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**IMPACT OF RADIO IN CREATING AWARENESS ON SOLID MINERAL DEPOSITS IN
EBONYI STATE, NIGERIA: FOCUS ON ABAKALIKI METROPOLIS**

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ABSTRACT

This paper focused on the impact of radio in creating awareness on solid minerals deposits in Ebonyi State. Some of the objectives of this study are: to ascertain the extent at which radio programmes on EBBC and Radio Nigeria Unity FM Abakaliki disseminate information on solid mineral deposits in Ebonyi State, identify communication strategies that can improve awareness creation on solid mineral deposits in Ebonyi State. The study adopted Agenda Setting and Development Media Theories. Survey Research Method was used whereby questionnaire and interview were used to elicit responses from respondents; the data collected were analyzed using simple percentages. Some of the findings include; that the majority of residents of Abakaliki metropolis own radio sets and as such radio is their major source of information and that residents of Abakaliki metropolis have very low information on solid mineral deposits in Ebonyi State. Based on the findings, some of the recommendations are that radio stations operating in Abakaliki should package programmes that will address the development of solid minerals in Ebonyi State; that radio programmes should increase the level of information residents of Abakaliki metropolis have on solid minerals deposits in Ebonyi State.

Keywords: Impact of Radio, Awareness Creation, Solid Mineral Deposits and Abakaliki metropolis

INTRODUCTION

Natural resources such as solid minerals are one of the major sources

of income that have placed many countries on the pedestal of economic self-reliance. Countries like Ghana, Ivory Coast etc., sustain their economy basically from solid minerals as their basic foreign exchange earner. Maclean (2011), [1], reports that Ghana is Africa's second biggest miner of gold after South Africa and also the third largest producer of metal and Manganese ore. But on the contrary, Nigeria economic sustainability and survival for four decades now has mostly depended on proceeds from the sale of crude oil [2]. Nigeria is richly endowed with vast natural resources that are widely distributed across the country among these are; solid minerals, petroleum and natural gas [3]. Despite the abundant deposits of solid minerals in all the states of the federation and its potentials and capability to increase the countries' foreign exchange earner through the exploration of solid minerals available in all the states of the federation, government still depends on oil as the only foreign exchange product with little or no attention to solid minerals exploration and development.

The Nigeria Investment Promotion Council averred that 44 solid minerals are found in commercial quantity and are spread across the 36 states and FCT Abuja [4]. Out of these, seven (7) strategic solid minerals are being prioritized and promoted for private sector participation and investment by the Federal Government of Nigeria. During the National Consultative Meeting on Validation of Roadmap for the Solid Minerals Sector in Kaduna State, The Minister of Solid Mineral Dr. Kayode Fayemi explained that this would form a holistic platform for diversifying the nation's economy. Corroborating this assertion, Damilola (2016), [4], further opines that the Federal Government has disclosed its plans to embark on massive exploration of solid minerals to achieve a target of five per cent contribution of the sector to national Gross Domestic Product (GDP) within the next five years. These declarations of the Federal Government on solid minerals

development and exploration has demonstrated how relevant this sector is in charting a new economic course for an inclusive development of the country through massive expansion of solid mineral sector in Nigeria.

To explore and develop solid minerals deposits in Nigeria, awareness creation through radio is very crucial to raise the curiosity of individuals and policy makers on the need to subdue developmental challenges facing the country through proper harnessing of solid mineral deposit in the country. Acknowledging the importance of awareness creation, Ștefan (2015), [5], writes that awareness creation through communication over the centuries has played a vital role in the quest for sustenance of human existence and development. Awareness creation, practically no doubts enlighten people on issues of paramount importance. Corroborating this believe, Margaret (1998), [6], question the value of life without communication, she asserts that communication is an essential art of life; awareness creation through effective communication determines the extent to which knowledge is transferred. While the acquisition of knowledge is a pre-requisite to socio-economic and technological change, therefore, information is an essential catalyst and product of this process of transformation which is very essential for raising public awareness.

