

PRINT AND BROADCAST MEDIA IN NORTHERN NIGERIA

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Introduction

Nigeria is the most populous country in Africa and one of the largest in terms of size, Church (1979). It came into existence in 1914 when the British colonialists amalgamated the then Northern and Southern protectorates. The Northern protectorate falls within the domain of the Sokoto Caliphate, which fell to the British invaders in 1903. The Hausas, Fulani, and Kanuri are the larger ethnic groups. Islam is the predominant religion and Hausa language is the lingua franca in the region. Other important ethnic groups include the Nupes, Tivs, Angas, Jukuns, and Egbiras mainly in what is now known and called middle-belt of Nigeria. The major cities in northern Nigeria includes Kano, Katsina, Sokoto, Kaduna, Zaria, Gusau, Damaturu, Yola, Wukari, Jos, Maiduguri, Gombe, Bauchi, Funtua, Dutse, Ilorin, Lokoja, Makurdi, Gboko, Potiskum, Hadejia, Nguru, Argungu, Birnin Kebbi, Daura and Azare.

The major occupation of the northern population is farming, although Kano is a major commercial center, the largest inland port south of the Sahara. Industrial activities are also prominent in Kano and Kaduna axis. There are a good number of educational institutions notably the Universities, Ahmadu Bello University Zaria, Bayero University, Kano, Usmanu Danfodiyo University Sokoto, University of Maiduguri, University of Jos, University of Agriculture Makurdi, Abubakar Tafawa Balewa University of Technology Bauchi, University of Technology Yola and a host of others.

Northern Nigeria has been literate for the last seven hundred years after the invention of Ajami (the use of Arabic script to write Hausa language). It is however behind southern Nigeria in western education which came to it late and was not popular for a number of reasons, which we are not going to discuss here. This may partly explain why the north is lagging behind in terms of the print media in particular.

Print Media in Northern Nigeria: Historical Background.

No newspaper or news magazine existed in northern Nigeria before the occupation and subsequent colonization of the region by the British imperial force despite its literacy and intellectual history of the region in terms of Islamic learning and culture. British colonial rulers introduced a trilingual newspaper around 1932 called Northern Provinces News/*Jaridar Nigeria Ta Arewa. /Jaridat al Nijeriya al Shimaliyya*. It was 22 pages and published four times a year and sold at half a penny (sisi). (Yahaya, 1988). This newspaper or rather a periodical reports mainly new colonial policies and news items about colonial administration activities.

In January 1939, a full-pledge Hausa newspaper *Gaskiya Ta Fi Kwabo* was established. Its first editor was the famous Hausa writer, the late Malam Abubakar Imam. A number of reasons were forwarded as the factors that led to the establishment of *Gaskiya Ta Fi Kwabo*. Yahaya (1988) argued that the Second World War was partly responsible as the British feared German and other propaganda through the radio and other means. While Best (1996) sees the struggle between northerners and southerners in the political struggle in Nigeria and the latter's misrepresentation of the former as partly responsible. Whatever the case Yahaya (1988) explained that *Gaskiya Ta Fi Kwabo* was intended to be distributed to all northern provinces and serve as enlightenment medium and opinion moulder. It reported local, national and international news to its readers.

Around 1941, full-out sheets in Ajami form of written Hausa were introduced for those who could not read in the Roman Script. It was called `Yar Gaskiya (Ajami News Sheets). *Suda* another Hausa newspaper hit the stand in 1941. It was more or less a war propaganda newspaper and was published once every two weeks. (Yahaya, 1988) About 15,000 copies were produced and distributed free of charge to all areas where *Gaskiya Ta Fi Kwabo* was distributed and sold.

In 1954, the North Regional Literature Agency (NORLA) was established. Consequently, in addition to *Gaskiya Ta Fi Kwabo*, some provincial newspapers were established as shown in table 1 below.

