

AN ASSESSMENT OF THE ROLE OF RADIO *HADIN KAI* IN PROMOTING PEACE IN BORNO STATE

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Abstract

This study assess the role of Radio Hadin in promoting peace in Borno state. The objectives of the study are to: identify how-Radio Hadin-Kai promotes peace in Borno state, examine the perception of listeners regarding the stations' role in the promotion of peace and security in Borno State and identify the challenges of Radio Hadin-Kai in promoting peace. The study adopted a mixed-methods approach, using questionnaires and interviews to collect data from 303 respondents, including staff and listeners of Radio Hadin Kai. The findings indicates that Radio Hadin Kai plays a significant role in disseminating accurate and reliable information on peace related issues, challenging the narratives of the insurgents, and providing psychosocial support and empowerment to the listeners. The findings also indicated that some of the challenges and limitations of the radio station includes, security threats, technical issues, and audience feedback mechanisms. The study concludes that Radio Hadin Kai is pivotal in promoting peace in Borno State through its diverse and comprehensive programming. It achieves its objectives by scrutinizing the roles of the radio station in peace promotion and audience engagement The study recommends among others that Radio Hadin Kai should enhance its programming contents and quality, diversify its sources and partners, and strengthen its interaction and collaboration with the audience and other stakeholders.

Keywords: Media, Radio *Hadin Kai*, Conflict Prevention, Promoting Peace

SECTION I: Introduction

The media, especially radio, has a growing global influence that helps to resolve conflicts and promote peace. As a result, several nations experiencing conflict have tried to use the media's influence for good. For example, when studio Ijambo was established in 1995 in Burundi, a group of twenty journalists from Hutu and Tutsi ethnic groupings started initiatives to support communication, peacemaking, and harmonious cohabitation. This made it possible for the two tribes to find a point of agreement over the strife that was plaguing Gilboa (2002). Whether privately or publicly owned, the media is vital to global civilization. As a powerful social institution, the media molds public perceptions and opinions so that people might understand reality in particular ways. Therefore, the media,

acting as a gatekeeper, sets the agenda for public discourse by sifting crucial topics in an effort to preserve a diversity of opinions McCombs (1994).

The first peace media outlet to appear in the region was Radio Hadin Kai (108 FM), originally known as Radio Zaman Lafiya, Lafiya Dole, a military radio station founded in 2015. The military-funded radio station, which was a part of the counter-insurgency and counter-terrorism in that affected the area, was used as a tool to improve military-civilian ties and inform the population about the value of peace. Since its founding, the radio station has consistently changed its name to reflect the new name of the operations in the northeast. Given that the Chief of Army Staff changed the operational nomenclature of the Theater, this is not out of the ordinary. Historically, Lt. Gen. Ihejirika ran the radio station under the name Zaman Lafiya. Then, with its headquarters located in Maiduguri, the then-Army Chief Lt Gen Buratai formed the Theatre Command Operation Lafiya Dole.

The concerns about the radio station's condition following the end of the Boko Haram insurgency are heightened by the name change. Two issues are raised by the creation of the security radio station: military control over insurgency information and the military's narrative, which aims to correct misinformation or underreporting of security events in the Northeast (Yusuf; Liman & Ibrahim, 2022). Restoring stability and peace to Maiduguri and the wider Northeast is the goal of Radio Hadin Kai. The majority of its programs, which focus on security-related issues, incorporate this goal. Additionally, they cover a wide range of topics related to human life, including enlightenment, entertainment, sports, women's and youth empowerment, health, and religion. Approximately 50% of Radio Lafiya Dole's phone-in programs are designed to get viewers involved in the conversation. It transmits its shows in Kanuri, Hausa, and English. Owolabi (2021): Some are created internally, while others come from BBC Action Media and Armed Forces Radio Abuja, sister stations. As an example Soja Birgiman Hankaka, behind a bullet (VOA & Armed Forced Radio)

The radio station's target audience has always been all Maiduguri residents. Vulnerable civilians who might be recruited by members of the group are among the primary targets. The radio station broadcasts in the Borno state's local government areas of Gubio, Jere, Konduga, Mafa, Magumeri, and Maiduguri. This is somewhat explained by its transmitter's capability, (Yusuf, 2023, Personal communication) This study was necessary because of the station's establishment. Thus, the essence of studying the role of radio *Hadin Kai* in promoting peace in Borno State is essential for harnessing its potential as a tool for conflict prevention, reconciliation and fostering a culture of peace in societies around the world. It is against this background that the study is undertaken to assess the Role of Radio *Hadin Kai* in Promoting Peace in Borno State, despite challenges impose by *Boko haram* insurgency in the state.

