

# Nigeria Stability and Reconciliation Programme

## Media Mapping



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## **ACCRONYMS**

<b>AM</b>	Amplitude Modulation
<b>BRTV</b>	Borno State Television
<b>CAN</b>	Christian Association of Nigeria
<b>DiTV</b>	Desmims Independent Television
<b>JAS</b>	Jama'atul Ahlis Sunnah Lid Da'awati wal Jihad
<b>KSMC</b>	Kaduna State Media Corporation
<b>FM</b>	Frequency Modulation
<b>FRCN</b>	Federal Radio Corporation of Nigeria
<b>GSM</b>	Global System for Mobile Communication
<b>NGO</b>	Non-Governmental Organisations
<b>NSRP</b>	Nigeria Stability and Reconciliation Programme
<b>NTA</b>	Nigerian Television Authority
<b>SMS</b>	Short Message Service
<b>PRTV</b>	Plateau State Radio and Television
<b>TV</b>	Television
<b>YTV</b>	Yobe State Television

## EXECUTIVE SUMMARY:

Over recent years, violent conflict has become increasingly common in Nigeria. Every day, in different parts of the country, incidents of violence are reported in both printed and electronic media. From politically motivated violence to religious intolerance; from ethno-national conflicts to violence funded by terror groups<sup>1</sup>, the situation is rapidly degenerating. Life for ordinary citizens is becoming increasingly insecure, while the Government has apparently remained unable to regain control of the situation.

In order to find a lasting grass-root solution to the conflicts, DFID is providing financial support for the Nigeria Stability and Reconciliation Programme (NSRP), to be designed and implemented under the management of the British Council. The programme is aimed at supporting Nigerian stakeholders in managing conflict non-violently and reducing the negative impacts of conflict and violence on the most vulnerable populations. To contribute to the design of this programme, a media mapping and media content analysis was commissioned related to violent conflict and governance in Borno, Yobe, Plateau and Kaduna States of northern Nigeria. The exercise was aimed at achieving an in-depth understanding of the ways in which local grievances linked to violent conflict were reported in the media, to identify potential programme partners amongst the media, and to gather other information relevant to the mandate of NSRP.

A total of 289 informants were interviewed in the four states, comprising 29 informants from the print media, 48 informants from the electronic media, 40 NGOs and 172 stakeholders from other walks of life. Of the 29 informants from the print media, 13 were

based in Maiduguri (Borno State), 6 in Damaturu (Yobe State), 3 in Jos (Plateau State) and the remaining 7 in Kaduna. Some of those based in Maiduguri also covered Yobe State for their Newspapers. Of the 48 informants from the electronic media, 18 informants and 10 informants worked exclusively for radio and television respectively, while the other 20 informants worked for both.

There appeared to be a regime of media self-censorship in place with respect to the reporting of conflicts and violence in Borno, Yobe and Kaduna States. Only Plateau State lacked any apparent form of media censoring. In Borno and Yobe States, the threat posed by the JAS and the need to reduce the negative reports on the states were sufficient reasons to censor news items relating to conflict and violence in the media. In Kaduna state, censorship was based on the fear of further worsening the situation, and in attempt to stem the wave of retaliation that could be triggered by reporting.

All respondents, however, agreed that the media have been driven to under-report the extent of violence and other atrocities committed in order to reduce inflaming the political situation. This tendency is most established in Borno State, where the practice is to avoid mentioning JAS in the media at all cost. This, according to the informants, was because of the pervasive fear in Maiduguri of becoming the next target. The conflicts and violence in Borno, Yobe and Kaduna states were also mostly due to religious intolerance.

The Plateau state situation is somewhat different because the most of the violence here is owed to to the indigene/non-indigene issue. The religio-political aspect of the conflict is a fallout of the local character of the nationality question. The media in Plateau State, however, devote enormous space and time to extensive coverage of the conflicts and violence.

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<sup>1</sup> The acronym JAS is used in the report for Jama'atul Ahlis Sunnah Lid Da'awati wal Jihad

In all the states, further violence was precipitated by the unresolved injustices and atrocities committed in the past. The inability of government to also address appropriately the issues that led to the conflict in the first place was also a major factor in the continuing violence.