Table 1

Newspaper	Province	Language
Zaruma	Sokoto	Hausa
Himma	Katsina	Hausa
Gamzaki	Plateau	Hausa
Zumunta	Bauchi	Hausa
Bazazzaga	Zaria	Hausa
Haske	Niger	Hausa
Ardo	Adamawa	Hausa/Fulfulde
AlBishir	Borno	Hausa/Kanuri
Labaran Kano/Sodangi	Kano	Hausa

Source: Yahaya, I.Y. (1988)

All these newspapers were published twice every month. Other papers published at that time include *Alfijir* (mainly a Hausa version of *The World*), *Jakadiya*, *Aboki*, and *Majalisarku*.

Newspapers and News Magazines in Northern Nigeria After NORLA

NORLA was subsequently closed down in 1959. Only *Gaskiya Ta Fi Kwabo*, survived. However a number of other Hausa and English newspapers and magazine emerged. Some are owned by State, Regional or Federal governments while others were privately owned. The *Nigerian Citizen* was started around 1960 and was replaced in 1965, by the *New Nigerian Newspapers*.

Some of the papers that emerged included Daily Mail, Morning Post, Sunday Post, Maganar Kano, `Yancin Dan Adam, Amana, Maishela, Albishir, Alfijir, Zuma, Zaruma, Dillaliya, Bagaruwa, Jakadiyar Muslunci, Jakadiyar UNESCO, Sha Kallo, Daily Comet, Alkalami, Fitala, The Analyst, Triumph, Sunday Triumph, Zamani, The Nigerian Standard, The Voice, The Path, Trumpeter, The Democrat, Citizens, Nasiha, A Yau, Al-Mizan, Al-Ahram, Today, Weekly Trust, Just, Hotline, Rana, Telex, Kakaki, The Pointer, Al-Tajdid, Abuja newswweek, Nigerian Outlook, The Reporter, Mujahidah, The Pen, FIM, Tauraruwa, Taskira, Lokaci and many others. Most of these newspapers and magazine have ceased to exist.

In table 2 below, we indicate some of the newspapers that exist today, their language of publication, place of publication and ownership.

Paper	Language	Place	Ownership	Frequency	Category
New Nigerian	English	Kaduna	Federal Government	Daily	News & current affairs
New Nigerian Weekly	English	Kaduna	Federal Government	Weekly	News & current affairs
New Nigerian On Sunday	English	Kaduna	Federal Government	Weekly	News & current affairs
Gaskiya Ta Fi Kwabo	Hausa	Kaduna	Federal Government	Three times a week	News & current affairs
The Triumph	English	Kano	Kano State Government	Daily	News & current affairs
Weekend Triumph	English	Kano	Kano State Government	Weekly	News & current affairs
Sunday Triumph	English	Kano	Kano State Government	Weekly	News & current affairs
Albishir	Hausa	Kano	Kano State Government	Weekly	News & current affairs
Alfijir	Hausa/Ajami	Kano	Kano State Government	Weekly	News & current affairs
The Path	English	Sokoto	Sokoto State Government	Weekly	News & current affairs
The Nigerian Standard	English	Jos	Plateau State Government	Daily	News & current affairs
The Voice	English	Makurdi	Benue State Government	Daily	News & current affairs
The Graphics	English	Lokoja	Kogi State Government	Daily	News & current affairs
Legacy	English	Gusau	Private	Weekly	News & current affairs
Nassarawa Newswday	English	Gombe	Private	Weekly	News & current affairs
Weekly Scope	English	Yola	Private?		News & current affairs
Today	English	Kaduna	Private		News & current affairs
A Yau	Hausa	Kaduna	Private	Weekly	News & current affairs
Al-Ahram	Hausa	Kano	Private	Weekly	News & current affairs

