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CATHOLIC UNIVERSITY OF EASTERN AFRICA

EMMANUEL A.B. TURAY

TELEVISION AND SOCIAL TRANSFORMATION IN SIERRA LEONE

Moderator

Francis Chishimba.

**A Thesis Submitted in Partial Fulfilment of Requirements
for the Bachelor of Arts in Social Communication.**

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DEDICATION

This thesis is gratefully dedicated to The Fatima Institute (University of Makeni) of the Makeni Diocese, Sierra Leone for their sponsorship for me to pursue this degree programme in Nairobi, Kenya.

To my much loved wife Josephine I. Turay and daughter Frances G. Turay whose relentless effort, care and support back home served as a motivation for me to go through this programme. May God help the TFI to flourish and reward your noble contributions to my life.

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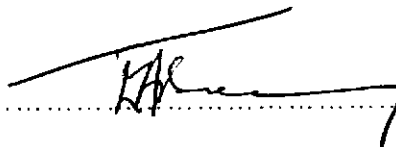
I am too indebted to my mother Rebecca G. Turay and the rest of the family back home for their prayerful support;

Special thanks to all my Lecturers, colleague students in ISC and friends who in one way or the other contributed to make my work fruitful.

May God Almighty reward you all, in Jesus name. AMEN.

STUDENT'S DECLARATION

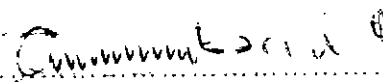
I, the undersigned, declare that this thesis is my original work achieved through my personal reading, scientific research method and critical reflection. It is submitted in partial fulfilment of the requirements for the Bachelor of Arts in Social Communication. It has never been submitted to any other College or University of academic credit. All sources have been cited in full and acknowledged.

Signed 

Name of Student: Emmanuel Abubakarr Benoni Turay

Date: 26th May 2010

This Thesis has been submitted for examination with my personal approval as the College Supervisor.

Signed 

Name of Supervisor: Francis Chishimba

Date: 27/05/2010

Table of Contents

General Introduction.....	3
Background of Thesis.....	3
Statement of the Problem.....	5
Objectives of Study	7
The Structure of the Project	8
Definition of Terms.....	9
Limitation of Study	10
Chapter: ONE.....	11
sociological Analysis and Literature Review.....	11
1.1 Introduction	11
1.2 Brief Description of Sierra Leone.....	11
1.3 Demographics and Administrative Divisions.....	12
1.4 Sociological analysis of Television.....	12
1.5 Accessibility to TV	16
1.6 Literature Review.....	17
1.7 Contextualization of the reflection.....	23
CHAPTER TWO	27
Field Research.....	27
2.0 Introduction	27
2.1 Research Methodology.....	28
2.2 Sampling Criteria.....	28
2.3 Data Collection.....	29
2.4 Research Findings/Data Analysis	30
2.5 Relevance of Communication Theories	38
2.5.0 The Cultivation Theory	39
2.5.1 Observational Learning.....	40
2.5.2 Uses and Gratification Theory.....	42
2.5.3 The Agenda Setting Theory.....	44
2.6 Conclusion.....	47

CHAPTER THREE	50
3.0 Introduction	50
3.1 The Project Proposal	51
3.2 Problem Statement	52
3.3 The Communication Objectives	55
3.3.0 General Objective.....	55
3.3.1 Specific Objectives.....	56
3.3.2 Justification of Communication Strategy Based on Research Findings,	56
3.3.3 Implementation Strategy.....	59
3.3.4 Viability of the Project	60
3.4 Programming Priorities	62
3.4.2 Type of Programmes	64
3.5 Management Structure	72
3.6 Finances And Sustainability	76
3.7 Evaluating Activities.....	77
3.8 Evaluation of Programmes and Audience Survey.....	78
3.9 Audience Surveys	79
3.10 Programme of Activities	80
3.11 Ethical Issues	80
3.12 Expected Challenges	81
3.13 Budget Summary	83
3.14 General Conclusion.....	84
Appendix	88
Activity Plan	89
Questionnaire.....	91
BIBLIOGRAPHY	97

GENERAL INTRODUCTION

Background of Thesis

In a world of increasing pressure, social transformation, social justice and rapid changes in new technologies, the media both as an institution and tool have become significant players in the making of new accountable and increasingly just societies.

As part of the ongoing changes, ordinary people, as groups and individuals, are transforming, appropriating and redefining both their relationships with the media and the media itself. In their different ways they are re-making themselves, society and the media.

This process cuts across countries, cultures, creeds, races, and socio-economic groups and provides creative expressions that not only honour and recognise a diversity of cultures, but also seize the space and opportunity to speak truth to power, exposing its failings and frailties and demanding its accountability.

The dissemination of information and the transfer of knowledge are fundamental elements of human development. When combined with strategic communications and constituency building they can become drivers for broad civic participation and democratic social transformation. The rapidly evolving media field and innovations in its use are presenting ever more effective, far reaching and inclusive means to channel attention and information, to promote informed dialogue and demand accountability. It is increasingly clear that putting media and

communication at the centre of development strategies can lead to greatly expanded and accelerated impact and change.

The mass media constitute the backbone of democracy. The media are supplying the political information that voters base their decisions on. They identify problems in our society and serve as a medium for deliberation. They are also the watchdogs that we rely on for uncovering errors and wrongdoings by those who have power. It is therefore reasonable to require that the media perform to certain standards with respect to these functions, and our democratic society rests on the assumption that they do.¹ Television will play a significant role in achieving these goals and aspirations of the citizens through awareness-raising activities between the government and the influential public.

Television has a powerful socializing effect as it has the capacity not only to reflect but also to shape opinion and plays a part in forming attitudes. It will enable citizens to directly and instantaneously convey their wishes to their representatives with ever decreasing costs; the nature of political interaction is likely to change. Through participation in the democratic process this may eventually lead to a more direct democracy in which general participation is increased with both potentially positive and negative consequences.

It is against this background that I have considered writing on the significant role that television as a channel of communication would play in the social transformation in Sierra Leone.

¹ Cf Agner Fog. The supposed and the real role of Mass Media in modern democracy. Working Paper 20/05/04

In late 2007 GTV expanded its pay-per-view service in the country as part of the company's plan to provide a Pan-African television service this UK based company has a business model to target its audience, rather than the elite that normally watch pay-per-view in Africa and Sierra Leone.

The two local based TV stations (SLBS and ABC TV) on which the citizens in the country depend as a source of information has contributed immensely in promoting good governance, development and the social transformation of the people especially the youths in areas where their coverage signals is clear.

The TV stations begin their broadcast at about 9am and 4pm and continue until 1:00am or midnight respectively. These stations are poorly equipped, having only one or two modest size studios, supplied with three cameras which function sometimes sporadically.

Televisions in Sierra Leone broadcast exclusively in English, although it does offer translations of the daily newscast, public announcement, adverts and talk shows in Krio and some of the national local languages.

Programming falls into three broad categories: public enlightenment, news and current affairs, and entertainment. The public enlightenment category includes women's affairs, children's programmes, religious and educational programmes. The entertainment category subsumes musical productions, comedies and serious dramas. Most of the local productions on the state owned TV are comedies, heavily laden with visual humour. But they also contain a good deal of word play characteristic of oral cultural entertainment fare. News and current affairs

encompasses national and international news, sports and documentaries. The state owned TV station (SLBS TV) and the private owned commercial station (ABC) have been allowed to make their own arrangements for purchase of satellite news feeds from CNN and other TV channels.

This paper looks at the significant role television will play in the country as a whole based on the outcome of its impact on citizens in a personal cased study research carried out in Freetown in September 2008 on TV and the Social transformation and democratic process.

Hence, by increasing the capacity of this medium to other parts of the country will strengthen democracy through social change and its integrity ensured by the free flow of information, educating the public and allowing citizens to make informed choices particularly at election time as manifested in my case study in Freetown.

Objectives of Study

The objectives of this study are thus:

- To explore the ability of television in fostering social transformation or change.
- To formulate a strategy to achieve a socially transformed society through television.

The Structure of the Project

This thesis is organised to include a general introduction of the whole research paper, three (3) Chapters and a general conclusion.

Chapter I reflects the social analysis of TV as a medium for social transformation. It also includes the review of related literature. At the end of the Chapter is a contextualisation topic for application of the study to fit in the area of study. A conclusion comes at the end to connect each chapter with the next chapter.

Chapter II is the methodology of research, sampling data collection and analysis. An interpretation of the research findings in relation to relevant theories of communication will be presented in this chapter.

Chapter III mainly emphasises on a communication project encouraging social transformational representation of TV programme designed for national audience. A justification on the communication project vis-à-vis the research findings will also be featured in this chapter.

Each chapter will project different ideas of TV and Social transformation to bring insights about the presumed hypothesis.

A general conclusion comes at the end of the paper highlighting important observations from the research work promoting a follow-up of communication strategy.

Definition of Terms

1. **MEDIA:** A generic term that refers to channels of communication. For example, electronic media that includes television, radio, internet, World Wide Web. Print including books, magazines, newspapers, letters, etc.
2. **TELEVISION:** Some studies use the word television, in a more accurate sense, to describe the technology or hardware that is television, when I use the word, I am referring to the content that is delivered through the technology.
3. **MEDIUM:** A channel used in transmission of information.
4. **SOCIAL TRANSFORMATION:** A change in form, appearance, nature, or character.
5. **DEMOCRACY:** A government by the people; a form of government in which the supreme power is vested in the people and exercised directly by them or by their elected agents under a free electoral system.

Limitation of Study

Most of the descriptions and explanations throughout this paper reflect personal opinions and critical reflection to support the hypothesis that TV has a role in social transformation. Participatory observation and in-depth interviews are some of the research method used.

It involved a fair distribution of questionnaires, responses, resources and research materials/books. The limitations of this study are the availability of literature materials especially on television in Sierra Leone, obtaining authentic information on this medium from the TV stations especially the state owned channel and the distance between Kenya and Sierra Leone as my area of research and study.

Chapter I

SOCIOLOGICAL ANALYSIS AND LITERATURE REVIEW

1.1 Introduction

The objective of this chapter is to highlight the different functions of the media especially television. It is mostly presumed that the role of the media is to inform, educate and entertain. This being some of the basic functions of the media, television has additional effects since it's an audio-visual medium and represents the reality of life in its totality that is both image and sound.

As we see and continue to identify the importance of TV as a medium for social transformation, it would be important to think deeply into this topic and benefit from insights highlighted in this academic research paper.

1.2 Brief Description of Sierra Leone

Sierra Leone is a small country of about 28,000 square miles (74,000km). It lies on the South West Coast of West Africa between latitudes 6°55'N and 10°00'N and between longitudes 10°16'W and 10°18'W. It has a varied relief, ranging from coastal swamps to the highest mountain (Bintumani, 6,390ft).

1.3 Demographics and Administrative Divisions

The population of Sierra Leone according to the 2004 population statistics is estimated at 5.4 million people. The country has four major administrative divisions including the Western Area where the national capital, Freetown and the seat of central government is located. The Southern Province with its provincial capital, Bo; the Eastern Province with Kenema as its provincial capital; the Northern Province, with its capital, Makeni.

Sixty percent of the population is Muslim, 30% hold on to indigenous beliefs, and the remaining ten percent practice Christianity.

Agriculture is the main stay of the Sierra Leone economy, contributing over 36% to GDP and employing over 70% of the rural population. Rice is the staple food of the country and cultivated by most farmers in the country.

According to the Corporate Council on Africa study released in 2002, 88% of the country's rural population and 74% of the urban population live in poverty.

1.4 Sociological analysis of Television

Television as a regular broadcasting medium was introduced in Africa in 1959 and established in Sierra Leone in 1963. Coverage was extended to

all districts in 1978 when the service was also upgraded to colour.⁴ It served as a medium for visual information and was able to combine elements of theatre, cinema, drama, and able to reproduce and transmit them electronically. TV served as an agent of socialization, in the sense... of integration into the social body, into a collectivity... and as an agent of standardization and conformity to the world.⁵

Television helps to provide the frames of experience and the overall cultural outlooks, within which individuals in the society interpret and organize information. It is as important as books, magazines and newspapers in today's form of communication as it frames the way in which individuals interpret and respond to the social world by helping to order our experience of it.⁶

TV in Sierra Leone, though still a somehow urban oriented medium, yet its improved flow of information has been providing a climate for national development. This national development is achieved through participation by citizens in the society that kept citizens engaged in the business of governance and prompts them to take action. As a tool for information dissemination, TV has aided the public in making informed choices, such as whom to vote for and which policies should be endorsed and which, opposed. Elections are a key democratic exercise, one where TVs have both positive and negative impacts. Still, in a fledgling

⁴ Media in Sierra Leone- http://en.wikipedia.org/wiki/Media_in_Sierra_Leone

⁵ Jacques Ellul, *Communicating in Community*, p.152

⁶ Anderson et al, 1992

democracy like Sierra Leone, television has been able to assert its role in buttressing and deepening democracy.⁷ Democracy is impossible without a free press.

