

# Innovations

## Effectiveness of Broadcast Messages in Achieving Sustainable Development Goal One (Poverty Eradication) in Ebonyi State, Nigeria

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### Abstract

Broadcast media are so effective in development goals especially in rural communities. This study was meant to ascertain effectiveness of broadcast messages in achieving sustainable development goal one in Ebonyi State, Nigeria. This study is anchored on Development Media Theory, survey method and in-depth interview were used. Out of the 3,490,383 population of Ebonyi State, 385 respondents were selected as the sample, through Australian Calculator. It was found that 187 (49.5%) respondents which is the majority had a very high level of awareness of broadcast messages on (SDG-1), 29 (7.7%) of them had average level of awareness of broadcast messages on (SDG-1), 86 (22.8%) respondents were motivated to start cassava production by broadcast messages on (SDG-1), 35 (9.3%) of the respondents reported that they were motivated to start fisheries through broadcast messages on (SDG-1). 34 (8.10%) respondents ticked that poor infrastructure is the factor that hinders the progress of broadcast messages on (SDG-1) in Ebonyi State, majority of the respondents 103 (27.2%) said that unemployment is the factor hindering the progress of broadcast messages on (SDG-1) in Ebonyi State. Part of the recommendations is that the state government should try as much as possible to create jobs for the people. The state government should construct all the roads in the state making it very easy to travel from rural areas to the city of the state. This will enhance easy flow of businesses.

**Keywords:** Effectiveness, Broadcast Media, Sustainable Development, Poverty Eradication, Ebonyi State

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### Introduction

The Sustainable Development Goals (SDGs) were unanimously agreed by all nations in September 2015 on the United Nations (UN) platform in New York as the successor strategy to the Millennium Development Goals (MDGs), that were adopted by governments in the year 2000 (Rotimi, 2016). Due to the current economic crisis, which is also delaying the essential transition to more inclusive

economies and forcing the SDGs to deviate from their original track, decades of development progress are under peril (United Nations, 2021). Typically, development is viewed as a transformative process that attempts to end hunger, poverty, disease, and want while also promoting peace, prosperity, human dignity, and equitable opportunity (United Nations, 2015).

The term "sustainable development" refers to a development plan started and maintained by either governmental or non-governmental groups with the intention of addressing the immediate needs of the current generation without having a negative impact on future generations. The Sustainable Development Goals are a set of global goals that aim to eradicate or significantly reduce poverty, protect the environment's habitability, and guarantee that everyone lives in peace and prosperity both now and in the future (Stephen, David & Neil, 2017). It is a "progress that satisfies the requirements of the present without sacrificing the needs of the future." The concept emerged following years of searching for a development paradigm that could wean the entire world off of the prevailing, capitalist model of development, which placed a greater emphasis on profit than any other development indicators (Godwell, Kaitano & David, 2020).

The Sustainable Development Goals offer individuals a well-organized framework that is socially and politically acceptable, effective, and scientifically sound. The objectives provide us the best chance to achieve the essential coordination and cooperation in putting global strategies into place to ensure a wealthy, healthy, and just future for ourselves, our children, and our grandchildren (Stephen et al, 2017). There are 169 key targets and 17 goals that make up the Sustainable Development Goals. Sustainable goal one is targeted "toward sending poverty and hunger in all of its forms and manifestations, and to ensure that everyone can realize his potentials in a climate of equality, dignity, and health" (Olawale, 2016).

There are numerous targets associated with Sustainable Development Goal-1, according to the 2016 report of the Inter-Agency and Expert Group on Sustainable Development Goal Indicators (IAEGSDGI) 1.1 By 2030, all people worldwide will be freed from extreme poverty, which is presently defined as a person's daily income being less than \$1.25. 1.2 By 2030, the percentage of men, women, and children of all ages living in poverty, as defined by national standard, must be reduced by at least half. 1.3 To put in place systems and measures of social protection that are suitable for everyone at the national level, including floors, and to achieve significant coverage of the poor and vulnerable by 2030. 1.4 Assuring that all men and women, particularly the poor and the vulnerable, have equal access to economic resources, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology, and financial services, including microfinance, by the year 2030. 1.5 By 2030, increase the resilience of the underprivileged and those in vulnerable circumstances while lowering their exposure to and susceptibility to natural catastrophes and other economic, social, and environmental shocks (Inter-Agency and Expert Group on Sustainable Development Goal Indicators, 2016).

