

Crescent radio licensing at an advanced stage, Dr. Adesina reveals

AIRWAVES

• RADIO • TELEVISION • ONLINE

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RADIO JOURNALISM:
WHEN WE STARTED, IT WAS PASSION FOR THE JOB NOT MONEY – Toyin Sogbesan

Digital Switchover:

Nigeria's snail speed to digital broadcasting



COBAB is not for school certs holders alone, says Provost



Media Proliferation: Carving a niche for expanding broadcast space



Dandy: Unveiling Ogun On-Air relationship personality



A STUDENTS' PUBLICATION IN THE DEPARTMENT OF MASS COMMUNICATION, CRESCENT UNIVERSITY, ABEOKUTA, NIGERIA

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Editor's Note

Push Beyond The Limit

It is often said that everything that starts has an ending, it is often said that the beauty of every tedious journey is in its glorious end, it is often said that you cannot start and not end, but it is with a heavy heart I accept this truth. And it is with mixed emotions that I say goodbye to this great citadel of learning, Crescent University.

When this set of dynamic individuals were admitted into this faculty, little did we know the herculean task of having a certificate as a thoroughbred communicators would be challenging and time demanding. Majority of us who were HND holders thought coming to Crescent University would be "walk over".

A school in which I have learnt, a school in which I have grown, a school in whom I have fallen in love. I have fallen in love not because of the serene environment for learning, I have fallen in love not because of the tarred road and the beautiful hijab ladies, and the staff, but because it possesses in it transformative spirit, it has a breathtaking mission and vision that has only been inspired by the living God.

I love this school because it is a place where individuals have lived, where individuals have learnt, where individuals can do what they have dreamt to do. And it is this same awesome school that has produced this set of individuals, the best set of Mass Communication to ever grace Crescent University, Abeokuta.

Before, I drop this pen, I want to leave you with this promise, if there's any hope of liberating and sanitizing the media profession in the country from its current quagmire, these people have a great part in it, because we are not just ordinary individuals, we are the trailblazers.

The class of erudite scholars and veteran communicators tutoring the new breeds of media professionals are topnotch. The uniqueness of this tabloid, AIRWAVES is the voyage to new world order in broadcasting which is digitalization of information communication. The magazine also look into the skills application and language used by freelance broadcasters while on air in their various programmes presentations. The editorial crew also beam its spotlight on the Twitter ban by the Federal government. Its implications and effect on communication process in the country.

Airwaves is indeed a magazine which its contents will serve as materials for coming undergraduates for the purpose of learning and broaden their horizon. Shifting focus away from the conventional news gathering and focus only on broadcast journalism was a new experience for the students especially few of us who are practitioners.

Yes, it has been a fun moment, but I must give honour to whom honour is due to. This set is filled with people of immense talents and immense memories, I will not forget Opemipo Badejo for his tenacity and doggedness in making this edition a reality. Your "Egbon, where is your zeal and energy, you're not driving us anymore" which triggered my quick response to influence other crew members for



Ogunsiji Michael-Azeez, Editor

submission of news stories will forever echo in my journalistic sojourn. Michael Adesanya and Olamide Onabajo for their inspiring endurance. I will not forget my little group, the three 'musketeers' comprising of myself, Femi Peters and Curvetu. I also want to appreciate our loving lecturers to every single one of you, from Dr. Okunnu, Mrs. Ismail, Mr. Jamiu Folarin, Dr. Orebiyi, Mr. Sade Adebimpe, Mr. Idris Katib. Your efforts in our lives have been effective and inspiring. Because you have laboured for us God will bless you. The class of 2021 has not forgotten our Head of Department, Dr. Kola Adesina with his very firm approach to matters, teaching us discipline and importance, Dr. Ayo Odetoyinbo, a bit less harsh, but still loving. We want you to know that, even in the toughest of moments, we understood that what you are doing was for our own good and for that, we love you from the bottom of our hearts.

My class of 2019, before you go on throwing your caps and collecting your certificates, let me humbly give this word of advice. Do not leave the walls of this school without applying the knowledge of EED and digital journalism Mr. Olaniyi, Centre for Entrepreneurship and Jamiu Folarin have instilled in you. Their teachings should be self sufficient to make you employers of labour in the nearest future. Because when push comes to choff, when you are backed to a corner, when things look so hard, when the white collar job is not available, only one thing will matter, and that is your entrepreneurship status and creativity, because I do not want us to have unfulfilled lives.

Floyd 'Money' Mayweather one of the best boxers in the world said this, "when my opponents are training, I'm training, when my opponents are sleeping, I'm training, how can he beat me." There's no substitute for going to the extra mile so, in your lives for every task you attend, push beyond the limit, do not stay within the boundary set for you make sure you put in your best in everything you do. Never look back and regret. I want you to take everything you do seriously because in the world we're currently into today, there is lots of competition, if you are not hardworking, you're going to end up, poor, starving and virtually useless. I do not want that for you. Don't be scared to dream big. Goodbye!

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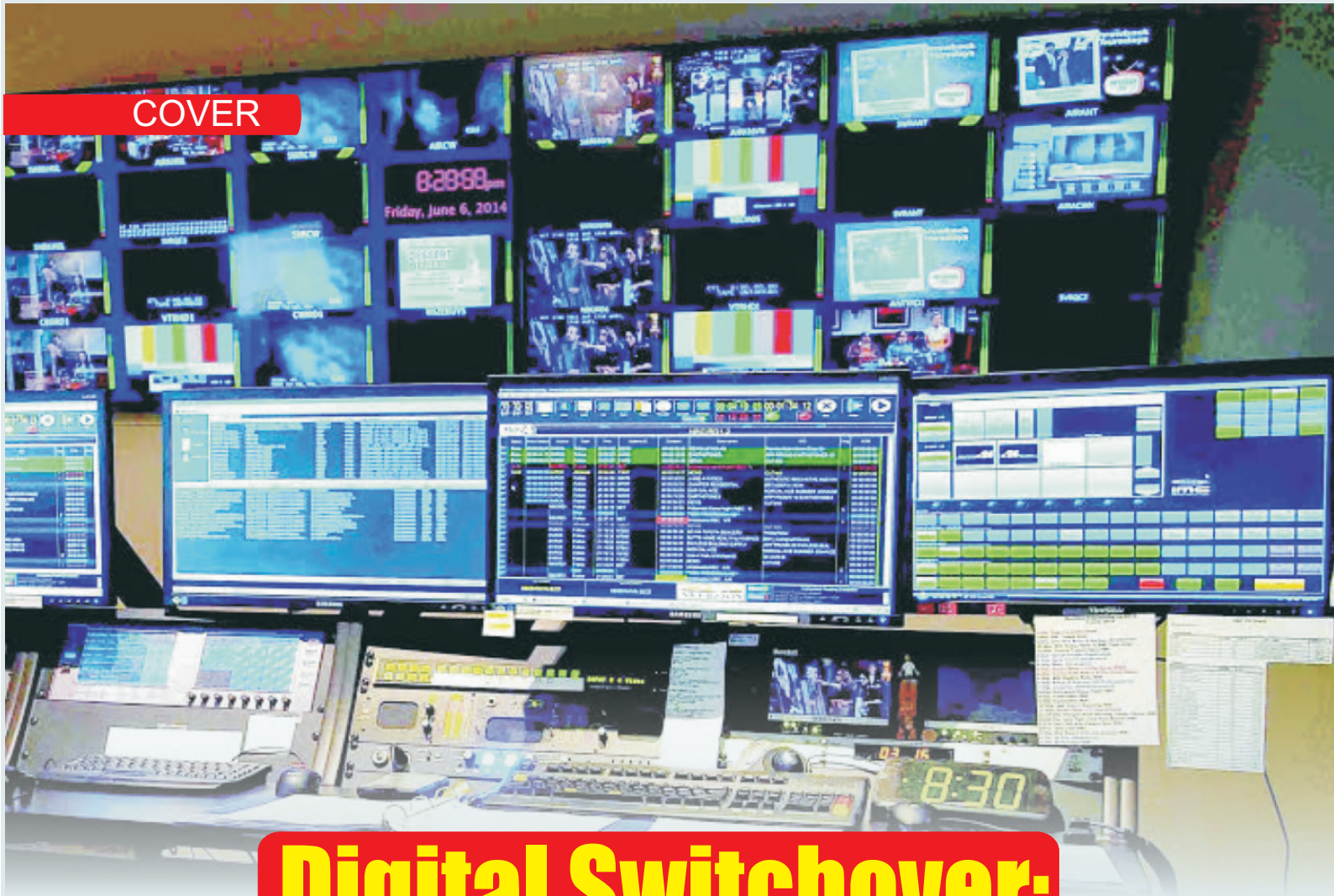
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Digital Switchover:

Nigeria's snail speed to digital broadcasting

By: Omobayo Azeez and Adebayo Oluwadamilare

It has been a long weary journey for Nigeria to migrate completely from analogue to digital form of broadcasting which conforms to the current global standard stipulated by the International Telecommunication Union (ITU), the United Nations specialized agency for information and communication technologies (ICTs).

Trudging along a stormy terrain to meet this demand for many years cannot be ignored even as the government of the federation had eventually released a timeline for gradual nationwide

transformation to digital broadcasting in the country earlier this year after missing two important deadlines by the ITU to bring international shame to the country.