The last decade of the twentieth century was the most difficult period for television in Sierra Leone. This period was also characterized by deteriorating economic conditions, military coups d'état, violent political upheavals, and widespread illiteracy (approximately 70 percent)

The end of the civil war was officially declared in January 2001, and democratic elections were conducted in the country in March 2002. With an improved security environment and the unfolding democratization processes, TV journalists now revel in their newfound freedoms, especially the unprecedented freedom to broadcast without much fear.

Until recently, the broadcast media (i.e., radio and television broadcasting) were state monopolies in Sierra Leone. Private Citizens were prohibited from owning or operating any form of the electronic media. State monopoly over television broadcasting remained until 2000 when the Independent Media Commission (IMC) was established and provisions were made for the privatization of the broadcast media. Government authorities assert that the newly formed IMC is charged with the responsibility of promoting a free and pluralistic media throughout Sierra Leone and to ensure that media institutions achieve the highest level of efficiency in providing media services.

⁷ Sheila S. Coronel *The role of media in deepening democracy* p1.

Television broadcasting operated under a state monopoly from 1964 until the late 1990s. With the establishment of the IMC, television broadcasting was opened to private ownership.

There are presently two national television stations broadcasting in Sierra Leone. One is a national terrestrial station run by government – the Sierra Leone Broadcasting Service (SLBS now *Sierra Leone Broadcast Cooperation*) with limited coverage.⁸ And the other is a private station ABC Television-Africa run by the Aisow Broadcasting Cooperation.

Television, which is the main area of interest in this paper, is clearly serving the urban city populations. What is alarming is that most of the programmes are foreign, contrary to what was there. It is only the state TV station that is somehow trying to bring out local programmes, which is however controlled by advertisers. Although this medium of communication are presently limited within the urban cities, but its impact according to research has proved that it has contributed immensely in promoting social transformation through peace building, civic education, etc. in the areas where its signal is received.

⁸ See Appendix I for the Map of Sierra Leone showing TV coverage areas

1.5 Accessibility to TV

The hundreds of television viewers in the country provide tremendous potential for development communication. But it is not being utilized generally for the purpose of promoting literacy, improving nutrition, limiting family size, or increasing productivity. Instead TV content is dominated by entertainment programmes. The lack of electricity and inconsistent power supply in most parts of the country served as a major factor in the enhancement of local television signals in the country.

Since its establishment in the capital Freetown in 1963, TV coverage was first transmitted in the second city Bo (Southern Province) in 2002 after the ten year civil war and later to the Eastern headquarter city of Kenema.

According to research conducted in six major district and regional headquarter towns and cities, 75% of the citizens have home videos and only 63% of citizens have access to television which is fairly good.

The reasons established for the low accessibility of television is due to the poor quality of the signal due the geographical features of the country and the lack of electricity supply in most parts of the country. It is just fair that Freetown the capital city, Bo the second city and Kenema in the East can boast of its accessibility as a result of the hydro electricity power supplies in those areas.

As a result of the increase in the wattage of the national television's transmitter to 2000W for the capital and its immediate environs and the installation

of repeater transmitters in Bo and Kenema, the numbers of television viewers and sets have increased drastically.

Although 47% of the population lives within the range of the television network, access to television remains the privilege of those who are connected to electricity and who possess a set. In general, television is becoming more and more significant, especially amongst the educated, urban population. It is very common to see television dishes that help access international television channels including super sports (DSTV), EuroSat, etc.

1.6 Literature Review

In the last decade, many areas of the developing world have experienced increased democratization and opportunities for citizen participation in political decision-making. At the same time, this democratization has been accompanied by increased media liberalization, press freedom, and media penetration.

However, democratization of both political and media systems has not yet been fully consolidated in many nations, with democracy for most still in a nascent stage. There is extensive scholarship exploring the relationship between media and democracy in developed polities that emphasizes how mass media use maintains democracy by enhancing dimensions of democratic citizenship such as political knowledge, participation, and socialization into political norms and ideals.

Lesswell explored is the relationship between mass media use and democratic citizenship in developing or consolidating democracies.⁹

In many new and restored democracies including Sierra Leone, television have contributed to public education and enlightenment, reconciliation among warring social groups, and to initiating much-needed political and social reforms.

According to the United Nations Development Programme (UNDP), addressing poverty requires not just a transfer of economic resources to the needy but also making information available to the poor so that they can participate more meaningfully in political and social life.¹⁰ After all, the poor cannot assert their rights if they don't know what these are. If they are unaware of the laws and procedures for availing themselves of their entitlements or the mechanisms they can use to remedy their deprivations, they will always remain poor. Democracy cannot take root if the poor and powerless are kept out of the public sphere. The argument is that effective media (*television*) are the key as they can provide the information poor people need to take part in public life.

Television as part of the media can serve as a public watchdog with its role of revealing abuses in the exercise of state authority, although it is sometimes extended to include facilitating a general debate about the functioning of

⁹ Erick C. Nisbet, *Media use, Democratic Citizenship, and Communication Gaps in Developing Democracies*, p 454.

¹⁰ "Corruption and Good Governance: Discussion Paper 3," published by the Management Development and Governance Division, Bureau for Policy and Programme Support, United Nations Development Programme, 1997.

government. TV should be seen as a source of redress against the abuse of all forms of power over others.

Schiller maintains that television is the most educative force of existence.¹¹ Television as part of media is an extension of man, and should be a natural channel for citizens to express their views and feelings. It should not be reserved to communication professionals but be the authentic voice of the people.

Media can bring to groups information of social usefulness, i.e. the kind of information on which they can base their demands...it can bring authorities closer to the people, political dialogue is indispensable in a participative society.¹²

If social change or transformation implies that people take part in their own development and liberation, then it is very essential that they have knowledge based upon their traditional wisdom, must be able to build, produce and use new knowledge. This is where the role of communication is seen as a transfer of a message between a sender and a receiver and also a relationship between the sender and the receiver. These functions of communication are equally important in the context of communication for development and social transformation.

Using TV as a tool for social transformation in Sierra Leone, is not only concerned with changing the economic structure of the society but striving to build up a new society in which relationships between citizens become more equal,

¹¹ Herbert I. Schiller. *Mass Communication and the American Empire*, NY, A M Kelley. 1969./ <http://www.questia.com/library/book/mass-communications-and-american-empire-by-herberl-i-schiller.jsp>

¹² Juan Diaz Bordenave. *Participative Communication*. Participatory Communication working for change and development. Shirley A. White and Co. p44

more harmonious and more just. To build up these equitable relationships, we need a new kind of communication:

The new kind of communication that will disseminate full information¹³ is whereby citizens have to be aware of their right to know and effectively exercise this right. The establishment uses communication channel (television) to disseminate certain information, ideas, feelings and values, in order to preserve the status quo and the stability of its own position. The comprehensive information that we provide to our people will constitute the basic foundation for social transformation that must be effected by the people themselves.

The dominant system prevailing today in Sierra Leone from research is built upon the urge of the people to have and acquire which enhances this urge and caters to it in every way. The predominant value today is that of consumerism.

Communication through television that is oriented to social transformation must reverse this whole process and lead to radical transformation, which implies,...a different and contrary set of values, namely those of collaboration, cooperation, solidarity, sharing, service and simplicity of life-style.¹⁴ Through TV we can make citizens aware of the need for such a value system and see it as a foundation to a radical transformation of society at every level: economic, social, political and cultural.

¹³ Desmond A. D'Abereo. *Communication for Social Change*. p18

¹⁴ Cf Desmond A. D'Abereo. *Voice to the People*. *Communication for Social Change*

In describing the central cultural position which television has, Silverstone says:

In its centrality it articulates the primary concerns of human existence and in ways which are in themselves primary. These concerns, questions of life and death, of the familiar and strange, of male and female, of nature and culture, are incorporated even into our own advanced culture through the messages that television communicates. The forms of that communication are themselves basic. They are simple and one supposes that they are effective, they consist in the mythic narratives, part myth, part folktale, and in magic and ritual...Television's effectiveness consists in its ability to translate the unfamiliar and to provide frameworks for making sense of the unintelligible. It articulates difference but preserves that difference. And while it transcends the boundary of the acceptable and the known and seeks continuously to extend it, it nevertheless marks the boundary clearly and unambiguously. Within the boundary we are secure and through television we are always within it.¹⁵

Silverstone's quotation captures not only television's overarching position as an integrative symbolic universe, it also points to television's 'translation service', its capacity to recast the unfamiliar or the unintelligible in ways which make it safe and accessible.

Television is a medium that can distribute information fast also to parts of a populace that cannot read or write play important roles in the creation of a national identity. This indicates that TV should provide nationwide interpretations and evaluations of significant events and persons.

Television can be a tremendous force for good. It can educate great numbers of people about the world around them. It can show us how much we have in common with our neighbours, near and far. And, it can shed light on the dark corners, where ignorance and hatred fester. The television industry is also in a

¹⁵ Silverstone, 1981:118

unique position to promote mutual understanding and tolerance - with content that tells the stories not just about the powerful, but about the powerless, and not just about life in the world's richest pockets, but also in the developing countries that are home to the majority of the world's population.¹⁶

Ideally, the media should provide voice to those marginalized because of poverty, gender, or ethnic or religious affiliation. By giving these groups a place in the media, their views - and their afflictions - become part of mainstream public debate and hopefully contribute to a social consensus that the injustices against them ought to be redressed. In this way, the media also contribute to the easing of social conflicts and to promoting reconciliation among divergent social groups.¹⁷

All these are extrapolations on the media's role as virtual town hall or Public Square: by providing information and acting as a forum for public debate, the media play a catalytic role, making reforms possible through the democratic process and in the end strengthening democratic institutions and making possible public participation, without which democracy is mere sham.

The most important democratic functions that we can expect the media to serve are listed in an often-cited article by Gurevitch, Haas and Blumler (1990). These functions include surveillance of socio-political developments, identifying the most relevant issues, providing a platform for debate across a diverse range of views, holding officials to account for the way they exercise power, provide

¹⁶ The message of Secretary-General Kofi Annan on the occasion of World Television Day, 21 November: <http://www.un.org/News/Press/docs/2000/sgsm6000.html>

¹⁷ Cf. Sheila S. Coronel, *Media in Deepening Democracy*

incentives for citizens to learn, choose, and become involved in the political process, and resist efforts of forces outside the media to subvert their independence¹⁸.

1.7 Contextualization of the reflection

The areas under study are four regions in Sierra Leone including Freetown in the Western Area, Port Loko, Lunsar and Lungi in the North, Bo in the South and Kenema in the East. The target group for this research cuts across all works of life from age 10 and above including youths, students, employees and employers, etc.

Attention is given to middle class citizens since most of them if not all have access to television. Interacting and interviewing these people is much easier. Answers from respondents give this research a test of the effect of television in social transformation.

The significance of television in Sierra Leone cannot be over-emphasised as it must be stressed that the national television station was created as a state monopoly, and that as a result, the population considers governmental control as the norm. The only private TV station that exists, the direction of the company tends to be dominated by people or businesses with close links to power. The argument advanced in favour of keeping the television channel under state control

¹⁸ Agner Fog. The supposed role of Mass Media in Modern Democracy. A working paper 2004

was based on the informing and educating role that television can assume. Moreover, it has been noted that the advent of private channels and the development of competition tend to reduce the cultural and educational force of the national television channel.

The Sierra Leone Broadcasting Service TV offers a mixture of domestic and foreign productions. For financial reasons, the number of imported productions exceeds those which are home-grown. Domestic productions try to avoid subjects of controversy; televised debates and live interviews are becoming more and more rare, and confrontations between journalists and politicians are not considered suitable for television. This refusal of political debate on television denies the media any opportunity for political education or real democratic dialogue.

ABC TV is even more dominated by foreign productions, which are mainly British and American. Like the SLBS TV, ABC TV tries to sidestep controversy and political issues. ABC TV is considered to have a more sophisticated style, and its programmes are perceived to be much better made.

