

OVERVIEW OF HISTORY, ORIGIN AND DEVELOPMENT OF THE MASS MEDIA IN NORTHERN NIGERIA (1930-2014)

Abdullahi Tafida
Department of Economics,
Faculty of Social and Management Sciences,
Kaduna State University, P. M. B. 2339, Kaduna, Nigeria.
Email: maikantiboba@yahoo.com,

ABSTRACT

This paper overviews the history, origin and development of mass media in Northern Nigeria from two angles, the print and the broadcast (the radio and television) media. The former print media dates back to the 1920s, while the latter (broadcast media) dates back to the 1930s or thereabout. The objective of this paper is to critically examine the many sides of print and broadcast in the development of northern Nigeria with a view to identifying how far these media helped various governments in tackling their socioeconomic as well as political status of their citizens, where the data are collected from the secondary sources as the methodology. One of the major finding of this paper is that, both print and broadcast media have increased the literacy levels of the citizens of Northern Nigeria. Also this paper concludes and suggests that mass media helped various governments in forging the march needed unity and overall development of their environs.

Key words: Radio, TV, Newspapers, Magazines, Cables.

INTRODUCTION

The mass media could be divided into two--print and broadcast (electronic). According to Okunna (1999), the electronic media of radio and television are distinct from other electronic media because they make use of transmission technology through which their signals are scattered far and wide. Hence, of all the electronic media of communication only radio and television are referred to as broadcast media. Okunna (1999) goes further to say that this technology involves the use of a transmitter which generates waves (electromagnetic impulses) that carry voice transmissions or messages which make up radio and television programmes. Radio waves travel through the air, carrying the programmes to homes and other locations where they are received through radio and television sets. There are no wires connecting the transmitter to these receiving sets, hence communication through the broadcast media is also known as wireless communication or wireless transmission.

The print media are known for their possession of certain characteristics such as; permanence and special mental demand, the broadcast media are known to possess characteristics such as; transience, limited airtime and limited mental demand. When we write for the print media, we are writing information that will be taken in through the eye. On the other hand, information written for the broadcast media is taken in primarily through the ear.

The Study Problem

Military involvement into the Nigerian political arena in 1966 added a new problem to the orientation of mass media in Nigeria. The proliferation of more mass media, the creation of more states from the four regional government in 1963 to a 12 states structure in 1967 during Yakubu Gowon's administration to 19 states in 1976 by the Murtala/Obasanjo's administration to 21 and 30 states in 1987 and 1991 by the Babangida's administration and to 36 states in 1996 by Abacha's administration. The indiscriminate installing of transmitters all over the geographical regions from 23 radio transmitters to 32 within 5 years between 1979 and 1983 also added another problem of mass media. Instead of improving the situation, the military administration destroyed the limited autonomy of reaching the grassroots beneficiaries. The monopoly of the private partners in the second age of mass media from 1957 to 1979 is best characterized as frequent mischaracterized period that advanced the ethos and vision of ruling party at the expense of the opposition as it is the case in the successive Nigerian democratic settings. Furthermore, this paper has observed that running a mass media is capital intensive enterprises over the years, so many Nigerian mass media funding has been a problem and many begun to think how it is sustaining itself and it is under a dispute whether all the avenue that help in sustaining a mass media come from advertisement. Therefore, this project is geared towards finding the critical role of advertising in the sustenance of Nigeria most media industry, where values, human rights, diversity & conflicts, democracy, government millennium development goals (MDGs) and good governance are disseminated to the communities with ease (Aliede, 2003).

Other problems mass media faced include lack of enforced freedom of press laws due to competing power bases due to cultural, religious and tribal groups, which continue to add odds over how the country should be governed, reaching an agreed consensus and proscribing some magazines and newspaper for example, the Newsbreed in 1977, the Tribune in 1984 and the Newswatch in 1988 (Pate, 2007).

