

MINISTRY OF INFORMATION AND STRATEGY

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PRESENTED

BY

HON. ILIYA JAMES

HON. COMMISSIONER

ADAMAWA STATE MINISTRY OF INFORMATION AND STRATEGY

20TH NOVEMBER, 2024

Mandate

The Ministry of Information and Strategy has the following mandate:

- Projecting the image of Adamawa people and their cultures.
- Explaining and disseminating government policies and receiving feedbacks.
- Promoting the potential of the state for investment purposes.
- Providing direction and supervising the state owned media houses.
- Providing strategic framework for the state media policies and operations.

THE SCOPE OF PROJECTS AND PROGRAMMES EXECUTED BY GOVERNMENT OF ADAMAWA STATE:

1. MUBI AREA OFFICE IN 2019:

In the period under review, the government renovated Mubi Area Office. This is the Mubi Area Office before renovation. It was dilapidated and vandalized due to insurgency.

RENOVATED IN 2023

HON. COMMISSIONER MR. ILIYA JAMES ON TOUR OF MUBI AREA OFFICE ON ASSUMPTION AS COMMISSIONER MINISTRY OF INFORMATION AND STRATEGY IN 2024:

2. ADAMAWA TELEVISION CORPORATION (ATV) YOLA:

In 2019, Adamawa state government has purchase studio equipment to the tune of Fifty Two Million Three Hundred And Eighty Two Thousand Four Hundred Naira Only (N52,382,400.00) at ATV. The equipment include the following:-

Complete Tricaster

Hyperdeck Recorder

Playout Server

Video Distributor Amplifier

Analogue to SDI Converters

SDI to Distribution Amplifier

SDI to Analogue converter

Studio camera

Audio mixer

Atem2 Production switcher and panel

3. NEWLY INSTALLED STUDIO CAMERA AT ATV, YOLA:

Tricaster

Newly installed atem2 prod. Switch

Newly installed audio mixer

SDI to analog converter

Analog to SDI converter

The earthling system at ATV was restored at the cost of N750,480.00 in the year 2019, air conditioners were purchased and others repaired at the cost of N424,800.00.

In 2022, government paid a backlog of six years licensing fees for the four state owned booster stations in Gombi, Ganye, Hong and Mubi.

The ICT Unit in January, 2024 was equipped with modern broadcast equipment such as playout server, Laptops, licensed antivirus, Hard Disk Drive (HDD), desktop computers, computer monitors – Epiphan Pearl 2 video at the cost of N22, 649,088.00

Solar Power Pannels, Inverters and Batteries were installed. This has caused a quantum reduction in the cost of diesel consumption.

INSTALLED SOLAR POWER SYSTEM

This administration also acquired live transmission equipment for ATV.

In October 2024, the station's transmitters developed problems and the government acted promptly by releasing the sum of N22,800,000.00 for repairs as well as the procurement of digital converters.

ADAMAWA BROADCASTING CORPORATION, (ABC)

The government in November, 2020 took advantage of the National Broadcasting Commission, NBC corona virus pandemic debt forgiveness window and paid a total of Eight Million Four Hundred Thousand Naira (N8,400,000.00) only, thereby clearing the backlog of ABC's licensing fees for the period 2014-2020.

In an effort to address the electricity power supply and transportation problem of ABC, government released the sum of Two Million Six Hundred and Seventy Three Thousand Five Hundred Naira (N2,673,500.00) only for maintenance / repairs of a 250kva Perkins and 97kva Cummins Generators at Mbamba Transmission Station, one staff Hummer Bus and a Starlet Car.

To keep pace with modern trends in the broadcast media, the present administration enabled ABC 2024 budget performance with Two Billion Five Hundred Million And Forty Thousand Naira (2,500,40,000.00) for the supply and installation of the following:-

4 NO. Digital Compliant Studios

2 NO. Digital Compliant 50KW AM Transmitters

2 NO. Digital Compliant 10kw FM Transmitters

RENOVATION OF THE FM AND AM BUILDING COMPLEX IS ONGOING: The scope of work at the FM complex include the renovation of the following:-

5NO. Offices

2NO. Studio rooms (Double)

4NO. Staff and guests conveniences

1NO. FM Transmitter Hall and a store
Renovation work at the FM complex is at 85% completion

ABC FM YOLA ONGOING RENOVATION WORK

AM STUDIO COMPLEX

The scope of renovation at the AM complex covers:

- 2 NO. Double studio rooms
- 1 NO. Technician Duty Office
- 1 No. STL room

The AM studio complex is still at pre-renovation stage

GOVERNMENT PRINTING PRESS (GPP)

In 2024, government procured the following equipment:

- 1No. Direct Image (DI) Machine-Mahine Konica Model
- 1No. Laminating machine
- 1No. Guillotine EM82 Polar model (cutting machine)
- 1No. Laptop and computer accessories and consumables

Rehabilitation/repairs of existing machines are going on seriously.

