



## **MEDIA AND COMMUNICATION CHANNEL MAPPING REPORT**

**“SUPPORTING THE EFFORTS OF THE NIGERIAN  
GOVERNMENT ON PREVENTING VIOLENT EXTREMISM (PVE)  
AND PROMOTING DISENGAGEMENT, DISASSOCIATION,  
REINTEGRATION AND RECONCILIATION (DDRR)”**

Conducted by



June, 2022

## **Table of Contents**

Table of Contents	<b>1</b>
Abbreviations and Acronyms	<b>4</b>
Executive Summary	<b>5</b>
1.0 INTRODUCTION	<b>8</b>
1.1 Purpose and Objectives of The Media Mapping	9
1.1.1 Media Sector Mapping	9
1.1.2 Communication Channel Assessment	9
2.0 METHODOLOGY AND STUDY DESIGN	<b>9</b>
2.1 Target stakeholders for the Mapping	9
2.2 Data Collection/Study Area	10
2.3 Qualitative Data Collected	10
2.3.1 Key Informant Interview	10
2.3.2 Focus Group Discussions	10
2.4 Quantitative data Collected	11
2.5 Data Analysis	12
2.6 Limitation and Learning Experience from the Mapping	12
2.7 Learnings that should be adapted for future studies of this nature	12
3.0 Demographic and social Information of Respondents	<b>13</b>
3.1 Geographical Distribution of Respondents	13
4.0 FINDINGS FROM THE MEDIA SECTOR MAPPING	<b>15</b>
4.1 Media houses (Radio, TV stations and Social media influencers) - both private and public owned and their networks.	15
4.1.1 Borno State	15
4.1.2 Adamawa State	18
4.1.3 Yobe State	20
4.1.4 Gombe State	22

4.1.5 Federal Capital Territory	23
4.2 Information on the current PVE and DDDR radio/TV programs currently being aired by Media Houses.	26
<b>4.3 Shortwave Radio Stations in Targeted Locations</b>	<b>29</b>
4.3 Media Organizations Listing and Ratings	<b>30</b>
<b>4.4 Social media channels used for disseminating information</b>	<b>31</b>
<b>5.0 Communication Channel Mapping</b>	<b>34</b>
5.1 Information sources and communication channels	34
5.2 Appropriate Communication Channels for Disseminating Information	36
5.2.1 Preferred channel for receiving information across the states	36
5.2.2 Preferred channel of communication by Youth	36
5.2.3 Preferred channel of communication by PWD	37
5.2.4 Preferred channel of communication by IDP	37
5.2.5 Preferred channel by Women	38
5.3 listening habits of community members in the selected states	38
5.3.1 Radio preferred Listening Time	38
5.4.2 Hours spent watching TV weekly	39
5.4.3 Number of hours spent listening to Radio	39
5.4.4 Hours spent on social media daily	40
5.4.5 Preferred Language for radio programmes	40
<b>6.0 Conclusion</b>	<b>42</b>
Federal Capital Territory (FCT)	42
Borno	42
Adamawa	42
Gombe	42
Yobe	42
<b>7.0 Recommendation</b>	<b>44</b>



## Abbreviations and Acronyms

CBO	Community Based Organization
CSO	Civil Society Organization
DDRR	Disengagement, Disassociation, Reintegration and Reconciliation
FBO	Faith Based Organization
FCT	Federal Capital Territory
FRCN	Federal Radio Corporation of Nigeria
FGD	Focus Group Discussion
IDP	Internally Displaced Person
INGO	International Non-Governmental Organization
ISWAP	ISIS-West Africa Province
KII	Key Informant Interview
LGA	Local Government Area
PLWD	Persons Living with Disability
PVE	Preventing Violent Extremism
PWD	Persons with Disability
USAID	United States Agency for International Development
VEO	Violent Extremist Organization

## Executive Summary

Search for Common Ground (Search) is implementing a project aimed at strengthening the capacity of the government of Nigeria to develop and implement Preventing Violent Extremism (PVE) and Disengagement, Disassociation, Reintegration and Reconciliation (DDRR) programming through the attainment of strengthened institutional capacities on PVE and DDRR programming of government officials at the federal and state levels, improved coordination of DDRR programming between the federal and state government levels, and enhanced communication and awareness on PVE and DDRR programming. In view of the above, Search conducted a media and communications channel mapping to determine the preferred and reliable channels for dissemination of credible information related to Preventing Violent Extremism (PVE) and Disengagement, Disassociation, Reintegration and Reconciliation (DDRR). The aim of the media and communication channels mapping is to identify the media and communication channels to provide strategic communication on PVE and DDRR to various stakeholder groups in order to achieve one of the program's expected results, which is to support institutional communication messaging and empower local platforms that will enhance coordination between the federal and state governments and promote a common understanding among government agencies and community members of DDRR and PVE strategies.

**Scope and Methodology of the study:** The mapping generated a database of media houses (print, radio stations, influential social media platforms and TV stations) and their networks and determined appropriate communication channels for disseminating information for varying demographics (Youths, women, IDPs, and PLWDs) amongst others in Borno, Adamawa, Gombe, Yobe States and the Federal Capital Territory (FCT).

The study adopted a mixed research design and utilized both qualitative and quantitative approaches to collect primary data, whilst also drawing from a systematic desk review of relevant documents. The desk review enabled the team to identify current potential media contacts and key media influencers before the snowball approach was used to identify and meet other media organizations to gather relevant data. Furthermore, a quantitative survey was designed and administered to various stakeholders, including community members—women, men, youths, and Persons with Disabilities (PWDs). For qualitative data, 62 Key Informant Interviews (KIIs) and 24 Focus Group Discussions (FGDs) were held to elicit response.

### Key findings from the study

- **Media Sector Mapping:** Findings from the study revealed that 12 media houses were identified in Borno State of which nine (9) are radio stations and three (3) are television stations. Of the 12 media houses, 6 are privately owned while the other 6 are owned by the government. In Adamawa, the study identified Six (6) radio stations and two (2) television stations, out of which five (5) are owned by private individual(s) while three (3) are owned by the government. For Yobe state, two Radio stations and two television stations were mapped during the survey of which all are owned by the government. In Gombe State, the mapping identified five radio stations and two television stations out of which three are owned by the government and four are owned by private individuals while in the Federal Capital Territory, eighteen (18) radio stations and six (6) television channels were mapped out of which 21 are privately owned stations while 3 are owned by the government.
- Findings also revealed the DDRR and PVE programmes aired in the five states. In Borno State, nine stations are currently airing programmes related to DDRR and PVE. In Adamawa state, six

stations are currently airing DDDR and PVE related programmes. Four stations are currently airing PVE and DDDR related programmes in Yobe state, two stations are currently airing PVE and DDDR related programmes in Gombe State while in the federal capital territory, nine stations are currently airing PVE and DDDR programmes. Two social media influencers were also mapped in each of the four states and the FCT. The study also revealed that in locations, more than one media houses are owned by a single person.

- The study further revealed that in Abuja FCT, radio is the most preferred channel for disseminating media content as indicated by a majority of the respondents, while youth (in Abuja) prefer media content on social media, PWDs prefer content on social media and other channels like billboards and stickers. In addition, women in Abuja prefer social media for disseminating media content. On the listening habits of community members, the majority of community members in Abuja spend more than five hours watching television weekly, 30 minutes – 2 hours listening to radio daily, while they spend less than 30 minutes on social media daily. English is the most preferred language for disseminating media content. Findings from the study revealed that some of the media houses (Wazobia FM, Nigerian info FM, Cool FM, Na we Tv, African tv) are all owned by the same individual, located in the same building and with staff working interchangeably between these organizations.
- In Borno state, radio is also the most preferred channel for distributing media content. The same channel (radio) is preferred by a majority of the youth, PWDs and women. The majority of Borno study respondents spend 30 minutes to 2 hours per week watching TV; most community members listen to radio for 2-3 hours per day; and the majority spend 30 minutes to 2 hours per day on social media. Kanuri and English were identified as the most preferred language for receiving media content.
- In Adamawa, radio is the most preferred channel for disseminating information. Majority of the youth in Adamawa prefer social media, IDPs, PWDs and Women in Adamawa prefer Radio for receiving media content. Most community members in Adamawa spend above five hours watching TV weekly, community members also spend about 30 mins to 2 hours listening to radio weekly while a majority spend 30 mins to 2 hours on social media daily. English is the most preferred language for receiving media content on radio.
- In Gombe, Television is the most preferred channel for receiving media content amongst community members. Youth and women in the state also prefer media content aired via television. While PWDs prefer radio channels for receiving media content, most community members spend more than five hours watching television each week. Community members also spend about 30 minutes to 2 hours daily listening to the radio, while most of the community members spend 2–3 hours on social media. The most preferred language for receiving media content on radio and television is Hausa.
- In Yobe State, the youth identified social media as the most preferred channel for receiving media content, while IDPs and PWDs preferred radio channels for disseminating media content. Community members spend more than five hours watching television weekly. Most of them spend about 30 minutes to 2 hours daily listening to the radio, while the majority spend more than five hours daily on social media. On the radio, Hausa is the most preferred language for receiving media content.
- Findings from the mapping also revealed that the majority of the respondents (73%) from the FCT prefer Instagram for receiving content on social media. 91% of respondents from Adamawa prefer social media content on Facebook. In Borno state, 63% of respondents prefer media

content shared via WhatsApp while 36% prefer Facebook. 75 % of respondents Gombe prefer social media information disseminated via WhatsApp while 25% prefer Facebook. In Yobe State, 53% of the respondents prefer social media content disseminated on Facebook, while 38% prefer media content on WhatsApp.

## Recommendations

- The study recommends human rights radio and Wazobia FM in the FCT due to their wider reach and their varying social media presence used to promote the stations and their programs, while programs should be aired in English at about 6:00am–9:00am. Search can leverage on the popularity and coverage of the media house to air radio talk shows or magazine programs focused on PVE and DDDR in order to reach the target population as they air on radio and cable television, and streams online through social media platforms to reach a wider audience.
- In Adamawa state, Gotel FM was recommended because it has a wider reach and provides a more flexible time for airing peace-related jingles and radio programs. Radio media content in English is recommended for airing, and it should be broadcast between 6:00am and 9:00am.
- In Borno state, Peace FM (FRCN) and Al-Ansar radio were recommended. Search can use either of the two stations to reach community members in Borno state. The recommended language for disseminating content is either English or Kanuri, and the airing time should be between 8:00 pm and 11:00 pm. Search had in the past aired a program themed "Mu Farfado da Yaranmu abin alfa'arin mu (Awakening Our Children, Our Pride), a 30 minute children's radio drama on Peace FM A similar program can be scripted to focus on PVE and DDDR in order to capture the attention of youth while also capitalizing on previous followership and audience.
- In Gombe state, NTA is recommended for airing media content based on the preferences of community members. Amana and Progress FM are also recommended for airing radio programmes because they have a wide reach and provide flexible time for airing peace related jingles and radio programs. Hausa is recommended for airing radio media content, and this should be aired between 6:00am – 9:00am
- In Yobe state, social media platforms are the most preferred channels for receiving media content for youths. However, the media mapping recommends that YBC can be used to reach community members as radio is a cost-effective means for listeners. The recommended language for disseminating content is English and the airing should be between 6:00am and 9:00am.
- In line with the most preferred channels for disseminating social media content as identified by community members, the study recommends Abdulbaki Aliyu Jari with the Instagram handle "bahaushei" for disseminating social media content in the Federal Capital Territory due to his reach and unbiased content dissemination. In Borno, Waziri Saleh Yerima, with the Facebook handle "Waziri Saleh Yerima," Alh. Ibrahim Yamele were also recommended. In Adamawa state, Mohammed Inuwa, with the Facebook handle "MohammedInuwaagez," was recommended. In Gombe state, Abubakar Bello Salama using the Facebook handle "Abubakar Bello Salama" was recommended. While in Yobe State, Saleh Zakar Sale, with the Facebook username "Saleh Zakar Sale," was recommended.
- Search for Common Ground should work with skit professionals to record PVE relevant skits using the popular skit makers to be shared on social media such as WhatsApp, Instagram, and Facebook, as the majority of youths get information mainly from social media and also pay attention to short videos and comedies.
- Community members stated that they trust peace related content on radio as such peace related jingles and radio programs should be aired on as many channels as possible to drive traffic and generate discourse. Peace-related programs to be aired in the future should consider airing such programs between 6:00am and 9:00am in the morning and 8:00pm – 11:00pm in the evening, as these are the times community members listen to radio the most.



## 1.0 INTRODUCTION

The increased presence of Non-State Armed Groups (NSAGs) such as Boko Haram and the Islamic State West Africa Province (ISWAP), coupled with violence and civil unrest, has generated a social, political, and humanitarian crisis in northeast Nigeria. Military operations to defeat NSAGs have resulted in the arrest and detention of thousands of suspected fighters, affiliates, and in some cases, civilians, and victims, who are often detained together in overcrowded detention facilities, thus amplifying the risk of further recruitment into NSAGs. Establishing an effective Disengagement, Disassociation, Reintegration and Reconciliation (DDRR) process for former associates of NSAGs within a broader PVE framework to create the necessary conditions for peace and recovery is therefore urgent and paramount.

In 2016, the Government of Nigeria took a notable step with the creation of Operation Safe Corridor (OPSC), an initiative promoting military and civilian agencies' collaboration in the rehabilitation and reintegration of low-risk NSAGs associates. The government's initiative includes a 6-month rehabilitation programme at the OPSC transition and rehabilitation center in Gombe State for former low-risk men associated with NSAGs. Following that, two additional transition and rehabilitation centers were established in Maiduguri in Borno State: one is for women and children located in Bulumkutu area and the other is for men in Shokari area. Both centers are currently run by the Borno State Ministry of Women Affairs and Social Development (MoWASD). Although the initiatives primarily aim to assist rehabilitation and preparation for reintegration of NSAGs defectors, they are also expected to address the mistrust amongst the communities towards defectors and to promote reconciliation in the communities of return.

Search for Common Ground (Search) seeks to determine the preferred and reliable channels for dissemination of credible information related to Preventing Violent Extremism (PVE) and Disengagement, Disassociation, Reintegration and Reconciliation (DDRR). Information from the mapping will aid the implementation of a project aimed at strengthening the capacity of the Government of Nigeria to develop and implement PVE and DDRR programming through the attainment of strengthened institutional capacities on PVE and DDRR programming of government officials at the federal and state levels, improved coordination of DDRR programming between the federal and state government levels, and enhanced communication and awareness on PVE and DDRR programming.

In addition, past strategic communications work of Search in relation to DDRR in Northeast Nigeria produced the following lessons learned:

- Continuous need for ongoing strategic communication and discussion to dispel rumors and tackle misinformation and misunderstanding related to DDRR and PVE.
- Need to continue producing radio talk shows and airing more slots of the Voices of Peace<sup>1</sup> messages to enable communities participate and contribute to the discussions on DDRR and PVE related programming.
- Secure inclusive script-writing processes for the radio dramas including community beneficiaries to ensure conflict-sensitivity and avoid unintended effects on the target population.