The availability of solid minerals in Nigeria is no longer news, what is relevant is the need to critically develop this sector through awareness creation in the appropriate media of communication. According to National Bureau of Statistics; solid mineral deposits are practically visible in all states of the federation; this sector has the capability of contributing about 20% to Nigerian economy by the year 2020. Furthermore, available record from the National Bureau of Statistics as reported in (www.nipc.gov) shows that as at 2014, the

contribution of solid mineral sectors to the Nigerian economy was one per cent (1%), it has the potentials to increase to at least five per cent (5%) by the year 2017 and finally it has the capacity of creating about three million direct and indirect jobs by the year 2017.

Nigeria as a country is richly endowed with different types and varieties of solid minerals which are practically identifiable in all the states of the federation. The availability of solid minerals in commercial quantity in Ebonyi State is no longer news; the thrust of the matter is, what role has radio played in creating awareness on solid mineral deposits in the state, acknowledging the enormity of solid minerals deposits in the state, Ikenna (2011), [7], accentuating the assertion of the former Commissioner for Cement Production and Solid Minerals Development in the state, Prince Sunny Ugwuocha affirmed that there are over 25 solid minerals in the state at commercial quantity that await exploitation.

Ebonyi State Ministry of Solid Mineral Development documented solid mineral deposits in various local government areas in the state. According to the Ministry, almost all the local government areas in the state have one or more solid mineral deposit either dormant, exploited, partially exploited or highly exploited. The Ministry documented the names of the solid mineral its location, exploitation/dormancy rate and finally the utilization of each of the solid mineral as follows:

Table1: Ebonyi State Mineral Resources/Deposits at a Glance

S/N	NAME	LOCATION	EXPLOITATION/ DORMANCY	UTILIZATION
1	Brine (Salt)	1.Uburu,Okposi (OhaozaraL.G.A.)	Dormant	Refining yields native salt, caustic soda, sodium hypochlorite, chlorine etc.
2	Granite	2. Ameri (IkwoL.G.A.)	Partially exploited	Chippings for road works and building construction
3	Lead-Ore (Galena)	1. Ishiagu (Ivo L.G.A.) 2. Otam (IzziL.G.A.)	Partially exploited	Pencils, solders, bearings, batteries, alloys, ammunition, bronze
4	Sands	Onicha, Enyigba, Ameka, Ameri, Ivo, Nkpuma-Akwuokuku, Nkpuma-Akpatakpa, OnichaL.G.A.	Highly exploited locally	Mortar and concrete production used for road and building construction
5	Limestone	1. Afikpo North 2.Uburu (OhaozaraL.G.A.) 3. OnichaL.G.A. 4. Ikwo 5. Ezza 6. Ishielu	Partially exploited	Cement making, animal feeds, construction, glass, water treatment, tanning, chalk, etc.
6	Barites	Nkalagu, AmofiaNgbo, Ishieke, Azuinyaba,	Dormant	Drilling mud in oil companies

		OdomukeEffium		
7	Kaolin	Nwezenyi-IgbeaguIzzi, Ivo	Locally exploited	Ceramics, pharmaceuticals, paints, detergents, rubber, agriculture, steel
8	Marble Stone	1. Ozizza beach, Ndibe beach (Afikpo North) 2. Afikpo South 3. Ishiagu	Locally exploited	Building and art works
9	Gypsum	Ishiagu (Ivo L.G.A.) Ezza North	Dormant	Cement production, plastics, chalk, pharmaceuticals
10	Fullers Earth	1. Agaga-AmangwuEdda (Afikpo South L.G.A.) 2. Okpoto (IshieluL.G.A.)	Dormant	Foundry, glass, abrasives, oil wells and breweries, electronics, water filtrating
11	Laterites	Unwana (UbeyiL.G.A.)	Locally exploited	Road construction
12	Charlcopyrite (Fool's Gold)	All parts of Ebonyi State	Dormant	Ornaments, gold plating, power generation
13	Coal/Lignite	1. Enyigba (IzziL.G.A.) 2. Ishiagu (Ivo L.G.A.)	Dormant	Energy and power generation, batteries, pencils and make-up kits
14	Pyrites	1. Afikpo North (Enohia, Ozziza, Ndibe) 2. UbeyiL.G.A.	Dormant	Motor bushings, vehicles parts, etc.
15	Crude Oil/	1. Enyigba	Dormant	Energy & power

