

PRESERVATION AND CONSERVATION PRACTICES IN BROADCAST MEDIA: A CASE STUDY OF NTA CHANNEL 6 AND MAGIC FM 102.9, ABA, ABIA STATE NIGERIA

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Abstract

This study aims to investigate the preservation and conservation practices in broadcast media with particular reference to the NTA Channel 6 and Magic FM 102.9 Aba, Abia State in Nigeria. The specific objectives include identifying the types of records, examining the preservation and conservation practices, identifying threats to records, understanding the challenges in preservation and conservation, and suggesting strategies for effective preservation and conservation of records. This study adopted qualitative research design, a semi-structured interview was used to collect data from the Record Manager of NTA Channel 6 and the General Manager of Magic FM 102.9 Aba. A purposeful sampling strategy was adopted and ensured that the participants had expertise and experience in records management. The data collected from the interviews was transcribed and analyzed. Findings revealed that NTA Channel 6 maintains archives, consisting of news programs, documentaries, talk shows, soap operas, sports coverage, and educational programs, which are documented in physical logbooks, tapes, disks, memory cards, flash drives, hard drives, and filing cabinets. Similarly, Magic FM 102.9 upholds documentation comprising music playlists, advertising schedules, listener demographics, as well as records of interviews, live performances, and special events. NTA Channel 6 employs traditional preservation and conservation methods involving meticulous storage, limited digitization, and restoration, while Magic FM 102.9 predominantly relies on digital archiving systems and cloud storage. The records at both NTA Channel 6 and Magic FM 102.9 face threats from natural disasters, technological obsolescence, and human oversights, with challenges encompassing the deterioration of physical media, technological malfunctions, absence of formal preservation policies, and financial constraints. The study recommended the formulation of preservation and conservation policies for a comprehensive records management system, assessing physical records and implementing preservation measures, embracing digital preservation techniques, improving training for records managers, and collaborating with preservation experts for effective preservation and conservation strategies.

Keywords: *Preservation, Conservation, NTA Channel 6, Magic FM 102.9, Records Management, Traditional Preservation Methods, Digital Archiving Systems.*

Introduction

Preservation and conservation of records are crucial aspects of maintaining the historical and cultural heritage of any organization, particularly in the broadcasting industry. Preservation refers to an array of activities; principles, practices, and organizations that ensure the usability, longevity, and accessibility of recorded knowledge. According to Usiedo, Kalu, Nworie, and Ibeh (2022), preservation is an activity in the library that encompasses all actions taken by the librarians/library staff to ensure the prolongation of the life of resources kept in the library. These library resources include media, non-book, and printed materials. Preservation includes all managerial, technical, and financial considerations applied to retard deterioration and extend the useful life of materials to ensure their continued availability. On the other hand, conservation implies the active use of preventive measures and the process of repairing damaged materials to ensure the continued existence of individual records. Preservation is viewed by different scholars (Anyaku, Echedom & Baro, 2019; Zarnitz & Arning 2019; Nworie, 2019; Masenya & Ngulube, 2020) as the activities associated with maintaining records and archival materials for use either in their original physical form or in some other usable way. Similarly, Ngulube & Tafor (2016) view conservation as the treatment and repair of individual items to slow decay or restore them to a usable state.

Conservation is often used interchangeably with preservation, particularly outside the professional literature (Akussah, 2015). However, according to Alex-Nmecha and Owate (2019), preservation involves minimizing physical and chemical deterioration of documents, while conservation focuses on maintaining documents in a usable condition through treatment and repairs to slow decay or restore them to a usable state. Mukherjee and Das (2023) similarly state that preservation deals with maintenance, while conservation involves remedial treatment and restoration of already damaged items. The conservation of books, manuscripts, documents, and ephemera is dedicated to preserving and protecting historically and personally valuable items primarily made from paper, parchment, and leather. The transmission of personal, educational, political, social, or cultural information has been facilitated not only by the oral tradition but also by the use of images, sound, and text. These materials collectively form a society or group's memory and are considered invaluable and essential. The decision to preserve information is guided by various criteria such as the information's uniqueness, intellectual content, historical or cultural significance, and its value for future research and education. While some organizations adhere to traditional preservation methods, others opt for digital preservation and conservation of important records.