The Study Questions

The study questions this paper put forward are:

- (1) Have print and broadcast media increased the literacy levels of the citizens of Northern Nigeria?
- (2) Have print and broadcast media helped various governments in forging the march needed unity and overall development of Northern Nigerian environs?
- (3) Which media is more effective in disseminating information to the environs?

Objective of the Study

The main objective of this paper is set out to overview the history, origin and development of the mass media in Northern Nigeria. While the specific objectives are to overview the roles of print and mass media in increasing the literacy levels of the citizens as well as helping various governments in forging the march needed unity and overall development of Northern Nigerian environs.

The Significance of the Study

The significance of this paper is based on the overview of the history, origin and development of the mass media in northern Nigeria. The study is expected to useful to professionals to assist in creating awareness to the beneficiaries engaging in print and broadcasting media as career choice.

The Scope of the Study

The scope of this paper covers history, origin and development of the mass media in Northern Nigeria from 1930 – 2014.

To achieve the objective of this paper, section two presents literature review, section three focuses on methodology, while section four outlines the state of print and broadcast media in northern Nigeria. Section five concludes, recommends and summarizes this paper.

LITERATURE REVIEW - Overview of History of Broadcast – Radio and Television (TV)

Radio and television carry different types of messages called programmes. One of such messages is advertising. Advertising is defined by the Advertising Practitioners Council of Nigeria (APCON) as communication in the media paid for by an identifiable sponsor and directed “at a target audience with the aim of imparting information about a product, service, idea or cause.” The thrust of this research is to find out whether the broadcast media of radio and television are more efficient media of advertising than other media of communication – print and electronic. Books, newspapers and magazines are part of the print media while the other media like ultra-wave billboards, recordings, films, cinema, slides and telephones belong in the electronic media (Best, 1996).

Radio as a broadcast media in Nigeria emerged as a Radio Distribution System in the year 1933 in Lagos by the British colonial government under the Department of Post and Telegraphs (P&T). The Radio Distribution System (RDS) was a reception base for the British Broadcasting Corporation (BBC) and a relay station, through wire systems, with loudspeakers at the listening end. In 1935, the RDS was changed to Radio Diffusion System, with the aim of spreading the efforts of Britain and her allies during the Second World War (2WW) through the BBC. The Ibadan and Kano Stations were commissioned in 1939 and 1944. The Nigerian Broadcasting Corporation (NBC) and Federal Radio Corporation (FRCN) were also established in 1956 and 1978 as well as the Voice of Nigeria (VON) in 1990.respectively (Kolade, 1979).

However, in 1953, a Nigerian Broadcasting Corporation (NBC) was established with the Headquarter in Lagos and branches in the three regions of Enugu, Ibadan and Kaduna. Each of these stations was responsible for broadcast in English and the main dominant language in the region as well as some selected minor languages. In addition, there were provincial radio station radio stations affiliated to the regional stations, which produced and broadcast programme for promoting the cultural disposition to the people of the areas in which they were located (Nwanze, 2003; Kolade, 1979).

In 1957, before independence, the old Western Nigerian Government established its own radio and television stations known as Western Nigerian Broadcasting Service (WNBS). It had the credit of being the first government to establish a T. V. Station in Africa, South of the Sahara. That had come admit the intense rivalry among the three regions that voted to outsmart each other in fostering rapid development. Eastern Nigerian Broadcasting Services (ENBS), which soon followed was established in 1960 by the Eastern Nigeria Government. It was later in March 1962; Northern Nigerian Government came up with Broadcasting Corporation of Northern Nigeria (BCNN) with both radio and T. V. Stations. The radio called Television Kaduna was at its inception the most powerful Radio station in Africa, South of the Sahara and still remain the popular radio station in most African Sub-Region listened by 120 million people daily (Wedell et.al., 1977).

