

A REAR MIRROR ANALYTICAL VIEW OF BROADCASTING IN NIGERIA: FROM MONOPOLY TO PLURALISM

ASSOC. PROF. S.A SHAIBU
Department of Mass communication
Bingham University, Karu

Dedication

- To the Author of Life, my one and only God and Godfather who paid the debts that He did owe on my behalf.
- To Parents who are losing all in order to give their children Names.
- To Leaders that have a caring vision and mission for widows, orphans, the poorest of the poor in order for them to have education – the only weapon that makes citizen easy to govern but difficult to be oppressed.
- To all that know and believe that there is an unseen force behind the universe that makes the impossible possible.

Preamble I

I was initially torn asunder in my choice of titles from a variety of titles such as:

An X-Ray of Monopoly and Pluralistic Broadcasting in Nigeria

Or

Apriori and Aposteriori Focus on Broadcasting in Nigeria – From Monopoly to Pluralism

Or

From Monopoly to Pluralism: A Bird's Eye View on Broadcasting in Nigeria

And I tortuously zeroed in on:

A Rear-Mirror Analytical View of Broadcasting in Nigeria: From Monopoly to Pluralism!

This is my holistic practical, experiential and intellectual journey/studies in Broadcasting that has span over many years. Shaibu (2010)

There is no better time to discuss this than this time of unbundling of the behemoth profession, the masquerade communication profession that was recently unbundled into Broadcasting, Print and Journalism, Development communication. Film, Media studies, Public Relations, Advertising, etc.

Preamble II

I believe that life was set in motion via broadcasting signals in Genesis when echoes of audio-visual signal was relayed in the entire firmament in these words:

Let there be light,
And there was light!

Genesis 1:3

I got interested in reading, writing and public speaking in my early years after my father died and even, in my infant mind I could decode eulogies of greatness poured on my old man, who was said to be a man – great in traditions of royalty, but was killed by tradition!

My infant mind could not contextualize the contradictions in that greatness. We were all distributed among my old man's relative with my widowed mother being inherited by another relative and I saw myself being brought up in the royalty of an uncle who was District Head, Chief (Onu), Judge and a Tax- Collector! Shaibu (2021)

My guardian was a traditional embodiment of wisdom, wise – sayings and proverbs.

I was reading his lips; I watched and imbibed his royal wisdom in his courts. It was no wonder that when I got admitted into Government Secondary School Dekina these traits of public speaking followed me and I subsequently became a farewell Candidate/Speaker/Orator for graduating students in addition to being a member of debating and dramatic societies.

My spur for my farewell speeches then was always in Ecclesiastes:

There is a time for everything

under the sun... a time to be
born and a time to die...

I was a pioneer higher school student in Federal Government College Kaduna in 1973/1974. On resumption, I was coopted to be part of the "Schools Challenge" the then Nigeria Broadcasting Corporation, later turned Federal Radio Corporation's (FRCN) Educational Broadcast Programme pioneered by Olu Lasekan. That was my first formal introduction to radio broadcasting. From there I went to School of Basic Studies, Ahmadu Bello University Zaria. I also had some stints in broadcasting during my National Youth Service (NYSC) days in Borno State where I pioneered the creation of television drama series on Nigeria Television Authority (NTA) Maiduguri while teaching in the then Bornu Teacher's college, Maiduguri.

After National Youth Service, I had a stint too in Radio Nigeria Minna, defund National Open University, where I was Principal Producer, Radio and Television Educational programmes.

After closure of FRCN – I moved to FRCN Abuja as Head of Programmes, Principal Producer, Controller Manager, Asst. Director, Deputy Director etc. running through the mill of Broadcasting and becoming Director, Training and a Manpower Development, then Director, Programme Development and later Ag Director General until retirement in 2013 after going through the mill of broadcasting journeys.

This broadcast journeys or sojourn has taken me round the world and all corners of Nigeria, part of South Africa, Europe, Australia and America for one broadcast seminar, trainings, workshop or the other.

On retirement, I am now into imparting broadcast knowledge into the lives of young ones as well as doing one consultancy job or the other from Bingham University, an Evangelical Church Wining All, Faith-based-University based in Karu, Nasarawa state, a state at boundary between Abuja and Nasarawa State.