Purchase of 1 No. Kord 64 printing machine (offset)

With the procurement of the aforementioned machines,

GPP has the capacity to produce the following items with sharp and quality print out. These items include;

- Exercise Books, - Gazettes, - Receipts
- File Jackets, - Account Books
- Letter Headed Papers
- APPER Forms etc

ADAMAWA PRESS LIMITED (APL)

In the period under review, 2NO. Kord 64 machines were repaired and are now used for the production of The Scope Newspaper and all other commercial printing activities.

1 NO. ELEPA QSV 3000 E2 Gasoline Generator was also procured.

THE SCOPE NEWS PAPER

1NO. Maikano Generator was also released to APL for the Heavy Duty Printing Machines

MAIKANO GENERATOR

KORD 64 MACHINE, APL

THE ADAMAWA STATE COMMUNICATION STRATEGY DEVELOPED

The Ministry of Information and Strategy has developed the Adamawa State Communications Strategy with technical assistance from USAID Nigeria: State Accountability Transparency and Effectiveness (State2State). This is a guide to improving the state government's communications with its citizens in the area of service delivery.

The Communication Strategy was developed over a period of five (5) years through series of workshops and seminars involving various stakeholders.

This document is soon to be distributed to all MDAs for familiarization and use.

LIST OF PARTICIPANTS AT ONE OF THE VARIOUS WORKSHOPS FOR THE DEVELOPMENT OF THE ADAMAWA STATE COMMUNICATIONS STRATEGY:

In line with the Communications Strategy, the Standard Operating Procedure (SOP) for Information Officers has also been developed by the Ministry with technical assistance from USAID Nig, state2state.

The SOP streamlines the operations of Information Officers and equips them with skills to bridge existing gaps in the communication flow of MDAs for effective service delivery.

STANDARD OPERATING PROCEDURE (SOP) FOR I.Os; DEVELOPED

The SOP empowers all Information and Public Relations Officers (IPROs), working in MDAs and/or Local Government Area (LGA) Councils, to effectively perform their roles in collating, managing, and disseminating information to the public in line with the civil service policies and programmes of the Adamawa State Government.

It also encourages the Adamawa State Government to adequately fund its information structures such as the media organizations and Information departments/units of MDAs.

It serves to bridge communication gaps between management and Information/Public Relation Officers (IPROs) as well as promoting synergy between Information Officers and the top echelon of MDAs and LGA Councils.

To ensure adequate capacity building of Information and Public Relations Officers.

To improve two-way communication between MDAs/LGAs and the citizens.

This document will also be distributed to all MDAs for familiarization and use.

The Ministry Of Information And Strategy has:

- In collaboration with the office of the SSG and Office of the SA ICT and Policy Matters developed the Adamawa State Digital Billboard Use Policy. This policy has been approved by H.E effective from May, 2025.

A Web Site: inforadamawastate.gov.ng

A blog: adamawadailyreports.com

- A Facebook Account: Adamawa State Ministry of Information and Strategy, Yola

The Ministry has successfully published:

- Three (3) editions of the Adamawa Review in the period under review.

Produced Diaries and Calenders

The Ministry attended the National Council on Communication in January, 2024 where Adamawa State Memo was considered and approved.

Opening Ceremony of the 11th Regular Meeting of the National Council on Communication Innovation and Digital Economy at Kano 21st – 27th January, 2024

Permanent Secretary Adamawa State Ministry of Information and Strategy, Mr. Solomon Kumangar at the Council Meeting in Kano, January 2024

Going Forward:

The Ministry plans to install and use Digital Billboards for sensitization and mobilization of people in the state

The Quarterly Ministerial Press Briefing will continue

All the state owned media outfits will be provided with solar power

Digitalization of ATV to compete with modern trend

Conclusion

I will like to thank His Excellency Rt. Hon Ahmadu Umaru Fintiri for his tireless efforts in making sure that the state owned media houses are revived and digitalized to meet International Best Practices.

Thank you for listening.

ADAMAWA STATE PLANNING COMMISSION