**TITLE PAGE**

**THE IMPACT OF MANAGEMENT STYLE OF NAGARTA RADIO ON REPORTERS AND PROGRAMMES PRODUCERS IN THE STATION**

***BY***

**HARUNA SHEHU**

**KPT/CASSS/2008/081**

**BEING A PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION, COLLEGE OF ADMINISTRATIVE STUDIES AND SCOAIL SCIENCES, KADUNA POLYTECHNIC IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF HIGHER NATIONAL DIPLOMA IN MASS COMMUNICATION**

**DECEMBER, 2010**

**DECLARATION**

I hereby declare that this project has been conducted solely by me under the guidance of Mallam Sanusi Rafa’i Buhari of the Department of Mass Communication, Kaduna Polytechnic. I have neither copied someone’s work nor has someone done it for me. Authors whose works have been referred to in this project have been dully acknowledged.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**HARUNA SHEHU DATE**

**KPT/CASSS/2008/081**

**APPROVAL**

This is to certify that this is an original work undertaken by **Haruna Shehu** with Reg. No. KPT/CASSS/2008/081 and has been prepared in accordance with the regulations governing the preparation and presentation of project in Kaduna Polytechnic.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**MALLAM SANUSI RUFA’I BUHARI DATE**

**PROJECT SUPERVISOR**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**MALLAM YUSUF BUHARI DATE**

**PROJECT COORDINATOR**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**MR. KAMARU JIMO DATE**

**HEAD OF DEPARTMENT**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**EXTERNAL EXAMINER DATE**

**DEDICATION**

This project is dedicated to Almighty Allah and the entire family of Mallam Shehu Hassan Bakori.

**ACKNOWLEDGEMENT**

I sincerely express my profound gratitude to the Almighty Allah, in whose wisdom and guidance, I succeeded in this project.

My unreserved appreciation goes to my able supervisor, Mallam Sanusi Rafai Buhari who stood firmly and tirelessly to ensure that I have done the right things.

Equally, worthy of noting here are members of my family, my father Mallam Shehu Hassan, and my mother, Binta Shehu and Muhammed Shehu to mention a few, who assisted me financially and morally to ensure the success of my studies.

Lastly, my appreciation will not be complete without acknowledging the company of core friends, Isah Lawal Ikara, and Aminu Sani Sado as well as Maryam Mohammed Wadata.

**ABSTRACT**

***This study was conducted on the Impact of Management Style of Nagarta Radio on Reporters and producers of Programmes in the station. Survey research method was used for data collection, questionnaire was used as instrument for data collection. From the finding, it was discovered that 63% of reporters and producers of Nagarta radio agreed that the management of the station interferes with their duties. It was also discovered that 67% of the reporters and producers did not agreed that the management of the station encourages them to enhance their productivity. The study concludes that the influence of management of Nagarta radio has adverse effect on the way reporters and producers discharge their duties.***

**TABLE OF CONTENTS**

Title page - - - - - - - - - i

Declaration - - - - - - - - - ii

Approval page - - - - - - - - iii

Dedication - - - - - - - - - iv

Acknowledgement - - - - - - - v

Abstract - - - - - - - - - vi

Table of contents - - - - - - - - vii

**CHAPTER ONE**

1.1 Introduction - - - - - - - 1

1.2 Statement of the problem - - - - - 3

1.3 Aim and Objectives of the study - - - - 3

1.4 Significance of the study - - - - - 4

1.5 Research questions - - - - - - 5

1.6 Scope of the study - - - - - - 5

1.7 Theoretical framework - - - - - - 5

1.8 Limitation of the study - - - - - - 5

**CHAPTER TWO**

Literature Review

2.1 Radio broadcasting in Nigeria - - - - 7

2.2 Emergency of private media in Nigeria - - - 9

2.3 Broadcasting management in Nigeria - - - 11

2.4 Qualities of Good managers - - - - - 15

2.5 Management Functions - - - - - - 19

2.6 Principles of management - - - - - 25

2.7 Modern theories of management - - - - 27

2.8 Organisational Structure of Nagarta Radio - - 31

**CHAPTER THREE**

3.1 Research Methodology - - - - - - 32

3.2 Survey - - - - - - - - 32

3.3 Types of survey Research method - - - - 33

3.4 Research Instrument - - - - - - 38

3.5 Questionnaire - - - - - - - 38

3.6 Types of questionnaires - - - - - 39

3.7 Population of the study - - - - - - 41

3.8 Sample Size - - - - - - - 41

3.9 Sample Techniques - - - - - - 42

3.10 Area of the study - - - - - - - 42

3.11 Statistical technique in data analysis - - - 43

**CHAPTER FOUR**

* 1. Introduction - - - - - - - 44
  2. Data Presentation and analysis- - - - - 45
  3. Answering research questions- - - - - 55
  4. Discussion of findings - - - - - - 57

