ARTIFICIAL INTELLIGENCE AND THE MAKING OF LOCAL CONTENT BROADCASTING BY FEDERAL RADIO CORPORATION OF NIGERIA(FRCN)

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Abstract
A lot has changed since the emergence of Artificial intelligence, especially in the broadcast sector. This study was carried out to investigate the application of Artificial Intelligence on the making of local content broadcasting by Federal Radio Corporation of Nigeria (FRCN). Its specific objectives were to: ascertain the level of awareness of FRCN staff on the application of Artificial Intelligence in local content broadcasting, determine the level of understanding of AI application in the making of local content broadcasting and identify the level of adoption of AI in the making of local content broadcasting by FRCN staff. The anchor theory is Technological Determinism Theory. This study adopted survey research design. Its population was 64 current staff of Unity FM Radio Nigeria, Abakaliki, Ebonyi State. Through questionnaire, data were collected and analyzed using descriptive analysis method and presented in charts. The results revealed that: there was high level of awareness on the use of AI in local content broadcasting, there was average level of understanding of AI application in making local content broadcasting and there was low level of adoption of AI in local content broadcasting by FRCN. This study recommended that: more awareness campaigns and studies about AI in broadcasting should be made through media and research, development of Artificial Intelligence Education (AIE) on FRCN staff should be done FRCN should procure and maintain AI machines for its understanding and application making local content news and programmes.

Keywords: *Artificial Intelligence, Making, Local Content, Broadcasting, FRCN.*

Introduction

The emergence of Artificial Intelligence (AI) has been described as a welcome development in many aspects of human endeavour especially in the Information and Communication Technologies sector (Idoko and Peter, 2024). It is regarded as one of the world most newest technologies that came on board via the fourth industrial revolution to function as human brain in executing specific functions in different areas of life.AI has continued to generate controversy and attention from different scholars, disciplines and professionals alike. It is characterized by the integration of digital, biological and physical innovations and the convergence of technologies such as artificial intelligence, gene editing and robotics (Anyanwu & Iheonye, 2024). Its nature, form and structure are fashioned through computer system to recognize speech, for speech recognition, computer vision, customer service and detection of any anomalies (Anyanwu 2021).

The term "artificial intelligence" was coined by John McCarthy at Dartmouth College Conference in 1956 (Russell & Norvig, 2016).In those days, people were excited because for the first-time, computers were solving problems like humans and that seemed intelligent. Later in the 1980s, further research was carried out to substantiate the claim that computer mediated device functions like human being. The outcome positively showed that AI can solve problems such as algebraic application problems, language translation, geometric theorem proving, etc (Anyanwu & Nwanekwu, 2025). This gave birth to another AI stage in the 1990s known as "expert system" which emanated from the IT lexicon, and was referred to as the second AI (Blagoj, et al 2020).It is high technological machine intelligence capable of mimicking or performing human cognitive functions such as learning, understanding and problem solving.

The integration of Artificial Intelligence (AI) into broadcasting services has been one the top issues of concern for research. Okorie, Nsude, Nwodu & Udoh (2025) observe that AI is particularly influential is in

broadcasting media industry by promising to revolutionize content creation, audience engagement, and information dissemination. As technologies evolve, the way information is created, disseminated, and consumed is also changing dramatically the communication landscape (Shadrach & Adikuru, 2023). They further aver that AI has the ability to write articles, news stories as well as effecting editing process. It also offers eminent benefits in the area of getting faster news materials and applying same in the production process, automated fact checking, sentiment analysis for audience feedback and also being able to mount a gatekeeper on the amount of data by filtering the needed data from unwanted materials.

However, one of the areas in broadcasting industry that raised concern on the application of Artificial Intelligence is local content in broadcasting. The National Broadcasting Commission (NBC, 2020) developed the concept of local content character as a yardstick for measuring the local content value in a media production. Adams, Igyuve & Anthony (2025) states that local content provision is enshrined in Chapter 3 Section 15:1 of the Nigerian Broadcasting Code titled "Character of local content", which states that the Broadcaster is required to ensure that for a programme to be classified as local content, the conception, creation, and intended viewership, all of which must be Nigerian, should meet one of the following criteria: produced collectively by authors, producer and workers who are Nigerians or residing in Nigeria, produced under the creative control of Nigerians, the production is made , supervised and controlled by a producer established in Nigeria and that the contribution in a co-production is not controlled by a producer based outside Nigeria (NBC,2020).

Unfortunately, the introduction and application of Artificial Intelligence in making local content broadcasting has become a challenge. This is because local content broadcasting is meant to be a conduit through which the mass society experience culture; enhancing cultural learning by promoting and sustaining the moral and community life of the Nigerian

people (Chioma, 2013).Chioma (2013) also affirms that local content broadcasting in Nigeria boosts the Nigerian creative industry by creating jobs and revenue, preserving indigenous culture, and stimulating local economies as well as fostering national unity and cohesion by providing content that reflects Nigerian core values. There is need to investigate on how AI can be used to make or produce local content news and programmes in the broadcasting industry in Nigeria.

In line with the above development, this study was carried out to ascertain the application of artificial intelligence in the making of local content broadcasting by the Federal Radio Corporation of Nigeria (FRCN). The FRCN is owned, managed and controlled by the Federal Government of Nigeria and has its National, Zonal and State offices or stations.

Statement of the Problem

In contemporary society, communication networks have experienced tremendous change with the aid of AI. Artificial Intelligence (AI) has a mixed impact on broadcasting in Nigeria, presenting opportunities to enhance production efficiency and audience engagement while also introducing significant challenges related to ethics, infrastructure, and the potential displacement of creative roles. O'Reilly (2021) opines that broadcasting increasingly relies on algorithms for content creation and distribution and as well could enable the process of accuracy, efficiency and the overall quality of news reporting. However, Ogbuoshi, 2021) reports that most media houses still depend on partial digitization to collect, process and disseminate information,

Unfortunately, despite the increasing studies on awareness, knowledge and application of Artificial Intelligence on broadcasting, Anyanwu & Iheonye, 2024) observes that there are still some negative impacts of adopting the new technology known as artificial intelligence. Thus, there is still not enough empirical evidences on the application of Artificial Intelligence in the making local content broadcasting in Nigeria.