	Natural Gas	2. Ameri		generation
16	Dolerite (Pryoclastics)	Edda (Afikpo South)	Locally exploited	Road and building construction
17	Copper Ore	Enyigba (Abakaliki) IzziL.G.A.	Locally Exploited	Making of wire and alloy
18	Iron Ore	Enyigba (Abakaliki) IzziL.G.A. Ohaozara, (Onicha) L.G.A.	Locally Exploited	Used for production of machine parts
19	Quartz	AbakalikiL.G.A., IzziL.G.A.	Partially Exploited	Making of glass, diode, scientific equipment etc.
20	Zinc-Ore (Sphalerite)	Same as no. 3 OnichaL.G.A.	Partially Exploited	Alloy making lithographic plates, galvanising, etc.
21	Copper-Ore	Same as no.3	Partially Exploited	Alloy making, electric conductors, etc.
22	Phosphates	IshieluLGA, Afikpo South LGA	Dormant	Fertilizer & Detergent
23	Fluorite	Ivo L.G.A.	Dormant	Utilized in optics and metallurgy
24	Ilmenite	Abakaliki	Dormant	Used as pigment in paint manufacture
25	Marcasites	Ezza South	Partially Exploited	Valuable in the production of sulphuric acid (H ₂ SO ₄)

Source: Ebonyi State Ministry of Solid Mineral, 2016

This study therefore, assessed the extent radio stations disseminates information and create awareness on the available solid mineral deposits in Ebonyi State. The study also probed into discovering types of programmesEBBC, Salt FM and Radio Nigeria, Unity

FM stations in the state used to create awareness on solid minerals deposits for residence of Abakaliki metropolis, considering the availability of solid minerals in the state, its economic viabilities and potencies and the capability of solid minerals creating both direct and indirect jobs for Ebonyi people in the near future.

STATEMENT OF THE PROBLEM

The falling of oil price in the world market which is the major source of revenue in Nigeria has negatively affected the economic growth and development of the nation. The clamour for economic diversification of the country's economy has been the talk of the day. Policies of varying degrees have been developed at both federal and state levels to address the issue of economic diversification. Despite these calls for diversification of Nigerian economy, no visible results are seen in the area of solid mineral development. Ebonyi State is blessed with about 25 different solid minerals in commercial quantities and if properly harnessed will improve the economy of the state.

There is no doubt that oil has failed the nation, and emphasis is on diversification of the economy, so it is now timely to harness the solid minerals deposits in Ebonyi State. So the problem of this study is to assess the extent radio Ebonyi Broadcasting Cooperation (EBBS, Salt FM) and Radio Nigeria, Unity FM create awareness on the availability of solid minerals in the state so that policy makers and citizenry can see the urgent need to develop that sector in the period of economic recession. Studies done in this area by other researchers mainly bordered on the contribution of mining sectors to economic development in Nigeria, solid mineral deposits and location per state, legislation and regulatory framework, taxes, royalties and fees payment approaches to both local, state and federal government. None of these

studies to the best of our knowledge addressed the impact of radio in creating awareness on solid mineral deposit in Ebonyi State.

OBJECTIVES OF THE STUDY

The general objective of this study is to access the impact of radio in creating awareness on solid mineral deposits in Ebonyi State. While the specific objectives include the following;

- To ascertain the extent that radio package programmes on solid mineral deposits in Ebonyi State.
- To determine the types of radio programmes which discuss solid minerals deposits and development in Ebonyi State?
- To determine how much information residents of Abakaliki metropolis have on solid mineral deposits in Ebonyi State.
- To determine the sources of information available for residents of Abakaliki metropolis.
- To identify the challenges hindering awareness creation over solid minerals deposits in Ebonyi State
- To determine the best communication strategies that can be used to improve on the level of awareness of solid mineral deposits in Ebonyi State.

RESEARCH QUESTIONS

The following research questions guided the study.

- To what extent does radio package programmes on solid mineral deposits in Ebonyi State?