Nigeria, in a league of other failing nation states again missed the 2020 deadline for digital switch over (DSO) making it the second time of getting late to the finishing line, having missed the first target of 2015.

Over the years, broadcasting has evolved in technicalities from both originating and receiving ends but Nigerian households at the receiving end have continued to contend with



It was alleged that while trying to make a strong impact at takeoff point, the NBC took some decisions, including going into agreement with some service providers without following due process. This may not be far from the truth as lack of transparency and financial mismanagement contributed to the removal of the former Director General of the Commission, ModibboKawu, who was in charge until January, 2020.



It was gathered that the narrative around DSO in Nigeria has been more of a mere lip service over the years and industry observers have also fingered agents of the government involved for poor financial management stifling the process from quick attaining its objectives...Consequently, the Commission suddenly found itself with over N12 billion debt overhang. The process was trapped, with the various stakeholders nearly submitting to a stupefying helplessness...

poor signals due to the analogue transmission mode which is the paradigm shift intended with digital switchover.

To end the era of poorly received signals for terrestrial televisions, the journey towards Digital Terrestrial Television (DTT) broadcasting on the UHF platform started in Nigeria on June 17, 2006 and 15 years after, the country is still at the take off stage.

How the DTT works

For Nigerians who at some points in their lives have had to rely on a piece of antenna mounted on a metallic pole or a bamboo outside the house and have to go out to turn the antenna in an energy-consuming manner every time the TV set is tuned to a new channel to improve signal quality, understanding the DTT will be simple when they compare the past experience with what obtains today with Cable Television or Satellite Pay TV that are taking over the broadcast market.

The DTT is a technology for terrestrial television in which land-based (terrestrial) television stations broadcast television content by radio waves to televisions in consumers' residences in a digital format.

To key into the new system once the foundation is set, all that is required of Nigerian household is purchase designated Free-TV set-up boxes the

same way they do Pay TV and start receiving the same quality of service they get from such operators as DSTV, GOTV, StartTimes, Tstv, Consaat among others, except that no subscriptions will be required.

The Digital Terrestrial TV is a major technological advance over the previous analogue television, and has largely replaced analogue which had been in common use since the middle of the 20th century.

According to experts, while test broadcasts began in 1998, global changeover to DTTV began in 2006 and is now complete in many countries, except laggards such as Nigeria.

The gains evading Nigeria

With every day lost to delay in actualizing pervasive digital broadcasting in Nigeria, the country is losing out certain gains that digital switchover has delivered in other countries where the exercise had been approached with more seriousness and cooperation among stakeholders in both public and private sectors.

In a pedestrian look, the advantages of digital terrestrial television are similar to those obtained by digitising platforms such as cable TV, satellite, and telecommunications: more efficient use of limited radio spectrum

bandwidth, provision of more television channels than analogue, better quality images, and potentially lower operating costs for broadcasters.

Beyond these, the former Acting Director General of the Nigerian broadcasting commission (NBC), Professor Armstrong Idachaba, has said that DSO in Nigeria has the potential to create over three million jobs and by extension cut down socio-economic contradictions of the high unemployment rate in the country.

In addition, as more white space would be freed up in the radio spectrum bandwidth allocated to Nigeria by the ITU when DSO becomes fully fledged, the space could be deployed to deliver broadband services to Nigerians living in underserved and remote areas. As Such, digital divide could be bridged.

Why the delay?

Considering the many concomitant dividends that accompany digital broadcasting, one may be tempted to accuse the Nigerian authorities, especially the Nigerian Broadcasting Commission (NBC) and the supervising Ministry of Information and Culture superintended by Alhaji Lai Mohammed, of deliberately dilly-dallying the process at the

expense of the populace.

It was gathered that the narrative around DSO in Nigeria has been more of a mere lip service over the years and industry observers have also fingered agents of the government involved for poor financial management stifling the process from quick attaining its objectives.

It was alleged that while trying to make a strong impact at takeoff point, the NBC took some decisions, including going into agreement with some service providers without following due process. This may not be far from the truth as lack of transparency and financial mismanagement contributed to the removal of the former Director General of the Commission, ModibboKawu, who was in charge until January, 2020.

Consequently, the Commission suddenly found itself with over N12 billion debt overhang. The process was trapped, with the various stakeholders nearly submitting to a stupefying helplessness.

Project trapped after take-off

Following several reviews, Jos became the pilot city and on the 30th of April 2016, as the Federal Government of Nigeria launched the pilot phase of the digital transmission project that kick-started the digitization process in Nigeria. Abuja, the Federal Capital Territory followed swiftly on the 22nd of December 2016.

The Digital Broadcasting train got to Ilorin, Kwara state, on December 20, 2017, and two days after, Kaduna State dovetailed on the 22nd of December 2017. Enugu, switched on live on the 12th of February 2018, while Osun State, concluded the first phase of the digital switchover when the digital Television broadcasting ship berthed in Osogbo on February 23, 2018.

Since then, however, the exercise had been grounded before it regained life earlier in 2021 when the Federal Executive Council (FEC) allocated N9.4 billion in February for further termination of analogue broadcast system and hastening of nationwide digital replacement.

The Phase II

Upon release of the money, the excited Minister of Information and Culture, Alhaji Lai Mohammed, and the NBC boss were quick to roll out a timeline for the phase II of the digital migration project.

Specifically, 13 States are scheduled to switch on during the phase, starting with Lagos State that switched on April 29, 2021, followed by Kano that joined the train on June 3, 2021; Rivers on July 8, 2021; and Yobe on July 15.

As the second phase continues, other states to benefit are Gombe on August 12; Imo on August 24; Akwalbom on August 31; Oyo on September 9; Jigawa on September 23; Ebonyi on October 7; Katsina State on October 21; Anambra on November 4; and finally broadcasting in Delta State is expected to go digital on November 18, 2021.

At the launch of the Lagos State DSO project, the Information Minister, Lai Mohammed restated that "DSO project, when fully completed, will translate to an increased digital television penetration, improved quality television services, audience preference ratings at the touch of a button, crystal clear sound and visuals and other value-added services. Other benefits of this huge digital leap include job creation in the creative and set-top box manufacturing and retailing sectors of the economy



It was gathered that the narrative around DSO in Nigeria has been more of a mere lip service over the years and industry observers have also fingered agents of the government involved for poor financial management stifling the process from quick attaining its objectives.

etc.”

With the activation of the service in Lagos, the Acting DG of NBC, Idachaba said, "Lagos can now enjoy over 40 station of digital television free of charge," adding that since the commencement of the exercise in 2016, NBC has licensed over 140 digital terrestrial televisions.

The Odds

Keen observers have warned that the excitement that followed return to the DSO project may be short-lived in the face of poor coordination various stakeholders involved to build the system by handle its different ends.

For instance, many Nigerians have

lamented the perceived high cost of the set-up boxes. Pegged at an average N50,000, there are fears that the gadget could be beyond the reach of an average Nigerian, especially, as individuals grapple with falling purchasing power.

Experts suggested that this may call for government interventions in form of subsidy or some other interventionist arrangements with the 13 licensed manufacturers to lower the prices. Meanwhile, similar intervention has been adopted by the governments of some early bird countries to make adoption of digital broadcasting seamless for their citizens.

When the United States flagged off their process in 2007, the government, through the Department of Commerce provided two coupons of \$40 each for each household. The process documented in the National Telecommunications and Information Administration plan did not want to exclude any of the estimated 73 million TV sets in America, quite a number of which were already connected to Cable or TV satellite services.

In Nigeria, where 42.9 million households accommodate more than 200 million population of the country, 74.6 per cent of the households is said to have a working television set, according to latest data from Statista. Of this number, Eutesat, a global satellite TV operator, projected that 7.4 million would have access to Pay TV by 2023.

This indicates that even with the free-TV being introduced in the country, many households may still be left behind if the cost of the set-up boxes required to key into the digital system can easily disenfranchise them.

Another odd already cited is failure of the system to live up to expected standard as earlier reports show that despite in some regions where the system had already been rolled out, poor signals have continued to linger.

Last Line

After many years of delay and missed deadlines, the ongoing migration from analogue to digital broadcasting in Nigeria is expected to beat expectations on the belief that there is delight in delay, if used to monitor the try and error encounters of early adopters.

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COBAB is not for school certs holders alone, says Provost

***D**r. Ayoola Olalekan is the provost, College of Broadcasting Abeokuta (COBAB) which is an initiative of Freelance and Independent Broadcasters Association of Nigeria (FIBAN). In this*

interview with BADEJO OPEMIPO, OMOTESHO MOJIDAT and ONABANJO OMOLARA, he spoke about the college; the mission, vision, uniqueness and its relevance to trainees among others. Excerpts:

Can we meet you?

My name is AyoolaOlalekanAjasa. By the grace of God I am the provost of College of Broadcasting Abeokuta (COBAB). I am an academia, a trained mass communicator and also a corporate trainer. I have been in this business for over 25 years.

Career

I have worked in several places but the major part of my career started in Daily Times where I was a media marketer. I moved from there to Post Express and then to Financial Standard as the General Manager. After that, I worked with a magazine based in United Kingdom called Financial Investment Network as the Chief Operating Officer. I later established my own organization which is Guarantee Images Communication Limited.

In Guarantee Images Communication Limited, we are basically into media buying, training and event management and that is what I was doing till this call to serve came up which I resumed to on 1st June, 2021.