A key dimension of efforts to achieve the 2030 agenda will be the creation of productive, good-quality jobs associated with the new technologies. It is estimated that agricultural production will have to increase by 60% to 100% in developing countries by 2050 to feed the entire population. This is referred to as Sustainable Development Goal target, which calls for ensuring sustainable food production systems (Alicia, Antonio, Luis & Ricardo 2017). Alicia et al further adumbrate that social inequality is one of the challenges to achieving Sustainable Development Goals, and therefore clamoured for egalitarianism as a way of attaining Sustainable Development Goals. Inclusively, Anthony, Noel and Damiete (2020) states that poor infrastructure is one of the greatest challenges in achieving Sustainable Development Goals in the developing nations.

However, Ebonyi State was rated very high in the recent poverty headcount rate in Nigeria 2019. The poverty headcount recorded that Sokoto State was the highest with 87.73% poverty rate, Taraba State second with 87.72% poverty rate, Jigawa State third with 86.02% poverty rate and Ebonyi State 4<sup>th</sup> with 79.76% poverty rate. Looking at the targets of the Sustainable Development Goal-1, which primarily aims to end poverty, the broadcast media have been deployed in Ebonyi State to campaign for

SDG-1, telling people to go into farming, entrepreneurship, skill acquisition, small and medium businesses amongst others. These are ways of fighting the causes of poverty among the residents of the state.

Broadcast media are powerful channels capable of cultivating development. If properly used, the broadcast media have the ability to raise awareness about issues hindering productivity and distribution, thereby touching the developmental needs of the people. When there is an important information on the broadcast media, the audience can be careful in doing everything to procure their needs and protect themselves from dangers (Otinga, 2014). Programmes on radio and television often resemble the messages delivered by classmates, parents, religious leaders, and teachers. Electronic media have been successful in influencing people's lifestyles in a variety of ways. According to numerous research findings, listening to and watching television and radio programs has a psychological effect where viewers are persuaded to accept various viewpoints based on the direction of the information and level of exposure (Bandura, 1973 & Van, 1990 cited in Obono & Madu, 2010).

### **Statement of Problem**

The Sustainable Development Goals (SDGs) were unanimously agreed by the member nations in September 2015 on the platform of United Nations in New York, as the successor strategy to the Millennium Development Goals (MDGs). Due to the current economic crisis, which is forcing the SDGs to deviate from their original track, decades of development progress are under shock. Sustainable development is viewed as a transformative process that attempts to end hunger, poverty, disease, and want, while also promoting peace, prosperity, human dignity, and equitable opportunity. Sustainable Development Goal-1 is targeted at ending poverty and hunger in all of its forms and manifestations, and to ensure that people can recover their potentials. Unfortunately, Ebonyi State was rated 4<sup>th</sup> with 79.76% poverty rate in the recent poverty headcount in Nigeria 2019. This has forced the state government to deploy broadcast media on campaigns, for farming, entrepreneurship, skill acquisition, small and medium businesses, telling people about the global plans for SDG-1 (poverty eradication). Thus, the nexus of this study is to ascertain the effectiveness of broadcast messages in achieving Sustainable Development Goal-1 in Ebonyi State, Nigeria.

### **Objective of the Study**

The following are the objectives of this study:

1. To find out the level of awareness to broadcast messages on Sustainable Development Goal-1 among the residents of Ebonyi State, Nigeria.
2. To ascertain the influence of broadcast messages on Sustainable Development Goal-1 among the residents of Ebonyi State, Nigeria.
3. To determine the factors hindering effectiveness of broadcast messages on Sustainable Development Goal-1 in Ebonyi State, Nigeria.

### **Literature Review**

The United Nations Millennium Declaration, which included eight (8) goals, eighteen (18) time-bound targets, and forty-eight (48) quantitative indicators, was welcomed and accepted by one hundred and eighty-nine (189) nations from around the world in New York in September 2000 (United Nations, 2003). In this event, these objectives were operationalized in the following order: ending extreme poverty and hunger; achieving universal primary education; advancing gender equality and women's suffrage; lowering child mortality rates; enhancing maternal health; combating HIV/AIDS, malaria, and other diseases; ensuring environmental sustainability; and, finally, creating a global partnership for development. Since the beginning in 2015, the 2030 SDGs agenda has rendered a road-map for collective prosperity in a sustainable world, a world where all the communities can stay very vibrant, healthy, productive and peaceful. The year 2030 is just close behind, and we must question ourselves if our

activities these days are making the necessary preparations to achieve the Sustainable Development Goals (United Nations, 2019).