Until the year 2000, the broadcast media (i.e., radio and television broadcasting) were state monopolies in Sierra Leone. Private Citizens were prohibited from owning or operating any form of the electronic media. State monopoly over television broadcasting remained until 2000 when the Independent Media Commission (IMC) was established and provisions were made for the privatization of the broadcast media. Government authorities assert that the newly formed IMC is charged with the responsibility of promoting a free and pluralistic

media throughout Sierra Leone and to ensure that media institutions achieve the highest level of efficiency in providing media services.

Television broadcasting operated under a state monopoly from 1964 until the late 1990s. With the establishment of the IMC, television broadcasting was opened to private ownership.

During the 2007 elections, SLBS TV kept tight control of information and statements put out by the opposition. Before the elections, the Minister of Information had issued a directive to the effect that each political party should be granted the same transmission time by the audiovisual sector. However, these intentions were not followed up in reality. SLBS TV concessions to the All People's Congress (APC) were so blatant that they actually had an inverse effect on the APC election scores.

Section 25(1) of the constitution forbids the hindering of "Freedom of expression... It is obvious that this article is hardly respected as far as television is concerned. There are numerous examples of censorship.

A bill was recently passed by Parliament in transforming the state owned television channel into a Corporation which will allow its independence from government and facilitate its coverage and expansion throughout the country.

Television appears to be an attractive media, and those who have access to it find it a relatively reliable source of political or general information. However, it would be premature to think of television as an instrument of rural

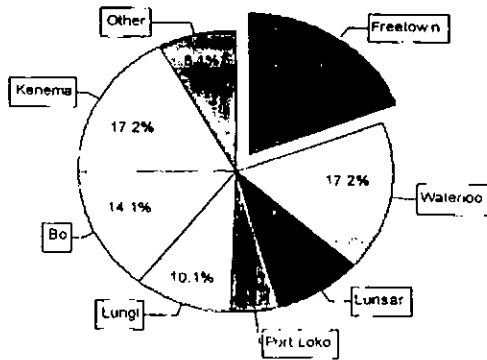
development and democratisation in Sierra Leone. Nevertheless, in the next few years the penetration of television will make it the most influential method of social communication and transformation.

2.4 Research Findings/Data Analysis

According to the research findings 19.2% interviewed live in the Capital Freetown which is the highest populated city in the country, followed by Waterloo in the western area and Kenema in the Eastern region with 17.2%. The second city Bo had 14.1% respondents according to the research result (*See Chart 1*).

Distribution of Respondents by where they Live

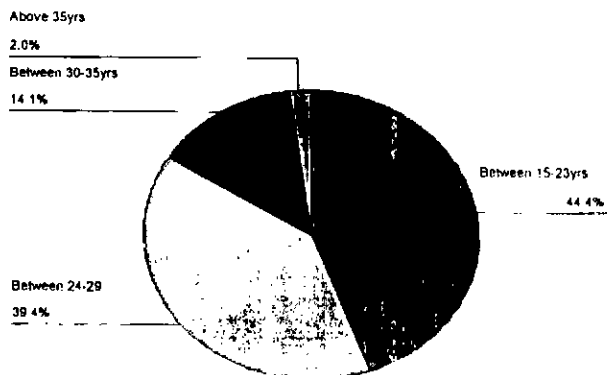
CHART 1



The research result shows that 44.4% of respondents were between the age bracket of 15-23 which forms the highest age group and only 2% of respondents were above age 35 (*See Chart 2*).

Distribution of Respondents by Age

CHART 2

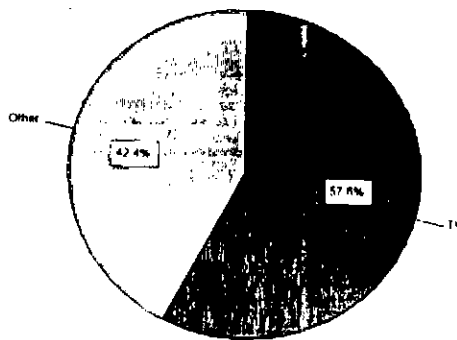


According to the survey findings, 57.6 percent of respondents interviewed own television as shown in *Chart 3* below. This means that television is a major source of information for most of the citizens interviewed.

In total, only 10% of the country's households possess a television set, and 25% of these households are in Freetown. Half of the households in Freetown have a television, as opposed to 20% in other urban areas and only 3% in rural areas, where television tends to be viewed collectively in pubs or other public meeting-places.

CHART 3

Distribution of Respondents by TV Ownership



This research also shows that apart from TV ownership, 85.5% of respondents have access to television as a source for information, education and entertainment (*See Chart 4*). This means that respondents in one way or the other have the opportunity or right to use television. The access to TV sets is a sign that the level of the respondents is quite high or middle.

Distribution of Respondents by Access to Information/ News

CHART 4 through TV

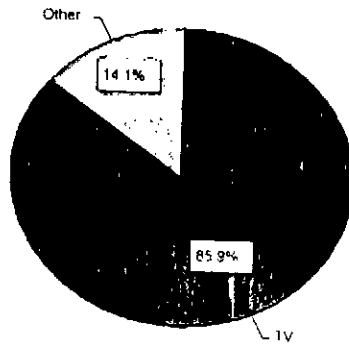


Table 4 shows the number of audience level of the two local television channels operating in Sierra Leone namely the Sierra Leone Broadcasting Service (now *Sierra Leone Broadcasting Cooperation-SLBC*) which is the State Owned TV channel and ABC TV which is a private commercial television channel.

The study shows that 73.7% of respondents watch SLBS TV which is the local State owned channel as compared to the privately owned ABC TV Channel which only covers the Capital Freetown and its environs.

Distribution of Respondents by Favorite Local TV Channel

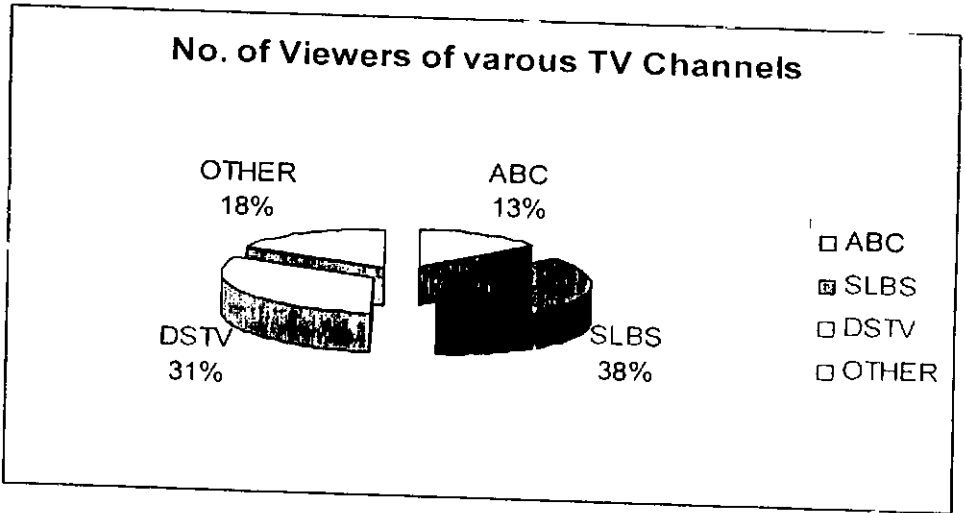
TABLE 4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ABC TV	26	26.3	26.3	26.3
SLBS TV	73	73.7	73.7	100.0
Total	99	100.0	100.0	

Chart 6 below shows the number of respondents that are viewers to the various television channels including the locals and Internationals. This result

shows that most TV viewers in Sierra Leone prefer the state owned local channel (SLBC) as compared to the DSTV which is a commercial prepaid Sports channel.

CHART 6



The tables (6 & 7) and Charts 7 and 8 below shows the amount of time spent by respondents on week days and weekends watching their favourite local television channel.

TABLE 6

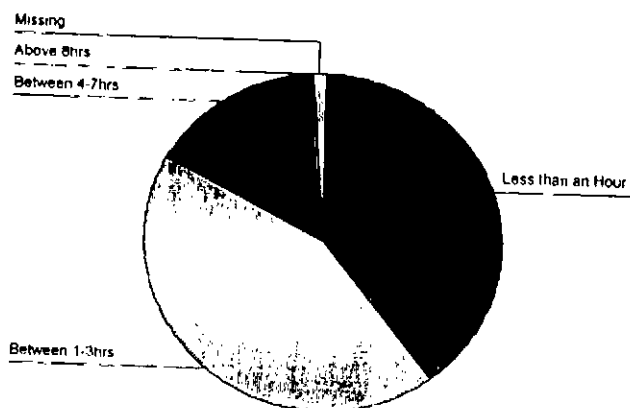
Distribution of Respondents by Time Spent Viewing Favorite Local TV Channel on Weekdays (Mon. - Friday)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than an Hour	39	39.4	39.8	39.8
	Between 1-3hrs	43	43.4	43.9	83.7
	Between 4-7hrs	15	15.2	15.3	99.0
	Above 8hrs	1	1.0	1.0	100.0
	Total	98	99.0	100.0	
Missing	System	1	1.0		
Total		99	100.0		

The study shows that 43.4 percent of respondents spend one to three hours a day on weekdays (Monday to Friday) watching television and 15.2% spend above four hours watching television.

CHART 7

Respondents by Time Spent Viewing Favorite Local TV Channel on Week Days



On weekends according to the survey, the number of viewers increases for between four hours to seven hours to 35.4 percent and above eight hours by 9.1% as shown in *Table 7* above and *Chart 8* below.

TABLE 7

Distribution of Respondents by Time Spent Viewing Favorite Local TV Channel on Weekends (Saturday. - Sunday)

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Less than an Hour	12	12.1	12.1	12.1
	Between 1-3hrs	43	43.4	43.4	55.5
	Between 4-7hrs	35	35.4	35.4	90.9
	Above 8hrs	9	9.1	9.1	100.0
	Total	99	100.0	100.0	

CHART 8 Respondents by Time Spent Viewing Favorite Local TV Channel on Weekends

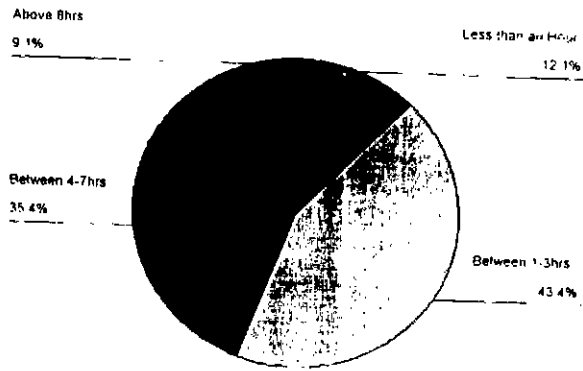


Table 8 and Graph 1 shows the effect of television programmes on respondents interviewed in Sierra Leone (Freetown, Waterloo, Lunsar, Lungi, Port Loko, Boand Kenema) where television signals are effective.

The table shows that 42.4 percent of respondents have acquired more life skills through programmes aired on the local television channels. The programmes have also enhanced the capacity of 36.4 percent of respondents in democratic principles including civic education and responsibilities, etc.

20% of respondents are of the opinion that the local television programmes have greatly improved the socio-economic well being of citizens through informed choices on television.

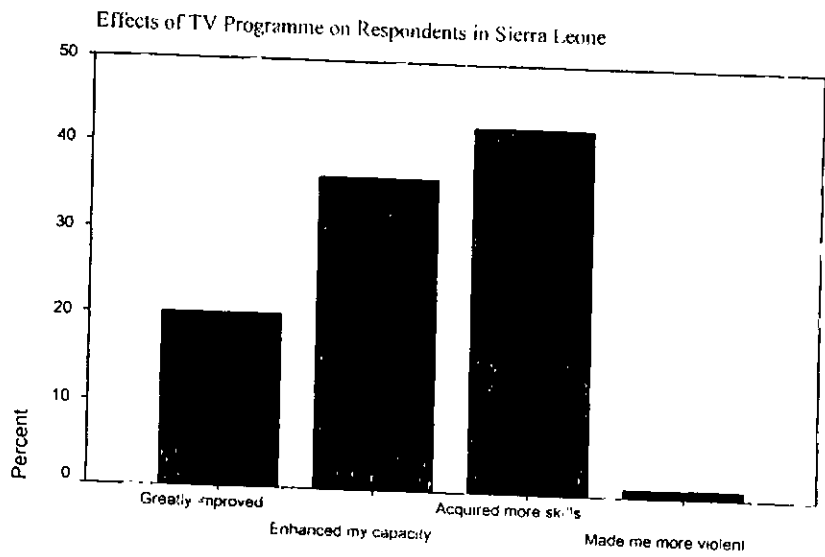
Only one percent shows the negative impact of TV programmes on respondents.