Contextualising the concept of digital preservation, Friday and Eze (2022) define it as the process of extending the lifespan of electronic information resources. Baucom, Troup, Cote, and Mannheimer (2018) assert a more comprehensive view, stating that digital preservation encompasses not only the safeguarding of data but also the development of plans, policies, and workflows designed to ensure the authenticity and accessibility of electronic information resources. Any valuable items, whether traditional or digital, that are at risk of destruction are

suitable candidates for preservation and conservation efforts. Notably, in Nigeria, Television and Radio Stations have played a leading role in the preservation and conservation of records for the benefit of future generations. This study seeks to conduct a comparative study of the preservation and conservation practices of two media outlets using the Nigerian Television Authority (NTA) Channel 6 and Magic FM 102.9, both located in Aba, Abia State.

The history of the Nigerian Television Authority (NTA) dates back to 1959 when it was established as the Western Nigerian Television Services (WNTV). By 1962, the three regional governments in Nigeria had set up the Nigerian Television Service (NTS). Subsequently, with the formation of 12 states in Nigeria, more television services were established. In 1976, all television stations in Nigeria were nationalized and consolidated into the Nigerian Television Authority (NTA). The broadcaster expanded from 10 stations in its early days to a network of 101 stations today, which includes regional channels, thematic stations, and an international service catering to a global audience. The Nigerian Television Authority (NTA) is the largest television network in Nigeria, with stations located throughout the country. It was established with the objective of providing independent and impartial broadcasting services. The history of Nigerian Television Authority channel 6 Aba dates back to July 1964, when it was known as the Eastern Central Broadcasting Service Television (ECBSTV) Channel 6 Aba. At that time, Aba was a subsidiary of the Enugu station, and NTA Aba was the sole station in the then Imo state. Following the formation of NTA, each state was mandated to have an affiliate station in its capital. As a result, Imo state temporarily utilized the Aba studio until a station was built in the capital city of Owerri. In 1976, the station was officially taken over by the Nigerian Television Authority following the promulgation of Decree No. 24 of 1977, and at that time, the station transitioned to color transmission.

Magic FM is a prominent radio station located in Aba, the commercial hub of Abia State. Established on May 15, 2013, the broadcaster airs daily programs on 102.9 FM. Magic 102.9 FM Aba is a privately owned radio station by Saturn Communications Limited and offers a diverse range of content, including education, news, entertainment, and more. The station streams live 24/7, reaching audiences as far as Lagos, Abuja, Kano, Kaduna, and beyond via the internet, targeting the vast South-East Diaspora in West Africa, Europe, South Africa, and the US. The Director of Magic FM is Rt. Hon. Eziuche Chinwe Ubani. Magic FM Aba stands as one of the most renowned online radio stations in Nigeria and is the first radio station in the commercial city of Abia State. The station broadcasts various forms of news, information, talk shows, live shows, and music. Key programs include Afternoon Show, Magic FM Mornings, Mid Morning Runs, Magic Drive Time, and All Night Magic online.

An interactive session with staff from NTA and Magic FM Aba, along with personal observations, reveals that both broadcasting entities understand the importance of preserving their records for historical, cultural, and educational purposes. NTA Channel 6 possesses a dedicated library and records unit under its Programme Department. Conversely, even though Magic FM operates primarily in the digital realm, it lacks a specific library or records unit. Both

stations recognize that their archives are invaluable resources that provide insight into the country's social, political, and economic development. Consequently, they have implemented various strategies to ensure the preservation and conservation of their records.

Statement of the Problem

It is widely acknowledged that the preservation and conservation of records pose a significant challenge to organizations around the world. Many organizations, including state and local governments, have neglected the preservation and conservation of their records despite the fact that most organizational records are in print format and susceptible to deterioration. This neglect can impede long-term access to these records for historical or heritage purposes. From my personal experience, I have observed that inadequate storage facilities, retrieval tools, and understanding of records and archival services are common challenges faced by organizations in preserving and conserving their records.

The preservation and conservation of records are essential for maintaining the historical and cultural heritage of any organization, especially in the broadcasting industry. In Nigeria, television houses and radio stations play a crucial role in disseminating information and entertainment to the public. Therefore, effective methods and techniques for the preservation and conservation of records in these media organizations are indispensable. This involves the protection, maintenance, and restoration of audiovisual materials, scripts, program logs, photographs, and other relevant documents. These records not only serve as historical artifacts but also as valuable resources for future research and reference. Hence, it is crucial to implement appropriate methods and techniques to ensure their long-term preservation and accessibility. This study aims to investigate the preservation and conservation practices, as well as the essential measures put in place by the Nigerian Television Authority, Channel 6, and Magic FM 102.9 in Aba, Abia State.

