



**REPORT OF THE
CORE WORKING
GROUP
ON THE REVIEW
OF THE
NATIONAL MASS
COMMUNICATION
POLICY**

NOVEMBER, 2004

NATIONAL MASS COMMUNICATION POLICY

Introduction

- 0.1 This policy document is the outcome of the review of the 1990 National Mass Communication Policy. The extant policy led to phenomenal changes in the information sector as it led to the establishment of public media institutions to widen the frontiers of information. However, the conceptual framework and thrust of the 1990 policy are no longer adequate to address changes in information technology and challenges thrown up by the dynamism in global information management. The country's emerging democracy requires an underpinning philosophical framework and institutions that would respond and sustain the development of core democracy values and the alignment of its economy to global best practices.
- 0.2 A new national mass communication policy is, therefore, necessary to provide relevant milestones to chart a new course.

CHAPTER ONE

GUIDING PRINCIPLES AND OBJECTIVES OF THE NATIONAL MASS COMMUNICATION POLICY FOR NIGERIA

Introduction

1.0 Nigeria's vision is to become a stable democracy and vibrant economy, peaceful within its borders, capable of providing leadership within Africa and intervening successfully in the international arena. For the National Mass Communication Policy to support and enhance this vision, its underlying ideas must be consistent with national values and aspirations, as well as international norms and instruments.

1.1 **Policy objectives**

Accordingly, the National Mass Communication Policy will be guided by the following principles:

- i. democratization;
- ii. popular participation;
- iii. equity and access to information and communication;
- iv. freedom of expression and reception?
- v. social integration;
- vi. pluralism and diversity;
- vii. cultural promotion and preservation;
- viii. responsibility;
- ix. communication rights; and
- x. coherence with other social/sectoral policies.

1.2 In view of the foregoing considerations, the National Mass Communication Policy will have the following objectives:

- i. to support national development initiatives and programmes, and to positively affect the quality of life of the peoples of Nigeria through facilitating systematic and effective use and coordination of mass communication strategies and activities;
- ii. to promote participation in national dialogue on development issues by all citizens, consistent with the emerging democratic culture and national constitutional provisions;
- iii. to enhance access to information and communication infrastructures and new technologies, especially in rural communities;
- iv. to preserve national cultural identity, promote the national cultural patrimony and enhance the development of cultural and artistic capabilities and institutions for public communication;
- v. to ensure the timely, orderly and effective growth of information and communication institutions and professions through standards-setting, capacity-building and human resources development and management; and
- vi. to promote productive community, national, regional and international interchange.

1.3 **Dimensions:**

For a national communication policy to be effective, it must attempt to be comprehensive, as well as covering the issues and sectors that are considered relevant to Nigeria. The National Mass Communication Policy will therefore focus, among others, on the following areas:

- i. Government Communications;
- ii. Media Development: Print Media and Electronic Media;
- iii. Legislation, Regulation and Human Rights;
- iv. Culture, Arts, Film and Video;
- v. Human Resources Development: Training, Research and Capacity-Building;
- vi. Information and Communication technology;
- vii. Resource Mobilisation and Allocation; and
- viii. Institutional Framework for Policy Management.

1.4 It is expected that the application of these guiding principles and objectives will enhance the balanced development of mass media and related professional institutions that will enable Nigeria achieve its national, regional and international aspirations in the next decade and beyond.

CHAPTER TWO

GOVERNMENT COMMUNICATIONS

Introduction

- 2.0 The different levels of government in Nigeria have a pivotal role to play in the communication process, which should be properly co-ordinated, effectively managed, and responsive to the needs of Nigeria's diverse publics.

Policy Objectives

- 2.1 It will be the policy of the Government of Nigeria to:
- (i) provide its various publics with timely, accurate, clear and complete information about its policies, programmes, services and initiatives;
 - (ii) promote openness, accessibility, and accountability in government by encouraging government employees to communicate effectively with the public;
 - (iii) encourage continuous and routine dialogue with the public when establishing priorities, developing policies, and planning programmes and services;
 - (iv) encourage all government ministries, institutions, and parastatals to work collaboratively in order to achieve coherence and consistency in communication with the Nigerian publics;

- (v) promote good democratic processes and practices by public enlightenment through the media in order to reduce incidence of violence and political thuggery all the time;
- (vi) encourage research and training in information management as a way of communicating better with the public; and
- (vi) put in place a clear and consistent corporate identity for the public to recognise information emanating from government.

