

Reforms of the Information Sector

The Problem

The information sector has been bedevilled with the processes of projecting the positive image and reputation of the Nigerian nation, its people and Government. It has needed to grapple with how to project, communicate, sensitise and educate the citizenry on policies, programmes and activities of government and be able to initiate rules and regulations for the development and maintenance of orderly information systems that conform with the acceptable cultural and conventional norms and ethics of the Nigerian people within the context of the global community.

Thus, the following are some of the main problems the Ministry has had to contend with in implementing its mandate:

- Scepticism about government, its policies and promises to the people, which led the Ministry to initiate programmes like the Ministerial Platform and National Good Governance Tour to enable the people appreciate what government, has done.
- The Ministry has 37 Federal Information Centres, one in each of the 36 States of the Federation, and the Federal Capital Territory and six Zonal Information Resource Centres. Presently all the offices are in a deplorable state, while the officers work under unimaginable conditions arising from poor or zero budgetary provision and lack of modern equipment. For effective operations, especially public enlightenment and grassroots mobilization of government programmes, the Federal Information Centres need to be revitalized by providing adequate and modern communication gadgets, transportation and suitable office space for effective publicity of government programmes.
- The reopening of Nigeria Information Centres in Nigerian Missions, to coordinate the external publicity of Nigeria, its people and potentials to enhance our nation's reputation and attract Foreign Direct Investment (FDI) into the country is yet to take effect.
- Vigorous and sustained publicity for the country abroad, in collaboration with the Ministry of Foreign Affairs and the Nigerian Investment Promotion Commission is still being stalled.
- Enlightening and mobilizing the citizenry to personalize, drive, and help realize Vision 20:2020, through a robust collaboration with the Ministry of National Planning has not yet been formalised.
- Publication of sufficient quantities of the Federal Government Calendars and Diaries, the Nigeria Monthly, the Federal Tenders Journal, and other sectoral publications of the Ministry due to paucity of funds.
- Completion of the Federal Government Press complex in Abuja is still being stalled due to budgetary constraints.

- Inability to deploy multimedia domestic publicity of Government projects and programmes nationwide.
- The **Nigerian Press Council (NPC)** is locked in legal battle over its powers to impose sanctions on erring press organizations. However, the Ministry is supporting the NPC to push through legislation in the National Assembly that will empower it to tackle some of the abuses in the print media.

Reform Actions

Under the Transformation Agenda, the Federal Ministry of Information has worked hard to clear through upgrading our current media outreach programmes and activities towards better appreciation of the philosophy and programmes of Government. This is aimed at developing a framework that would ensure a sustainable collaborative partnership between the media, people and government in national development. Some of the reform actions implemented by the Ministry through its parastatals and agencies are as follows:

- i. Digitisation of the archival registry and development of the existing library to a virtual media resource centre. This facilitated the conversion of back copies of newspapers to virtual format.
- ii. Development of strategic plans for review of Journalism and Mass Communication curricula, and engagement with multilateral and civil society organisations for capacity improvement of Nigerian journalists as a way of enhancing professionalism in media
- iii. Strategic Communication of Government Programme
- iv. Building a positive National image & promoting National Consciousness
- v. Preservation of Nigeria's archival heritage

STRATEGIC WORKPLAN IN SYNC WITH THE MINISTRY'S MANDATE & VISION

The Ministry developed and deployed a strategic work plan for public information management anchored on various platforms. The strategic work plan was preceded by extensive consultations and deep reflections on the institutional reengineering required to refocus the Ministry.

The work plan consists of short-term and long-term objectives, as well as modalities, to enhance the Ministry's capacity to deliver on its statutory mandate, especially in the context of the Administration's policy. **The work plan is based on five (5) Broad areas, namely:**

1. Strategic Communication of Government Policies and Programmes
2. Building a Positive Image and Promoting National Consciousness
3. Provision of an Effective Regulatory Environment for the Media and Allied Industry
4. Preservation of Nigeria's Archival Heritage
5. Provision of Policy and Administrative Services.

Strategic Communication of Government Policies and Programmes:

At the core of the Ministry's functions is the strategic communication of government policies and programmes. This two-way traffic ensures that citizens and the global community are aware of government activities and also participate in governance.

1. **Ministerial Platform:** The Platform, the first of its kind in the history of our country, was approved by the President and the Federal Executive Council. This was an initiative of the Ministry designed to promote a national conversation between the people of Nigeria and its government on the development agenda of government and the progress of our democracy.
2. **National Good Governance Tour:** As part of its drive for the promotion of good governance and wide publicity of government development programmes, the Ministry commenced the National Good Governance Tour to monitor major projects that have either been completed or are on-going as stated by the various Ministers at the premier edition of Ministerial Platform. The National Good Governance Tour is in collaboration with the Ministry of National Planning, Office of the Special Adviser to the President on Project Monitoring and Evaluation, and the Nigerian Governors' Forum.
3. **Regular Publicity of Government Activities:** The Ministry developed sector communication strategies for MDAs and directed its media organizations - FRCN, NTA, VON, NAN-- to provide platforms such as talk shows, discussion programmes, interviews, etc. for MDAs to explain and showcase progress or impact of their projects.

The FMI also arranged for Ministers and public functionaries to appear on regular television and radio programmes to discuss government policies. These include *Radio Link*, *Tuesday Night Live*, *One-on-One* and *NAN Forum*.

The Federal Ministry of Information utilized the private media, both print and electronic platforms. In this regard, the Hon. Minister visited major media organizations in the country to seek their support and partnership in managing the country's reputation and image.