In 1978, the Federal Government re-structured broadcasting system in the country taking away the radio sections and WNBS, ENBS and BCNN, merging them with NBC to form Federal Radio Corporation of Nigeria (FRCN). The regional stations were handed over to the governments of the states in which they were domiciled. Before that, the NBC had encouraged the development of broadcasting stations in the areas of its jurisdiction by setting up community stations to carter for local needs. These however formed part of the state governments outfit after the formation of the FRCN (Uyo, 1981).

The NBC is the nations' body that monitors and regulates the broadcast media, which was established in 1992 as amended by decree 55 of 1999. It is also responsible for issuing licenses for the establishment of all broadcast outfits in Nigeria. It has seven zonal offices of which four are located within Northern Nigeria and they are as follows:

Abuja Zone - comprising of Kaduna, Kogi, Kwara, Niger States as well the Federal Capital Territory (FCT) Abuja; Jos Zone – comprising of Adamawa, Benue, Nassarawa, Plateau and Taraba; Kaduna Zone – comprising of Kano, Katsina, Kebbi, Sokoto and Zamfara; and Maiduguri Zone – comprising of Bauchi, Borno, Gombe, Jigawa and Yobe States (Kolade, 1979).

Television (TV) as another broadcast media in Nigeria emerged first on regional government basis in the West on 11 October, 1959 as Western Nigeria Television (WNTV), followed by the Eastern Nigeria Television (ENTV) on 1 October, 1960 and the Radio Television Kaduna (RTV Kaduna) in April, 1962 for Northern Regional Government. The purposes for establishing these Television Stations were to serve the citizens of the regions. The establishment, running and managing TV stations remained in the hands of federal and state governments until Decree No. 38 of 1992 that deregulated broadcasting media and established the National Broadcasting Commission (NBC), which paved way for private ownership of the electronic media of radio and TV stations especially in the southern parts of the country (Nwanze, 2003).

The history TV broadcast is not quiet dissimilar to that of radio, except that it had started late in 1957. There was a Nigerian Telex NTV, whose coverage was only limited in Lagos and its environs. Whereas, the three broadcasting outfits of the three regions were only broadcasting to the close locality except the BCNN, which has extended the Radio Kaduna Television (RKTV) to Kano for purpose of revenue generation. In 1980, the Federal Government (FG) took over the TV arms of the three regional outfits, merging it to form the NTA. With Nigerians becoming richer and richer, they were able to purchase TV set, and by 1975, colour TV broadcast was introduced in all the TV in Nigeria. Every household can boast of a set to serve the family and neighbours that can't afford it. As a result of that, state governments also set up TV stations for effective propagation of their policies and activities, setting up community viewing centres in most rural and remote villages to ensure wider reception and harnessing their programmes and actions. (Sambe and Ikoni, 2004)

Overview of History of Print Media – Newspapers and Magazines

The print media in Nigeria goes as far back as the 1840s when the European missionaries established community newspapers to propagate Christianity, which gave initiative to establish newspaper outfits likes of Dr. Nnamdi Azikwe in 1937 to establish "West African Pilot" to protest against attainment of independence in 1960. The New Nigeria Newspaper Limited was established by Northern Region Government on 23 October, 1964 with its head office along Ahmadu Bello Way Kaduna, the first paper was issued on 1st January, 1966. The initial name Northern Nigerian Newspaper Limited and later on changed to New Nigerian Newspaper (NNN) Limited when states were created. A Hausa Newspaper known as "Gaskiya Tafi Kwabo" was established in Zaria in 1965 by the Northern Nigeria Government. In March 1973, a similar Newspaper set up by Southern plant was established alongside the one in Kaduna simultaneously to enhance the wide spread of newspaper in Kaduna and Lagos. This paper as at found out that various newspaper were established in Nigeria ranging from Nigerian Tribune on 16 November, 1944, The Punch in 1971, The Vanguard in 1983, The Aminiya, The Sun in 2001, The Trust, 2001, This Day in 1975, E Reporter in 2014, The Triumph in 1980, The News Chronicle in 2013, Nigerian Pilot Newspaper in 2010, Royal Times, 2012. Also Nigeria has a number of languages papers ranging from Hausa, Igbo, Isekiri and Yoruba (Sobowale, 2000; Yahaya, 1988; Uyo, 1981).