Abstract

Arear-Mirror Analytical View of Broadcasting in Nigeria: From Monopoly to Pluralism takes an a priori or rear-mirror or retrospective as well as an a posteriori or futuristic view of broadcasting in Nigeria with particular reference to the monopoly era to the era of pluralism that dovetailed into broadcast digitization in Nigeria. The study is anchored on the Herbert Banduran social cognitive theory to highlight all-pervading power of media in a general and broadcasting in particular in educating, informing, entertaining and promoting the cultures of our people with a view on how broadcasting has fared in Nigeria in these years while recommending solutions to the challenges.

Definition of concepts in this work.

Monopoly here means to be absolutely in control, in charge without competition, that was the state of Nigeria's broadcasting during colonial and post-colonial era where Nigeria's Broadcasting Service, (NBS) Nigeria Broadcasting Corporation (NBC), Nigeria Television Authority (NTA), and the many state Radio and Television stations were the alpha and omega of broadcasting in Nigeria without competitions using Laswelian Theory of top-down sporadic needle approach in Broadcast communication. Yawe et al (2013)

In this era, the approach to broadcasting was the top-down-patronizing approach where broadcasters i.e. producers, broadcast editors, News and programmes were, forced down the throats of helpless or harpless listeners and viewers only what the professional considered should be broadcast to them not on what they want or need basis but on what the government or the powers that were/are, with the professional consider they need. In terms of contents in broadcasting. This is what Shaibu et al consider the oligopolistic top down monopoly without competition that cannot give birth to excellence in content delivery as in (Shaibu's) Content Delivery in Broadcasting and Advertising Agencies.

Analytical view here takes the path that obeys the KISS formula or theory towards better understanding of the topic without intellectually jarring our brains with hard professional or intellectual register

Consciously or unconsciously Nigeria's monopolistic, era and democratic Broadcasting practices either in News and/or programmes are based or anchored on many theories and hypothesis. I say unconsciously because most of the early broadcasters were primary or secondary school leavers that were in most cases very talented but lacked the intellectual background or basis to anchor their News, or programmes contents on.

These early practice/practitioners were mostly rooted in raw talents without intellectual background.

Objective of the study

It is said that if we do not know where we are coming from (rear or apriori view) it will be difficult to know where we are going. (aposteriori view)

This study captures analytically the good, bad and ugly experiences in broadcasting evolution, mobilization and reorientation experiences with a view of making us know where we were coming from so as to chart a new and clear direction for the future.

To do this, the study dug into the archives for primary and secondary material for this discourse from the researcher's observations that span over 35 years of practical, on-the-job industry/experiences.

Laying the Basis

Broadcasting is part of communication and communication is a vital nexus in our entire lives Shaibu (2005)

Oh how drab and useless are
our lives without communication...
lateral, vertical, top down, bottom
up communications...

Life would have not been worth living without communication.

God needed to His creatures.

The creatures need to talk to themselves and impact core cultural values to protect the environment. There is the need for different types of communication in an organization. African cosmology as reflected by Chinua Achebe, Wole Soyinka, Shaibu et al believe that inanimate beings communicate with animate beings but it is those that have third eyes and ears that can hear them speak and see them in action. This study compartmentalizes broadcasting into inanimate, public, commercial, deregulated independents, New Social Media genres of broadcasting Shaibu (2004)

This view is corroborated by reflections of all works in poetry, drama, prose, films, video that showcase these in the physical cosmos and the non-animate or inanimate beings.

Broadcasting, the child of communication via inter-personal, non-verbal and verbal media, print, radio, television and the new social media scatter, spread and disperse abroad and within, various broadcasting messages via different broadcasting platforms or media for the consumption of listeners, viewers and even readers now as displayed by the New Social Media. Shaibu (2022).

Demographic details in broadcasting in Nigeria had indicated the following:

- Federal Radio Corporation of Nigeria (FRCN), with Short Wave (SW) Medium Wave, (MW), Frequency Modulated (FM) stations in every state of Nigeria at Federal, Zonal and State levels.
- Nigeria Television Authority (NTA) are also in every state capital in addition to community television stations.
- State Radio and Television Station in each state capital of the Nigeria Federation.
- Independent Radio and Television Stations that are still growing include the following:
 - AIT
 - Galaxy Television
 - Cool FM
 - Sunshine
 - Praise TV
 - Silverbird Television
 - TVC News
 - Soundcity TV
 - Akwa Ibom
 - Raypower
 - Rhythm FM
 - Wazobia FM
 - Brila FM
 - Freedom Radio Nigeria

- Wap TV
- Arise TV.
- Community Radio and TV stations are new additions that are belatedly coming up to change the skyline of broadcasting in Nigeria.
- Inspiration FM
- Wazobia FM Onitsha
- Eko FM
- Radio Lagos
- Unilag FM
- Unilorin FM
- Nigeria Info
- Kiss Fm
- Hot FM

And they are in major state capital or towns in the Nigeria's Federation.