In Borno and Yobe states, there were no programmes on air aimed at fostering peace in the states. There was a high level of distrust in the two states and a majority of the inhabitants see the media as propaganda agents for the government and the west. This has led to a situation whereby the media houses shy away from anything relating to the conflict and efforts made to contain the spread. The heavy presence of government security agents and their perceived (alleged) retaliatory actions against innocent civilians further increases tension. All efforts towards peaceful coexistence made in the two states were by NGOs and religious bodies, including The Council of Ulama and Christian Association of Nigeria (CAN). On the other hand, in Plateau and Kaduna States, the media have been instrumental in advocating peaceful coexistence. All the radio and television stations run programmes focused on peace building.

Internet usage is on the rise but mostly amongst youth, who use it for the most part to access social media platforms (Facebook and YouTube), Blackberry chat and Nokia 2go. The collaboration between the media and NGOs has only been to the extent of the media airing their activities as news stories.

## Introduction

This report presents the findings of media mapping conflict prevention, early warning and mitigation in four northern states of Nigeria, namely, Borno, Yobe, Plateau and Kaduna State. The overall objectives of the mapping was to identify potential programme partners amongst the media –

radio, print and TV, also any online social media initiatives that can be linked in with traditional media; understand more fully how local grievances related to violent conflict at all levels (domestic to inter-communal) were being reflected in the media; gather information about consumption and use of social media (e.g. Twitter, Facebook) and mobile telephones in the target states, by key audiences/populations; and assess /rank/list information sources used by key target audiences for the NSRP.

## Methodology

To conduct the media mapping, a key informant approach was used. Data was gathered using semi-structured interviews. The sample population was made up of key individuals within the media industry, NGOs and other Stakeholders whose contributions were considered relevant to the exercise. In the four states, a total 289 respondents were interviewed comprising, 48 broadcast, 24 print and 3 newswire journalists, 40 NGOs and 172 stakeholders.

## Informants

61 informants (23 females and 38 males) were interviewed in Borno State including: **10 newspaper journalists; 3 online newswire correspondents; 14 broadcast journalists; 20 NGOs and 14 other stakeholders.**

In Yobe, the 51 informants (17 females and 34 males) included **3 Newspaper correspondents; 8 broadcast journalists; 5 NGOs and 35 other Stakeholders.**

64 (31 females and 33 males) informants were spoken to in Plateau State and they included: **10 NGOs; 3 print journalists 9 broadcast journalists and 42 other stakeholders.**

In Kaduna State, 113 the informants (67 females and 46 males) interviewed were made up of **8 print journalists, 20 broadcast journalists, 5 NGOs and 80 other stakeholders** (33 Students (19 males

and 14 females), 17 men and 11 women; and 19 Refugees at the refugee camp.

## Findings

### Borno State

- Two TV stations were found to exist in the state with NTA (having two combined stations, one in the state capital Maiduguri and the other in Biu) and BRTV. The African Independent Television, AIT, has a crew on ground and hopes to commence broadcast by the second quarter of the year (2012).
- Freedom Radio, a private station based in Kano, has been awarded a license to start broadcasting in Maiduguri in 2012 and is actively considering taking up this option.
- All the broadcast stations were government owned. This implies that **the government controls the broadcast media and the flow of information to a large extent.**
- NTA Borno State (TV) relies on the network national station for 90% of their content. In essence, the target audience of the station tend to receive more content generically produced for all viewers than content targeted specifically to viewers in the state. The station currently **has no programme of its own** as it has no funding. The only programmes aired by the station that were not from the national station were **third party sponsored programmes.**
- Two radio stations also exist – Peace FM owned by the Federal Radio Corporation of Nigeria and the radio section of the Borno State Radio and Television.
- The radio station of BRTV runs for 18 hours on daily basis in 10 languages that includes, Baburbura, Margi Pela, Margi Dam Boa, Shua Arab, Fulani, Waha (Guduf), Hausa, English, Pidgin English and Kanuri.