The College

COBAB is an initiative of Freelance and Independent Broadcaster Association of Nigeria (FIBAN). It is in affiliation with Crescent University, Abeokuta (CUAB) and was established primarily, to provide educational training in broadcasting. It was registered on 14th February, 2018 and situated in Opako, Adigbe, Abeokuta, Ogun State. Our mandate as an institution of learning is to standardize broadcasting landscape generally. A major gap which can be observed in the broadcasting and the media sector; which is, in the sector almost everybody that is interested in appearing on the TV or talking on the radio whether they are trained or not find their way therein. All you need to do is to buy your airtime and you discover you are talking on the radio or on the TV. It is in view of this and in line with the vision of FIBAN that we decided to create a platform by reason of creation of this college to equip professionals; certify them to meet the modern day methods of broadcasting, both in private and in public sector.

The College's Vision

Our vision primarily is to be committed to providing professional excellence in broadcasting; our desire is to see everyone in the broadcast sector being an excellent professionals.

Our Mission

The mission of the college is to cultivate broadcast professionalism by grooming individual's skill that will be of immense value to the academic and the business world altogether.

Our Uniqueness

One unique thing about this college from every other conventional mass communication college or institution is that,



Again, in this school, the fact that we are affiliated with Crescent University Abeokuta also gives every student an edge in the sense that our curriculum here is in tandem with what Crescent University Abeokuta also offers when it comes to your first 2 years of academic pursuit in Mass communication over there. But in this case, we will be more focused on broadcasting.

ours is 70% practical and 30% theoretical. Our strength here ensuring that everyone that passes through the college have practical experience that is enough for him or her to operate even as an independent broadcast practitioner. Again, in this school, the fact that we are affiliated with Crescent University Abeokuta also gives every student an edge in the sense that our curriculum here is in tandem with what Crescent University Abeokuta also offers when it comes to your first 2 years of academic pursuit in Mass communication over there. But in this case, we will be more focused on broadcasting.

Certificate and duration of Course

It is a diploma awarding college and we also offer a certificate course of a session of two semesters and the diploma, two years of four semesters.

Benefit of the College to students

The beauty of being a student here is that, our lecturers are not just academia

but also professional in this field and to me, what is lacking in the regular school of linking the gown with the town is what is achieved here to an extent that getting a place of attachment is actually a give-away because all our members that are operating within the broadcast sector all over the nation, you have an opportunity without blocking of an eye to do your attachment. Also, your diploma here can be used for Direct Entry to universities in Nigeria.

Meanwhile, COBAB also have another sector called College of Broadcasting Consult which deals with specific training within the industry; we can organize an in-house training for an organization that is going through downtime with their practitioners.

The Tuition Fee

Our school fee is very moderate. A part-time course here for a diploma is about N250,000 while the regular pays N175,000 Naira.

When will the Programming Kickoff?

Hopefully, our session should start in July or August and the college is not only open to school certificate holders but also to graduates and post graduates.

Members' Survival without compromising the ethics of the profession

In times like this, we can say this school comes in handy. We talk about different people from different backgrounds finding their way into broadcasting; untrained and ignorant of the broadcasting code, rules and professional ethics. For instance, a person just has an idea in music and he wants to be doing some music show on TV or radio and because he could pay for airtime and source for adverts, he begins to call himself an On-air-personality. This is a practice that cannot be tolerated in other professions like medicine, law or accounting. And this has to do with the history of journalism altogether. The history has it that the forerunners of journalism were untrained journalists; they were religious sect that found themselves in printing and then journalism. It was Dr. NnamdiAzikiwe that made the first attempt during the pre-independence era of the press, to do it in a professional way. But unfortunately, ever since, we are still struggling to ensure that the profession is in order and safe from quacks. But we will get there and that is why we have created this platform. Freelancers should be trained and certified.

Why Abeokuta?

Very simple! The entire history of the press began in Abeokuta and going through history, you will discover that even in our national development, you cannot push away Abeokuta. It is just unfortunate that our leaders over the years have not annexed the opportunity of the town itself.

Crescent radio licensing at an advanced stage, Dr. Adesina reveals

By: AdewaleOluwaseun,
ObehioyeQueensley, Fabajolbukun

The head, Department of Mass Communication, Crescent University, Abeokuta, Ogun state capital, Dr. Kola Adesina has disclosed that, the process of obtaining licence for the University's proposed radio station from the National Broadcasting Commission (NBS) is at an advanced stage.

Adesina, in an interview with Airwaves, Dr. Adesina disclosed that the committee set up to obtain the license is working assiduously to ensure the University gets the license.

The HOD who attributed administrative bottleneck to the delayed process, expressed optimism in securing the license for the radio station.

According to him, "we've obtained the form from the National Broadcasting Commission (NBC), and we have filed all the necessary documents. We supposed to have obtained the license but we are having one or two challenges with the registration process because of administrative bottlenecks, so we need to obtain another form. When we submit that form, by the grace of God we'll get the license".

Similarly, a lecturer in the department and a member of the radio licensing committee, Mr. Jamiu Folarin also stressed that, the license would be secured in a matter of months.

Folarin added that the University's management is very much interested in having an education radio station which will give students opportunity to have first-hand broadcasting experience.



Dr. Adesina

He further noted that "the radio station will go a long way in adding value to the type of training we offer here, because we are performing at optimum going by the result of the accreditation from the national University commission NUC, over 90% of accreditation and one of the things that contributed to the success story is the standard and quality of studio and manpower we have".

Folarin who is also the head of the University's radio studio emphasized that, in fulfillment of the requirements for obtaining the license, the University has built a radio station with state of the art equipment while also securing the services of experienced professional to

handle the station when licensed.

The lecturer emphasized that having a campus radio is an opportunity offered by the NBC to tertiary institutions in Nigeria to boost learning and improve the quality of graduates.

"When we talk about broadcasting for education purpose, we're is talking about the opportunity offered by NBC for tertiary institutions (polytechnics and universities) in Nigeria to own radio stations in order to use it for education purpose", he underlined.

Folarin highlighted that the radio station will also create opportunities to promote local languages, promote the University's Social Responsibility drives and also serve as an opportunity for graduates of the institution who may want to establish themselves as independent producers.

In his words" (Crescent radio) will definitely also create opportunity for the community because the University has it as part of its social responsibility to impact to the community. So, part of our community is practicing (broadcast) journalists; journalists who have even graduated here will have the opportunity of having an independent programme on air, so that they will have as much as possible to give back to the University by adding content to our list of contents that we must have drawn out.

"The radio will also give opportunity to community members that can speak the local languages well because we want to promote the local languages and of course, our culture. Airtime will also be offered to independent producers to express their views".

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Code Mixing and Code Switching: Ethical Considerations

Olamide Onabanjo and
Olawoyin Rukayat

“Grandma enjoys listening to radio programmes all day long but she often complain of the incessant code switching and code mixing by radio presenters. She makes it a point of duty to ask anyone around what the presenter said in English language”.

In recent times, you can hardly listen to a Radio Programme without noticing the code mixing or code switching technique used by broadcasters from Yoruba to English language or Pidgin English. Taiwo, a lecturer in the Department of English at ObafemiAwolowo University said “code mixing and code switching is as a result of bi-multilingualism”. The phenomenon in its entirety is not a bad thing as it allows the speaker express himself in the best way possible, however, this is not recommendable on indigenous programmes.

Despite the fact that the programme was meant to be produced in Yoruba, the indigenous language, some radio presenters still try to identify with English Language. On the other hand, some presenters on English radio programmes switch to Yoruba in order to identify with their root or make their point clear.

Broadcast programmes goes through a lot of

processes before being aired and one of those processes include research. The research stage is where information is gathered about whom the audience of the programme will be and what the programme will discuss. Further investigation will reveal the geographical location of the audience and their educational status; this later informs the language to be used on the programme. The question then is if we go through all these rigor to ascertain what we intend to do on the programme or how we intend the programme to be delivered, why do Programme Presenters switch or mix languages up?

In 2013, Wai carried out a study on the code switching and code mixing behaviours of radio broadcasters, it was found that the motivation of the behavior are principle of economy, generality, euphemism, emotional buffer, tone-switching, intention to create comical effect to increase the entertainment level of the programme, society preference and creating a westernized image.

Yeku, a student of mass communication, didn't see anything wrong with code mixing and code switching, according to him, “audience are largely diversified and the presenter wants to carry everybody along in

the best way possible, so I do not see anything wrong with the deployment of the code mixing and code switching technique”.

Grandma said while she enjoys the programme being run in Yoruba language, code switching and code mixing can be frustrating but what can she do? She then pick an English word that sticks and crack jokes with it when she is around us; her grandchildren.

Oyenekan, a presenter on Fresh F. M., Abeokuta said “the use of English is seen as an innovation, so code mixing and code switching among broadcasters is seen in the light of creativity of the broadcaster in language usage.

Irrespective of the reasons we give for code mixing and code switching, broadcasters must ensure they do not deviate from the objectives of the programme and if the technique will jeopardize the main essence of the broadcast programme, the presenter should deviate from it.

In times like this when our indigenous language is gradually fading out, broadcasters should make conscious effort to stick to the use of indigenous language in programmes that requires indigenous language only and not switch or mix language up. This is a way of upholding the language as a value of the people.