This study sought and investigated the application of artificial intelligence in the making of local content broadcasting by FRCN.

Research Objectives

The general objective of this study is to examine the application of Artificial Intelligence in the making of local content broadcasting by Federal Radio Corporation (FRCN). Specifically, the objectives were to:

1. Ascertain the level of awareness of FRCN staff on the application of Artificial Intelligence in local content broadcasting.
2. determine the level of understanding of AI application in the making of local content broadcasting by FRCN staff.
3. identify the level of adoption of AI in the making of local content broadcasting by FRCN.

Research Questions

In line with the above research objectives, the following questions guided the study.

1. What is the level of awareness of FRCN staff on the application of Artificial Intelligence in local content broadcasting?
2. What is the level of understanding of AI application in the making of local content broadcasting by FRCN staff?
3. What is the adoption level of AI in the making of local content broadcasting by FRCN?

Significance of the Study

The significance of this study will stand the taste of time. Practically, this study will help FRCN in the application of AI in creating news with local content. Its result will be used to ascertain the knowledge and adoption of AI by FRCN broadcasters and media scholars on AI. So, this study will be useful to the management of FRCN, the Federal Ministry of Information and Communication in understanding and utilizing AI in their local content broadcasting. Theoretically, the study will equally serve as a reference, research and or library document for further studies and implementation of

AI policies and guidelines regarding local content broadcasting by FRCN.

Scope of the Study

This study was carried out to ascertain the application of AI in the making of local content broadcasting by the Federal Radio Corporation (FRCN) using the staff of Unity FM, Abakaliki, Ebonyi State. Unity FM is directly under FRCN which is the Federal station of Radio Nigeria situated in Abuja and oversees the activities Unity FM and other State and zonal stations of the Radio Nigeria.

Review of Related Literature

Conceptual Review

Artificial Intelligence

There are increasing studies on Artificial Intelligence with a view of finding out its meaning, nature, application and benefits in the various areas of human existence. Artificial intelligence is gradually affecting all facets of human endeavour, especially in this era of technological advancement (Idoko and Peter, 2024). For Ogbuoshi (2021), Artificial intelligence is otherwise known as machine intelligence is a variant of computer technology that replicates human intelligence in machine-coded forms. The Fourth Industrial Revolution is the era of Artificial Intelligence (AI) which is an interface between machine and human intelligence. Modern smartphones are equipped with a high degree of intelligence that is capable of preempting human responses and executing sophisticated tasks. John McCarthy is credited with the articulation of Artificial Intelligence in 1955. (Ogbuoshi 2021)

In the study by Anyanwu & Iheonye (2024), it was discovered that Artificial Intelligence is a new technology that was made possible through the fourth industrial revolution which took place in the mid-2010s. It is characterized by the integration of digital, biological and physical innovations and the convergence of technologies such as artificial intelligence, gene editing, robotics and 3D printing. The era is also marked

by the automation of manufacturing processes and the use of advanced technologies such as augmented reality, machine automation and advanced analytics (Russell, 2019).

The concept of AI is defined as a machine intelligence or intelligence demonstrated by machines, in contrast to the natural intelligence displayed by humans. The term AI is often used to describe machines that mimic human cognitive functions such as learning, understanding, reasoning or problem-solving (Russell & Norvig, 2016). According to (Anyanwu & Iheonye, 2024). Artificial Intelligence is a new development that is progressing rapidly through the computer and machines empowerment to solve problems and simulates human intelligence. As a technology, it has the tendency of performing task that originally needed human ability and intellectual capacity to function. As a system application, it has the potentials of developing AI algorithms of learning from available data, making predictions based on the data collection through analysis processes (Anyanwu & Iheonye, 2024).

There are many dimensions in which AI has been viewed and studies. Anyanwu (2021) and (Anyanwu & Iheonye, 2024)reveal that Artificial Intelligence as a discipline adopts both machine learning and deep learning algorithms through the use of artificial neural networks (ANN) that helps to facilitate learning from huge amounts of data. Artificial Intelligence applications have a wider spectrum of usage ranging from speech recognition, computer vision, supply chain, customer service, anomaly detection as well as weather forecast. Anyanwu (2021) expressed that artificial intelligence applications is the ability of computer system which has undergone training to execute functions similar to how human brain will execute or in some cases better. Artificial Intelligence is however, categories into two separate divisions known as Weak Artificial Intelligence and Strong Artificial Intelligence.

Idoko and Peter, (2024)affirm that Artificial Intelligence (AI) is

transforming the broadcasting industry, offering new possibilities for content creation, audience engagement, and information dissemination, particularly among younger demographics. AI can personalize content, automate tasks, and enhance the overall viewing and listening experience. For young people, this means more engaging and tailored content, while also raising questions about the future of work in the media sector.

Artificial Intelligence in Broadcasting Media

The advent of artificial intelligence application has witnessed variety of visual material appeals and has also increased interactivity between the mass media and the audiences. Artificial intelligence application can as well write articles and news stories and at the same time effect editing processes on the information content. Broadcast media can make use of artificial intelligence application to extract events and incident from diverse sources for use.(Blagoj, et al 2020).

Furthermore, it can automate media rich content that can deliver a more personalized experience needed for information dissemination (Blagoj, et al 2020). Artificial Intelligence is vested with unlimited capacity to perform various tasks as well as to coordinate information and allow data to flow in different direction across different networks. Its applications have various impacts in the media practice in the contemporary broadcast media (Anyanwu & Iheonye, 2024).