**CHAPTER FIVE**

* 1. Summary - - - - - - - - 59
  2. Conclusion - - - - - - - - 62
  3. Recommendations- - - - - - - 62

**Bibliography**  - - - - - - - - 64

Appendix - - - - - - - - - 48

**CHAPTER ONE**

**1.1 INTRODUCTION**

A determining factor for the selection of Management or Leadership style of any media organisation is ownership and control. It is therefore not surprising that the Management Styles of some media organisations in Nigeria differ from one another, depending on the ownership pattern of the respective media organisations.

The Management Style of every media organisation influences its operations; such management style determines the content and focus of News and Programmes, as well as guide the conduct of personnel.

Nagarta Radio is a private Radio station established in 2004 with the mandate of keeping the public, particularly those in the Northern part of Nigeria informed about occurrences within and outside the country.

The News and programmes departments were parts of the five departments that made up of the radio station, each of which has specified duties and responsibilities.

The News section is responsible for the production of four bulletins daily, both in English and Hausa languages. The bulletins were produced at hours’ interval; 6am, 1pm, 3:30pm, and 6pm for English, while 6:30am, 12pm, 4:30pm and 8pm for the Hausa version of the News.

Reporters, translators and typists in this department discharge their duties in line with the directives of an Editor who is more like a representative the Management.

The programmes department is another unit that is responsible for the production of all programmes with the exception of News and Current Affairs Programmes. There are about sixty-six programmes currently being produced and aired, most of which are handled by producers and presenters in this department.

Programmes producers are duty bound to make the content of their programmes to suit the test of the Head of programme, who is also like a representative of the Management.

Even though it is privately owned, the freedom of reporters and programmes producers in Nagarta Radio to decide the content and context of News and Programmes is constraint by Management’s interference. The Management dictates to this set of staff on what to do, and what to do not.

**1.2 STATEMENT OF THE PROBLEM**

The success or failure of any media organisation depends on how vibrant, robust and articulated its Management is.

There is little or no research carried out about the influence of Management Style in Private Media Organisation. This study specifically examines the influence and impact of Nagarta Radio Management Style on Reporters and Programmes Producers.

**1.3 AIM AND OBJECTIVES OF THE STUDY**

The aim of this research is to examine the extent at which the Management Style of Nagarta Radio influences the activities of reporters and programmes producers and their output, with the following objectives:-

1. o study the impact of Management Style of Nagarta Radio on reporters and programmes producers
2. To find out the consequences of the Management Style on the operations of News and Programmes Units in Nagarta Radio
3. To find out the effects of the Management Style on the output of reporters and programme producers in Nagarta Radio
4. To make appropriate recommendations.

**1.4 SIGNIFICANCE OF THE STUDY**

This study will contribute to add to the existing literatures in the area of Management of Radio Organisations.

It will also help the management team of Nagarta Radio to choose the suitable Management approach that would help to move the station forward.

**1.5 RESEARCH QUESTIONS**

1. What is the impact of Management Style of Nagarta Radio on reporters and progammes producers?
2. What are the consequences of such Management Style on the operations of News and Programmes Departments in the station?
3. What are the effects of the Management Style on the output of reporters and producers of programmes in Nagarta Radio?

**1.6 SCOPE OF THE STUDY**

This study will be carried out on Nagarta Radio; therefore, all the respondents would be drawn from the staff of the radio station.

**1.7 THEORETICAL FRAMEWORK**

There are numerous Management or Leadership philosophies, but the most appropriate one to explain or ascertain the impact of Management Style of Nagarta Radio on reporters and programmes producers is Authoritarian or Autocratic leadership style.

**1.8 LIMITATION OF THE STUDY**

The researcher faced the constraints of later return of questionnaires and inadequate understanding of some questions in it by some respondents during the research.

**THE AUTHORITARIAN APPROACH**

Kurt Lewin (1939) in a simple term explained the authoritarian theory of leadership, as a style used when leaders tell their employees what they want ‘done’ and how they want it ‘accomplished’ without getting the advice of their followers.

According to Kurt Lwewin, some Managers tend to think of this style as a vehicle for yelling, using demeaning language, and leading by threats and abusing their powers.

The authoritarian leadership approach is characterized by leaders who make decision alone, demand strict compliance to their orders and dictate each step taken; future steps were uncertain to a large degree. The leader may not necessarily be hostile, but is aloof from participation in work and commonly offers personal praise and criticism for the work done.