

Broadcast Media in Family Planning Matters in Rural Nigeria: The Ebelle Scenario

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KEYWORDS Family Planning. Radio Programmes. Rural Nigeria. Television Programmes. Contraceptives

ABSTRACT This study examined the effectiveness of the broadcast media, specifically radio and television in creating and disseminating family planning information on matters of number and spacing of children in rural Nigeria, using Ebelle community in Igueben Local Government Area of Edo State as a study case. To achieve the set task, the paper employed the survey questionnaire method to gather data. Out of the 140 questionnaires administered, 100 were retrieved and analysed, using descriptive statistics. In the end, the study revealed that radio and television, through certain programmes, have helped in the dissemination of relevant information on family planning in rural settings just as they have purportedly done in urban centres in Nigeria. Hence, the paper recommended that the broadcast media should be massively deployed to disseminate relevant messages on issues such as contraceptive alternatives, distended family size, female genital mutilation, "area boys" cultism in the streets, sexually transmitted infections, malnutrition, among others, that have the potentials of destroying family hood. Ultimately, the redress of these challenges would redound to the cohesion and progress of the average rural family in Nigeria.