As for Etumnu & Azubike (2024), everyday experience gradually borders on the Artificial Intelligence (AI) inclusion and expatiation in years to come is without questions (Nader, et al., 2022). In a bid to maintain its relevance in the future, the broadcast media industry is caving in to the adoption of AI in operations from start to finish. The integration of AI in this domain signifies a noteworthy advancement, leveraging state-of-the-art technology to enhance assessment precision, efficiency, and depth (Oduenyi & Etumnu, 2024).

AI technologies is important and multifaceted in broadcasting as it fits in every aspect of content generation and production. Firstly, AI can dramatically increase operational efficiency and effectiveness when fully mobilized. Katz et al. (2020) remarks that the use of AI to carry out routine tasks, such as content curation and basic reporting, allows journalists to focus on more complex storytelling that requires human insight. Take for instance when a journalist is working on a local story in a remote area, the application of AI in carrying out such a task will be highly limited especially if such an event has not been uploaded on the web. It is widely believed that the future lies in the information age, where a nation's success hinges on its ability to handle information effectively (Enemuo, Ezeanyi & Ezeaka, 2019).

According to García (2021), AI technologies can improve audience engagement by personalizing content delivery based on viewer preferences. Algorithms can analyze user behavior to create tailored viewing experiences, increasing retention and satisfaction. The automation of production processes in the broadcast industry which BCA falls in will boast the quality of content, be it the television or radio output. It will enhance the quality of video clips by making it more catchy and attractive for viewers. Moreover, AI can assist in the delivery of news after cross-checking such news issues. Fact-checking is the process of verifying the factual accuracy of questioned reporting and statements. AI-powered instruments can improve communication campaigns' efficacy (Ezeaka & Ochuba, 2024).

Hargittai and Waldfogel (2020) observed that using AI to fact-check content and reduce the spread of misinformation, broadcasters' can enhance their credibility and trustworthiness in a media landscape which is often marred by fake news and sensationalism. Fact-checking is the process of verifying the factual accuracy of questioned reporting and statements. AI-powered instruments can improve communication campaigns' efficacy (Ezeaka & Ochuba, 2024). With the use of AI, a news reporter or editor can easily deploy internal fact-checking measures to prevent inaccurate content

from being published and save the image of the media house and also increase its credibility in the eyes of her viewership. This journalistic practice is carried out to correct perceptions among citizens, spelling as well as discouraging the spread of false or misleading claims. It is through communication that the society is properly educated, informed and entertained (Ezeaka & Nwodu, 2022).

Local Content in Broadcasting Media

The concept of local content in the broadcasting industry in Nigeria has remained a welcome and appreciable development not only in the broadcast media industry but also in the entire mass media sphere in Nigeria. Local content broadcasting refers to production and airing of television and radio programmes that are created by Nigerian individuals and companies, and reflect Nigerian culture and values (NBC, 2020). The concept of local content broadcasting generally refers to programmes, where the producer, directors, and at least 75% of the leading cast are Nigerian (NBC, 2019). As a professional and practical way of revamping, reviving and rebuilding broadcasting, local content was developed as regulations and guidelines in developing local contents news and programmes as stipulated by the National Association of Broadcasters (2020). This is to preserve and promote the Nigerian culture, provide opportunities for local talents and can contribute to economic growth by supporting the growth and development of Nigeria.

According to Itaman, Ogbaeja, Nelson-Ogbaeja & Nwambam (2025), Local content in the broadcast media market was made for checking not only the values of locally made news but also to ensure that the conception, creation, production and consumption by the media audience are locally Nigerian made. Since then, series of attentions both in research and in practice have been given to make it (local content broadcasting) a functional reality.

There is a concern that the industry is dominated by foreign content,

with local content playing a minimal role (Adegoke, 2019).This is because the proliferation of global television has led to a significant disruption on local content viewing patterns, posing several challenges to the objectives of the local media industry, resulting in most residents preferring to view foreign channels instead of local programmes (Adams, Igyuve & Anthony, 2025 & Onwubere, 2019).Research shows that the adoption of local content though still at low stage but has significant economic and social benefits, including job creation, revenue generation, stimulation of local economies as well as representation of Nigerian culture, values, and perspectives (Oladipo,2018; Egbo, & Nwafor, 2024).

Anyanwu & Iheonye (2024) revealed that the media industry has experienced a revolution in content creation thanks to automation of content development and the streamlining of production processes made possible by AI technology. AI systems can create text, graphics, and even films based on predetermined criteria and patterns (Das et al., 2015). The creation of headlines, concepts for social media posts, and thumbnail images are all tasks that AI-powered content generating systems assist content creators with (Thakkar, et al, 2020). These technologies use image recognition, natural language processing, and other AI techniques to create engaging and excellent content components. Post-production and video editing are two steps of content creation that are sped up by automation powered by AI (Moran & Shaikh, 2022). AI systems have the capacity to review video content, identify scenes, and instantly create edited versions or highlight reels. AI-assisted editing and post-production techniques can enhance the efficiency and quality of media production operations.

Therefore, the development and adoption of local content cum the knowledge and attitudes towards local content in broadcasting have some challenges faced by producers in meeting regulatory requirements due to limited knowledge and capacity, hence the need to understand the factors influencing the adoption of local content development in broadcasting

(Ojo& Ayobolu, 2020) especially in the Nigerian broadcasting media context. Also, issues of local content regulations and guidelines are essential in meeting the necessary requirements (National Broadcasting Authority, 2022). However, AI algorithms can evaluate audio and video data, automatically detect and correct errors, and improve the quality of the finished product (Yang, et al, 2020). Also, AI has the potential to revolutionize broadcast media management by improving efficiency, personalization, and innovation but its successful integration requires addressing technical, financial, ethical, and regulatory challenges (Rostamian& Moradi, 2024).