TABLE 8

Effects of TV Programmes on Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Greatly improved	20	20.2	20.2	20.2
	Enhanced my capacity	36	36.4	36.4	56.6
	Acquired more skills in life	42	42.4	42.4	99.0
	Made me more violent and hostile	1	1.0	1.0	100.0
	Total	99	100.0	100.0	

GRAPH 1



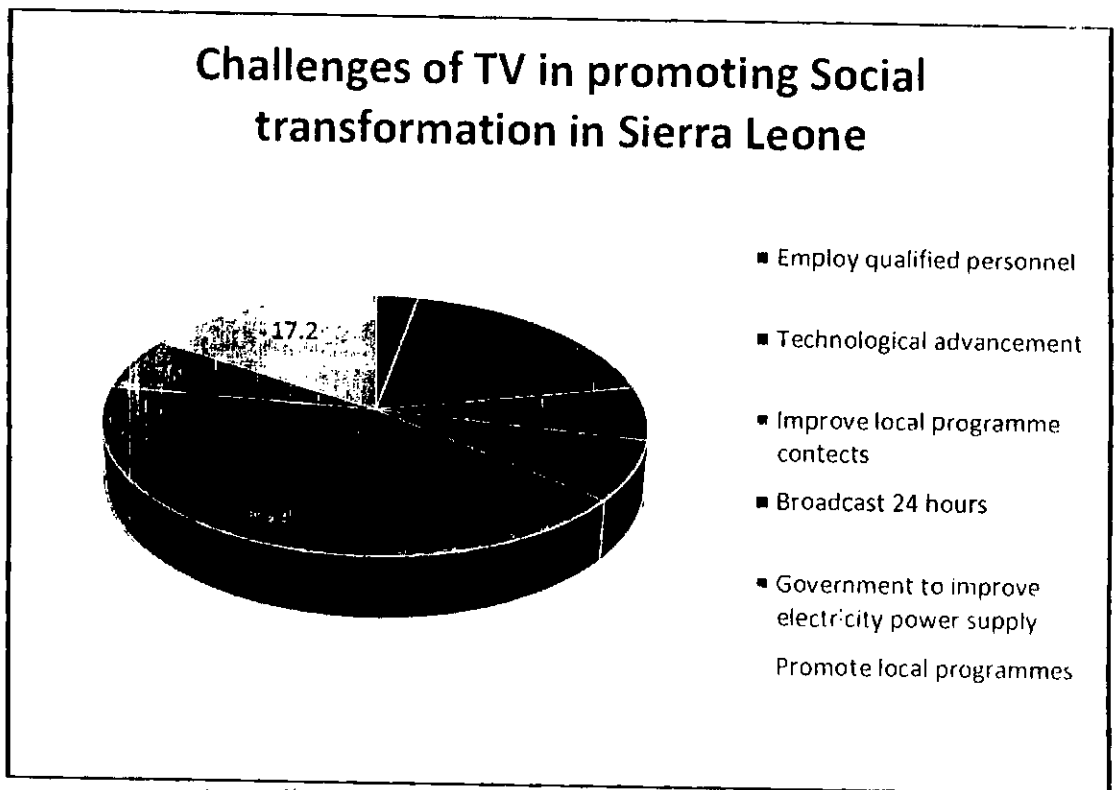
The table and chart below shows some of the challenges according to respondents that need to be addressed for television to serve as a major channel in promoting and enhancing social transformation in Sierra Leone.

Table 9

Distribution of respondents by the challenges of television to serve as a major medium in promoting social transformation after the civil war in 2002

Abolish monopoly of TV	3
Employ qualified personnel	3
Technological advancement	20
Improve local programme contents	7.1
Broadcast 24 hours	8.1
Government to improve electricity power supply	44
Promote local programmes	7.1
Allow community participation	17

Chart 9



According to *Table 9* and the chart above 3% of respondents in Sierra Leone are of the opinion that social transformation through television can be enhanced if the medium is competitive devoid of government restriction on licences and taxation.

The research table and chart above also shows the number of respondents that are of the opinion that employment of qualified personnel, technological advancement and improved programme contents are some of the major challenges faced by the local television channels in promoting social transformation in Sierra Leone.

The research also shows (*Table 9*) that 8.1% of respondents believe that the extension of local television broadcast time to 24 hours service will promote social change, whilst 44.4 % of respondents believe that improved electricity facility around the country will enhance the promotion of social transformation through television (See *Table above*).

7.1% of respondents according to the research analysis suggest the promotion of local programmes on the local TV channels as a major challenge in promoting social transformation in Sierra) and 17.2% of respondents call for citizens' participation in the TV programmes to enhance social change in the country.

2.5 Relevance of Communication Theories

Theories can be regarded as attempts to explain events, forces, materials, ideas or behaviour in a comprehensive manner. An effective theory may have both the explanatory and the predictive power that can help to develop a broad

and integrated view of the relationships among seemingly isolated phenomena and also to understand how one type of change in an environment leads to another.

2.5.0 *The Cultivation Theory in relation to Television Viewing*

George Gerbner defined this concept as the ‘process by which common culture is cultivated by mass media which is implanted and strengthened within all or most members of the society’.¹⁹ This theory aims at identifying the most recurrent and stable patterns in television content emphasising the consistent images, portrayals and values. It looks at the long term effects.

This theory states that those who spend more time watching television are likely to perceive the real world in ways that reflect the most common and recurrent messages of different TV channels.²⁰ Since the TV channels promote foreign contents, the citizens mostly the youth take the western standards as the measurement criteria of what is current and what is wrong.

The research in Sierra Leone shows that about 43% of citizens spend over four hours per day watching television on week days and weekends to actually see what the real world is like. Having only television to guide their interpretation of the ‘real world’, the citizens believe that the world is a corrupt and violent place.

¹⁹ Rosengren, K.E., *Communication: An Introduction*, p145

²⁰ Shanahan, J-MORGAN, M., *Television and its Viewers: Cultivation Theory Research*. p4

This research shows that television has created a new culture among the citizens based on their attitudes and behaviours. The programmes enforce the tension of paranoia. Gerbner argues that the attitudes and behaviour of people are entrenched in the people through television over a long period of time.²¹ Television programmes are highly organised and repeated on daily basis so that the themes are run throughout the programmes. These have effect of cultivating conceptions of reality.

2.5.1 *Observational Learning from Television*

Albert Bandura explains that observational learning occurs when a child or youth who is the viewer acquires new knowledge about certain rules of behaviour from a model through the cognitive processing of information.²²

The research in Sierra Leone shows that most of the heavy viewers of television constitute children and the youth who form about 45% of the total population of the country.

Observational Learning of behavior and scripts according to Albert Bandura and his colleagues (1963, 1986), proposes that children develop habitual modes of behavior through imitation and vicarious reinforcement. Identification

²¹ Cf. Griffin Em. *A First Look at Communication Theory*. Fourth Edition, 1991 p.350

²² ROGERS, E.N.- SIGHAL, A., *Entertainment-Education: A Communication Strategy for Social Change*. p.65

with the model, the perception that the behavior is realistic, and the perception that the model possesses valued characteristics, influence whether a child will imitate the model. Furthermore, direct reinforcement of the child's own behavior leads to a continuation of imitated behavior patterns and resistance to extinction.

More recently, Rowell Huesmann (1998) extended the concept of observational learning to include the learning of social scripts, which are "programs" that children and youths may employ automatically when they are faced with social problems.²³ Often, after a script is suggested by an observation, the child or youths fantasizes about behaving that way— making the use of the script even more likely.

Social Learning theory or Observational Learning has promoted social transformation among the citizens of Sierra Leone through television as it has enhanced human development that reflects the complex interaction of the citizens, their behavior, and the environment. The relationship between these elements is called *reciprocal determinism*. A person's cognitive abilities, physical characteristics, personality, beliefs, attitudes, and so on influence either his or her behavior and environment. These influences are reciprocal, however.²⁴

According to Schramm any communication produced has the intention of causing some effects in shaping the minds and steering behavior.²⁵ This can be seen from the research through observation on TV contents presented to

²³ Huesmann, L. R. (1998). The role of social information processing and cognitive schema in the acquisition and maintenance of habitual aggressive behaviour (pp. 73-109).

²⁴ Cf Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Englewood Cliffs, NJ: Prentice Hall.

²⁵ Schramm, R., *The Process and Effects of Mass Communication*, p391

viewers including music videos, TV Dramas, etc. which in turn has colonized the minds of citizens watching into believing what they are seeing as the adage goes 'seeing is believing'.

2.5.2 *Uses and Gratification Theory*

This theory shows how people satisfy different needs through media because they become audiences for different media products at different times. This approach focuses on *why* people use particular media rather than on content. Watching TV helps to shape audience needs and expectations.

Uses and Gratification theory presents the use of media in terms of the gratification of social or psychological needs of the individual.²⁶ The effects of television programmes on respondents according to the research analysis (*See Table 8 Graph 1*) has served as a source of gratification through its content (e.g. watching a specific programme), from familiarity with a genre within the medium (e.g. watching soap operas), from general exposure to the medium (e.g. watching TV), and from the social context in which it is used (e.g. watching TV with the family). The research data shows that citizens needs influence how they use and respond to the medium.

The local TV programmes according research findings helped in gratifying the different needs for individuals in the country. These different needs are associated with individual personalities, stages of maturation, backgrounds and

²⁶ Blumler J. G. & E. Katz (1974): *The Uses of Mass Communication*. Newbury Park, CA: Sage

social roles. Developmental factors seem to be related to some motives for purposeful viewing: e.g. 'People are active in using the TV to get some gratification thus they are very selective'²⁷.

With reference to the structural uses of television offered by James Lull a researcher, writer and broadcaster in San Francisco, one can see that the idea is similar to that of McQuail's 'integration and social interaction'. By this I mean television can be a companion. 'It is a companion for accomplishing household chores and routines and used for background noise as an environmental resource'²⁸. Lull also suggests that television is a good creator of atmosphere 'by rendering a constant and predictable assortment of sounds and pictures which instantly creates a busy atmosphere'. People who live alone and/or feel lonely may find that by doing this, they don't feel so lonely.

Table 8 shows that over 20% of respondents are of the view that Television can be used as a 'behavioral regulator and as a punctuator which enhances social transformation especially among the youths who form more than a quarter of the country's total population. The study also shows the relational uses of television – which relates to the ways in which citizens, use television to create practical social arrangements.

Watching television may offer an alternative reality for the viewer to live in, they are able to escape from their normal lives and live in the world of others by watching television. As well as this, television in Sierra Leone according to the

²⁷ Cf Berger, A., *Essentials of Mass Communication*, p100

²⁸ Lull, J (1990): *Inside Family Viewing*. London: Routledge

study helped in promoting family solidarity e.g. the family may all laugh at the same thing on television at the same time and has helped by being a family relaxant as viewing promotes family harmony by reducing interpersonal discord. The family is regarded in this study as the backbone for social transformation in every society.

From a viewer's perspective, television helps people to make up their minds about things. The use of this medium in Sierra Leone according to the study is to gain information, to keep their eye on the world and to clarify what they think about it especially during elections which highlight both television's performance and audience reaction to make their choices.

The study findings shows that there is some form of cultural imperialism through the viewing of foreign programmes from other parts of the globe which has some negative effect on the social and cultural practices which in many cases leads to their modification. These modifications may help a culture or subculture or group survive.

2.5.3 *The Agenda Setting Theory*

The agenda-setting theory was coined by Maxwell McCombs and Donald Shaw (1972, 1993) to describe in more general terms a phenomenon that had long been noticed and studied in the context of election campaigns.²⁹

²⁹ Cf GRIFFIN EM. A First Look at Communication Theory, Fourth Edition 1991. p360

Agenda setting theory is defined as how the media sets the agenda for the public. This definition however, has been depicted over the years and changed to 'not what to think about, but how to think about it'.³⁰

Another definition for agenda-setting theory is "the transfer of salience from one agenda to another." Salience being, "the striking point or feature, or the quality or state of being" according to the Merriam-Webster dictionary. In accordance to the media and salience it would probably mean the information being described by the media. This could also rely to how the news media puts out the news. If a news story is run at the end of the news broadcast rather than at the beginning it is more than likely not as important as what was played at the beginning.