The broadcast media are effective tools for fostering growth. When used effectively, the broadcast media have the power to spread awareness about problems impeding productivity and distribution, thereby meeting the requirements of the populace for developmental support. When critical information is aired, viewers can exercise caution and take all necessary precautions to meet their needs and stay safe (Otinga, 2014). Radio and television shows frequently reflect the messages expressed by co-workers, parents, religious figures, and teachers. In many different ways, electronic media have been successful in affecting people's lifestyles. Numerous studies have shown that listening to radio and viewing television shows have psychological impact where viewers are convinced to embrace different opinions depending on the guidelines of the information and quantity of exposure (Bandura, 1973 & Van, 1990 cited in Obono & Madu, 2010).

Radio and television, which have been around for a while, nevertheless participate in the social creation of efficient development strategies and contribute to public discourses. Public broadcast media in particular can report on development challenges on a global, regional, or local level and set the agenda. They can successfully promote ideas for advancement while also challenging accepted conventions (Antoon, Ramachandran, Yang & Mohammad, 2017). The broadcast media have employed serialized drama programs with high level audience to address development issues through disseminating SDG-1 messages. In order to achieve sustainable development in that direction, they deal with current concerns of development that are dramatized and presented with intriguing storylines. Programs that take linguistic quirks into account and gauge audience response are broadcast on radio and television in regional dialects and narrated with regional material to affect viewers' familiarity and knowledge of the subject.

The broadcast messages interpret information about the social groups, highlighting their developmental accomplishments and shortcomings as well as their standards and principles. Additionally, they offer cultural guidelines that, through the various programme contents, help to teach the residents how to live, how to behave, and what is expected of them. This is so that information, education, and entertainment can be planned to be provided to a sizable and diverse audience through one of the two main mass communication media, radio or television (Utalor, 2019). The broadcast media therefore act as the change agents by ensuring that they involve all the stakeholders in the communication process. Essentially, any communication that emanates from the media is seen as communication which will be vital to achieving development (Nefi, 2018).

Information is now seen as a necessary element for empowerment and development engagement. Long recognized as being extremely important, the broadcast media's traditional mission has been to assist the communication of ideas, educate, and enlighten the public. The media also serve as means of informing the public about events, exposing them to new ideas, and acting as genuine for a for influencing the nation's good governance and the quality of government policies (Ogundele, 2018). The media play crucial role in the national development of every country, they give information, social interaction and integration in a country by reporting the events in the society. They are also seen as agents of change, instilling new values and behaviours in the society (Nwaolikpe, 2018).

The broadcast media have a huge impact on social activism. Since a significant portion of the world's population lives in rural areas, it is important to adequately sensitize them to the many government initiatives and other development programs run by private citizens and business entities. The only way for the rural population to learn about these programs is through the mainstream media, especially radio and television, which may reach people in far-off places (Akpor, 2013). The proliferation of information through media technologies and devices in modern days has been highly instrumental to the rapid development of global industrial and human institutions. The same techniques are being applied to promote community development in most nations of the world. Nigeria seems to be struggling between success and failure on the path to sustainable development, and there is no argument that the

nation needs the broadcast message in exploring and applying advances in technology to address sustainable development issues(Sunday, 2010).

Community radio broadcasting can effectively contribute in furthering SDGs, as they are active in creating awareness,making information and knowledge accessible, enhancing local participation and enabling an active development process through civic participation, governance and dialogue. The media in different forms with diversity of ownership as an actor, have some salient roles in the development of the information society. The effective implementation of the world summit on the information society can help accelerate the achievement of the SDGs(Bangladesh Government, 2018).