Empirical Review

Okorie, Nsude, Nwodu & Udoh (2025) carried out a study on the implications of Artificial Intelligence (AI) on information dissemination within the Broadcasting Corporation of Abia State, Nigeria. The thrusts of the study were to assess how AI technologies enhanced content creation, explore the implications of AI on Information Dissemination and audience engagement as well as identified the benefits and challenges posed by AI integration. The scope focused on the Broadcasting Corporation of Abia State which has both Radio and television sections. The researchers interacted with broadcasting professionals within BCA and got data using focused group arrangement. Using the convenience sampling technique, 9 discussants were selected considering the objectives of the work. Diffusion of innovations and media ecology theories were the theoretical framework used. The research recommended that BCA should work assiduously hard to improve the state of its infrastructure, replace outdated equipment and train its staff on AI technology for better service delivery.

Etumnu & Azubuike (2024) did a study on Artificial Intelligence and Broadcasting in Information Driven Society: Imo State, Nigeria in Perspective The study amongst sought to ascertain extent to which the emergence of AI has impacted broadcasting in information-driven society

like Nigeria, with a focus on Owerri, Imo State, Nigeria. The study was anchored on the diffusion of innovation theory. The study is a qualitative study. The researchers made use of in-depth interview as the research method. Interview guide served as the instrument for data collection. The population consisted of journalists in Imo State. Meanwhile the samples were purposively drawn from 5 broadcast stations in Imo State. Result: It was found that Artificial Intelligence (AI) was used to generate information by a few broadcast stations in Imo State, Nigeria. The findings showed that there was low level of application of Artificial Intelligence (AI) in broadcasting in Imo State, Nigeria. Unique Contribution: This study has provided fresh ideas in the use of Artificial Intelligence (AI) in broadcasting in Imo State, Nigeria. It is hoped that this new insights would be found useful in future decision making among policymakers and key stakeholders in the industry. It will also benefit future researchers, media students and scholars, and indeed, the general public who constitute the media audience. It was recommended that media stations and workers alike should join the moving train of adopting relevant AI tools and knowledge to avoid being left behind in the fast changing media environment.

Rostamian & Moradi (2024) in their study on AI in Broadcast Media Management: Opportunities and Challenges explored the opportunities and challenges of implementing Artificial Intelligence (AI) in broadcast media management. This qualitative study utilized semi-structured interviews with 15 professionals involved in broadcast media management in Iran. Participants were selected through purposive sampling to ensure diverse representation from roles such as producers, directors, technical staff, and executives. The study identified several opportunities provided by AI in broadcast media management, including enhanced content creation, improved audience engagement, increased operational efficiency, personalized advertising, data-driven decision-making, and innovative storytelling. However, it also highlighted significant challenges such as

technical complexity, high costs of implementation, privacy concerns, resistance to change, skill gaps, ethical considerations, and regulatory issues. These findings are supported by existing literature and align with studies in related fields, demonstrating both the potential and the difficulties of AI integration in media.

Momoh, Igyuve & Ogande (2025) carried out a study on knowledge and adoption of local content development in Nigeria's pay subscription tv industry**.** The objective of this study was to investigate the knowledge and adoption of local content development among local content producer on pay subscription TV in Nigeria. The study employed survey research design and utilized purposive sampling to select a sample size of one hundred content producers in the Pay subscription Tv industry. Findings indicate that local content production and distribution is a regular activity, with market demand and cultural relevance being the primary drivers of its adoption. **It** concludes that there is a very good level of knowledge and adoption of local content development among Pay subscription TV producers and providers in Nigeria. However, this progress is hindered by several challenges, including limited funding opportunities, inadequate technical expertise, insufficient infrastructure, and a knowledge gap regarding the industry's compliance with the stipulated 20% local content provision. This research offers insight into the level of compliance with the mandated 20% prime-time target for local content on pay subscription TV.The study recommends among other things that the Federal Government of Nigeria should actively fund the Local Content Development Fund**,** which is managed by the National Broadcasting Commission (NBC), to support the growth of the local content industry.

Itaman, Ogbaeja, Nelson-Ogbaeja & Nwambam (2025) investigated the knowledge and uses of Artificial Intelligence on local content broadcasting in South East Nigeria. The study employed survey research design and utilized purposive sampling to select a sample size of three hundred and eighty four (384) broadcasters in the various government and

private broadcast media stations in South East Nigeria. Findings revealed that majority of the broadcasters had good knowledge of AI, knew AI related uses or purposes in broadcasting but had low application ability to it due to lack of technical know-how, cost of AT appliances and unknown consequences. The study recommends among other things that the broadcast media workers or operators should embrace AI through education and sensitization, master it and apply it to enhance their service delivery in this jet age of digitalization in the broadcast media. The government and communication professionals should collectively development Artificial Intelligence User Guide on Local Content Broadcasting for effective, objective, truthful, ethical and legal service delivery in broadcasting in South Eastern part of Nigeria

Theoretical Framework

The study was anchored on Technological Determinism Theory. The theory was propounded by a Canadian philosopher of communication theory Marshall Mcluhan in 1960s and Artificial Theory of Mind as propounded by Premack and Woodruff in 1978. The main thrust of the technological determinism theory is that invention in technology invariably caused a change in cultural pattern as well as the way we live as a function of the way we process information. It is medium-centred theory that supports that the effectiveness of message delivery is determined by the appropriateness and availability of technology (Adler, 2006). The theory is a popular dominant theory of the relationship between technology and the society. It is observed that technology takes on an active life of its own and is seen as a driver of social phenomena (Jumbo et al., 2023).