Objectives of the study

The main aim of the study is to find out the preservation and conservation practices in broadcast media with special reference to NTA Channel 6 and Magic FM 102.9 Aba, Abia State Nigeria. The specific objectives are to:

10. Find out the types of records at NTA Channel 6 and Magic FM 102.9 Aba.
11. examine the preservation and conservation practices at NTA Channel 6 and Magic FM 102.9 Aba.
12. identify the threats to records at NTA Channel 6 and Magic FM 102.9 Aba.
13. find out the challenges in preservation and conservation of records at NTA Channel 6 and Magic FM 102.9 Aba.
14. suggest strategies for effective preservation and conservation of records at NTA Channel 6 and Magic FM 102.9 Aba.

Literature Review

The broadcast houses' information materials encompass a wide range of content, including program schedules, promotional materials, news reports, feature stories, documentaries, interviews, panel discussions, infomercials, public service announcements, and advertisements, as well as technical guidelines. Broadcast media encompasses a wide range of formats including audio, video, and digital content. Preservation involves safeguarding these materials from physical degradation, technological obsolescence, and data loss, while conservation focuses on maintaining their usability and accessibility over time (UNESCO, 2020). These materials are essential for facilitating smooth and effective broadcasts. News scripts provide vital information for news anchors to deliver accurate and engaging reports, while program schedules aid in organizing the timing of different shows. Promotional materials are used to advertise upcoming programs and events, and technical guidelines ensure the correct use of equipment and technology. These information materials play a crucial role in the day-to-day operations of broadcast houses.

In Nigeria, broadcast media archives hold valuable records of the nation's socio-political history, entertainment, and cultural heritage. However, there is growing concern over the state of preservation in many media organizations. According to Olatunji and Akinwale (2021), many Nigerian broadcast stations still rely on outdated storage methods such as magnetic tapes, which are prone to deterioration in the country's humid climate. Preservation and conservation have historically centered on physical forms of information resources, but the digital age has reshaped these concepts. Globally, the shift from analog to digital media has heightened the urgency for effective preservation strategies, as older formats risk becoming inaccessible due to equipment obsolescence (Lacinak & Keene, 2018). Digital preservation now encompasses a broad range of measures, including conservation treatment, acquisition, organization, and distribution, with the goal of preventing deterioration and ensuring the usability of selected materials (Anyaku, et al., 2019; Masenya & Ngulube, 2020; Mukherjee and Das, 2023). Achieving preservation and conservation objectives in the digital realm requires collaboration among leaders and practitioners from different institutions. This collaborative effort is essential for sharing knowledge, resources, and best practices to ensure the long-term protection of digital assets.

Empirical studies indicate that digitization has emerged as a key strategy for preservation. A study by Adeyemi and Bello (2020) found that some Nigerian broadcast stations have initiated digitization projects to transfer analog content into digital formats for easier storage and retrieval. However, these efforts are often hindered by inadequate funding, lack of technical expertise, and insufficient infrastructure. Information materials are typically stored in various physical or digital formats. Physical formats such as tapes, CDs, and DVDs are commonly used for archiving and storing information, while digital formats, including audio and video recordings, as well as written documents and images, offer easy access and retrieval of information for broadcasting news, programs, and other content. Preserving media resources from deterioration is vital for maintaining our cultural heritage and historical records. With the advancement of technology,

many older forms of media, such as film reels, Video Home System (VHS) tapes, and vinyl records, are at risk of deteriorating over time.

The active safekeeping of information materials to maintain their integrity, authenticity, and safeguard against data loss due to medium failure and software obsolescence defines digital preservation and conservation of library materials (Masenya & Ngulube, 2020; Friday and Eze, 2022). The endeavor to retain access to valuable digital information requires continuous attention, distinguishing it from the preservation of other media. Consequently, digital preservation comprises ongoing processes and activities to ensure sustained accessibility to digital records and cultural heritage.

The exhibition of archival and library materials introduces potential risks, including damage or loss, if adequate security measures are not in place. Custodians should be mindful of the dangers associated with unsuitable environmental conditions, inadequate support methods, and inadequate security provisions, especially during exhibitions (Mukherjee and Das, 2023).

