



## **Television's Agricultural Content of NTA Ibadan and AIT as a Tool for Food Security in Nigeria**

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### **Introduction**

This study investigates the role of television's agricultural content in enhancing food security in Nigeria, with a focus on the NTA Ibadan Network Centre and African Independent Television (AIT). As the farming sector is pivotal to Nigeria's economy and food supply, the effectiveness of media, especially television, in disseminating agricultural information is critical to sustainable economic growth.

### **Methodology**

The research analyses the types of agricultural content aired by these television stations, their reach, and their impact on farmers and the general populace. By employing both qualitative and quantitative methodologies, the study identifies gaps in content delivery, audience engagement, and the relevance of information provided to the farming community.

### **Results and discussion**

Findings reveal that well-curated agricultural content can significantly influence farming practices, promote sustainable agricultural methods, and ultimately contribute to food security.

### **Conclusion**

The study concludes with recommendations for optimising television programming to serve the agricultural sector and enhance food security initiatives in Nigeria.

**Keywords:** Food Security, Television, Content, Tool, Agriculture