A paper called "Irohin", means "The News", was a Yoruba News Paper used as a vanguard to promote and propagate the culture of Yoruba especially during the Colonial times. Later on the English newspaper called the "west African Pilot" was founded by Herbert Macaulay was established in Lagos as a vanguard for the struggle for Nationalists in quest for Independence.

Later on the "Daily Times" was established in Lagos to further supplement the struggle by the Nationalists. All these while there had not been any paper the north, and those published in the south were not effectively circulated. Even if there were the luck of education and the comprehensiveness of English language, medium had greatly hindered in their patronage by the northerners (Elihu and Wedell, 1977).

It was not until 1936 that a vernacular newspaper in the name of "Gaskiya Tafi Kwabo"(means, truth is better than penny) was established in Zaria in Kaduna State with the aim of promoting literacy among the vastly illiterate populous of northern Nigerian and to also poster enlightenment to foster and corporation to the Colonial Masters. The paper "Gaskiya Tafi Kwabo" was highly successful and had achieved the purpose for which it was established, many people had consequently become more literate and enlightened (Konkwo, 2003).

With the advent of political authorities, the northern Nigerian government which had operated the Gaskiya Corporation, the owner of the "Gaskiya Tafi Kobo" newspaper, set up its English Language sister called the Nigeria Citizens in 1954. The aim was to disseminate the activities of the ruling party the Northern People's Congress (NPC) and to compete vigorously with the similar papers established by the west and eastern governments. These papers were Daily Sketch, established in Ibadan and the Chronicle, published in Enugu. They were probably established at the same time with the Nigeria Citizen. In addition to Gaskiya Tafi Kwabo some newspapers were established immediately after the establishing the Northern Regional Literature Agency (NORLA) in 1954 as indicated in Tables 4 and 5 (Yusuf, 2002; Kolade, 1979; Kunczik, 1988).

Most of these papers had survived till few years ago and they became extinct or were rested. The Nigeria Citizen, metamorphosed into the New Nigerian with the Citizen dropped to shorten the New Nigerian Citizen, when it was transferred to Kaduna in 1966 (Pate, 2003).

Thereafter, so many newspapers mushroomed, some owned by state governments, others by individuals in both northern and southern parts of the country, these include; Concord, Herald, Tide, News Week, Punch, Citizens, the Nations, the Sun, others include magazines, such as; African Concord, T. S. M. (the Sunday Magazine), the Week and so on (Soola, 2002).

Mass Media for the last five years revealed present evidences on the impact of governance, where corruption has a negative impact on the society, particularly in furthering poverty and income inequality. Mass Media exposed private and public sector daylight corruption. It monitors the activities of government and government officials and enlightened voters' knowledge to hold corrupt politicians accountable during elections, thereby causing politicians to reduce corruption. Mass Media also impacted on economic actors, where accurate and timely information to allocate resources is done efficiently. Some of the roles played by Mass Media are to provide information and monitoring of economic policy development process leading to more effective economic policies, reducing political risks and increasing good governance necessary for robust economic development. Furthermore, Mass Media impacted socially. In order for development to be sustainable, accountable and just, beneficiaries must productively participate in the decisions that shape their socio-economic problems; mass media is the only instrument that supplies timely and relevant information to the beneficiaries and allowing them to change their own behaviour and to demand higher social standards for society (UNESCO, 2010; Reinikka and Svensson, 2004).

METHODOLOGY

Data were obtained from secondary sources covering a period of 1930-2014. the justification on the usage of the method are paramount in that there are quite a number of mass media offices in northern Nigeria, therefore the choice of the north came as a result of being the centre of the information.

