

# COMPONENT BRIEF: MAKING NIGERIA MEDIA SUPPORT PEACE BUILDING INITIATIVES

## OBJECTIVE

Conflict sensitising Nigeria Media and increasing the opportunities for the public to contribute to governance and peace building.

## CONTEXT

The Nigerian media, particularly radio in the north of the country bolstered by social media – the use of which is sharply increasing – has considerable influence in either promoting or reducing conflict. NSRP has planned an integrated programme that will increase the skills of journalists in conflict sensitive communication, sustained support from their managers in this, and is working with government agencies and CSOs to improved collaboration with the media.

## OUR APPROACH

Activities will focus on capacity-building of selected media partners, but the project will also provide training to a range of other media outlets, civil society organisations and government and security sector agencies:

- Workshop-based training for partner stations in conflict-sensitive communications
- Workplace mentoring in partner radio stations each year
- Provision of equipment and technical support to enhance partners' interactive programming and audience engagement mechanisms (e.g. talkshows, phone-in programmes, social media)
- Conflict-sensitive communications post-graduate distance learning courses
- Media marketing training
- Media relations training for government and military decision makers, civil society.

## WHERE WE WORK

We work with media partners at the federal level and in eight states.

## WHO WE WORK WITH

### Media partners:

- Federal Radio Corporation of Nigeria (FRCN)
- Rhythm FM, Port Harcourt and Jos
- Wazobia FM, Kano and Port Harcourt
- Freedom Radio Kaduna and Kano
- Premium Times
- Daily Trust
- Nigeria Institute of Journalists (NIJ)

### Communication focal points in security agencies:

- The Nigerian Police Force
- Office of the National Security Adviser
- State Security Service
- Nigeria Security and Civil Defence Corps
- Joint Task Force in Borno, Kano Plateau and Rivers

### Post-graduate conflict sensitive communication studies:

- Ahmadu Bello University Zaria



## OUR WORK

**Media mapping:** We commissioned a study to map the media in target states, to better understand how local grievances and violent conflict are reflected in the media, to analyse how citizens source and consume media information, and the use of social media. The study informed the design of our work.

**Conflict-sensitive communications training:** 380 journalists have so far benefitted from the conflict-sensitive communication trainings.

**Media relations training:** We train key security agencies and senior government officials in media relations. The aim is to improve relations between these organisations and the media to allow for greater co-operation in reporting violent conflict in the country.

**Mentoring media houses:** We train senior journalists, mostly editors, to act as in-house mentors and cascade conflict-sensitive reporting techniques and content in their respective media houses. The media mentors have started to influence editorial policy and practices. For example, media partners in Rivers State have started holding daily (formerly weekly) editorial board meetings and now use 'Assignment Notebooks' to track and monitor reports.

**Technical equipment:** We provide technical equipment to support the media's interactive programming and audience engagement (e.g. talk shows, phone-in programmes, social media). The aim is to increase the participation of marginalised populations (including women and girls) in debates and advocacy around conflict and its causes.

**Measuring change in conflict-sensitive reporting (media monitoring):** A scorecard methodology has been developed to analyse interactive radio programmes. The media monitoring mechanism aims to track improvements in how radio programmes handle conflict issues and increase opportunities for audiences to contribute to discussions around governance and peace building, including violence against women and girls.

**Postgraduate course in conflict-sensitive communications:** We are collaborating with the Ahmadu Bello University Zaria to develop an online postgraduate diploma programme for journalists in conflict-sensitive communications.

## FIND OUT MORE

Nigeria Stability and Reconciliation Programme  
[www.nsrp-nigeria.org](http://www.nsrp-nigeria.org)

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## CASE STUDY

### Daily conflict related programming in all our media partner stations

As a result of our media partnerships, Wazobia Port Harcourt dedicates one hour every week to NSRP and our CSO partners in the regions. Rhythm FM in Port Harcourt also commits one hour every week to an interactive phone-in session on conflict-related issues relevant to the community. Trained mentors provide support to both stations with production, post-production and to monitor the conflict sensitivity of programme content.

*'NSRP has changed the way we think as journalists in Nigeria, particularly those of us working in conflict-ridden zones such as Maiduguri and Yobe.'*

Journalist participant, CSC workshop