Ogbuoshi (2021) states that studies on adopting artificial intelligence in broadcast media in Nigeria is premised on the advantages of the adoption of robotized media equipment and processes that will make efficient broadcasting possible. In line with this study, this theory is appropriate as it focuses on technology usage in the media industry in which Artificial

Intelligence is one. The choice and adoption of this theory appropriates aligns with this study as AI has become a fast-growing digital technology for information gathering and dissemination. Ogbuoshi (2021) notes that today's communication has gone beyond analog transmission and media of developed economies are integrating artificial intelligence in carrying out some communication tasks; for example, uplink stations need some aspects of robotics and artificial intelligence. Therefore, this theory formed the bedrock for the understanding of use of AI in local content broadcasting in giant broadcasting station like Federal Radio Corporation of Nigeria.

Methodology

Research Design

The study adopted a descriptive survey research design. It is the best method for this study because people's opinion were sought. This design suitably guided the researcher to investigate the already existing situation and acquire first-hand information from the respondents on the problem of this study.

Population of Study

The study was carried out in Ebonyi State using the staff of Federal Radio Corporation of Nigeria (FRCN), Unity FM, Abakaliki, Ebonyi State. The total population size of Unity FM staff found in the regular staff record was sixty four (64) (FRCN 2025).

Sample Size Determination

Since the population size of this study is small and manageable, the researcher adopted the whole population as sample size. Thus, the population of 64 persons was used taken as the sample size of this study.

Sampling Technique

On the sampling technique, the researcher used census sampling because the population is small, so, all the elements were studied.. It was used to sample five departments of the Unity FM Station. The departments were news and current affairs, technical/engineering, production,

commercial department and administration department. All the staff were sampled and used for this study.

Instrument of Data Collection

Structured questionnaire is the instrument of data collected for this study. The questionnaire was designed to elicit information from Unity FM staff on the level of their knowledge and application of Artificial Intelligence in the making of local content broadcasting by FRCN. The questionnaire was divided two sections. Section A centered on personal data the respondents while section B provided bordered on the research questions of this study.

Validity of the Instrument

To validate the questionnaire, the researcher applied validation strategies like content-related and construct-related in determining whether this questionnaire really measured what is intended. The content – related strategy showed evidence that the items of the questionnaire are appropriate and comprehensive relative to its intended measurement concepts, population and use. On construct – related strategy, it showed evidence that relationship existed among items in the instrument. Thus, appropriateness and logical relationship among questionnaire items were validated by the study supervisor.

Method of Data Collection and Analysis

The questionnaire was administered to the respondents (Unity FM staff) by the researcher. All the sample respondents were studied by administering copies of the questions to the in their offices for filling and thereafter collected for analysis.

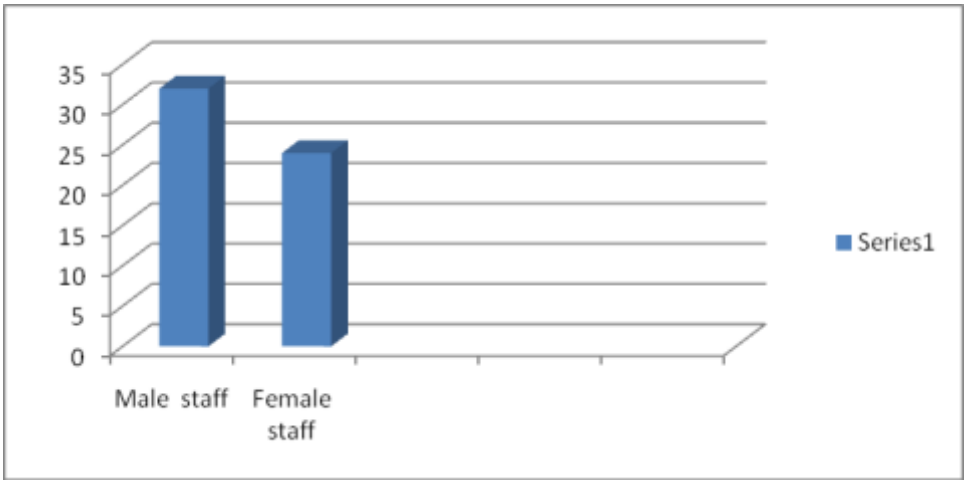
Method of Data Analysis

Data collected were properly organized, arranged, coded and analyzed using statistical charts. Descriptive analysis method was applied in presenting data gotten from the respondents. The charts revealed the responses in figures and percentages for easy interpretations.

Presentation of Results

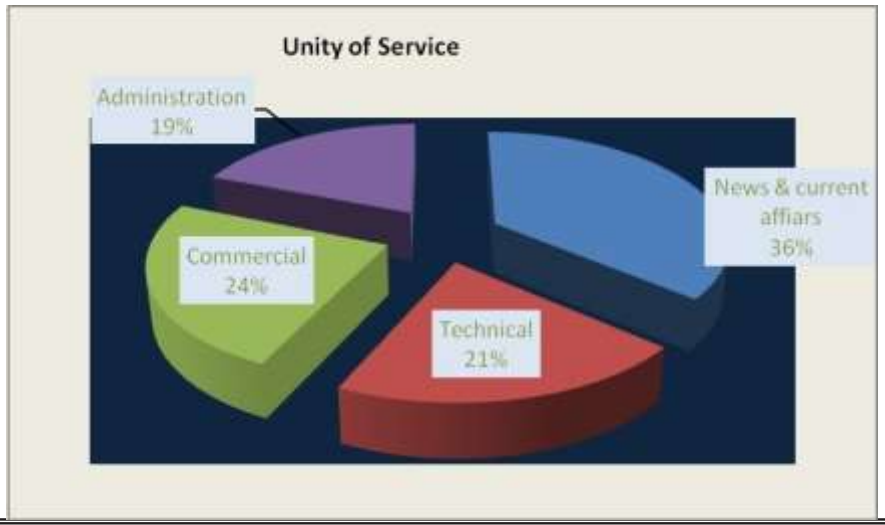
Data collected from the respondents were analyzed and presented in statistical charts below. A total of64 copies of questionnaire were designed and administered to the staff of Unity FM radio station Abakaliki. In return, 56 copies were recovered and used for this analysis.