Weekly Trust	English	Abuja	Private	Weekly	News & current affairs
Al-Mizan	Hausa	Zaria	Private	Weekly	News/Religious
Al-Tajdid	Hausa	Kano	Private	Weekly	News/Religious
Kakaki	Hausa	Bauchi	Bauchi State Government	Weekly	News & current affairs News
The Pointer	English	Zaria	Private	Weekly	News/Religious
The Herald	English	Ilorin	Kwara State Government	Daily	News & current affairs
The Millennium	English	Kaduna	Private	Weekly	News and current affairs
Zamani	Hausa	Zaria	Private	weekly	News and current affairs
Daily Trust	English	Abuja	Private	Daily	News and current affairs
New Era	English		Private	Weekly	News and current affairs
Dillaliya	Hausa		Private	Weekly	News and current affairs

Source: Various

Table 3 gives a list of some magazines existing

Magazine	Language	Place	Ownership	Frequency	Category
Hotline	English	Kaduna	Private	Monthly	News
Crystal	English	Abuja	Private	Monthly	News
Just	English	Kaduna	Private		News
Nigerian Outlook	English	Kano	Private	Weekly	News
Rana	Hausa	Kaduna	Private	Monthly	News
Abuja Newsweek	English	Kaduna	Private	Monthly	News
FIM	Hausa	Kaduna	Private	Quarterly	Entertainment
Tauraruwa	Hausa	Kano	Private	Quarterly	Entertainment
Zuma	Hausa	Zaria	Private		News
Mujahida	Hausa	Zaria	Private	Monthly	New/Religious
Garkuwa	Hausa	Sokoto	Private	Quarterly	News/Entertainment
Mumtaz	Hausa	Kano	Private	Quarterly	News/Entertainment
Nishadi	Hausa	Kano	Private	Quarterly	Entertainment
Marubuciya	Hausa	Kano	Private	Quarterly	News/Entertainment

Some major existing Hausa Newspapers and Magazines

Table 4

Newspapers

Newspaper	Frequency
Gaskiya Ta Fi Kwabo	Three time a week
A Yau	Weekly
Al-Ahram	Weekly
Albishir	Weekly
Alfijir	Weekly
Al-Mizan	Weekly
Garkuwa	Weekly
Dillaliya	Weekly
Jagora	Weekly

Table 5

Magazines

Newspaper	Frequency
FIM	Quarterly
Rana	Monthly
Tauraruwa	Quarterly
Zuma	Monthly
Garkuwa	Monthly
Mumtaz	Quarterly
Nishadi	Quarterly
Shirin Fim	Quarterly

Broadcast Media in the northern Nigeria

Broadcasting in Nigeria started as far back as 1924 Kolade (1979). By 1944 broadcasting stations were established in Kano and six years after stations were opened at some towns in northern Nigeria, which are Katsina, Zaria, Sokoto, Jos, and Ilorin. Ladele (1979). By 1957 Nigerian Broadcasting Corporation was established. It replaced its predecessor Nigerian Broadcasting Services (NBS) that lasted for six years.

After independence and its aftermath, several radio and television stations were established by the then State Governments. By 1977 all the Television stations in the states (both north and South) were taken over by the Federal Military Government under General Obasanjo to form the National Television Authority (NTA).

For the northern region, the establishment of Northern Nigeria Broadcasting Corporation with its headquarters in Kaduna in 1962 gave birth to a more serious and sustainable broadcasting service. Thus Radio Television Kaduna was born. Radio Television Kaduna

was latter to be Federal Radio Corporation of Nigeria Kaduna (being one of the four-Lagos, Ibadan and Enugu).

The birth of Radio Nigeria Kaduna pioneered a permanent and influential radio broadcast in northern Nigeria. The station has millions of listeners and it is effectively used by the State and other vested interest. It is the major Hausa radiobroadcast station in the world. Its broadcast is mainly in Hausa with some insert of programmes in Fulfulde, Kanuri, and English. It has a very big and rich audio library and has greatly influenced and still influencing happenings in northern Nigeria and other Hausa speaking areas of West Africa.

