

Assessment of Nigerian International Broadcasting by Nigerians in Diaspora

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Abstract

International broadcasting is projecting an image of the country of broadcast to an external audience. The external audience comprise not just foreigners but also citizens of the host country who reside outside that country. The question then is, to what extent are Nigerian international broadcasters satisfying their country's citizens who reside in the Diaspora? This study sought to find out the assessment of Nigeria's international broadcasting by her expatriates; that is her citizens living abroad.

The survey methodology was employed in this research. The technique was purposive as only the responses of Nigerians who respond in the diaspora were sought. Questionnaire was used as the instrument of data collection. The questionnaire was uploaded online via the survey monkey for Nigerians residing in the Diaspora to respond to. There were 159 respondents but only 150 completely filled their questionnaires; these were analyzed for this research. Findings showed that majority of respondents (66.67) watch Nigerian international broadcasters on weekends, and most people (27%) watch news probably to keep abreast with happenings back home. About a third (37%) of the respondents watch Nigerian Television Authority (NTA) International and 53.3% assessed the programme quality as poor especially the pictures which are adjudged as lacking in professionalism. However, the respondents considered the information received from the stations they watch as credible. It is recommended that there should be improvement in the standard of professionalism of presenters so as to make the programmes more appealing to viewers as presentation is the window to the world. Funding is another crucial issue. When funds are available, programmes will be packaged better and more professionals will be employed to engender more viewership from the Diaspora.

Keywords: International broadcasting, external audience, International broadcasters, Expatriates

1. Introduction

Broadcasting is referred to as the dissemination of information to a large heterogeneous audience through the electronic media. Broadcasting over time has evolved into different forms covering its different functions such as educational broadcasting, public affairs broadcasting, community broadcasting and also international broadcasting. However, the focus of this study is on international broadcasting.

International broadcasting can be defined as broadcasting across national frontiers to a foreign rather than a domestic audience. It is a deliberate dissemination of broadcast messages to an audience outside the borders of the broadcast organizations territory. Douai (2009) citing Price (2003) suggests that international broadcasting is "the elegant term for a complex combination of State-sponsored news, information, and entertainment, directed at a population outside the sponsoring State's boundaries. It is the use of electronic media by one society to shape the opinion of the people and leaders in another (p. 72).

International broadcasting began as a mainstream initiative for many western nations public diplomacy effort. At inception, broadcast messages was disseminated using the Morse Code, but following experiments in the shortwave in 1925 from Eindhoven, western governments resorted to shortwave radio broadcast as tool to propagate its political and cultural ideals abroad. The first international broadcast took place in March 1927, with a Dutch shortwave radio broadcast for the Netherlands's colonies in the Dutch East Indies. In May 1931, France began broadcasting to its territories overseas, and in December the following year, the BBC began ten-hour daily English language broadcasts to its overseas dominions and colonies (Norihiro, 2009 p.25).

Early international broadcasting included but is not limited to: Radio Moscow, Vatican radio, Deutsche Welle, radio Free Asia, Voice of America (VOA), and British Broadcasting Corporation (BBC). However as time went by, international broadcasting began to experience transformations which challenged this hegemony. According to Gorman (2005), the development of satellite technology and the internet challenged this hegemony. It opened an avenue for international broadcasters such as: Al Jazeera, Press Television, and some from less developed countries (such as Nigeria) to present a non-Western perspective of the world, and the opportunity to present themselves to the world as they wish to be perceived.

It can be said that international broadcasting in Nigeria dates back to the establishment of the Voice of Nigeria (VON), in 1961 as the external service of the Nigerian Broadcasting Corporation (NBC) which later became the Federal Radio Corporation of Nigeria (FRCN).

Bamidele (2011) in his article asserts that on January 5, 1990, VON was taken out of FRCN by Decree No 15 of

May 14, 1991 with retroactive effect. The law guiding the removal of VON from FRCN stipulates that “the Corporation shall with the exclusion of any other broadcasting authority or any other body in Nigeria, be responsible for broadcasting externally, by radio, Nigeria’s view point to any part of the World”.

Furthermore, he adds that VON is the sole agency for international broadcasting in Nigeria and this can be said to be true for radio; but today in Nigeria there are television stations that broadcast to the international world and some of such are the Nigerian Television Authority which is the international broadcaster of the Federal Government of Nigeria for television, Africa Independent Television (AIT), Channels Television, Television Continental (TVC) among others.