Names of Community Radio Stations in Nigeria

- Bingham FM 89.9
- AMAC Community Radio 88.5
- Police Radio
- Unilag Radio
- UniUyo FM
- Heritage FM Heritage polytechnic
- Madisa Radio FM
- Unizik FM
- NTA Community stations in every state of Nigeria

➤ Then the latest arrival of them all-the New social media different and diverse platforms are legion and these include the following:

Names of New Social Media

- WhatsApp
- Facebook
- YouTube
- Instagram
- FB Messengers
- Twitter
- Telegram
- LinkedIn
- Tiktok
- Snapchat
- Pinterest
- Skype
- Google Hangouts

In addition to all these are the Nigeria Nollywood, Film broadcast contributions in the entire broadcast firmament of the Nigeria broadcast airspace which is the subject of this entire work that span the entirety of the researches broadcast experience. Amaka Igwe's violated Zeh Ejiro's Domitilla Igwe's Rattle Snake.

Sundry Igbo Films

Sundry Kannywood Films

Earlier Films

- Ogunde, Aropin Ntenia and others
- Sola Ogun Moja Films.

- Bala Salas Films
- Jagua Films

Nollywood Movies/Film that include but not limited to:

- Hostages
- Saworoide
- Sango
- Suicide Mission
- Most Wanted
- Domitilla
- Blood Money
- Diamond Ring
- Igodo

An apriori exposition of performance/ profile of the Federal Radio (FRCN) Nigeria Television Authority NTA and the State Radio and TV stations over the years reflect a he-who-pays-the paper dictates the tune budgeting profile that makes the public broadcasting organisation ever-an-appendage of government Ministries of information and Culture (Shaibu (2006).

This had been the trend until and beyond the commercialisation and deregulation era in the Ibrahim Badamasi Babangida era in the 80's. The trend has not changed even with the recommendations of the BBC/FRCN/NTA Change project of 2004 (Shaibu S.A 2004) for which the researcher was the Coordinator representing the Federal Corporation of Nigeria (FRCN) block while Mallam Magawata, former Director General, NTA represented NTA and Professor Myan a Chinese was the BBC Consultant and representative. The Change Project was to make public broadcasting in Nigeria gather the crumbs of their relevance to be able to combat the vagaries of change that was imminent not only in digitization but also in deregulation and commercialisation of broadcasting in Nigeria.

It should be noted that since the handover of broadcasting from the Colonial powers to Nigeria Broadcasting Services (NBS), then to Nigeria Broadcasting Corporation (NBC) and later to Federal Radio Corporation of Nigeria (FRCN), there has been series of changes that are in contradistinction with the lineal evolutionary changes in broadcasting in other climes.

The Federal Radio Corporation of Nigeria (FRCN) as the grand Father or father of broadcasting in Nigeria, gave birth to Nigeria Television Authority (NTA) and Voice of Nigeria that grew out of the external arm of Federal Radio Corporation of Nigeria (FRCN) to be Voice of Nigeria (VON).

While this segmentation was going on, the linear administrative structure of British Broadcasting Corporation (BBC), Voice of America (VOA), South African Broadcasting Corporation (SABC) continued intact under the Director Generalship of one Director General that is in charge of Radio, Television, Satellite and External broadcasting. But in a job-for the boys militaristic or dictatorial administration with decrees fiasco, Federal Radio Corporation of Nigeria (FRCN), Nigeria Television Authority (NTA) and Voice of Nigeria (VON) had one Director General each for each of these channels! (Shaibu 2009)

Of final interest under that discourse is the fact that broadcasting pattern/segmentation which we can call best practices can be seen to be in these levels.

- External broadcasting level
- Federal broadcasting level
- State broadcasting level
- Community broadcasting level

We or this study discovered that Nigeria broadcasting systems are not completely digitized in line with standard broadcasting best practices in our global world and are still analogue.