This idea of sustainable development, according to Rachel (2015), attempts to maintain economic progress and advancement while also preserving the long-term value of the global environment; it "provides a framework for the integration of environment policies and development plans. "The foundation of sustainable development is the concept of needs, the equitable distribution of resources to ensure a high standard of living for all, including future generations, and the potential for long-term resource use to achieve the required level of quality of life for those generations (Tomislav, 2018).The broadcast media contribute to national development by mobilizing the intellectual and technological resources available within the national broadcasting organizations of a country as well as regional and international bodies through a well-established infrastructure and networking mechanism, which includes government agencies, non-governmental organizations, institutions of higher learning, private sector and individual professionals (Antoon et al, 2017).

Sustainable development makes the development more practical in any country and not transient. It encourages both informal and formal educations. It thrives mostly on the achievement of transformed entrepreneurship education as a base and catalyst to acquire skills, reduce unemployment, decrease poverty, improve on the production activities and stabilize the national economy. Sustainable development is a widely participatory process which creates opportunities for people to increase their skills, better their standard of living, moral and technological advancement of a people among other features.The concept of sustainable development seems to have drawn the broad-based attention that other development concepts lack and appear as the pervasive development paradigm for a long time. Central to the enlightenment campaigns is the engagement of a communication strategies that involve the deployment of the broadcast media for the dissemination of the SDGs messages (Christopher & Emmanuel,2021).

A vast number of the Nigerian population live in the rural areas, and grass root messages and mobilization these days are considered as the most important issues in Nigeria and in most developing countries of the world. In Nigeria this assumption got its credence from the various development programmes and campaigns initiated by the federal government since independence. These developmental plans which include the first National Development Plan of 1962 - 1968 and other developmental programmes like the Directorate of Food, Roads and Rural Infrastructure (DFFRI), Mass Mobilization for Social and Economic Recovery (MAMSER), Operation Feed the Nation (OFN), Green Revolution, Poverty Alleviation Programme (PAP) and Presidential Amnesty Programme amongst others. The broadcast media have been recognized by communication scholars, the government and the society at large, as potent tools for mobilizing the grass roots to enable them attain a better life. This accounts for why General Ibrahim Babangida, the then military Head of State of Nigeria between(1985-1995) narrated that: "No self-sustaining development can take place in Nigeria without the masses of our people being effectively mobilized, genuinely motivated and properly organized for productive activity within the context of freedom, orderly progress and social justice(Akpor, 2013).

### **Theoretical Framework**

The Development Media Theory serves as the theoretical foundation for this study. Maxwell McCombs and Donald Shaw introduced the Development Media Theory in 1972.The hypothesis states that the media can hasten the process of economic development in developing countries. According to the theory, the country's overall welfare is served by the usage of the mass media. Every community sees the

media as tools for fostering social and economic change. As a result, by airing programmes that promote poverty eradication in the public, the media are used to support government activities. The argument also suggests that since the media focus on a passive public that wasn't active in the development process, it should help the government construct the nation .Due to the theory's success in developing and underdeveloped countries, it later gained popularity.

Because the mass media are intended to contribute to the evolution of every social system, the Development Media Theory is extremely pertinent to this research. The broadcast messages ought to be quite effective in getting people's attention and informing them about SDG-1, which deals with eradicating poverty. The hypothesis is the most appropriate for this investigation based on its name. The theory's influence in this study is that it enables individuals to hear broadcast messages about SDG-1, follow the instructions in the broadcasts messages, and achieve the goal of eradicating poverty.

### Research method

This study adopted survey research design and in-depth interview. The quantitative data were generated through questionnaire while qualitative data were elicited using interview guide. Out of the 3,490,383 population of Ebonyi State, 385 respondents were selected as the sample, through Australian Calculator. Moreover, twelve lovers of SDG-1 messages were purposively selected and interviewed. Firstly, simple random technique was adopted in selecting three local government areas (LGA) from the existing three senatorial districts in Ebonyi State. This was done to give every LGA the chance of being selected as part of the sample. In Ebonyi Central Senatorial District, Ikwo LGA was selected, in Ebonyi North Senatorial District, Ohaukwu LGA was selected, and in Ebonyi South Senatorial District, Ohaozara LGA was selected. Ndufu-Amagu and Ndiagu-Amagu communities were further selected from Ikwo LGA, Ezzamgbo and Amofia-Mgbo were selected from Ohaukwu LGA, while Ugwulangwu and Uburu communities were selected from Ohaozara LGA. The selection was done through simple random technique. This is to allow every community the opportunity of being selected as sample. Copies of the questionnaire were purposively administered to those who receive broadcast messages on SDG-1. Two lovers of SDG-1 messages were purposively selected from the six communities making it twelve interviewees. In the end, 378 copies of the questionnaire were retrieved, from which, the data for this study were extracted.