To justify this study, mass media as an instrument for mass mobilization, the source of data used in this paper has to do with how and where recorded data was obtained. Importantly, inputs in this paper are those that will give the desired outlook as well as ensuring that data are obtained with the minimum accuracy, time and cost. More importantly, efforts were made in ensuring that all relevant data was gathered through the secondary. These were obtained and extracted from the already existing monthly, quarterly and annual records and returns.

FINDINGS ON THE STATE OF PRINT AND BROADCAST MEDIA IN NORTHERN NIGERIA

Lists of Newspapers and Magazines in Northern Nigeria from 1930-2014

Based on the objective of this paper, the findings reveal that despite the proliferation of broadcasting stations across the country, newspapers and magazines circulations have appreciably increased, thanks to increase in literacy and the relentlessness of the publishers, regardless of unfavourable economic conditions (Soola, 2002). Quite a number of Newspapers and Magazines were established in Northern Nigeria as shown in Tables 1 and 2.

Table 1: Lists of newspapers in northern nigeria, 1930-2014

Newspaper	Location	Language	First Issued	Publisher (Govt/ Priv)	Category
New Nigerian	Kaduna	English	1966	Fed. Govt.	News & Current Affairs
Gaskiya Tafi Kabo	Zaria	Hausa	1965	Fed. Govt.	News & Current Affairs
The Triumph	Kano	English	1980	Kano State	News & Current Affairs
Daily Trust	Abuja	English	2001	Media Trust	News & Current Affairs
The Post	Abuja	English	2014	Slik Commu.	News & Current Affairs
The Royal Times	Ilorin	English	2012	Royal Times	News & Current Affairs
E Reporter	Abuja	English	2014	eReporter	News & Current Affairs
Premium Times	Abuja	English	2011	Prem Times	News & Current Affairs
Peoples Daily	Abuja	English	2008	Peoples Media	News & Current Affairs
NewsDay Reporter	Abuja	English	2013	NewsDay	News & Current Affairs
Leadership	Abuja	English	2004	Leadership	News & Current Affairs
FirstAfricanNews	Abuja	English	2014	NuAFRICA	News & Current Affairs
Blueprint	Abuja	English	2011		News & Current Affairs
The Pilot	Abuja	English	2010	Dom Comm	News & Current Affairs
Albishir	Kano	Hausa	NA	Kano State	News & Current Affairs
Alfijir	Kano	Hausa/Ajami	NA	Kano State	News & Current Affairs
The Path	Sokoto	English	NA	Sokoto State	News & Current Affairs
Nigerian Standard	Jos	English	NA	Plateau State	News & Current Affairs
The Voice	Makurdi	English	NA	Benue State	News & Current Affairs
The Graphs	Lokoja	English	NA	Kogi State	News & Current Affairs
Legacy	Gusau	English	NA	Private	News & Current Affairs
Nassarawa Newsday	Gombe	English	NA	Private	News & Current Affairs
Weekly Scope	Yola	English	NA	Private	News & Current Affairs

Today	Kaduna	English	NA	Private	News & Current Affairs
A Yau	Kaduna	Hausa	NA	Private	News & Current Affairs
Al-Ahram	Kano	Hausa	NA	Private	News & Current Affairs
Aminiya	Kaduna	Hausa	NA	Media Trust	News & Current Affairs
Al-Mizan	Zaria	Hausa	NA	Private	News & Current Affairs
Al-Tajdid	Kano	Hausa	NA	Private	News & Current Affairs
Kakaki	Bauchi	Hausa	NA	Bauchi State	News & Current Affairs
The Pointer	Zaria	English	NA	Private	News & Current Affairs
The Herald	Ilorin	English	NA	Kwara State	News & Current Affairs
The Millennium	Kaduna	English	NA	Private	News & Current Affairs
Zamani	Zaria	Hausa	NA	Private	News & Current Affairs
Dillaliya	Kano	Hausa	NA	Private	News & Current Affairs