### **Different programmes are aired in different languages.**

- Aside from third party jingles aired on the radio stations in the past, there were currently **no programmes or news reportage on the security situation in the state. It is considered a 'no go area'.**
- At the broadcast stations, most producers also worked as presenters
- Some reporters, producers and presenters have left the state due to fear and now prefer to work remotely from Damaturu.
- All leading national print media in the country have reporters in the state. Some of the reporters cover both Borno and Yobe States due to the proximity.
- Journalists **collectively censored themselves** 'so as to keep peace in the country'
- All the NGOs contacted do not make use of the social media in any way.

### Challenges

- Print reporters explained that they do not have the professional experience, training and equipment for reporting conflict.
- According to the print journalists, the public relations unit (spokespersons of the various security agencies) do not give them the required support and information. For instance, they **cover-up reports and give them contradictory information and statistics.** Also, the security personnel do not give most of the journalists any recognition during crisis despite the presentation of their ID cards. This has endangered the lives of so many of them as they have been **victims of security personnel brutality.**
- Some management of broadcast stations have received **death**

**threats** due to the nature of programmes aired.

- Most journalists rely on third party information due to the unavailability of working equipment such as bullet-proof vests, zoom cameras etc. This prevented them from getting close to incidents/conflict areas.
- 'The Islamic Sect JAS see us - the journalists - as **agents of the west** and some of their sympathisers are highly placed individuals
- According to the print journalists, they were confronted by hostilities from different angles. These hostiles include members of JAS, their sympathisers and the security operatives.
- Journalists from the print media believe their editors input their own material while editing stories sent from the crisis zones. Sometimes, the crisis escalates due to the editing styles which correspondents believed were done ignorantly by their editors who brought their own personal perspectives into stories and/or editorials.

### **How do they receive news?**

The informants amongst the general public had multiple channels for receiving news made up of 13 informants who received via social media, 56 who received via radio, 27 via word of mouth, 20 via TV, 33 via word of mouth and 43 via telephone.

### **What media do they trust?**

The 61 informants overwhelmingly trusted word of mouth (eye witness reports). The 27 informants from the media were in agreement that in order to manage the situation better, there was a tacit unwritten understanding **to play down the enormity of the violence and the toll it was taking on the populace**. The full picture of the extent of the violence was not reported in the media for the fear of the unknown i.e. receiving death threats. If reported in Borno

State (news media), it was only carried as news items from the network center of FRCN and not the local stations and as brief as possible. Most of the time there are no references to statistics and details. The other 34 informants did not trust the electronic/print media to portray a true picture of what was going on.

### **How are they warned of violence?**

Those that have come in contact with victims/intended victims of violence say there were prior warnings from JAS via SMS sent to the intended victim(s). Attacks were carried out only when their warnings were not heeded. For others, there were no warnings. Informants explained that the threats were not empty threats.

### **Media Role during violence:**

The media has been instrumental in **suppressing the awareness of the level of violence**. They believe that the less that is known about the atrocities committed, the less the clamour for retaliation. Considering the fragile nature of the peace in the state and the delicate balance maintained, the media tries to be as neutral as possible in reporting violence and violence related issues. Any issue that may lead to more violence was not reported in the media (media censoring). The journalists believed they had a clear idea of news reports that could escalate the violence so they deliberately avoided such reports.

### **Use of SMS/internet in their daily lives:**

Internet usage is gradually picking up especially due to the availability of smart phones (Blackberry, etc.), internet bundles (starting from N1000 per month) by the various GSM providers and the proliferation of cyber cafes. SMS is still the major means of text based communication.

### **Yobe State**

- There were two TV and radio stations in the state respectively.

NTA and Yobe State TV while the radio stations were Sahel FM Radio and Yobe State Corporation (Radio).

- All the stations were government owned.
- There were currently no programmes running on TV and radio promoting peaceful coexistence.
- Majority of the producers also work as presenters
- **FRCN has just established a station in the state.** They were yet to commence transmission.
- Majority of the print journalists that cover Yobe State were based in Maiduguri the capital city of Borno State.
- Some of the broadcast journalists have had the opportunity of receiving trainings in Abuja on how to cover conflict from an NGO, BOCODEP (Borno Coalition for Democracy and Progress)
- All the NGOs contacted do not make use of the social media in any way.