---

<sup>1</sup> A short recorded audio format that provides a platform for influential citizens' voices (from market women, students, state officials, security personnel, and more) to promote peace in the communities because of the power they wield which in turn increases citizens' awareness and inspiration for peace.

- Need to create effective feedback mechanisms such as a toll-free call-in line to better address the feedback needs of the community.
- The program therefore seeks to enhance communication and awareness on PVE and DDDR programming.

### 1.1 Purpose and Objectives of The Media Mapping

The survey was conducted with the aim of mapping the media and communication channels to provide strategic communication on PVE and DDDR to various stakeholder groups in order to achieve one of the program's expected results, which is to support institutional communication messaging and empower local platforms that will enhance coordination between the federal and state governments and promote a common understanding among government agencies and community members of DDDR and PVE strategies. More specifically, the objectives of the media sector and communication channel mapping were categorized into two as specified below:

#### 1.1.1 Media Sector Mapping

- To generate a database of media houses (radio and TV stations) - both private and public owned and their networks in Borno, Adamawa, Gombe, Yobe States and the Federal Capital Territory.
- To gather information on the current PVE and DDDR radio/TV programs currently being aired in the selected states.
- To generate a database of social media channels used for information dissemination in the selected states.

#### 1.1.2 Communication Channel Assessment

- To determine what information sources and communication channels {this should include radio (FM and AM), TV, as well as social media} are most trusted by varying demographics (Youths, women, IDPs, and PWDs) in the selected state.
- To determine appropriate communication channels for disseminating information for varying demographics (Youths, women, IDPs, and PWDs) in the selected states.
- To ascertain the listening habits of community members in the selected states including prime times and days of radio listenership, preferred format, and preferred language for radio program.

## 2.0 METHODOLOGY AND STUDY DESIGN

This study adopted several methods for collection of data and information gathering on the media and communication channel mapping. This includes mixed methodologies (qualitative and quantitative), snowballing, and desk review. The desk review enabled the team to identify current potential media contacts and key media influencers before the snowball approach was used to identify and meet other media organizations to gather relevant data. Furthermore, a quantitative survey was designed and administered to various stakeholders, including community members—women, men, youths, Persons with Disabilities (PWDs). For qualitative data, Key Informant Interviews (KII) and Focus Group Discussions (FGD) were held to elicit responses.

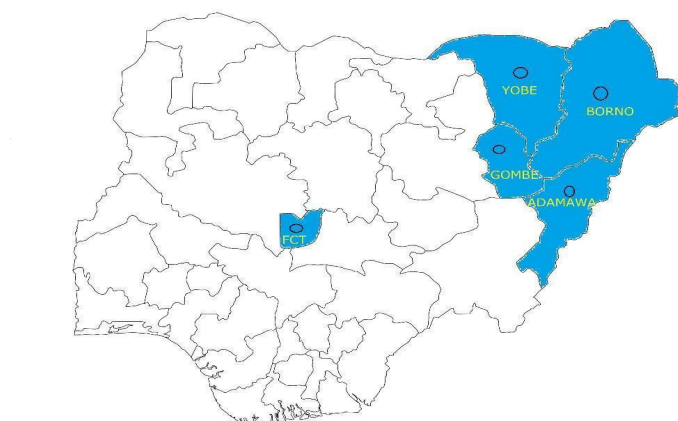
The Key Informant Interview (KII) guide was used for media stakeholders at the organizations to elicit responses about the organization's focus, mission, reach, management structure, social media, and internet presence. The KII guide was also used to gather information on coverage, programming, and other relevant information. The guide was administered either to the media marketing lead or any of his/her appointees.

## 2.1 Target stakeholders for the Mapping

The study collected data from the community members (ensuring representation of the various demographic groups; men, women, young boys, and girls), Internally Displaced Persons (IDPs), government-owned media outlets (at state and LGA levels), private-owned media outlets, People Living with Disability (PLWD) and social media influencers.

## 2.2 Data Collection/Study Area

The media and communication channel mapping was conducted in four states, namely: Borno, Adamawa, Gombe, and Yobe, and the Federal Capital Territory (FCT) Abuja. In Borno State, the study was conducted in Konduga, Maiduguri, Mafa, Jere, and North and Yola South LGAs. In Gombe State, the Local Government was also covered in the study. The mapping was conducted in Abuja Municipal Area



## 2.3 Qualitative Data Collected

### 2.3.1 Key Informant Interview

The study conducted a total of 65 key informant interviews (KIIs) with media houses and personnel. The table below gives a more detailed breakdown of the

KIIs in each state.

Table 1: Summary of Key Informant Interviews						
Key Informant Interviews (KII's) with Radio, Television houses and Social media influencers						
Media Outlet interviewed	Borno	Adamawa	Yobe	Gombe	Abuja	Total
Radio Stations	8	6	3	5	18	40
Television	2	2	2	2	6	14
Social Media Influencers	2	2	3	2	2	11
Total	12	10	8	9	26	65

### 2.3.2 Focus Group Discussions

The research team held focus group discussions (FGDs) with men, women, and Youths (including PWDs and IDPs) in the target LGAs. These FGDs were focused on getting information on radio listening habits, reach of radio programs and appropriate communication channels for disseminating information for varying demographics. Below is a summary of the number of FGDs conducted per state:

Table 2: Summary of Key Informant Interviews						
Focus Group Discussions (FGD)						
Category of cluster for FGD	Borno	Adamawa	Yobe	Gombe	Abuja	Total
YOUTH leaders (males between 18 and	2	1	1	1	1	6

35 years old)						
Youth (females between 18 and 35 years old)	2	1	1	1	2	6
Marginalized and Specialized Groups (i.e., IDPs and PLWDs)	2	1	0	0	0	3
WOMEN (community members over 35 years old)	2	0	0	0	2	3
MEN (community members over 35 years old)	2	1	0	0	1	4
Total	10	4	2	2	6	24

#### 2.4 Quantitative data Collected

Survey data was collected using Kobocollect and qualitative data was collected using an indepth Key Informant interview and uploaded on Google Forms. A total of 407 surveys were conducted with a 100% success rate.

Table 3: Summary of questionnaires administered

S/No	State	Number of Questionnaires Administered
1	Borno	118
	Konduga	16
	Maiduguri	49
	Mafa	9
	Jere	19
	Bama	25
2	Adamawa	85
	Yola North	43
	Yola South	42
3	Gombe (Gombe LGA)	65
4	Yobe (Damaturu)	66
5	Federal Capital Territory	73
	AMAC1	25
	AMAC2	24
	Bwari	24
	Total	407

#### 2.5 Data Analysis

Analysis of quantitative data obtained through the community survey was analyzed using MS Excel. Qualitative data were analyzed using the NVIVO analysis approach. The research team utilized a simple analytical method of information mining to analyze data collected. Media organizations mapped are profiled below while the other relevant details of the media organizations can be seen in the database/media listings. The KII guide was divided into four sections to capture information around radio programming, media reach, social media presence and media coverage. The report is structured by the above objectives, media mapping, communication channel mapping and listenership survey. The media mapping was done on a state-by-state basis, an analysis of the media organization with relevant information gathered.

## 2.6 Limitation and Learning Experience from the Mapping

The field team encountered a few challenges while collecting data, below are some of these observations for organizational learning for future studies:

1. The study team encountered difficulty in organizing participants for FGDs as participants were scattered in different locations in the Local Government Areas, but this challenge was overcome with the help of identified influential community mobilizers.
2. Due to the lack of a physical office and unreturned messages, the study team had trouble getting in touch with some of the online radio stations and social media influencers. Interviews with a few more social media influencers were conducted.
3. Some media houses required that interviews be conducted with the organization's lead, so scheduling a convenient time was a bit difficult. The enumerators patiently and diplomatically agreed on a convenient time for the interviews. This affected the timeline scheduled for specific interviews.
4. Some media houses requested letters to be specifically drafted and addressed to a particular person before they could grant interviews. They refused to honor the letter of introduction given to the enumerators. This caused some delays as letters had to be drafted for this purpose before interviews could be conducted.
5. Raypower FM Gombe was temporarily inoperative and there was no one at the station to be interviewed.

## 2.7 Learnings that should be adapted for future studies of this nature

Community mobilisers were helpful in gaining access to questionnaire respondents and identifying FGD participants; future studies of this nature should provide budgetary support for community mobilisers. While collecting data, it was discovered that some media houses (Wazobia FM, Nigerian info FM, Cool FM, Wazobia TV/Na we Tv, African tv) are all owned by the same individual, located in the same building and with staff working interchangeably between these organizations. This had to be put into context while conducting the interviews as the same person responded for both Wazobia FM and Nigerian Info FM.

### 3.0 Demographic and social Information of Respondents

#### 3.1 Geographical Distribution of Respondents

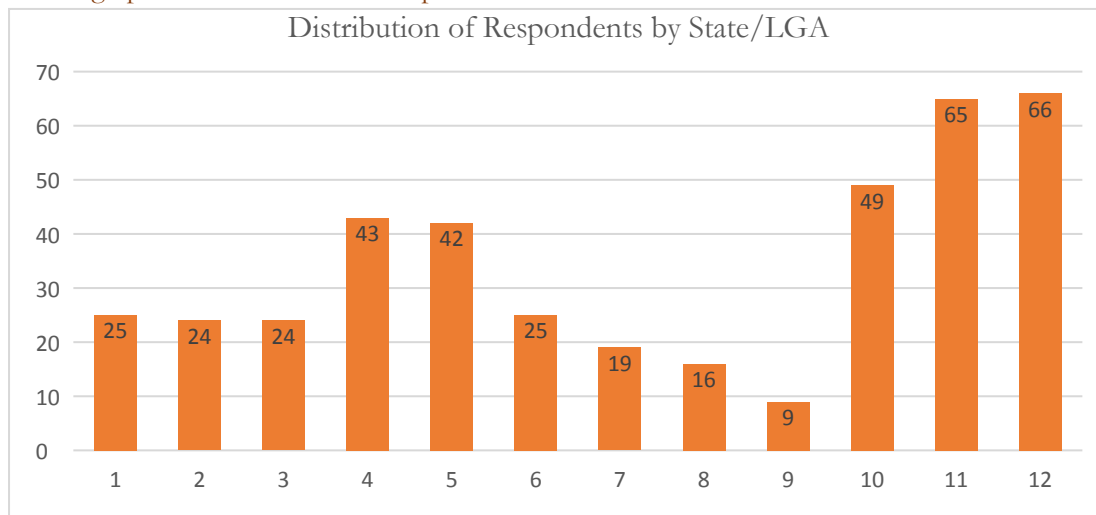
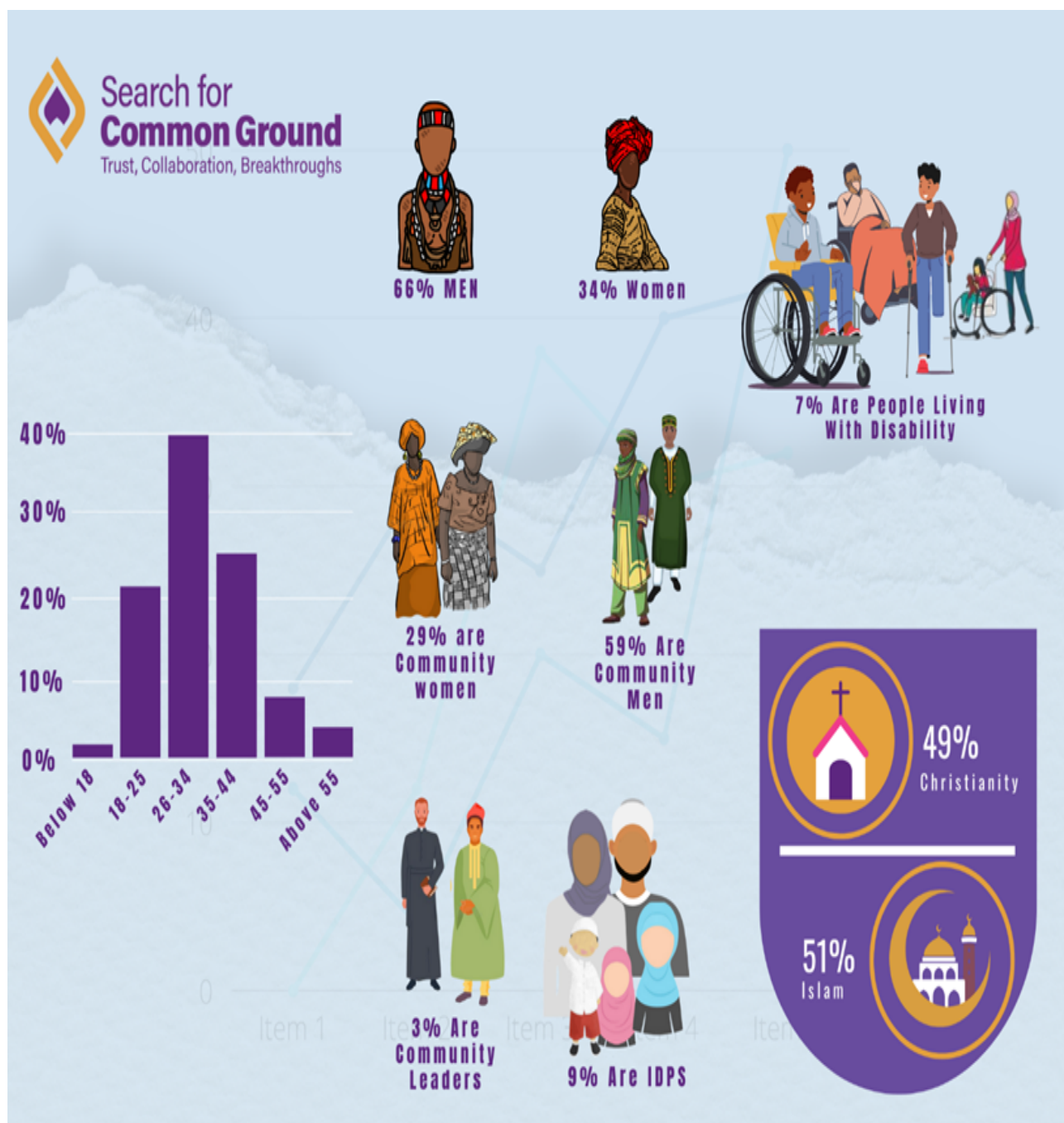


Figure 2: *Distribution by geographic location*

Figure 2 shows the distribution of quantitative survey respondents according to state and local government of residence. 18% of the responses received, representing 73 respondents, were from the Federal Capital Territory (25 from AMAC1, 24 from AMAC2 and 24 from Bwari). 85 respondents representing 21% of the respondents were from Adamawa (43 respondents from Yola North and 42 from Yola South), 118 respondents representing 29% of the respondents were from Borno (25 from Bama, 19 from Jere, 16 from Konduga, 9 respondents from Mafa and 49 from Maiduguri), 65 respondents representing 16% of the respondents were from Gombe (all from Gombe LGA), while 66

persons representing 16% of the respondents were from Yobe State (Damaturu).