SECTION II: Literature Review and Theoretical Framework

Conceptualization of Terms

Concept of Media

Media is one of the medium of communications that have brought the world into one single unit. As the word media derives from the Latin medium that means in the middle. The media refers to traditional mass communication system and content generators as well as other technologies for mediated human speech. This would include traditional publishing (newspapers, periodicals, or books), traditional electronic media (broadcasting, broadband, cable, or satellite), motion pictures, video gaming, recorded music, advertising, and adaptations of the Internet for any of these media (Hoag 2008). Information and messages are transferred from the sender to the receiver through a certain channel, known as media. In the form of a spoken, written, or printed word or any sign, medium is what conveys a meaning. These could be coded in the form of electronic message. Besides this scientific understanding of the concept of media, there is a current common parlance of it, as a process or instrument designed to reach a large number of consumers as audience, readers, or viewers. In the common parlance, "media" and "mass media" are used almost interchangeably. The term "media" was first used with the advent of newspapers and magazines (Pushparaj 2014). The media works as the tools that publicize information and entertainment to a large and vast number of populations. A number of Internet based newspapers, journals, and periodicals have already made their presence felt (Kumar 2008). The web newspapers are becoming increasingly popular. And the net editions of almost all the major newspapers are as popular as their print editions. Mass media have helped in creating social awareness and have also provided people with an easy way of living life (Rajan 2011).

Concept of Peace

Peace, according to Galtung (1967), also touches on the idea of law and order. That is, a planned social structure that can be achieved by using force or by threatening to use it. This idea, however, does not downplay violence; rather, it establishes guidelines and specifies penalties in order to bring about and preserve peace. There is also the concept of "negative peace," which defines peace as the absence of any antagonism that is mutually agreed upon. It is significant to note that this simply rules out the possibility of intentional violence occurring between nations or groups; it does not take into account the necessity of sporadic uprisings, protests, marches, etc. Conversely, "positive peace" refers to a state of order that is engendered by respect for the range of human socio cultural experiences. Minorities are safeguarded, and equality of rights, equity, justice, guided liberty, and freedom are all guaranteed. It is a social condition in which diversity of culture, ethnicity, ideas, and religion is valued. Cooperation and integration may therefore be traits of peace in international relations (Galtung, 1967; Scherrer, 2007).

Role of media in Promotion of Peace

Various scholars have divergent views on the role of the mass media in conflict situation Nwosu (2004) posits that:

"The mass media are Considered to be very important in conflict management because they are information merchants, conduits or earners of various shades and color of information. And in times of conflict or even wars adequate or inadequate management of information is considered to be critical factor in the emergence, escalation or reduction of tension at various levels. Tension, depending on how they are managed, can determine the end or continuation of conflict"

Nwosu's position implies that the media can sometimes be used to incite violence as well as promote peace. This aligns with Batta's (2009) assertion that mass communication medium possesses the ability to disseminate knowledge regarding peace and conflict resolution. They have the power to raise consciousness about conflict and its resolution and to influence attitudes and perceptions of it. The public's behavior in regards to maintaining peace and settling conflicts can also be influenced by the mass media.

According to Broome (1993), the mass media has the ability to promote harmony by uniting previously disconnected segments of society. Broome also demonstrates the ability of the media to mediate; mediation is an impartial, objective method that aids parties in conflict in coming up with their own solutions. It is possible to argue that the media is promoting peace in society if it helps mediate conflicts between individuals. This supports Galtung's (1997) assertion that peace journalism is centered on issues of peace, truth, people, and solutions.

Galtung goes on to add that peace journalists actively choose to promote peace because they see it as the only sincere alternative to a violent agenda. The peace notebook humanizes all parties involved in the conflict and is ready to record lies, pain, and parties' initiatives for peace. According to Benvenuti (2003), the key to successful mediation is to place both parties in a setting where they may empathically listen to one another. In order to manage conflicts without resorting to violence, effective communication is crucial. Communication is an inexpensive, non-adversarial method. preventing and denying parties to a dispute access to conflict situations When there is a breakdown in communication, the parties may engage in more complex arguments that are difficult to resolve. A lot may be accomplished through conversation.