Implementation Strategies

2.2 To deliver quality service that meets the information needs of Nigerians and other publics, institutions of government must ensure that:

- (i) trained and knowledgeable professionals provide information services to the public;
- (ii) service is timely, courteous, fair, efficient and with due regard to the privacy, safety, convenience, comfort, and needs of the public;
- (iii) prompt and clear explanations are provided when information requested by the public is unavailable;
- (iv) feedback opportunities exist for the public to react to government policies and programmes;
- (v) effective use is made of public relations principles and practices in the promotion of government programmes and activities.; and

- (vi) A 'Central Office of Government Information' (COGI) shall be established in order to encourage ministries, parastatals and other institutions of government to collaborate effectively.

CHAPTER THREE

PRINT MEDIA

Introduction

3.0 The imbalance in the flow of news between urban and rural areas and between the elite and the poor, the declining levels of literacy and the state of the economy, as well as the falling circulation and advertising revenue have impaired the growth and survival of the print media in Nigeria and their capacity as development agents. The print media are enjoined to see news as a social product with a utilitarian value. Therefore, news reporting and analysis shall be on the stimulation of critical awareness and understanding. In this regard, continuous retraining of journalists is crucial to a sustained ethical discharge of their responsibility to the public.

Policy Objectives

- 3.1 i. The print media shall carry out their functions in such a way as to reflect the centrality of development efforts, to protect the basic interests of society and to promote the exchange of ideas and information through accurate and balanced reporting as well as informed and objective comments.
- ii. The constitutional principle of plurality of ownership and control shall be upheld. However, appropriate measures should be taken, to prevent monopoly and concentration of media resources and infrastructures as these can constitute a serious threat to the existence of a free and pluralistic press.
- iii. The print media shall promote a distinct Afro-centric perspective by reflecting national and African concerns, aspirations, values and cultural traditions in their coverage and content.

- iv The state shall enhance the quality, accessibility and viability of the print media.

Implementation Strategies

- 3.2 i. The state shall enact laws that promote the free and balanced flow of information. Accordingly, all laws impeding the free-flow of information shall be repealed.
- ii. The State shall provide incentives for the development of community and indigenous language newspapers, and publications that promote literacy and reading culture.
- iii. The print media industry shall be provided with incentives such as single digit import and excise duties on equipment, newsprint, ink and other production inputs of the industry as well as a waiver of the Value Added Tax (VAT) on the cover prices of newspapers, magazines and other periodicals.
- iv. The print media shall be encouraged to practise self-regulation which is anchored on the Code of Ethics of the Nigerian Press Organisation. A Press Council, principally run and directed by media professionals and governed by the power of moral suasion, shall promote the observance of the Code.
- v. A National Commission shall be set up at reasonable intervals to critically examine the state of the Nigerian Press, its role in society, the challenges that confront it and improvements that may be required for the effective performance of its responsibilities.

CHAPTER FOUR
ELECTRONIC MEDIA

Introduction

- 4.0 The electronic media, which comprise radio, television and film/video play a vital role in the lives of the citizens of the modern world. The potentials of these media, particularly the visually oriented ones, are immense and limitless. Electronic media constitute the most effective means of reaching the largest number of people simultaneously. They have become even more efficient and accessible with the advent of the Information and Communication Technology, (ICT) which has led to their convergence.
- 4.1 Electronic media are mostly spectrum-driven. Because spectrum is affected by the limitations of frequency allocation, the general practice is to regard spectrum as belonging to the people, while the licensee is regarded as holding the facility in trust for them.
- 4.2 Therefore, the Electronic Media Policy regards the facility as:
- i. The people's right to all its benefits and advantages and not of the managers;
 - ii. A vehicle for people and issue-oriented delivery rather than personality-driven; and

- iii. An avenue too dependent on the people's trust to allow itself to acquire a cash, rather than integrity, image.

POLICY OBJECTIVES

- 4.3 The electronic media shall:
 - i. be made accessible and affordable to all Nigerians;
 - ii. be used for the preservation and promotion of the nation's culture and values;
 - iii. promote professional ethics;
 - iv. observe the professional practice of regarding news and news-related programmes as non-commercial items;
 - v. enhance national capacity for producing high-quality indigenous broadcast programmes;
 - vi. support the growth and development of broadband multi-media;
 - vii. encourage stakeholders to maintain capacity for innovation and currency in communication practice and technology;
 - viii. encourage strong collaboration among stakeholders of the ICT spectrums in areas such as service and technology delivery and content;
 - ix. encourage an environment conducive to growth, profit and service delivery;
 - x. promote the development of public and private broadcasting;
 - xi. promote the convergence and consolidation of broadcasting and other communication services; and
 - xii. promote and project Nigeria's domestic and foreign policies internationally, with a view to attracting goodwill, development and inflow of investment in the country.