Exaggeration of Newspaper Review: A searchlight on Yoruba presenters

By Mary Jonathan

The World of Broadcasting has become increasingly creative, informing and entertaining. Broadcast Stations in a bid to get their listener's attention introduce different programme contents. One of these programmes is “Newspaper Review. 90% of broadcast organisations today has inculcated the “review of newspapers headlines” into their programme schedule, even the broadcast stations that cannot get hard copies to review daily substitute with the online versions of the newspapers. Some stations such as(Bond FM 92.9, (Lagos), Faaji FM (Ogun State), Poly Ilaro 92.1FM (Ogun State) amongst others, even have the programme presented in Yoruba language in a bid to reach out to their various audiences and bridge the language barrier which they usually called (“Koko Inulwelroyin”).

Gradually, “Newspaper Headlines review” has become “a must listen to” for some Radio listeners so much that they listen to the programme before they set out for their daily endeavours. Those who cannot wait at home for the programme listen to it on the radio in their cars or with their mobile phones in order to be abreast of around them as reported by newspapers. The heightened interest and attention of listeners toward newspapers` headlines review on radio have made some broadcast Radio Stations come up with the weekend editions where newspapers`

headlines for the week are repeated.

Radio stations also have individual in-house style which is peculiar to their delivery of the programme; while some broadcast stations review only the headlines on the front and back pages of the newspapers, others review the headlines of the inside pages.

The programme is always laced with fun and Yoruba parables and proverbs that keep listeners glued to their radio sets until the programme ends. It is usually anchored by not less than two presenters and they endeavor to read all the headlines in the newspapers starting from the front cover through the inside pages to the back page.

Overtime, Newspaper headline review in Yoruba (Koko Inulwelroyin) has taken a rather unprofessional turn as most of these Yoruba presenters ignores analysing the headlines; they end up exaggerating the stories resulting in over-reporting.

Despite the large audience base these presenters go overboard with their comments about the News headline; exaggerate stories and paint funny scenario during presentation thereby making the programme lose its main aims and objectives.

The need to question the professionalism of these Yoruba presenters remains very important because they tend to forget about the

Broadcasting Ethics which focuses on the need for broadcasters to be objective, accurate, truthful to mention but a few.

Unfortunately, this has become a norm in most radio stations. They tend to close their eyes on the hazards of exaggeration (misrepresentation) of stories might cause because of their own selfish reasons. Their major concern is gaining enough grounds and listenership level for the programme which would in turn boost their revenue through adverts done on the programme. They fail to perform their function as media stations which is informing the public but rather misinform them through exaggeration of stories.

We cannot sweep the fact that “most presenters in the broadcast industry now are half-baked with no training or knowledge of broadcasting”, under the carpet. They only have the voice and lack needed skills. They are referred to as “freelancers”. They are hired by most radio stations because they can't pay professionals in the field of broadcasting.

There is a need to caution and reorientate Yoruba presenters anchoring newspaper headline review; training on broadcasting ethics should be organised for them by broadcast stations. Also, Nigeria Broadcasting Commission (NBC) should put strict measures and sanctions in place against stations that do not adhere strictly to the NBC codes.

Fake News: The growing seed of national discord

John Obot & Michael-AzeezOgunsiji

A media scholar, Nolan Higdon has defined “Fake News” as false or misleading content presented as news and communicated in formats spanning spoken words, written words, printed words, electronic and digital communication spread about in media space.

Higdon has argued that the definition of Fake News has been applied too narrowly to select mediums and political ideologies. Fake News also refers to stories that are fabricated that obtain little or no verifiable facts. Even more broadly, some people, one of whom is the former US President, Mr. Donald Trump, have broadened the meaning of fake news to include all news that were negative about their personal beliefs and actions.

Michael Radutzky, a Producer of CBS 60 Minutes, said his show considers fake news to be stories which are probably false, have enormous traction (popular appeal) in the culture and are consumed by millions of people. Those stories are not only found in politics but also in areas like vaccination politics but also in areas like vaccination, stock values and nutrition.

The intent and purpose of fake news is important. In some areas, what appears to be fake news may only be news satire, which uses exaggeration and introduces non-factual elements that are intended to amuse or make a point, rather than to deceive as in propaganda.

Some Researchers have highlighted that “fake news” may be distinguished not just by the falsity of its content but also by the character of its online circulation and deception.

In 2016, Politifact selected fake news as their lie of the year. There was so much of this in the United States election year, won by President Donald Trump that no single lie stood out, so the generic term was chosen.

Author Terry Pratchett, previously a journalist and a Press Officer, was among the very first, to be concerned about the spread of fake news on the internet. In 1995, interview with Bill Gates, the founder of Microsoft, he said, “Let’s say I call myself the institute for something or other and I decide to promote a sparrows treatise saying the Jews were entirely responsible for the second world war and the Holocaust did not happen and it goes out there on the internet and as available on the same terms as any piece of historical research which had undergone peer review and so on, there is a kind of parity of esteem of information on the net, it’s all there, there is no way of finding out whether this stuff has any bottom to it or whether someone has just made it up.

At a recent launch of a new TV Station in Abuja, the Minister of Information, Alhaji Lai Mohammed said that apart from damaging Nigeria reputation abroad, fake news was destroying the media industry and sowing the seed of national disunity. This has become a favourite theme of Alhaji Mohamed. Last year he described fake news as a time bomb waiting to explode.

Misinformation and hate speech he said, threaten the peace, unity, security and corporate



existence of Nigeria. One example of fake news is the well documented videos report touting a conspiracy that President Muhamadu Buhari, who in his first term suffered illness and long absences, had in fact died and had been replaced with a Sudanese double, it took the President during his second term to make a public denial while on a visit to Poland to say “This is the real me”.

In Nigeria, Fake News has arguably more invidious and dangerous purpose - to stoke rivalries and hostilities between different ethnic nationalities pitching the country's mainly Muslim North against the Christian south.

This aspect was highlighted in early 2019 when BBC organized a symposium on fake news, attracting some of the best thinkers on the issue in Nigeria among whom was the Noble Laureate Prof. Wole Soyinka, who opined that the issue of fake news may cause World War 3 and would start with Nigeria, through fake news.

Professor Lai Oso of the School of Media Lagos State University said “Not many people are able to make a distinction between social media and real media and that has posed a serious challenge to the country's at large.

Prof. Ralph Akinfeleye, A professor of Mass Communication and a multimedia Consultant to the Centre of Excellence Radio, Television said “those involved in spreading fake news and hate speech are information traffickers and it affected the election process.

The Minister is seen as a purveyor of fake news because of his propaganda machinery as the Spokesman of the All Progressives Congress, the ruling party in Nigeria.

His Vituperation and political outbursts to suppress the oppositions in governance all amount to fake news and hate speech. In his effort to support a failing government which derailed from most of its campaign promises, resulting in acute hardships and deprivation, his statements have been seen as fake defensive of the government. And this has been the stock – in – trade of the

APC leadership from the top down to the bottom.

How to Curb Fake News

According to JamiuFolarin, a communication scholar, effective Public awareness through different media engagement building peoples capacity in spoiling and calling out fake news.

He maintained that, supporting the increasing number of fact checkers especially around the time of any general elections and establishing tradition and social media monitoring operations to build hard data based records of incidents and profile perpetrators.

In Michael-AzeezOgunsiji's views, proactive engagements with social media companies like facebook, to design and introduce more effective and fast-acting system to police fake news.

Ogunsiji, who is the Publisher of an online tabloid in Ogun state, THE ENCOU NTER NEWS, noted that, supporting capacity of those engaged in building counter – narratives to fake news particularly where it affects trust in institutions that still retain some degree of public trust like INEC.

He advised that, the Nigeria – based centre for Democracy and Development should suggest active ways to support the traditional media to reinforce their credibility and as a means of reducing the space in which fake news thrives.

In his own submission, a popular fact checker, SodiqOjurongbe suggests eight ways to determine fake news.

Ojurongbe urged news consumers to always consider the source of a news link (to understand its mission and purpose), read beyond the headlines (to understand the whole story and what it seeks to achieve), check the Authors (to see if they are real and credible) and assess the supporting sources (to ensure they support the claims).

He added that, news consumers should always endeavor to check the date of publication (to see if the story is relevant and up to date, ask if it is a joke (to determine if it is meant to be a joke), review own biases (to see if they are affecting your judgment) and ask experts to get confirmation from independent people with knowledge about the story or subject matter.

Media Proliferation: Carving a niche for expanding broadcast space



By: Sunday Aluko & Bisi Olanipekun

The emergence of broadcasting can be traced to the efforts of 24-year old Italian, Guglielmo Marconi who in 1898 began the world's first commercial Radio service. Broadcasting In Nigeria started with radio service. The idea emanated when the British colonialists media station, British Broadcasting Corporation (BBC) launched the relaying of some parts of its programmes to Nigeria in 1932 and into Nigerian homes through wires connected to loudspeakers connected to homes who had paid a subscription fee.

Television broadcasting later began in the country on 31st October, 1959 with Western Nigerian Television (WNTV) established in Ibadan. Notably, the ownership and control of the broadcast media in Nigeria was at the behest of the Federal Government and later accommodated the state governments. The Federal Military Government of General Ibrahim Babangida however changed the status quo of broadcasting in the country with the promulgation of Privatization and Commercialization of Broadcasting Decree 38 of 1992 which gave opportunity for private ownership and control of radio and television broadcasting in Nigeria.