Colonial Empire Radio Broadcasting

The main aim of broadcast coverages here was to maintain the colonial status quo through Empire broadcasting and BBC relay stations and the mobilization and reorientation of the colonies to accept the colonial power, allow the colonial powers access huge mineral and other Natural resources and to mobilize

listeners and viewers to be abreast with the colonial politics with a view of adhering to the day to day policies of the colonial masters. Mackay Ian, Quoted in Shaibu (2022)

The Civilian Regimes that took over as inheritors of the Nationalized broadcasting outfits such as Nigeria Broadcasting Service (NBS) Nigeria Broadcasting Corporation (NBC) and later Federal Radio Corporation of Nigeria (FRCN) followed suit by demonizing colonial politics in order to project their narrow-identity, tribalistic, nepotic and religiously-bigoted policies under the cloak of Nationalization not only in Federal Radio Corporation of Nigeria, but in Western Nigeria Broadcasting Corporation (WNBC), Eastern Nigeria Broadcasting Corporation (ENBC) and Broadcasting Corporation of Nigeria (BCN) later turned Radio Kaduna. The subsequent military regimes dig the same in the new wine in old bottle camouflages of the different military regimes of one coup-de-ta- option to the other and one political party regimes upon the other that are one and the same “three and three pence” as a result of chameleonic change from Khaki to Agbada and from one party to the other in decampings, deflections, defection and so on.

The beats in broadcasting went on in different attempts on mobilizations and reorientations in different areas of the different policies of the different regimes.

Radio broadcasting was in the service of the Nationalist struggle for Independence as testified by Oladele, Lasekan and co. in their earlier contribution to broadcasting title:

Radio in particular and broadcasting in general was in the service of early civilian regimes as captured by Shaibu et al (2005) et al. The establishment of Federal Radio Corporation of Nigeria (FRCN), Western Nigeria Broadcasting Service (WNBS), Eastern Nigeria Broadcasting Service (ENBS) and Broadcasting Corporation of Northern Nigeria (BCNN) showcased these in the Fiscal Federalism of the first Republic.

These early politicians used Radio Broadcasting to project their Narrow-identity politics, nepotic inclinations, religious bigotries, tribalistic dispositions and irredentist agenda. Shaibu (2005). This attracted the first coup against their regimes by Major Chukwuma Kaduna Nzeogwu.

They also used Radio Broadcasting to promote mass literacy programmes as a form of enlightenment of the citizen from ignorance to education.

A good example in this area is “Yaki da-jahilci” programme of Northern Nigeria in which mass literacy and adult classes were organized all over the North for promotion of literacy among Northern adults that have missed it in formal education Shaibu (2005).

The Eastern and Western Regions of Nigeria have their own equivalents supported by different jingles and slogans. These humble efforts of the regions must have led to the use of radio for formal and non-formal education that graduated into Federal Radio Corporation of Nigeria Programmes in using radio for educational programmes that graduated into Federal Radio Corporations Educational Service pioneered by Olu Lasesan and co. Shaibu (2005).

This was a very vibrant radio education service that benefited a great percentage of our illiterate and illiterate population until it was killed like other programmes and systems by different visionless leadership of no-continuity.

Different policies and programmes of the motley crowds of Nigeria leaderships without vision led to many programmes and policies. All these were synergized by not only Federal Radio Corporation of Nigeria’s 5 National Stations plus 36 stations and Abuja but also the 36 state Radio stations and Independent Radio stations of our country. To mention but a few we had:

- Operation Feed the Nation (OFN) Programme.
- Change from left hand driving to right hand driving programme.
- Green Revolution.
- Ethical Revolution.
- War Against Indiscipline.
- Campaigns in the Nigerian Civil war.
- Eradication of polio and other deadly diseases.
- Campaign against political motivated differences, religious crises, divisions
- Student crises.
- Operation “we tie” in Western Region.
- “Omoboriowo crises” in the West.

- Politically motivated treasonable felony charge against Awolowo.
- Etc.

Even the transitions from military to civil rules and civil rules to military rules in Nigeria and the different and various programmes of the different regimes did not escape the notice of the mobilization, reorientation efforts of the broadcast media in Nigeria.

In for example, Federal Radio Corporation of Nigeria (FRCN) various programmes and News were packaged or produced with a view of realization of various government programmes within their motto of uplifting the people and uniting the Nation.