Most of the respondents representing 66% are male while 34% of the respondents are females; this is unconnected to the socio-economic character of the states and LGAs where data was collected. The study team had less access to female respondents in the Northeast states (Borno, Adamawa, Gombe and Yobe state) than in the FCT due to social and cultural norms. Findings as illustrated by the figure revealed that 7% of the respondents were PWDs while 93% of the respondents were not persons with disabilities.

The mapping study revealed that 3% of the respondents interviewed were community leaders, 59% of the respondents were community men, 29% were community women while 9% of the respondents were Internally displaced persons. The study findings revealed that 1% of respondents were less than 18 years of age, 21% were between ages of 18 and 25 years, 40% were between 26 and 34 years of age, 25% of



respondents were between 35 and 44 years of age, 9% were between 45 and 55 years while 3% of the respondents were above 55 years. 49% of respondents are Christians while , while 49% are Muslims.

#### 4.0 FINDINGS FROM THE MEDIA SECTOR MAPPING

4.1 Media houses (Radio, TV stations and Social media influencers) - both private and public owned and their networks.

##### 4.1.1 Borno State

is in the North-East geopolitical zone of Nigeria with its administrative capital in Maiduguri. The state is bordered by Yobe to the west and Adamawa to the south. It's the only state in Nigeria bordered by three foreign countries, Cameroon on its eastern border; the Niger Republic on its northern border; and Chad on its northeastern border. The state has 3 senatorial districts—Borno Central, Borno North, and Borno South, with 27 Local Government Areas. The state is home to numerous local languages, with Hausa, Fulfulde, Kanuri, Shuwa Arabic, and Babir-Bura being the most common. Vast majority of the state's population are Muslim, with smaller Christian and traditionalist minorities (especially in the south).

Findings from the study revealed that most of the media houses are situated within the state metropolis (Jere and Maiduguri Metropolitan Council). The mapping identified 12 media houses, of which nine (9) are radio stations and three (3) are television stations. Of the 12 media houses, 6 are privately owned while the other 6 are owned by the government. Below is a table showing the media houses.

S/N	Name of Radio Station	Tv/Radio	Frequency	Ownership	Owner
1.	BRTV Radio	Radio	94.5FM	Government owned	Government owned
2.	FRCN Radio/Peace FM	Radio	95.3FM	Government owned (Federal Gov Owned)	Government owned
3.	Unimaid Radio/Kanen FM	Radio	97.7FM	Government owned	University of Maiduguri
4.	Harmony FM Biu	Radio	96.5FM		Not disclosed
5.	Al-Ansar FM Radio	Radio	96.2FM	privately owned	Dr. Mohammed kyari Dikwa Mni
6.	Lafiya Dole Radio/Hadin Kai Radio	Radio	108.0FM	Government owned	Nigerian Army
7.	Freedom Radio	Radio	99.5FM	Privately Owned	Not disclosed
8.	GAME FM	Radio	90.7FM	Privately Owned	Not disclosed
9.	Dandal Kura Radio International	Radio		Privately Owned	Alhaji Faruk Dalhatu
10.	Radio Ndarason International (RNI)	Radio	107.1 FM	Privately Owned	David Smith
11.	Nigerian Television Authority	Television	Nil	Government owned	Government owned
12.	BRTV (Borno Television Authority)	Television	Nil	Government owned	Government owned

	Al-Ansar TV	Television	Nil	Privately Owned	Dr. Mohammed kyari Dikwa Mni
--	-------------	------------	-----	-----------------	---------------------------------

Find below a brief description of some of the Media houses and their coverage areas.

- **UniMaid Radio/Kanem FM – 97.7 Kanem FM** is a campus-community radio station of the University of Maiduguri, located in the University of Maiduguri campus. The radio station was established in 2014. The radio station uses three different languages – English, Hausa, and Kanuri to communicate with its audience. Because of its youthful audience, the radio station has a very good presence on social media – Facebook, Instagram, and Twitter, with 1,998 community members on Facebook. Though the radio station does not have live streaming facilities, the use of social media has ensured its audience are up to date on its programs. Due to the early morning traffic and wide use of transistor radios among the populace, the radio station highlighted that 10am – 12pm is the best time to engage its gendered balance (both male and female) audience. The station further pointed out that most of its listeners are non-working residents. UniMaid radio claims a reach of over 100,000 audiences according to a Nigeria Broadcasting Corporation figure shared with them. However, according to them, there are limited or no ways for the station to source feedback from its listeners and use it to improve programming. As a form of galvanizing new audiences and traffic to new radio programs, the radio station confirmed that they produce and air free radio promos to inform listeners of a new program. UniMaid radio has not aired/produced content/programs on peace building, Conflict resolution, Preventing Violent Extremism (PVE) and peace related programs in the past.
- **Dandal Kura International Radio (DKRI)** is a fully indigenous shortwave Radio based in Maiduguri, Borno State which has been operating since 2015. The radio programs are being monitored throughout Nigeria and principally serving the Lake Chad Basin Region. According to the media organization, Dandal Kura is purposely set up to counter violent extremism by developing and broadcasting diligently produced programs that roll back the narratives of Boko Haram insurgents, setting forth positive narratives and helping the communities in the north-eastern Nigeria to mitigate against recruitment to VE and terrible situations caused by the insurgency. The media platform is said to be reaching over 4 million people and has channels for sourcing and receiving feedback from its listeners. The feedback from the listeners indicate that signals cover a radius of about 100 KMs, this also means that the organization has wide coverage. The media organization has a very strong social media presence with 45,258 community members on Facebook and streams its content live on [www.dandalkura.com](http://www.dandalkura.com) on 24-hour basis. This gives partners/collaborators the opportunity to monitor their messages on both SW and FM platforms via the internet from the comfort of their offices without having recourse to media monitors. Dandal Kura radio station offers free radio program promos to spur new audiences and have aired several peacebuilding and/or preventing violent extremism programs including
  - **Inhouse-** “Jastram” Tawakali,
  - **Sponsored programs:** Tudun Tsira which will be ending in January 2022 and Sabuwar Dama ( Funded by USAID Northeast Connection program) and will be ending in August 2022.
- **Al-Ansar Radio and Television (ARTV)** was established in 2020 was set up with a vision to support the government’s efforts towards bringing lasting peace, tranquility and development to Borno State and Nigeria at large; to build peace and harmony among the societies and communities in the state by airing deliberate programs that support peace building; and to promote programs that would economically empower the vulnerable and less-privileged in the community amongst others. Though a privately owned radio and TV station, the organization

has estimated its reach at 4.5 million with its listeners mostly adults and of both sexes. The media organization has a very good social media presence with 7,407 community members on its Facebook page. It also streams its content live on its website [www.al-ansarradioandtv.com.ng](http://www.al-ansarradioandtv.com.ng) on a daily basis. This affords its partners opportunities to track and monitor its aired radio programs. ARTV broadcasts its contents in Hausa, Kanuri and English languages reaching a wider audience. The media organization promotes new programs for free as a form of generating traffic and captivating listeners to their platform. It has also aired and promoted several peacebuilding, preventing violent extremism and conflict resolution programs in the past. Most recent is the “In da rai da rabo” (Where There Is Life, There Is Hope) which ended in December 2021 funded by BBC media action.

- **Peace FM Maiduguri** is a Nigerian radio station owned by the Federal Radio Corporation of Nigeria (FRCN). The station aims to give access to information to millions of voiceless people of Borno State. Established in 2012, the radio station broadcasts its contents in Kanuri, Hausa, and English languages. The radio station estimates its reach at about 200,000. Peace FM has a strong social media presence with 6,230 community members on its Facebook page. With its target audience being mostly adults, it stated that its prime time for airing radio programs is between 12pm – 4pm, weekdays. Peace FM streams its content live via its social media handles; they have however not aired peacebuilding, conflict resolution or PVE programs in the past. Search for Common Ground aired a program themed “Mu Farfado da Yaranmu abin alfa’arin mu (Awaking our Children our pride), a 30 minute children’s radio drama on peace FM Maiduguri.
- **Radio Ndarason International (RNI) 107.1 FM:** The station began broadcasting in 2015 as a one hour a day service based in Kano, called Dandal Kura Radio International (DKRI). In early 2016 it moved the studios to Maiduguri and began broadcasting 6 hours a day, mostly in Kanuri language content. In 2016 the station moved its headquarters of operation to N'djamena, Chad, but continued broadcasting as before. The station serves as a platform to promote a local discourse among all actors affected by the current crisis in the Lake Chad region. The station has an estimated 7.5 million daily listeners<sup>2</sup> and a very good social media presence with 2,043 community members on its Facebook page and 1,324 Followers on twitter.
- **Borno Radio Television Corporation (BRTV)** started as a provincial Broadcasting Station in 1957 for relaying programmes from the defunct Nigeria Broadcasting Corporation in Kaduna and Lagos. BRTV with both radio and television arms is a state-owned corporation with the mandate to give the widest publicity to government plans and obtain a response to the authority on problems and aspirations of the diverse people. BRTV has a wide range of coverage and a very strong social media presence with over 35,350 community members on its Facebook platform. BRTV also broadcasts and reaches its wider audience through its livestream channel of [brtv24.live](http://brtv24.live). Reaching over 800,000 people, BRTV broadcasts its contents in Hausa, Kanuri, and English languages. It also broadcasts in Babr-Bura and Shuwa Arab languages. The station stated that its prime time is usually between 6am – 10am and it has aired conflict resolution, peacebuilding, and other related peace programs in the past. One of the programs is called Awande chairman Kasnde and Abu Namu (The thing is our own).
- **Social Media Influencers:** These social media were surveyed through desk review and referral processes by relevant social media influencers in the state.

---

<sup>2</sup> [https://www.alliance-sahel.org/en/news/radio-ndarason-lake-chad/#:~:text=Radio%20Ndarason%2C%20created%20in%202015,Doum%20\(and%20soon%20Mao\).](https://www.alliance-sahel.org/en/news/radio-ndarason-lake-chad/#:~:text=Radio%20Ndarason%2C%20created%20in%202015,Doum%20(and%20soon%20Mao).)

- **Breakonize Breenzy:** Breakonlive is an upcoming artist who promotes his craft and art on all social media platforms. He has several posts on the happenings and news in and around Borno State. He has 27 subscribers on YouTube with more than 600 views per post. On Instagram, Breakonlive has 571 followers with posts mainly about himself, music, and social life. He has 42 followers on Twitter and 174 followers on Facebook.
- **Grassroot Researchers:** Alh. Ibrahim Yamele on Instagram. He has 1405 followers with his posts mainly of himself, activities, and other unnamed engagements. Though his posts look engaging, they lack an appropriate caption, which makes it difficult to attribute the activities to peacebuilding efforts, conflict resolution, and related engagements. Alh. Ibrahim Yamele has more engaging content on Twitter with over 990 followers. He is, however, not apolitical with his posts. On Facebook, he has over 1,700 followers and engages well.

#### 4.1.2 Adamawa State

Adamawa is a state in the North-East geopolitical zone of Nigeria with its administrative capital in Yola. The state is bordered by Borno to the northwest, Gombe to the west, and Taraba to the southwest, while its eastern border forms part of the national border with Cameroon. Adamawa state has 3 senatorial districts – Adamawa Central, Adamawa North and Adamawa South. It also has 21 Local Government Areas. The state is home to numerous local languages with Fulfulde, Hausa, Bwatiye, Higi, Chamba, Kilba being the most common languages. Adamawa State is a mixed religious state with equally large number of Muslim and Christian faithful.

Findings from the study revealed that most of the radio stations are situated within the state metropolis (Yola Town), with varying coverage across LGAs and, in some cases, across border states (Borno, Gombe, Yobe, and some parts of Cameroon). The study identified Six (6) radio stations and two (2) television stations were mapped during the survey, out of which five (5) are owned by private individuals, while three (3) are owned by the government. Below is a table providing information on the radio stations:

S/N	Name of Radio Station	Tv/Radio	Channel Frequency	Ownership	Owner
1.	AM Radio Gotel	Radio	91.7FM	Private Owned	Alhaji Atiku Abubakar
2.	FM Gotel	Radio	91.1FM	Private Owned	Alhaji Atiku Abubakar
3.	ABC Yola	Radio	95.7FM	Government Owned	Government Owned
4.	Fombina FM	Radio	101.5FM	Government Owned	Government Owned
5.	Pulaku FM	Radio	92.3FM	Private Owned	Not Disclosed
6.	NAS FM	Radio	89.9FM	Private Owned	Dr. Mahmud Halilu Ahmed
7.	Nigerian Television Authority	Television		Government owned	Government Owned
8.	Adamawa Television	Television		Government owned	Government Owned

	Corporation				
--	-------------	--	--	--	--

A brief description of the media houses is found below:

- **Gotel Communications Limited** was established in 2008 and has sub-organizations including FM Gotel, Gotel Yola, Gotel TV, and Gotel Radio. Gotel Communication Limited has a mission to provide the highest quality programming in Nigeria that educates, enlightens, inspires viewers and listeners, and increases the world's understanding of African issues and contributions. The organization estimates its reach to be over 3 million people and broadcasts its content in Fulfulde, Hausa, and English. Its radio (AM and FM) has a wide reach, with the AM reaching all LGAs of the state, while the FM reaches Cham in Gombe, part of Zing, but it does not reach Hong, Mubi north and south, Michika Madagali, Ganye, and Toungo. The organization has a very strong social media presence, with over 880 subscribers on its YouTube channel, and 2,432 community members on its Facebook page. The communication and media platform also has an active website for promoting its work and content to a targeted audience. It has aired and promoted several peacebuilding, conflict resolution, preventing violent extremism, and related programs over the years across its AM, FM, TV, and online platforms. Some of these programs include *"The Peacemaker"*, *"ina mafita"*, *"Wuro lafiya"*.
- **Adamawa Television (ATV), Yola:** Adamawa Television (ATV), formerly known as GTV (Gongola Television Corporation) when the state was known as Gongola State, has been broadcasting since the 1980s. Adamawa became a state in 1992, and the station was changed to Adamawa Television (ATV) in 2000. It has over 2.9 million viewers according to the organization and broadcasts its content in Hausa, Fulfulde, and English languages. It claims to have adults, particularly civil servants as its main viewers, hence highlighting that 6:30pm – 7:30pm is its prime time. The station has limited social media presence which is only on Facebook with 8,768 followers. The station has promoted peace messages through its program in recent times. One of such is the "Mai ka Gani (Issues of the Moment)" program.
- **FRCN FOMBINA FM** – Radio Nigeria was established in 1978 and is a Nigerian radio station owned by the Federal Radio Corporation of Nigeria (FRCN). The station covers 19 LGAs in Adamawa State and parts of Gombe and Taraba States. Though the platform has limited social media presence, it claims to have over 3.8 million listeners across Adamawa state and neighboring states. The media organization broadcasts its content in Hausa, Fulfulde, and English, providing it with good demographic coverage. Fombina FM has aired peacebuilding programs for INGOs in the past—"Sulbu Alkairi\tudun tsira" is the most recent conflict resolution program aired. It considers afternoon time slots as its best as youth and adult populations are often interactive during this period.
- **Adamawa Broadcasting Corporation (ABC):** was established in 1976 having Radio - AM, Radio – FM and Radio Online. The media organization is an offshoot of the defunct Nigeria Broadcasting Corporation NBC, and the then Gongola Broadcasting Corporation, GBC. The station covers 21 LGAs and these signals are received in the neighboring states of Taraba, Gombe, Borno and the republic of Cameroon with over 3 million estimated reach. Though limited social media presence, ABC Yola has over 2,463 community members on its Facebook page. It broadcasts its contents in Hausa, English, and Fulfulde languages. The station has highlighted 4pm – 8pm as its prime time as its target audience are adults and mostly youths of both genders. The corporation promotes new programs for free and has aired conflict resolution and peace building programs in the past. *One of such programs is the "Mako in ka yanuwan ka."*
- **NAS FM 89.9 Yola** was established in 2020, covering some LGAs in Adamawa State and other neighboring states like Gombe, Borno, Yobe, Taraba and Bauchi States. Despite its limited social media presence, it has 3,036 community members on its Facebook page and reaches over 3

million listeners, according to the radio station. The radio station broadcasts its content in Hausa, English, and Fulfulde languages, with its prime time slated to be between 10 am and 12 pm while targeting the following demographics: youths, women, and political members. The media outfit also stated that market people, young adults, and a listener group- NAS radio listeners association are part of their esteemed listeners. The station has been involved in peacebuilding programs in the past and is currently airing "*Dandalin Matasa*".