Press Conferences, Press Statements and Interviews were used to publicize government activities during the period under review.

4. **Federal Government Calendar and Diary:** Since the ban on the printing of Federal Government Calendar and Diary was lifted in 2011, the Ministry has exclusively produced and distributed widely the 2012, 2013, 2014 and 2015 Federal Government Calendars and Diaries for the first time since 2003. This has provided an enlightenment tool to socio-market the Transformation Agenda as well as serves as a veritable tool for image projection at home and abroad.
5. The Ministry continued the publication of the ***Federal Tenders Journals***, which is a one-stop shop for all government procurements, and gave the public opportunity to partake in the bidding process for all government contracts and services in line with the Public Procurement Act 2007.

Since September 2013 a comprehensive rehabilitation of various broken down printing machines at Federal Government Press was embarked upon and they are now functional. This has ensured that the Federal Government is now printing several security publications for the three arms of Government, namely the Executive, Legislature and the Judiciary. Consequently, the Department is meeting up with the scheduled timelines for the delivery of customers' jobs.

6. **Social Media:** Designed, hosted and managed the National web portal www.nigeria.gov.ng then known as Nigeriadirect or the National web portal 2003 - 2006 but later went down due to problems of funding. The National Portal was again resuscitated in year 2012 after a long period of absence on the public domain.

The IT Department conceived the idea of creating the relevant Social media handles to help the Ministry reach a wider section of the online community in September, 2012. Accounts were created on Facebook, YouTube, Twitter and BBM broadcast platforms including live streaming of the Ministry's event using all its handles. Activities on these handles were fully noticed during the Ministry's NGGT programme, The Ministerial Platform, NCI and any other function of the Ministry. The first post on the FMI Facebook page was September 16, 2012.

The Federal Ministry of Information has during the period under review articulated aggressive publicity push, utilizing the SOCIAL MEDIA platforms, with extensive and intensive deployment of resources and expertise considering the fact that the Ministry is grossly underfunded to meet its mandate.

SPECIAL CAMPAIGNS

The Ministry designed special campaigns:

In the period under review, the Ministry recorded appreciable impact, among which are the following:

- Promotion of Made-in-Nigeria Goods
- Support from the World Bank in the campaign to eradicate Avian Flu in Nigeria
- Partnered with the Federal Ministry of Health to produce publicity awareness materials on the prevention and control of Ebola Virus Disease.
- The Ministry also partnered with the Federal Ministry of Power to produce a publication titled Transformation Agenda Series, Power Sector.
- The Project Implementation Unit (PIU) Communication of the Subsidy Reinvestment and Empowerment Programme (SURE-P) is now domiciled in the Ministry. The primary function of the Unit is to publicize all the activities of SURE-P.

Sensitization programme: The Great Greenwall Programme (GGW).

The Ministry has commenced sensitization/awareness campaign on the important environmental issues relating to drought and desertification and also mobilizing all relevant stakeholders in the implementation of the programme in the frontline States i.e. Kano, Bauchi, Gombe, Katsina, Yobe, Adamawa, Sokoto, Kebbi, Zamfara and Jigawa states.

Deregulation of the Down Stream Sector of the Oil Industry

The Ministry, prior to the oil subsidy crises, developed a comprehensive multi-media strategy to sell the policy to the public.

The Ministry was confronted with a crisis management situation when the policy took off and had to deal with the challenges through the following initiatives:

- i. Toured major media houses to explain the policy and seek their cooperation on public enlightenment.
- ii. Organized town hall meetings to explain the benefits of the policy.
- iii. Facilitated appearances on media platforms by various Ministers and the CBN Governor to present the issue in favour of deregulation to the public.
- iv. FRCN and NTA produced and aired enlightenment jingles on deregulation benefits.
- v. Organized interactive discussion programmes on NTA on the Policy and engaged in exchange of ideas and debates with the youths through the social media.
- vi. In collaboration with the Federal Ministry of Transport the Ministry organized a Stakeholders meeting in Lagos to seek support for the deregulation policy.
- vii. Using the multi-media approach, the Ministry was able to change the perception about deregulation among the people favourably, even though there was opposition to its timing.

Security Awareness

In collaboration with the Office of the National Security Adviser, the Ministry launched a national peace and security campaign to sensitize Nigerians on the challenges posed by increasing acts of terrorism and insecurity.

- Convened Emergency National Council on Information where Stakeholders took specific steps for public enlightenment and mobilization against terrorism and criminality. The collaboration led to the establishment of Public Security Awareness Committees by State Governments.
- Ensured that campaign messages on security reached the grassroots through State broadcasting stations, particularly in the Northern States. Private media also joined the campaign against terror. Some newspapers, e.g. *The Guardian* dedicated weekly pages to security issues.