There was a powerful quote found in the book '*A First Look at Communication Theory*' that helped shaped the election campaigns that is closely related to the agenda-setting theory.

'The power of the press in America is a primordial one. It sets the agenda of public discussion; and this sweeping political power is unrestrained by any law. It determines what people will talk and think about-an authority that in other nations is reserved for tyrants, priests, parties and mandarins'.³¹

The agenda-setting theory is known to also be closely related with political campaigns.

According to the survey findings, 57.6% of citizens interviewed in Sierra Leone, own television in comparison to other communication mediums and

³⁰ Griffin, Em. *A First Look at Communication Theory*. New York, NY: McGraw-Hill, 2003.

³¹ (Griffin, p 396)

85.9% of the citizens rely on television as a source of getting information, entertainment, etc. The study also shows the effect of TV programmes on them through empowerment programmes have enhanced their capacity in democratic principles including civic education and responsibilities, etc. Television according to the study has also contributed in building peace and social consensus, without which the fragile democracy is threatened.

The local television channels (SLBS and ABC TV) after the civil war in 2002 provided warring groups mechanisms for mediation, representation and voice so as to settle their differences peacefully.

Television according to the study has a lot of positive effects and influences on the society and the Sierra Leonean culture. It provides helpful information, various forms of education and entertainment which are all a part of the positive effects that television has on the society. On a day to day basis, television keeps the citizens informed with plenty of helpful information. The television in today's society has become one of the most basic resources of information. The citizens think they are informed through the television of the latest news.

The result from the research shows that television constitutes the backbone of their democracy and social change in the country by supplying the political information that voters base their decisions on. TV identifies problems in the society and serves as a medium for deliberation.

The effect of agenda-setting is epitomized in the famous quote by Bernard Cohen (1963), saying that the press "may not be strongly successful much

of the time in telling people what to think, but it is stunningly successful in telling its readers what to think *about*". People need to orient themselves in a complex world full of complex issues. In the absence of other cues, people tend to judge the importance of issues from their salience in the media and to focus their attention on those presumably most important issues. There is plenty of evidence that television have a strong influence on the citizen's perception of which issues are important and which problems they want their government to do something about.³²

The researcher is of the opinion that while the powerful effect of agenda-setting is generally accepted among media scholars, there is some uncertainty about who sets the agenda. Some studies show that politicians have a strong influence on the agenda of mass media, at least in areas such as economic policy. But the media may themselves put attention-catching issues on the agenda for economic reasons, especially sensationalistic issues involving danger, crime, sex, and celebrity scandals, etc.

2.6 *Conclusion*

From the research carried out in this chapter, several deductions can conclusively be pointed out. It is evident that the above theories are applicable to the study. This is so because television according to the survey findings is a major medium used by the citizens and it has played an influential role in transforming the

³² Cf. McCombs and Reynolds 2002.

http://muse.jhu.edu/journals/journal_of_sports_media/v003/3.1fortunato.html

attitudes and behaviour of citizens before and after the ten year civil war in the country.

Although the coverage of this medium is limited within some major urban towns and cities in the country, the study highlights the significant and challenging role television has played to enhance social change. These changes in the attitude and behaviour of citizens can sustain the democratic process through agenda-setting and cultivation theories because television helps to provide the frames of experience, the overall cultural outlooks, within which citizens or individuals interpret and organise information. The citizens in Sierra Leone consider television as the most credible and trusted source of political information, unique to convey messages through the mouth of a human being whom viewers see, like, trust, etc.

Watching television is a relatively cost free means of acquiring political information and other forms of entertainments. On the other hand television can indeed have important effects on the citizens and can be an instrument for exercising social and political power. The effects of this medium on citizens in the area of study based on the above theories thus include:

- A change of opinion or belief according to the intention of the communicator.
- A change in form of intensity of cognition or behaviour of the citizens.

- Confirmation by the receiver of an existing belief, opinion or behaviour pattern.
- It causes intended change (conversion) and unintended change.
- It reinforces what exists (no change)
- Facilitates change (intended or not) and
- Prevents change.

The results of this research should encourage and motivate government and other media individuals or groups to invest in television as a medium which attracts a lot of citizens' attention and promotes attitudinal and behavioural changes in the society.

CHAPTER THREE

3.0 Introduction

This Chapter looks at the communication strategy based on the research findings on how the local television channels can serve as a major tool in enhancing sustainable social transformation in Sierra Leone.

The previous chapters have shown the contribution of local TV channels in promoting social transformation through their respective programmes where television signal reaches. This chapter gives a more elaborate application of the project.

This project is aimed at establishing an alternative television channel that can serve as a principal means through which citizens and their elected representatives can communicate in their reciprocal efforts to inform and influence, promote peace and social transformation among citizens in Sierra Leone.

To achieve the above objectives, there are several communication methods and techniques that will be adopted in this project.

3.1 The Project Proposal

Title of Project	Establishment of an Alternative TV media that will promote a participatory development communication in Sierra Leone.
Target Beneficiaries	Citizens and residents of Sierra Leone
Communication Objectives	<ul style="list-style-type: none">• To advocate for a nationwide alternative media that will serve as a principal means through which citizens and their elected representatives can communicate in their reciprocal efforts to inform and influence.• The alternative media to serve as a major tool in promoting democratic values and fostering active participation within civil society, promote human rights, social justice, equal distribution, and political co-operation between diverse groups, promote awareness raising about the political and social issues within Sierra Leone, and within the increasingly globalize world.• The media will also serve as a means of pioneering social transformation among the youths through education, socialization, motivation, debate and discussion, cultural promotion, entertainment and integration geared toward sustainable development at national level.

Potential Contributors	The potential contributors will include government officials, civil society groups, opinion leaders, local government authorities, citizens at grassroots level, the disadvantaged including women and children.
Project Duration	One year (See Appendix II)

3.2 Problem Statement

Television broadcasting operated under a state monopoly from 1964 until the late 1990s. With the establishment of the IMC, television broadcasting was opened to private ownership.

There are presently two national television stations broadcasting in Sierra Leone. One a national terrestrial station run by government – the Sierra Leone Broadcasting Service (SLBS) now the Sierra Leone Broadcasting Cooperation (SLBC) with limited coverage. And the other is a private station ABC Television-Africa run by the Aisow Broadcasting Cooperation.

Television broadcast are presently limited within few urban towns and cities including the capital Freetown and its immediate environs. The research result shows that only one-third of citizens' (approximately 1.9 million) benefit from

local and international television programmes whilst two-third (approximately 3.7 million) of the country's population have little or no access to television.

Among the one-third of citizens that benefit from the various TV channels, the research study shows that one-tenth (approximately 190,000) of citizens have access and own satellite TV channels as source of information and the rest of the population rely on the local television channels mostly the SLBS which covers one-third of the country.

Though respondents according to the research acknowledged the contributions made by the two local TV channels in promoting democratic values and social transformation in the country, yet the study shows several challenges that need to be addressed if this medium of communication should fulfill its social responsibilities to the citizens. Some of these challenges include the following but not limited to:

The broadcast time according to the research shows that the local TV channels broadcast between ten to twelve hours per day which according to respondents is not adequate as the most part of the broadcast hours is during the day when most people are out and about on their daily livelihood activities. Another burning factor according to the study is the local TV programme contents which according to respondents are overtaken by foreign contents and commercial advertisements.

The only local TV channel (SLBS) which has a wider national coverage according to the study is not regarded by citizens as independent from

government and commercial interest manipulation in their programme contents and as such most respondents do not solely rely on it as a reliable source of information. There are questions about production quality and journalistic values and concern that political and commercial rather than social values dominate the schedules.

The study results shows that citizens participation in the local television programmes is *pseudo-participation* where the people's participation in development in which the control of the project and decision making rests in with planners, including politicians and the country's elite. This shows that the level of participation of the citizens is that of being present to listen to what is being planned for them and what would be done unto them- this is definitely non participatory.

The ownership and shareholders of the only local commercial TV station (ABC) according to the research have their political opinions that shape their decisions, but with increasing professionalism they often prefer their media to be politically neutral in order to cover as large an audience as possible. The present trend of concentration of business ownership means that many media owners also own other enterprises unrelated to news production. They may prevent their media from being too critical towards other firms that they own or towards business in general.

According to the United Nations Development Programme (UNDP), addressing poverty requires not just a transfer of economic resources to the needy but also making information available to the poor so that they can participate more

meaningfully in political and social life.³³ After all, the poor cannot assert their rights if they don't know what these are. If they are unaware of the laws and procedures for availing themselves of their entitlements or the mechanisms they can use to remedy their deprivations, they will always remain poor. Democracy cannot take root if the poor and powerless are kept out of the public sphere. The argument is that effective media (*television*) are the key as they can provide the information poor people need to take part in public life.

3.3 THE COMMUNICATION OBJECTIVES

3.3.0 *General Objective*

The primary objective of this project is to create awareness among Sierra Leoneans on development and democratic process, and to make them conscious of the reality within which they exist, and to conscientise them regarding their potential to act as agents of social transformation through effective participatory means.

³³ Corruption and Good Governance: Discussion Paper 3," published by the Management Development and Governance Division, Bureau for Policy and Programme Support, United Nations Development Programme, 1997.

3.3.1 *Specific Objectives*

The establishment of an alternative television channel will promote and cover some of the communication gaps with a view to meeting citizens' demand in their quest for variety by:

- Establishing and increasing the role of an alternative TV channel that will properly and adequately address its social responsibility to the citizens through development communication.
- Promoting the rights to and the access to information among the public.
- Promote and open up access to television production in order to empower those who are involved in the production processes.

Achieving the above communication strategies could help to promote values aligned or oriented toward the promotion of social transformation in Sierra Leone.

3.3.2 *Justification of Communication Strategy Based on Research Findings.*

The establishment of an alternative television communications Channels is likely to expand the number of information outlets that could give voice

to majority of people, and in addition, could catalyze change in the way people dialogue and interact with each other, even in matters related to development and the authentication of democratic process.

The study shows that although respondents acknowledge and appreciate the little effort made by the two local television channels in promoting democratic values geared toward good governance and social transformation, ironically, most citizens are of the opinion that for this medium to serve its social responsibility, recommendations recorded shows that there is a need to improve on the programme contents and the promotion of local programmes that will encourage local participation.

In-depth interviews with the local TV station officers shows that news and public information have been integrated into the highest levels of financial and non-journalistic corporate control. There are conflicts of interest between the public's need for information and corporate desires for positive information that have vastly increased.

According to the research 3% of respondents are of the view that with the establishment of an alternative TV channel of communication, the citizens will have an opportunity to surf through various channels in making sense of their world. Without unrestricted and accurate information, democracy begins to fail. If citizens cannot make informed choices they will be led to badly formed choices. In a democracy, the answer to government power is accountability, which means giving voters full information and real choices.

We live in a world which is changing so rapidly that receiving the best information possible is indispensable. If we are not getting the entire picture, if we are not getting unbiased information, then we are unable to make informed decisions. Bagdikian declares that ‘...ignorance of economic and political change is destructive of democracy and fatal to intelligent decision making’³⁴.

The study shows that 75% of the programmes featured on the two local TV channels apart from the news are of foreign contents therefore, the citizens are yearning for an alternative media that is grassroots and locally oriented predicated on a profound sense of dissatisfaction with the mainstream television channels that will present different programme contents from what already exists there

The research results on TV programmes shows that the tastes of respondents are also different as some prefer comedy shows, some like watch news and some watch only soap operas. This depends on what type of personality they are, how much time they have on hands and what possibilities they have. This means that the audience demographics should be taking into consideration and programmes based critically on content not ideologies.

The researcher in this case agrees with Schramm a mainstream social scientist that ‘...the mass media (*television*) were ‘agents of social change’ almost miraculous in their power to bring about that change’. He further argued forcefully that the mass media had the potential to widen horizons, to focus attention, to raise aspirations, and to create a climate for development... the media has the potential to

³⁴ Bagdikian, B.H - eserver.org/filmtv/media-monopoly.tx

confer status, to enforce social norms, to help form tastes and to affect lightly held attitudes.³⁵

3.3.3 *Implementation Strategy.*

The overall implementation objectives will be achieved through the following specific strategies:

- ✓ Establish a local television channel (*Alternative television Channel*) that is people centred, dedicated to the principles of free expression and promotion of participatory democracy with modern broadcast equipment that will have a nationwide coverage.
- ✓ Employ and recruit qualified local staff.
- ✓ Establish public participation mechanisms that will provide citizens with a platform to participate to the achievement of the project's plan.
- ✓ Develop unique programmes taking into consideration the General Audience meaning programmes for all categories of viewers for example cartoon or variety show with minimum amatory or violence. Second category of programme will be viewed under parental guidance. This type of programme is not suitable for children under six years old; children who are over six years old but less than twelve years old need parents' or teachers' company; otherwise they could not watch this type of programs. Because this category

³⁵ Cf White S.A. et al. Participatory Communication working for change and development. p82

may contain amatory or violent scenes, most children need parents' or elders' instruction. The third type of programs should be watched with parents' caution. This category is not suitable for children under twelve years old; children who are over twelve years old but less than eighteen years old also need parents' or teachers' company, because this category including some social affairs need elders' explanation. And the final is restricted programs. This category is suitable only for viewers over eighteen years old, because they have enough intelligence to know what is good or bad; therefore, they should be given freedom to choose what they want to see.