- Social Media Influencers: In Adamawa, these social media were surveyed through desk review and referral processes by relevant social media influencers in the state.
  - Alamein Yusuf: Alamein Yusuf owns the YouTube page *Ay\_Tv*. He has over 143000 followers across his social media handles and his posts reach out to about 18000 persons per month, that's determined by Account insights. He has deduced from account insights and comments that his posts reach out to not less than 18000 persons per month. He disseminates content in English mostly.
  - Mohammed Inuwa: Mohammed Inuwa has over 3000 followers across his social media handles. His posts are mostly centered around politics and lifestyle and he obtains feedback from comments and responses from followers. His major audience are youths and the elderly and he airs his content in English.

#### 4.1.3 Yobe State

Yobe is a state in the North-East geopolitical zone of Nigeria with its capital in Damaturu. The state borders four states: Bauchi, Borno, Gombe, and Jigawa. It shares a northern border with Niger's Diffa and Zinder regions. Because the state lies mainly in the dry savanna belt, conditions are hot and dry for most of the year, except in the southern part of the state, which has more annual rainfall. Yobe state has 3 senatorial districts – Yobe Central, Yobe North, and Yobe South. It also has 17 Local Government Areas. The state is home to numerous local languages, with Kanuri, Hausa, and Karai-Karai being the most common languages. Yobe State is a mixed religious state of Muslim and Christian faithful. Two radio stations and two television stations were mapped during the survey, of which all are owned by the government. Below is a table listing of media houses in the state.

S/N	Name of Radio Station	Tv/Radio	Channel Frequency	Ownership	Owner
1.	Pride of the Sahel Damaturu	Radio	89.5FM	Government owned	Government owned
2.	FRCN Sunshine FM	Radio	88.1FM	Government owned	Federal Government of Nigeria
3.	Yobe State Broadcasting Corporation (YBC)			Government owned	Yobe State Government
4.	Nigerian Television Authority	Television		Government owned	Federal Government of Nigeria
5.	Yobe TV	Television		Government owned	Yobe State Government

A brief description of the media houses is found below:



- **NTA Damaturu** is a subsidiary of the Nigeria Television Authority, a Nigerian government-owned and partly commercial broadcaster. NTA Damaturu has been operating in Yobe State since the early 90s. The station broadcasts its contents in English, Kanuri, and Hausa languages. With a nationwide reach, NTA Damaturu suggests a prime time of 7:30 pm Monday to Sunday for airing peacebuilding, conflict resolution, and preventing violent extremism programs because it covers all LGAs in the state.
- **Yobe Television** broadcasts to all LGAs in Yobe State. The station was established in 1995 with its contents being broadcast in Kanuri, Hausa, and English. The media station has a strong presence on social media with 5,112 community members on Facebook and 13 subscribers on its YouTube channel. The corporation believes its prime time is between 4pm and 8pm and has adults and youth as its prime listeners.
- **Sunshine FM 88.1** is a subsidiary of Radio Nigeria and is a radio station located in Potiskum, Yobe State. It was established by the Federal Government to bring radio listenership to the doorsteps of the people at the grassroots. The station commenced transmission in 2018, on the frequency of 88.1 MHz, and was rated by the media planning service as the most listened to radio station in Yobe. It broadcasts its content in Hausa and English, covering 85% of Yobe LGAs, with significant listenership in neighboring Gombe, Bauchi, Kano, Jigawa, and Borno States. With minimal social media presence, the corporation has 2,583 community members on its Facebook page. The station believes adults and male youth are its most prominent listeners, while 7am–9am and 7pm – 9pm are considered its primetime. Sunshine FM has worked and is currently working with international non-government organizations to air and promote peace building messages and conflict resolution programs.
- **Yobe State Broadcasting Corporation** was established in the 90s to produce and broadcast quality news and programmes that satisfy the needs and interest of target audiences in Yobe State and beyond. The corporation broadcasts its content in English, Hausa, and Kanuri languages to reach wider audiences who are predominantly community people between the ages of 18–35 years. The radio station has an online radio component that streams its content on a daily basis. Several peace building and conflict-resolution programs have been aired on the radio station in the past. Currently airing is the Peace Summit on Conflict Resolution among the local community.
- **Social Media Influencers:** In Yobe State, these social media were surveyed through desk review and referral processes by relevant social media influencers in the state.
  - **Saleh Zakar Saleh:** Saleh is the co-anchor and moderator of the Yobe State social media forum (A public group with over 120.6 thousand members). Saleh is the special adviser on new media to the Governor of Yobe state. He has 3,055 followers on Facebook and his posts are mainly about the recent happenings in the state.
  - **Engr Ahmed Soso Geidam:** Engr Ahmed Soso Geidam is the convener of the Yobe Facebook Connect Page and in person annual Facebook connect event. He has about 1527 followers on Facebook and disseminates most of his content in Hausa language. His posts are centered around sharing information on current events with and outside the state

#### 4.1.4 Gombe State

Gombe is a state in north-eastern Nigeria. It was created out of Bauchi State on October 1st, 1996 by the late General Sani Abacha's administration, with its capital at Gombe LGA. Gombe State shares boundaries with Yobe State to the North, Adamawa and Taraba States to the South, Borno State to the East, and Bauchi State to the West. The state, nicknamed the *'Jewel of Excellence'*, has an area of 20,265 km<sup>2</sup> and is mainly populated by Fulani people, who constitute more than half of the state's population (more than 50%). Other minor ethnic groups include the Hausa, Bolewa, Tera, Tangale, Waja, and

Kanuri. Gombe State is divided into eleven local government councils and three senatorial zones. Religiously, the majority of the state's population is Muslim, with Christian and traditionalist minorities at about 20% and 5%, respectively. Findings from the survey revealed that most media houses are situated within the capital (Gombe LGA). The mapping identified five radio stations and two television stations, of which three are owned by the government and four are owned by private individuals. A table listing the media houses is found below.

S/N	Name of Radio Station	Tv/Radio	Frequency	Ownership	Station Owner
1.	Progress Radio	Radio	97.3	Private Owned	Dr. Ibrahim Biu
2.	Gombe FM	Radio	91.9	State Government	State Government
3.	Amana radio FM	Radio	98.1	Private Owned	Joint Venture (not disclosed)
4.	Jewel (FRCN) FM	Radio	103.5	Federal Government	Federal Government
5.	Ray Power FM	Radio	93.1	Private Owned	High Chief Aliogho Dokpesi
6.	Nigerian Television Authority	Television		Federal Government	Federal Government
7.	Gombe state Government Tv	Television		State Government	State Government

A brief description of the media houses is found below:

- **Progress Radio 97.3:** is a private radio station owned by Alhaji Ibrahim Biu, and is located in Tumfure, Bauchi Road, Gombe State, North-Eastern Nigeria. The station broadcasts in three languages (Hausa, English, and Fulfulde). The station's major listeners cut across all demographics (children, women, youth, men, PLWDs, etc.). Progress Radio has a very good presence on social media with over 65,000 followers on Facebook and 2,189 followers on Twitter. The station's prime times are Sundays or Saturdays from 7:30 p.m. to 9:00 p.m. Progress radio airs a self-sponsored programme titled "*ko kasan yancika*," which sometimes covers discussions relating to preventing violent extremism.
- **Amana FM 98.1:** is located at Plot C3, Bauchi – Gombe Road, GRA Extension Gombe, Gombe State, Nigeria. Amana FM is a joint venture private radio station with its services covering the entire 11 local governments in Gombe State and neighboring Borno, Adamawa and Taraba states. The radio station has a very good presence on social media – Facebook, Instagram, and Twitter, with 11,938 followers on Facebook. With its target audience being mostly youth and he elderly, it stated that its prime time for airing radio programs is between 6:30am - 11:00am or evenings from 4:00pm - 7:00pm, weekdays. Amana Radio streams online at <https://oiradio.co/amana-radio-gombe-98-1-fm-s22236>.
- **Gombe FM 91.9** is a subsidiary of the Gombe Media Corporation, owned by the Gombe State Government. The station covers the entire state and some local governments from neighboring states like Biu Kpayo in Borno, Potiskum and Damaturu in Yobe, Alkaleri, Keffi and Darze in Bauchi, Jalingo in Taraba State, Mayo Balewa and Mubi in Yola. The station's prime times are the mornings, precisely from 7:00am to 10:00 am, and the evenings, from 7:00pm to 10:00pm.



- Social Media Influencers: The following social media influencers were surveyed through desk review and referral processes in Gombe state.
  - Abubakar Bello Salama: Abubakar Bello Salama shares current events and messages that promote peace. Her major audience consists of young persons. She has over 1200 followers on Facebook and receives feedback from and direct messages.
  - Ahmed Magem: Ahmed Magem is an influencer with over 8608 followers on Facebook. he receives feedback from the comments made to his posts and he disseminates most of his messages in Hausa language. His posts are mostly centered around motivation, news and lifestyle.

#### 4.1.5 Federal Capital Territory

The Federal Capital Territory, commonly known as FCT and nicknamed “The Center of Unity”, is the capital city of Nigeria. FCT was formed in 1976 from parts of the states of old Kwara, Niger, Kaduna and Plateau States with the bulk of landmass carved out of Niger State<sup>3</sup>. The territory is located just north of the confluence of the Niger and Benue River. It is bordered by the states of Niger to the West and North, Kaduna to the northeast, Nasarawa to the east and south and Kogi to the southwest. The Federal Capital Territory has a landmass of approximately 7,315 km<sup>2</sup>. English is the official language of the city however other major Nigerian languages such as Hausa, Yoruba and Igbo are spoken. The Area Councils in the FCT are Abaji, Bwari, Gwagwalada, Kuje, Kwali and Abuja Municipal (AMAC). There are about eighteen (18) radio stations and about six (6) television channels. The table below provides details about the radio stations.

---

<sup>3</sup> [https://en.wikipedia.org/wiki/Federal\\_Capital\\_Territory\\_\(Nigeria\)](https://en.wikipedia.org/wiki/Federal_Capital_Territory_(Nigeria))

Table 8: List of media houses in the Federal Capital Territory.

S/N	Name of Radio Station	Tv/Radio	Frequency	Ownership	Station Owner
1.	Brilla FM – Sport	Radio	88.9	Private	Larry Izamoje
2.	Vision FM	Radio	92.1	Private	Umar Farouk Musa
3.	Kapital FM	Radio	92.9	Government owned	Government owned
4.	ASO Radio	Radio	93.5	Private Owned	FCT Administration
5.	Rhythm FM	Radio	93.7	Private Owned	Ben Murray Bruce and Family
6.	Human Rights Radio FM	Radio	101.1	Private Owned	Ordinary Ahmed Isah
7.	Nigeria info FM	Radio	95.1	Private Owned	Serge Noujaim (Globe Broadcasting and Communications Limited)
8.	Sound City Radio	Radio	96.3	Private Owned	Alphavision Multimedia, subsidiary of CMA Group
9.	Cool FM	Radio	96.1	Private Owned	Serge Noujaim
10.	Hot FM	Radio	98.3	Private Owned	Oscar Chavula
11.	Best Afro FM	Radio	87.9	Private Owned	Not disclosed
12.	Wazobia FM	Radio	95.1	Private Owned	Serge Noujaim (Globe Broadcasting and Communications Limited)
13.	Kiss FM	Radio	99.9	Private Owned	Not disclosed
14.	Ray power FM	Radio	100.5	Private Owned	High Chief Aleogho Dokpesi
15.	Love FM	Radio	104.5	Private Owned	Multimesh Broadcasting Company Limited
16.	WE FM	Radio	106.3	Private Owned	Kings Broadcasting Limited
17.	Armed Forces Radio	Radio	107.7	Government owned	Nigeria military
18.	Nigerian Television Authority	Television		Government owned	Federal Government
19.	Channels TV	Television		Private Owned	John Momoh
20.	African Independent Television AIT	Television		Private Owned	High Chief Aleogho Dokpesi

	Silver Bird Television	Television		Private Owned	Ben Murray Bruce and Family
22.	Wazobia Television	Television		Private Owned	Serge Noujaim (Globe Broadcasting and Communications Limited)
23.	Wazobia Max	Television		Private Owned	Serge Noujaim (Globe Broadcasting and Communications Limited)
24	Jordan FM	Radio	93.9	Private Owned	Innovative Broadcasting Ltd
25	Eagles	Radio	102.3	Private Owned	Iheanacho Chidindu Prince

- **Wazobia 99.5 FM** Abuja is a Nigerian Pidgin English radio station in Abuja. It was founded in 2007 and belongs to Globe Communications Limited. Wazobia FM Abuja airs a mixture of news, features, sports, music (from popular Nigerian music, hip hop, highlife to world music and reggae), talk shows, topical issues and interviews<sup>4</sup>. The radio station has a very good presence on social media – Facebook, Instagram, and Twitter, with 165,088 followers on Facebook. The station's prime times are from 5:00am-11:00am and 4:00pm-8:00pm.
- **Jordan FM Abuja 93.9** is a private radio station uniquely located on top of Jordan Hills, Ushafa, Abuja. The station's listenership audience covers Bwari, airport road, and almost all of Abuja and surrounding states like Niger, Kogi, and Kaduna. The station uses the longwave mode for transmission and sources feedback through calling sessions and social media handles. The station's major audience consists of adults and youth. The station produces and airs free radio promos to inform listeners of a new program, and its prime times are mornings from 6:00 a.m. to 10:00 a.m. and evenings from 4:00 p.m. to 8:00 p.m.
- **Raypower FM** Abuja is an independent private Nigerian radio station that broadcasts on the 100.5 FM frequency. It is owned by High Chief Aleogho Dokpesi and started broadcasting on January 1, 2005. The station's coverage extends to the whole of the FCT and neighboring states (Nasarawa, Niger, and Kaduna). The station's prime times are from 6:00am to 9:00 am, and the major listeners cut across children, youth, and adults. The station is currently airing PVE related programmes such as Know Your Rights, Talk Point, Vision Nigeria and Data Chat with sponsorship from the Konrad Aduana Stiftung Foundation.
- **Armed Forces Radio** is a Nigerian military radio station owned by the Nigerian Armed Forces. The station is located at Mogadishu Cantonment in Abuja and broadcasts on 107.7 FM. The station was officially inaugurated by President Goodluck Jonathan on May 22, 2015. Armed Forces radio coverage includes the entire FCT and surrounding states like Niger, Kogi, Nasarawa and Kaduna. The station's prime times are in the mornings between 7 a.m. and noon, and in the evenings from 4pm to 7pm The station is currently airing a program in Hausa, aimed at PVE. The programme is titled "*Ko mini sender*" and is sponsored by BBC.
- **Nigerian Television Authority** formerly known as Nigerian Television (NTV), was inaugurated in 1977 with a monopoly on national television broadcasting, after a takeover of regional television

---

<sup>4</sup> [https://en.wikipedia.org/wiki/Wazobia\\_FM\\_Abuja](https://en.wikipedia.org/wiki/Wazobia_FM_Abuja)

stations by military authorities in 1976. After declining interest from the public in government-influenced programming, it lost its monopoly over television broadcasting in Nigeria in the 1990s. The NTA runs the largest television network in Nigeria, with its headquarters in Abuja and other stations in several parts of the country. The stations' reach covers Abuja and extends to other locations such as Karim Lamidonin in Taraba State and Alkaleri Local Government in Bauchi. The station's prime time is from 7:00pm to 11:00pm.