### **Challenges**

- Broadcast stations do not air programmes or news on the security situation in the state because of the fear of the Islamic sect popularly referred to as JAS.

### **How do they receive news?**

The informants received their news via multiple channels namely: 12 informants received via social media, 42 informants received via SMS, 43 informants via radio, 47 informants via word of mouth, 47 via telephone and 10 via TV.

### **What media do they trust?**

The level of trust in the news carried by radio and television was higher in Yobe State, when compared to Borno State. 26 of the stakeholder informants trusted the radio to give them accurate information. The other 14 had more confidence in the

news received via SMS and word of mouth as eye witness account was more reliable to them. The 11 informants who worked in the different media houses trusted their informants and contacts. They had little confidence in the news they carried as a lot was left unsaid when conflict/violence related news items were carried.

### **How are they warned of violence?**

There were no warnings. Some only get to hear of violence from their friends and relatives who call to enquire of their well-being as soon as it erupts. Others hear through word of mouth from others who heard from others.

### **Role of the Media during violence:**

Like in Borno State, the media in Yobe State have tried to maintain the peace by not reporting the complete extent of the violence engulfing the state. In other not to incite the public towards retaliatory violence, they report only the barest minimum, while trying as much as possible not to blame anyone for the violence, even when they were informed of who the perpetrators were. There were no talks of peace building in the media as everyone was shying away from the topic.

### **Use of SMS/internet in their daily lives:**

Internet usage is still poor in the state. Only 12 of 51 informants made active use of the internet. SMS is still the major means of text based communication.

### **Plateau State**

- There were two TV stations in the state. Plateau State TV and NTA.
- Three radio stations also exist in the state. The PRTV Radio, Highland FM and Rhythm FM.

While PRTV Radio and Highland FM were government owned. Rhythm FM is privately owned.

- There were several TV and radio programmes in the state that promoted peaceful coexistence.
- As part of the corporate social responsibility of Rhythm FM, independent programmes that promote peace were given substantial discount.
- At every news hour, Rhythm FM has a sentence to promote the need for peaceful coexistence before and after every news e.g. - "Social and economic development can only thrive in an atmosphere of peace, let's shun violence of any sort." - Rhythm FM
- The journalists in the state believe they need more training for conflict reporting.
- There were certain areas of the state that were referred to as the 'flash points'. Such areas were seen as 'no go areas' for religious adherents of opposite leaning.
- Any peace focused programme to be aired on PRTV radio and TV must be paid for by a Sponsor e.g. the National Orientation Agency.
- On PRTV radio and TV, when sensitive issues were discussed, phone-ins were not allowed. Viewers and listeners only sent SMS.
- NTA Plateau State relied on the network service for 80% of their content. They relied on NTA national breakfast show 'AM Express' for discussions on peaceful coexistence. AM Express is a national programme aired on the NTA network, however, the network stations link up LIVE and have sometimes 30 minutes magazine time. At such times, AM Express, Jos brought in guests to discuss issues on peace.
- Journalists working with the print media were able to report

conveniently although they lack the proper equipment that would help their work go smoothly.

- Very few of the NGOs use the social media. Those that make use of it rely on it to create awareness for their activities. Some also had sponsored radio programmes focused on peaceful coexistence in the state. Youth Action Initiative Africa have phone-in programmes on Rhythm FM called *Youth Assembly*, *Plateau Echo Peace* and *My Vote, My Future*. Youth Action also ran *Scorecard* on PRTV Radio (Peace FM) and Rhythm FM. Another NGO, *Inter-Gender Development Center* ran *features on TV during crisis*. Youth Action is an organization that aims to promote human rights, democracy and good governance issues among young people with a view to fostering active youth participation in governance processes.
- Also, an NGO, Community Action for Popular Participation explained that they trained both print and broadcast journalists in conflict and sensitive reporting. The training was held in 2011.