Conservation practices in Nigeria face several challenges. First, there is a lack of awareness among stakeholders about the importance of preserving broadcast content for historical purposes (Ogunleye & Olayemi, 2019). Second, poor maintenance culture and limited access to modern equipment exacerbate the risk of data loss. For example, Olatunji and Akinwale (2021) report that many archival facilities in Nigeria lack proper climate control systems, leading to accelerated degradation of physical materials. Another critical issue is the absence of comprehensive policies guiding preservation and conservation in the media industry. Although regulatory bodies like the National Broadcasting Commission (NBC) provide general guidelines for content management, these do not adequately address long-term preservation needs (Adeyemi & Bello, 2020).

Despite these challenges, some Nigerian broadcasters are adopting innovative approaches to improve preservation and conservation. For example, Channels Television has invested in cloud-based storage systems to ensure secure backup and easy retrieval of digital content (Ogunleye & Olayemi, 2019). Scholars such as Ejiroghene (2020), Usiedo, et al. (2022), and Mukherjee and Das (2023) stress the importance of considering factors such as temperature, relative humidity, light, support structures, security measures, and disaster risks. Similarly, partnerships with international organizations like UNESCO have facilitated capacity-building programs aimed at training media professionals on modern archival techniques. Furthermore, collaborative efforts among media houses can enhance resource sharing and knowledge exchange. As suggested by Adeyemi and Bello (2020), establishing a centralized national archive for broadcast media could help standardize preservation practices across the country.

These considerations are complex and require careful attention to ensure a suitable and secure exhibition environment while providing access to the exhibits. It is imperative for media organizations to invest in preservation efforts to ensure the accessibility of valuable resources to future generations. Digitization, proper storage techniques, and ongoing maintenance are critical

proactive measures that safeguard the knowledge and creativity of the past for the benefit of the future.

Methodology

The study employed a qualitative research design, utilizing a semi-structured interview guide to gather data from the record manager of NTA Channel 6 and the General Manager of Magic FM 402.9, both located in Aba town. The sampling strategy involved purposeful selection of individuals with expertise and experience in records management. The General Manager of Magic FM was selected for the interview due to the absence of traditional broadcasting records within the station, ensuring that the data collected reflected relevant knowledge and insights. Qualitative research was chosen for its ability to delve into complex phenomena such as records management practices and provide in-depth exploration of participants' perspectives. Interviews were conducted with the participants' consent, and the data collection involved taking notes, pictures, and audio recordings (with the participants' consent) to ensure accuracy. The gathered data was transcribed and analyzed to gain a comprehensive understanding of the respondents' experiences and perspectives.

Data Presentation and Discussion

Interview sessions were conducted with the record manager of NTA Channel 6 and the general manager of Magic FM 402.9, both in Aba on Tuesday, August 27th, 2024. The findings from the data obtained are outlined below in accordance with the study objectives, as translated into research questions:

Question 1: What are the types of records maintained by NTA Channel 6 and Magic FM 102.9 Aba?

Response 1: Findings revealed that records maintained by the NTA channel 6 Aba include; news programs, documentaries, talk shows, soap operas, sports coverage, and educational programs. These records are stored in devices such as physical logbooks, aeronautic tapes, digital tapes, Environmental Health Perspectives (EHP) tapes, disks, Memory cards, flash drives, hard drives filing cabinets, among other devices. Similarly, records maintained by Magic FM 102.9 include; music playlists, advertising schedules, listener demographics, records of interviews, live performances, records of special events for archival and promotional purposes, and legal compliance. These records help the station track the songs played, understand their audience, and ensure they are meeting industry regulations. This finding aligns with the research by Ugwuanyi, Ezeokoli and Okafor (2020), which supports the role of records in ensuring compliance with industry regulations and understanding audience demographics, particularly in radio stations. However, other studies, such as those by Adepoju and Oyewole (2019), raise concerns about the challenges of transitioning from physical to digital systems, citing issues like data loss, inadequate infrastructure, and cybersecurity risks. Furthermore, Okoro & Eze, (2021) critiques the reliance on outdated storage methods like aeronautic tapes and emphasizes the growing need for cloud-based solutions for better efficiency and scalability.

Question 2: What are the preservation and conservation practices at NTA Channel 6 and Magic FM 102.9 Aba?