3.3.4 Viability of the Project

This project is to create an alternative means of communication through television as opposed to those in existence to advocate social change and to enhance the development of citizens. There are both human and material resources to promote the establishment of an alternative television channel which will be sustained to donations, adverts, public notices, etc.

A truly democratic society is one in which people are informed and empowered to make rational decisions about the issues that affect them, it is simply not possible without a truly free press. The media wield a tremendous amount of power, and can use it either to *inform* the public and to open a space for debate about

important issues, or to *misinform* them; to mould public opinion to the wishes and requirements of those in charge.

The two mainstream television channels in Sierra Leone are largely concentrated in the hands of a few large corporations and wealthy individuals; the “democratizing” potential of them has been largely abandoned in favour of its ability to shape public opinion.

Considering the social and environmental problems citizens face in the country including the looming energy or economic crisis as a result of the depletion of oil and natural gas, the farm crisis, to name only a few, will require the very best of people as individuals and as communities to deal with them. The information we need to help us begin to address these problems is out there, and the technology exists to disseminate that information to broad segments of the population, ironically, this requires, first, a dramatic boost in media literacy levels otherwise known as ‘intellectual self-defence’, and second, a dramatic increase in the numbers of citizens engaged in the production and dissemination of progressive news, analysis, and opinion pieces.

The relationship between the modern media and traditional means of communication is problematic on two levels: firstly, in the way in which society understands the role of the media, and secondly, on the level of linguistic comprehension. With the exception of the radio, African media makes very little use of African languages. Television in Sierra Leone among other African countries is a sphere which privileges international languages or at least very widely-spoken

languages. For example, English is the official language used on TV in Sierra Leone though about 70% are illiterate. This situation calls for an alternative channel whose broadcasts programmes will target the illiterates and the elites. This alternative television channel will employ traditional methods of communication, known by citizens, communication over political problems and debates functions better. This channel will use the traditional method of dialogue and debate, theatre, poetry, songs, satirical comedy, etc. to make political discourse real and authentic. Simply translating news bulletins and reports from English into vernacular languages often constitutes only a mediocre contribution to political debate.

3.4 PROGRAMMING PRIORITIES

3.4.0 *General Overview*

Programming decisions are among the most sensitive and challenging tasks in establishing an alternative TV Station. This is necessary for a start and when modifications are called for. Periodic evaluation exercises will trigger adjustment or modification of programming.

More hours and days will be devoted to consultation and brainstorming sessions toward participatory programme planning to determine the thrust, format, content and philosophies of the television station. This participatory

approach will motivate the staff and citizens to become enthusiastic implementers of the programme plan, which makes the television channel a genuine alternative medium.

This consultation process is required to establish certain issues, concerns, etc. about each of the main audience sectors (women, men, youth, farmers, cooperative members, etc) to ascertain the following:

- Audience needs;
- Audience preference
- Viewing habits (i.e. times of day when people mainly tune in).

Base upon this information the researcher made considerations on some major programme content, format, and the scheduling of programmes at times that best suit the various segments of the audience.

3.4.1 *Programming Objective:*

It is the hope of the researcher that the TV channel would be able to broadcast programmes likely to meet the taste of the citizens so as to capture the fidelity of the public.

The researcher took into consideration that there is not enough resources including human, financial or technical to produce good programmes on a full time basis. Before preparing the programme roster the following was taken into consideration:

- Is there sufficiently large team at the researcher's disposal?
- Are there enough contents to propose?
- Is there the financial means to carry out the project work?

Considering the cost of TV broadcasts, salaries, transport, power bills, telephone bills, etc. it would be detrimental to start a good production and for having underestimated the cost, slip back into broadcasting music without animation or content.

Long Term:-

The TV channel will broadcast twenty four (24hrs) hours a day.

Short Term:-

Start broadcast at 5:00 hours to 12 midday and 17:00 hours to 24:00hours.

With constant self-evaluation, more programmes will be initiated according to the social, economic and political atmosphere.

3.4.2 *TYPE OF PROGRAMMES*

The Alternative Television Channel will seek to provide information and entertainment suited to the tastes and needs of the citizens. This cultural fact dictates that the alternative television programming will come in many different forms: newscasts and news magazines or documentaries, talk shows, sports

broadcasts, games and quizzes, variety shows, and children's programs, as well as a range of dramatic entertainment.

Everything possible will be done to encourage individuals and groups and other stakeholders to participate in the following programme production thus:-

i) The Debates

The objective of this debate or Talk Show programme is a way of tackling issues within communities with a certain freedom of expression. The forum or panellists will include experts alongside local experts and the grassroots.

This programme will mainly focus on a subject that has a direct relation with the life of the viewers, connected to an actual event, and developed so as not to search for exhaustive conclusions. The public will be invited to intervene by phone and other means of communication available for instance emails via facebook, twitter, etc.

These programmes include:

No.	Programme Title	Target Audience	Programme Objectives
1.	Women's Forum	Women	Promote gender equality Discuss in-depth analysis on women's role in development and more so self reliance geared toward the MDGs.

2.	"Young Boy En Young Gal Tok"	The Youth	Promote youth empowerment based on poverty reduction strategies and health related issues.
3.	Civic Education on Justice and Peace (Human Rights)	The Citizens	Promote human rights and civic education
4.	Workers Perspectives	Employers, Employees, the business community.	Promotes the international and local conventions on labour laws and trade liberalisation issues.
5.	Children's Corner	Children 0 -18 yrs. And their parents or wards.	Inform and educate children and their wards on the CRC in conjunction with the basic traditional norms.
6.	Community Health	The citizens	This programme will focus on how to improve and enhance better health and longevity of citizens based on the present environmental hazards including global warming. etc.

ii) Newscast

ii) Newscast

A detailed and in-depth presentation of the national news will make a unique feature, and a prime strength that will give the TV station the inside track in competing against the other commercial or government stations.

The TV Channel will also present news bulletins that include regional, national and international items.

iii) TV Drama

Theatre plays written for or adapted to TV broadcast. They can fill cultural and entertainment expectations and be used both in prime time and low audience time. Because of its nature, it needs to be recorded in advance to ensure enough time for post production analysis.

The local TV drama has a more lasting impact on the audience because the viewer is completely free and stimulated to use his / her fantasy and thus create his/her own images and imagination. The rural Drama can meet all intellectual, emotional and aesthetic needs of the rural masses. With the use of songs, dances, instrumental music and dialogue it can create an environment of receptivity.

iv) Musical Programmes

Alternative TV programming without music is simply impossible. Not even the most radical “cultural” TV will attempt to broadcast without music. The TV needs music to reach the community and the music finds in television an important medium of diffusion. A TV station may use traditional or local music as a cultural product and as a filling between programmes.

v) Advertisement/Commercials (Sponsorship)

Commercials are a given fixed time in the roster, like any other programme. Advertising requires competence, similarly to journalism and animation. It requires dynamism comparable to that of the editorial staff. It also requires clear rules to avoid mixing types of communication and prejudice the image of the TV station.

vi) TV Talk Shows

A discussion programme done in a friendly atmosphere with one or more invited guests or specialists about ideas, issues, etc. within the community.

This programme has a moderator/presenter who interacts with his /her panellists in a cordial atmosphere not only to entertain viewers but also to educate and inform them. The target audience for this programme could be all works of life in the country. Some of the Talk Show Programmes will include:

- a) Justice begins at Home (targeting family affairs or the Home)
- b) Life in the Now (community development)
- c) Everyday People (targets the youths)
- d) Taxi Club (Traffic issues- targets the drivers, passengers etc.)

vii) Magazines

Television magazines are information programmes. Yet it is not directly involved in giving the news. A magazine will devote time to the in dept knowledge of the issues on the agenda. Magazines may be thematic, women, children, agriculture, or general, which is care for any issue.

Unlike debates, magazines require an experience presenter/anchor, a team of journalists able to research, interview on the ground, and report live when necessary.

A good magazine will have a sub section, devoting time related to issues (music, books, people's profile, etc.). The presenter/anchoret will have to link the different sections of the magazine, giving them an inner harmony.

viii) Coverage of Religious and Cultural Events

Religious functions in Sierra Leone are often cultural events as well. Adequate coverage has to be included in the TV station's programme. In a multi-religious community, the alternative TV station should take the necessary steps to

ensure reasonable access to all different religious institutions and denominations. To achieve this, it is often good to have a committee of different religious leaders to agree on and advise the station on airtime allocation to this programme.

ix) Educational Broadcasts (school on air)

This is an educational television programme backed up supported by other media, such as printed materials, as well as inter-personal contacts to form a complete educational package.

The alternative television channel may well decide that part of its programming should consist of educational broadcasts, for example for farmers on Agricultural techniques or mothers on childcare and nutrition.

x) Sports

Sport is an important programme because it provides a focal point for the relationship between the television station and the audience. This is particularly true in Sierra Leone where football supporters are passionate about their clubs. But even in areas where football support is less fanatical, sports programmes attract a loyal audience who can often be won over to other programmes.

xi) Local Election Broadcasts

The management of this alternative television channel would carefully examine the particular legal situation with regards to electioneering.

If an alternative television is involved in political campaigns, it is essential that no party or candidate derives undue advantage or suffers undue disadvantage. A transport system of providing equal opportunity and equal time to duly registered political parties and candidates must be established.

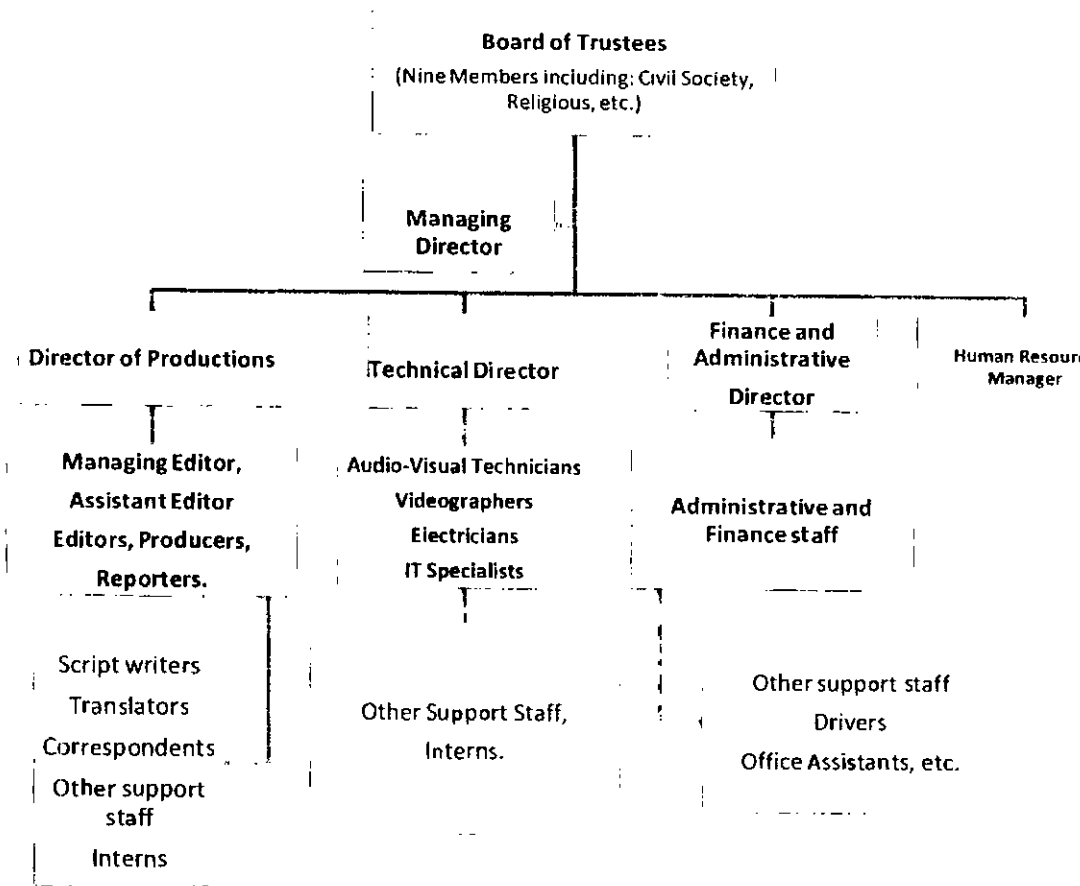
The concept of equality in opportunity and time must take account the length of the broadcast, the quality of presentation, and any advantages that might accrue from the time and day of broadcast.

