1.1 **INTRODUCTION**:

Historically, television broadcasting in Nigeria has been use as a medium of communication that seeks to enrich the life of average Nigerian by influencing positively its social, cultural, economic, political and technological thinking. It also provide news and information about national issues. Beside this, it serves as a source of entertainment. Television broadcasting promotes cultural awareness and seek to preserve Nigeria’s rich culture. Through this medium artistic and intellectual creativity are developed. There for all programmes and coverages are audience oriented and guided by the nations’s social, political, moral, cultural, scientific, education and economic goals.

In contemporary times television is use as a tool in disseminating information to the people about the electoral process. Such enlightenment are meant to educate voters and members of the society about electioneering campaigns and other issues related to it. The television is been used as an instrument by politicians to advertise themselves to the electorates. Jingles, advert placement, political debates, electoral enlightenment are all done through the television. Other political progammes such as focus Nigeria aired on AIT network, Kakaaki and democratic license are all geared towards the education and political enlightenment of the Nigerian electorates. Television broadcasting in electoral education have become inevitable in Nigeria’s political system. This is plausibly correct because political and electoral programmes have recently become the democratic watchdog of our political system, criticism, debates and discontents are all channeled through television.

To this end the role of television in electoral education cannot be over emphasized, as it remained one of the viable option towards the monitoring of our electoral system.

2.1 **HISTORICAL OF CASE STUDY**

In February 1962, the broadcasting company of Northern Nigeria otherwise known as BCNN was born. It was commissioned on 15th March, 1962 BCNN was established by the premier of the then Narrate Region, the Sarduana of Sokoto, late Sir Ahmadu Bello. He wanted a medium through which he could sell his government’s publicities and bring development to the whole of the North. The station started in monochrome. In 1963 the RTK (Radio Television Kaduna) arms was established, the combination was known and still remained as RTK (Radio Television Kaduna).

The Television arm was excised from the former Broadcasting Corporation of Northern Nigeria (BCNN) with Decree No. 24 of May, 1977 which while took effect retrospectively from 1st April 1976.

The station has two (2) 10kw transmitters; Larcan Transmitter installed in April, 1994 and Rhodes and Schwarz (R&S) installed in year 2000, both are located at No. 99 Isa Kaita Road Kaduna.

2.2 **DEPARTMENT**

**News Department:** The News Department is responsible for news and current affairs programmes. It is statutorily vested with the responsibility of gathering and broadcasting news from all sources within the country.

**Engineering Department:** The department is responsible for the maintenance of all equipment and daily transmission of programmes. As a zonal centre, it contributes to transmission of network programmes. It is equipped to cover and transmit live programmes from any location within the zone.

**Administration Department**: The Department is the Human Resource/personnel arm of the station. It is in charge of policy interpretation and implication.

**Financial Department**: The finance department manage the finances of the station.

**Marketing Department**: The marketing department is responsible for the marketing activities of the station.

2.3 **GEOGRAPHICAL LOCATION**

Kaduna zonal centre is geographically located in the North central zone of the country. It is located in the heart of the city at No. 7 Yakubu Gowon/independency way, Kaduna. The premises is shared with the federal Radio corporation of Nigeria. The transmitters are located at No. 99 Isa Kaita Road. The station has two transmitters.

Larcan transmitter with 10 kw power. Rhodes and Scharz wth 10 kw power. No. 99 Isa Kaita Road was intended to house the satellite Balloon project.

2.4 **NETWORK CENTRES**

The Kaduna Network centre, is made up of: NTA Jos, Kaduna, Kano, Katsina and Dutse.

For more extensive coverage of the state, three (3) Local Government stations were established at Kafanchan, Zaria and Birnin Gwari.

The three sub-stations are fully functional and presently transmitting its signals to towns and villages in the area of location.

2.5 **ADMINISTRATIVE STRUCTURE**

D.G.

ZD

ADN ADM ADP ADR ADI

MA MF

ZMCA MNCA ZMM MM ZMP MP ZMES MES

AMNCA AMM AMP AME/ACTO AMF

PE/PR PMO P.PROD/P.PPRO PE P.ACCT/PAO

SE/SR SMO SNR/PRDD SAO

Reporters/Editors MD Producer s Acct/officers

Others Others Others Others

**MAIN BODY**

3.1 **BODY OF MAIN STUDY**:

***The Research Problem*** –

The study examines the role of television in electoral education of the people. Using N.T.A Kaduna as a case study.

***The specific question to be addressed include***:

1. What is the impact or consequences of television in electoral education of the people.
2. Why do we need electoral education in our political system.
3. What role has television played in electoral education.
4. How can electoral education be better encouraged in the electoral system.

3.2 **AIMS AND OBJECTIVES:**

i. To identify the nature of electoral education.

ii. To identify the main reasons of electoral education.

3.3 **SCOPE AND SIGNIFICANCE OF STUDY**

The study will be centred on the five districts of Kawo, Makera, Magajin Gari, Ungwan Rimi and Malali. All in Kaduna North Local Government where NTA Kaduna is located.

The study is important because it provides useful and vital information on the role of television in electoral education.

The research shall expose the researcher and the entire students both as reference point or as a past literature that could be studied – thus shall be in a better position to enlighten others.