- As a result of the campaign, Nigerians became more security conscious. Churches, mosques, motor parks, and airports, hotels, hospitals and other public places accordingly beefed up security measures.
- In recognition of the large following Hausa service broadcast of foreign radio stations have in Northern Nigeria, the Ministry reached out to these stations through interviews and participation in their popular news and current affairs programmes to enlighten listeners in the North on the dangers of terrorism and insecurity on the development of the region.
- This helped to sensitise the people of the North, and largely isolated terror groups, which seek to use the media to either, divide the public or cause fear or panic through threat messages and violent attacks on innocent citizens.
- The Federal Ministry of Information disseminated messages showing clearly how terror groups were destroying economic and social progress in Northern Nigeria. This turned most people in the region against the activities of terror groups.
- The Ministry's consistent messaging, to a large extent, contributed to diffusing Boko Haram's objective of causing religious acrimony between Christians and Muslims, and between the North and the South.
- This approach completely undermined the deception promoted by the group that their terror campaign was to promote Islam or the interest of the North. As a result of the vigorous publicity campaigns, elders, political parties, community and opinion leaders in the North were galvanised to speak out against Boko Haram.
- Peace Building and Crisis Communication initiatives were also made through the Ministry which facilitated access to media platforms for youth groups striving to promote dialogue and peaceful co-existence in the North. The youth wings of the Christian Association of Nigeria (CAN) and Jama'atul Nasri Islam (JNI) started to work with the Ministry to promote Christian-Muslim dialogue against terrorism.
- The Ministry started a pilot programme for peace in Jos in partnership with Civil Society Organizations, and Faith-based groups to facilitate dialogue/reconciliation between warring communities, in order to promote understanding, reconciliation, amity and peace for sustainable restoration of normalcy to Jos and its environs.
- The Ministry built on the example of communities such as Dadin Kowa and Maiyango Low-Cost in Jos, which came together in the wake of the ethnic and sectarian crisis in Jos, to resist the spread of crisis to these areas. For ten years, they stood out successfully against extremism and hatred in their communities. The Ministry worked to export this model community's wisdom and cooperation to other areas in Jos and other parts of Northern Nigeria and the nation as a whole.

- The Ministry's campaign for peaceful co-existence in Jos, Plateau State, was in collaboration with some Non-Governmental Organizations under the auspices of "Citizens Action for Peace". Under this campaign, a network of peace practitioners was formed and its members trained in Jos.
- Various items promoting peace on the Plateau were printed such as Caps, T-shirts, Flyers, Posters and Pamphlets.
- Radio and Television jingles on peaceful co-existence in Plateau State were produced. The jingles are still running on NTA Jos and Highland FM, Jos.
- The Pilot Peace Project in Jos would be replicated in other communities in the North to foster unity through joint action to prevent crisis and build peace based on mutual trust, confidence and vigilance against extremism and criminality.
- NTA and FRCN also produced several jingles on peace and security, which were aired on television and radio stations.
- Other activities involving security issues include the Ministry's collaboration with BEN TV based in United Kingdom to publicize the efforts in Nigeria to fight terror and crime. BEN TV organized a forum in London for Nigerians in Diaspora where the Federal Ministry of Information provided details of efforts to stabilize the situation.
- To sustain the media campaign on security, contact was made with the Office of the National Security Adviser for the 2nd phase of the security campaign to promote security consciousness and awareness in the public domain. A programme was also developed for the 2nd phase of the Security Awareness Campaign.
- The Nigerian Film Corporation (NFC) in its quest to promote unity and peaceful co-existence in Plateau State collaborated with the State Government to produce documentary films for the State titled – "*Drums of the Plateau*", "*The Home of Vegetables*", "*Plateau the Peaceful*".

Freedom of Information (FOI) Act

The Ministry collaborated with agencies of the governments of the US and Germany, on capacity building for staff to deepen understanding of the working of the FOI Act.

A one-day workshop on the FOI Act 2011 with the theme: "Ensuring Transparency in Governance, The FOI Act in Perspective", was jointly organized by the Federal Ministry of Information, the Office of the Attorney-General of the Federation and the Nigeria Union of Journalists (NUJ); at the NICON Luxury Hotel, Abuja, on December 11, 2012. The workshop was attended by 386 Stakeholders, including participants from the Ministry, journalists, civil society organizations, lawyers, etc, with the objective of enhancing their capacity to deal with issues arising from and relating to the Act.

Some of the accruable benefits of the FOI Act include:

- 1 Open and democratic exchange of information about every aspect of governance so that trust is established between the leaders and the people;
- 2 Increased and accessible information in the public domain which have helped show transparency in government operations;
- 3 Promotion of an effective public communication system that encourages participatory democracy.

Building a Positive Image and Promoting National Consciousness

Enhancing Nigeria's global reputation by projecting the country's cultural and socio-economic development can be achieved using information as a powerful tool to promote a positive national image and improved national consciousness.

To realize this objective, a series of initiatives have been deployed to address the fundamental issue of how Nigeria is perceived as a country and how Nigerians are perceived as a people.

Provision of an Effective Regulatory Environment for the Media and Allied Industry

The main responsibility of government in growing the economy is to create a legal framework that encourages investment and competition. The Ministry is evolving defined standards in the media and allied industry to effectively monitor and regulate an environment that encourages investment and the observance of best practice.

Preservation of Nigeria's Archival Heritage

Under the provisions of the National Archives Act of 1992, the National Archives of Nigeria, a department of the Ministry serves as an information bank and is mandated to locate, assemble and rationalize the documentary source material of the country and preserve them permanently for research and other purposes.

It also restores and preserves historical records through conservation activities.

The Department has over 25,000 linear metre of records from 18th Century to date; Nigerian Gazette from 1903 to date; over 10,000 photographs of pre and post-colonial activities in Nigeria; Newspaper publications from 1859; Intelligence reports on the socio-anthropological history of Nigeria communities and war records. The Department commenced digitization in 2005 and has so far digitized over 11 per cent of its total holding.

Provision of Policy and Administrative Services

The Ministry is also involved in the provision of policy and administrative services for the smooth and efficient running of the Information Sector. It does this by initiating policies through the National Council on Information and hosting of stakeholders interactions.