Implementation Strategies

4.4 To achieve these policy objectives:

- i. all qualified applications for broadcast license shall be considered on merit without undue delay;
- ii. broadcast programmes shall reflect the various shades of opinions and interests in the society;
- iii. there shall be an equitable spread of the categories of licence to ensure that no community or segment of the population is denied access to information through the electronic media;
- iv. the development of community broadcasting shall be promoted;
- v. a Production Fund shall be established to encourage local independent productions;
- vi. all broadcast stations shall allocate specified percentage of their airtime to local production;
- vii. adherence to professionalism shall be achieved through any of the following:
 - a) self-regulatory model;
 - b) statutory regulation;
 - c) a combination of (a) and (b) above;
- viii. the Statutory Licensing/Regulatory Authority shall be an independent, non-partisan, non-sectional body, with well-defined sources of funding;
- ix. the Authority shall make Rules and Regulations that are consistent with the Constitution of the Federal Republic of

Nigeria, the National Policy on Mass Communication, and the law establishing it;

- x. the separation of the regulatory bodies is no longer necessary in view of the convergence of broadcast telecommunication and other new media technologies. A unified body, to be known as the National Broadcasting and Communication Authority (NBCA) shall be established;
- xi. the Authority shall implement :
 - a. ICT frequency determination and allocation policies;
 - b. infrastructural standardisation and development policies;
 - c. content regulation policies in a manner to accommodate the country's cultural diversity in order to promote national unity and cohesion;
 - d. local and foreign ownership policies as well as Franchise and Copyright laws;
 - e. ITU policies, especially regarding incoming and outgoing trans-border transmissions.
- xiii. the proposed National Broadcasting and Communication Authority shall ensure that fees are not charged for news and news analysis;

- xiv. All radio and television stations shall allocate at least 20 per cent of their programmes to rural activities while community-based media shall allocate 80 per cent to their immediate localities;

Funding for Categories of Licences:

- 4.5 (i) Public Service stations shall not be involved in commercial broadcasting. They shall be funded from sources such as set license fees, grants and other industry charges.
- (ii) Private stations shall derive their funding from commercial activities.
- (iii) Both public and private broadcasters may also be funded by any other alternative to (1) and (2) above.

CHAPTER FIVE
INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

Introduction

5.0 Information and Communication Technology (ICT) is the means and processes involved in the delivery of voice and data services. Consequently, the acquisition, deployment, and growth of ICT are bound to have tremendous influence on the formulation and implementation of the new National Mass Communication Policy. This is particularly pertinent with respect to regulation and public communications.

Policy objectives

5.1 The National Mass Communication Policy shall:

- i. strive to make Information and Communication Technology available and accessible to all;
- ii. foster interactive communications among Nigerians;
- iii. facilitate public consultation in the development and delivery of policies, programmes, services and initiatives;
- iv. facilitate the active participation of all citizens in the global information society;
- v. utilise ICT to achieve operational efficiencies, improve service delivery, documentation and data storage;
- vi. encourage the development of indigenous content and participation in the world wide web (www);
- vii. ensure effective allocation, usage, and regulation of spectrum;
- viii. extend the scope of regulatory oversight to include activities over new and emerging channels of mass communication; and

- ix. assist and support e-government initiatives.

Implementation Strategies

5.2 To achieve these policy objectives:

- i. community information centres, tele-centres and internet kiosks shall be encouraged in rural and under-served communities across the nation;
- ii. all government agencies shall set up websites. Guidelines shall be established for website of government agencies to ensure consistency in branding, look and feel; and visitor navigation;
- iii. a national portal shall be established as a gateway and central point of access to the nation and its government. This portal shall contain links to government agencies web sites and credible civil society organisations shall also be encouraged to have their presence on this site;
- iv. all information disseminated by government shall be available and consistent across all channels of mass communication including new media such as the government portal;
- v. all government agencies involved in ICT and media activities shall collaborate and seek avenues of synergy and this shall be achieved through regular structured sessions under proper auspices;
- vi. the collation and digital storage and archiving of important historical and current information about the nation shall commence immediately;

- vii. take cognizance of the convergence of Information Technology, Communications, and the Electronic Media and therefore create a single Regulatory Agency for all, as is the current best practice worldwide;
- viii. the efficiencies offered by ICT in the management of human and other resources shall be used as the platform for the consolidation of all government-owned media organisations;
- ix. all barriers to the ownership of multi-media organizations shall be removed and prospective operators and content providers over new and emerging media platforms shall be encouraged through incentives;
- x. the necessary legal framework shall be established to recognize the impact of ICT in the media industry, especially over new and emerging media. These include, but are not limited to Digital Rights Management, guaranteeing individual's privacy and the protection from the misuse of privileged and confidential information;
- xi. a framework, including new standards and operational guidelines shall be established, to enable media professionals and organisations to acquire the required competences and aptitudes.