- What types of solid mineral development programmes do radio programme cover in Ebonyi State?
- How much information do residents of Abakaliki metropolis have on solid minerals?
- What are the sources of information available for residents of Abakaliki metropolis?
- What are the challenges hindering awareness creation on solid mineral deposits in Ebonyi State?
- What are the best communication strategies that can be used to improve on the level of awareness of solid mineral deposits in Ebonyi State?

METHODOLOGY

Survey research method was adopted for the study, to elicit information from the selected respondents. Questionnaire and interview were used. The population of the study is the population of Abakaliki Local Government Area and Ebonyi Local Government Area respectively. The essence of choosing these two local government areas is that Abakaliki the capital city of Ebonyi State were majorly shared between these two local government areas. The population of these two local government areas according, to www.citypopulation.de/php/nigeria-admin population projection/extrapolation of 2011 stood at 172,180 and 146,350 for Abakaliki and Ebonyi Local Government Areas respectively.

Abakaliki metropolis is made up of ten strategic areas, which include; New Layout Area, Abakpa Area, Kpirikpiri Area, College of Agricultural Science Area (CAS), Nkaleke Area, College of Health Science Area (CHS), Azuiyiokwu Area, Rice Mill Area, Government House Area

and Mile 50 Area. Disproportional stratified sampling technique was used in distributing the instrument. The reason is because the population of the 4 selected areas cannot be determined. Three programme managers and three reporters each were selected from Radio Nigeria, Unity FM and EBBC, Salt FM respectively. The essence of selecting these groups of people by the researchers is because they develop and monitor radio programmes.

The population of the study is, therefore, 318,530 people. A sample size of three hundred and twenty; (320) male and female adults were selected for the study. The sample size were statistically determined using the formula provided by Araoye (2004:118), [8], cited in [9]. The formula is used for determination of sample size for estimating proportions; extrapolation or interpolation of given data or observation. This formula can be used, provided the population size is greater than >10,000. The formula can also be applied when researchers adopt an infinite population for the determination of the sample size.

$$\frac{n}{d^2} = \frac{z^2 pq}{d^2} = 320$$

n = desired sample size, p = 0.5 (as there is no reasonable estimate of any prevalent rate, we use 50%), q = 1-p = 1-0.5 = 50%, d = degree of error (absolute precision of the study assumed 0.05), z = the reliability coefficient at the 95% C.I = 1.96, Thus the required sample size is 320.

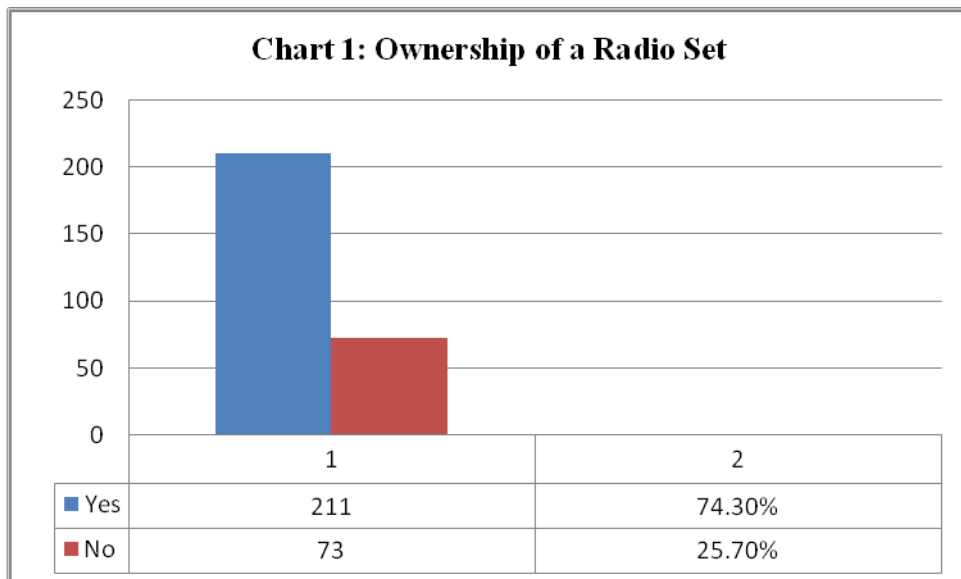
SAMPLING TECHNIQUE

Simple Random Sampling technique was used by the researchers to select 4 areas from 10 major areas that make up Abakaliki metropolis through balloting. The selected areas include; Kpirikpiri Area, College of Agricultural Science Campus Area, New Layout Area and Azuiyiokwu Area. The researchers further selected two streets each from these areas selected. In Kpirikpiri Area, Old Enugu Road and Ogbaga Road were selected, in College of Agricultural Science Campus Area; Orifite and Umuoji streets were selected; in New Layout Area, Ejiofor and Nwodo streets were selected while in Azuiyiokwu Area, Nshi Road and Marcel Ezech streets were also selected.