- i. Regular meetings of National Council on Information (NCI)
- ii. Adoption of National Good Governance Tour by the NCI in Calabar, 2011.
- iii. Adoption of Campaign Against Terrorism at the NCI in Abuja, 2011.
- iv. Coordination of information across the three levels of government.
- v. Deployment of a robust large Local Area Network (LAN) within the Ministry's building and the Info cyber at the National Press Centre. First of its kind at the time, 2002
- vi. Anchors the deployment of Local Area Network with Internet connectivity and Cyber cafes at NIPI, the Zonal Information Centres, namely Yola, Kaduna, Minna, Calabar and about Twenty seven (27) Federal Information Centres across the country. Almost all the centres have an online presence powered by Galaxy Backbone
- vii. Deployment of a pilot web based Electronic Workflow Management solution in the Ministry. The solution is designed to help eliminate the problems of missing files and document in the Ministry and gradually taking the Ministry to paperless environment when the workflow section of the software is in use. The system has being understudied by the Office of the Head of Service of the Federation for possible service wide replication

Main Achievements

3.1 Federal Radio Corporation of Nigeria (FRCN)

- i. Completion of Twenty-Seven FM Stations
- ii. Design & Installation of Media Audio Tracker for monitoring commercials & music for proof of performance & transparency
- iii. Introduction of Network Programmes that have contributed towards the fight against corruption, insurgency, Ebola, enlightenment of the citizenry,
- iv. promotion of good governance, rule of law and interaction with the leadership of the country at various levels. The programmes include: **Watch 360; Police Diary, Platform, The Score Card; From the FEC; Radio Link; Eagle Square**
- v. Installation of a digital studio in each of the Zonal Stations
- vi. Partial Completion of 22 Studios, News Room, Production Offices and Operational Offices
- vii. Improved quality of VSAT reception in all Zonal and FM Stations through our new VSAT Network
- viii. Successful conversion of Network Studios to a paperless Studio through the use of News Boss.

- ix. Procurement of 2 No. 10KW FM solid-state transmitter for Lafia and KFM, Abuja.
- x. Procurement of 10KW FM Solid State transmitters. On-Air & Production Studios Broadcast Equipment for Yenagoa & Calabar
- xi. Successful coverage of Ministerial Platform

3.2 Nigerian Television Authority (NTA)

The organization completed the upgrade, refurbishment, installation, and delivery of Broadcast equipment of the 9metre earth station at the National Stadium, Abuja. Purchase of 6nos High Definition OB Vans; Supply of 6nos Flyaway Satellite News Gathering (SNG) equipment and Upgrade of editing facilities and other broadcast equipment at the International Broadcast Centre (IBC) from standard to high definition.

Completion of 4 community Stations: NTA Argungu, Akwanga, Oturkpo and Ankpa. These Stations commenced full transmission to their respective local audience in December 2011.

NTA is now positioned for High Definition Broadcasts and signal distribution to guest broadcasters.

The Authority employed 785 new staff for its 30 new community stations that have been opened for operations.

NTA-STARTIMES completed its Stations in 15 new centres, namely, Kano, Ibadan, Port Harcourt, Kaduna, Benin, Onitsha, Aba, Uyo, Enugu, Sokoto, Jos, Makurdi, Ilorin, Yola and Sokoto. In 2013, more centres were added, bringing the total number to 32. Asaba and its environs receive signal from Onitsha.

NTA-STARTIMES have introduced mobile television service to portable handset such as mobile phone, MP4, GPS and other small electronic devices. NTA - STARTIMES mobile subscribers can now watch 12 digital television channels which include news, movies, entertainment, sports, etc.

The channels on NTA-STARTIMES have increased from 42 in December 2011 to 58 in January 2013. These are divided into three bouquets, namely, Basic, Classic and Unique.

The PAY TV sector of the economy used to be the preserve of the rich but the introduction of Digital Terrestrial Television (DTT) has made ordinary citizens of Nigeria have an opportunity at an affordable rate to have access to multiplicity of local and global channels.

The Public Private Partnership (PPP) arrangement between NTA and Star Communications of China has brought capital inflow into the Nigerian economy and enabled the Federal Government to save funds for other national priority projects.

3.3 National Broadcasting Commission (NBC)

- i. Monitoring of stations: The Commission carried out effective monitoring of broadcast stations within the period under review. Consequently, breaches were detected and erring stations sanctioned. In all, breaches reduced tremendously in the 10 zones of the Commission. Analyses of

first, second and third quarters Monitoring Reports showed substantial compliance by broadcast stations with the Nigeria Broadcasting Code. There is thus a reduction of breaches by 33%.