The National Broadcasting Commission

The National Broadcasting Commission (NBC) is the nation's body that regulate and monitor the broadcast media. It was established in 1992 by decree 38 of 1992 as amended by decree 55 of 1999. It is empowered among other things to regulate, monitor and control broadcasting in Nigeria. It is also responsible for issuing licenses for the establishment of all broadcast outfits in the country. It has seven zonal offices four of which fall within northern Nigeria. Thus we have

Abuja Zone comprising of The Federal capital territory, Kaduna, Kogi, Kwara and Niger States.

Kano Zone comprising of Kano, Katsina, Kebbi, Sokoto and Zamfara States

Jos Zone comprising of Plateau, Nassarawa, Adamawa, Taraba, and Benue States.

Then

Maiduguri Zone comprising of Borno, Yobe, Bauchi, Jigawa and Gombe States.

Based on this zonal classification we will provide the distribution of Radio, Television and Cables Satellite stations in the north.

Zonal Distribution of Radio Stations by ownership

Table 6

Zone	Ownership	Number
Kano	Federal	0
	State	6
	Private	0
Abuja	Federal	2
	State	6
	Private	1
Jos	Federal	0
	State	8

	Private	0
Maiduguri	Federal	0
	State	6
	Private	0

Source: Monitoring & Operation Directorate 1999

Zonal Distribution Television Stations by Ownership

Table 7

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

Source: Monitoring & Operation Directorate 1999

Zonal Distribution of Cable Stations

Table 8

Zone	Number
Kano	5
Abuja	4
Jos	3
Maiduguri	3
Total	

Source: Monitoring & Operation Directorate 1999

Broadcast hours

Table 9

Zone	Daily Hours		Weekly	Channels
Kano	Radio-	94	658	39
	Television	45	241	
	Cable	120	648	
Abuja	Radio	122	856	22
	Television	61.30	502.30	
	Cable	144	1008	
Jos	Radio	124.34	830.58	26
	Television	44	142	
	Cable	264	1848	
Maiduguri	Radio	102.30	719.30	21
	Television	34.30	259	
	Cable	216	1512	

Total

Source: Monitoring & Operation Directorate 1999

There are 39 cable stations in Nigeria, all of which are privately owned.

Sample Programmes Coverage

A number of programmes are aired in the Radio and Television Stations most of which are government oriented. Among the common programmes aired are

Local News

National/International News

Drama

Greetings

Documentary

Discussions

Interviews

Children Programmes

Political Programmes

Women Programmes

Youth Programmes

Arts and Literature

Agricultural Extension

Health Matters

Enlightenment Programmes

Public Announcements

Advertisement

List of Some Radio Stations where Hausa Broadcast is over 70% of the airtime

Table 10

Station	Location	Ownership
Radio Kano	Kano	Kano State Government
Radio Zamfara	Gusau	Zamfara State Government
Radio Jigawa	Dutse	Jigawa State Government
Rima Radio	Sokoto	Sokoto State Government
Radio-Nigeria Kaduna	Kaduna	Federal Government
Kaduna State Radio	Kaduna	Kaduna State Government
Radio Katsina	Katsina	Katsina State Government
Radio Bauchi	Bauchi	Bauchi State Government
Radio Nassarawa	Gombe	Nassarawa State Government
Yobe Radio	Damaturu	Yobe State Government

Source: Various

Television Stations

Table 11

Some T.V. Houses with Hausa Programmes

Station	Location	Ownership
NTA Kano	Kano	Federal
CTV Kano	Kano	State
NTA Sokoto	Sokoto	Federal
NTA Maiduguri	Maiduguri	Federal
NTA Kaduna	Kaduna	Federal
DTV Kaduna	Kaduna	Private
NTA Katsina	Katsina	Federal
KTTV Katsina	Katsina	State
NTA Bauchi	Bauchi	Federal
NTA Yola	Yola	Federal

Source: Various

International Hausa Broadcast

Hausa people are naturally good listeners, thus they enjoy and patronise radio stations, locally, nationally and internationally. It can be conveniently argued that radio information is the major source of information among Hausa populace particularly those that are not literate or semi-literate. The radio has over the years provided all the necessary news Hausa people need. In fact, radio has greatly improved Hausa people knowledge on current affairs that a common man in Hausa society can comment on international affairs. Thus International Broadcast in Hausa is crucial in socio-political mobilisation of the largest language group in West Africa. Below in table 12 is a list of some international Hausa Broadcast Stations.