On November 22, 2006, the Nigeria Television Authority (NTA) formally began international transmission and at the flag off ceremony, former president Olusegun Obasanjo described the event as a “landmark event that is bound to directly have impact on Nigeria's image worldwide and on the process of the nation's repositioning for the challenges of the emerging global divisions of power, labour, and opportunity” (<http://allafrica.com/stories/200611260081.html>).

One of the functions of the VON is that “the Corporation shall ensure that its services reflect views of Nigeria as a Federation and give adequate expression to the culture, characteristic, affairs and opinions of Nigeria” and also its presentation of news and programme shall enhance Nigeria’s foreign policy and image (*Economic Confidential*).

While it is true, as established, that international broadcasting is one of image-making and management of such image, wherein the broadcaster wants the global community to perceive his/her country in a positive way, the extent to which these Nigerian international broadcasters are satisfying their country’s citizens who reside in the Diaspora becomes an issue.

Statement of the Problem

Price (n.d.) asserts that international broadcasting can be justified as a means of projecting an appropriate image of the funding country so as to extend its influence, facilitate the acceptance of its foreign policies and, possibly, further its general economic and trade objectives. While this can be said to be true, what is the extent to which these international broadcasters are satisfying their country’s citizens who reside in the Diaspora?

Price (2002) further explains that just like commercial stations that take time to evaluate their audiences to ensure they are reaching them thereby achieving their goals, international broadcasters also have same role to play. He further explains that the British Broadcasting Corporation (BBC) and the Voice of America (VOA) usually evaluate the size of their audience, their demographics, and report the results to their legislators who determine whether they are performing adequately. They study the number of listeners, status, listening time, place, means etc.

The question then is how often do Nigerian international broadcast stations study their audiences and find out the extent to which they are meeting their objectives? This study therefore seeks to examine the assessment of Nigeria’s international broadcasting by her expatriates.

Research Questions

The study sought to find out the following:

1. What Nigerian international broadcaster(s) do Nigerian expatriates watch?
2. How often do Nigerian expatriates watch Nigerian international broadcast stations?
3. What type of program content do Nigerian expatriates view on these stations?
4. How do Nigerian expatriates rate the quality of programs and credibility of information received through these stations?

Theoretical Framework

This study was anchored on the Uses and Gratifications theory of mass communication. This theory explains that media audiences are active, choose and use the media the way they want for different purposes. The theory was propounded by Elihu Katz, Jay Blumler and Michael Gurevitch in 1974. As cited in Uses and gratifications Approach (n.d.), there are three objectives in developing uses and gratifications theory as follows: 1) to explain how individuals use mass communication to gratify their needs. “What do people do with the media” 2) to discover underlying motives for individuals’ media use 3) to identify the positive and the negative consequences of individual media use.

An explanation of the uses and gratifications theory asserts “that a media user seeks out a media source that best fulfils the needs of the user” (Communication Capstone, 2001). In relation to this study, it means that Nigerians in the Diaspora will only use media that fulfil their needs. Some of the needs of the audience are information, entertainment, withdrawal, personal identity, social integration among others. This then brings to fore the need for Nigerian international broadcasters to package their programmes no doubt for the foreign audience but also for citizens of the country who probably reside outside the shores of the country for different reasons.

For the audience choosing which media to use and what to use it for, means that there is an array of choices to make and thus the user will only choose a medium that suits his needs. This implies that Nigerians in the Diaspora would probably need to watch Nigerian stations sometimes to keep in touch with the home front as some foreign media might not capture events as much as it will be captured on the media from the home country. McQuail (1987 p.73) as cited by Chandler (1994) gives one reason for media use thus: he said it can be used for integration and social interaction. Some aspects under integration are gaining insight into circumstances of others; social empathy, identifying with others and gaining a sense of belonging, enabling one to connect with family, friends and society. This means that while a person might be away from the home country, he/she might still want to keep in touch with what is happening at home and thus be a part of everything. Such person could also want to identify with what is happening back at home thus having some sense of belonging that he/she is still very much a part of that community.

2. Literature Review

2.1 The concept of International Broadcasting

The essence of the establishment of international broadcasting was to foster government propaganda. According to Price (n.d.), international broadcasting began as a tool of image making and management whereby the broadcaster wants the global community to perceive them and their host country in a certain way.