- ii. Local Content: Following the local content policy enforced by the Commission, the family belt hour has paved way for the production of more local content in the broadcast industry. The result is that the critical family belt is completely Nigerian. Also key is that it has created opportunities for local entrepreneurs and creative artistes to be meaningfully employed.
- iii. Spectrum control (Enforcement, Inspection and Monitoring): The Commission operates and maintains three Mobile Vans with IT-based spectrum analysers for AM, VHF and UHF signals. This is to monitor and enforce compliance with broadcast standards. The Commission has also acquired SMS4DC (Spectrum Management System for Developing Countries). Multiplexing, amplification and redistribution of MMDS, DTH and terrestrial TV signals for monitoring within the office in the headquarters and the Zonal offices has been carried out. The Commission also resolved cases of interference among stations.
- iv. Volicon Monitoring Equipment: To ensure proper recording and retrieval of programmes, Volicon digital monitoring and recording equipment were installed in four zones and headquarters, while work on six zones is on-going. This is to facilitate monitoring of broadcast stations across the country for 24 hours daily.
- v. Use of National language on Broadcast Stations: The Commission developed a template for census on languages of broadcast in stations in Nigeria. This is to assist in encouraging the use of indigenous languages in broadcast stations in the country.
- vi. Stations audit: To actualize the Commission's plans of having a comprehensive data of all the stations in Nigeria including the status of the stations, the Commission successfully audited stations in Ibadan and Benin zones. The report showed that many stations did not satisfy the basic code requirements on News, Children programming and off-air recording. This will be followed by audit of stations in Kaduna and Sokoto zones. Zones in Abuja, Uyo, Lagos and Enugu have already been audited.
- vii. The National Broadcasting Commission has ensured that the principles of political broadcasting are strictly adhered to in terms of equity, fairness and balance in the coverage of political parties through jingles on radio and television. At present, the Commission is organizing workshops, seminars and stakeholders meetings in preparation for the 2015 elections. This would go a long way in elevating the integrity of future elections in the country.
- viii. The 6th edition of the Broadcasting Code was ratified by Stakeholders in the broadcast industry in Uyo in 2012 and copies made available to every broadcasting station in Nigeria and the general public.

- ix. **Monitoring of Stations** - The Commission carried out effective monitoring of broadcast stations in period under review. Consequently, breaches were detected and erring stations sanctioned. In all, breaches reduced tremendously in the 10 zones of the Commission.
- x. **Processing of applications for broadcast licence**: Currently, the Commission processes only applications for Radio Broadcast Licence. This is due to the on-going transition from analogue to digital terrestrial television broadcast. Applications for Television Broadcast Licence will only be entertained after switch over in 2015.
- xi. **Frequency Assignments**: Frequencies were assigned to some licenced FM Radio operators. Also the Commission carried out pre-commissioning inspection of broadcast stations - Silverbird TV, Abuja; GOTEL FM, Yola; Orange FM, Akure; Murhi Television and Star FM, Ibadan; Lagos Traffic Radio, Lagos; Details Mobile TV, Lagos; Vibes FM, Benin; ESBS, Ihiebre; Liberty FM, Kaduna; Galaxy Television, Akure; and Babcock Campus FM, Ilesan-Remo. It equally carried out pre-commissioning inspection of Campus Radio Stations, in addition to the inspection of facilities for Campus Radio in higher institutions of learning wishing to apply for Campus Radio FM licence.

3.4 Nigerian Press Council

- i. **Effective Coverage and Reportage of 2015 General Elections**: The Council with the support and collaboration of Democratic Governance for Development (DGD) Project II of the UNDP organized sensitization capacity building programme for journalists across the country to ensure a smooth and effective media participation in the general elections. Between August 2014 and January 2015 over 300 participants attended workshops in the series
- ii. The Council organized training workshops on Conflict and Crises Management in collaboration with state governments for Journalists. These workshops took place in the North East zone and South-South geopolitical zones of the country.
- iii. **Awareness on the Freedom of Information Act**: Series of programmes towards creating awareness on the FoI were organized for journalists by the Council. Over 250 journalists were trained.
- iv. **Domestication of the UNESCO Model Curricula for Journalism Education**: The process is in its final phase with advocacy visits to National Universities Commission and National Board for Technical Education in 2013 and Focus Group Discussions with both bodies in August 2013 and February 2014. One of the areas of interest in the review is the idea of incorporating Democratic Governance Issues in the new curriculum (courtesy of UNDP)
- v. Daily Monitoring, Review and Analysis of Newspapers
- vi. Monitoring of Media Coverage of 2015 Elections

- vii. Media Surveys and Content Analyses
- viii. Inventory of Newspapers and Magazines in the Country
- ix. **E-Library Project:** In addition to its existing libraries, the Council has conceptualised the idea of e-library to boost access to resource materials that can enhance and facilitate media and other related research. though the project has been on-going since 2006 and is yet to be completed due to inadequate funding, significant achievements have however been recorded. These include acquisition of latest e-books and e-journals on World Journalism, Politics, Economy and other fields of study. The project was also given a boost with the support of Democracy Governance for Development (DGD) Project II of UNDP by providing funds for the acquisition and installation of Disabled Library Access Assistive Equipment and Braille Printer with 100 cps embossing speed.
- x. **Archival Registry Digitisation Projects:** The Archival Registry Digitization involves web based lithographic scanners whereby hard copies of newspapers are converted to virtual format.

3.5 Nigerian Film Corporation

- i. **Nigerian International Film Festival:** In an effort to promote the Nigerian film industry within and outside the country, the Corporation organizes the **Nigerian International Film Festival**, which is now an annual event. The theme for the Festival was “**Nationality and Patriotism**”. This Festival was hitherto known as the Zuma Film Festival, which was organized with the last edition, held from the 4th – 8th of May, 2014, in Abuja. So far, six (7) editions of the festival have been successfully organized.

Preparation for the 8th edition, which comes up in 2015, is already in progress. The theme for the 2015 edition is “Film and National Economy”. It is being scheduled for October 2015.

- ii. **Support for Local Film Festivals:** Aside from organizing the International Film Festival, the Corporation also provides support for local film festival activities as a means of promoting growth and excellence in the industry.
- iii. **Film And The Nigerian Child/ Animation Project:** With respect to the animation film project, the Nigerian Film Corporation in collaboration with the Fine Arts Department of the Ahmadu Bello University Zaria, are working towards signing an MOU on the project.