- **Channels Television** is an independent private television owned by Mr. John Momoh. The station's values include upholding the ideals of balanced reporting, objectivity, fairness and the right of the individual to communicate with its office outlet in Abuja.[1] It's prime times are in the mornings from 7:00am to 10:00 am and from 4:00pm to 8:00pm. The station's major viewers cut across all demography (Youths, adults, males, females etc.). The station has a very good presence on social media – Facebook, Instagram, and Twitter, with 12,183 followers on Facebook.
- **Social Media Influencers:** The following social media channels were surveyed through desk review and referral processes by relevant social media influencers in the FCT
  - Emmanuel Abimbola: Emmanuel Abimbola, popularly known as Eleffizy owns the twitter handle “@eleffizy1”, the Facebook handle “Eleffizy” and Instagram handle “@eleffizy”. He also operates a You-tube page “Eleffizy”. His major audience consists of youths, and the elderly in the FCT, Nasarawa & Niger states, consisting of over 5000 followers. He obtains feedback through direct messages, comments on posts and in-person discussions.
  - Abdulbaki Aliyu Jari: Mathias Abdulbaki Aliyu Jari is a journalist who disseminates information on Instagram with the username “bahaushei”. His content appeals to Youth, Women, and Men. He has over 18,900 followers and his messages are centered around the latest events and motivation. He obtains feedback from the comments received on his posts and from messages sent individually to his inbox.

#### 4.2 Information on the current PVE and DDRR radio/TV programs currently being aired by Media Houses.

The table below highlights the current PVE and DDRR programmes in the four states and the FCT.

Table 9: The list of PVE/DDRR programmes currently airing on stations in the five states			
Station	Programme Title	Sponsor/Donor	Programme Duration
<b>Federal Capital Territory</b>			
Armed forces of Nigeria radio service, Report and sub editor	Ko mini senderi in hausa	British Broadcasting Corporation (BBC)	30 minutes, it renewed every quarter
Ray power FM, on air person	Saturday breakfast show, know your rights, talking point, vision Nigeria and data chat	Konrad Adenau Stiftung Foundation sponsors vision Nigeria, NOI Polls organization sponsors Data chat. The others are in house programs	Vision has been around for nearly 10 years.
Aso Radio	Girls talk, Matters of the heart, Aso radio talk		1 hour

	show (93.5)		
Eagles 102.3fm Abuja,	Eagles morning rise talks a lot about that	It's an in house program but it gets sponsorship from Various sponsors and groups	It runs for 1 hour and it will be on indefinitely
Aso Radio and TV	Afternoon Edition, Round Table	No sponsor. It's an in-house programme.	50 mins for each of the two programmes mentioned above.
99.5 Wazobia FM Abuja	Area Mata, Office Palava & Reason with Me.	They are in-house programmes.	An hour each.
Nigeria Info FM Abuja	Bounce Corruption, Current Affairs Show	Station owned	30 mins
ITV/Radio	As E Dey Hot, Impact, Man Around Town	Self sponsored	30 mins for As E Dey Hot, 30 mins for Impact and 2 hrs for Man Around Town
Human Rights Radio	Brekete Family show, It airs on radio and cable television, and streams online through social media platforms.	Not donor funded	5 hour Morning show
<b>Adamawa State</b>			
Nas Fm, Head of news and current Affairs	The way out (English)	The station owns the program with no sponsor	1 hour for every quarter of the programme schedule
Gotel Communication, Tv, Head of Programs Hotel Communication.	The peacemaker	The sponsors are Adamu Atiku Foundation	The program usually last for an hour while the program is being sponsored for a quarter which its usually extended
Director	Makopchinka Dan uwanka(Hausa), Issues and events(English)	ABC stations and responsibilities	30 minutes programs and it's running over a year and based on our programs schedule in the stations
Gotel Communication, Fm, Head of Programs	Peace maker	Adamu Atiku Foundation	The duration is for an hour and it's usually renewed quarterly in the year
Waniltu Online Radio	Iya ruwa	Self-Sponsored	1 hour,we renew it after 6 month
Gotel Communication, Am Gotel Head of Programs	The peacemaker	Adamu Atiku Foundation	1 hour and its is usually quarterly in our program schedule

Pullaku FM GOTEL FM	Wuroo Lafiya	Search for Common Ground	30 minutes radio drama talk show on PVE AND Radio for Peace Building
Borno State			
Radio Nigeria Peace FM Maiduguri	Sulhu Alheri	Center for democracy and development CDD Danish Refugee Council	1 hour and the program has been running for the past 2 years
Kanem FM Unimaid Radio 97.7	Unity for peace (hadin Kai don zaman lafiya)	Green Concern for Development (Greencode)	The duration of the program is one hour, The program is sponsored for one year.
Zaman Lafiya Radio	Civilians in conflict	Center for Civilians in Conflict (civic)	30 minutes for 12 weeks
Kanem FM Unimaid radio...Head of news	Wukan kurciya	Kanem FM	45 min and that is the initial time given to the program by the radio house
Federal Radio corporation (peace FM maiduguri)	Hadin Kai domin zaman lafiya	International Alert Nigeria in partnership with Greencode	One hour, the program was sponsored for two years by the organization
Director News	Frank tall nglefa kiji and filin fatasa	No sponsors	The first one is 3 hours the rest are 30 minutes
Al-ansar radio and Tv head of admin and finance	Arewa ina mafita	Is sponsored by the management of the organization	1 year and half
Radio Lafiya Dole FM Maiduguri	Conflict or Civilian	Centre for Civilian in Conflict (CIVIC)	30 minutes - 1 hour
Peace FM	Search for Common Ground	Mu Farfado da Yaranmu abin alfa'arin mu	A 30minutes children's radio drama
Gombe State			
Progress Radio and TV Gombe, Presenter/Studio Manager	Ko kasan yancika- know your rights	It is self-sponsored we organize it ourselves and we are open for sponsorship	It spans for one hour, it's a live calling in program, it's self-sponsored so it's continuously on the schedule.
Radio Nigeria Jewel FM Managing Director	International Community of the Red Cross is currently airing jingle on peace building aired in Hausa, English, Fulfulde, Barbur and Kanuri	International Community of the red cross	for five months and it is ending this June (68 slots monthly)
Yobe State			
Yobe Broadcasting Corporation	Tudun Tsira, Kunchi Yar Africa, Strengthening	GRA/ UN Women, NEEM Foundation	Two Quarters (6 months)

	Survivors Network in the BAY state		
National Television Authority (NTA), Yobe State, Manager New and Current Affairs NTA, Damaturu	Abi doka, Mu Tattauna and Reducing the intake of drug and substance abuse	Station Corporate Social Responsibility	30 mins and usually a weekly programme, it is continuous and only the content are changed
Sunshine FM	1. Sun Rise 2. Gani Gani	Self funded	1 hour and it's reviewed annually
Neptune Prime, Head of program	Zaman Tare	Self-funded	It has been played for the last 3 months.

### 4.3 Shortwave Radio Stations in Targeted Locations

Though respondents offer little in terms of shortwave radio stations that they listen to in the community and in remote places. The research team conducted several desk reviews and had KII sessions with some key media practitioners in the BAY – Borno, Adamawa and Yobe States. This followed the desk research on similar programmes being aired by various international non-government organisations working in these states and Gombe state as well. Amongst the radio shortwave research includes:

**Radio Ndarason International (RNI):** RNI started broadcasting in 2015 as a one hour a day service based in Kano, Nigeria called Dandal Kura Radio International (DKRI). In early 2016, the radio station moved the studios to Maiduguri, NE Nigeria and began broadcasting 6 hours a day of mostly Kanuri language content. The RNI radio network broadcasts on **shortwave across the whole region and beyond, three hours of programmes every morning and three hours in the evening.** In addition, it has an FM transmitter in N'Djamena (107.1 FM) that covers the Lake Chad Basin Region.

Radio Ndarason shortwave radio programming covers two sessions daily – Morning sessions cover 5:00am – 8:00am, while evening sessions 6:00pm – 9:00pm. Though the programmes seems regimented<sup>5</sup> Search can explore further opportunities to slot in the PVE/DDRR programmes.

**Dandal Kura Radio International Shortwave (SW):** Dandal Kura is a fully indigenous shortwave Radio based in Maiduguri, Borno State, which is monitored throughout Nigeria but essentially serving the Lake Chad Basin Region. The shortwave transmission reaches all the nooks and crannies of the rural areas where development agencies target most of their messages. The shortwave radio station broadcasts daily from 8:00 am to 9:00 am on 9770 KHz in the morning and in the evening they are on air

---

<sup>5</sup> <https://www.ndarason.com/en/shortwave-programming/>

from 7:00 pm to 8:00 pm on 13590 KHz. These signals are monitored throughout Nigeria and the Lake Chad Basin Region.

**Federal Radio Corporation of Nigeria (FRCN):** Federal Radio Corporation of Nigeria (FRCN) founded in 1933 by the British colonial government then called Radio Diffusion Service (RDS) April 1950, the RDS became the Nigerian Broadcasting Service (NBS) and introduced radio stations in Lagos, Kaduna, Enugu, Ibadan, and Kano. FRCN, popularly called Radio Nigeria, broadcasts through Africa's largest radio network with six zonal stations operating on short and medium wave bands and two operations centers in Africa. The shortwave programming on FRCN are broadcasted via morning and evening sessions. The morning sessions cover 6:00am – 8:00am, while the evening sessions cover 6:00pm – 8:00pm. Though the programmes aired on the shortwave are ordered, Search can explore opportunities to slot sessions of quick messaging around PVE and DDRR.

With its geo-political zones reach in Nigeria – FRCN has **6 zonal stations (SW – Shortwave and MW – Medium Wave)** being broadcasted in the early hours of the morning and early evenings.

**Voice of Nigeria (VON):** Founded in 1961, the Voice of Nigeria began life as the external service of the then Nigerian Broadcasting Corporation. Its plan to reach the wider community audience and Nigeria's growing commitment informed the need to have an external channel through which authoritative information about the African situation could be disseminated to the entire world. The VoN has grown to broadcast its messages in various languages such as English, Hausa, Fulfulde, Yoruba, Igbo Swahili amongst others. The radio shortwave programming can also be assessed via short-wave.info<sup>6</sup>.

---

<sup>6</sup> <https://www.short-wave.info/index.php?station=VOICE%20OF%20NIGERIA>



### 4.3 Media Organizations Listing and Ratings

The media organizations are categorized into bands ranging from A to D, where band A is the most preferred and recommended station to be considered for airing programs. The band rating is based on a matrix of the triangulated reach of the stations from the survey and the declared area of coverage by the organization itself. The percentages declared reflect what extent the program is likely to reach amongst a population of those who subscribe to that communication channel.

Table 10: Media Listing of Radio Channels								
STATES	BAND A		BAND B		BAND C		BAND D	
Abuja	Human rights radio	25%	Max fm	7%	Aso radio	5%	ITV	3%
	Wazobia fm	23%	Brilla sports radio	7%	Cool FM	4%	Nig Info	1%
					Ray Power	4%	Capital	1%
					Hot fm	4%	Sound City	1%
					Liberty fm	4%		
Adamawa	Gotel FM	60%	Nas FM	20%	Fombina Fm	6%	Gotel AM	4%
							Anyone	1%
							ABC	1%
							Pulaku	1%
							ABC	1%
Borno	Peace FM (FRCN)	33%	BBC Hausa	10%	Kanem FM (unimaid radio)	8%	Zaman lafiyadole FM	1%
	Al ansar FM	31%			Dan Dal kura FM	8%		
					BRTV peace FM	8%		
					Radio Ndarason	8%		

Gombe	Amana FM	38%	Ray power FM	17%	Gombe FM	8%	Vision FM	2%
	Progress FM	35%						
Yobe	YBC	70%	BBC Hausa	23%	Sahel FM Damaturu	5%	Wazobia	2%
							Voice of America	2%
Targeted Locations	Radio Ndarason International (RNI) Federal Radio Corporation of Nigeria (FRCN)				Few respondents specifically mentioned these radio stations. However, the SW radio programming they offer provides Search an opportunity to reach the remotest places in the BAY States and across the Lake Chad Basin		Both Shortwave lengths can be assessed for deeper reach into the community and in the remote areas.	