As time went on, the medium was channelled to achieving other purposes of benefit to government, the broadcasters, and its target audience. According to George (1959) as cited in Norihiro (2009, p.23) international Broadcasting presents the best of the culture and ideas of the broadcaster, it presents world news objectively, it explains the broadcasting country's viewpoint on important world problems, and promote international understanding. Also according to Richter (2008 p.1), broadcast messages are disseminated to foreign publics in an attempt to bring about understanding of its nation's ideas and ideals, its institutions and culture, as well as its national goals and current policies. These messages are targeted at international audiences.

2.2 Audience of international broadcasting:

According to http://en.wikipedia.org/wiki/International_broadcasting, international broadcast audiences are classified into four major categories:

1. Expatriates: these are citizens of the broadcast country who reside outside the borders of their home countries such as: students, tourists, migrants, workers, missionaries etc. People always want to be kept abreast of what is going on in their various home countries no matter how far away from home. A lot of foreign media employ the use of international broadcasting as a means of alerting their nationals in times of trouble and also keep them up to date with happenings in their countries.
2. Journalists: journalists are always noising for news. They monitor international broadcasters for news information of interest in order to embark on critical analysis of the news.
3. Government: the government no doubt is a major target audience. Often times, governments utilize the international broadcaster to communicate messages to other governments as well as government officials such as: intelligence officers, diplomats, and ambassadors etc. Also, it enlightens foreign governments on various policies that are obtainable in a given country, explains the reason the society has taken certain decisions/actions, and disseminates its views on international affairs or on the events in particular parts of the world.
4. Business organizations: international broadcasting has become a major tool through which a country showcases its resources in order to attract foreign business investors. Messages are intentionally directed at this group of audience because their investments to a large extent will boost the economy of the society as well as foster international relationships amongst states. It is believed that international broadcasting will serve as a good platform for informing people about the culture, policies and opportunities obtainable in the originating country.

International broadcasting is one of the fastest ways to build contact. A lot of foreign and local players in the investment, academic, political, entertainment as well as sports sector, have been exposed due to the various spotlight programmes on them and it gives room for contact building on the international scene.

The audience of focus in this study are Nigerian expatriates, that is, Nigerians who reside in the Diaspora.

Functions of International Broadcasting

Groebel (n.d.) as cited by Richter (2008 pp.1&2) having conducted a comparative analysis of the international broadcasting of United States of America, Britain, Germany, and France, outlined the basic functions of international broadcasting as follows:

1. It serves as a gateway for accurate information in crises: international broadcasting encapsulates many of the conflicts and difficulties central to the need that one society may desire to shape the information space of another. There is the struggle to harmonize goals of 'objectivity' with the need to act as an effective instrument of propaganda, the potential split between advancing national

- policy and acting as a credible journalistic enterprise and the tension between promotion of favourable regimes and the nourishment of dissent (Price,2003 p.72). It also helps in peacekeeping, in times of conflict it can be used as a form of negotiation (Price, n.d.).
2. It provides compensation for the lack of media supply in underdeveloped regions: An increasing penetration of community radio into many regions provides a tool and platform for (local) community debate and dialogue and supports democratic processes within societies. International broadcasting is capable of playing the same role for regional and global communities. Broadcasters will be able to enter into partnerships with the local media, supply and exchange media content and enhance the intercultural dialogue.
 3. It projects the culture and language of a society: There are various cultures all over the world, and each has its unique mode of operation. So many people attach a lot of importance to their culture and there are certain rituals, taboos and instructions that guide the culture. International broadcasting could help solve contemporary challenges brought about by the need to bridge the gap in knowledge about other civilizations, cultures and societies that have entered into frequent contact with one another due to globalization. According to Richter (2008 p.3), international broadcasting aims to introduce topics and views from the home country to broaden a foreign public's agenda and to stimulate new perspectives. However, to reach this goal, the existing agenda must be complemented by topics that relate to regional interests and cultural concepts
 4. It offers a connection to the home country for fellow countrymen abroad: To maintain contact with a country's citizens travelling abroad or expatriates who have emigrated and share news from home as well as cultural programming.
 5. It enables the disseminating of social and political convictions, concepts and ideologies: To advance a nation's foreign policy interests and agenda by disseminating its views on international affairs or on the events in particular parts of the world (the Western media fulfils this purpose with intent).

