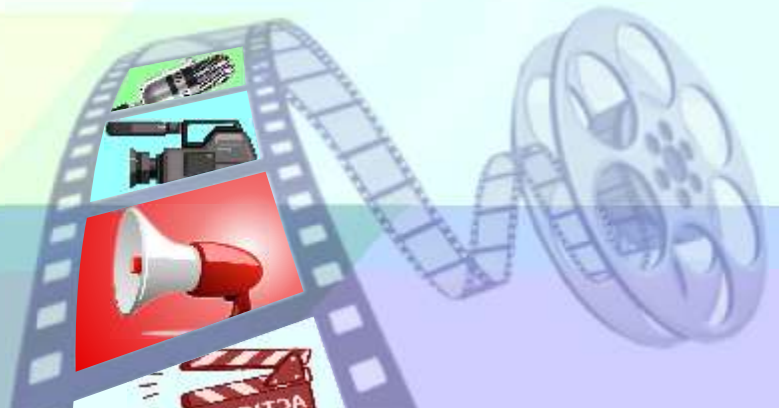


**BROADCAST MEDIA**  
COVERAGE OF 2019  
**NIGERIA**  
GENERAL ELECTION

JANUARY - MARCH  
2019



MPG BROADCAST MEDIA COVERAGE OF 2019 NIGERIA GENERAL ELECTION





**BROADCAST MEDIA**  
COVERAGE OF 2019  
**NIGERIA**  
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2019



European Union



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## DISCLAIMER

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# F O R E W O R D

The Institute for Media and Society established a Media Monitoring activity in 2018 within the context of the Support to Media component of the European Union Support to Democratic Governance in Nigeria (EU-SDGN) Project. This emerged from our understanding that media monitoring is a strong tool for generating data in a systematic and scientific manner, to analyse and draw conclusions on the performance of the media during an electoral process.

The activity sought to contribute to enhanced professionalism in the media and ultimately to improved media coverage of the electoral process – before, during and after the 2019 general elections in Nigeria.

We set up Media Monitoring Centres in four locations: Kaduna (Kaduna State), Port Harcourt (Rivers State), Yola (Adamawa State) and Lagos (Lagos State).

From these centres, our staff monitored and processed contents of selected broadcast media outlets (radio and television) across the country. They focused on the character and diversity of coverage of issues by the media. They beamed their search-light on the attention given by the media to various actors and institutions in the electoral process.

The outputs from the analysis of the extensive monitoring work are provided on the pages in this publication. The reader will find, among others things a clear picture of prioritization of media attention to issues and institutions, the

changes in coverage patterns and the areas of performance that require being addressed as our country continues to improve in the conduct of elections and broader democratic governance.

This is a great resource for journalists and other professionals involved in the electoral process in Nigeria.

Dr. Akin Akingbulu  
Executive Director  
Institute for Media and Society (IMS)

## A C K N O W L E D G E M E N T S

The work of monitoring media content in the electoral process in Nigeria involves a series of tasks and actors, spread (in our particular experience) across timelines and locations. The actors ensured that the job was done and done well.

We wish to thank monitoring staff in the field monitoring centres (Yola, Kaduna and Port Harcourt) and the Head Office staff in Lagos.

We are grateful to Professor Ayo Ojebode and the following members of his team at the Department of Communication and Language Arts, University of Ibadan: Oluwabusolami Oluwajulugbe, Omehie Okoyomoh, Timilehin Durotoye, Obasanjo Oyedele, Amarachi Simon Gondo, Mustapha Adeitan, Adeola Mobolaji, Seun Fategbe and Ifeoluwa Akinola. They worked tirelessly on shaping the analysis that we will be reading on the pages of this publication.

Thanks and thanks to the European Union, for providing support for the entire monitoring activity, including this publication.



# JANUARY 2019 REPORT



## **Background**

The broadcast media play an important role in elections worldwide. They inform actual and potential voters, mobilise and organise them, and douse election-related tension before, during and after elections. They also monitor the electoral process and alert citizens to potential and actual danger to the process. It is impossible to imagine an election in a democratic country without the broadcast media playing this critical role.

In the Nigerian context, the broadcast media have continued to participate as active stakeholders in the electoral process. They produce various adverts, jingles, programmes and shows aimed at encouraging people to exercise their voting rights, reject electoral violence, and advocate peaceful elections. They also play important roles in social sensitization and mobilisation ahead of the elections with many broadcast stations hosting debates for political aspirants.

The 2019 general elections have been a constant feature in the content of the Nigerian broadcast media. The months prior to the elections have been tension-filled and the general atmosphere has been that of confusion with high expectations from political parties and society.

Despite this wide participation in the electoral process by the broadcast media, there have been varied verdicts about their level of professionalism and general performance. Events in the past, within and outside of Nigeria, show that the broadcast media can actually become a danger to the electoral process if they are wrongly used. In Kenya, Rwanda and many countries, the broadcast media have been found culpable in inciting electoral violence, leading in some cases to ethnic cleansing and even genocide. The broadcast media have been accused of lopsided coverage, inciting violence, biased

reporting, among others.