Some of these mobilization and reorientation efforts were in the following areas:

- Shagari's ethical revolution.
- Shagari's green revolution.
- Shagari's housing programme.
- Buhari/Idiagbon's war Against Indiscipline (WAI) programme.
- Ibrahim Badamasi Babangida's mamser programme.
- IBB's structural Adjustment programmes (SAP)
- Abacha's programmes
- Abdulsalami's transition programmes.
- Obasanjo's various programmes.
- Yar'adua's rule of law programme and other programmes.
- Jonathan's programmes.
- And Buhari's programmes
- Public Enlightenments in all regimes
- Traditional/indigenous music enlightenments.
- Education generally and mass literacy enlightenment in all regimes especially the Universal Basic Education programme of Obasanjo regime AS WELL AS low key Distance Learning Basic Education programme of Obasanjo's regime and Shagari's regime that birthed the National Open University of which the researcher was a foundation Senior Staff.
- Mass mobilization reorientation especially during incessant coups of the different military regimes.
- Deregulation mobilization and reorientation during IBB's regime that broke the broadcast carnal's back in broadcasting monopoly by public Broadcasting systems in Nigeria.
- Promotion of democracy during the different democratic regimes.
- Mass mobilization and reorientation to promote peace, harmony and coexistence especially during moments of crises like the Nigeria civil war, the politically motivated religious crises.
- Mobilization and reorientation towards the support of black liberations in South Africa towards seeing to the end of Apartheid in South Africa.
- Mobilization and reorientation for supplies of economic/military support to, Namibia's struggles, Liberian crises and other civil conflicts in Africa.
- Mobilization and reorientation for promotion of peace and peaceful co-existence in Modakeke, Niger-Delta and other internal conflicts in Nigeria.

A quick glance at some sample of some of these theories or hypothesis will reflect the fact that broadcasting practice in Nigeria has been hinged on either consciously or unconsciously on one existing theory or the other because broadcasting issues are the reflections of the society that give its birth there was hypothesis/theory of stability of instability in the 70's coined by ABU scholars. It highlighted the fragility of stability in Nigeria.

It gained wide audience, the researcher believes that the FRCN's motto "uplifting the people and uniting the Nation" must have been drawn from this.

Broadcasting at all levels in Nigeria can be seen to be rooted in our total experiences of amalgamation without integration of over 250 ethnic Nationalities on Nigeria. Attempts were made at all levels of our broadcasting experience to use broadcasting for unity, consolidation and integration of all ethnic Nationalities at local, state, Federal and all levels. Different stations or/and their platforms anchor their

broadcasting ideologies on the vision and mission of unity, stability of our instability, and destabilization of our instability. Shaibu (2000) earlier pointed that the contradictions in this hypocritical attempt by broadcasters as only people and like minds are employed and/or invited to participate in all genres of programming the result is narrow-identity politics, tribalism promotion, nepotism elongation and religious bigotry propagation that makes a mess of the ideals of these visions, missions and hypothesis! Shaibu (2000). In spite of all these gas public broadcasters and private ones work within the dictates of agenda-setting theory.

An analytical look of the different programme schedules in the appendices of this work will reflect this realities.

Local content regulation of National Broadcasting Commission

The National Broadcasting Commission is the regulatory Agency that regulates broadcasting in Nigeria. Part of the hypothesis in the code of practice that all broadcasters and broadcasting organizations must adhere to is the local content provisions under section 2 of the National Broadcasting Act.

This among others have since been
breached as we prostitute either content
for technological content or Eastern
programme and engineering content for the West!

The grassroot and/or Immediacy Hypothesis

The immediacy hypothesis has been on especially for the radio broadcasting platform. But this has already been changed and charged out of relevance by the new Social Media platform that has gone beyond the terrestrial limitations.

The theories on truth, objectivity and fair-play

On the theories on truth, objectivity and fair play, even before the coming of Western, Eastern and Chinese colonialism, Africans are used to the theories of their own truth and objectivity. These precedes Christianity, Islam and modern cultic animism.

Africans are used to the dictum that “you do not hear one side of the story and pass verdict or come to conclusion or pass judgement

This precedes the media theory of fair hearing of different media/broadcasting experts and scholars. Our drawbacks had been coding and putting pen to paper for incoming generations to learn from this repositories of wisdom in “the word of our elders are words of wisdom...the young ones hear and get wiser!” All these are captured in Shaibu’s Zuma. Echoes a radio serial that debut on FRCN for decades.

Zuma Echoes was a jingle and slogan study that captures the best of our wise sayings and wisdom that debut on radio Nigeria airways in the 80’s, 90’s and early 2000’s.