Source: Various; NB: *NA = Not Available

Table 2: Lists of magazines in northern nigeria, 1930-2014

Magazine	Location	Language	First Issued	Publisher (Govt/ Priv)	Category
Hotline	Kaduna	English	NA	Private	News
Crystal	Abuja	English	NA	Private	News
Just	Kaduna	English	NA	Private	News
Nigerian Outlook	Kano	English	NA	Private	News
Rana	Kaduna	Hausa	NA	Private	News
Abuja Newsweek	Kaduna	English	NA	Private	News
FIM	Kaduna	Hausa	NA	Private	Entertainment
Tauraruwa	Kano	Hausa	NA	Private	Entertainment
Zuma	Zaria	Hausa	NA	Private	News
Mujahida	Zaria	Hausa	NA	Private	News/Religious
Garkuwa	Sokoto	Hausa	NA	Private	News/Entertainment
Mumtaz	Kano	Hausa	NA	Private	News/Entertainment
Nishadi	Kano	Hausa	NA	Private	Entertainment
Marubuciya	Kano	Hausa	NA	Private	News/Entertainment

Source: Various; NB: *NA = Not Available

Lists of Cable Stations in Nigeria, 1930-2014

The history TV broadcast is not quiet dissimilar to that of radio, except that it had started late in 1957 and based on the objective of this paper, the findings reveal that all the stations are owned by the Federal Government for the purpose of revenue generation and control as shown in Table 3.

Table 3: Lists of cables stations in northern nigeria, 1930-2014

Zone	Number
Abuja	4
Jos	5
Kano	3
Maiduguri	3
Total	15

Source: NBC, 2014

Lists of Radios and TV Stations in Northern Nigeria from 1930-2014

Also, based on the objective of this paper, the findings indicate that the radio stations owned by the private sectors are more in number than that of the States and federal Government. Furthermore, TV Stations owned by the States and federal government are more in number than the private sectors and highlighted in Tables 34 and 5 respectively.

Table 4: List of tv stations in northern nigeria, 1930-2014

Zone	Ownership	Number
Abuja	Federal	3
	State	3
	Private	0
Jos	Federal	5
	State	2
	Private	1
Kano	Federal	5
	State	4

