses. The result is in line with the claim by Ajibero (2001) who posits that special libraries are libraries established in governmental and private institutions to help manage information resources for the benefit of workers and the institutions so that the goals of their parent organisations can be attained.

The Use of Library and Information Communication Technology by Staff of Broadcasting Media

The table 4 shows the available ICT tools in the broadcast media houses in Kwara State. The available ICT tools indicated by the respondents are audio-visuals with 79.2%, CD-ROM, and Computers, each indicated by 84.9% respectively. Other ICT tools available include Internet facilities, indicated by 66% of the respondents. However, there are other ICT tools available but not in all the media houses. Such tools are online data bases, fax and OPAC, indicated by 49.1%, (34%) and 32% in that order.

Table 5: ICT Tools Used in Media Houses

ICT Tools	Frequency	%
Flat Screen LCD TV	53	100
Computers	52	98.1
Mobile Phones	43	81.1
Internet	39	73.6
Web casting	24	45.3
Video conferencing	21	39.6
Voice Recorders	30	56.6

Table 5 shows the ICT tools used in media houses. The results show that flat screen LCD TV is mostly used in all the media houses as it was indicated by the entire respondents. This is followed by computers, indicated by 98.1%, 81.1% indicated mobile phones, 73.6% indicated the Internet, while 45.3% indicated webcasting, and 39.6% indicated video conferencing while 56.6% of the broadcasting media houses indicated voice recorders.

Table 6: Use of ICT Tools in Media Houses Libraries

Use of ICT Tools	Frequency	Percentage
Retrieving Information	49	92.5
Processing Information	43	81.1
Storing Information	51	96.2

Table 6 shows that 49 respondents (92.5%) use ICT tools in the media house libraries for retrieving information and 43(81.1%) used the ICT tools for processing information, while 51(96.2%) use ICT tools for storing Information. This point to the fact that the use of ICT tools by staff in the broadcasting media houses libraries are for retrieving, processing and storing of information.

Table 7: Satisfaction with Library Materials/Services and Available ICT Tools

Response	Frequency	Percentage
Yes	41	77.3
No	12	22.7
Total	53	100.0

The result above shows that 41 respondents representing (77.3%) indicated that they are satisfied with the services of the library in the broadcasting media houses, while 12 respondents representing (22.7%) indicated that they are not satisfied with the services of the library in their broadcasting media houses. Furthermore, respondents indicated their level of satisfaction with the library materials and available ICT tools in the media houses. The result is presented in table 7.

Table 8: Level of Satisfaction

Variable	Frequency	Percent
Very satisfied	25	47.2
Satisfied	16	30.2
Not satisfied	12	22.6
Total	53	100.0

From table 8 above, 12 staff representing 22.6% of the population expressed that they are not satisfied with the library materials and the available ICT tools in their media house, while 25 staff representing 47.2% of the population are very satisfied and 16 staff (30.2%) indicated they are satisfied. With this, it can be stated that the majority of the staff in the media houses are satisfied with the library and the available ICT tools in their broadcasting media houses.

Though the results revealed that the majority are satisfied, however, the 22.7% that indicated not satisfied is not too small to ignore. In the light of this, those who are not satisfied with the library materials/services and the available ICT tools in the media houses were asked to state the reasons and what they are not satisfied with in an open ended format. Some of the responses include the fact that the libraries in the media houses are not properly equipped with the broadcast media books and material which staff can use to update their knowledge about the profession. In addition, the people managing the libraries are not experts i.e. they are not trained librarian, hence, there is little to what they can offer to staff that use the libraries. On ICT tools, it was emphasised that the available tools are not sufficient and most of the tools are either outdated or faulty and hence, not useful for broadcasting.

Table 9: Impact of Libraries on Information Need

Meeting the information needs of the staff	Frequency	Percentage
Yes	43	81.1
No	10	18.9
Total	53	100.0

On the impact of libraries on the media houses, the respondents were asked to indicate if libraries meet their information needs in broadcasting media houses. Table 8 shows that only 10 respondents (18.9%) indicate that the libraries do not meet their information needs, while 43 staffs (81.1%) indicated that the libraries meet their information needs.

distributed and collected immediately. The entire 53 copies of the questionnaire administered were returned properly completed given 100% return rate. Collected data were analysed using simple percentage and frequency count.