Figure 1: Sex of the respondents



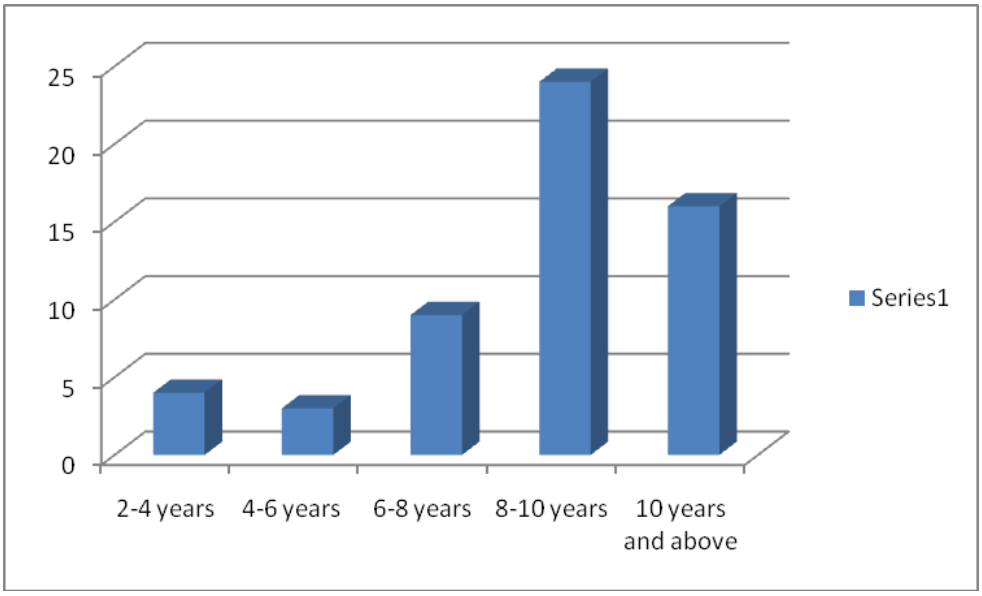
From figure1, majority of the respondents were male staff with 56.1% against female staff of Unity FM used in this study.

Figure 2: Unit of service



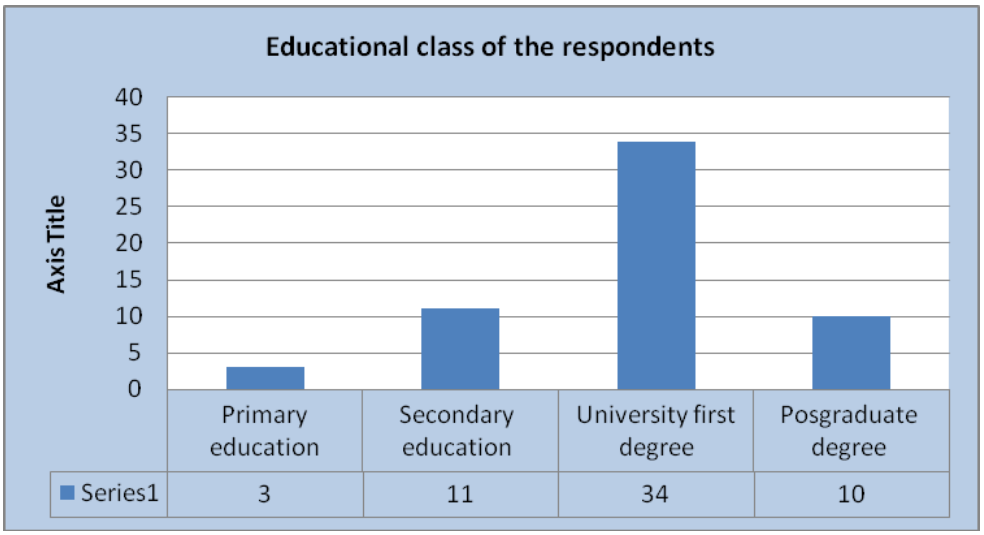
In figure two of this analysis, most of the respondents belonged to news and current affairs unit with 36% followed by those in commercial unit with 24%. Others were technical and administrative units with 21% and 19% respectively.

Figure 3: Years of service



On the years of service of the respondents in the station, the majority served respondents were those between 8 to ten years followed by those between 10 and above.

Figure 4: Educational Level



On the educational status of the respondents, figure 4 shows that respondents with university degree were the majority in number followed by the secondary school certificate holders and later the postgraduate degree holders.

Figure 5: Level of awareness on Artificial Intelligence usage in making local content broadcasting