### Data Presentation and Analysis

**Table 1: Level of awareness of broadcast messages on Sustainable Development Goal-1 in Ebonyi State**

Variable	Frequency	Percent
Very high level	187	49.5%
High level	128	33.9%
Average level	29	7.7%
Low level	17	4.5%
Very low level	15	3.9%
No level	10	2.6%
Can't say	1	0.2%
Total	378	100

Source field survey

The data recorded on table one depict that 187 (49.5%) respondents which is the majority had a very high level of awareness of broadcast messages on (SDG-1),128 (33.9%) respondents had a high level of awareness of broadcast messages on (SDG-1),29 (7.7%) of them had average level of awareness of broadcast messages on (SDG-1),17 (4.5%) respondents had low level of awareness of broadcast messages on (SDG-1),15 (3.9%) respondents had a very low level of awareness of broadcast messages on (SDG-1),1 (0.2%) of the respondents had noawareness of broadcast messages on (SDG-1)and1(0.2%) respondent also ticked can't say, about level of awareness of broadcast messages on (SDG-1) in Ebonyi State.

**Table 2:Frequency of broadcast messages on Sustainable Development Goal-1 in Ebonyi State**

Variable	Frequency	Percent
Daily	92	24.3%
Weekly	113	29.9%
Biweekly	81	21.4%
Monthly	47	12.4%
Bimonthly	17	4.9%
Occasionally	15	3.10%
Rarely	12	3.2%
Can't say	1	0.2%
Total	378	100

Source field survey

The data presented on table two express that 92 (24.3%) respondents received broadcast messages on (SDG-1) on daily basis, majority of the respondents 113(29.9%) received broadcast messages on (SDG-1) on weekly basis, 81 (21.4%) of them received broadcast messages on (SDG-1) biweekly, 47 (12.4%) respondents received broadcast messages on (SDG-1) on monthly basis, 17 (4.9%) respondents received broadcast messages on (SDG-1) bimonthly, 15 (3.10%) of the respondents received broadcast messages on (SDG-1) occasionally, 12(3.2%) received broadcast messages on (SDG-1) rarely and 1 (0.2%) respondent said can't say.

**Table 3:Motivation of broadcast messages on SDG-1among the residents of Ebonyi State**

Variable	Frequency	Percent
Cassava production	86	22.8%
Rice production	102	26.10%
Corn production	21	5.6%
Poultry	47	12.4%
Piggery	31	8.2%
Fisheries	35	9.3%
Yam production	19	5.0%
Bread baking	82	21.1%
Riceprocessing	20	5.5%
Carpentrywork	7	1.9%

Volcanizing work	30.8%
Production of poultry feeds	61.6%
Gari processing	92.4 %
None	20.5%
Total	378100

Source field survey

The data presented on table three above portray that 86 (22.8%) respondents were motivated to start cassava production by broadcast messages on (SDG-1), 102 (26.10%) respondents which is the majority ticked that they were motivate to start rice production by broadcast messages on (SDG-1), 21 (5.6%) of them said that they were motivated to start corn production by broadcast messages on (SDG-1), 47 (12.4%) respondents said that they were motivated to start poultry by broadcast messages on (SDG-1), 31 (8.2%) respondents maintained that they were motivated to start piggery business through broadcast messages on (SDG-1), 35 (9.3%) of the respondents reported that they were motivated to start fisheries through broadcast messages on (SDG-1), 19 (5.0%) respondents were of the opinion that broadcast messages on (SDG-1) motivated them to start yam production, 8 (2.1%) respondents were motivated to start baking bread by broadcast messages on (SDG-1), 2 (0.5%) respondents were motivated to start rice processing by broadcast messages on (SDG-1), 7 (1.9%) respondents were motivated to start carpentry work by broadcast messages on (SDG-1), 3 (0.8%) respondents started volcanizing work just because of the motivation of broadcast messages on (SDG-1), 6 (1.6%) of them ticked that they were motivated to start producing poultry feeds by broadcast messages on (SDG-1), 9 (2.4%) respondents said that they were motivated to start processing gari by broadcast messages on (SDG-1) and 2 (0.5%) respondents maintained that they were not motivated to start any business or production of anything by broadcast messages on (SDG-1).