	Private	0
Maiduguri	Federal	2
	State	4
	Private	0

Source: NBC Return, 2014

Table 5: List of radio stations in northern nigeria, 1930-2014

Name of Radio	Frequency Modulation (FM)	Location	Name of Radio	Frequency Modulation (FM)	Location
Brilla	88.9	Abuja	Manoma Radio	549 MW AM	Kano
Vision	92.1	Abuja	Radio Kano	729 MW AM	Kano
Capital (FRCN)	92.9	Abuja	Radio Kao II	89.3	Kano
ASO Radio	93.5	Abuja	Dala	88.5	Kano
Rhythm	94.7	Abuja	Express Radio	90.3	Kano
Nigeria info	95.1	Abuja	Wazobia	95.1	Kano
Cool	96.9	Abuja	Cool	96.9	Kano
Hot	98.3	Abuja	Rahama	97.3	Kano
Best Afro	87.9	Abuja	BUK	98.9	Kano
Wazobia	99.5	Abuja	Freedom Radio	99.5	Kano
Kiss	99.9	Abuja	ARTV	101.1	Kano
Raypower	100.5	Abuja	Pyramid	103.5	Kano
Love	104.5	Abuja	Ray Power	106.5	Kano
WE	106.3	Abuja	Radio Nig Comp	104.5	Katsina
Gotel	91.1	Yola	Ray Power	106.5	Katsina
GBC	95.0	Yola	Kat State Rad	972 MW	Katsina
ABC	95.8	Yola	Vision	02.1	Katsina
Fombina	101.5	Yola	Kebbi Radio	95.5	Kebbi
Bre 2	94.6	Bauchi	New Vision	103.5	Kebbi
Globe	98.5	Bauchi	Confluence	94.0	Lokoja
Ray Power	95.7	Bauchi	Grace	95.5	Lokoja
Radio Benue	-	Makurdi	Prime (FRCN)	101.5	Lokoja
Radio Benue	95.0	Makurdi	Unilorin	89.3	Ilorin
Joy	96.5	Oturkpo	Royal	95.1	Ilorin
Harvest	103.5	Makurdi	Midland	99.0	Ilorin
Ashiwaves	99.9	Katsina-Ala	Harmony	103.5	Idofian
BRTV Borno Radio	94.5	Maiduguri	Ray Power	106.5	Ilorin
BRTV Metro	95.3	Maiduguri	Radio Kwara	612.8 MW	Ilorin
Freedom Radio	99.5	Maiduguri	Cruise	-	Ilorin
FRCN Kaduna	102.5	Maiduguri	Okin	105.7	Offa
GAME	90.7	Maiduguri	Nass Broadcas	97.1	Lafia
Gmbe	91.9	Gombe	Nass State Mass Comm	101.1	Nassarawa
Ray Power	-	Gombe	Precious	102.5	Lafia FRCN
Andaza	93.5	Dutse	Kizito	108	Lafia
Dutse New Worl	95.5	Dutse	Zuma	88.5	Suleja
Brila	88.9	Kaduna	Crystal Radio	91.2	Minna
Kaduna 2	89.9	Kaduna	Search	92.3	Minna
Capital Sound	90.9	Kaduna	Power	100.5	Bida
Liberty Radio	91.7 (English)	Kaduna	Yagway	88.5	Nero
Liberty Radio	103.1(Hausa)	Kaduna	Radio Plateau	88.65	Jos
Karama	92.1	Kaduna	Peace	90.5	Jos
Freedom Radio	92.9	Kaduna	Rhythm	93.7	Jos
Supreme	96.1	Kaduna	Raypower	100.5	Jos
Alheri Radio	97.7	Kaduna	Highland	101.5	Jos
Ray Power	106.5	Kaduna	ICEFMUJ	96.1	Unijos
Kada 1	639 MW	Kaduna	Unity	93.3	Jos
Nagarta	747 MW	Kaduna	Rima	97.1	Sokot
FRCN (Hausa)	594 MW	Kaduna	Royal	101.5	Sokot
FRCN (English)	1107 MW	Kaduna	Freedom	99.5	Sokoto
TSBS Taraba Radio	88.6	Mararaba	TSBS Taraba Radio	97.6	Sert
TSBS Taraba Radio	90.6	Jalingo	Gift	104.5	Jalingo
Pride of Sahel	89.5	Damaturu	Pride	102.5	Gusau

Source: Various

CONCLUSION, SUGGESTIONS AND LIMITATIONS

Based on the objective of this paper, the overview of history, origin and development of the Mass Media in Northern Nigeria this paper concludes that Northern Nigeria is being left behind in terms of ownership of print and broadcasting media. For example, out of more than 244 radio stations in Nigeria, Northern Nigeria has only 88, while the remaining 156 are located in Southern part of Nigeria. Furthermore, Northern Nigeria has only 44 news papers and magazines of the proliferations of these newspapers and magazine in the country. Locations of ownership of both print and broadcast media are in the urban centres, while the rural centres are neglected. Both print and broadcast media have increased the circulation of information in northern Nigeria, increased the literacy level, encouraged the development of print and broadcasting stations as well as helping various governments in forging the march needed unity and overall development of their environs. In addition, this paper concludes that the history of News Media Development in Nigeria is a replete with so many success stories and efforts by various governments to utilize the media for their own advantage and benefits of their people. Undoubtedly, the New Media had played a tremendous role in uplifting the socioeconomic as well as political status of citizens and that gone along way in forging the much needed utility and overall development.

This paper suggests that Northern Nigeria should close the gap in mass media activities with its counterpart in the South. Government should not interfere with the laid down rules and regulations on mass media. Mass media practitioners on the other hand should not transgress their bounds on the guidelines as well as be given the necessary training and motivations. Northern elites should invest in mass media. Print and broadcast media have increased the circulation of information in Northern Nigeria, increased the literacy level, encouraged the development of print and broadcasting stations as well as helping various governments in forging the march needed unity and overall development of their environs.