### **How do they receive news?**

61 informants received their news via word of mouth. The other responses included 59 informants by telephone, 34 by SMS, 41 by radio, 43 by TV and 17 via social media platforms.

### **What media do they trust?**

Those in media relied heavily on eye witness accounts. Information was passed to them via phone calls, SMS and word of mouth. The security situation in the state did not allow for much information gathering from some sections of the town referred to as 'Flash points'. These were areas where only followers of a particular religion were

allowed to go to (i.e. Christian only areas or Muslim only areas). The other 52 informants not involved with the media relied on Radio and TV for news. The 12 informants from the media houses trusted their informants. Of the 52 other stakeholder informants spoken to, 29 trusted the radio, 15 trusted TV while 8 had no confidence in any of them. The students trusted news they received from their friends either via SMS, Facebook or BB chat.

- **Unresolved grievances:** The government has not been able to implement several promises made to both sides in an attempt to resolve the differences. Promised compensations have not been paid. Political adjustments to power sharing to foster peaceful coexistence have not been made.

### **How are they warned of violence?**

There were no warnings.

### **Media Role during violence:**

Most of the print media read in Jos were published outside Plateau State and therefore have a national leaning. The media covers violence extensively in Plateau State. Of the media houses (TV), most of the programmes aired on NTA were from their national station. PRTV is a local station and tries to report issues of violence in detail. This is also the stance taken by Highland FM. This we were told was because they were after the truth and aimed to highlight the wrongs that were being done in order to find a true and lasting solution to the crisis. As proponents of peace, they were doing everything within their power to broker understanding between the different factions. For instance, Rhythm FM had a **series of phone-in programmes** such as *Youth Assembly, Echo Peace, Justice and Peace and View Point*. While PRTV Radio had a 5-minutes daily *Talk Programme* mostly on peace, on ***Daily Talk***. The target

audience<sup>2</sup> of PRTV Radio are given the opportunity to air their views on issues relating to peaceful co-existence. Another programme, ***Democracy Today*** was initially created as an interview programme to discuss the 2011 elections. However, the programme was continued after the elections because of its high listener rate and its format changed to focus on peaceful co-existence after the elections.

### **Use of SMS/internet in their daily lives:**

The use of internet and social media was predominantly among the students who relied on it to stay connected. All the student informants were on one social network platform or the other (BB Chat, Nokia 2go, Facebook, etc.). They also used SMS extensively. The informants in the media industries made use of SMS more than they used the internet. Of the other group of stakeholder informants, 17 made use of the internet while the other 35 informants used SMS. Only 3 of the NGOs used social media.

### **Kaduna State**

#### **Kafanchan City**

- There is an FRCN station (Rock Side FM) and an NTA station in the city.
- All newscasters stopped casting news since the last crisis which erupted after the election. The newscasters all gave several reasons which were not disclosed as at the time of visit to the radio station. The station only goes on air when there is an advert to run and this seldom happens. Only music is played while on air. The Rock Side FM station in Kafanchan has no programme schedule.

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<sup>2</sup> The broadcast industry in Kaduna and Plateau States has a high number of females working as producers, presenters and video editors.

- NTA Station runs between 7pm and 10pm and 80% of their content were from the NTA Network.
- Kafanchan relies mostly on the radio transmissions from PRTV.

#### Kaduna City

- The Kaduna State Media Corporation owns 4 radio stations (Kapital FM, Kada FM, Queens FM-Zaria, Rock FM-Kafanchan) and a TV station – Capital TV. While the Federal Radio Corporation control 4 radio stations (Supreme FM, Karama Radio, FRCN – English, FRCN). Privately owned radio stations in the state include Nagarta FM Radio, RayPower Radio, Alheri Radio FM and DiTV.
- All the media organisations in Kaduna have an unwritten policy to promote the need for peaceful co-existence on their stations.
- Two private radio stations are planning to set up in Kaduna in the next few months, Liberty FM broadcasting in English, Hausa and Pidgin, and Freedom Radio based in Kano, in Hausa and English.
- Very few of the NGOs use the social media. Those that make use of it rely on it to create awareness for their activities. By putting up pictures of their activities, sharing stories and connecting with their target audience.
- Bridge Builders Association, one of the NGOs had **organized training in the past for journalists covering conflicts in the north.**
- FRCN Kaduna adopted the use of music to foster peaceful coexistence in Kaduna.
- 80% of programmes aired on NTA Kaduna were from the national station. They relied on NTA national station's programme 'AM Express' to discuss the need for peaceful coexistence.