Systematic sampling technique was used to select houses from the selected areas of Abakaliki metropolis. Adopting this procedure, the researchers selected 20 households in each street making it a total of 160 households while two persons per household were selected and 320 persons were finally selected for the study. The questionnaire distributed to the respondents was 20 items in number which was administered to 320 respondents. The questionnaire was separated into two parts. Part 1 dealt with the demographic dispositions of the respondents while part 2 had information that sought to address the research objective of the study.

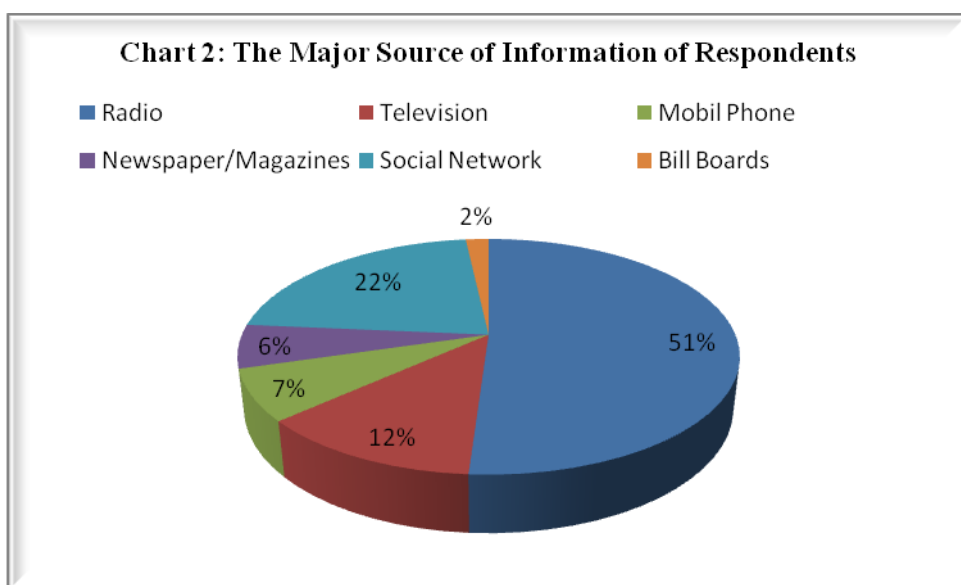
FINDINGS

The researchers adopted quantitative method of data analysis. Simple percentages were used to determine the frequency of occurrence on selected responses by respondents. Out of the 320 copies of the questionnaire administered to the respondents, 284 were retrieved, coded and analyzed. This represented (88.8%) return rate which was clearly higher than the 36 copies (11.3%) lost in the field. Out of 284 respondents, 122 (42.9%) were male while 162 (57.1%) were female. The age distribution of respondents indicated that those between the ages of 18-25 were 94 (33.1%), those between 26-35 were 81 (28.5%), those between 36-45 were 50 (17.6%), those between 46-55 were 36 (12.7%), while those between 56-65 were 23 which represented 8.1% of the total population sampled. This indicated that those between 18-25 and 26-35 years of ages were higher with 33.1% and 28.5% respectively.



Source: Field Survey 2016

The bar chart above shows that 211 respondents representing 74.3% of the total population sampled own a radio set while 73 of them representing 26.7% of the entire population do not have a radio set. The implication of the result in chart 1 is, therefore, that greater percentage of the residents of Abakaliki metropolis own radio sets and as such listens to either Radio Nigeria (Unity FM) or Ebonyi Broadcasting Cooperation (EBBC, Salt FM) to gather one form of information or the other.