Broadcasting and Our Core Values

Modern theories on these truths, objectivity, fair play or fair hearing, as far as this study is concerned are variants of African core values that were not captured for prosperity.

Ideological Hypothesis/Theories and broadcasting

Since the beginning of broadcasting in early 1930’s, the evolution, the flow and trend of broadcasting had been to reflect the idiosyncrasies of the societies that gave it birth. The West through its CNN- reflect American ideals and values. BCC reflects British values and Radio Moscow reflects Russian values.

It is no wonder then that we have elements of monopoly, autocracy, dictatorship, oligopoly democracy in broadcasting trends in Nigeria as public Broadcasting can conveniently be labelled as the mouth organ of Governments of the capitalists, communist or socialist economics.

It is no wonder then that broadcasting had been used in communist/capitalist mixed economies to promote these different ideologies to project their rigidities.

In Nigeria for an example all the programmes of various governments from colonial regimes to post-colonial to civilian to different military and civilian regimes and their programmes have been projected to either the detriment of the Agenda-setting mandate of the profession.

We are bad or good as the regimes that fund and nurture the broadcast platforms
Shaibu (2013)

Even in the areas of equipment evolution from analogue era to the present digital age, we have reflected the following technological evolutions:

- Analogue era reflected the use of studer, Niagra, etc. recorders that were analogue with: Analogue playback-gramophones etc.
- Analogue microphones
- Analogue radio/tv sets
- Analogue transmitters/aerial masts
- Analogue consoles/mixers, etc.

And their modern-day equivalents that are evolving into miniaturized digital systems as opposed to the bogus analogue series.

There is no end or stopping to these evolutions as the beat of broadcasting to conform with the age of its birth must go on!

- From all the study has been through, and from the realities of McLuhan's theory of the world being a global village of symbiotic relationships, regulations, policies and controls for/against monopoly oligopoly, dictatorship, autocracy and democracies in broadcasting must give way to the realities of the moment in areas of broadcasting be practices in.
- This is because these realities are rooted in change and vagaries of change's capacities to change our positions/professions and practices that resist change to be abreast with content and technological realities of the moment.

The broadcast code of practice not rooted in Universal best practices in contents deliverables in programme, News and engineering back bone may not be able to stand the test of time – in this time of digitization that change analogue rules, regulations and controls.

Other area of focus on Broadcasting can be seen in the 2 studies on broadcasting in the researcher's Master of Arts and PhD programmes at University of Ibadan.

The Master Degree programme took a focus at a genre of television production with the case study zeroing of Nigeria Television Authority station at Minna, Niger State while the PhD's focus was on the Use of Radio for Mass Mobilization that zeroed on Federal Radio Corporation, FRCN Abuja.

Both studies discovered a toe-in line of production practices that must key into the vision, mission, objective and programmes at the time within the context and constrains of engineering backbone or technological realities.

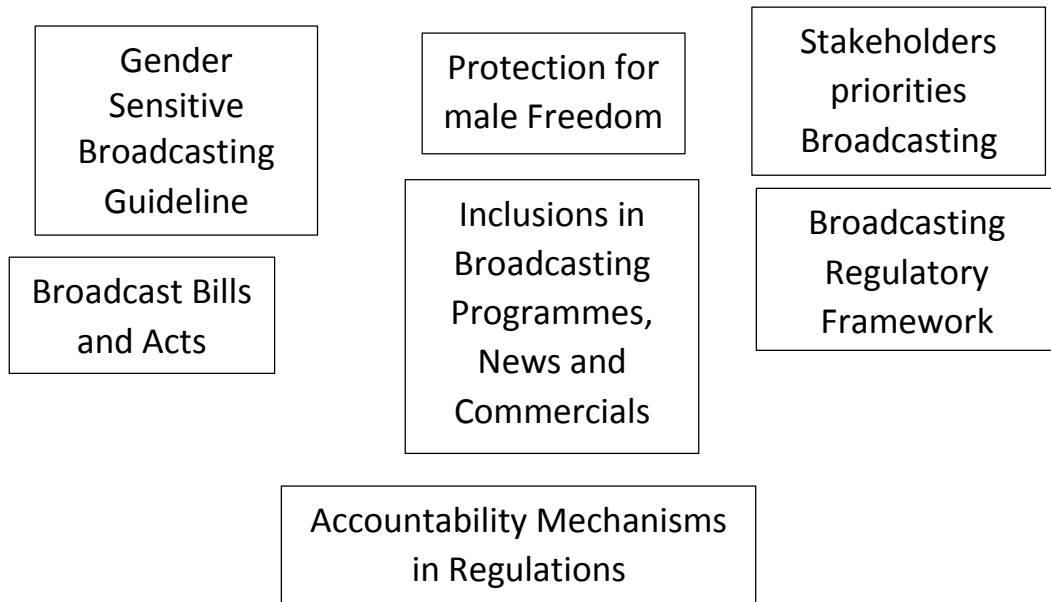
The findings are rooted in the power of both radio and television to mainstreaming within the context of the objectives of the Producer. And also, within the context of the stations in house rules that must be in line with regulations, policy and control of the National Broadcasting Commission. (NBC)