This decree led to the establishment of private broadcast stations who now operate alongside their government owned counterparts and in what served as the watershed in private broadcasting in Nigeria, a private Radio Station, Ray Power F.M commenced operations in September, 1994. It is incontestable that broadcasting in any of its forms is an integral part of the society; radio possess the ability of penetration, portability and removal of language barrier, Television has the power to enhance recall and provide audio-visual experience.

With the advent of internet, the list of radio and television stations operating in Nigeria is now endless as new broadcast stations springs almost every day in the country. This proliferation has however generated divergent opinions on the proliferation of broadcasting outfits in Nigeria.

The growth of radio and television stations in Nigeria brought along both negative and positive

significant change to enable audience to have a diverse channels of information to listen and to view broadcast messages of their interest without any fear or favour unlike in the past where we have a single source of information as well monopoly of media stations by the government. Although deregulation has also made National Television Authority (NTA) and Federal Radio Corporation of Nigeria (FRCN) to decentralize its stations across the states of federation while private media are also on the increase. Can we say that the growth of media stations has brought improvement to the media performance in terms of effective delivery in programmes, meeting the standards of broadcasting, adherence to Broadcasting Organization of Nigeria (BON) and Nigeria Broadcasting Commission (NBC) code of conduct?

Since broadcasting as a global phenomenon is an essential aspect of any nation's social and cultural life; combining audio vision and motion, the broadcast media's effectiveness in communicating information with speed and accuracy to heterogeneous audiences have been proven over the years.

Moreover, the broadcast media has helped legions of people across globe to share and receive information not only from its immediate environment but also beyond his social Milieu. By this, it would not only give and receive from people but also help them to partake of ideas and experiences which may enrich the thinking, attitude and psyche to help them live in a complex, dynamic and humane environment.

Consequently, broadcasting still remain a significant segment of the Mass Media which are made up of radio and TV.

Interestingly, the first TV stations that was given license to run a private owned broadcasting station was African Independence Television (AIT) under the military rule of Ibrahim Babangida of decree 38 of 1992 deregulation Act. After then the CEO of Daar communication proceeded to

establish the first radio station Ray power fm 100.5 Lagos state. Ever since then there has been a massive growth of broadcast stations in Nigeria. As of first quarter of 2017 Ray power fm still remain one of the most listened radio station in Lagos and a couple of others. No doubt, we have over 30 private radio stations in Lagos as well in Ibadan, over 25 private radio stations in Abuja and so on.

Before the advent of digitalization, radio and TV stations were using analogue transmission techniques. Not until now broadcasters have switched to digital broadcasting using digital transmission. As a matter of fact, the role of broadcasting in Nigeria cannot be underestimated nor over mined because barely most people from rural and urban areas watch and listen to radio and television which tends to bring to their door step information, education and entertainment.

Besides, the rate at which radio and television has grown amongst rural and urban dwellers in the dissemination of information in Nigeria is highly encouraging in the development of socio economic and political stability. Of course, television may have a kind of low patronage by the people because of its cost, lack of electricity and weak coverage. According to Google.com households with television is just 25.6% as at 2002 while in 2010 according to World Bank collection of development Households with television in Nigeria was reported at 40%. Radio which uses more African languages to disseminate information to listener across its reach and frequency.

According to statistics, radio has with 77.4% overall listener and more than seven in 10 across all major demographic groups saying they listen to the radio for news at least weekly. Because of its accessibility, portability and costless value than the TV, it gives room for rural dwellers to be a partaker of information flow even in the rural community where illiteracy abounds. Vividly, broadcasting has been the most controlled medium for technical and political reasons in such cases like seizure of licenses from erring broadcast stations, shutting down of programmes which tends to go against standards or not approved by NBC as well as ban on advertisement and so on.

Some scholars and broadcast professionals are of the opinion that the proliferation was borne out of commercial and political drives while some believe this proliferation is necessary to ensure the broadcast media performs its pioneering role of national integration, socio-economic modernisation and cultural creativity.

Broadcasting in Nigeria came with promise of national integration, socio economic modernization and cultural creativity. At the same time, proliferation of broadcast stations has also aided broadcast industry to grow to achieving this core values. Television and radio station has helped to fulfill those roles to a very large extent and there is still more to achieve.

However, deregulation has really given room for proliferation in the broadcast industry which has really open up industry space, allows for people to practice, and enhances growth in the industry. It is noteworthy that broadcasting has not been the same since deregulation started.

This proliferation in radio and television station has also brought with it a rather unpleasant rivalry that has made the broadcast scene a battlefield with many investors and station owners struggling to carve a niche for themselves for sustainability hence they fall off of this 'battle'.

Gone are the days when only government owned stations receive and disseminate information to audience. There were no room for government policies to be fact checked and as well media practitioners were not able to play their role as the watch dog of the society and as well to fulfill their mandate as the fourth estate of the realm. Control and ownership of the stations is solely by the government which tends to depict the core existence while radio and TV was established. As a matter of fact, the purpose of establishing broadcast stations is for the masses aspirations, needs and want to be aired without any form of fear or favour. Now, the reverse is the case and not until new birth of broadcast stations which gives room for both professionals and amateurs to learn even on the job gave a huge consideration to at least sub sect of the masses to use the medium unlike what we had before now.

Without much ado, new birth of broadcast stations has enable people from all works of life who has interest in the field of broadcasting to showcase their talent on radio and TV stations across the country. This is because private ownership has open way for as many as possible.

Ogun state has around thirty radio stations scattered across the metropolis with each of them getting distinguished by the niche they have set out to carve for themselves. In an interview with Ms. Akibola who claimed to be a lover of radio listen an average of ten hours daily, she claimed to have lost count of the number of radio stations available to listeners. In her words "I listen to some few selected stations but later found out it is like shortchanging yourself when there are other stations that could be listened to, as a result of this, I tune in to search for new stations every now and then and has been enjoying the experience".

In addition, broadcasting now becomes highly competitive in the sense that all broadcast stations are geared towards effective productivity in terms of news, infotainment, edutainment, correlation and surveillance of the society, quality programmes to attract advertisers, sponsors to partake in the business of such broadcast stations. All these will stimulate listener and viewers to continue to choose or prefer such station above all.

Another news source however referred to the competition brought by this proliferation as a 'strive for premiership', to him most radio stations desire to be regarded as the first in one terrain of discourse or the best. His assertion can further be evident with some of the radio stations; Roots Fm Abeokuta boasts as the first indigenous reggae music station, Rock city Fm gallivants as the first news, talk and entertainment radio while Sweet FM amongst others pride itself as the first leadership and entrepreneurial radio station.

Asides the provision of variety for radio audience and the reduced monopoly which has also made the plotting of coup archaic in today's political scene, proliferation has provided an avenue for individuals to learn one thing or the other asides core professional jobs like handling the console, presentation and so on

while others fit in for other petty jobs like handling camera chain such as the tripod stand, microphone stand for vox-pop, collating data, survey, roving around, surveillance, arranging of cables/disc jockeying and so on. This has also made it easier and faster for professionals to swiftly get information as it breaks. Since Nigerians who has capital can establish either radio or TV stations and run it accordingly. Many universities and polytechnic churn out graduates annually. Most of these graduates are provided the choice of either focusing to fit in one department or the other or be versatile since broadcasting is not only for those who study mass communication alone but cut across all fields and specialization. These in turn has assisted the federal government to alleviate poverty on one side which has effect on the country's GDP.

Also, the growth of these broadcast outlets serve the public as source of information, education and entertainment. Many Nigerians now have choice in selecting or tuning to their own channel to watch and to listen to. These have given audiences to compare and contrast information they are exposed to. Unlike when we have fewer number of broadcasting station where audiences are bored, tired of constant station. Now, the reverse is the case audience can now choose what they would be exposed to. This gives all the broadcast stations challenge to give top notch broadcasting to convince their audience to keep watching or listening to the station. This development is lending credence to narrowcasting.

Broadcast professionals now see the growth as a kind of opportunity for them to diversify, explore, from one station to other. Now, we have diverse talents roaming the field of broadcasting industry. These talents and OAP see the establishment of more stations as an avenue to put in more into the field. Although, because of the influx of people that seek employment into the broadcasting industry, the proprietors or employers at times employ some people who are half baked or who has little or no training caused by big wigs interest which may tends to reduce quality and productivity in presentation styles unlike a trained broadcaster. This as a result may be one of the major deficiency on the part of the media owners. In fact, stations now engage in unhealthy rivalry towards payment of talent salaries and remuneration. Most OAP run to stations that pay more to staff than the ones who pay less.

In other words, it has also given broadcast practitioners to improve on the job. Unlike now when broadcasting profession is multi-tasking and demanding; one person can be a news caster, reporter, correspondent, operator at the same time work at the advertisement and commercial department as the case maybe depending on the strength of the organization. These has actually added more challenge to broadcaster to cope and meet up in the highly competitive environment.

In another bout of interviews, Mr. Johnson Oladele expressed his concern on why he thinks the media is failing in these roles expected of it. According to him; radio used to be the most authentic source of information and an average Nigerian might not second guess information emanating from it but in today's media space the need for commercialization to

achieve profit maximization has led to the broadcast of half-truths as well as airing of advertisements from unverified business. He went further to provide an instance where himself and other friends subscribed to some real estate investment has announced with the name of a particular station and in the materialization of conflict the said station dissociated itself from this firm stating that the organization was just a client whose advertisements were aired for an agreed fee without a research into the authenticity of its claims.

