

INDEPENDENCE
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OPENS THE DOOR TO
THE FUTURE

FOR

NIGERIA



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For Peace and Prosperity
in the years ahead

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NIGERIA has a long press history for West Africa. In 1854 the Rev. Henry Townsend, a C.M.S. Missionary, published *Iwe Irohin* (News Paper) from Abeokuta. A few years later, he was engaged in a fierce press war against a fellow missionary in Ibadan, the Rev. David Hinderer, publisher of a rival paper. The bone of contention was the war between the Egba of Abeokuta and the Ibadans.

Now, 100 years later, Nigeria has the most highly developed daily press in West Africa. The *Daily Times*, owned by the Mirror Group, has regular sales of over 100,000 and the two political papers, the Action Group *Daily Service* and the N.C.N.C. *West African Pilot*, have circulations of over 40,000. The former has now become a weekly newspaper, its daily organization being taken over by the Roy Thomson Group.

This political paper, which is generally read only by party supporters, and therefore excluded itself from a wide market, was dogged both by low advertising revenues because of low circulations (the *Daily Times* gets all the advertisements it wants and more) and by poor distribution facilities. This problem also applies to the N.C.N.C. paper, the *West African Pilot*, one of Dr. Azikiwe's enterprises. Only

A cinema barge run by the Western Nigeria Information Service. Right: The building of the Nigerian Broadcasting Corporation.



Left: Mrs. Agbaje Williams, the radio and television announcer. Right: The hostess of Africa's first junior television club, Miss Julie Coker.

Outlook for Press and Broadcasting

By A Special Correspondent

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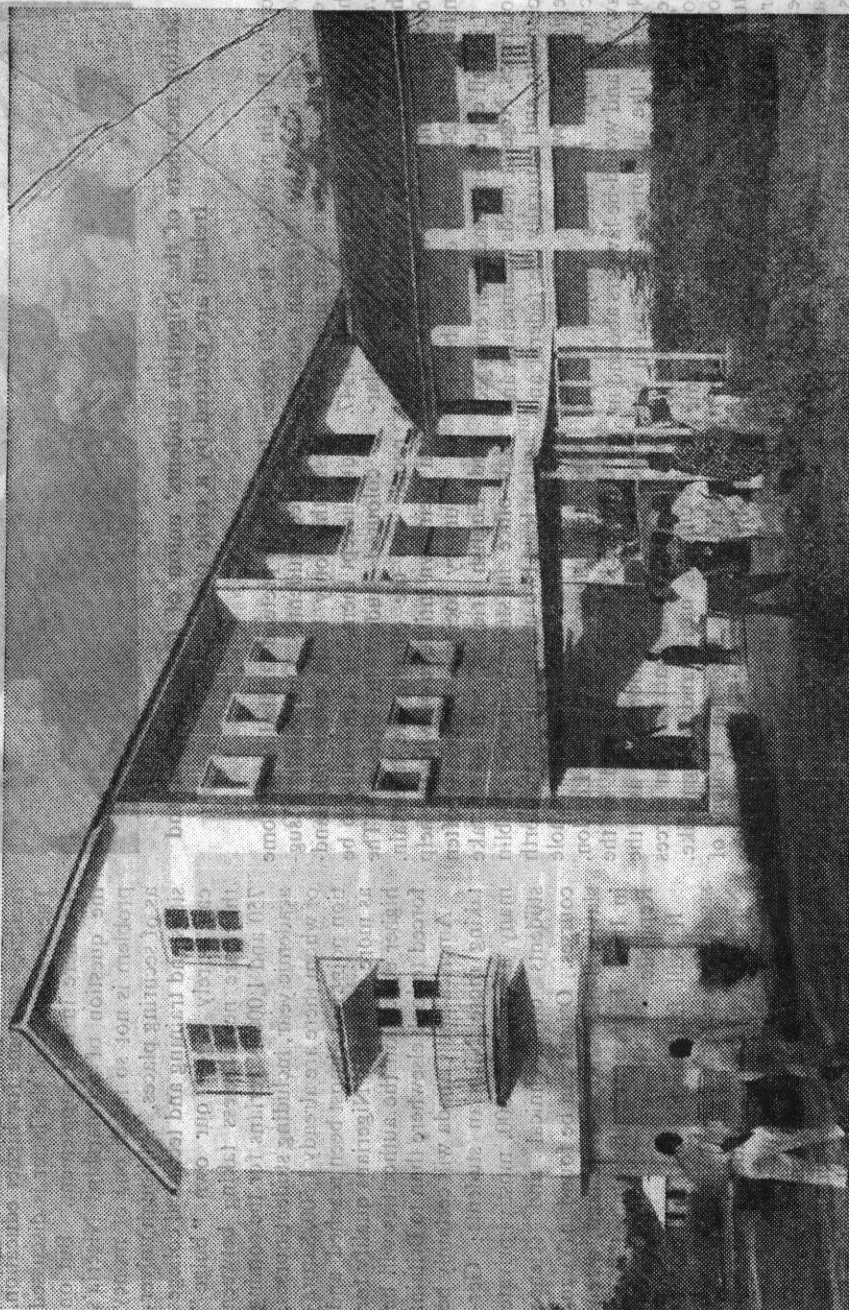
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to turn its attention increasingly towards the other states of West Africa. Radio Ghana, Radio Cairo, Radio Guinea, and Radio Mali can all be received here, and as the largest single country in Africa, Nigeria will have to put forward its own point of view.

The most spectacular development in Nigeria has of course been the introduction of television in the Western Region. Introduced by the Western



Right: The building of the Nigerian Broadcasting Corporation.

magazine, over 115,000. But with all languages, and a dozen or so provincial indigenous-owned papers and magazines. The main difficulty of the cor-