Results

Table 1: Respondents Distribution by Media Houses

Broadcasting media houses	Respondents	Percentage
Kwara TV	10	18.9
NTA Ilorin	11	20.8
Unilorin FM	8	15.1
Midland FM	6	11.3
Royal FM	10	18.9
Radio Kwara (Harmony FM)	8	15.1
Total	53	100.0
Gender		
Male	25	47.2
Female	28	52.8
Total	53	100.0
Age of the respondents		
25- 35 years	12	22.6
36-45 years	17	32.1
46-55 years	20	37.7
56 years +	4	7.6
Total	53	100.0
Working Experience		
0-10 years	28	52.8
11-20 years	18	34.0
21-30 years	7	13.2
31 years +	2	3.8
Total	53	100.0

Table 1 shows the distribution of the respondents who participated in the research. The table reveals that the respondents are Staff from six (6) broadcasting media houses, where a total of 18.9% of the respondents were staff of Kwara TV, 20.8% of the respondents were from NTA Ilorin, 15.1% were from Unilorin FM, 11.3% were staff of Midland FM, Royal FM had 18.9% of the respondents, while 15.1% of the respondents were from the respondents from Radio Kwara. This table also shows the gender distribution of the respondents. It reveals that 25 respondents (47.2%) were male, while 28 (52.8%) were female.

On the age distribution of the respondents, the results show that 37.7% of the respondents are within the age group of 46-55 years. This is followed by 32.1% respondents whose age fall within 36-45 years and 22.6% are for respondents within 25-

35 age brackets while 7.6% of the respondents' age fall within 56 years and above. This implies that the majority of the respondents are within the age range of 46-55 years.

The data on the respondents' working experience indicate that 52.8% have 0-10 years of working experience. This is followed by 34% who have 11-20 years working experience and 13.2%, 21-30 years of working while 3.8% have 31 years of working experience and above.

Table 2: Use of Library by Staff of Broadcast Media

Use of library in Media House	Frequency	Percentage
Evidential	6	11.3
Historical	5	9.4
Reference	42	79.2
Total	53	100.0

The results above revealed the use of libraries in broadcasting media houses. 11.3% of the staff are of the opinion that materials in the library are for evidential purposes, 5 (9.4%) of the staff believed they were for historical purposes, while the majority of staff (42) representing 79.2% of the population believed that the libraries in broadcasting media houses are for reference purposes.

Table 3: Kind of Materials in the Library

Variables	Frequency	Percent
Media Books	5	9.4
Dictionaries	5	9.4
Electronic Journals	10	18.9
All of the above	33	62.3
Total	53	100.0

The results in Table 3 show that 33 staff, which represents 62.3% of the population explain that media books, dictionaries and electronic journals are the kind of materials they have in the libraries of the broadcasting media houses. Again, 5 staff representing 9.4% specifically indicated media books and another 5 staff representing (9.4%) indicated dictionary while 10 staff representing (18.9%) indicated electronic journals as the kind of materials available in their library. This implies that media books, dictionaries, electronic journals are the types of materials available in the participated media houses.

Table 4: Available ICT Tools in Broadcast Media Houses

ICT Tools	Frequency	%
Audio-visuals	42	79.2
CD-Rom	45	84.9
Computers	45	84.9
Internet	35	66.0
Online Databases	26	49.1
Fax	18	34.0
OPAC	16	32.1

The study showed how these are motivated by context, facilitated by resources, and how they enrich the journalists' resource space. Similarly, the study showed that journalistic work is uncertain as a function of an uncertain context and their continually evolving plans. These results present provisional and unstable relevant judgments, a model to summarise the findings.

Hermans, Vergeer and Heanens (2009) examined how the use of Internet applications by journalists working in mainstream news media is influenced by social context factors, such as background characteristics, work-related factors, and the perceived utility of Internet use as part of the daily journalistic routines. The study suggested that implementation of technological innovations not only leads to changes in the daily routines of journalists, but also leads to redefining notions about themselves as professionals. Talabi (2011) looked at the implication of new technology on the practice of journalism especially the use of internet to produce, disseminate and receive information. The theoretical model adopted was McLuhan's theory of technological determinism to justify the work that more emphasis will be on the medium as technology advances in the global village. The paper recommends that media houses should train their staff on online journalism while government should provide enabling environment in the rural areas so that information can get to them.