This development in the establishment of broadcast stations in Nigeria now calls for more professionalism in the business. Since the stations cannot operate in isolation, they have to be under the aegis and supervision of NBC towards their operation. These stations cannot do otherwise in their programmes delivery, talk show, news presentation, advertisement and so on. All must be in line and with the accordance of the commission's standard. This has brought about the need for accountability on the part of these media organizations as well as the need to remain socially responsible as expected.

'Your integrity station'...this is reiterated as pay off on most contents of Splash Fm. However it raises a question as to what considerations are given to integrity and whether or not there exist a core value for each of these emerging stations which are enshrined in their philosophies and which guide their conducts rather than the mad rush to get a niche and run on air.

Conversely, the rate at which broadcast stations are growing this day can promote national image as regards press freedom. Indisputably, freedom of the press is one of the most agitated issues pertaining the growth and development of the press in Nigeria. Since it has been entrenched in the constitution, it's therefore pertinent to note that section 39 (1) states "every person shall be entitled to freedom of expression, including freedom to hold opinions and to receive and impart ideas and information without interference". While section 39 (2) also States further "without prejudice to the generality of subsection (1) of this section, everybody shall be entitled to own, establish and operate any medium for the dissemination of information ideas and opinion...."

This increase in broadcast stations is expected to strengthen freedom of expression where large majority of Nigerians uses any medium available at their disposal to air their views and aspirations towards government policies and functionaries. However, this freedom is utopian as lots of forces mostly commercial are controlling this aspect, important to note also is the incessant control and overt threat issued by the NBC to restrict the media from broadcasting certain issues such as the EndSARS protest.

The scramble to carve an outstanding niche is important for establishers of broadcast stations just as Unique selling proposition is to any product in the marketplace but amidst this strive for uniqueness and edge comes the most important requirement; the social responsibility, the image and integrity of the station as embedded in its core values. This professionalism is by far the best niche a station should work to achieve, sustain and these should guide the conducts of every staff, OAP and even freelance broadcasters who wish to be seen or heard on that station.



Some Freelancers in the broadcasting profession may or may not know about the implications of their crude involvement in news and information dissemination because some don't even know that there exist ethics that guides the practice of the profession.

as a person who acts independently without being affiliated with authorized Organization or the one who pursues the Profession without a long term commitment to any Employer.

Broadcast freelancers may have a training or knowledge about Mass communication which involves, broadcast and print journalism or not but with the nobility; the glitz and glamour of the profession attracts them, they embrace and join the practice, just wanting to "suck where the Bees suck" so as to make names for themselves. Some of them have their main occupations but holds on to Journalism for the love and fun of it, perhaps for the pecuniary reasons too.

Citizen Journalist, Video Journalist or Media freelancer is that person who is busy looking for breaking news around his or her neighborhood so as to be the first to cover and post on the social media. To the community and the society, they are good Ambassadors for informing and educating the people, who cannot fathom the authenticity of what they pose, whether fake or false information but to the professional media practitioner, they are "fake or kill-joy" because some of their posts are mere rumors, personal opinions as well as falsehood gone viral as people help them to "share, comment and like" by so doing they abuse media ethics which they hold no allegiance to, in the first instance.

Media Freelance Implications

Some Freelancers in the broadcasting profession may or may not know about the implications of their crude involvement in news and information dissemination because some don't even know that there exist ethics that guides the practice of the profession. They think all it takes, are the flair, the ability to put words together and with the help of their smart phones and internet access, they too can do well but there is much more than that. The implications are that the freelancers just do their jobs, driven by the passion, the glamour and the fame they get but not minding whether they have infringed on the prescribed rules and regulation observed in the professions.

Journalists have a responsibility not to write to "ham" the society but to write and integrate for development. Taking a freelance journalist to court for seditions, defamation or libel is a task in futility. Because they don't exist so there is a need to watch that pose before liking or sharing it. Beware!



Radio/TV freelancing: Its implications

By John Obot and Titilayo Adebago

Radio; the small box with the reverberating voices of humans; talking, analyzing and arguing out topical issues, disseminating information and entertaining the people as well as the bigger box, the television, which brings voices, pictures of people, places and events with topical discussions, news, music and interactions on trending issues which matter are both warders of the world. This is not just because they are mass media broadcasting tools but because they are always attractive to the discerning audiences.

Kudos to the fathers of modern day radio and television, James Clark Maxwell and Philo Farnsworth II; their inventions hold so much fancy, glamour and attraction which at the initial stages were a wonder to every child.

There was a story of a Toddler who out of mere anxiety and curiosity, to see those who always talk inside his father's Radio set, one day sneaked into the father's room and pricked up the small boy (the Radio) examined it all round with a view to seeing those who were speaking inside it but when he could not see anyone he smashed it on the ground so as to hurt those speaking inside but to his amazement and disappointment he only saw network of wires and other electrical nodes and other materials. Such is the attraction and beauty of Radio and Television as means of information dissemination, entertainment and programme education for the heterogeneous society at any given time.

In the early days, in order to ensure accuracy and authenticity of news and information aired on the Radio and Television and even from the Newspapers, only trained Professionals; Reporters, Presenters, Cameramen, Photographers, Producers, Equipment Engineers as well as the Editors and Directors, with college degrees and adequate tutelages in media organization were purveyors of news and information but the advent of the new media and its technology via digitization through mobile devices with diverse social media Apps, the

mainstream media has been relegated to the background as the Media space has been invaded by new breed of Practitioners who are being referred to as; Citizen Journalists, Video Journalist or Media Freelancers.

Today, the function of gathering, analyzing, writing, editing and packaging of news and information and other programmes meant for the consumption of the public has been taken over by Freelancers or Community Journalists. Odetoyinbo, a seasoned broadcast scholar emphasized that the broadcasting industry today comprises of two types of organizations; the licensed Organization which have license from the National Broadcasting Commission and the unlicensed ones, usually privately owned broadcast outfits who buy airtimes for their operations. They form the independent leagues which do not have the equipment and facilities which the license organizations have but are willing to practice, some of them have standard studios for broadcast and they plan, organize events and engage in stand up presentations as Masters of Ceremonies.

Today the Broadcast Industry or Profession in Nigeria involves the well-read, Higher Institution Graduates and the experienced Professionals but now, the formal normally involve those in the unlicensed circle; individuals who believe they have mobile devices, internet access, ability to shoot picture and text a few sentences however disjointed they could be, and would "hit" the social media with their posts. These calibers of Journalists don't need a reputable Broadcast Organization, a University degree or testing or supervision (editing) before they post their stories on the social media. The chambers universal dictionary describes a media freelancer as a person who is working on his own, without an employer. Also the meridian Webster's Collegiate Dictionary defines a media freelancer

Why we should stop building radio stations

By: Emmanuel Oke



When the new vista of privatization of the radio industry was opened in the annals of Nigeria broadcasting history in 1992, very few people imagined the humongous multifaceted growth that the industry will experience. Some places like the capital of the Gateway State would never have been hopeful about the socioeconomic prospects of the deregulation of the broadcast industry by General Ibrahim Babangida due to cumulative effect of the premium placed on Ibadan as the headquarters of the Western region, Lagos as a commercial nerve centre of the nation and the just emerging population density of Abeokuta, Ogun State capital. Although, Abeokuta already had its place in the chronology of development and practice of journalism since 1859 with Henry Townsend's *IweIrohin Fun AwonAraEgbaAti Yoruba*' a simulation of which was produced 160 years later at the Department of Mass Communication, Crescent University Abeokuta, Ogun State largely, to put it mildly, is a late bloomer in private broadcasting.

While Lagos State had its first private radio station, Raypower FM commence commercial operations in 1994, Ogun State's first private radio station, Rock City FM came sixteen years later in 2008. In 2010, the second privately owned radio station in Ogun State, Rainbow FM commenced operations while the third and fourth, Women FM and Sweet FM commenced commercial operations in 2015 and 2016 respectively. It is however statistically stunning that in the space of five years between 2016 and 2021, the number of privately owned radio stations in Ogun State has risen exponentially from four to eighteen. This brings the total haul to twenty; two government owned radio stations, five campus radio stations and thirteen private commercial radio stations with many licenses already given out to people for launch of their stations very soon.

As much as the above translates to job creation for young practitioners, civilization and advancement of broadcast media frontiers, I will no longer be carried away with the ecstatic ire that the proliferation of radio stations birth as the commercial viability of these radio stations calls for concern amongst broadcast media stakeholders and business-oriented people. It is incongruously facile and inadvertently simplistic to assume that radio stations in Ogun State are making millions of naira monthly. As a young man, and one who gets privileged information through personal contacts and social media, anytime I gleefully announce the launch of a new radio station to elderly and experienced practitioners or veterans, they snap out of their previous avuncular recline to question how these radio stations are making money. They're typically concerned about where advertisers will come from bearing in mind the already stiff intra-industry competition amidst these stations and the overwhelming competitive stance social media poses to the listenership base of radio

From my daily practice in the last five years of active management and operations of radio stations across the South West and North Central, I have observed that very few radio stations are commercially buoyant enough to survive without breaking a sweat...

stations. This reaction I get regularly from Eddy Aina, DemolaOladosu, Ayo Odetoyinbo and LaideSanni who practiced broadcasting during periods when the newsroom alone could boast of enough revenue to foot a very substantial part of expenses of their various stations.