CHAPTER SIX

LEGAL AND HUMAN RIGHTS

Introduction

- 6.0 The Nigerian Constitution guarantees freedom of expression for all Nigerians and Section 22 specifically assigns the media the responsibility to monitor governance. The core objective of communication laws is to promote people's rights and protect the mass media from authoritarianism and other abuses.

Policy Objectives:

- 6.1 The Legal and Human Rights objectives of the National Mass Communication Policy shall be as follows:
- i. there shall be a constitutional guarantee of Press Freedom.
 - ii. there shall be a law which guarantees access to information by the media and the Nigerian public; and
 - iii. regulatory mechanisms shall be strengthened to ensure the protection of media and public rights.

Implementation Strategies:

- 6.2 To achieve these objectives:
- i. all laws that hinder the discharge of the media's performance of their duties shall either be repealed or amended;
 - ii. all amended or repealed laws shall be compiled for ease of reference;

- iii. the Value Added Tax (VAT) law shall be amended to exempt the cover price of newspapers and magazines from VAT.

ANNEXTURE

6.3 A. THE REPEAL OF THE FOLLOWING LAWS:

- i. Sections 50 to 52 of the Criminal Code – deals with Sedition
- ii. Sections 373 to 379 of the Criminal Code – deals with Criminal defamation
- iii. Sections 46 of the Penal Code (Northern States) Federal Provisions Act – also deals with Sedition
- iv. Sections 391 to 395 of the Penal Code – also deals with Criminal defamation
- v. Defamatory and Offensive Publications Act – makes provisions with respect to libel, slander and other malicious falsehood
- vi. The Offensive Publications (Proscription) Decree No. 35 of 1993
- vii. The Official Secrets Act – makes provision for securing public safety and classified matter.
- viii. The Printing Presses Regulation Act – regulates printing presses and books and papers printed in Nigeria
- ix. Section 93 of the Criminal Code
- x. Obscene Publications Act, 1961 – amends the law relating to the publication of obscene matter; provide for the protection of literature and strengthens the law concerning pornography

- xi. Newspaper Act of 1917 – deals with registration of newspapers
- xii. Newspapers (Amendment) Act of 1964 – deals with circulation of newspapers in the Federal Territory
- xiii. Seditious Meetings Act, 1961 – prohibits certain meetings in the federal territory during sitting days of either House of Parliament.
- xiv. Circulation of Newspaper Decree No 2 of 1966
- xv. Newspaper Prohibiting of Circulation Decree No. 17 of 1967
- xvi. Public Officers (Protection Against False Accusation) Decree No. 11 of 1976
- xvii. Newspaper (Prohibition of Circulation) Validation Decree No. 12 of 1978
- xviii. Public Officers (Protection Against False Accusation) Decree No. 115, 1979.

6.4 **B. LAWS PROPOSED FOR AMENDMENT**

- i. National Broadcasting Commission Decree No. 38 of 1992 and National Broadcasting Commission (Amendment) Decree No. 55 of 1999 should be amended to make the NBC independent and encourage the establishment of community stations.
- ii. The Nigerian Press Council (Amendment) Bill adopted by stakeholders in August 2002 should be passed into law by the National Assembly.
- iii. The News Agency of Nigeria Decree :- In accordance with the government policy of liberalisation and deregulation, the News Agency of Nigeria law should be amended to remove its monopoly in the distribution of the services of foreign news agencies. (See the report of the

Committee to Review the Laws of Parastatals under the supervision of FMI & NO).

iv. Emergency Powers Act, 1961.

CHAPTER SEVEN

ADVERTISING AND PUBLIC RELATIONS.

Introduction

7.0 Recognising the central role that advertising and public relations play in economic, social and political development of nations, the twin industries have been given statutory backing with clearly defined goals and objectives. However, with benefit of hindsight and in the light of the emergence of new global trends and technologies, the regulatory bodies (APCON & NI PR) need to be strengthened to respond adequately to changing circumstances.