**Table4: Broadcast messages on (SDG-1) and economic plan of Ebonyi State residents**

Variable	Frequency	Percent
Occasional saves	13	3.4%
Bimonthly saves	21	5.6%
Monthly saves	84	22.2%
Biweekly saves	63	16.7%
Weekly saves	92	24.3%
Daily saves	104	27.5%
None	1	0.2%
Total	378	100

Source field survey

The data presented on table four project that 13 (3.4%) respondents said that broadcast messages on (SDG-1) have encouraged them to start occasional saves for economic improvement, 21 (5.6%) respondents reported that they were encouraged to start bimonthly saves by the broadcast messages on (SDG-1), many of them 84 (22.2%) respondents maintained that they were motivated by the broadcast messages on (SDG-1) to start monthly saves, for their economic improvement, 63 (16.7%) respondents said that they were influenced to start biweekly saves by the broadcast messages on (SDG-1), 92 (24.3%) respondents stated that they were influenced to start weekly saves through the

broadcast messages on (SDG-1),104 (27.5%) which is majority of the respondents were influenced to start daily saves by the broadcast messages on (SDG-1) as a means of economic improvement and only 1(0.2%) respondent ticked none, meaning that the broadcast messages on (SDG-1)have not influenced him to start any plan for economic improvement.

**Table5: Factors that affect the progress of broadcast messages on (SDG-1) in Ebonyi State**

Variable	Frequency	Percent
Land tenure system	83	21.10%
Underpopulation	76	20.1%
Poor infrastructure	34	8.10%
Unemployment	103	27.2%
Early marriage	42	12.1%
Poor family planning	39	10.3%
Can't say	1	0.2%
Total	378	100

Source field survey

The data presented on table five show that 83 (21.10%) respondents believed that land tenure system is the factor that hinders the progress of broadcast messages on (SDG-1) in Ebonyi State,76(20.1%) respondents said that under population is the factor that hinders the progress of broadcast messages on (SDG-1)in Ebonyi State, 34 (8.10%) respondents ticked that poor infrastructure is the factor that hinders the progress of broadcast messages on (SDG-1) in Ebonyi State, majority of the respondents103 (27.2%) said that unemployment is the factor hindering the progress of broadcast messages on (SDG-1) in Ebonyi State,42 (12.1%) respondents believed that early marriage is the factor that hinders the of broadcast messages on (SDG-1) in Ebonyi State, 39 (10.3%) respondents were of the opinion that poor family planning is the factor that hinders the progress of broadcast messages on (SDG-1)in Ebonyi State while 1(0.2%) respondent ticked can't say about the factors that hinder the progress of broadcast messages on (SDG-1) in Ebonyi State.

**Table6: Factors that can aid the success of broadcast messages on (SDG-1) in Ebonyi State**

Variable	Frequency	Percent
Rural electrification	41	10.8%
Rural road network	66	17.4%
Entrepreneurship orientation	72	19.0%
Marriage-age orientation	18	4.8%
Proper family planning	42	11.1%
Food storage orientation	36	9.5%
Migration laws	73	19.3%
State ownership of land system	29	7.7%
Can't say	1	0.2%
Total	378	100

Source field survey

The data presented on table six display that 41 (10.8%) respondents believed that rural electrification can aid the success of broadcast messages on (SDG-1) in Ebonyi State, 66 (17.4%) respondents ticked that rural road network can aid the success of broadcast messages on (SDG-1) in Ebonyi State, 72 (19.0%) of the respondents ticked that entrepreneurship orientation can aid the success of broadcast messages on (SDG-1) in Ebonyi State, 18 (4.8%) respondents said that marriage-age orientation can aid the success of broadcast messages on (SDG-1) in Ebonyi State, 42 (11.1%) respondents chose that proper family planning can aid the success of broadcast messages on (SDG-1) in Ebonyi State, 36 (9.5%) of the respondents maintained that food storage orientation can aid the success of broadcast messages on (SDG-1) in Ebonyi State, 73 (19.3%) of them which is the majority were of the opinion that migration laws can aid the success of broadcast messages on (SDG-1) in Ebonyi State, 29 (7.7%) said that state ownership of land system can aid the success of broadcast messages on (SDG-1) in Ebonyi State, and the insignificant, 1 (0.2%) respondent ticked can't say.