There are four key stages in an election thus:

- The election date is announced but the names of the final candidates are not known. The election is now said to be pending.
- The nominations are closed and all the candidates known.
- Eve of the poll.
- Polling day

An alternative television channel can effectively monitor and ensure good conduct of elections and thus support this vital democratic process.

3.5 MANAGEMENT STRUCTURE



3.5.0. *Board of Trustees*

With regard to management, the concept of an alternative television channel is that it should utilise the participatory approach different from the mainstream media. Obviously the whole Sierra Leone community cannot be involved all the time, and therefore some sort of management body has to be put in place that represents the different sectors in the society. This body will consist of Nine (9) members including the religious, civil society, opinion leaders, community

representatives etc. This body oversees and takes final decisions on the entire operations of the TV channel.

3.5.1 *TV Station Management Team*

The Management of the television channel will comprise five technical or experts to coordinate and ensure the smooth running of the television station. These include; the Managing Director, Administrative & Financial Director, Technical Director, Human Resource Manager and the Production Director.

This television channel will purely depend on the service of committed experts and qualified personnel to fill in the other key positions as they give special and positive character to the TV station, by creating an image of good will, commitment, and service for the common good.

This selection of staff is based on the three categories of people the TV station needs to work: technician, those in charge of programmes and those in charge of managing the TV station. These three functions are indispensable.

3.5.2 *Managing Director*

- Coordinates and implement the development, fundraising and administrative responsibilities of a local TV station, research and write grant proposals; performing related work.

- The Managing Director oversees the content of programme and manages the development of the television station.
- He coordinates the work of all departments including the technical, production, finance, etc.
- The Managing Director harmonises the work of each team and individuals to achieve the television station's objectives.
- In charge of the overall monitoring and evaluation of the television station's activities.
- He represents the Board.

3.5.3 *Production Manager*

- Typically responsible for all technical operational aspects of production department projects.
- Responsible for supervising and scheduling technical, freelance and temporary production staff and managing designated budgets.
- The production manager reports to the Managing Director and works closely to ensure effective use of staff and budget for all production activities.
- Heads the journalists, Announcers, Presenters, Producers, etc. team of the television station.
- S/he will call editorial staff meetings and give the final approval to the news to be broadcast.

- Look after the relations with other heads of department and the public.
- Coordinates team work

3.5.4 *Finance and Administrative Manager*

- He organises the bookkeeping and keeps contact with people that assure the income of the TV station.
- He should be able to state the financial situation of the station.
- Responsible for presenting the annual financial report.
- He will work in close relationship with the Managing Director and his decisions will require the Managing Director's knowledge and approval.

3.5.5 *TV Broadcast Maintenance / Operations Director*

- Responsible to install, troubleshoot, repair, and operate professional broadcast studio, transmitter, and related analogue and digital equipment, perform broad systems administration and technical support for both automation hardware and software and local area networks; perform related work

3.6 FINANCES AND SUSTAINABILITY

The initial take- off capital for the television station will come from donors and other partnership funding sources including UNESCO, SIGNIS, UNDP, to name but a few.

Once the television station starts broadcast, it is now left with the management to find ways to reach the aim set at the start. Managing is not simply finding the necessary money; it is developing the income and distributing it adequately among production of programmes, salaries, acquisition of equipment and saving for years ahead.

In achieving the above objective, the TV station will embark on the following options for raising revenue to cover running costs in the country thus:

- a) Commercial advertising,
- b) Sponsorship from donor agencies, philanthropists, etc. Example- UNICEF which may be interested to support the production and broadcast of specific programmes. The Managing Director will contact these organisations with written proposals, stating expertly what is asked, the content to be produced, the impact foreseen for such campaigns.
- c) Donations
- d) Fees for private announcements, music requests, birth, marriage and death announcement and on air lost and found announcements.
- e) Marketing of media products such as documentaries, etc.
- f) Organising fund raising activities including raffle draws, etc.

- g) Partnership with other foreign alternative television channels.

3.7 *Evaluating Activities*

It is the researcher's hope that at the end of every financial year, the accountant will be able to present a financial report, stating income and expenses. He should be able to present vital statistics, to know which sub- project was successful and which one was not. Receipts or other documents will prove all movements.

This will enable management to know if the television station is working on profit or at a loss; it will also be able to offer the instruments to evaluate the performance of each department. The financial report is important also for legal reasons, example taxes, and will be approved by the people responsible for the running of the TV station, i.e. owners, partners, etc.

3.8 *EVALUATION OF PROGRAMMES AND AUDIENCE SURVEY*

3.8.0. *Participation in Evaluation of Programming*

The management of the television station will make it a priority to be getting feedback from the audience by encouraging them to write or call with their comments or suggestions.

In addition to the this routine feedback, the TV station will conduct periodic evaluations of the programmes with the participation of the various audience groups or sectors through the *Focus Group Discussion technique* (FGD) by eliciting their opinions about existing programmes, their effects on community life, and their ideas as to how programmes could be improved.

The programmes would be analyzed from three basic viewpoints thus:

- a) The formal structure of programme, including its technical quality (video footages, sound effects used; performance of the presenters/anchors and other participants, control of extraneous noise, etc.).
- b) The content of the programmes with specific relation to:
 - Information source – were they well selected, credible, and sufficient in number?
 - Context- were the themes of the programme pertinent to the specific situation and needs to the audience?

- Timeliness- were the themes of the programme pertinent in the sense of covering an actual or ongoing situation?
 - Actors and roles- did the physical actors (persons) and the non-physical actors (institutions) each play their appropriate role in the programme?
 - Communication approach- was the programme one-way or participatory? Did it lead to any critical analysis by the audience?
- c) Message formulation – did the central message come out clearly? Was there a good balance between the rational, emotional, and affective elements? Was the format suitably matched with the content?

People's views and opinions are important for strengthening democratic practice and for arriving to a cooperative approach to the society's development.

3.9 AUDIENCE SURVEYS

Although the TV station may have good feedback from its audience through letters, telephone calls, and visits to the studio, this may not be enough to provide a full picture of the performance of the TV station.

The following indicators will determine the performance through an independent outside survey:

- a) The credibility of the TV Station among its audience or viewers
- b) The television station as a reliable source of information
- c) The image and status that staffs have in the eyes of the society.
- d) The extent to which citizens depend on the television station for information and development materials.
- e) What viewers do with information they gain from the TV station? Do they use it, store it; pass it on to others, or looking out for additional information?
- f) The impact the TV station is having on citizens and the country as a whole. The changes that could be essentially attributed to the TV station.

3.10 PROGRAMME OF ACTIVITIES

See Appendix Two for the proposed one year plan of activities in establishing the alternative television station in Sierra Leone.

3.11 ETHICAL ISSUES

This project will stick within the confines of ethical practice expected by the citizens geared toward media's social responsibilities in a democracy. It is also the hope of this project to respect the cultural norms and morals within various communities within the country.

This project will seek truth and report it honestly, fairly and be courageous in the gathering, reporting and interpreting information that is broadcast. Treat sources, subjects and colleagues as human beings deserving of respect with a view to minimizing harm, act independently free of obligation to any interest other than the public's right to know and above all be accountable to the viewers and each other.

3.12 EXPECTED CHALLENGES

In order to ensure the possible success of this project in Sierra Leone, there are several challenges that are likely to be expected based on the research results. These challenges according to the study will include but not limited to the following:

- The lack of capacity in terms of qualified and experienced professionals.
- Overcoming the expensive cost of local productions.
- Respect for traditional and cultural norms and morals.
- The geographical features of the country in other words the landscape due to the hilly conditions as a result requires repeater transmitters to be installed in various strategic areas in the country to send clear signals to rural and urban communities.

- The lack of government powered electricity in most urban and rural towns and villages.

3.13 BUDGET SUMMARY

No.	Description	Quantity (Unit)	Unit Cost	Total
PREPARATORY PHASE				
(1)	National surveys and sensitisation seminars and workshops	4months	Lump sum	10,000
(2)	Securing of Licences	1 year	1,000	5,000
(3)	Offices and Studios Rental/lease	5yrs.	Lump Sum	30,000
SUBTOTAL				45,000
TV STUDIO EQUIPMENTS				
(4)	Indoor Studio Equipment	-	Lump Sum	1,000,000
(5)	Outdoor (OB)Unit	-	Lump Sum	150,000
(6)	Satellite Dish Receivers	3	1,000	10,000
SUBTOTAL				1,160,000
OFFICE ASSESSORIES				
(7)	Office and Studio furniture, Sound proof, Air conditioners, etc.	-	Lump Sum	165,000
(8)	Computers, Printers, Scanners, Copiers, IT Networking, Software and Installations, Electricals, etc.	-	Lump Sum	95,000
(9)	Office Generator	2	15,000	60,000
SUBTOTAL				320,000
TRANSPORT & COMMUNICATION				
(10)	Analogue Telephone Lines	3	Lump Sum	12,000
(11)	Mobile phones	4	300	5,200
(12)	Mini Bus for Staff	2	35,000	70,000
(13)	Double Cab truck	2	25,000	90,000
(14)	Official Cars	3	15,000	75,000
(15)	Dispatch Motor Bikes	5	1,500	17,500
SUBTOTAL				269,700
ADMINISTRATIVE OVERHEADS				
(16)	Staff Salaries	1yr.	Lump Sum	200,000
(17)	Stationary and office refreshments	1yr.	-	24,000
(18)	Fuel for transports and Office Generators	1yr.	-	30,000
(19)	Maintenance and repair of equipment.	1yr.	Lump Sum	20,000
(20)	Communication Bills	1yr.	-	12,500
(21)	Initial programme budget	1yr.	-	200,000
SUBTOTAL				486,500
(22)	Miscellaneous /contingencies		15%	342,180
GRAND TOTAL				2,623,380

3.14 GENERAL CONCLUSION

The aim of the researcher in establishing an alternative television station in Sierra Leone is partly traced to the fact that the content of corporate media (The Sierra Leone Broadcasting Cooperation and the ABC TV) according to the study are shaped by the drive to sell audiences to advertisers. Consequently, news and opinions that are not of direct import to the target audience or information and ideas that might prove too controversial or offensive to potential audience members are left out.

The research study shows that gaps in news are also the product of editorial policies - policies that mirror the political views of the owners and managers of media organizations. These problems were traced to news values and practices of journalism.

The researcher is of the conviction that journalists are trained to seek the opinions and perspectives of official sources - that is, politicians, business people, and community leaders - when developing news stories. Consequently, the significance of events is often judged and framed by "those in charge," and news stories tend to reinforce dominant ideas and existing relations of social power.

The Alternative television station proposed by the researcher is to generally operate under a mandate other than the profit motive that will focus on providing a range of ideas and opinions that are not readily available in the corporate press, or on serving the needs of a particular group or community that is poorly represented in major commercial media outlets.

Television has become one of the most influential forms of media in our present time. It is the arena where images, forms, styles and ideas surrounding the human existence are mobilized. The research carried out in five urban towns and cities in Sierra Leone shows that television has made its mark as one of the most popular medium for communication and information apart from radio because of the considerable convenience it offers to its audience in the country, of all ages, denominations and social status.

From the researcher's perspective television does not require literacy and presents information in audiovisual form requiring no extra skills for comprehension. The researcher recognizes the significance of television broadcasting as a primal means of communication and a standard gateway of information for the masses in both urban and rural settings in Sierra Leone.

The researcher also recognised the role played by the other local television channels (SLBS & ABC) but is however optimistic that this medium of communication will do more if there is an alternative channel which will help to complement an effective role in disseminating information and knowledge and serves as a powerful tool for reflecting and shaping the human conditions and aspirations of citizens.

It is the researcher's hope that the establishment of an alternative television channel in Sierra Leone will enhance the creation and dissemination of local content that will reflect the values and experience of local communities and cultures that is necessary for the preservation of cultural diversity and development.