Ademuyiwa (2012) examined through literature review the role of Internet in journalism and how the coming of World Wide Web and open software has turned virtually everyone into a journalist. The author compared the nature of traditional news media to opportunities presented by online news media and exposed the impact of and explored possible usage of Web 2.0 applications. The study also raised questions on ethical practises of online journalism and finally made suggestions for government and media owners on ICT adoption, application, investment and training.

Sigh and Sharma (2013) reported the results of a study conducted to determine the information seeking behaviour of newspaper journalists working in Delhi, India. It was found that different categories of journalists used various types of sources to acquire the needed information. The periodicals, news magazines, current issues of newspapers, newspaper clipping files and dictionaries/ biographical dictionaries are most frequently used sources of information by them. The main difficulties faced by them are lack of modern communication gadgets, information scattered in many sources, lack of time to look for or read information, information not readily available and inadequate library services and sources.

From the foregoing, it is clear that underutilisation of libraries and ICT by broadcast media houses has been a cause of concern to librarian and information practitioners worldwide. Broadcast media houses in Europe make use of libraries and ICT and they consider them as major sources of information, but in Africa, and Nigeria in particular, media houses do not maximise the potentials of libraries and ICTs. It is on this note that the study was conceived.

Objectives of the Study

The main objective of this study is to assess the use of library and information technologies by staff of broadcasting media houses in Kwara State. The specific objectives are to:

1. examine the use of libraries and ICT in broadcasting media houses;
2. find out the ICT tools available in the broadcasting media houses;
3. determine the level of satisfaction of staff in the broadcasting media houses with the available library and ICT tools;
4. find out the impact of libraries and ICT in broadcasting media;
5. identify the challenges of using the libraries and ICT by staff of broadcasting media houses.

Research Questions

1. How do the staffs of broadcasting media houses use the libraries and ICT tools?
2. What types of ICT tools are available in the broadcasting media houses?
3. What is the level of satisfaction with library and ICT by staff in broadcasting media houses?
4. What are the impacts of libraries and ICT in broadcasting media?
5. What are the challenges of using the library and ICT tools in broadcasting media houses?

Methodology

This study adopted a survey approach. Survey was chosen in order to cover a considerable representation of media staff in Kwara State. The population of this study comprised the staff of broadcasting media houses in Kwara State. They are the NTA in Ilorin, Kwara Television, Midland FM Radio, Unilorin FM radio, Royal FM radio, and Harmony FM Radio. For the selection of sample in this study, a pre-visit was made to all the broadcast media houses in Kwara State to identify the ones that have good library and ICT tools in place. At the end of the exercise, six media houses were identified. It is from these six media houses that the 53 staff that used the library facilities and ICT tools in all the six identified media houses were selected as sample for this study (See table 1).

Data for the study was collected through a self-designed close and open ended format questionnaire. The questionnaire was divided into two (2) sections. Section A required the bio-data of the respondents. Section B was sub-divided into two parts. Part A featured items on the use of libraries, and part B featured items on the use of ICT by the staff of the broadcasting media houses. The questionnaire was validated through the experts who specialise in the broadcast media research. The report from these experts adjudged the questionnaire as having both the content and construct validity. This justified its appropriateness for data collection in this study. To achieve the reliability of the questionnaire, it was administered to 10 respondents who were part of the population of the study but did not eventually participate. Responses collated from this set of respondents were divided into two equal half and the co-efficient alpha was calculated using Cronbach Alpha. The reliability co-efficient therefore returned an $r = 0.76$, which justified the questionnaire as highly reliable for data collection in this study. The copies of questionnaire were administered by the researcher to the respondents. Only the respondents that were identified as users of libraries and available ICT tools in the media houses were given the questionnaire to complete. The copies of the questionnaire were

History of broadcasting in Nigeria

Television broadcasting in Nigeria started with the initiative of the first Western Region Premier, Chief Obafemi Awolowo who on October 31, 1959 launched television broadcasting in Ibadan, the headquarters of the region. The Western Region Government went into partnership with the Overseas Rediffusion Limited. The Western Nigeria Radiovision Service Limited was created with the responsibility of radio and television broadcasting under one management. A small transmitter of 500 watts power was mounted on Mapo Hall in Ibadan and another at Abafon near Ikorodu. The television was therefore established to disseminate information and entertain audiences. The radio and TV stations in the Western Region pioneered commercial broadcasting in Nigeria to supplement government subvention.