### Discussion of Findings

The data recorded on table one portray that (49.5%) respondents had a very high level of awareness of broadcast messages on SDG-1, (33.9%) respondents had a high level of awareness of broadcast messages on SDG-1, (7.7%) of them had average level of awareness of broadcast messages on SDG-1, (4.5%) respondents had low level of awareness of broadcast messages on SDG-1, (3.9%) respondents had a very low level of awareness of broadcast messages on SDG-1, (0.2%) of the respondents had no awareness of broadcast messages on SDG-1 while (0.2%) ticked can't say, about their level of awareness of broadcast messages on SDG-1.

The data presented on table two express that (24.3%) respondents received broadcast messages on SDG-1 on daily basis, (29.9%) of them received broadcast messages on SDG-1 on weekly basis, (21.4%) respondents received broadcast messages on SDG-1 biweekly, (12.4%) respondents received broadcast messages on SDG-1 on monthly basis, (4.9%) respondents received broadcast messages on SDG-1 bimonthly, (3.10%) of the respondents received broadcast messages on SDG-1 occasionally, (3.2%) of them received broadcast messages on SDG-1 rarely and 1 (0.2%) respondent ticked can't say.

The above result justified that broadcast media really carried out awareness campaigns on SDG-1 in Ebonyi State, and their messages were wide. This is in agreement with Otinga (2014) which states that broadcast media are powerful channels capable of cultivating development. If properly used, the broadcast media have the ability to raise awareness about issues hindering productivity and distribution, thereby touching the developmental needs of the people. Qualitatively, all the interviewees agreed that they have been receiving broadcast messages on SDG-1 for long time, in Ebonyi State.

The data presented on table three above portray that (22.8%) respondents were influenced to start cassava production by broadcast messages on SDG-1, (26.10%) were influenced to start rice production by broadcast messages on SDG-1, (5.6%) of them were influenced to start corn production by broadcast messages on SDG-1, (12.4%) respondents were influenced to start poultry business by broadcast messages on SDG-1, (8.2%) respondents were influenced to start piggery through broadcast messages on SDG-1, (9.3%) of the respondents were influenced to start fisheries through broadcast messages on SDG-1, (5.0%) respondents were influenced to start yam production, (2.1%) respondents were influenced to start baking bread by broadcast messages on SDG-1. (0.5%) respondents were influenced to start rice processing by broadcast messages on SDG-1, (1.9%) respondents were influenced to start carpentry work by broadcast messages on SDG-1, (0.8%) respondents started volcanizing work just because of the influence of broadcast messages on SDG-1, (1.6%) of them were influenced to start producing poultry feeds by broadcast messages on SDG-1 (2.4%) respondents said that they were influenced to start processing gari by broadcast messages on SDG-1 and (0.5%) respondents were not influenced to start any business or production of anything by broadcast messages on SDG-1.

The data presented on table four project that (3.4%) respondents said that broadcast

messages on SDG-1 have influenced them to start occasional saves for financial improvement, (5.6%) respondents reported that they were influenced to start bimonthly saves by the broadcast messages on SDG-1, (22.2%) respondents maintained that they were influenced by the broadcast messages on SDG-1 to start monthly saves, (16.7%) respondents said that they were influenced to start biweekly saves by the broadcast messages on SDG-1, (24.3%) respondents stated that they were influenced to start weekly saves through the broadcast messages on SDG-1, (27.5%) respondents were influenced to start daily saves by the broadcast messages on SDG-1 and (0.2%) respondent ticked none, meaning that the broadcast messages on SDG-1 have not influenced him to start any financial plan as a way of overcoming poverty.

Generally, these results show that broadcast messages on SDG-1 are very influential and impactful to the people of Ebonyi State. The entire result corroborates the dictum by Antoon, Ramachandran, Yang and Mohammad (2017), with the expression that radio and television, which have been around for long time, participate in the social creation of efficient development strategies and contribute to public discourses. Public broadcast media in particular can report on development challenges on a global, regional, or local level and set the agenda. They can successfully promote ideas for advancement while also challenging unprogressive traditions. Relatively, all the respondents at the interview attested that broadcast media messages on SDG-1 have made them to start up one business or the other. Some of them started producing potatoes, rice processing, vegetable gardens, planting of plantain, selling of different kinds of commodities etc.

