

OUR MISSION

To inform educate and entertain through the creation and maintenance of broadcast outfits that will serve as models in Nigeria and Africa in terms of Standards, Professionalism and Character.

OUR VISION

To be an impartial, credible, creative, and digitized medium in the forefront of Nigeria's National Development, Unity and Progress

QUOTABLE QUOTE

Radio news is bearable. This is due to the fact that while the news is being broadcast, the disk jockey is not allowed to talk.-
Fran Lebowitz

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RADIO CONNECT

e-newsletter of the **FEDERAL RADIO CORPORATION OF NIGERIA (FRCN)**

Marketing Job in the Past not Obtainable Now!



Mr. Mike Tokula joined the Federal Radio Corporation of Nigeria, (FRCN) on the 1st of April 1992 about 27years ago. Mr. Tokula as popularly addressed became the Deputy Director Marketing on the 21st of January 2015.

There is also need to have what will enhance clarity of signals all over the stations, another challenge has to deal with having to ensure that all that is needed for effective output should be provided e.g. there is just one car for 30 staff of Marketing Department, and when it breaks down it becomes a major challenge.

He pointed out on the need to motivate staff for effective contribution in terms of revenue generation.

In training, we are doing all we can in-house, to ensure that as many as would want to learn are being encouraged to be part of ensuring continuity in the corporation. I am very confident that two or more staff are eligible enough to fit in.

His leisure, Mr. Tokula said he goes to church and also visits friends, families and sometimes relaxes at home.

Ag GM Canaan City FM Bows Out

Veteran Radio Nigeria Reporter Mr Okokon Ukpnyang takes a bow from active service.

Mr Ukpnyang was once a Head of News and later as Acting General Manager of Canaan City FM, Calabar, South South Zonal Station.



Adios Sir!

Responding to a question on challenges faced in the job, he said, marketing job challenges are the same everywhere especially in this era of so many private radio stations competing at ensuring maximum revenue generation. He explained that the competition are not on the same level ground as the new private radio stations came with new and digital equipment while FRCN is still battling with old equipment and struggling to meet up with the demands.

Speaking about marketing job generally, he said "certainly you can't completely say that marketing is what it used to be in the past because there are so many dynamics that have played in overtime". The industry being deregulated sometime in 1990 and so many things has happened between then and now. He pointed out that marketing job in the past is not what is obtainable in the present.

Talking about his contribution to the organization, Mr. Tokula said, having spent about 27 years in service, he have the task of ensuring that he improve on Human Resources base of the staff in effective job performance and place management on the position to be more proactive in terms of the opportunities that they have in view of the ongoing competitions among the other private stations. And on revenue, with revenue generation being the primary business in marketing, to a large extent, "I have made some good and positive contributions and still work in progress".

The DDM highlighted some of the challenges faced in the organization and proffer some solutions that can tackle them. And one of them is epileptic equipment, which makes it difficult to broadcast effectively the way it should.

Nasarawa Govt to Strengthen Collaboration with Radio Nigeria

Nasarawa State Government says it will continue to strengthen its collaboration with Federal Radio Corporation of Nigeria, FRCN as a major outfit in entrenching peace and development. Chief Press Secretary to the State Governor Mallam Ibrahim Addra stated this during a courtesy

Nasarawa State Government says it will continue to strengthen its collaboration with Federal Radio Corporation of Nigeria, FRCN as a major outfit in entrenching peace and development. Chief Press Secretary to the State Governor Mallam Ibrahim Addra visit to the Zonal Director, FRCN, Mallam Haruna Idris in Lafia.

Mallam Ibrahim Addra said Governor Abdullahi Sule's Administration is anchored on industrialization, job creation and sustainable peace which according to him, could be achieved through a robust synergy with reputable media organizations like the Radio Nigeria.



He called on FRCN to sustain its leading role in unbiased, balanced and objective reportage that has made the organization a reference in Radio Broadcasting.

Mallam Ibrahim Addra applauded Radio Nigeria for consistently showcasing Nasarawa State to the outside world through its people-oriented quality broadcasting.

The Zonal Director FRCN, North Central, Mallam Haruna Idris assured the Chief Press Secretary of the Corporation's unwavering service delivery to enhance unity and development of the zone.

Mallam Haruna called on state governments in North Central Geopolitical Zone to take advantage of the variety of programmes and the newly created online broadcast and news platforms for FRCN North Central Zone to enlighten the people on their activities. The Chief Press Secretary and his entourage were later taken round the office complex of the Corporation by the Zonal Director.

Due to the negative impact of Covid-19, Media practitioners have been advised to adapt timely, be creative, think outside the box and embrace partnerships to achieve desired goals.

This was the position of resource persons at a two-day workshop with the theme "Rebranding The Brands in Journalism" held at the NUJ FCT Council's Secretariat, Abuja.

Speaking on the theme: "Coping with Challenges in today reporting as we observe Covid-19 protocol, a former Chairman of the NUJ FCT Council, Mr. Amos Duniya, urged Journalists to be proactive and devise better means of carrying out their jobs.

The Chairman, NUJ FCT Council, Comrade Emmanuel Ogbeye advised the participants to take advantage of the opportunity and equip themselves with necessary digital tools for effective Reportage.

He urged media practitioners to place safety first by reporting the news and not be the news.



Journalists were also advised to carve a niche for themselves, be strategic, seek knowledge, and have the right mindset, be courageous and resilient in order to build successful careers.

The participants commended the leadership of NUJ FCT Council for its various activities aimed at empowering Journalists and urged them to sustain the efforts.