Mohamme (2018)The media has the power to alter people's information environments by enhancing or changing their foundational knowledge and altering the recipients' perceptions. In order to improve the public's comprehension of the main concerns, the media can intentionally frame events in crisis zones. By dispelling misunderstandings held by all parties, the media can be utilized to re-educate the public. Their change of perspective is a step toward preventing and resolving additional disputes. Sandra (1997) said. In order to establish a favorable environment for talks, media events might be used at the start of the process to boost confidence, facilitate discussions, or end diplomatic deadlocks. The public's support for cements may be mobilized and promoted by the media events (Howard, 2003).

Like most media, the Nigerian media contributes fourfold to any peace effort. They first assist in identifying the political context of the peace process. Second, the media actively shapes the tactics and actions of the parties involved in the dispute. Third, the discourse surrounding peace is significantly shaped by the media. Fourth, public legitimacy of the parties participating in the peace process can be strengthened or weakened by the media (Hattotuwa, 2002).

In every hotspot or crisis region that has been covered, the Nigerian media has consistently acted as a mediator and champion for the sake of peace rather than endorsing such problems. During the 2001 Tiv/Jukun dispute, the Vanguard newspapers launched an inquest page where the Tiv and Jukun present their case to the public in an effort to mediate peace through conversation. In this case, the knowledgeable citizen is the final arbiter (Igyure, 2008).

According to Igyure, the Nigerian media responsibly reported both the Rivers State Truth and Reconciliation Panel of Joshua Kayode Esho as well as the proceedings of the Oputa Panel of 2000. By doing this, the media aim to lessen the power of groups that support violent, divisive, or exclusive agendas. In order to overcome the significant obstacles in the areas of human security and the economy, the media also assists civil society organizations, the government, and international organizations in bolstering national self-confidence and the social fabric of those displaced by conflicts.

Oboh (2008) asserts that the Nigerian mass media was not effective in resolving politically motivated crises since the majority of journalists supported the limited interests of the proprietors, who were also politicians, throughout those crises. Oboh claimed that if it weren't for the careless media coverage of religious issues, the majority of the country's problems particularly the religious ones that have beset Nigeria would have been inevitable. The Nigerian press is divided along ethnic, regional, or sectoral lines, with each side defending and upholding their "kin."

Theoretical Framework

Uses and Gratifications Theory

Katz, Blumler, and Gurevitch (1974) developed a hypothesis that explains how and why people look for and consume particular messages from particular media to meet their requirements. Theorists contend that the theory tends to address issues like "why do people use the media?" and is audience-centered. Why do they employ them? It's well recognized that a lot of individuals utilize the media to meet demands like learning new things or finding specific information, as well as needs for companionship, amusement, relaxation, and escape from everyday life. Blumler and Katz contend, however, that the theory is predicated on the idea that audiences actively receive media messages rather than passively, and that they actively participate in the interpretation of media messages in order to assist them satisfy their needs and desires. This implies that in order to guarantee that the contents or information they convey to consumers fulfill and satisfy their wants, the media must make sure they are competitive and conduct thorough research.

This theory is relevant to the study since the call-in peace program's audiences are looking for knowledge to assist them deal with the political, social, and economic issues that lead to conflicts. The listeners are motivated to join in the call-in program to ask questions, have discussions, and voice their opinions because they find the information and messages from the show to be satisfying. Because they know that this is a local publication that focuses more on promoting peace, the audience prefers the radio shows. The listener can choose the radio station that best suits their needs from among the several that they offer. As a result, the audience gives the choices careful thought. This idea was applied in order to ascertain how the peace program affected harmonious cohabitation.

Many of the respondents, for instance, stated that the program had contributed to the communities' increased ability to take part in coming up with answers to their own problems. This indicates that the initiative has been successful in addressing the communities' needs. Additional needs addressed by the program were mending through teaching national and Christian values through the peace messages and offering hope to the people. Because of the media's extremely limited influence over them, it views media audiences as active rather than passive. Furthermore, Wimmer and Dominic (as cited in Asemah, 2011) added that:

U&G theory centers on the audience views of media. It examines how people use the media and the gratification they seek to and derive from their media behaviours. Mass media researchers that employ U&G theory assume that media audiences are aware of and can articulate their reasons for consuming various media contents. It propounds the fact that people choose what they want to watch, read or listen.