Other functions include:

- International broadcasting motivates dialogue among peoples, brings about mutual understanding and respect, and the exchange of ideas.
- It affords the opportunity of portraying their nation in a positive, non-threatening way. This is often a calculated effort to encourage business investment and/or tourism to the nation.
- It combats the negative image produced by other nations, media or internal insurgents (such as rebels). Discuss foreign media portrayal of African states with highlight on Nigeria, as well as Boko Haram, Militancy sects as insurgents. Over time, Nigeria has always been on the forefront of criminal activities in the various news carried by foreign media, however with the help of international broadcasting and the birth of satellite/digital transmission, it has become easy for people to watch various other aspects of the Nigerian society. This helps to correct impressions on the various vices associated with Nigeria
- International broadcasting serves as a channel for educating people on various aspects of life as well as religious issues. One of the greatest problems we are encountering in the world now is caused by religion and misinterpretation of religion. International broadcasting can therefore serve as a means of enlightening people and educating them about religion.

Overview of International Broadcasting in Nigeria

Broadcasting in Nigeria began in 1932, when as part of an experiment by the British Broadcasting Corporation (BBC), Lagos was chosen as one of the centres in the British colony, to receive and re-transmit British Empire service signals from Daventry, England. This relay system of the BBC was replicated in mainly English-speaking West African countries and it succeeded in disseminating BBC news and programmes to many parts of the world (Open University of Nigeria, n.d. p. 28).

According to Udomisor (2013 p.1), the introduction of radio broadcasting in Nigeria was an experiment of the empire service of the British Broadcasting Corporation. One of its many tasks was to relay the overseas service of the BBC through wired systems with loudspeakers, a service which was then referred to as the "Radio Diffusion System" (RDS) which later became the Nigerian Broadcasting Service (NBS) in April 1951.

It was not until October 31, 1959 that television broadcasting began in Nigeria. Through the Act of the Western Region House of Parliament, Chief Obafemi Awolowo (the Premier of the Western Region at the time) established the Western Nigeria Television (WNTV) in Oyo State. The basic aim for the establishment of television in Nigeria was to utilize television programmes as a tool to enhance the educational sector by creating a medium to foster mass communication, improve upon the level and quality of the regional educational systems

that were then handicapped by the shortage of qualified teachers in certain subject areas (Uche 1989). It was later extended by a regional radio broadcasting service - Western Nigeria Broadcasting Service (WNTV-WNBS), (Folarin, 2000).

In 1962, the Federal Government established its television station; Nigerian Television Service (NTS) Lagos in co-ownership establishment with the NBC-International of America. It was later renamed Nigerian Broadcasting Corporation (NBC). However, through Decree 24, the federal government monopolized television ownership in Nigeria, and the NBC became the Nigerian Television Authority (NTA) as it is known today (Adegoju in Shafaei, and Najat, 2009 p.253).

International broadcasting in Nigeria began through radio broadcasting. According to Media Rights Agenda (2001 p.30), the Federal Radio Corporation of Nigeria (FRCN) had the exclusive responsibility of broadcasting beyond the borders of Nigeria. However, this right was nullified when the Voice of Nigeria (VON) was established under the Voice of Nigeria Corporation Decree No.15 of 1991 by the military government of General Ibrahim Babangida on May 14, 1991. In accordance with the provisions of sections 8(1), 8(2) and 29 of the Decree, VON had exclusive responsibility for broadcasting beyond the borders of Nigeria.

The advent of satellite broadcasting in Nigeria facilitated international television broadcasting in Nigeria. For one, the Nigerian Television Authority (NTA) was quick to get on the platform. The NTA which is seen as the mouthpiece of the government, through its NTA International (NTAi) broadcast began as a tool for the promulgation of government's viewpoints, and ideology in accordance with the provisions of its enabling law.

Following the deregulation of the broadcast industry in 1992, commercial broadcast commenced and now organizations such as African Independent Television (AIT), Silverbird Television (STV), Channels Television, and Television Continental (TVC International) strove to gain satellite broadcast presence. According to Akpan (2011), as at 2011, various Nigerian-owned television stations could be accessed on prominent satellite networks such as: Trend TV, My-TV, DaarSat, and NTA Star Times.