Response 2: Respondents revealed that preservation and conservation practices in NTA Channel 6 have been rooted in traditional methods that have been passed down through generations. These practices involve the careful storage and maintenance of historical footage, equipment, and documents to ensure their longevity and accessibility for future generations. The NTA has been dedicated to preserving the rich cultural heritage and historical events captured on film and video, utilizing techniques such as proper storage, low level digitization, and restoration to protect and safeguard these valuable assets. NTA Channel 6 has implemented a robust cataloging and documentation systems, thus ensuring that records are accurately identified, described, and organized for easy retrieval. This involves assigning unique identifiers, creating detailed descriptions, and establishing comprehensive databases to manage the vast collection of records. This aligns with the broader cultural heritage preservation goals, as noted in studies like those of Olatunji (2019), which emphasize the importance of traditional archiving in safeguarding historical assets.

Conversely, findings indicate that Magic FM 102.9 operates purely digital records and archiving system. This is done through regular cloud storage, backups of digital files, maintenance and installation of antivirus software to prevent data loss, the use of specialized software for managing and organizing digital collections, and the implementation of metadata standards to facilitate the discovery and retrieval of information. These practices adopted by NTA and Magic FM play a crucial role in ensuring that records and archives remain intact and accessible for years to come. Additionally, digital preservation allows for the implementation of metadata and indexing, making it easier to organize and manage the vast amount of content stored by these media organizations. This supports Ejiroghene's (2020) assertion that digital preservation enhances timely access to information, facilitates knowledge discovery, and minimizes the logistical challenges associated with physical archives.

From this finding, we can see that one of the key differences in preservation and conservation practices between NTA and Magic FM Aba is their use of digital archiving systems. NTA Aba has established a dedicated archives department. This department is responsible for cataloging, organizing, and maintaining the station's records. The media outfit has employed and trained archivists and preservation specialists who are well-versed in best practices for handling and storing archival materials. Magic FM on the other hand, has invested in state-of-the-art technology for preservation and conservation, making it easier to store, access, and preserve their records. The broadcast station relies more heavily on digital preservation and has limited physical storage space. This discovery supports Ejiroghene's (2020) argument that the preservation of digital library resources can improve timely access to information, facilitate knowledge discovery, offer unrestricted information access, and reduce the inconvenience of physically visiting the library to access needed information services. In essence, this approach ensures the longevity of records while also enabling easy retrieval and dissemination of

information. However, critics like Adeyemi (2021) caution that over-reliance on digital systems may pose risks such as data breaches or technological obsolescence, highlighting the need for a balanced approach.

Question 3: What are the threats to records at NTA Channel 6 and Magic FM 102.9 Aba?

Response 3: Findings indicated that threats to records in NTA where traditional record keeping is predominant include fire outbreak, flood, storm, heat, rodents, termites, dust, fungi, poor ventilation, unavailability of Air conditioner and vandalism/theft. This finding is a confirmation of the submission of Usiedo et al. (2022), that the degradation of collections can be attributed to external factors such as improper handling or storage, theft or vandalism, fire and flood, pests, pollution, light exposure, as well as incorrect temperature and relative humidity. Additionally, other identified risks include infrequent use of the materials resulting in stiffness, and technological obsolescence leading to the loss of access to older records. Furthermore, both NTA Channel 6 and Magic FM 102.9 identified threat to digital records to include; cyber-attacks leading to data breaches or loss of sensitive information, unauthorized access or manipulation of records by employees or external parties, legal and regulatory compliance risks related to the storage and retention of records, technological obsolescence or failure leading to the loss of access to older records as well as human error resulting in accidental deletion or corruption of records.

Question 4: What are the challenges faced in preservation and conservation of records at NTA Channel 6 and Magic FM 102.9 Aba?

Response 4: Findings revealed that preservation and conservation of records in NTA and Magic is faced with challenges such as; deterioration of physical media over time. Tapes and film can degrade due to factors such as temperature, humidity, and handling. Another challenge is the rapid obsolescence of recording formats. As technology advances, older formats become obsolete, making it difficult to access and preserve content recorded on these formats. Findings further revealed that, the sheer volume of content produced by television and radio stations presents a significant challenge for preservation and conservation efforts. Managing and storing large amounts of audiovisual material requires substantial resources and expertise.