#### 4.4 Social media channels used for disseminating information

The table below shows the social media channels used for disseminating information in the four states and the FCT

Table 11: Social media channels used for disseminating information in Adamawa, Borno, Gombe, Yobe States and the FCT.									
State	Respondent Name	Respondent's Organization & Designation	Social Media Handles	Influence (States, LGAs or communities)	Number of followers	How do you source feedback from your audience?	Preferr ed language	Followers	Main Subject/T heme
Borno	Abdu Smai	Social Influencer	twitter handle: @tujens Facebook handle: Abdu Smai Instagram handle: tujens	The Reach of my broadcasting s all over the world	Twitter handle: 215 Facebook: 7351 Instagram: 12.4k	Through interaction s with my followers	English , Hausa, kilba,	My Audience demograp hic is	Business, Current Affairs and

			Tik Tok handle: tujens You-tube page: @tujens		You-tube page: 1.3k Tik Tok: 6.7k		margi, kanuri	mostly women	Adverts
Borno	Salama Vakru	Social Influencer	twitter handle: @djslamgram Facebook handle: Djslam Gram Instagram handle: djslamgram Tik Tok handle: Dj_slam_gram You-tube page: <a href="https://youtube.com/channel/UCAWY_NN6NsLKpQCnKutnNDA">https://youtube.com/channel/UCAWY_NN6NsLKpQCnKutnNDA</a>	The Reach of my broadcasting s all over the world	twitter handle:117 Facebook: 1k Instagram: 10.6k You-tube page: Tik Tok: 1.1k	Interactio ns	English	Youth both male and female are my major audience	Music and Lifestyle
Borno	Waziri Saleh Yerima	Social Media influencer		24 hours	Facebook: 1,2000,000	Interactio ns	English	Youth both male and female are my major audience	Lifestyle
Abuja	Emmanuel Abimbola(El effizy)	Social Influencer	twitter handle: @eleffizy1 Facebook handle : Eleffizy Instagram handle: @eleffizy You-tube page : Eleffizy	FCT, Nasarawa & Niger. 9LGAs, All communities in FCT. Communities surrounding FCT	Over 5000. Through participation during the show, viewers, and feedback	Direct messages, social media platforms and in person.	English	Youngster s, middle class & Elites	Lifestyle
Abuja	Abdulbaki	Social Media	Instagram Handle:	All of Nigeria	18, 900 followers	Through	English	Youth,	History

	Aliyu Jari	influencer	bahaushei			interactions and comments on posts		Women, Men	and Motivation
Adama wa	Alamein Yusuf	Social media influencer	twitter handle: alamean_aya Facebook handle: Alamin yusuf Aliyu Instagram handle: alamean_ay You-tube page: Ay_Tv	143000 person online	I usually reach at least 18000 person per month and that's determined by Account insights	From comment section and friends	English	Youth	Lifestyle
Adama wa	Mohammed Inuwa	Social Media Influencer	twitter handle: @inuwaages Facebook handle: MohammedInuwaagez Instagram handle: Matty.talks.alot You-tube page: Mohammed Inuwa Mahey	Nationwide	3000. Through comments and responses from followers	Through our social media handles	English	Social Media Users	Politics/Lifestyle
Adama wa	Hon. Miracle Musa	Social Media Influencer	Facebook Handle: Hon Miracle Musa	Adamawa	5,000 followers	Through post engagement	English	Youth, Women, Men	Politics and lifestyle
Gombe	Abubakar Bello Salama		Facebook handle Abubakar Bello Salama Instagram Handle	Nationwide	Facebook: 1.2k followers	After making a post, I get comments from and direct messages	English	Youth	Current events and messages that promote peace.

Gombe	Ahmed Magem	Social Media Influencer	Facebook handle Abubakar Ahmed Magem	Nationwide	Facebook:8608 followers	From comment section and friends	Hausa	Youth	Motivation, news and lifestyle
Yobe	Usman Muhammad Adamu	Social Media Influencer	twitter handle: @MalamUsmanAffan Facebook handle: Mallam Usman Bin-Affan Instagram handle: Usman Bin-affan Damaturu You-tube page: Nil	Kano, Jigawa, Kaduna, Katsina, Bauchi, gombe Borno,Jigawa, Sokoto and zamfara	Facebook 8000, Instagram 1000, Twitter 700	After making a post, I get comments from and direct messages.	Hausa	Mostly the youth	News
Yobe	Engr. Ahmed Soso Geidam	Social Media Influencer	Facebook handle: Engr. Ahmedsoso Geidam	Yobe, Borno, Adamawa, Kano	1,525	Post engagement and messages to inbox	Hausa	Mixed, but mostly young people	News

5.0 Communication Channel Mapping

5.1 Information sources and communication channels

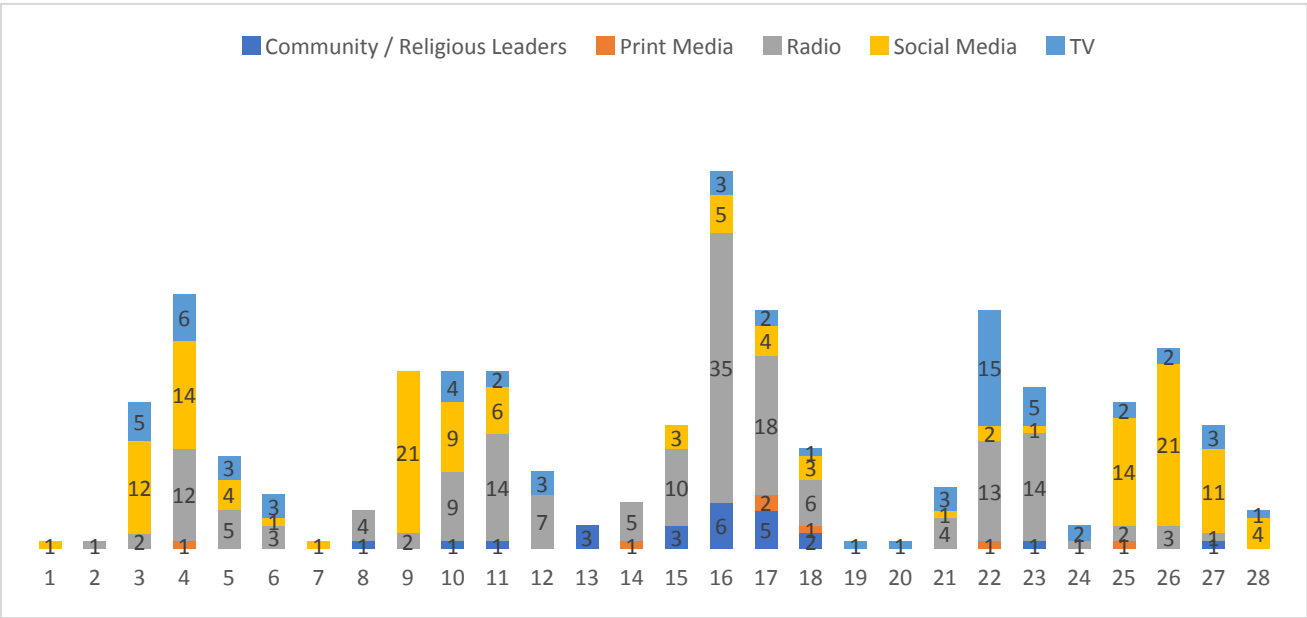


Figure 4: Most trusted/ Preferred Media by Age groups

Analysis shows that the majority of the respondents from the four states and the FCT indicated radio is the most trusted/used communication channel for sourcing their information. Responses received from the survey as outlined in the figure above revealed that 42% of the respondents prefer information from the radio, 34% prefer information from social media, and 16.46% prefer information from television. 6% of the respondents trust information from community/religious leaders as their most preferred source, while 2% source information from print media.

Further analysis of the data revealed that 60% of youth aged 18–25 years get their information from social media, while 24% of the same age bracket prefer radio. 44% of youths aged 26–34 years prefer radio, while 31% of persons in the same age range prefer social media. 50.49% of persons aged 35–44 years prefer information from the radio. This shows that while youth between ages 18 – 25 get most of their information from social media, a majority of youth aged 26-44 years source their information from the radio. Respondents all revealed that they trust the information sources.

An FGD respondent stated thus: "I trust the information I receive on Progress FM because I verify the information and, over time, I have always found it correct." Youth Male (Gombe LGA).

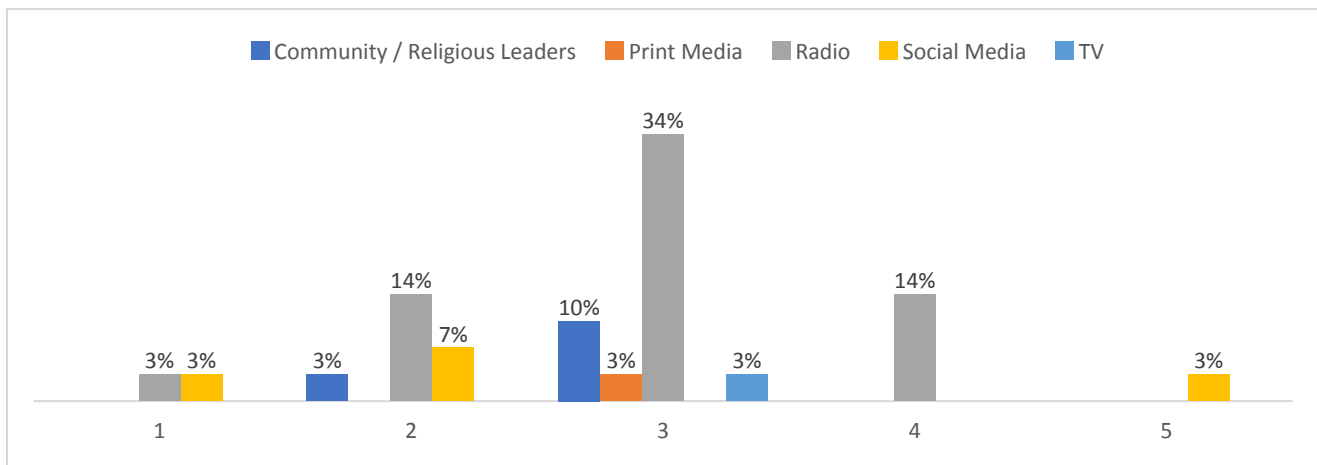


Figure 5: Most trusted by PWD

Further analysis of the data showed the most trusted information sources by PWDs across the four states and the FCT. Findings revealed that 14% of PWDs trust information from community/religious leaders the most; 3% trust information from print media; 66% trust information from the radio, 14% trust information from social media; and 3% trust information received from television. Information from radio is the most trusted in Adamawa, Borno, and Yobe states and the FCT, except for Yobe state, where PWDs prefer/trust information from social media.

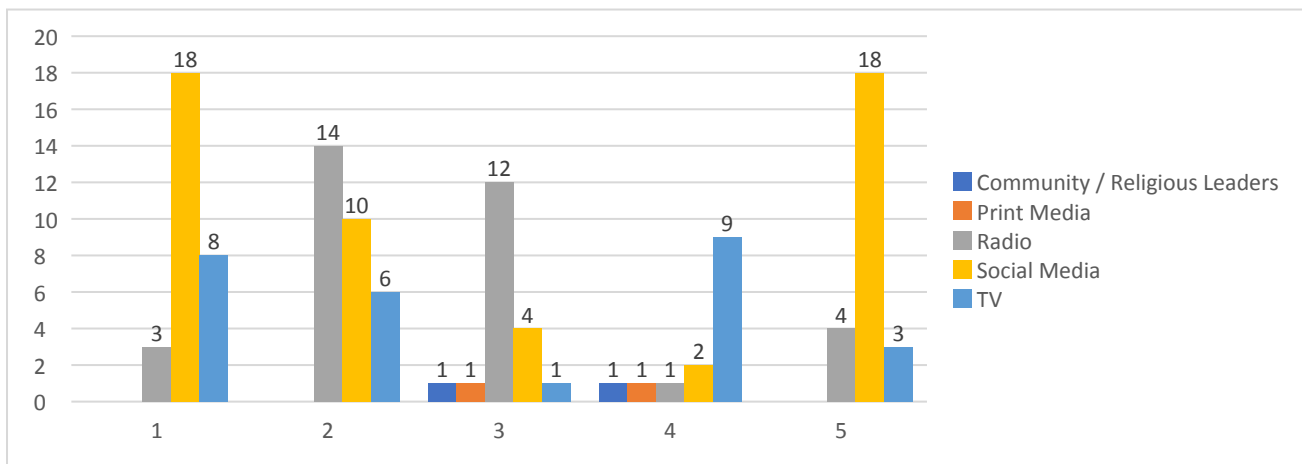


Figure 6: Most trusted by Women

The survey also revealed the most trusted media channels by women across the four states and the FCT, as shown above. 2% trust information from community/religious leaders and a further 2% trust information from print media. 29% of women trust information received through radio channels, 44% trust information received through social media, and 23% trust information received through television. The majority of women in the FCT and Yobe State (35% each) trust information received from social media, while the majority of women in Adamawa and Borno States (41% and 35%, respectively) trust information received from radio channels, and the majority of women in Gombe State (33%) trust information received from television.

5.2 Appropriate Communication Channels for Disseminating Information

5.2.1 Preferred channel for receiving information across the states

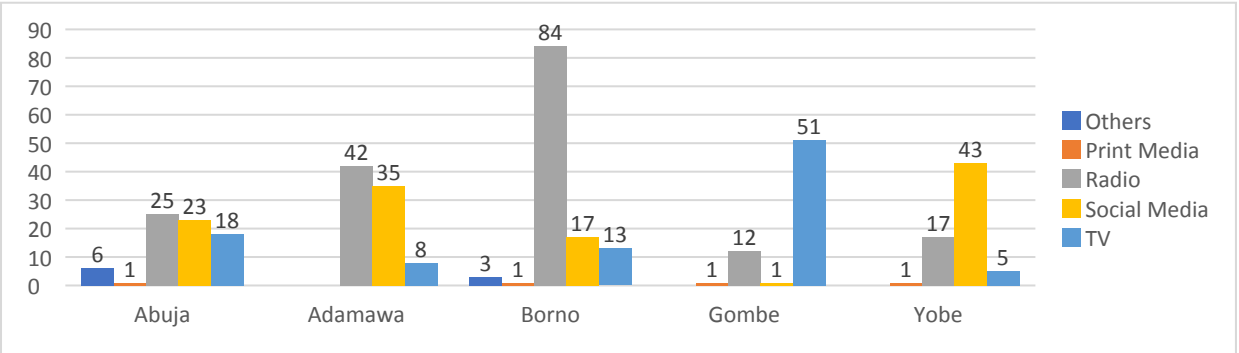


Figure 7: preferred channel for receiving information

Respondents revealed their preferred channels for receiving information across the four states and the FCT, as shown in the figure above. 1% of respondents across the four states and the FCT stated they would prefer to receive information via print media, 44% prefer radio, 29% prefer social media, 23% prefer television, while 2% prefer other channels such as billboards, stickers, etc. Borno has the highest proportion of radio listeners (71%), followed by Adamawa (41%), and Abuja (34%). In Gombe, the most appealing channel of communication is television (78%), while in Yobe State, social media is the most preferred channel for receiving information (65%).