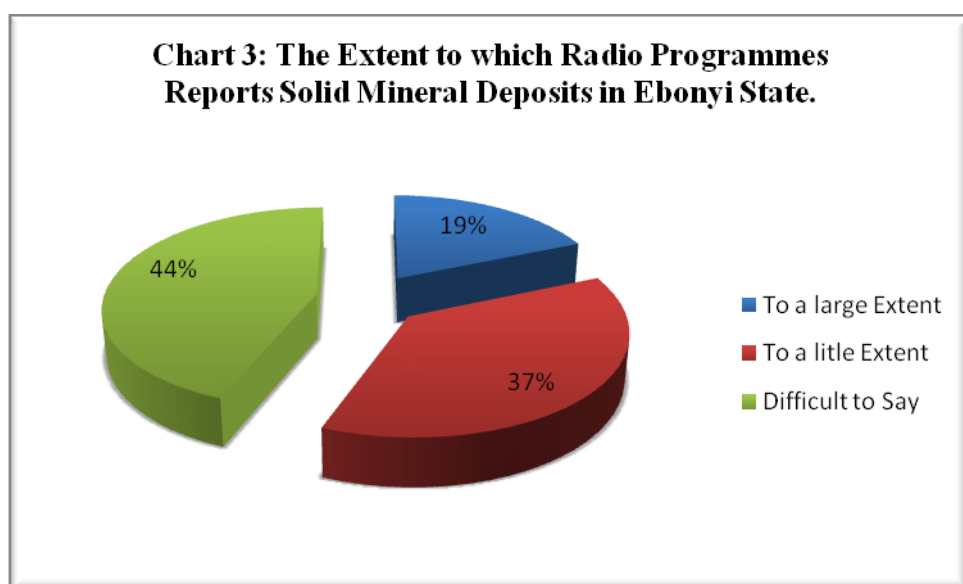


Source: Field Survey 2016

Looking at the above statistical chart, it shows that the major source of information for residents of Abakaliki metropolis is radio. A total of 147 respondents amounting to (51%) of the entire population sampled agreed to this fact. Social networks also are major force to reckon with in terms of source of information for the residents of Abakaiki metropolis. Based on the pie chart above, 62 respondents amounting to 22% of the respondents affirmed that their major source of information is social networks. Television, mobile phone recorded 35 and 20 respondents, representing 12% and 7% percent respectively.

Newspaper/Magazine and Billboards recorded the least respondents, a total of 17 and 5 respondents amounting to 6% and 2% of the total population sampled accepted that newspaper/magazine and billboard quenches their taste for information in Abakaliki metropolis.

The implication of this statistics is that, radio ranked among the highest source of information for residents of Abakaliki metropolis due to its availability in almost every home, followed by social networks and television, this fact is related to availability of television set in every home and people's desire for smartphone usage that gives them an opportunity to access social networks at will.