From my daily practice in the last five years of active management and operations of radio stations across the South West and North Central, I have observed that very few radio stations are commercially buoyant enough to survive without breaking a sweat. Profitable running of a station is a different kettle of fish from daily survival as many of your favourite radio stations are gasping for breath and devising various strategies to stay alive including adopting the 'doctrine of necessity' in airing tradomedical adverts, airing televangelism with horrendous claims and exploitation of labour which are clearly, for lack of better descriptive words, unethical and against broadcast regulations.

The basic ideology of running any business is making sure your expenses are lesser than your income. The smartest way to run a radio station is to ensure that your salary schedule, overhead cost power cost and monthly maintenance are driven down to the barest minimum while employing a creatively aggressive marketing strategy to gather little streams of local adverts to meet up with those expenses. If you're lucky enough to get bulk purchases from advertising agencies, you keep that as profit and for other emanating capital intensive projects of the station. As simple as this look on paper, it becomes difficult when you start implementing as it may affect the quality of your content, dry up your creative juices and kill innovations that require little expenses

to execute. Remember that if you pay peanuts, your will only hire baboons, meaning that if your station does not pay well, you can only afford to hire quacks or poorly motivated people. Balancing reduced cost of operations against the risk of lesser quality and the consciousness that nothing kills a radio station faster than a degenerative workforce is where the creative ingenuity, expertise and business acumen of a station manager comes in.

It is nauseating to observe that some radio stations in Abeokuta today that pay as low as N10000 (\$24) as monthly remuneration to members of staff who are supposed to be the face of the station and content creators and executors of strategies and tactics. An understanding of the underlying problem therefore makes it difficult to entirely blame the proprietors who have invested to the tune of hundreds of millions of naira in the radio station, running at a loss and avoiding the negative backlash of laying off employees. What comes to your mind next are the adverts you listen on the station and where the money goes to. It may interest you to learn that adverts don't necessarily translate to financial prosperity for radio stations. Most of them are aired out of goodwill and request for support, pro bono, trade by barter arrangements and/or at a very cheap cost e.g buy-one-get-one-free strategy of wooing advertisers. It therefore puts you as an observer in a confused void with mixed feelings of anger and compassion. You must have heard instances of popular radio stations that owe staff salary or cut down salary and you wonder why and how the proprietors are that heartless, I believe you have your answer now.

If you intend to ever become a broadcaster or manage a broadcast station, the first thing you should learn is how to generate income against all odds. Hypothetically, if the running cost of a radio station is three million naira monthly, you need three employees to bring in revenue of one million naira monthly, or ten employees to bring in N300000 monthly, or thirty employees to bring in N1000000 monthly. This therefore means the revenue generation drive of a radio station is not just a duty of the marketers only but a collaborative effort of all. It's also a win-win situation because you are entitled to about ten percent of whatever income you generate apart from your monthly salary.

In summary broadcasters must learn to devise various means of making money apart from waiting for adverts that never come. Go out and convince clients, organize events and go into profitable partnerships that may yield some income as little drops of water make a mighty ocean. It is also expedient to learn the business aspect of broadcasting and not just the art or the skills. As more radio stations spring up in Ogun State and Abeokuta, this is a call to the proprietors, managers and employees to learn from the mistakes of older radio stations and commence the process of building of a profitable venture out of the broadcast media.



Today, what we have in broadcasting now is about what is in it for me in terms of money. We were not looking for money when we came in. Our bosses then would tell you, if you are looking for money this is not the right place for you...

RADIO JOURNALISM:

When we started, it was passion for the job not money – Toyin Sogbesan

The General Manager, Ogun State Broadcasting Corporation (OGBC), Toyin Sogbesan, recently celebrated her 30th years in the broadcast industry. OMOLARA ONABANJO, BADEJO OPEMIPO AND OMOTESHO MOJIDAT engaged the veteran broadcaster who spoke on the journey so far; the trailing years, the reward for diligence and focus. Excerpt.

Can we meet you?

My name is Toyin Sogbesan. I am a native of Abeokuta here in Ogun state. I was born 55 years ago precisely, 10th of September, 1965; I am going to be 56 years very soon.

Education background

I attended ICC Moor Plantation Ibadan Primary School up to primary four and I left there to complete my primary education at Saint Rita's Primary School, Oke-Ado, Ibadan. Thereafter, I proceeded to Saint Rita's College also in Oke-Ado, Ibadan. I finished there in 1981 and then moved to the then Ogun State Polytechnic; now Moshood Abiola Polytechnic around 1981-1984 thereabout for my A-levels. I actually had to retake my A-levels. Thereafter, I worked briefly at then Ogun State Bulk Purchase Corporation, we called it Bulk Purchase in the days of essential commodities those years I can never forget, though very brief. By 1985, I proceeded to the then Ogun State University; now Olabisi Onabanjo University for my degree programme where I studied English (Bachelor of Arts).

Before Broadcasting

I did not really join OGBC immediately I finished my National Youth Service Corps (NYSC) in October 1990. I served in Ilorin, Kwara State as a Public Relations Officer of one private company where I had the opportunity of travelling

through Nigeria as a P.R.O. It was then as a Youth Corps I was working with some Americans because my company was working on one project so I had to take the expatriates round the country. It was an experience I really enjoyed because I also don't know the country and I wish I could live those years again. So we went around from Owerri to Kano; just travelling all around and enjoying myself as a Corper.

So, coming back home, I did not really want to come back because I enjoyed Ilorin very well, but my father made me come back. He told me I cannot work for a one-man business. If he does not like your face, anytime he can tell you to go. So why don't you just come back. Even though as a youth corper my allowance was #250 per month which was a lot of money and was able to save from, I had to come back.

Journey into Broadcasting

Thank God I came back home. After I returned, there was this call for audition on the radio in 1990. I went in for the audition and became one of the luckiest. We were shortlisted and that was when the journey started in 1990 as a freelance. So, I worked and get paid per shift. The money then was N 5 being paid per shift. On that #5, they would deduct your tax and at the end of the day you

get N 4:50k. Those were the years where it was not about the money but I was enjoying what I was doing. I mean for me to come telling people "My name is Toyin Sogbesan, good to have you..." (Then I was Toyin Adeola not Sogbesan). I enjoyed myself doing that.

So, N4:50k per shift and sometimes you have up to 4 shifts per week which means you would get up to N 18 per week. That was how it all started and I was doing it.

Teaching Experience

Since I was not really getting value for what I was doing, because once I finished my shift I was free, there was this call for application and my father told me to put in an application as a teacher. So, I did and was shortlisted. I was employed as a teacher in 1990 around November/December thereabout and was posted to Methodist High school, Arigbajo for my teaching appointment. In that school, I was the only graduate teacher for English language so I had many periods as the only graduate. Others were N.C.E teachers and I was taking the senior classes. But I enjoyed my students and they too enjoyed me. I was working with OGBC and at the same time working as a teacher. So, whenever I get to class in those years, we will first talk about what I did on radio just to stimulate the students and catch their attention. I had to shift my broadcasting job to weekends because my teaching appointment. Therefore, Monday morning I will be at Arigbajo in Ifo, then My Uncle was the chairman of Ifo Local government so it was very easy for me to stay in Ifo and then come to Abeokuta with my uncle, Derin Adebiyi, at

weekends. So the journey started.

By April/May 1991, OGBC now called on me for a permanent appointment. But I did not want to take up the appointment because, I was getting money from teaching as the only graduate teacher for English. I had the PTA section as extra class, there were some parents that gave me their children to be taking privately as English teacher. Then, we also had this Continued Education Centre located in that School (Methodist Arigbajo). So, apart from my salary, I was getting money as a PTA teacher, as a private teacher and as a Continued Education teacher. So again, my father came in telling me to pick the OGBC appointment. In fact, when I saw OGBC letter of appointment Level 8 step 2, I said for where? How much is this salary you people just want to spoil market for me (laughing). But I had to follow my father's advice that it is better I opt for OGBC, that is more professional that I did not hold Bachelor of Education Certificate and for me to become a principal in that line it might take me more years but as for OGBC you are already in that line. So, that was how I left my teaching job to face OGBC completely.

Officially, the journey to broadcasting profession began June 1st, 1991 and the journey so far, has been will not say smooth but wonderful.

Experience on the Job

I tell people, especially here in OGBC, that I have been here for 30 years and when you talk about broadcasting I think I am in a better position to tell you what broadcasting is. When we started, it was about passion for the job not money. The first thing started when our names were called on radio as being successful candidates and so the journey started; people were calling my name and telling my parents they have invited your daughter o, did you hear on radio? Have you heard? So, my popularity began and it was a thing of joy for me seeing that. It was all about passion! I and the people in my set were not looking for money because we enjoyed what we were doing. In those days, you would not want to go home but stay within the environment because it was gist, fun and everything. And our bosses too were ready to teach and encourage us and we also had teachable spirit.

Today, what we have in broadcasting now is about what is in it for me in terms of money. We were not looking for money when we came in. Our bosses then would tell you, if you are looking for money this is not the right place for you. But you can still get money provided you can leverage on the platform that has been created by OGBC and the only way for you to do that is by being disciplined, committed and focused. We were told as part of the training that OGBC does not do wedding, naming ceremony and burial o. In other words, you cannot say I want to spend Christmas or go home for wedding No! I was on permanent Saturdays for 12 years non-stop. Our afternoon shift would start 12 and end 6pm which is the normal time for parties. This informed me and made me to be disciplined and even saved me from family problems like parties.