These satellite platforms are basically of two categories: Direct to Home (DTH) Pay TV which require a dish, and DVB-T (Terrestrial) which does not require a dish, making. Other digital satellite platforms on which Nigerian international broadcasters can be found are: DSTV (owned by Multichoice of South Africa, GOTV (also from Multichoice), StarTimes, BenTV (<http://www.naijatechguide.com/2010/09/cheap-satellite-cable-dth-pay-tv-multi.html>).

The internet has also made it easier for Nigerian radio stations to broadcast internationally. Notable stations such as: Cool 96.9 FM, Rhythm 93.7FM, Eko FM, and Radio Continental stream live broadcasts online.

3. Method

This study adopted the online survey research design. The questionnaire created for this study was posted online on www.surveymonkey.com for two months and the link was shared on various social media. Although a total of one hundred and fifty nine (159) respondents filled out the questionnaire, only one hundred and fifty (150) were considered as nine respondents reside in Nigeria. The data is presented in charts (bar and pie chart) and simple percentages.

Results and Discussion

Table 1: Distribution of respondents according to gender

Gender	Frequency	Percentage
(a) Female	65	43.33%
(b) Male	85	56.67%
Total	150	100%

Source: online survey (surveymonkey.com 2013)

Table 1 shows the total number of respondents who participated in the online survey for this study. Sixty-five (43.33%) respondents were female, while 85 (56.67%) respondents were male.

Table 2: Respondents country of residence

Country of Residence	Frequency	Percentage
United States of America	120	80%
United Kingdom	10	7%
Malaysia	5	3%
Canada	5	3%
Russia	5	3%
Ghana	5	3%
Total	150	100%

Source: online survey (surveymonkey.com 2013)

Table 2 shows that 120 (80%) respondents reside in USA, 10 (7%) respondents reside in the UK, while 5 (3%)

respondents reside in Malaysia, Canada, Russia, and Ghana respectively.

**Table 3: Nigerian international broadcast station(s) respondents watch
 n=150**

Variables *	Frequency	Percentage
African Independent Television	35	23.3%
Nigerian Television Authority Int'l	55	36.6%
Silverbird Television	10	6.7%
Channels Television	5	3.3%
AIT and NTA	45	30.0%
Total	150	100.0%

*Multiple responses allowed

Source: online survey (surveymonkey.com 2013)

The Nigerian international broadcast stations watched by the respondents are depicted in Table 3 above. Thirty-five (23.33%) respondents watch AIT, 11 (36.7%) respondents watch NTA, 10 (6.7%) respondents watch STV, 5 (3.3%) respondent watch Channels, while 45 (30.0%) respondents watch both AIT and NTA.

Table 4: Frequency with which respondents watch the identified Nigerian international broadcast stations

Variables	Frequency	Percentage
Daily	25	16.67%
Once a week	25	16.67%
Only on weekends	100	66.67%
Total	150	100%

Source: online survey (surveymonkey.com 2013)

Table 4 shows that 25 (16.67%) respondents watch Nigerian broadcast stations daily and once a week respectively, while 100 (66.67%) respondents watch Nigerian broadcast stations only on weekends.

Table 5: Reasons why respondents watch these broadcast stations

Responses *	Frequency	Percentages
For and political awareness	40	26.7%
For cultural enlightenment	35	23.3%
For news	25	16.7%
For political awareness	15	10.0%
For entertainment	10	6.7%
All of the above	25	16.7%
Total	150	100.0%

*Multiple choices allowed

Source: online survey (surveymonkey.com 2013)

In Table 5, the various reasons proffered by respondents for viewing the Nigerian broadcast stations are shown. These included cultural enlightenment (23.3%), news (16.7%), political awareness (10.0%) and entertainment (6.7%). Furthermore, additional 26.7% and 16.7% also watched for a combination of reasons ranging from news and political awareness to news, entertainment, political awareness, and cultural enlightenment respectively. Table 6 shows that 35 (23.3%) respondents watch sports and movies respectively, 15 (10.0%) respondents watch news, 10 (6.7%) respondents watch musicals only, while 40 (26.7%) respondents watch a combination of sports and news, and 10 (6.7%) respondents watch music and movies, while 5 (3.3%) respondents watch all of the available options.