People utilize media for a variety of needs (cognitive, surveillance, and informational), according to McQuail (2010). People can obtain knowledge and information about pertinent events and conditions occurring in or outside of their immediate environment, for example, by using radios. This will enable them to feel more secure and at ease, particularly during or after the occurrence of an unfortunate situation. According to the hypothesis, people use media for a variety of purposes. Thus, the purpose of this study is to determine whether study participants use radio to promote peace.

SECTION III: Methodology of the Study

Research Design

This research use the mixed methods design and is a thorough approach to collecting and examining both qualitative and quantitative data. The quantitative element of the study focuses on analyzing the effects of positive or negative connections between independent factors on the dependent variable for research participants in the study area. Similarly, qualitative data was used to explore the central issue/phenomenon for the participants in the study area.

Source of Data

For the purpose of this study, data was generated from both primary and secondary sources. The primary source was obtained from questionnaire administered to Radio Hadin Kai listeners while secondary data was from official documents such as quarterly/annual reports, bulletins, as well as journals, academic articles, magazines, newspapers, and online materials.

Population of the Study

The population can be distinguished into two categories: the listeners of Radio Hadin Kai, more precisely the group of listeners referred to as "Kunhiyar Afadi Alheri ko Ayi Shiru," and the personnel of Radio Hadin Kai. One thousand two hundred and fifty-eight (1258) people make up the entire population, which includes both of these separate groupings (BORLA,2023)..

Sampling Technique and Sample size

The study employed stratified random sampling, dividing the population into two distinct strata: the audience of Radio *Hadin Kai* ("*Kunhiyar Afadi Alheri ko Ayi Shiru*") and the staff of Radio *Hadin Kai*. Proportions for each stratum in the total population were determined, and sampling quotas were allocated accordingly.

Sampling from Each Stratum was done using random selection methods to ensure proportional representation. Random sampling techniques were applied within each group. Audience members were randomly chosen from the "*Kunhiyar Afadi Alheri ko Ayi Shiru*" association, while staff members were randomly selected from various departments or roles within Radio *Hadin Kai*.

The sample size for the study was determined using Yamane's formula (1967), ensuring that sample sizes were sufficient to yield statistically significant results. The Lottery method was utilized to select participants, where each member's name was written on a slip of paper and placed into a container. Names were drawn from the container without bias until the required sample size was reached. This approach ensured that every individual in the population had an equal chance of being selected, thereby mitigating bias in the sample selection process. To determine the appropriate sample size from the population of 1,250, the study applied the Taro Yamane formula, as outlined by Yamane (1967), employing proportionate sampling. The formula is presented below:

$$n = \frac{N}{1+N(e)^2}$$

where;

n= Required Sample Size

N= Population of the Audience

e=Level of significance (5%)

Therefore

$$n = \frac{1250}{1 + 1250 (0.05)^2}$$

$$n = \frac{1250}{4.125}$$

$$n \approx 303.03$$

Approximately= 303

Base on this formula the sample size for this study is **303**.

SECTION IV: Data Presentation Analysis and Discussions

Data Presentation

Data collected were categorized into two sections. Section A presented the responses on Demographic Information of Radio *Hadin-Kai*' Listeners; section B presented the analysis of the responses on the Roles of Radio *Hadin-Kai* in promoting peace in Borno State; Also Semi-Structured Interview were conducted with the 8 staff of the Radio *Hadin Kai* in the same way, secondary data were obtained from the available documents, journals and literature which were triangulated to support the analysis.

Data Analysis

Table 1: Demographic Information of Radio *Hadin-Kai*' Listeners **n = 303**

Variable	Categories	Frequenc y	Percentage (%)
Gender	Male	151	49.8
	Female	152	50.2
Age	Under 25	28	9.2
	25-34	60	19.8
	35-44	61	20.1
	45-54	66	21.8
	55 and above	88	29.0
Occupation	Student	91	30.0
	Employed	106	34.9
	Unemployed	106	34.9
Total		303	100.0

Source: Field Survey, 2024

The demographic information of Radio *Hadin-Kai*'s listeners reveals a balanced gender distribution, a predominance of older adults, and a diverse range of occupations. These insights can help the station tailor its content and outreach strategies to better serve its varied audience, ensuring that it continues to meet the needs and interests of its listeners.