In 1962, the Western region government took full control of the Western Nigeria Broadcasting Service and Western Nigeria Television (WNBS/WNTV) by buying over all the shares held by the Overseas Rediffusion Ltd. In the same year, the Nigeria Television Service was established in Lagos with the Radio Corporation of America (RCA) and the National Broadcasting Company International Limited managing the station. But the management was eventually handed over to Reverend Victor Badejo, who was then the acting Director General of the NBC. The Nigeria Television Service (NTS) later changed its name to Nigeria Broadcasting Corporation/Television (NBC/TV). The Federal Military Government of Nigeria under General Olusegun Obasanjo took over the television stations in Nigeria in 1978 and changed its name to Nigeria Television Authority (NTA).

A new chapter was opened in the history of Nigeria broadcasting in 1992 when the Federal government, under General Ibrahim Babangida, deregulated the broadcast industry by granting licenses to private individuals and organisations to set up radio and television broadcasting stations. There were 2 government controlled television broadcast stations in Nigeria in 1999 and 14 licenses to operate private television stations. The nation has 82 AM radio stations and 35 FM stations. There are 11 short-wave stations in Nigeria. Throughout the country, there are 23.5 million radios and 6.9 million television sets (Research Clue.com, 2013).

In 1992 the National Broadcasting Commission (NBC) was founded to monitor and regulate broadcasting on a national basis. One goal of the organisation is to open up the industry to the marketplace paradigm. Both foreign and domestic participation are sought. A total of nine mandates are itemised in the charter of the NBC. The agency has the role of arbitrator between the industry and other areas of the government. Education is also a component of the organisation's work. It is charged with ensuring the development of trained personnel through accredited curricula and programs that offer courses in mass communication and broadcasting. And the final mandate is to guarantee the liberty and protection of the broadcasting industry under the constitution.

Nigeria's president appoints the Board of Commission for the NBC based on the advice of the Minister of Information. The Commission consists of a Chairman, the Director-General and Ten other members representing law, business, culture, education, social science, broadcasting, public affairs, engineers, and state security service. Members serve on the board on a part-time basis. The Director-General, who occupies the role of Chief Executive, conducts the day-to-day functions. That position is assisted

been made possible by personal computers. Change too has also hit hard the conservative lot not keen to change. For example, the typewriter, pager, etc. generation has been forcibly computerised, mobilised after the former technology became obsolete.

Interactivity: As pointed above, the advent of ICTs have helped to bridge the gap between journalists, editors and the information sources. The telephone enables a two-way interaction, the mobile phone too as well as the SMS service, the internet facilitates chats, radio and TV technology enables talk back, call-ins, live shows etc.

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Cost: it was emphasised by the respondents that technology comes with an economic cost attached to it. More importantly, the investment in new technology costs money. This is one of the decisions that organisations have had to make. Despite the eventual returns in terms of more wealth generation, time saved and overall profits on investment, there is the challenge of the cost element for implementation of any new technology. For example, installing computers, faxes and the internet is a monumental cost for all media outlets. Funds have had to be set aside for installations and subsequent networking. On this note, one respondent points out that "the evolution of ICTs means new challenges and onus placed in the hands of journalists. Consequently, the New Media has occasioned the need to train journalists in ICT literacy leading to the overall improvement of the media houses, be it print or electronic".

Discussion of Findings

The study showed that all the broadcasting media houses in Kwara State have libraries and ICT tools. The result buttresses the role, which library plays in information processing, retrieving and disseminating in the broadcasting media houses. The result is in line with the claim by Ajibero (2001) who posits that special libraries are libraries established in governmental and private institutions to help manage information resources for the benefit of workers and the institutions so that the goals of their parent organisations can be attained.

The Use of Library and Information Communication Technology by Staff of Broadcasting Media

The majority of staff believed that the materials in libraries of broadcasting media houses are for reference purposes. Information materials serve three purposes, which are evidential, historical and reference purposes. The study also revealed that materials in the broadcasting media houses are media books, dictionary, and electronic journals. Drawing conclusion from these, most of the staff chose more than one use, so the researcher concluded that indeed the libraries in the media houses serve those purposes.

Also, the study revealed that broadcasting media houses use ICT for acquiring, selecting, organising, processing, storing and dissemination of information, and established that broadcasting media houses adopt the use of ICT for human resource development; improved broadcasting and meeting up with broadcasting standard.