Table 6: Program contents respondents watch

Variables *	Frequency	Percentages
Sports	35	23.3%
Movies	35	23.3%
News	15	10.0%
Musicals	10	6.7%
Sports and news	40	26.7%
Music and movies	10	6.7%
All of the above	5	3.3%
Total	150	100.0%

*Multiple responses allowed

Source: online survey (surveymonkey.com 2013)

Table 7: Respondents assessment of the program quality and reliability of information disseminated on the identified Nigerian international broadcasters

<i>n=150</i>		
Variables	Frequency	Percentage
Assessment of Program Quality		
Excellent	0.0	0.0%
Good	25	16.7%
Fair	45	30.0%
Poor	80	53.3%
Assessment of reliability of Information		
Credible	85	56.7%
Fairly credible	40	26.7%
Not credible	25	16.7%

Source: online survey (surveymonkey.com 2013)

Respondents' assessment of the quality of programs aired and reliability of information disseminated on the Nigerian International broadcast stations are depicted in Table 7. None of the respondents thought that the quality of these programs was excellent with slightly more than half (53.3%) of the respondents rating the quality of programs as poor. However, 30.0% and 16.7% rated them as fair and good respectively. On assessment of the reliability of information disseminated, 85 (57%) respondents assess them as credible, 40 (26%) as fairly credible, while 25 (16.7%) respondents thought they were not credible.

The research questions findings are summarized below:

1. What Nigerian international broadcaster(s) do Nigerian expatriates watch?

As stated in Table 3, 35 (23.33%) respondents watch AIT, 55 (37%) respondents watch NTA, 10 (7%) respondents watch STV, 5 (3%) respondent watch Channels, while 45 (30%) respondents watch both AIT and NTA. This shows that most respondents watch NTAi. Thus, conclusively, the study showed significantly that 37% (thirty-seven percent of Nigerians in Diaspora watch Nigerian Television Authority International.

2. How often do Nigerian expatriates watch Nigerian international broadcast stations?

As shown in figure 2, 25 (16.67%) respondents watch Nigerian broadcast stations daily, 25 (16.67%) respondents watch Nigerian broadcast stations once a week, while 100 (66.67%) respondents watch Nigerian broadcast stations only on weekends. This shows that more respondents watch these stations on weekends.

3. What type of program content do Nigerian expatriates view on these stations?

Table 4 shows that 35 (23.33%) respondents watch sports, 35 (23.33%) respondents watch movies, 15 (10%) respondents watch news, 10 (7%) respondents watch musicals, 40 (27%) respondents watch sports and news, 10 (7%) respondents watch music and movies, while 5 (3%) respondents watch all of the above. This shows that respondents watch different programmes on these stations.

4. How do Nigerian expatriates rate the quality of programs and credibility of information received through these stations?

Table 5 shows how respondents rate the program quality of these broadcasters. The table shows that no respondent rated the program quality on Nigerian international broadcast stations excellent, 25(17%) respondents rated the program quality as good, 45 (30%) respondents rated the program quality fair, while 80 (53.33%) rated the program quality poor.

In table 6, 85 (57%) respondents assess the reliability of information disseminated by Nigerian international broadcaster as credible, 40 (26%) respondents assess the reliability of information as fairly credible, while 25(17%) respondents assess the reliability as not credible.

5. Conclusion

This study sought to find out how Nigerian expatriates assess Nigeria's international broadcasters. It was discovered that Nigerian international broadcasting and broadcasters are filling a void in the information need of its residents abroad. It was clearly indicative that Nigerians in Diaspora value news about their home country and happenings on the socio- economic and cultural areas of life. In this regard, more than a third of the respondents (37%) watch Nigerian Television Authority (NTA) International which on a sectoral ranking, is adjudged the largest Television network in black Africa. . Majority of the respondents watch Nigerian international stations on weekends. Majority of the respondents assess the quality of the programmes on these stations as poor. Majority with 57% are of the opinion that the reliability of information disseminated by Nigerian international broadcasters are credible.

6. Recommendations

Based on the findings from this study, we recommend that more professionals should be featured on these stations to appeal to the foreign audiences. Their programmes should also be packaged well since the stations are like image makers of the host country. This probably brings the issue of funding to play as more funds could assist to package and produce better programmes. This also means that when these stations have more appealing programmes there would be more viewers and Nigerians in the Diaspora would be more attracted to the stations.

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