Table 2: Frequency of Listening to Radio *Hadin-Kai* n = 303

Categories	Frequency	Percentage (%)
Daily	88	29.0
Weekly	60	19.8
Monthly	61	20.1
Rarely	66	21.8
Never	28	9.2
Total	303	100.0

Source: Field Survey, 2024

A significant portion of the audience engages with Radio *Hadin-Kai* regularly, a substantial percentage also listens infrequently or not at all. Understanding the reasons behind these listening habits could help the station tailor its content and outreach strategies more effectively. For instance, those who listen rarely or never might be reached through targeted marketing campaigns or by expanding the variety of content to appeal to broader interests. Additionally, the station could explore why nearly 9.2% of the respondents never listen and address any barriers to access or engagement.

Overall, these insights are valuable for Radio *Hadin-Kai*'s strategic planning, helping to enhance audience engagement and expand its listener base by addressing the diverse listening habits and preferences of its audience.

How Radio *Hadin Kai* Promote Peace in Borno State

Table 3: How Radio *Hadin-Kai* Promote Peace in Borno State

S/N	Question	Strongly Agreed	Agreed	Undecided	Disagreed	Strongly Disagreed	Total
1.	Radio <i>Hadin Kai</i> restores stability and promotes peace in Borno state.	112(36.9%)	121(39.9%)	0(0.0%)	65(21.5%)	5(1.7%)	303(100.0%)
2.	Radio <i>Hadin Kai's</i> programs effectively contribute to conflict resolution and peace-building in	212(69.9%)	82(27.1%)	0(0.0%)	3(0.9%)	6(1.9%)	303(100.0%)

	Borno state.						
3.	Radio <i>Hadin Kai</i> influence peace and understanding among different communities in Borno state	117(38.6%)	154(50.8%)	6(1.9%)	18(6.1%)	8(2.6%)	303(100.0%)
4.	Radio <i>Hadin Kai</i> addresses the root causes of conflict and extremism in Borno state effectively	194(64.0%)	92(30.4%)	0(0.0%)	11(3.6%)	6(1.9%)	303(100.0%)
5.	There is positive change in the community that listen to Radio <i>Hadin-Kai's</i> content on peace and unity.	98(32.3%)	164(54.1%)	0(0.0%)	32(10.6%)	9(2.9%)	303(100.0%)

Source: Field Survey, 2024

The data illustrates that a substantial majority of respondents hold positive views on Radio *Hadin-Kai's* role in promoting peace, stability, and conflict resolution in Borno State. There is strong support for the station's influence on community understanding and addressing the root causes of conflict and extremism. However, a minority of respondents express skepticism or disagreement, highlighting areas where the station might enhance its outreach or communication strategies to address these concerns. Supporting the quantitative findings above are Semi-Structured Interview held with Staff of Radio *Hadin Kai*:

Respondent 1 (**Radio *Hadin-Kai* Staff**): emphasizes the role of Radio *Hadin Kai* in promoting peace in Borno State through its diverse programming. Specifically, programs like "Beyond Bullets Road Map to Peace" and "*Matasa A Yau*" are highlighted for their contributions to fostering understanding and countering extremist ideologies. Additionally, initiatives such as the "*Hattara Dai* with NDLEA" address societal issues like substance abuse, indirectly strengthening community resilience against potential threats.

Respondent 2 (**Radio Hadin-Kai Staff**): underscores the importance of programs like "*Koken Mai Sauraro*" and "*Harshenka Alkalinka*" in addressing public concerns and debunking misinformation, respectively. Moreover, the strategic placement of security jingles and the "Week in Review (News)" program are noted for their role in creating a well-informed and vigilant community capable of countering insurgent narratives.

Respondent 3 (**Radio Hadin-Kai Staff**): highlights programs like "*Goro Zumaye*" and "*Mukulada Lafiyarmu* (Health Programme)" for fostering open dialogue and promoting community well-being, which indirectly contributes to peace. Moreover, the "Opening Station/programme Parade/Security Jingles" at the beginning of each day and the "Weekend Discussion" program are mentioned for their role in establishing a continuous counter-narrative against insurgent ideologies.