Table 12

LIST OF SOME INTERNATIONAL HAUSA BROADCASTS STATIONS

Station	Country of Broadcast
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Sashen Hausa
BBC London

Bush House London.	UNITED KINGDOM
Sashen Hausa Muryar Jama'ar Jamus Duetch Velle Federal Republic of Germany	FED. REPUBLIC OF GERMANY
Sashen Hausa Voice of America Washington DC	UNITED STATES OF AMERICA
Sashen Hausa Radio Beijing International Beijing China	PEOPLES REPUBLIC OF CHINA
Sashen Hausa Radio Alkahira Cairo Egypt.	ARAB REPUBLIC OF EGYPT
Sashen Hausa Radio Tehran Islamic Republic of Iran Iran	ISLAMIC REPUBLIC OF IRAN
Sashen Hausa Radio Ghana Accra Ghana	REPUBLIC OF GHANA
Voice of Nigeria Abuja Nigeria.	FEDERAL REPUBLIC OF NIGERIA
Radio Amfani Niger Republic Niger.	REPUBLIC DU NIGER
Sashen Hausa Radio Moscow Moscow Russia**	RUSSIAN REPUBLIC

Source: Various

** I think it is no longer in operation

Hausa Home Videos

The history of Hausa home videos can be traced to the earlier efforts by some individuals notably Sani Lamma, Hamisu Gurgu, and Sidiya Bakar Indiya in the early 1980s in Kano (Mandawari, 1999). These individuals were avid viewers of cinema programmes particularly Indian and Western movies. They personally made earlier attempts to produce home videos (not for sale). In the mid 1980s some drama clubs that have been active at stage drama began to think of producing home videos. These drama groups were also active in Television Soap opera. Some of their dramas were produced and aired by Nigerian Television Authority Kano and CTV 67 (The State owned Television Station). They include:

Tumbin Giwa Drama Group

Gyaranya Drama Group

Jigon Hausa Drama Group

In 1990, Ibrahim Mandawari then president of Tumbin Giwa Drama Group was encouraged and supported by some of his members notably Auwalu Marshall, Aminu Hassan Yakasai and Adamu Mohammed to produce a home video. Consequently they produced a two-hour video programme titled TURMIN DANYA. In 1992, they produced another television opera titled CIN AMANA. This programme was aired at the Katsina State Television in thirty episodes. It was until 1993 that Tumbin Giwa made its debut with the production of GIMBIYA FATIMA (3 tapes). Jigon Hausa followed suite with MUNKAR in the same year.

Around the same period some individuals made efforts and made the first independent home video production. These pioneers are Adamu Muhammed (KWABON MASOYI) , Ado Ahmad Gidan Dabino (IN DA SO DA KAUNA- adapted from his best selling Hausa novel), Bala Anas Babinlata (TSUNTSU MAI WAYO- also from his Hausa novel with same title). Consequently, individual producers began to emerge producing one video film after another. It was from 1998 that the home video business in Kano became well established that today it has produced celebrities. Hausa home videos are fast replacing Indian, American and Nigerian (English home videos). Moreover, cinemas are also affected by this surge that most of the cinemas today show Hausa home Videos to their customers. Today, an average of three home videos are released every month. The themes of these home videos range from romance, marriage, family life, crime, social problems, corruption, and some politics. The films use modern and traditional instruments for their music (perhaps to replace those missed from Indian films).