#### Zaria City

- Queens FM is the only broadcast station in Zaria city and it is owned by the state government.
- They have a policy not to discuss politics on their station. 'During crisis our reporters stay scattered across the city to report using their phones. For instance, during the last crisis in Kafanchan, we brought in people to discuss the need for peace, our objective for doing this was to reduce the effect on Zaria' (Informant.)

#### How do they receive news?

The informants received news via multiple channels made up of: 43 informants via social media, 45 informants via TV, 103 informants via radio, 98 informants via SMS, 73 informants via word of mouth and 98 informants via the telephone.

#### What media do they trust?

All the informants that worked in the media trusted word of mouth (eye witness reports). Of the informants that did not work for the media, 68 of them trusted Radio, the other 17 trusted TV (Because of their images). Those involved in the media trusted their informants, colleagues and newswire services for information. The same scenario found in Borno State obtains in Kaduna State as regards reporting the scale of violence. Those in the media confirmed that they were **playing down the atrocities** committed in order to foster peace. All the stations also had peace focused programmes that were aimed at resolving the differences between the different factions for instance, Nagarta Radio had *Guest of the Week, Kowamalzi*; KSMC Radio: *Voice of the Youth and Teen Garden*; Capital TV: *Contri People, Peace Arena, Gara Kayan Ka*; FRCN: *Duniya Mukuantar Rikici*

#### How are they warned of violence?

Most of the informants do not get prior information of violence eruption. After the outbreak of violence, they were informed by either phone calls or SMS. From observation, this system seems to be well coordinated as all informants agreed that as soon as there is violence in any part of the state, calls and SMS go out to all friends and relatives who in turn forward to their own friends and relatives in other to stay safe. This is even before it is aired as a news item in the media.

### **Media Role during violence:**

The media has been instrumental in championing a lasting solution to the violence in the state. All the radio houses have programmes that were focused on peaceful coexistence. These aim to bring to the fore issues that were likely to lead to violence in the future if not properly resolved. When violence erupts, the media houses vets what is reported. This they said was to ensure that they do not escalate the violence by their reporting. There was also the issue of making sure they maintained the delicate balance of peace in the state by giving the minimum coverage in their news to the violence couple with neutrality in reporting so as not to appear to be supporting either the Christians or the Muslims.

### **Use of SMS/internet in their daily lives:**

SMS is widely used in the state. It is the most prevalent form of text based communication. Internet usage by the informants was more among the students as all of them had access to the net either via their phones or cyber cafes.

### **Conclusion**

The challenge of religious, ethnic and other conflicts in Nigeria is obviously increasing. In Yobe and Borno states, the media mapping revealed that the JAS and their funders are still unknown. The fear of not knowing those behind the continuing violence and the level of threat posed by the

groups has led to the broadcast media toning down their reportage and in some cases, completely omitting vital information of acts of violence, even when they are in possession of such information. The low reportage on the activities of groups such as JAS within the state gives credence to the media reports from the national media. In Kaduna and Plateau states, there is a great opportunity to build on the efforts of the broadcast media on the need for peaceful co-existence. There is also an urgent need to increase the use of social media amongst print journalists. Also, the establishment of Freedom Radio in Kaduna and Borno States is a huge opportunity for media partnership based on the reputation of Freedom Radio.

### **Recommendations**

- Considering the editorial stance of Peace FM (FRCN, Borno) only jingles can be aired.  
Jingles to be aired on Peace FM will be best aired during sports programmes as the programmes have high listenership.
- BRTV can provide a platform for phone-in programmes hoping actors might call to discuss vital issues.
- Third party programmes can be produced and aired on NTA.
- Producers and presenters that are willing to come up with concepts that could work in their state should be supported.
- The NTA stations in Maiduguri, Biu, Damaturu, Kafanchan, Kaduna and Jos should be encouraged to do more than just relay AM Express.
- Because of its reach, radio based advocacy programmes/campaigns should be used/encouraged.
- Programmes produced in the different local languages on peaceful coexistence should be sponsored.
- Journalist covering conflicts in the black states should be trained on how to cover conflicts objectively.