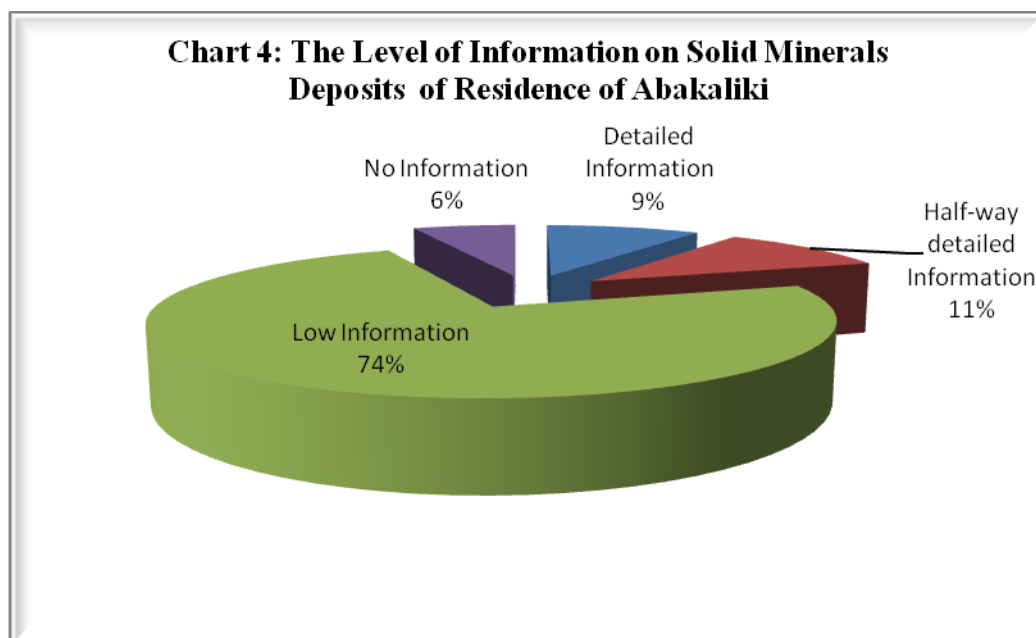


Source: Field Survey 2016

The above statistics clearly show that the extent of radio programmes reports on solid mineral deposits by way of creating awareness of these minerals in Ebonyi State leaves much to be desired. Out of the 284 (100%) respondents who attended to the question, 125 (44%) said that radio programme's reports on solid minerals in the state is to an extent difficult to say. The other group of respondents with a frequency number of 106 representing (37%) agreed that radio

programmes highlight on solid mineral deposits is little. On the contrary, only 53 (19%) accepted that the coverage given to solid minerals deposits in Ebonyi is large.

The implication of this result in chart 3 above indicated that radio programmes are rarely packaged to sensitize the people on solid mineral deposits in Ebonyi State. This also support the views of some of the programme managers and reporters interviewed in the course of this research when confronted with the question on the challenges of creating awareness on solid mineral deposits in Ebonyi State. Responses such as the remoteness of the mineral deposits sites, lack of digital equipment, challenges of security, how to interact with the host communities, bureaucracy on the part of government, poor synergy between host community, government and media houses, limited knowledge of the local dialect as some of the challenges that impedes on regular reports on solid mineral deposits in the state.



Source: Field Survey 2016

Chart 4 is a statistical representation of the level of information, residence of Abakaliki metropolis have on solid mineral deposits in Ebonyi State as a result of awareness created by radio programmes in the state. Out of 284 (100%) respondents, 209 respondents representing 74% of the total population sampled indicated that they have low information on solid mineral deposits in Ebonyi State. Though, 27 respondents amounting to an insignificant 9% of the total population sampled agreed to have detailed information on solid minerals deposits in Ebonyi State, while 18 and 30 respondents representing 6% and 11% respectively accepted have no information and half-way detailed information respectively.

The result in chart 4 above shows that the level of information that is at the disposals of Abakaliki residents on solid mineral deposits in Ebonyi State is still very low. This also corroborates the assertion of most reporters in Radio Nigeria, Unity FM, Abakaliki and EBBS, Salt FM, Abakaliki the researchers interviewed, when they were asked to explain the best communication strategy to improve the level of awareness creation on solid minerals deposits in Ebonyi State. They mentioned the following communication Strategies; use of multi-sectorial approach, ranging from press briefing, creating media desk officer on solid mineral development, interactive programmes in English and Igbo, jingles, government at all level sponsoring radio and television programmes on solid minerals development amongst others.

DISCUSSION OF THE FINDINGS

This study had found that greater majority of Abakaliki metropolis own radio sets and as such listen to news and other programmes on radio. This is evident in chart 1 which shows that out of 284 (100%) respondents sampled, a total of 211 respondents agreed that they own radio sets which are prerequisites for listening to radio

programmes on awareness creation on solid minerals deposits in Ebonyi State Nigeria. Accordingly, the result in chart 1 is used to answer research question 1 which sought to find out the percentage of radio ownership in Abakaliki metropolis.

Another critical finding of this study demonstrated that radio happens to be the major source of information in Abakaliki metropolis followed by social media and television respectively. This is evident in chart 2 which sought to find the major source of information for the residents of Abakaliki metropolis, 145 respondents amounting to 51% of the entire population agreed that radio is their major source of information. This also agreed with the assertion of Oso (2002), [10], cited in Ridwan, Suleiman & Fatonji (2014), [11], who argued that radio is the cheapest and most accessible mass medium. He further concluded that a Hausa-Fulani *suya* seller or cattle rearer or the market woman at any local market needs to have access to radio programmes is a “functioning hear”.