One thing of note here is that Kano home video industry is an off shoot of its popular literature movement. Most of the earlier home videos were adaptations of earlier novels (example In Da So Da kauna. Tsuntsu Mai Wayo, Ki Yarda da Ni, Muguwar Kishiya, Bakandamiyar Rikicin Duniya, Kwabon Masoyi, Su ma `Ya`ya ne, Kara da Kiyashi, Sa'adatu Sa'ar Mata, and so on.) Some of the producers and directors are also writers,

examples are Ado Ahmad Gidan Dabino, Bala Anas Babin lata, Dan'azimi Baba, Aminu Hassan Yakasai, Adamu Muhammed, and so on).

Hausa home video industry has also sprung in other major cities of northern Nigeria notably, Kaduna, Katsina, Gusau, Sokoto, Zaria, and Gombe). Yet Kano leads the industry and is seen by many as the northern Nigerian Hollywood christened Kallywood. The industry has led to the emergence of entertainment magazines notable FIM magazine published in Kaduna and Tauraruwa published in Kano. There are indications that some new magazines covering the home video industry are likely to emerge in Sokoto, Kano and Kaduna. The industry is employing a large number of youth.

Just as the Hausa literary movement gave rise to many controversies, the home videos are also doing the same. Many people look at the whole business with disdain. The producers have been under pressure and are constantly been accused for polluting and adulterating Hausa culture as they incorporate new styles in their films. The issue of dances and songs is a major bone of contention as the theme of the films. Most recently (Just last December 2000, the state government has withdrawn the licenses of all producers and distributors of Hausa Home Videos in the State. The statement from the government indicates that guidelines are been drawn up. What is likely going to happen is that the films are going to be censored from now on. Our only hope is that the government will be cautious in interfering in the industry. It has great potentials for change. The industry is dominated by youth so the level of modernization is great. This new trend is a fertile area of research.

Name and Addresses of the major home videos producers in Kano

Ado Ahmad Gidan Dabino

Gidan Dabino Video Productions
570, Sabon Titin Mandawari
Kano.
Tel: 064-636339

Ibrahim Muhammad Mandawari

Mandawari Enterprises
Ibrahim Taiwo Road
Kano
Tel: 064-640310

Adamu Muhammad

Kwabon Masoyi Productions
Gidan Umma Bayero
Kano.

Dan-azimi Baba Cediya `Yangurasa

R.K. Studios
14, Sabon Titin Mandawari

Kano.

Abdulkarim Muhammad

FILAPS
Court Road
Kano.

Inuwa Hassan
Mu'azzart International
`Yankaba Quarters
Kano.

Umar Bawa Dukku

Dukku Productions
No. 3 Dandago Quarters
Kano-City.
Tel: 064-635071

Hamisu Lamido

Iyan Tama Multi-Media
44, Sabon Titin Mandawari
Kano.
Tel: 064-632280

Auwal Muhammad Sabo

Sarauniya Production
Gwammaja Quarters,
Kano.

Mansur Sherif Abba

Ibrahimawa Productions
485, Dandago Quarters
Kano.

Aminu Sherif

Ummi Productions
`Yankaba Quarters
Kano.

Hajin Fafa

Hajin Fafa Ventures
Gidan Atiku
Sabon Titin Mandawari
Kano.

Kabiru Na-kwango
Dabo Film Production
Gwammaja Quarters
Kano.

List of Cinemas in Kano Metropolis

El-Dorado Cinema
Farida Cinema
Lale Cinema
Marhaba Cinema
Orion Cinema
Plaza Cinema
Queens Cinema
Sani Abacha Youth Centre Cinema.
Wapa Cinema

List of major home video distributors

Alhaji Hassan Adamu
Bayan Bata
Kano.

Isma'il Idris
Bayan Bata
Kano.

Alhaji Musa Mai Kaset
Malam Kato Square
Kano.

Muhammad Lawan Kalarawi
Sabuwar Kasuwa
Kofar Wambai
Kano.

Alhaji Mustapha Muhammad
Bello Road
Kano.

Danlami Sani
KRODA
Kano.

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Churh, H.R. (1977) Africa and the Islands (Fourth edition, revised impression) Longman. London.

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