The study also revealed that technology failure and virus attacks pose a significant challenge to the preservation and conservation of digital records. This can lead to the loss or corruption of valuable information, making it difficult to access and utilize important data. This discovery agrees with that of Ejiroghene (2020), that one of the challenges to digital preservation is the possibility of digital media getting lost in the event of disasters such as fire, flood, equipment failure, or virus attack. Findings also revealed lack of a formal preservation and conservation policy as a challenge, leading to discretionary records management. This poses a challenge in ensuring the proper handling and maintenance of important records. Kaur (2017), Ambika & Begun (2017) and Usiedo et al. (2022) also identified lack of policy as a challenge militating against preservation and conservation of information materials.

Finance was also identified as a significant challenge faced in the preservation and conservation of records in these media outfits. The cost of maintaining and digitizing historical archives can be substantial, especially for older media formats, inadequate financing leads to potential degradation of valuable audiovisual materials. Ejiroghene (2020) in realization of the importance of digitization and the high cost of same recommended adequate funding for digital projects. The findings of this research question largely align with Masenya and Ngulube (2020) who identified absence of institutional support/participation, laid down standards, digital preservation methods/guidelines, resources, funding, personnel training, technological obsolescence, staff incompetence and few chances of collaboration/partnership as challenges militating against efforts to sustain digital preservation in South-African tertiary institutions.

NTA has historically received government support for its preservation efforts, allowing it to invest in infrastructure, training, and conservation activities. These funds are however not enough to take care of all that is needed. On the other hand, Magic FM, being a privately owned station, rely on internal funding and partnerships to sustain its preservation initiatives. Financial challenge has therefore, influenced the scale and scope of their preservation practices.

Question 5: What strategies could be adapted for effective preservation and conservation of records at NTA Channel 6 and Magic FM 102.9 Aba?

Response 5: Findings identified the following strategies for effective preservation and conservation of both traditional and digital records in NTA and Magic FM. For traditional records, it is suggested that proper storage facilities with controlled environmental conditions be provided to prevent deterioration. This includes using acid-free containers, maintaining proper temperature and humidity levels, and implementing regular inspection and maintenance procedures. The discovery is consistent with Mukherjee and Das (2023), who assert that preservation and conservation of information materials should prioritize considerations such as temperature, relative humidity, light, support structures, security measures, and disaster risks. Furthermore, the study found that conservation techniques such as cleaning, repair, and restoration are also employed to maintain the integrity of records. This includes; cleaning audiovisual tapes, repairing damaged film reels, or restoring photographs and documents to their original state. Furthermore, creating digital copies of traditional records was suggested as an extra layer of protection against damage or loss. These digital copies should be stored in secure and reliable digital archives with proper backup systems in place. As for digital records, findings revealed that regular backups are crucial to prevent data loss due. To mitigate data loss from hardware failures, natural disasters, or cyber threats, it is recommended to create multiple copies of digital records and store them in different locations. Usiedo et al. (2022) propose using backup equipment such as LTOP Tap drives, hard drives, and DVD writers. Additionally, they recommend installing antivirus software to protect and preserve digital records. These proactive measures are essential for safeguarding valuable information, ensuring its longevity and accessibility.

Conclusion

This study has shown that both NTA and Magic FM Aba have demonstrated commitment to preserving and conserving their records, albeit with differing approaches shaped by their organizational priorities, resources, and external contexts. While NTA has prioritized physical preservation and external engagement, Magic FM Aba has embraced digital archiving and innovative content creation. Despite the sharp differences in techniques, both media outfits play a vital role in safeguarding Nigeria's broadcasting heritage for future generations. Their efforts serve as a testament to the importance of archival preservation in documenting the country's cultural legacy. By adopting best practices, NTA Channel 6 and Magic FM 102.9, Aba in particular and the country's broadcast industry in general would continue to preserve their rich history and contribute to the cultural heritage of Nigeria for future generations.

Recommendations

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

1. Media houses should formulate preservation and conservation policies for implementation of a comprehensive and systematic records management system. This will ensure that all records are properly organized and made easily accessible.
2. Broadcast media should regularly assess the condition of physical records and implement appropriate preservation measures such as climate control, proper storage, and handling procedures.
3. Media outfits should fully embrace digital preservation techniques to safeguard electronic records from technological obsolescence and data loss.
4. Broadcast industries should improve on training and retraining of records managers in order to stay updated with technological advancements and best practices in preservation and conservation thus ensuring that the records remain accessible and usable for future generations.
5. Press agencies should look towards collaboration with professional records managers, archivists and preservation experts for valuable guidance and support in developing and implementing effective preservation strategies for both traditional and digital records.

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