The limitations encountered in this paper were lack of training by the mass media operators, inaccurate information, proliferation of newspapers and magazines, and time, limited resources, information restrictions, high rate of poverty, majority live hopelessly, no skills and are jobless, low level of education and lack of information awareness by the few rich in Northern Nigeria as compared with the Southern or Eastern Nigerian counterparts, which hindered investments in mass media in Northern Nigeria.

References

- Ahmed, G. (2002). *The role of the Nigerian State in promoting ethnic conflict and the writer in Nigeria*, in Jika, A., et.al., (eds) mass and national development, Kano: Mubin Publishers.
- Aliede, E. J. (2003). *Mass media and politics in Nigeria: a historical and contemporary overview*, in I. E. Nwosu(ed) POLIMEDIA: mass and politics in Nigeria. Enugu: ACCE, Nigeria chapter.
- Best C. (1996). *Press development in Nigeria, a comparative analysis*. Midland Press Limited
- Elihu, K. and Wedel, G (1977). *Broadcasting in the third world: promise and performance*. Cambridge: Harvard University Press.
- Kolade, C. in Ladele, O. et.al. (1979). *History of the Nigerian Broadcasting Corporations*. Ibadan University Press, Ibadan.
- Konkwo, D. E. (2003). *Role of the mass media in mobilizing the Nigerian masses for peaceful elections*, in PoliMedia: media and politics in Nigeria. Enugu: Prime Target Ltd.
- Kunczik, M. (1988). *Concepts of journalism: North and South*, Bonn: Friedrich-Erbrt Stiftung.
- Nwanze, Ikechukwu (2003): *Broadcasting in Nigeria - Private Broadcasting, Prospects, challenges, legal aspects*, Renaissance Communications Ltd.
- Okunna, Chinyere Stella (1999). *Introduction to mass communication*. Second Edition, Enugu: New Generation Books.
- Pate, U. (2003). *Professionalism, diversity reporting and media in Nigeria*, a paper presented at a department seminar organized by the department of mass communication, Kaduna Polytechnic: Reas Hall, C. A. B. S., Kaduna Polytechnics.
- Pate, U. (2007). The broadcast media and sustainable democracy in Nigeria: issues and challenges. In Journal of Development Communication, Vol. 18, No.1, pp.41-49.
- Renikka, R. & Svensson, J. (2004). *The power of information: evidence from a newspaper campaign to reduce capture*, Working Paper 3239, World Bank, Washington D.C.
- Sambe, J.A. and Ikoni, U.D. (2004). *Mass media law and ethics in Nigeria*. Ibadan: Caltop Publications Nigeria Ltd.
- Sobowale, Idowu (2000): *The role of media in the promotion of African culture in a globalize world*, a lecture paper delivered at the Center for Black African Arts and Civilization, October, 2000.
- Soola, E. O. (2002). *Development communication: the past, the present and the future*. In E. O. Soola (ed) In Communicating for Development Purpose. Kraft Books Ltd.
- Soola, E. O. (2002). *Development journalism for print and electronic media journalism in Nigeria*. In E. O. Soola (ed) In Communicating for Development Purpose. Kraft Books Ltd.
- UNESCO (2010). Education for all (EFA) global monitoring report 2010: reaching the marginalized. Paris: United Nations Educational, Scientific and Cultural Organization (UNESCO).
- Uyo, Adidi (1981): *Mass communication, media classification and characteristics*, New York, Civilities International Publication
- Yahaya, I. Y. (1988). *Hausa a rubuce*. Northern Nigeria Publishing Company, Zaria.
- Yusuf, B. (2002). *Media coverage of ethic and religious conflicts in some parts of Northern Nigeria*, in Jika, A. et.al. (eds) mass media and national development, Kano: Mubin Publishers.