5.2.2 Preferred channel of communication by Youth

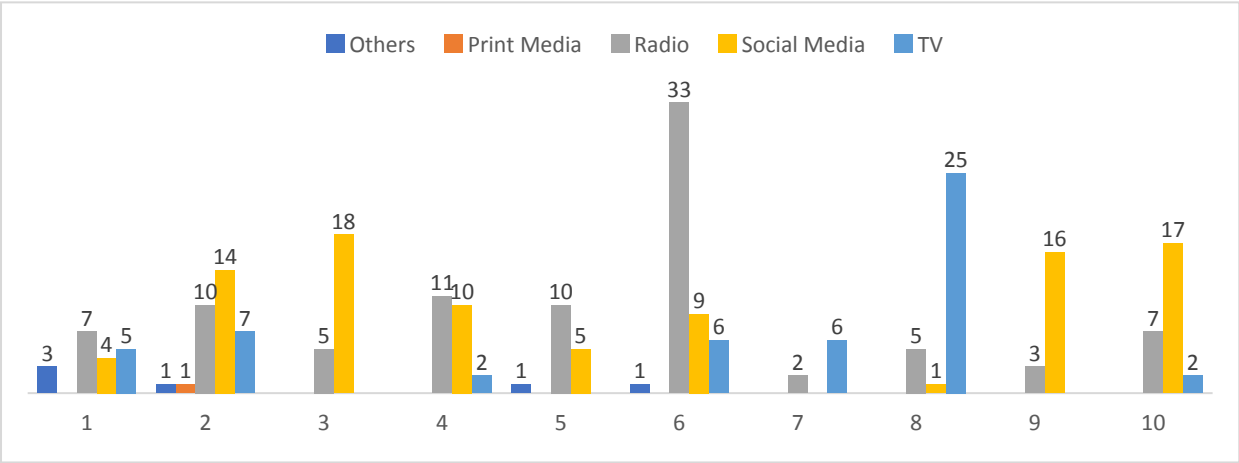


Figure 8: Preferred channel of communication by Youth

Findings from the mapping survey revealed the preferred channels of communication by youths in the four states and the FCT. 35% of youths in Abuja prefer social media while 33% prefer radio, majority of the youth in Adamawa prefer social media (61%), 66% of youths in Borno prefer Radio, 79% of youth in Gombe prefer TV while 73% of youth in Yobe prefer social media. An FGD respondent stated that *“For me either on social media or radio. I prefer radio sets because whether light or no light I can still access information. And I prefer phone because it is handy”*



5.2.3 Preferred channel of communication by PWD

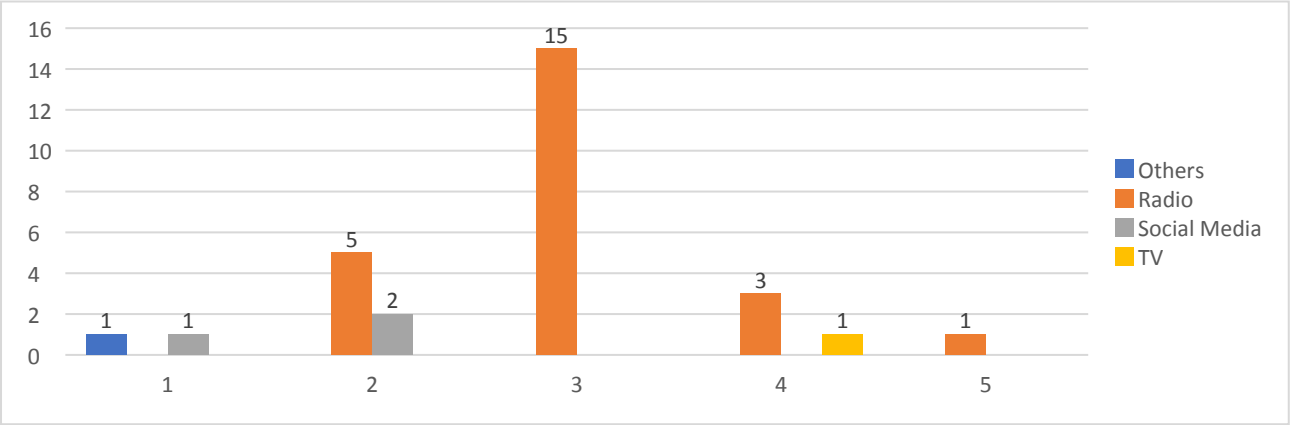


Figure 9: Preferred channel of communication by PWD

Findings revealed that the preferred channel for communicating media content to PWDs varies according to states. This is evident in the fact that 50% of PWDs in the FCT prefer mediums such as billboards, stickers, etc., while another 50% of PWDs from the FCT prefer content disseminated via social media depending on their disability. The majority of respondents in Adamawa, 71% of PWDs in Adamawa, prefer content disseminated via radio, 100% of PWDs in Borno prefer information passed through radio, 75% of PWDs in Gombe prefer radio, and 100% of PWDs in Yobe prefer radio.

5.2.4 Preferred channel of communication by IDP

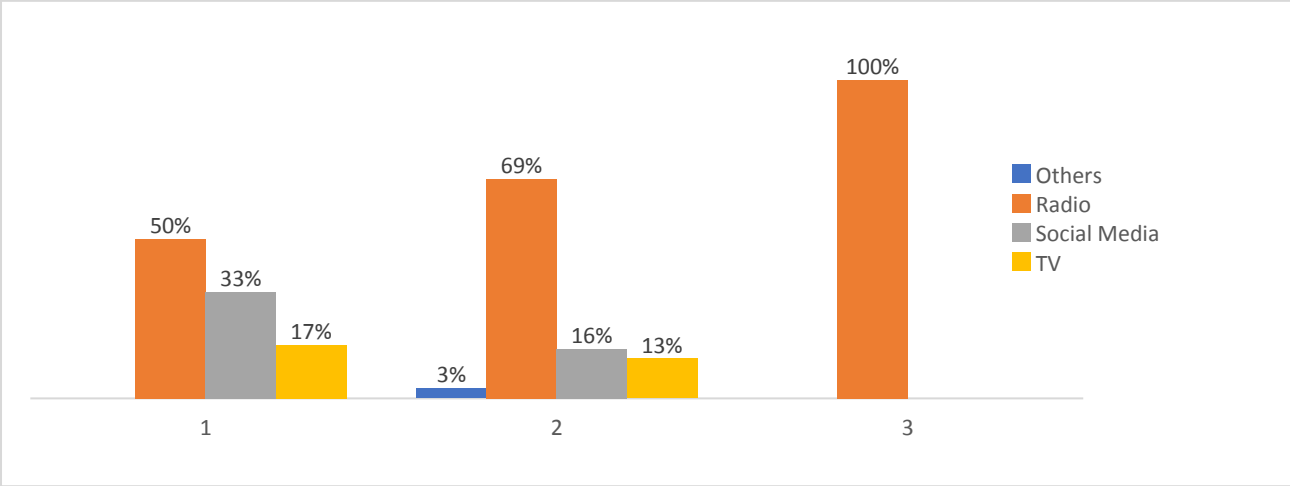


Figure 10: Preferred channel of communication by IDPs

Findings from the survey revealed the preferred channels by IDPs across the three states where IDP camps were present. 50% of IPDs in Adamawa prefer radio. In Borno State, 69% of IDPs prefer radio. While in Yobe, 100% of PWDs prefer radio. In all three states, radio is the most preferred channel of communication by IDPs.

5.2.5 Preferred channel by Women

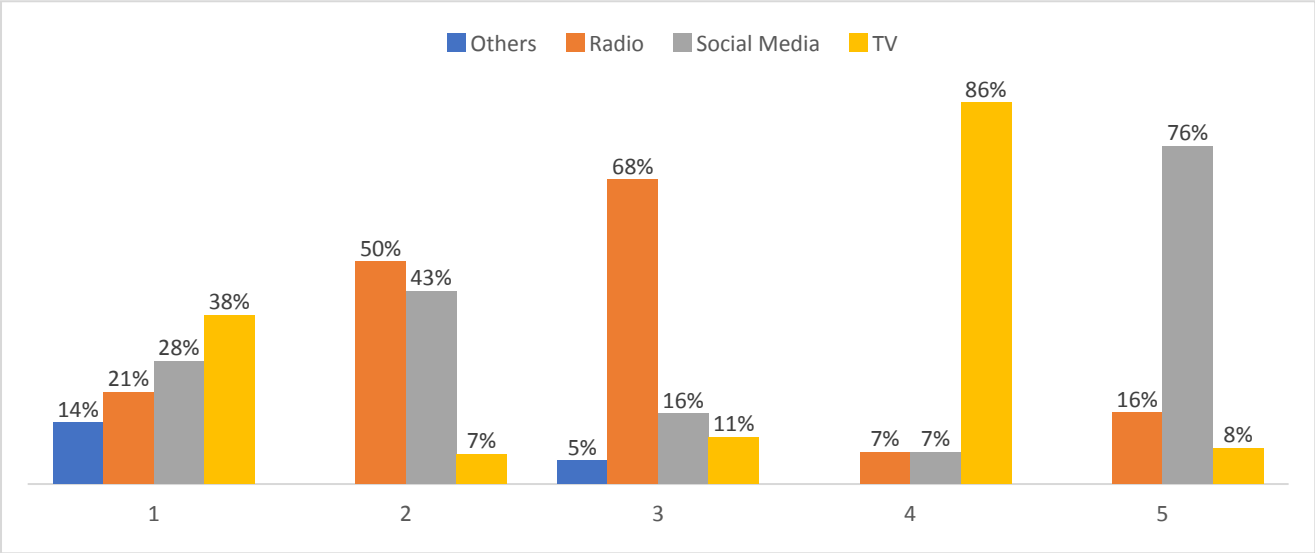


Figure 11: Preferred channel by Women

Findings also revealed the most preferred channel for conveying media content to women in the four states and the FCT (Abuja). The majority of female respondents in Abuja, representing a 38% response rate, prefer media content on television; the majority in Adamawa (50%) prefer the content on radio; a majority in Borno (68%) prefer radio; 86% of women from Gombe prefer television; while a majority in Yobe (76%) prefer social media.

5.3 listening habits of community members in the selected states

5.3.1 Radio preferred Listening Time

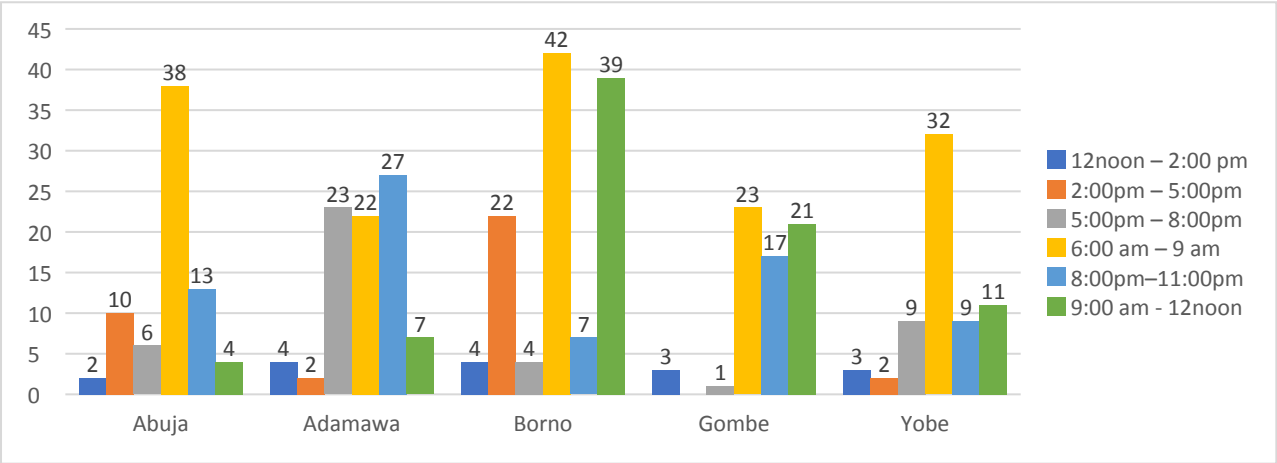


Figure 12: Radio preferred Listening Time

The mapping exercise revealed the radio prime times as reported by listeners. In Abuja, a majority of the listeners surveyed (52%) reported that the prime time is from 6:00 am to 9:00 am. In Adamawa, the majority of the respondents (32%) stated that 8:00pm to 11:00pm is the prime time for radio listenership. In Borno state, the majority of the respondents (36%) stated that the prime times for radio listenership are from 6:00 am to 9:00 am. In Gombe, the majority of the respondents (35%) reported that the prime time was between 6:00am and 9:00am, while in Yobe state, the prime time was also between 6:00am and 9:00am.

5.4.2 Hours spent watching TV weekly

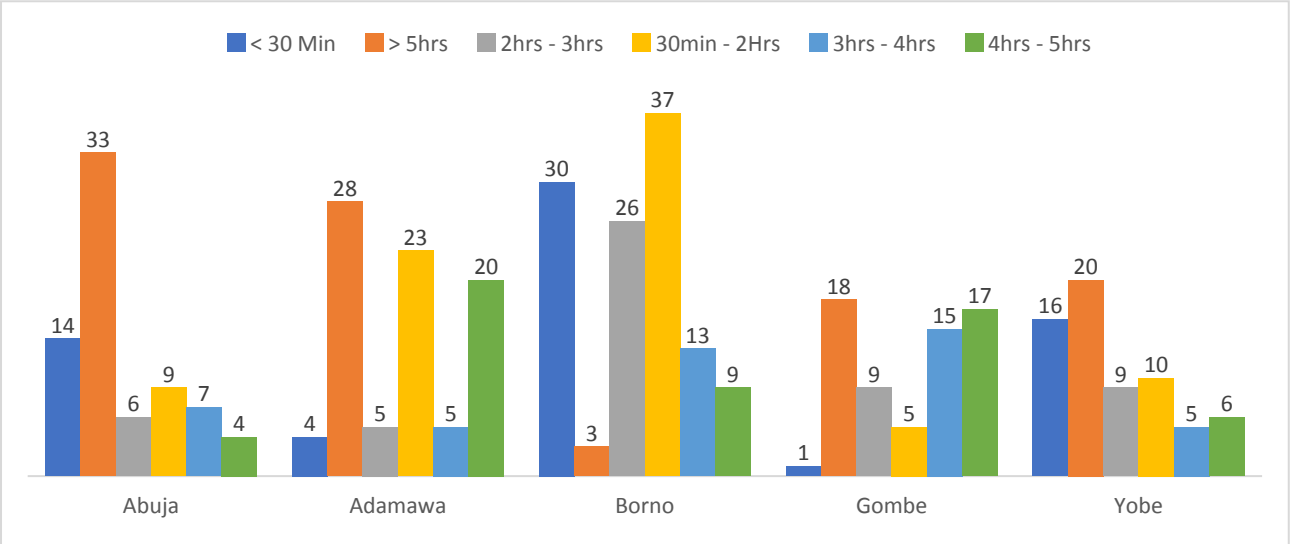


Figure 13: Hours spent watching TV weekly

The figure above depicts the hours community members spend watching television in a week in the four states and the FCT. Findings revealed that in Abuja, the majority of the community members (45%) watch TV more than five (5) hours weekly. In Adamawa, the majority of the community members (33%) spend more than five hours watching television weekly. In Borno State, the majority of community members (31%) spend between 30 min and 2 hours watching TV weekly. The majority of the respondents (28%) in Gombe spend above five (5) hours watching TV weekly, while the majority of the respondents (30%) in Yobe also spend above five (5) hours watching TV weekly.