The data recorded on table five show that (21.10%) respondents believed that land tenure system is the factor that hinders the progress of broadcast messages on SDG-1 in Ebonyi State, (20.1%) respondents said that under population is the factor that hinders the progress of broadcast messages on SDG-1 in Ebonyi State, (8.10%) respondents ticked that poor infrastructure is the factor that hinders the progress of broadcast messages on SDG-1 in Ebonyi State, (27.2%) chose that unemployment is the factor hindering the progress of broadcast messages on SDG-1 in Ebonyi State, (12.1%) respondents believed that early marriage is the factor that hinders the progress of broadcast messages on SDG-1 in Ebonyi State, (10.3%) respondents were of the opinion that poor family planning is the factor that hinders the progress of broadcast messages on SDG-1 in Ebonyi State while (0.2%) respondent ticked can't say.

The data recorded on table six display that (10.8%) respondents said that rural electrification can aid the success of broadcast messages on SDG-1 in Ebonyi State, (17.4%) respondents ticked that rural road network can aid the success of broadcast messages on SDG-1 in Ebonyi State, (19.0%) of the respondents ticked that entrepreneurship orientation can aid the success of broadcast messages on SDG-1 in Ebonyi State, (4.8%) respondents said that marriage-age orientation can aid the success of broadcast messages on SDG-1 in Ebonyi State, (11.1%) respondents chose that proper family planning can aid the success of broadcast messages on SDG-1 in Ebonyi State, (9.5%) of the respondents maintained that food storage orientation can aid the success of broadcast messages on SDG-1 in Ebonyi State, (19.3%) of them were of the opinion that migration laws can aid the success of broadcast messages on SDG-1 in Ebonyi State, (7.7%) said that state ownership of land system can aid the success of broadcast messages on SDG-1 in Ebonyi State and (0.2%) respondent ticked can't say.

This shows that multiple factors contributed to the delay in the success of broadcast messages on SDG-1 in Ebonyi State. Such factors include unemployment, poor infrastructure, land tenure system amongst others. This result is somewhat related to the assertion by Alicia et al (2017), which states that a major strategic effort to achieve vision 2030 goals is the creation of productive, quality jobs related to new technologies. Moreover, agricultural production should increase from 60% to 100% in developing nations by 2050 to sustain the large population. Also, Anthony, Noel and Damiete (2020) states that poor infrastructure is one of the greatest challenges to the success of Sustainable Development Goals in the developing nations. Many of the respondents at the interview bemoaned that there is no electricity supply in the rural areas, no motorable road in the rural areas, no job for the youths, no fertile land for farming. Others pointed out that there is nobody to buy their farm produces in the rural areas, the problems make people to keep leaving their communities thereby causing under population and resulting to low

patronage of commodities. The interviewees therefor requested for good roads, electricity supply, job creation, provision of land for agriculture and so forth.

### Conclusion

In line with the data gathered, this study has concluded that broadcast messages on SDG-1 have influenced Ebonyi State residents to engage themselves in different businesses, as means of attaining Sustainable Development Goal-1. Inasmuch as there are some factors hindering the effectiveness of broadcast messages on SDG-1 in Ebonyi State, the residents of the state have received the awareness and they are thriving to achieve sustainable development especially in the area of their business engagements and financial saves. Thus, the broadcast messages on SDG-1 have achieved greatly in impacting the socio-economic standard of Ebonyi State residents, making SDG-1 visible in Ebonyi State.

### Recommendations

Based on the findings of this study, the following recommendations were made:

- In order to use broadcast messages on SDG-1 and make much impact in Ebonyi State, more awareness campaigns are needed such that every member of the society will be motivated to have one business or the other.
- Awareness campaigns on SDG-1 should not have limitation. It should be reaching the people on daily basis. Therefore, the government should use various media channels for the awareness messages.
- State government should be in charge of every land in the state and make a plan, such that individuals can easily rent land for farming and other businesses.
- The state government should try as much as possible to create jobs for the people. One of the ways governments can create jobs is by having a large farm that can employ millions of people.
- The state government should provide electricity supply for the residents. This will make businesses to flourish in the state.
- The state government should construct all the roads in the state making it very easy to travel from rural areas to the city of the state. This will enhance easy flow of businesses.

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