Policy Objectives for Advertising

- 7.1 All advertisements shall:
- i. be truthful, honest, decent, legal and culturally acceptable as stipulated by the Code of Advertising Practice;
 - ii. contain no misleading statements about the products or services advertised;
 - iii. reflect the country's cultural heritage and values;
 - iv. be produced by well-trained professionals, preferably Nigerians; and
 - v. be regulated or controlled by statutes which recognise the supremacy of APCON according to Act 55 of 1988 in this regard.

Implementation Strategies:

7.2 Statute shall be enacted for the purposes of:

- i. providing sanctions for misleading or deceptive advertisement;
- ii. compelling any medium accepting any advertisement to take reasonable steps to verify the authenticity and truth of the advertisement;
- iii. requiring sponsors of misleading or deceptive ads to run **corrective ads** using the same media and the same amount of space or time;
- iv. requiring that advertisements are indigenous in content, style and character;
- v. stipulating the standards of training to be attained by those who wish to engage in advertising practice;
- vi. ensuring prompt payment for all advertisements;
- vii. derogating sections of Acts which vest full control of some advertisements in other bodies such as **CBN, NAFDAC, NICON**, etc.

Policy Objectives for Public Relations (PR)

Introduction

- 7.3 Public Relations is important for national development. But so far, it has not been effectively used by government as an instrument of governance and democratic practices. The laws governing Public Relations practice need to be strictly enforced so as to check fraudsters and maximize the practitioners' contribution to national development. There is also the need to correct the derogatory connotation of public relations and create awareness of its use for the promotion of democracy.

7.4 Public Relations shall be:

- i. effectively utilised to create a positive perception of the tangible benefits derivable from the sustenance of democracy;
- ii. utilised for the effective promotion of Nigeria to the world;
- iii. used to facilitate government's communication with its stakeholders in order to involve them in its decision-making process;
- iv. employed in creating awareness of government's vision and mission;
- v. utilized by government in the prevention and management of crises; and
- vi. used for periodic conduct of perception audit by government to keep track of potentially explosive issues and how they can be managed before they degenerate into crises.

Implementation Strategies:

7.5 To achieve these objectives:

- i. Public Relations practice shall be in strict compliance with the Nigerian Institute of Public Relations (NIPR) Codes of Ethics and Professional Conducts;
- ii. there is need for continued recognition of national and international professional public relations bodies that shall be utilised to enhance national development;

- iii. training shall be provided for all principal officials, including ministers, directors-general, ambassadors, etc, to prepare them to communicate effectively; and
- iv. appropriate agencies shall ensure that all electronic media do not charge fees to cover events and broadcast them as news or engage in commercialised news analysis.

CHAPTER EIGHT

CULTURE, ARTS AND FILM/VIDEO

Introduction:

- 8.0 Culture as the sum total of a people's way of life, plays a central role around which the philosophy of a national mass communication policy should be founded. Its material components consists of artifacts, film/video and the technologies of production; while its non-material components consists of values, norms, ideals, knowledge, aspirations, pattern of social organisation and the peculiar mode of application and deployment of the material components of culture. The former represents the people's intellectual and creative expressions. The success of a National Mass Communication Policy would thus depends on the extent and levels of application and utilization of these components, institutions, modes and structures.
- 8.1 The integration of traditional and modern communication media structures is imperative to communicate new realities and possibilities effectively to the different segments of the society in the language and form best understood and appreciated by the people. Specifically, the film/video which is an art stands out as a potent medium of mass communication for the promotion, projection and propagation of national values, norms, ideals and aspirations across cultural boundaries.

Policy objectives

- 8.2 The policy shall :

- i. promote Nigerian culture as the basis of creative expression and relevance in media, arts and sciences;
- ii. reinforce the positive aspects of our cultural heritage and discourage all negative values;
- iii. serve as a means of developing, exploiting and adapting the cultural manifestations and derived technologies to the need of changing times;
- iv. serve as means of developing arts, culture film/video as platforms and instruments of national integration, international image-building, the enhancement of Nigeria's leadership role in Africa and its commitment to the advancement of democracy;
- v. serve as a source of education, leisure, entertainment and a means of advancing the peculiarities of our nationhood while contributing to human thoughts and civilisation as well as cultural transformation;
- vi. encourage the establishment of a virile, self-sustaining, profit-oriented film/video industry driven by the private sector;
- vii. encourage the production and exportation of local films and video;
- viii. protect, project, and propagate Nigeria's rich cultural heritage and values through cultural exhibitions and film/video.
- ix. educate, enlighten, mobilise and sensitise the people through film/video, by propagating national values which promote patriotism, national pride, solidarity, aspirations and consciousness; and

- x. facilitate the advancement of national unity, social co-existence, education, science and technology and the peaceful resolution of social problems and conflicts.

