

**Depth of Coverage of Traditional Newsmen and
Mobilization of Riverine Communities
for the 2015 General Elections in Rivers State, Nigeria**

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Abstract

This study sets out to investigate the depth of coverage of the traditional newsmen in the mobilization of the riverine communities in Rivers State to participate in the 2015 General Elections. The riverine communities of Andoni, Bonny, and Degema were studied. The Yamane mathematical formula was used for the sample size selection and proportionate sampling technique was used to select 400 respondents for the study. The study was survey based making use of questionnaire and interview schedule as two major instruments of data collection. Findings show that the traditional newsmen is a potent source of information generation and dissemination as he was able to generate information from the traditional council, politicians, and agencies of government and used same to mobilise the rural people for the 2015 General Election.

Based on this, the paper calls on media industry stakeholders to rethink their use or non-use of traditional newsman in political and social mobilisation campaigns in Nigeria.

Keywords: Depth, Coverage, Traditional, Newsman, Mobilization, Riverine