In consultation with the project consultant, Sylvie Bringas from the United Kingdom, a special Training Workshop was held in April, 2014 at the National Film Institute, Jos.

- iv. **Registration of Guilds Association, Film Schools, Academy, Film Festivals, Distribution, Exhibition, and Marketers In The Nigerian Film Industry:** The Corporation has initiated the

process of registering Guilds/Association, Film Distribution, Exhibitors, Marketers in the Nigerian Film Industry.

It has become imperative to have a compendium of recognized Guilds/Association, Film Schools, Academy, Film Festivals, Distributors and Exhibitors/Marketers in the Nigerian Film Industry.

- v. **Collective Management Organisation (CMO):** The Collective Management Organization (CMO) which comprises of the World Intellectual Property Organization (WIPO), Nigerian Copyright Commission (NCC) and the Nigerian film Corporation was in 2014 licensed for operation under the name of Audio-Visual Rights Society of Nigeria (AVRSN). It is the only collecting society licensed for operation for the film industry in Nigeria.
- vi. **Renovation and Commercialization of the Lagos branch office:** In a bid to maximize the use of the structures and facilities in the Lagos office and generate revenue the Corporation decided to renovate and commercialize part of the Lagos office. The studio in particular will be renovated and equipped to a world class standard. Some companies had earlier brought in proposals for different levels and models of Public Private Partnership (PPP).
- vii. **Training and Capacity Building:** Training and capacity building for the Nigerian film industry is one of the priority areas of the Nigerian Film Corporation and is on-going. The **National Film Institute (NFI), which is the training arm of the Corporation**, gave provisional admission to candidates for the 2013/2014 academic session during the period. Forty Six (**46**) candidates were admitted for the **Diploma programme** while Thirty Five (**35**) were given admission into the **Degree programme** for the 2013/2014 academic year. In addition, (67) and (57) students has been admitted into Degree and Diploma programmes respectively for the 2015/2016 academic year during the last Quarter. Consequently, a total number of (40) Diploma and Degree students were sent out on SIWES on the 2nd October, 2014.
- viii. **Katsina Youth Skills Acquisition/ Empowerment Programme:** The training of the Katsina youths in the Skills Acquisition/ Empowerment programme, organized by the Institute, is still on-going and has been run for 3 years. So far 197 youths have been trained in various areas of film production such as Digital Still Photography, Sound, *Recording, and Video Editing etc.*
- ix. **SHOOT! 2014 Training Workshop:** The Corporation in collaboration with National Broadcasting Commission successfully organized the 8th Edition of **SHOOT! 2014 TRAINING WORKSHOP** with the theme **“Content Development and the Challenges of Digitization”** from the 3rd – 7th November, 2014. The number of participants trained was (219) and the venue for the programme was the National Film Institute (NFI), Jos.
- x. **UNESCO World Day Celebration for Audio-Visual Heritage:** The National Film Video and Sound Archive celebrated the UNESCO World Day for Audio-visual Heritage with the theme **“ Archives at Risk: Much More To Do”** on the 27th of October, 2014 at the Screening room of the National

Film Institute Jos. The aim of the programme is to create public awareness and consciousness of audio-visual materials preservation. A total of 47 participants were in attendance. Films shows like **Gowon wed (1970) and Queen visit (1956)** were shown to the public to mark the event.

- xi. **Acquisition/Preservation of Audio Visual Materials:** During the period under review, the National Film, Video and sound Archive (NFVSA), also succeeded in acquiring films and other related materials such as books (11), journals (2), Newsletters (2) Videos(6) and posters for preservation in the Archive. Some of these materials were acquired through donations.
- xii. **Certificate Courses:** The Corporation through the Consultancy Department during the period under review, carried out a **6-weeks Certificate course** for all the film professionals in the federal, state and local governments, corporate organizations, military/ para-military agencies and is still on-going.

The Unit also carried out ad-hoc training programmes such as **University Outreaches and In-plant programmes** during the period under review.
- xiii. **Motion Picture Council of Nigeria (MOPICON):** Pursuant to its mandate to create a virile regulatory framework that would engender professionalism, ethical value, standardization and discipline in the film industry, the Corporation has constituted a 7 member MOPICON Adversary Committee. The main functions of this Committee are to initiate, develop and implement Code of Ethics for practitioners in the Nigerian film industry; regulate professional practice among industry practitioners.
- xiv. **Opening of Zonal Offices:** The Nigerian Film Corporation is working towards opening zonal offices in Enugu, Gombe, and Yenagoa and subsequently across the Federation. These offices will be responsible for accessing NFC to major film centers of the country with large volume of production/distribution and marketing activities.
- xv. **Women for Africa Foundation:** The Women for Africa Foundation is a private organization set up by the former Deputy Prime Minister of Spain Mrs. Teresa Fernandez de la Vega. The foundation is committed to the sustainable economic/social development of people in Africa. Human rights, peace, justice and dignity of people especially women and girls in Africa.
- xvi. **United Nations Women Initiative (UN WOMEN):** The Corporation signed an MOU with the UN Women on August, 19, 2014. This is aimed at forging a strategic partnership with the UN Women in the areas of training and capacity building, advocacy and other areas where film can be used to better the lot of women.
- xvii. **Foreign Crew Shooting Permit:** The Corporation has issued foreign crew permit to Belgium and BBC crews for their documentary film productions in Abuja and Lagos which took place on the 3rd -19th March, 2014 and 31st -22nd February, 2014 respectively.

xviii. **TETFund:** We made contact to TETFUND for the provision of critical equipment, at permanent site which includes offices, lecture Rooms/Halls through the University of Jos. This resulted to the TETFUND Executive Secretary, who visited NFI on 23rd march, 2015. We are pursuing the construction of standard/modern sound stage, provision of computers and editing Suites.