Implementation Strategies:

8.3 The implementation strategies shall be as follows:

- (i) the Federal Ministry of Information and National Orientation shall commission on a continuous basis, through mass communication training institutes and departments, research on traditional media use and resources, inventory of traditional media structures and modern media hard and software resources and effective strategies for their integration in the development processes;
- (ii) appropriate research shall be conducted into existing indigenous communication systems and structures in order to revitalise and modernise them;
- (iii) the language, idiom and style of programmes and content presentation of programmes in the community newspapers, magazines and broadcast media, shall as much as possible, reflect local culture and nuances;
- (iv) indigenous folklore writers, and story tellers clubs shall be encouraged to use, as much as possible, the media as outlets for their creativity;
- (v) the projection of our heroic past and cultural heritage shall be paramount in the production of films/video designed for both local and foreign consumption;

- (vi) themes and scenarios shall be developed to depict indigenous heroes and heroines in films/video that can serve as models for our people, in all areas of human endeavour;
- (vi) film/video shall be used to counter prejudices and misconceptions held by the international community about Nigeria;
- (viii) film/video shall be used to promote positive and dignifying aspects of our culture;
- (ix) the dehumanisation of the Nigerian people through film/video that depict child abuse and domestic violence shall be discouraged;
- (x) authentic indigenous costumes, make-up, music and dance shall be used extensively in Nigerian film/video;
- (xi) adequate resources shall be provided to the National Film/Video and Sound Archives for it to continue to serve as depository for all films produced in Nigeria;
- (xii) a Film Trust Fund, to provide gap finance for the film/video industry shall be established in collaboration with the private sector;
- (xiii) a framework to regulate professional practice and enforce ethical standards shall be established through the Nigerian Film Corporation; and

(xiv) indigenous games, folklores and storytelling shall be packaged and integrated into the contemporary educational system.

8.4 The Nigerian Film Corporation shall be the central body to co-ordinate national film policies and its implementation including regulation.

CHAPTER NINE

RESEARCH, TRAINING AND CAPACITY BUILDING

Introduction

9.0 Development, review and management of the National Mass Communication Policy require an up-to-date knowledge base and relevant expertise. This can be provided and enhanced through research, training and capacity reinforcement at individual and institutional levels. Therefore, policy objectives and strategic actions will identify, build and reinforce the requisite skills and capacities.

Policy Objectives:

- 9.1 The policy objective shall:
- i. ensure data-based support for communication policy management through periodic research and studies especially on, public opinion, policy initiatives and alternatives, forecasting and evaluation of media and technology policy options;
 - ii. enhance institutional capacity for policy-related research in relevant public-sector and media organisations and academic programmes on mass communication;
 - iii. support networking of appropriate institutions to develop and implement a policy-oriented research agenda;
 - i. create an enabling environment for disseminating and sharing private sector and media research information on policy issues;

- ii. enhance communication policy related skills and disciplines to develop a critical mass of Nigerians working in the relevant institutions at various levels;
- iii. ensure that Federal and State Ministries of Information, media regulatory bodies and professional associations maintain capacity and quality in their operations;
- iv. ensure national excellence in communication policy-related research, training, planning and management; and
- v. ensure adequate resources for supporting research, training and capacity-building.

Implementation Strategies:

9.2 The proposed National Broadcasting and Communication Authority, the Nigerian Press Council, in collaboration with relevant media training institutions shall:

- i. set up media/academia/government research working group/consortium;
- ii. develop research agenda on mass communication, policy issues, fund and undertake research activities;
- iii. disseminate research findings;
- iv. undertake training needs assessment in media, government, academia and civil society organisations;

- v. develop a mass communication policy specialisation at Master's degree level in appropriate institutions;
- vi. develop training programmes and modules for mass communication policy managers and professionals at various implementation levels;
- vii. create a Nigerian Consortium/Association and Think Tank for mass communication policy;
- viii. organise periodic symposia and public hearings on mass communication policy issues; and
- ix. establish a National Fund for Research, Training and Capacity-Building with regular contributions by government, the private sector, non-governmental organisations, donors and other professional bodies, to be managed by a Board of Trustees.