

## WhatsApp Application and Challenges of Radio Broadcasting in Northern Nigeria: Special Interest on FRCN Kaduna

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**Abstract :** This study analyzed the emergence of WhatsApp and how employees at the Federal Radio Corporation of Nigeria, Kaduna defined the concept base on their vast broadcasting experiences for over five decades and application of the phenomenon to the radio station. It also analyzed the nature, patterns, dimensions, features, challenges as well as the effects of WhatsApp as a social networking site with specific interest on the radio outlet. Also, the study identified how the radio organization responded to the challenges in an attempt to adapt to the new pattern of broadcasting characterized by many technological transformations. The study further explained in details such skills journalists need to function optimally using WhatsApp as well as the impacts of the WhatsApp on radio broadcasting. It used a combination of published materials, focus group discussion, in depth interviews and participant observation on the activities of the radio stations to address the research questions. The data generated provided insight to better understand the challenges posed to FRCN Kaduna as a result of WhatsApp application and how FRCN Kaduna responded to the challenges. It also provided information on the skills journalists need to function optimally in using WhatsApp application in the radio station. The interview and focus group discussion's transcripts and the published materials were analyzed along thematic pattern related to the research questions in the study. The dominant response relied heavily on change in the radio station's organizational and technical integration of newsrooms, the use of a multiskilled workforce, application of a flexible and user-friendly technology in all aspects of production, expansion of the station's services in to new media such as internet and mobile phones as well as sharing of ideas across different units in the radio outfit.

**Keywords :** broadcasting, challenge, northern Nigeria, radio, WhatsApp application

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