But regulations and controls like joy with a tender skin, break too soon under broadcasters' digital challenges and changes. Shaibu (2022).

It should be noted here that issues for analysis and/or research in broadcasting can be wild and wide and may include, but not restricted to the following:



Other Issues/Challenges in Broadcasting



Research perspective can be compared to the blind men that touched different parts of an elephant and were asked to describe how the elephant looked like. One said the elephant was like a huge trunk of a tree because he touched the leg! The other said the elephant was like a big snake because he touched the tail! The other said the elephant was like a wall because he touched the body of the elephant!

The research scope in broadcasting is like that, it depends on where you are touching. It depends on the perspectives of the study.

Broadcast Audience Research

Hitherto, conscious efforts were not made by broadcast organizations to conduct Broadcast qualitative or quantitative Audience Research via analytical or survey methods.

A group called Media Reach had been doing an independent research work and giving feedbacks to the different broadcast stations or organizations for advertorial patronage. The Advertisers have been relying on Media Reach and other Independent or in-house research units to give credence or refute media organization's assumptions before patronage.

Only recently, the Institute of Media and Society (IMS) came up with a guide book for Nigeria Media professionals and organizations titled Conducting Media Audience Research.

The aim of this work is to democratize access to basic research skills that the broadcast media in Nigeria desperately need at this point of their different evolutions.

This research is to catalogue the impacts of the different hands-on or industrial based experiences and their impacts on their different audience – the listeners and the viewers of public, private and New Media broadcasting platforms.

Current studies have observed that the evolution from monopoly to pluralism has produced a new need – strengthening media professionalism via not only effective content delivery, but, also through the capacity of professionals in conducting audience research and using its results. All these have hitherto been lacking. Ojebuyi 2010 and Shaibu 2022.

Conclusion

Nigeria has come a long way in her pilgrim's journey in broadcasting. The total experience in this journey indicate the good, the bad and the ugly.

Broadcasting in Nigeria had seen and experienced the battering rams of military and militaristic civilian regimes in our democratic experiences.

Our eyes have seen all.

We have seen how broadcasting dance along the “tom tom” beats of our society.

We have seen how broadcasting has floated along the different theories of media for which we have mentioned just a few in passing. Broadcasters like “the Lizard that fell from the tallest palm tree without hurting itself” must congratulate themselves.

But note that while we are doing that, we should note the following:

Recommendation for broadcast relevance in the future.

1. Broadcasting and broadcasters must change with the changing times and changing audience fast – or else they will be changed out as broadcasters/broadcasting cannot continue to use type writer solutions to solve modern digital problems.
2. Broadcasters and broadcasting can no longer continue to use analogue equipment to fight present digital challenges. There should always be equipment backbone or change to be abreast with best practices and user-friendliness of equipment.
3. Yesterday's policy, regulation and control in broadcasting must give way to present realities of ICT digitalization
4. Pluralistic broadcast media requires pluralistic languages of communication. There is the need for more grassroot languages to be used in broadcasting for greater penetration.
5. Broadcasting in Nigeria must toe the line of 4 levels of broadcasting – International, National, State and Local or Community level broadcasting with a linear administrative hierarchy that terminates

with a Director General that supervises all levels of broadcasting as showcased by British Broadcasting Corporation BBC, Voice of America VOA, South African Broadcasting Corporation SABC and others.

6. To bridge the gap in broadcasting in pluralism, broadcasting still in the monopoly era as well as pluralism, must collaborate with Universities to boost their manpower and content base in order to upgrade in context.

This seminar topic has opened new vistas of challenges and problems that calls for further studies so that our present work in progress can be completed for better content delivery for public, private and new social media in the present pluralistic broadcasting era.

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