Respondent 4 (**Radio Hadin-Kai Staff**): emphasizes programs like "Entrepreneurship Skills on Saturday" and "Nigerian Daily / Najeria A Yau" for promoting economic empowerment and keeping the community informed, respectively. Additionally, the "*Bigiman Hankaka* (Updates on Armed Forces Operations)" program is recognized for its role in engaging the public and fostering trust in security efforts.

Respondent 5 (**Radio Hadin-Kai Staff**): points out the significance of programs like "*Zamantakewa*" and "*Noma Tushen Arziki*" in addressing social issues and promoting economic empowerment, respectively. Furthermore, initiatives like the "*Titimiyo* (Kanuri Story Telling Prog)" are noted for preserving cultural identity and resilience against external influences.

Respondent 6 (**Radio Hadin-Kai Staff**): highlights programs like "*Gaisuwa Komai Nisan Dare* (Updates on Armed Forces Operations)" and "*Tarihin Magabata*" for their role in promoting community awareness and fostering historical discussions. Moreover, initiatives like the "*Mushakata*" program contribute to cultural preservation and indirectly promote peace.

Respondent 7 (**Radio Hadin-Kai Staff**): emphasizes the role of programs like "Nigerian Army Morale Songs" and "Issues of the Week (Weekend Discussion)" in promoting community cohesion and fostering critical thinking. Additionally, initiatives like "*Mufti Menk*" and "Christian Time" contribute to religious inclusivity and interfaith harmony, essential elements in maintaining peace.

Finally, respondent 8 (**Radio Hadin-Kai Staff**): underscores the importance of programs like "*Mukulada Lafiyarmu* (Health Programme)" and "*Hattara Dai* with NDLEA" in promoting community well-being and tackling societal issues. Moreover, initiatives like "Weekend Discussion" and "Christian Time" foster informed dialogues and interfaith understanding, contributing to a peaceful and united community.

Summary of Findings

Radio *Hadin Kai's* programming schedule serves as a cornerstone in advancing peace in Borno State, actively involving the community, ensuring accurate information dissemination, and tackling root issues. Key programs such as "Beyond Bullets Road Map to Peace," *Harshenka Alkalinka* (Fight Against Fake News in Society), and *"Koken Mai Sauraro"* (Public Complains) contribute significantly to fostering resilience, promoting economic empowerment, and instilling positive values. These initiatives underscore the station's dedication to inclusivity and the overall well-being of the community.

1. Radio *Hadin Kai's* diverse range of programs plays a pivotal role in the peace-building efforts within Borno State. Through initiatives like the "Beyond Bullets Road Map to Peace," active engagement with youth, addressing public concerns via *"Koken Mai Sauraro"* (Public Complains), and partnerships with organizations like NDLEA, the station directly contributes to peace promotion. Moreover, by fostering community involvement, cultural appreciation, and providing security updates, the station employs strategic measures to enhance peace. Overall, Radio *Hadin-Kai's* comprehensive programming stands as a vital catalyst for nurturing understanding, unity, and peace in Borno State.

SECTION IV: Conclusion, and Recommendations

Conclusion

The study concludes that Radio Hadin Kai is pivotal in promoting peace in Borno State through its diverse and comprehensive programming. It achieves its objectives by scrutinizing the roles of the radio station in peace promotion and audience engagement, Radio Hadin Kai emerges as a potent force for peace in Borno State. The study emphasizes the crucial role of its programming schedule, notably key programs like "Beyond Bullets Road Map to Peace," "Harshenka Alkalinka," and "Koken Mai Sauraro" (Public Complains), which actively contribute to community resilience, economic empowerment, and positive values. The station's commitment to inclusivity and community well-being shines through its diverse initiatives.

Recommendations

Based on the findings, the following recommendations are proposed:

1. Enhancing Program Impact and Relevance: Regularly conduct community needs assessments to identify emerging concerns and preferences. Use this information to adapt existing programs and introduce new ones, ensuring they effectively promote peace and remain relevant to the community's evolving needs.
2. Strengthening Youth-Centric Initiatives: Establish a dedicated youth advisory board to provide insights and feedback on program development. Collaborate with local youth influencers and organizations to tailor initiatives that address the specific concerns and interests of the youth demographic effectively.

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