5.4.3 Number of hours spent listening to Radio

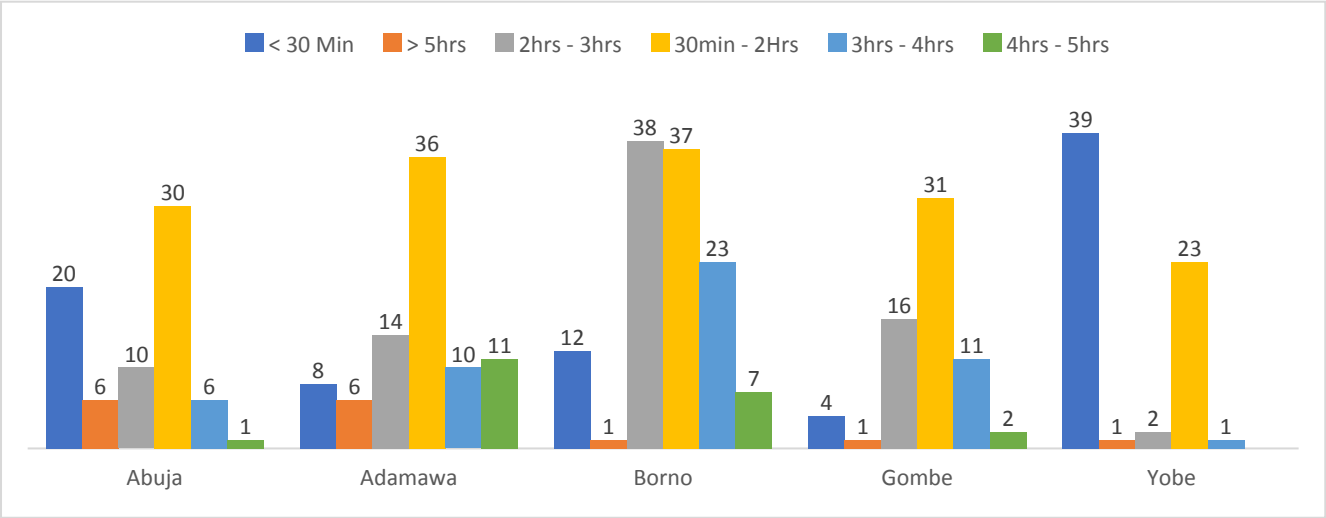


Figure 14: Number of hours spent listening to Radio

The survey also revealed the number of hours community members spend listening to radio daily in the four states and the FCT. Findings revealed that in Abuja, the majority of the community members (41%) listen to radio between 30 mins and 2 hours daily. In Adamawa, the majority of the community members (42%) listen to the radio for about 30 min – 2 hours. In Borno State, the majority of community members (32%) spend between 2 hours - 3 hours listening to the radio, while (31%) of the respondents listen to the radio for about 30 minutes to 2 hours daily. The majority of the respondents (48%) in Gombe spend about 30 min – 2 hours listening to

radio weekly, while the majority of the respondents (59%) in Yobe listen to radio for less than 30 minutes daily, while 35% of the respondents from Yobe State listen to radio for about 30 min – 2 hours weekly.

### 5.4.4 Hours spent on social media daily

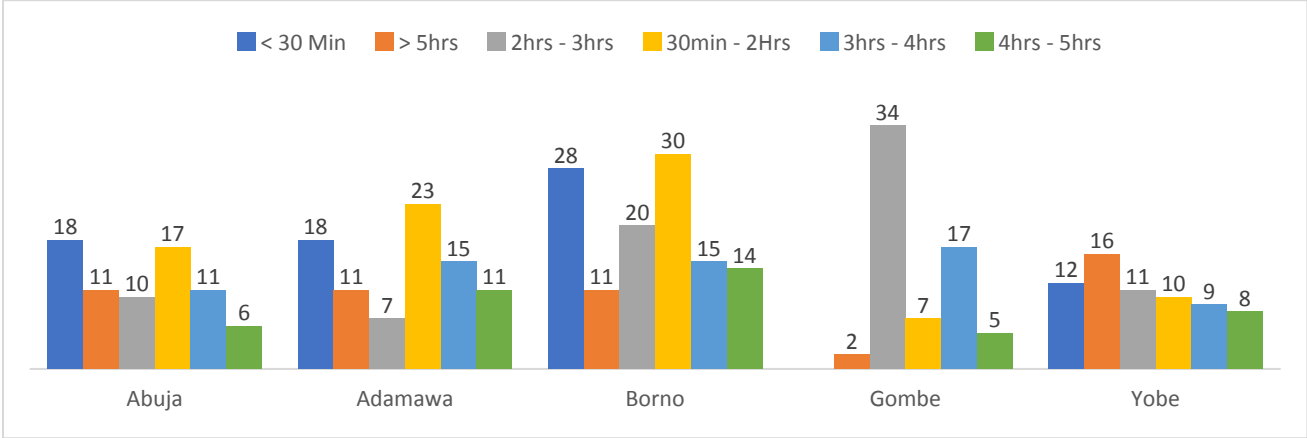


Figure 15: Hours spent on social media daily

The figure above depicts the hours community members in the four states and the FCT spend on social media in a day. Findings revealed that in Abuja, the majority of the community members (25%) spend less than 30 minutes on the internet daily, 23% of respondents spend between 30 mins and 2 hours on social media in a day. In Adamawa, the majority of the community members (27%) spend between 30 minutes and 2 hours on social media daily, while 21% of the respondents from Adamawa also stated that they spend less than 30 minutes on social media daily. In Borno State, the majority of community members (25%) spend between 30 min and 2 hours on social media daily, while a further 24% spend less than 30 min on social media daily. The majority of the respondents (52%) in Gombe spend between 2 hours and 3 hours on social media daily, while the majority of respondents (24%) in Yobe spend more than five (5) hours on social media daily.

### 5.4.5 Preferred Language for radio programmes

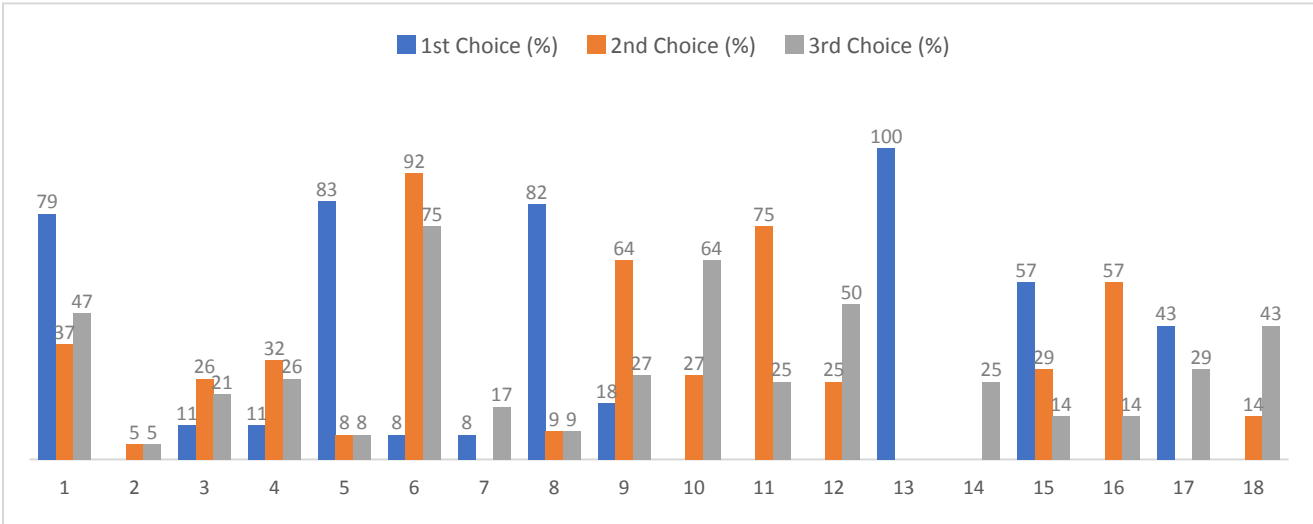


Figure 16: Preferred Language for radio programmes

The respondents revealed the most preferred language while listening to disseminated media content, as shown in the figure above. In Abuja, 79% of the respondents preferred media content in English as the most preferred language. In Adamawa, 83% of the respondents suggested that media content should be aired in English; in Borno, 82% of the respondents recommended English, Hausa and Kanuri as the most preferred language for

airing radio content; 100% of respondents in Gombe recommended Hausa language for airing media content on radio, while 57% of respondents in Yobe preferred media content in English for listeners.

## 6.0 Conclusion

The media mapping exercise revealed the most preferred channels for disseminating information to community members in the four states and the FCT, the most preferred times and languages most preferred by community members. Below are the key inferences from the data collected in the four states and the FCT:

### Federal Capital Territory (FCT)

Findings revealed that radio is the most preferred channel for disseminating media content in the FCT as indicated by a majority of the respondents (34%), while 32% of the respondents prefer media content disseminated via social media. A majority of youths (35%) in Abuja prefer social media, while 33% of youths in Abuja prefer media content on radio. PWDs in Abuja prefer content on social media (50%), while 50% prefer other channels like billboards and stickers for disseminating media content. The majority of women in Abuja prefer social media for disseminating media content. Prime times for airing radio programmes are from 6:00 a.m. to 9:00 a.m. daily. The majority of community members in Abuja spend more than five hours watching television weekly, 30 minutes – 2 hours listening to radio daily, while they spend less than 30 minutes on social media daily. English is the most preferred language for disseminating media content, Hausa is the second-choice language for disseminating media content. Due to a number of factors, including listener preference, experience and bandwidth, Wazobia FM and Human Rights Radio are recommended stations for airing media content in the FCT..

### Borno

A majority of the respondents in Borno (71%) prefer radio as the channel for distributing media content, including youth, PWDs, and women. The majority of community members in Borno state spend 30 minutes to 2 hours watching TV weekly. The majority of community members listen to radio for about 2-3 hours per day, while the majority spend 30 minutes to 2 hours per day on social media. English is the most preferred language for receiving media content amongst community members. Hausa was the second most preferred language, while Kanuri was the third most preferred language. 6:00am–9:00am is the prime time for airing radio programmes. This is due to their coverage and listeners' preference. Peace FM and Al-Ansar FM are the recommended channels for airing media content on radio.

### Adamawa

A majority of respondents in Adamawa prefer radio as the most preferred channel for disseminating information. A majority of the youth in Adamawa (61%) prefer social media. The majority of IDPs in Adamawa prefer radio for receiving media content. Radio is the most preferred channel for receiving media content by the majority of PWDs, the same as the majority of women in Adamawa. The majority of the community members in Adamawa spend more than five hours watching TV weekly. A majority of community members spend about 30 mins to 2 hours listening to radio weekly, while a majority spend 30 mins to 2 hours on social media daily. English is the most preferred language for receiving media content on radio. Fulfulde is the second most preferred and Hausa the third. Prime times for airing radio programs are from 8:00 pm to 11:00 pm daily. Gotel FM is the recommended channel for receiving media content on radio.

### Gombe

Television is the most preferred channel for receiving media content amongst community members. A majority of the youth and women prefer media content aired via television. Findings also revealed that PWDs prefer radio channels for receiving media content. Most of the community members spend more than five hours watching television each week and about 30 minutes to 2 hours daily listening to radio, while others spend 2–3 hours on social media. The most preferred language for receiving media content on radio is Hausa. English is the second most preferred language, while Fulfulde is the third most preferred. Amana FM and Progress FM are

recommended for disseminating media content on radio. The prime time for receiving radio content on social media is from 6:00 a.m. to 9:00 a.m.

## Yobe

Findings revealed that in Yobe state, social media is the most preferred channel for receiving media content by community members, especially by the youth. IDPs and PWDs prefer radio channels for disseminating media content, while women prefer social media for receiving media content. The study also found that the community members in Yobe state spend about 30 minutes to 2 hours daily listening to the radio. The majority spend more than five hours daily on social media. English is the most preferred language for receiving media content, Fulfulde is the second most preferred, while Hausa is the third most preferred language for receiving media content. YBC is the recommended station for airing media content on radio. 6:00 a.m. to 9:00 a.m. is the prime time for airing media content.

## 7.0 Recommendation

The recommendations listed below build on the findings and some suggestions provided by the respondents consulted. These recommendations are divided into three components of the study.

### Media Mapping

- For the use of a media platform to reach community members in the FCT, Human Rights Radio and Wazobia FM are primarily recommended due to their wider reach and their varying social media presence to promote the station and its programs. Programmes should be aired in English at about 6:00am–9:00am. The respondents indicated that they prefer programs in English, not clearly stating whether in Pidgin English or Standard English, but we can deduct from known facts and induce based on observation that since they love to listen to programmes on Human Right Radio, especially the Brekete family show which is in pidgin English, then they would probably love to listen to programmes in Pidgin English. Search can leverage on the popularity and coverage of the media house to air radio talk shows or magazine programs focused on PVE and DDDR in order to reach the target population as they air on radio and cable television, and streams online through social media platforms to reach a wider audience.
- In Adamawa state, Gotel FM is recommended because it has a wider reach and provides more flexible time for airing peace related jingles and radio programs. It is recommended that radio media content be broadcast in English between 6:00am and 9:00am.
- In Borno state, Peace FM (FRCN) and Al-Ansar radio were recommended. Search can use either of the two stations to reach community members in Borno state. The recommended language for disseminating content is either English or Kanuri, and the airing time should be between 8:00 pm and 11:00 pm. Search had in the past aired a program themed "Mu Farfado da Yaranmu abin alfa'arin mu (Awakening Our Children, Our Pride), a 30 minute children's radio drama on Peace FM A similar program can be scripted to focus on PVE and DDDR in order to capture the attention of youth while also capitalizing on previous followership and audience.
- In Gombe state, NTA is recommended for airing media content based on the preferences of community members. Amana and Progress FM are also recommended for airing radio programs because they have a wide reach and provide flexible time for airing peace-related jingles and radio programs. Hausa is recommended for airing radio media content and this should be aired between 6:00am - 9:00am.
- In Yobe state, social media platforms are the most preferred channels for receiving media content. However, the media mapping recommends that YBC can be used to reach community members as radio is a cost-effective means for listeners. The recommended language for disseminating content is English, and the airing should be between 6:00am and 9:00am.
- Social media influencers promote entertainment and business advertisements. DDDR content on social media is an effective way to reach the majority of the youth.
- Prior to the airing of future radio programs, Search should consider conflict sensitivity training for presenters from the media organization who will be hosting or presenting the radio program on DDDR.
- Community members stated that they trust peace related content on radio as such peace related jingles and radio programs should be developed and aired on as many channels as possible to drive traffic and generate discourse. Peace-related programs to be aired in the future should consider airing such



programs between 6:00am and 9:00am in the morning and 8:00pm – 11:00pm in the evening, as these are the times community members listen to radio the most.

In line with the most preferred channels for disseminating social media content as identified by community members, the study recommends Abdulbaki Aliyu Jari with the Instagram handle "bahaushei" for disseminating social media content in the Federal Capital Territory due to his reach and unbiased content dissemination. In Borno, Waziri Saleh Yerima, with the Facebook handle "Waziri Saleh Yerima," Alh. Ibrahim Yamele were recommended. In Adamawa state, Mohammed Inuwa, with the Facebook handle "MohammedInuwaagez," was recommended. In Gomber state, Abubakar Bello Salama using the Facebook handle "Abubakar Bello Salama" was recommended. While in Yobe State, Saleh Zakar Sale, with the Facebook username "Saleh Zakar Sale," was recommended. The study further recommended that social media content be developed and shared with community members in Borno and Gombe States for community dissemination using the Whatsapp platform earlier identified by community members.