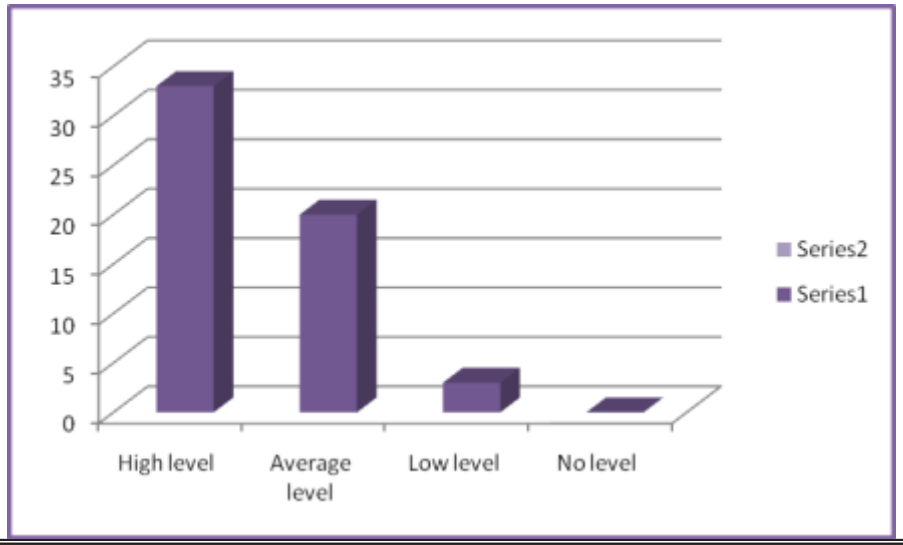


Figure 5 presented information on the level of awareness of the respondents on artificial intelligence in the making of local content broadcasting. Most of them indicated that they did not understanding artificial intelligence in the making of local content broadcasting.

Figure 6: Knowledge level on Artificial Intelligence usage in making local content broadcasting

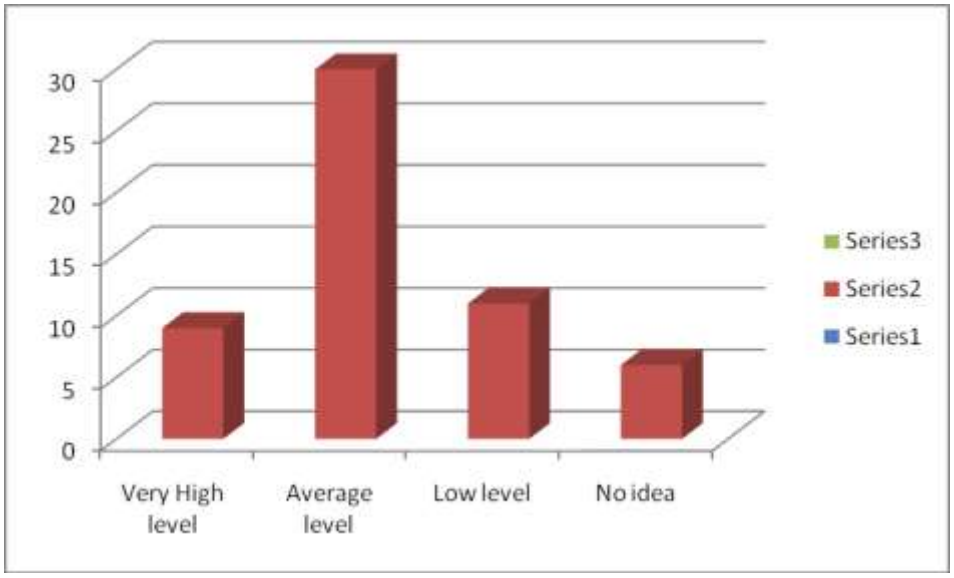
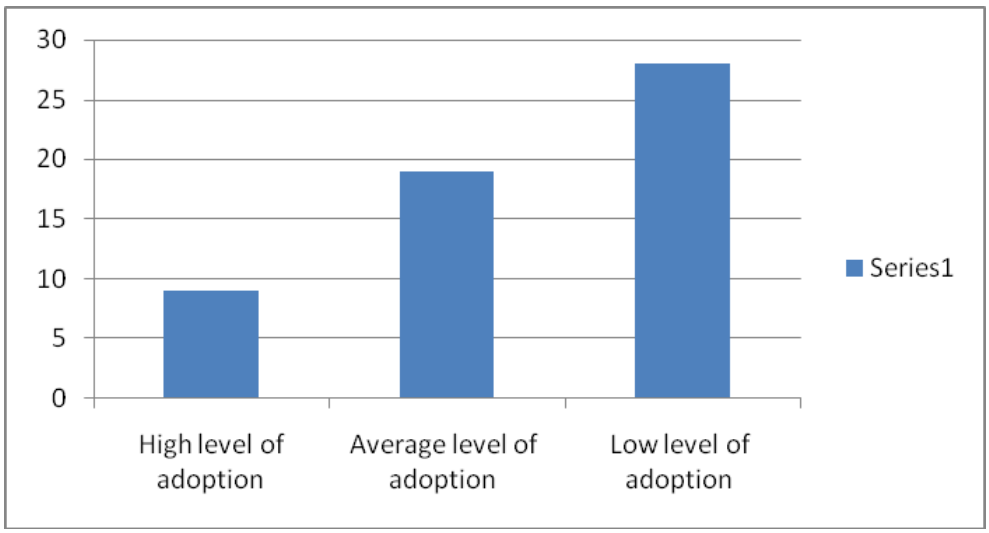


Figure 6 presented information on the knowledge level of respondents on the use of Artificial Intelligence in making local content broadcasting. Majority of them indicated average followed by those that indicated low then, those on very high.

Figure 7: Level of application/adoption of Artificial Intelligence in making local content broadcasting



On the level of application/adoption of Artificial Intelligence in making local content broadcasting, majority of the respondents indicated low level of adoption followed by the average and the least was those that indicated high level.

Discussion of Results

The result of data collected, analyzed and presented on this study were of two versions. One was on the personal data or bio-data of the respondents while the second was on the main subject matter based on the research objectives. Both results were presented in charts. Accordingly, respondents were the staff of FRCN Unity FM Abakaliki, Ebonyi State. They were made up of male and female staff of different classes both in age, marriage, educational qualification and in years and units of service in the establishment. No outside person was used as this study focused of artificial intelligence and the making of local content broadcasting by FRCN.