Available Media in all the States

1. Social Media
2. Newspaper
3. Television
4. Radio
5. SMS
6. Word of Mouth
7. Telephone

**What Media do People Trust during crisis?**

S/N	Borno			Yobe			Plateau			Kaduna		
	Media	No	%									
1	Word of Mouth	28	45.9	Word of Mouth	23	45.1	Telephone	34	53.1	SMS	48	42.5
2	SMS	19	31.1	SMS	15	29.4	Word of Mouth	17	26.6	Radio	34	30.1
3	Telephone	14	23.0	Telephone	13	25.5	Television	13	20.3	Word of Mouth	31	27.4

*Top three (3) Scale of preference of respondents in each state*

**Most Read Newspaper by Respondents**

S/N	Borno	Yobe	Plateau	Kaduna
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1	Daily Trust	Daily Trust	Daily Trust/The Nation	Daily Trust/The Nation
2	Leadership	The Nation	Punch	Punch
3	The Nation	Punch	Sun	Thisday

*Top (3) Scale of preference of respondents in each state*

### **Top four (4) most popular websites mentioned by respondents**

- www.facebook.cp,
- www.twitter.com
- [www.nairaland.com](http://www.nairaland.com)
- [www.saharareporter.com](http://www.saharareporter.com)

### **Top 3 Types of Phones used**

- Nokia
- Blackberry
- Samsung

### **Radio Listenership Pattern**

State	A & B	C1 & C2	D & E
Kaduna	1. Supreme FM 2. Nagarta Radio	1. Supreme FM 2. Nagarta Radio	1. Supreme FM 2. Karama
Yobe	1. BBC,HAUSA 2. YBC, Damaturu	1. BBC,HAUSA 2. YBC	1. BBC,HAUSA 2. VOA (Voice of America)
Plateau	1. PRTV (Radio) 2. Rhythm FM	1. PRTV (Radio) 2. Rhythm FM	1. PRTV (Radio) 2. Rhythm FM
Borno	1. BRTV Radio 2. Peace FM	1. BRTV Radio 2. Peace FM	1. BRTV Radio 2. BBC

Source: Cerebral

### **TV Viewership Pattern**

State	A & B	C1 & C2	D & E
Kaduna	1. NTA Kaduna 2. DITV Kaduna	1. NTA Kaduna 2. DITV Kaduna	1. NTA Kaduna 2. DITV Kaduna
Yobe	1. NTA Damaturu 2. YBTv Damaturu 3. NTA Maiduguri	1. NTA Damaturu 2. YBTv Damaturu 3. NTA Maiduguri	1. NTA Damaturu 2. YBTv Damaturu 3. NTA Maiduguri
Plateau	1. STV Jos 2. NTA 3. PRTV	1. STV Jos 2. NTA 3. PRTV	1. NTA 2. PRTV 3. STV Jos
Borno	1. NTA Maiduguri	1. NTA Maiduguri	1. NTA Maiduguri

	2. BRTV Maiduguri	2. BRTV Maiduguri	2. BRTV Maiduguri
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Source: Cerebral<sup>3</sup>

Social Grades of Demographic Classification

Grade	Social class	Chief income earner's occupation
<b>A</b>	upper middle class	Higher managerial, administrative or professional
<b>B</b>	middle class	Intermediate managerial, administrative or professional
<b>C1</b>	lower middle class	Supervisory or clerical and junior managerial, administrative or professional
<b>C2</b>	skilled working class	Skilled manual workers
<b>D</b>	working class	Semi and unskilled manual workers
<b>E</b>	Those at the lowest levels of subsistence	Casual or lowest grade workers, pensioners and others who depend on the welfare state for their income

Source: Wikipedia