3.6 Advertising Practitioners Council of Nigeria (APCON)

a. Enforcement of Standards in Advertising Practice

Regulatory efforts were sustained to reduce incidences of misleading, offensive and other forms of unwholesome commercial communications in the public media. While some of the communication materials are refused approval on account of their unwholesomeness, others are approved for exposure and some others are given advisories for improvement prior to approval.

A number of sales promotions campaigns of companies were supervised and monitored to ensure that consumers and the public were not exploited or deceived.

A breakdown of communication materials vetted during the period 2011 – 2014 were as follows:

	2011	2012	2013	2014
TVC	653	541	386	352
Radio	1583	1477	1281	942
Press	2027	1898	1381	1137
Outdoor	649	962	638	591
Bus Branding	99	128	102	99
Handbill	11	25	13	12
Poster	42	56	62	16
TOTAL	5,064	5,110	3,876	3,149

b. Professionalization of Advertising Practice

The inspectorate unit identifies persons handling advertising positions in various sectors of the advertising industry who are not registered as required by the law and initiates measures to secure their registration or removal from such positions/ functions. A total of 146 of such persons were identified during the last two years and appropriate actions initiated against them.

c. Upgrade of Online Operations

To aid our research and planning exercises, we are in the process of establishing an e-library to provide rich resources in all areas of marketing communication practice in Nigeria.

We have also completed the upgrade of our internet facility to 5MBPS to boost our online services.

d. Professional Examinations

Conduct of the professional examinations and award of the Professional Diploma in Advertising. 200 Candidates successfully completed the examinations and were awarded the Professional Diploma during the last three years.

The Modified Executive Professional Examination has also been conducted as a remedial programme to admit senior executives in marketing/advertising organisations into the Advertising profession.

e. Continuous Professional Development

Continuous professional training courses have been conducted at various centres across Nigeria for various categories of Advertising practitioners and other beneficiaries 26 of such courses were conducted in the past three years at an average of eight (8) courses in a year.

f. Accreditation of academic/Professional Programmes

APCON undertakes accreditation exercises in the universities and Polytechnics in Nigeria to assess the suitability of its Department of Mass Communication, Marketing, Advertising and Graphic Arts to prepare students to practise the Advertising profession, upon their graduation.

The Council's accreditation exercise is intended to guide institutions offering Advertising related courses in producing graduates suitable for the Advertising profession. Such accreditation eliminate for such graduates, the necessity for

writing the Advertising professional examinations if they choose a career in Advertising. Students who want to pursue advertising as a career are thereby enabled to get direct professional registration upon graduation.

Accreditation visits were paid to 7 tertiary institutions to evaluate their Advertising programmes and guide them in producing suitable manpower for the marketing communications industry.

g. Business License regime

Reform of Advertising practice regulation to provide for registration/Licensing of organisations that engage in the business of advertising (creative and media) as a measure to improve effectiveness of regulations.

h. Code of Advertising Practice

Has developed a Code of Practice for the advertising industry in Nigeria which it has revised three times to reflect new local and global developments. It has also strived to enforce the code on all practitioners and stakeholders in the industry and has thereby facilitated a responsible practice environment in Nigeria, monitoring and vetting of advertisements to ensure that they conform with the prevailing laws of the federation as well as the code of ethics of the advertising profession.

i. Zonal Office Operations

Has expanded its operations by opening offices in Abuja, Kaduna, Kano, Owerri, Ilorin, Ibadan, Enugu, and Port Harcourt and has thereby made the benefits of advertising regulation available to a wider segment of the Nigerian society.

j. Register of Advertising Practitioners

Has consistently published lists of bona fide advertising practitioners in addition to three editions of the official *Register of Advertising Practitioners*.

k. Resolution of Industry Debts

Has intervened to reconcile and resolve intractable debts in the industry and is currently evolving a mechanism to prevent future accumulation of debts.

3.7 National Film and Videos Censors Board

- i. The NFVCB successfully digitized about 18,000 copies of movies from VHS to DVD copies, thus facilitating the preservation of Nigeria's archival heritage.

3.8 Voice of Nigeria

- i. Level of listenership worldwide: With the commissioning of the VON ultra-modern transmitting station at Lugbe, Abuja, equipped with 3N0, 250KW super power digital transmitters, one rotatable antenna and two fixed curtain antennae – the biggest in Africa and the ONLY one in Sub-Saharan Africa, VON can now cover every part of the world in crisp clear digital quality signals way ahead of the 2015 digital migration deadline. Listeners' feedback through letters, emails, website visit counter, physical visits etc. are being received.

3.9 NEWS AGENCY OF NIGERIA (NAN)

- a. The News Agency of Nigeria has expanded its editorial operations with the creation of more desks, including Education, Gender, Health, Tourism and Judiciary, in addition to the existing General News Service (GNS), Economic News Service (ECONEWS), Sports News Service (NANSPORTS), NANFEATURES, NAN-PHOTO Service and Multimedia service.