The researcher's suggestions in this project proposal that is geared toward a creative content strives to achieve not only quality television programming but most importantly, enhanced local content production reflecting such values.

The project strategy will be only achieved through the establishment of an alternative media, training, funding local productions and establishing platforms for local content dissemination for television authors, producers and broadcasters.

To point out television's pervasive reach into today's society and to complain about how dependent most of us have become on the medium is to state the obvious. Yet when considering its influence on the lives of citizens, many people tend to downplay television's potential.

The researcher is in agreement with James Caryn when she argues, that '... because many of us fear television's power (and are) unable to grapple with its irresistible allure, (we) deny its impact'.³⁶ Thus, it is necessary to reiterate society's commitment to television.

The researcher strongly believes that sustaining high quality television programming results to a well-informed enlightened public with the ability to participate in public debates and struggle for political issues of common interest, hence emphasizing the crucial role of television in promoting democracy.

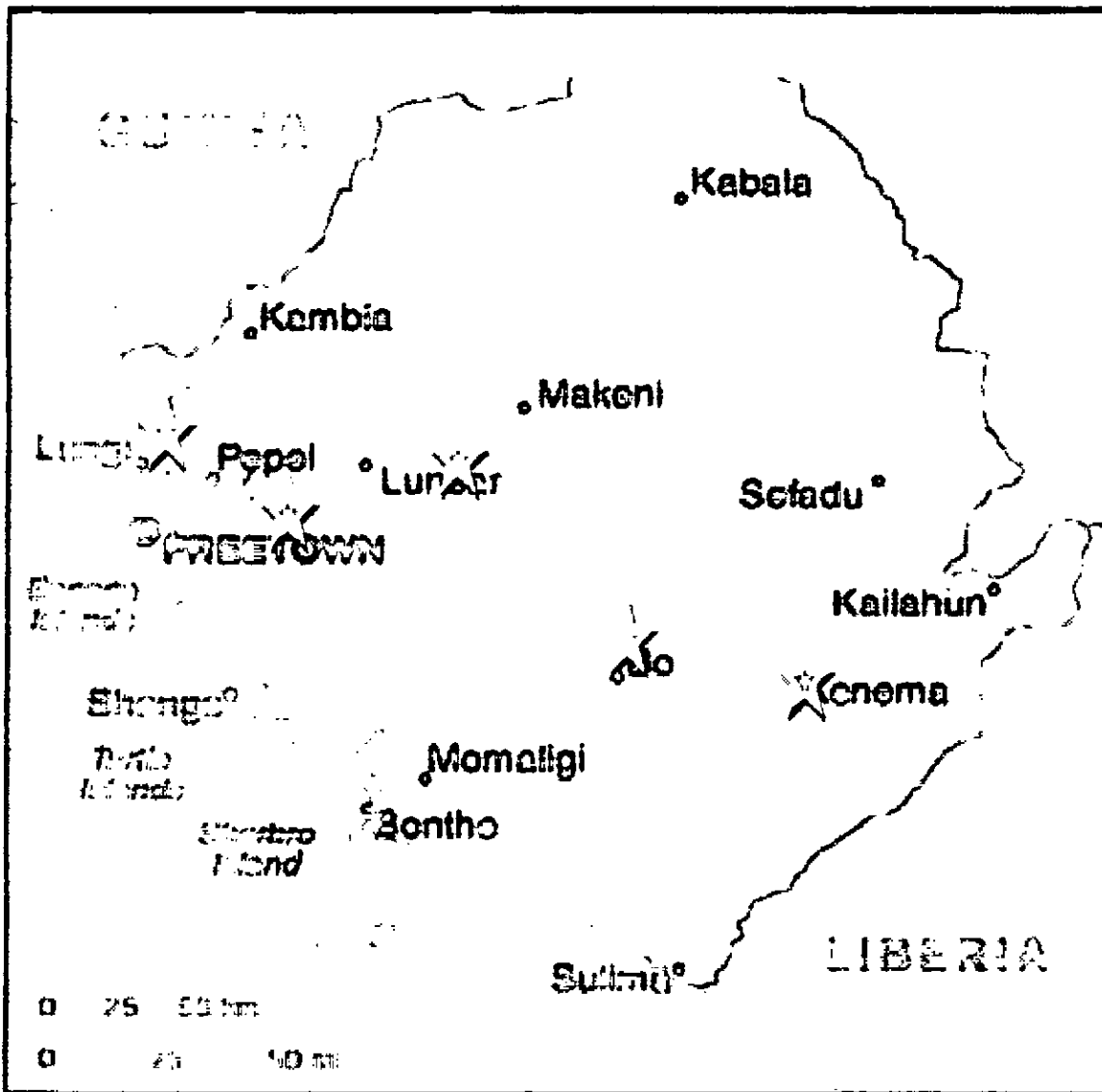
³⁶ James C. "Deep Impact." New York Times Magazine 148.51286 (1998): 40-42.

The study shows that television's greatest influence on the Sierra Leonean society is simply its capacity to communicate the values of those who produce it. It is however acknowledged by the researcher that these values can be negative or positive and that on receiving these values, audiences may react in any number of ways.

To help avoid influence from commercial concerns, it is therefore the hope of the researcher that this alternative television channel will be independently owned and operates on a co-operative or non-profit basis. And, in an attempt to better reflect the needs and interests of its audiences, it will seek participation and contributions from members of the various communities it will serve rather than rely solely on professional journalists.

APPENDIX ONE

Map of Sierra Leone showing areas of TV coverage



APPENDIX TWO
PLAN OF ACTIVITIES FOR AN ALTERNATIVE TV CHANNEL IN SIERRA LEONE

MONTH	ACTIVITY	RESOURCE PERSON	TARGET GROUP	LEVEL	VENUE
ONE	<p>Preparatory work in the Country (consultation and analysis process)</p> <ul style="list-style-type: none"> ➤ Participatory workshops to discuss the situation of local TV in the country and explore ways of improving access to basic services that may lead spontaneously to the idea that better communication within the country could be first prerequisite for change and development. ➤ Start license process 	Members of the TV Task Force	Stakeholders in the various communities in the country	District	District Headquarter town
TWO	<p>Programming</p> <ul style="list-style-type: none"> ➤ Focus Group Discussion on programming 	Managing Director And Management team	Various stakeholders	District	District Headquarter town
THREE	<ul style="list-style-type: none"> ➤ Secure the License for registration and frequency allocated by Media commission and SIERRATEL ➤ Order broadcast and studio equipment ➤ Training and recruitment of staff 	Managing Director Production Director	Trained and qualified citizens	National	-
FOUR	<ul style="list-style-type: none"> ➤ Training and recruitment of staff 	Production Director	Approved applicants	National	TV Station
FIVE	<ul style="list-style-type: none"> ➤ Selection and Appointment of Board ➤ Start installation of TV Station 	Project Coordinator Consultant Engineer	-	-	TV HQ

SIX	<ul style="list-style-type: none"> ➤ Test broadcast of TV Station ➤ Evaluating activities ➤ Training on Media Ethics and TV Station's code of ethics (3days) 	Consultant Engineer Project Coordinator Communications Team AMARC/Talking Drum Studio/Managing Director.	- Selected Staff	- National	- TV HQ
SEVEN	<ul style="list-style-type: none"> ➤ Press conference ➤ Launching of TV Station 	Managing Director. The President	Journalists The people of Sierra Leone	National	TV HQ
EIGHT	<ul style="list-style-type: none"> ➤ Establish a National Video Library 	Managing Director	-		
NINE	<ul style="list-style-type: none"> ➤ Audience Survey 	TV task force	The public	National	-
TEN	<ul style="list-style-type: none"> ➤ Evaluation and planning for the second year. ➤ Thanksgiving and fundraising activities 	TV Management team -	Management	National	TV HQ

Questionnaire
TANGAZA COLLEGE

Catholic University of Eastern Africa
Institute of Social Communication.

Dear Sir/ Madam,

I am a student at the above institution and Institute. As part of my academic work, I am conducting a research on "*Television and Social transformation in Sierra Leone*".

The aim of this research is to assess the role television plays in promoting democracy before and after the civil war in the country and to come out with recommendations or suggestions in improving TV broadcast in the country.

Information given to me will be kept confidential.

Your response and participation will help me achieve this objective.

Thanks for your understanding.

Emmanuel A.B. Turay

RESEARCH QUESTIONNAIRE

1. **Where do you live?**
 Freetown Port Loko Lunsar Waterloo Lungi
 Kenema Bo Other.....(please specify)

2. **How old are you?**
 Between 15 -23yrs. Between 24 -29yrs Between 30-35yrs
 Above 35

3. **Sex:** Male Female

4. **Religion:** Christian Muslim Other

5. **What is your marital status?**
- Married Engaged Divorced Single Separated
- Other.....
6. **What is your level of education?**
- Primary High School Tech. Voc. College
- University Other(Please specify)
7. **Are you employed?**
- Yes No Other(Please specify)
8. **Which of the following medium do you use the most? (Number them according to your preference 1,2,3,.....etc.).**
- Radio TV Newspaper Magazine
- Other..... (Specify)
9. **Do you own? (tick it/them)**
- Radio TV VCD Video Mobile Phone
- other
10. **How do you access information/news? (Tick 1,2,3,...etc.)**
- Radio TV Newspaper Mobile Phone Internet
- other
11. **Which is your favourite local television Channel?** SLBS TV ABC TV
12. **Which is your favourite foreign television Channel?**
- Super Sports G-TV Other(Please specify)

13. How much time do you spend per day viewing your favourite local TV

Station/Channel?

Weekdays (Monday-Friday)

Less than an hour Between 1-3hrs. 4-7hrs above 8hrs.

Weekends (Saturday and Sunday)

Less than an hour Between 1-3hrs. 4-7hrs above 8hrs

14. How much time do you spend per day viewing your favourite foreign TV

Station/Channel?

Weekdays (Monday-Friday)

Less than an hour Between 1-3hrs. 4-7hrs above 8hrs.

Weekends (Saturday and Sunday)

Less than an hour Between 1-3hrs. 4-7hrs above 8hrs

15. What is/are your favourite TV programme(s)?

African Movies Western Movies Soap Operas Music

News and Current Affairs Talk Shows.....

(Please specify. e.g. Environment, etc.) Other(specify)

16. Describe how this/these programmes have affected you?

Greatly improved Enhanced my capacity Acquired more skills in life.

Made me more violent and hostile Other (specify)

17. According to you what role did TV play in the democratic process in your community before the civil war? (List them)

- | | |
|---------|---------|
| 1. | 2. |
| 3. | 4. |
| 5. | 6. |
| 7. | 8. |

18. What role has TV played in the democratic process in your community after the civil war? (List them)

- | | |
|---------|---------|
| 1. | 2. |
| 3. | 4. |
| 5. | 6. |
| 7. | 8. |

19. What do you think were the challenges that TV faced in trying to promote good governance and democracy in your community before the civil war?

- | | |
|---------|---------|
| 1. | 2. |
| 3. | 4. |

20. Did TV in any way influence your participation in war related activities during the civil war? Yes No Not sure

21. How would you describe this influence?

- Positive Negative Both Positive and Negative

22. What are the specific programmes on TV that influenced you after the rebel?

(Tick it/ them. 1,2,3,4, etc)

- The Music Adverts/Messages Talk Shows News Headlines
- Cartoons Comic Shows The Circular Musicians
- other(specify)

23. What are the specific programmes on TV that influenced you during the rebellion? (Tick it/ them. 1,2,3,4, etc)

- The Music Adverts/Messages Talk Shows News Headlines
- Cartoons Comic Shows The Circular Musicians
- other (specify)

24. What do you think are the challenges in your community for TV to serve as a major medium to promote good governance and democracy after the civil war?

1.2.
3.4.

25. How would you rate the performance of TV before the civil war? (Tick one in each area).

- i. Before: Excellent Very Good Good Average
- Fairly Good Fair Poor Very Poor
- ii. Post War: Excellent Very Good Good Average
- Fairly Good Fair Poor Very Poor

26. Which TV programmes on your favourite local TV channel do you think promotes good governance and social change in your community? (list them)

1.

2.

3.

4.

27. Which TV programmes on your favourite local TV channel do you think does NOT promote good governance and social change in your community? (list them)

1.

2.

3.

4.

28. What are your suggestions on 'the role TV should play in promoting democracy and social change in Freetown'?

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.....

29. Any additional comment? Please write below:

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.....
.....

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