The study also revealed that the extent that radio programmes reports solid mineral deposits in Ebonyi State is very little and difficult to say. Chart 3 clearly shows that out of 284 (100%) respondents sampled, 125 and 106 respondents representing 44% and 37% accepted that the extent of radio programmes highlights solid mineral deposits in Ebonyi State is little and difficult to say. This shows that efforts of these radio houses are grossly inadequate and need to be harnessed to ensure that the needed awareness are created to enhance the economic potential of the state by attracting foreign investors to invest on solid minerals in the state especially in this period of economic recession. This also supports one of the theories (Development Media Theory) adopted for this study. To address developmental challenges in Ebonyi State, radio stations should live up

to their bidding by developing a programme that can focused on solid mineral explorations in the state.

Another major finding of the study is that the residence of Abakaliki metropolis has very low information on solid minerals deposits in Ebonyi State. Since information is said to be power, this finding also demonstrates to the fact that the residents of Abakaliki metropolis are not fully aware of solid minerals deposits in the state. This fact can be authenticated based on the data in chart 4 which seeks to access the level of information the residents of Abakaliki metropolis have on solid mineral with 209 (74%) of the total population sampled agreeing that they have low information on solid minerals deposits in Ebonyi State. Development cannot take place in a vacuum and radio according to Onabajo (2001), [12], has the power to fully mobilize people around developmental objectives of any society.

CONCLUSION

The conclusion reached in this study is that radio remains the most effective, cheap and accessible ways of disseminating information for residents of Abakaliki metropolis. Radio, though, very cheap compared to other medium of information dissemination within the reach of every man is very effective in information diffusion and contributes immensely to the development of human society by creating the necessary awareness to attract development.

The study also concludes that radio is one of the major sources of information alongside social media and television for residents of Abakaliki metropolis. These sources of information are capable of creating awareness for sustainable development of any society. The study concludes that the extent to which radio programmes reports solid minerals deposits in Ebonyi State is very low. These also called for concerted efforts by information managers in the radio stations in Abakaliki metropolis to redouble their determination to report the

presence of solid minerals such as limestone, lead, Salt, Gypsum, Granites and Gold which is deposited in abundance in Ebonyi State to attract foreign investment into this sector.

Consequent upon the low information at the disposal of residents of Abakaliki metropolis on solid mineral deposits in the state, the study concludes that radio stations in Abakaliki metropolis is not doing enough to address this developmental challenges of creating awareness on solid mineral deposits in the state especially now that the Federal Government has designed the solid mineral roadmap and as well released thirty billion Naira to revamp mining sector [9].

RECOMMENDATIONS

Based on the conclusion drawn from this study, the following recommendations have been made.

- Radio stations (Radio Nigeria, Unity FM and EBBC, Salt FM) operating in Abakaliki metropolis should develop and package programmes that will address the development in the solid mineral sector. These stations have given many other sectors such agriculture, sports, business, tourism etc. commendable air space to the detriment of solid minerals.
- In this era of economic recession and renewed efforts for diversification of the country's economy by government at all levels, Ebonyi State Government should direct the authorities in EBBC, Salt FM to develop and package radio programmes that will address the issue of solid minerals development in Ebonyi State. Radio stations (Radio Nigeria, Unity FM and EBBC, Salt FM) should create awareness on solid mineral deposits in the state. This will enhance the level of information at the disposal of the residents of Abakaliki metropolis on solid mineral deposits in the State.

- Government should ensure certain challenges such as hostility by the host community is addressed. The host communities should be sensitized by government on the need to allow those sent by government to explore those resources which contribute to an overall development of the state. The communities should work in synergy to support and guarantee the safety of mining workers. Governments should ensure adequate compensation since mining is on the exclusive list of the Federal Government of Nigeria.
- Good communication strategies such as interactive programmes in English and Igbo, jingles etc should be adopted by stakeholders to bridge the communication gap that exists between the residents of Abakaliki metropolis and broadcasting institutions in the state.

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