- b. NAN's clients increased from less than 100 to 250 this year aside the clients for NAN mobile (SMS) service, NAN PR-wire, NAN Photo, NAN On-line advertising, NANweb News.
- c. From a text only Agency at inception in 1978, NAN has, since 2007, become a multi-media organization which now provides audio and video news clips for more than 50 radio and television stations across the country. This has greatly boosted the broadcast contents of the nation's electronic media.
- d. The daily production of audio and video clips has been greatly aided by the construction of an ultra-modern recording studio at its Abuja corporate headquarters and the huge investment in Information Technology (IT) has now assured the Agency a seamless editorial operation.
- e. Although the Agency planned replicating the current studio facility in Abuja at Lagos, Bauchi, Kaduna, Enugu, Jos and Port Harcourt in the period under review, it could only commence work on the Lagos office studio which is now completed.
- f. The Agency has recorded more than 450% rise in its General News Service (GNS) output from an average of 250 local and foreign stories or 50,000 words daily by 2011, to 300 stories or 60,000 words per day in the first quarter of 2013, and an average daily output of 80 digital colour photo news to print-media clients in 2013.
- g. The Agency has increased the daily news content of the nation's print media from 30% in 2011 to 40% in 2013. Also 35% of the daily news content of the nation's broadcast (radio) is from the Agency. NAN now puts out between 10-15 voice clips as compared to 7-8 in 2011. It maintains skeletal video service to selected television stations and provides audio services to radio stations in addition to text service.
- h. An increase in annual Internally Generated Revenue from N68m in 2011 to N91.4m as at October 31, 2012, and N113m was recorded in 2013.
- i. The Agency completed the renovation/upgrading of office buildings in Enugu, Umuahia, Benin, Kaduna, and Bauchi States – in addition to completion of more than 14 state offices and a Media Studio and Cafeteria in Lagos NAN office.
- j. It has also opened two additional offices in Nigeria, bringing the number to a total of twelve for effective rural coverage.

Key Challenges

With the reduced allocation for overhead costs, the Ministry is constantly being confronted with serious challenges in meeting its operational expenses. The Ministry is also confronted with financial challenges in effectively managing its over 54 Federal Information Centres and National Archives Offices.

In the light of the above, it is essential that adequate recurrent funds for the operational needs of the Ministry in the years ahead are provided for the Ministry to positively make impact and proactively

portray the good image of the Government and its performance in various sectors of the National economy.

Assessment of Reform Initiative

Assessed against the 10 criteria for judging the success of government reform initiatives, the information sector reforms are largely successful

S/N	Assessment Criteria	Result of Assessment
1	Have the reforms improved the quality and quantity of the public service delivered?	Yes, it has really improved the quality and quantity of Public Service delivered through the highlighted programmes the Ministry and its agencies engaged in e.g The National Good Governance Tour (NGGT), Ministerial
2	Do more people now have access to services, including disadvantaged groups such as women, young persons, and people with disabilities?	N/A
3	Have the reforms reduced the cost of governance?	Yes, it has reduced the cost of governance due to the fact that the Ministerial Platform, NGGT etc were able to reach a majority of the citizenry.
4	Have the reforms made the service more affordable for citizens?	Same as '3' (three) above.
5	Have the reforms reduced corruption?	The Ministry's engagement of NGGT and Ministerial Platform encouraged openness & transparency thereby reducing corruption.
6	Have the reforms reduced unnecessary bureaucracy and red tape?	Yes, especially with the enactment of the Freedom of Information (FOI) Act 2011 by the Federal Government.
7	Are the reform initiatives likely to lead to improved development?	Yes, as people are more aware of government policies & programmes, extension of global coverage of government policies

S/N	Assessment Criteria	Result of Assessment
	outcomes?	programmes and high increase in the level of listenership/viewership while more people are aware of their right to information via FIO Act 2011
8	Are things improving, staying the same, or getting worse?	Things are really improving but more could be achieved with increase in budgetary allocation and reopening of information centres abroad.
9	Where things are improving, will those improvements endure?	Yes
10	Where things are not improving, what should be done?	N/A

Proposed Next Steps

It is vital that the information sector, driven by the Federal Ministry of Information, be the catalyst for transforming the Nigerian society and enhancing its global reputation. Regrettably, the Ministry has suffered persistently from poor funding over the years.

Pursuant to the above, the Ministry proposes that the following steps be taken:

- At least 1% (one per cent) of the budget of every major project executed by the Government be dedicated to publicity fund for official discharge of the mandate of the Federal Ministry of Information. This will enable the Ministry overcome one of the most difficult obstacles militating against effective publicity of Government programmes, which is paucity of funds.
- The reopening of Nigeria Information Centres in Nigerian Missions, to coordinate the external publicity of Nigeria, its people and potentials to enhance our nation's reputation and attract Foreign Direct Investment (FDI) into the country.
- Vigorous and sustained publicity for the country abroad, in collaboration with the Ministry of Foreign Affairs and the Nigerian Investment Promotion Commission.
- Enlightening and mobilizing the citizenry to personalize, drive, and help realize Vision 20:2020, through a robust collaboration with the Ministry of National Planning.

- Publication of Federal Government Calendars and Diaries, the Nigeria Monthly, the Federal Tenders Journal, and other sectoral publications of the Ministry.
- Completion of the Federal Government Press complex in Abuja, and the immediate publication of all outstanding Federal Government Gazettes and statutory publications.
- Extensive multimedia domestic publicity of Government projects and programmes nationwide, including greater synergy with the MDAs in their media outreach activities.
- Intensify Publicity campaign to sensitize the public to be conscious of the security challenges and mobilize them to take measures that promote safety as well as co-operate with security agencies to combat terrorist acts.
- Upgrading NTA and NAN to the status of Aljazeera and Reuters respectively to enable the two agencies serve as the main source of news presenting the Afro-Centric perspective in the coverage of global events.