Reward for Sacrifice/Hardwork

In broadcasting, you may not get the money but there fame and it is that fame that gets every other thing done. Today, anywhere I enter and mention my name or they hear my voice and recognise it, I get things done easily and these things money can't buy them.

Work and family life at the Onset



When we started, it was about passion for the job not money. The first thing started when our names were called on radio as being successful candidates and so the journey started

It has not all been bed of roses. There have been challenges here and there. There have been times that I just looked at it and ask myself, should I quit or go on? Because then, I would run night shift and it was such that you would sleep in the studio till the following morning when somebody else would take over. In those years I was nursing the children, I would come to studio with them. One of them was attending Mercylandschool and I would bring her to the studio on one side, she would have slept and I had my night show. I would do my show between 10 to close down midnight. In the morning, I always make indomie, I would bath her and wear her uniform. So, when I close, straight from the studio I take her to school. So, it has not been bed of roses but glory to God, we stayed and some left at that time.

The Challenge of Proliferation to your Station

First and foremost, OGBC is the nation's model station. It is not that we do not have challenges, but professionalism is our watchword. By professionalism, I mean there are rules, guidelines that dictate our operations and these rules and guidelines are managed by National Broadcasting Commission (NBC). So, as a station, we had to look at our programming, what do the people want in view of technological changes and innovation? Who are the target audience? And so on

So first, we know that OGBC is a state-owned radio station and that means your unalloyed loyalty must be given to the government of the day. What we do is, government programmes and objectives are propagated, social services that we think we need to render to the good people of the state we do them (Agencies, NDA's Ministries, departments; their operations and all that- we have to let the people know what is happening because we are the mouthpiece of the government.

Also, in broadcasting, you have 100 percent but that 100 percent is broken down into percentage contents. Entertainment has its own percent, information has its own, education, children, religion etc all have their

ONE-ON-ONE



percent which must be reasonably abided by. Though entertainment is key to attracting people, you cannot be playing music all day as a radio station as you need to pay your bills. But in the last few months that I became the general manager of the station, we have been able to overhaul our programmes in terms of what is the trend today. We have received more in terms of people patronizing us and our social media platforms are now well-organized which has facilitated more feedbacks home and abroad. Our studio that was somehow less attractive has been rejuvenated. We are also into barter arrangement and retainership which we do mostly with MDs of ministries and agencies.

So, we have been working extraordinarily to maintain our position as the first radio station in the state so that the other 16 or thereabout stations do not take over the market from us.

Advice to the young practitioners

My advice to this generation and the generation next is first and foremost to be hardworking. Do not wait for reward because the reward will come when you least expect it. The Bible says "he who puts his hand on the plough must not look back". Just put your hand on that plough and keep pushing.

Secondly, have a teachable spirit. Do not think somebody is witch-hunting you. If you are good there is nothing anybody can do because this is the voice they hear and nobody can intimidate you. Also, be an avid reader and be versatile because as a broadcaster, people you are broadcasting to believe that you know everything; they want to ask questions and you must be able to provide.

Vision for OGBC in the next 5 years

In the next five years, OGBC will be 50 years. That is the golden age. So, my vision is, though I would have left this place in five years; to see better programming. I want to see OGBC of those disciplined years; I want to see OGBC grown in the community of broadcast stations. I want OGBC to still retain and maintain the standards for which it is known for which is quality programming. I want to be wherever I am and say Yes the legacy I and the forebearers left behind are still being maintained.

A portrait of a man with glasses and a beard, wearing a dark blue hoodie over a white t-shirt. He is looking directly at the camera with a serious expression. A red banner with the name 'BOB' is at the top left of the image.

BOB

Dandy: Unveiling Ogun

On-Air relationship personality

speaking and hosting arrays of various events. I went ahead to get a **Diploma in Radio Presentation** from the Federal Radio Cooperation of Nigeria (**FRCN**), Lagos state Nigeria in other to finesse my broadcasting prowess. I have also attended various workshops and seminars and have gotten several certifications in the areas of media and communication.

I got my first radio job at Diamond 101.1 FM Ibadan in September 2012, that was where I grew and nurtured my broadcasting career before partially moving to **Star 91.5 FM** Ibadan then to DAAR Communication PLC. Owners of: **AIT, Raypower FM, DAAR SAT, and Faaji FM** Lagos where I became a full-fledged **On Air Personality (OAP)** on both the Radio and TV. I was privileged to presented various genre of programmes and casted the News on radio (RaypowerFm) and TV (AIT). In March 2021, I moved to Fresh FM Nigeria where he presents the Night time show, Confession Time on Fresh FM Ibadan, Fresh FM Abeokuta and Fresh FM Ado-Ekiti.

How did you come about the brand name Dandy?

Dandy is a nickname given to me by my English Teacher in Senior Secondary School because of my ways I do things. That particular day, I went to School with my uniform not ironed and I was not feeling comfortable, so immediately I saw that light had been restored I went back home to iron my uniform. By the time I got back to school feeling all fresh, the English Teacher was already in our class and she doesn't expect anyone to come into the class once she is inside. I did not feel good about myself staying out of the class, so I went in and apologized to her, she however accepted my apology and said "just go and sit down, you are a Dandy". Everyone in the class had a good laugh and started calling me Dandy. The more I tried to stop people from calling me that name the more it spreads like wildfire. When I checked it up from the Dictionary I realized that Dandy was just a summary of what happened that day. Dandy is just someone who cares a lot about his look. Everyone in School kept calling me Dandy and that was how the name came to stay. Although, I love to introduce myself by my name David but I realized a lot of people will not recognize it. It became a brand and something that fetches me money, so I had to stick to it. With the brand name **DANDY**, I have carved a niche for myself in the heat of the competitive broadcasting atmosphere and have successfully built a large fan base.

How did you come by the idea of your programme, Confession Time?

Confession time is a Fresh FM copyrighted programme, it is owned by the

station so even if I leave the station somebody else will take that programme but the idea is when I joined Fresh FM, they employed me basically for that programme so it wasn't my brainwork. Confession Time is a Fresh FM owned programme, they just make sure they bring people who are good to do justice to that contact. I thank God it is going well and I appreciate all the kind gestures that I get from lovers of that programme.

So, is our Dear Relationship Coach in a Relationship?

Very well yes, I am in a very serious relationship. I will like to stop that here.

What is your Mantra?

His favorite quote is: **Being lazy is very disrespectful to those who really believe in you.**

What do you do to Relax?

I love playing tennis, **reading and writing**. I have a thing for music and selected movies. I relax by travelling, spending quality time with family members and inner circle of friends also by playing video games, watching Messi and Barcelona matches and most importantly listening to the radio.

Have you done anything to give back to your society?

Yes, as a way of paying my society back for the support since I came to limelight, I have tutored several young minds in broadcasting and have as well mentored several youths to the very best of my ability.

What will you like to say to young ones that look forward to become OAPs?

I will like to say to the young ones that wants to become OAP "Keep your hustle going, keep your dream alive, keep listening to the Radio, listen to selected people. Have a mentor on the Radio; there are a lot of jargons on air, an average presenter just walks into the studio, but to be above your games then you must practice and listen to the Radio. In life, the more we live, the more we learn.

Your favorite has won quite a number of awards, amongst them are:

- **Campus on Air Personality of the year** by the Nigerian Broadcasters Merit Award **NBMA** (2016).
- **Breakout on Air personality**, Scream Awards (2017).
- **Best Radio presenter**, diamond 101.1FM. (2017).
- **Best on Air Personality**, TUYA Award. (2018).
- **Best Radio Newscaster** PERA AWARDS 2018. An award organized by the **Oyo State Govt.**
- **Best TV Newscaster** PERA Awards (2020).
- **Best TV Presenter** PERA Awards (2020).

David Egwim, an On-Air Personality and the radio host of popular relationship programme on Fresh FM, Abeokuta titled "Confession Time". Dandy as fondly called on air, has through his creativity exposed many unfaithful partners' infidelity in courtship and has solidified many relationships through his phone-in live programmes. In this interactive session with the duo of **ONABANJO OLAMIDE AND BELLO JOMBADI**, the relationship coach shares his experience and inspiration for the much-talked programme.

Who is Dandy?

Dandy is an award winning On Air Personality, an ace broadcaster, a motivational speaker, a relationship coach, an event compere, a writer, a public speaker and most importantly a lover of nature.

My real name is David Egwim and I was born in Ibadan on the 24th day in the month of September in the early 90s to the family of **Mr. and Mrs. Egwim**. I am the second child of five children.

Educational Background

I had my primary and secondary education in the University of Ibadan environs: **Unibadan Staff School** and **The International School Ibadan (ISI)** respectively. I then proceeded to the University of Ibadan for his tertiary education where he studied **Agricultural science**.

I studied that because I have always had a strong passion for Agriculture from my secondary school days, I even declined the admission to study micro biology in University of Ilorin when granted the admission. I was really happy when I got the opportunity to study his Agronomy in 2009.

How did you get on air?

I discovered my passion for broadcasting due to my huge love for radio and because I listens to the radio a lot, during my undergraduate days I found my way into broadcasting through public



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