From the three main research objectives, the issue of the level of awareness of FRCN staff on the application of Artificial Intelligence in local content broadcasting was presented and it captured the attention of the

respondents whereby majority of them indicated very high level. The implication of this result revealed that most of the staff of FRCN were aware of the existence and application or usage of artificial intelligence on the making of local content broadcasting in Nigeria. The high level of technological dominance made it possible that such technological innovation had gained wide societal awareness irrespective of time and distance.

In the study conducted by Anyanwu (2021), an aspect of the finding revealed that greater percentage of the respondents strongly agreed to have an understanding about the new technology and its functions ability as AI is increasingly becoming part of our daily lives. This implies that artificial intelligence is fast being known as application of computersystem which has undergone training to execute functions similar to how human brain will execute or insome cases better. Thus, on daily basis, studies emerge through online and hardcopies sources on the conceptual understanding and clarification of artificial intelligence. The awareness is high and popular to the extent Artificially Intelligence is among the dominating concepts the various fields research and studies.

The result of the second objective of this study as presented in figure 6 above on the understanding level on Artificial Intelligence usage in making local content broadcasting by the staff of FRCN. Majority of them indicated or answered that there is average level of knowledge by respondents on mastering or understanding what artificial intelligence is all about in terms of meaning and functions. Thus, average number of respondents understood Artificial Intelligence as a technological tool that can be or is being used in making local content news and programmes in broadcasting. In Ogbuoshi (2021), it observed that the Nigerian broadcast industry is yet to embrace full digital migration. As a result, it has affected the integration of artificial intelligence in broadcasting in Nigeria. The overall demand for artificial intelligence is premised on the evolving nature of communication to meet ever-changing human needs but this has not been actualized. Thus, a lot of

broadcasters have grabbed the awareness while average rate of them had understood it nature and application with regard to local content broadcasting.

The finding of Anyanwu & Iheonye (2024) reveals a supportive result to this study by stating that respondents comprising journalists and academics had an understanding about the new technology called AI and its ability to perform humanlike functions in the media organization or even better than human ability as well as having understanding that AI application is rapidly developing in the media sector as that is helping to facilitate media reportage and gathering of information and disseminating same to the audiences meaning that it has the ability to enhance visual effects and stabilize shaky footage. This finding is strongly held by other studies like Etumnu & Azubuike (2025) as evidence of advancing knowledge of Artificial Intelligence in broadcasting in Nigeria.

Therefore, as more studies of this nature are evolving, it is expected that all concerned units in the broadcasting industry especially on local content news and programmes would have the required knowledge and understanding of Artificial Intelligence and broadcast media operations in Nigeria. Okorie, Nsude, Nwodu & Udoh (2025) in their study on "AI in Broadcasting: A Study of Implications on Information Dissemination within Broadcasting Corporation of Abia State, Nigeria" established similar fact by discovering that there is evidence that some of the staffers have varying degrees of knowledge on what AI stands for but if the media organization welcomes the idea of AI, there would be a positive spike in its activities.

On the third result of this study, it was ascertained that there was low level of application/adoption of Artificial Intelligence in making local content broadcasting by FRCN. This is crux of the study. The respondents' indication on the adoption of AI in their professional broadcasting practices was very low or poor. This reveals that many of journalists or media workers with FRCN were not using AI to perform their broadcasting jobs. Anyanwu &

Iheonye (2024) observes related result in their study that shows that most respondents strongly disagreed with the use of AI applications in the media practice and equally refute the concept of using the AI applications images recognition to create messages meant to be disseminated to audiences. In overall, at the average mean of 1.6 most respondents refused to accept that the use of AI in the broadcast media sector has brought any form of problem.

Ogbuoshi (2021) Artificial intelligence is capital-intensive and developing economies may not be able to bear the financial burdens of artificial intelligence and advanced media equipment. The author added that a robot starts to malfunction when viruses are introduced into the system or its programmed instruction. At this instance, the reliability of a robot is highly low. It was also indicated by Jaiswal, et al (2020) that media organizations are now looking for specialists with skills in data science, machine learning, and AI technology to fully harness AI's potential in their operations. This is the overwhelming state of AI in the functionality of the broadcasting industry especially on local content news and programmes making.

Conclusion

This study investigated Artificial Intelligence and local content broadcasting by FRCN. The result of data analysis showed that while there was high level of awareness on the concept, meaning and nature of AI, there is average level of knowledge and understanding of its usage or application in making local content broadcasting. However, result on the level of adoption of this AI machine in local content broadcasting is low. This reveals that in the Nigerian context, issues and studies on AI are more of theory than practical. This called for a serious practical concern whereby broadcasting industry of this digital age should master AI as it is in the developed countries of the world.

In conclusion, while studies are constantly progressing not only on the awareness and knowledge/understanding, emerging challenges on the

aspect of AI application such as foreign content hybridization and potential implementation bottlenecks should be given attention. Also, efforts are expected to be made on regulating and strengthening local content policies and ensure their effectiveness. Thus, this study ought to give birth to further studies on the application of AI in broadcasting in Nigeria.

Recommendations

Based on the findings and conclusion of this study, the following recommendations were made to guide further studies, policy makers and relevant stakeholders for the realization of the potentials of Artificial Intelligence in broadcasting in Nigeria.

1. Though the rate or level of awareness on Artificial Intelligence in the making of local content broadcasting by FRCN is high, more academic studies, media campaigns and social awareness efforts by relevant agencies like Telecommunications, Information and Communication Technologies (ICTs) National Communication Commission (NCC) etc should be carried on in relation to the broadcasting industry and FRCN specifically.
2. The academia, the media and policy makers should initiate and enforce Artificial Intelligence Education (AIE) that will deepen the knowledge and understanding of FRCN body on the nature, structure and functionality of AI in making their local content broadcasting.
3. The establishment body of FRCN especially the Federal Ministry of Information and Communication in support of AI Technologies should procure AI machines to FRCN stations and as well provide and maintain practical know-how to the staff for usage in making of local content broadcasting.

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