ICT has positively affected all spheres of the economy and human endeavours. The findings from this revealed that most staff indicated that their libraries have adopted the application of ICT in their broadcasting media houses. The result also buttressed the position of Manjunatha (2007) that Information technology has had a significant impact and has successfully changed the characteristics of information services being generated in libraries. The past two decades have seen great changes in library due to information technology. The technological advancements have made significant impact on the growth of knowledge and unlocking of human potential. In library, the impacts are clearly visible on information resources, services, and people.

The study revealed that the application of ICT tools in the library operation are audio-visuals, CD ROM, Computer sets, internet and search engines are the most used application of ICT tools in libraries of the media houses, while fax, online database and surprisingly OPAC was indicated as important access to information retrieval but not commonly applied in their libraries. Cholin (2005) posited that OPAC has almost replaced card catalogues, offering enhanced search capabilities for accessing the collection of the library. Many libraries also provide a web interface to their library and information system, often including direct links of electronic journals with books and internet resources. This indicates that most libraries in Kwara State broadcasting media houses are lacking basic ICT tools for automation of libraries. The ICT tools in the library are used for retrieving, processing and storing information. From the findings, the staff also revealed that the ICT tools applied in their broadcasting media houses are simple and common ICT tools like computer sets, electronic mails, and internets, while sophisticated ICT tool which constitute instruments for disseminating information, educating and retraining the public as well as expressing and articulating public opinion such as webcasting, video conferencing and video news releases are not commonly applied. This finding supports the opinion of Mishra (2001) that "One of the distinct gifts of information technology has been the invention of devices with huge storage capacity. CD-ROM's, DVDs and flash memory cards have changed the face of libraries; so also online access to information has turned many libraries into virtual libraries however, all these tools are not yet being applied in the most of the media house surveyed in this study.

On the satisfaction with the library services in the broadcasting media houses, it was revealed that most of the staff are satisfied with the libraries and the services. Satisfaction is a very important issue when it comes to library services. This is because,

the higher the users' satisfaction, the more they make use of the library. Again, satisfaction is a good determinant of library service quality. The fact that the majority indicated their satisfaction is an indication of quality service being rendered by the library.

The study identifies various challenges staff in broadcast media houses faced when using the libraries. The challenges include funding, insufficient information materials, unavailability of space in the library, inadequate preservation and conservation of library materials, lack of storage facility for library and information materials, lackadaisical management, inadequate maintenance. There is no perfect library anywhere. Even the most funded libraries still identify a number challenges facing them. However, reducing the challenges to a manageable level will be ideal. Similarly, challenges associated with ICT by staff including funding, epileptic power supply, unavailability of constant internet services, and lack of maintenance and breakdown of ICT equipment are all indispensable problems when talking about the use of ICT in this part of the world.

Conclusion

This research has shown that libraries and ICT are basic tools used in the broadcasting media houses. It showed that all broadcasting media houses see libraries as an integral part of their organization, and the widespread of ICT in every aspect of human endeavour has a major and positive impact in the broadcast media activities and functions. The result generally shows that information in the libraries of broadcasting media houses are used for evidential, historical and reference purposes. Furthermore, the study reveals availability of ICT tools in the broadcasting media house and that there is high level of satisfaction with the services of the libraries and ICT in terms of meeting the broadcasting needs. Therefore, it can be concluded that availability of well-equipped libraries with ICT infrastructure play prominent role in the broadcasting media as it is assisting in meeting the broadcasting needs.

Recommendations

Poor funding was identified as the major constraint in the general development of the libraries and use of ICT in broadcast media houses. The researcher recommends that the government and management of broadcasting media houses allocate enough budgets for the funding of libraries and ICT in broadcasting media houses. They should also provide an enabling and appropriate infrastructure and tools together with state of the art ICT equipment to better improve the services.

The broadcasting media houses should also ensure automation of library activities. The use of ICT has become imperative for the efficient management of modern libraries and broadcasting practices. Many in-house operations in the library like acquisition, processing, circulations, maintenance, and reference services should be changed from manual to digital automation. The need for automation arises to reduce the bulky spaces that information materials occupy in the library. Library automation is one of the major applications of ICT in libraries. It helps to change the libraries' in-house activities and implement increasingly complex solutions that involve distributed networking and access to remote information resources.

The Use of Library and Information Communication Technology by Staff of Broadcasting Media

Since library and ICT are imperative to the effective processing, dissemination and communication of information to the audience, the Nigerian Broadcasting Corporation which is the governing body of broadcast media houses should ensure that broadcast media houses meet up with the broadcasting standard in terms of equipment and personnel for them to be able to compete with their counterparts in the developed world.

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