Therefore, it is important to monitor the contents of the broadcast media in electoral setting. The current document is a report of the monitoring of the broadcast media contents in Nigeria as the 2019 general elections approached. The elections took place in February 2019; this is the report of the monitoring for January 2019.

The monitoring involved 33 broadcast stations: 16 radio stations and 17 television stations drawn from four monitoring centres and from across the country. The 16 radio stations are listed as follows:

1. Adamawa Broadcasting Corporation (ABC) Yola
2. Anambra Broadcasting Service (Awka 88.5 FM), Awka
3. Arewa Radio, Kano
4. Dream FM, Enugu
5. Federal Radio Corporation of Nigeria (FRCN) Network
6. Glory FM (Bayelsa State Broadcasting Corporation, BSBC), Yenagoa
7. Gotel Radio, Yola
8. Kaduna State Media Corporation (KSMC) Radio, Kaduna
9. Nigeria Info, Network
10. Osun State Broadcasting Corporation (OSBC), Osogbo
11. Progress FM Gombe
12. Radio Benue, Makurdi
13. Radio Kwara, Ilorin
14. Radio Lagos
15. Radio Lagos/Eko FM
16. Rhythm 93.7, Network

## 17. Splash FM 105.5 Ibadan

These are the selected television stations:

1. African Independent Television (AIT), Network
2. Adamawa Television (ATV) Yola
3. Channels Television, Network
4. Desmims International Television (DITV), Kaduna
5. Galaxy Television, Lagos
6. Gotel TV, Yola
7. Independent Television (ITV), Benin City
8. Kaduna State Television (KSTV), Kaduna
9. Liberty TELEVISION, Abuja
10. Lagos Television (LTV), Lagos
11. Nigeria Television Authority (NTA) Network
12. Ogun State Television (OGTV), Abeokuta
13. Rivers State Television (RSTV), Port Harcourt
14. Silverbird Television (STV), Network
15. TV Continental (TVC), Network
16. Wazobia Max TV, Network

The coding focuses purposively on the political programmes of the selected stations. Specifically, programmes featuring discussions relating to politics and the elections were selected for analysis. In addition to programmes specifically designed to discuss politics and the elections, we also monitored news reports and coded news bulletins that dealt with politics.

In monitoring the contents, we focused on four important questions central to the elections:

1. What are the broadcast media talking about?
2. Who are the actors given coverage by the broadcast media?
3. What is the quality of reporting with reference to balance?
4. Are there traces of incitement or hate speech?

Therefore, we paid attention to the thematic focus of the stations in connection with the election, visibility of the different actors, balance of reporting, and language of reporting with a focus on the instances of hate or inciting speech. A total of 722 radio broadcasts were coded in January 2019 which is the month under focus in this report. In addition, 1142 television broadcasts were coded in the period under focus. In this report, we present first the analysis of radio contents, then that of the television contents, and a merger of the two contents.

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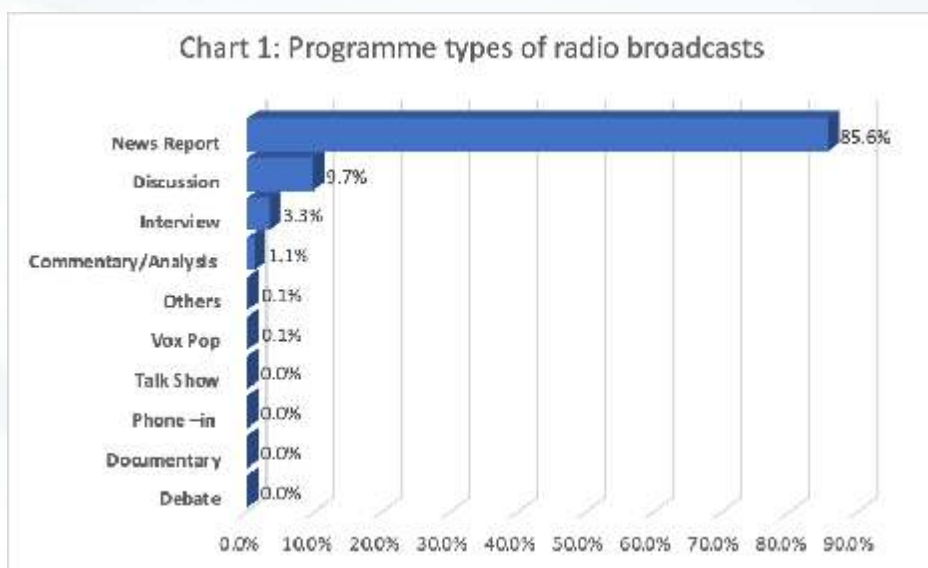
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## **PART I:**

### **CONTENTS OF POLITICAL PROGRAMMES ON RADIO**

#### **PROGRAMME TYPES USED IN POLITICAL BROADCASTS ON RADIO**

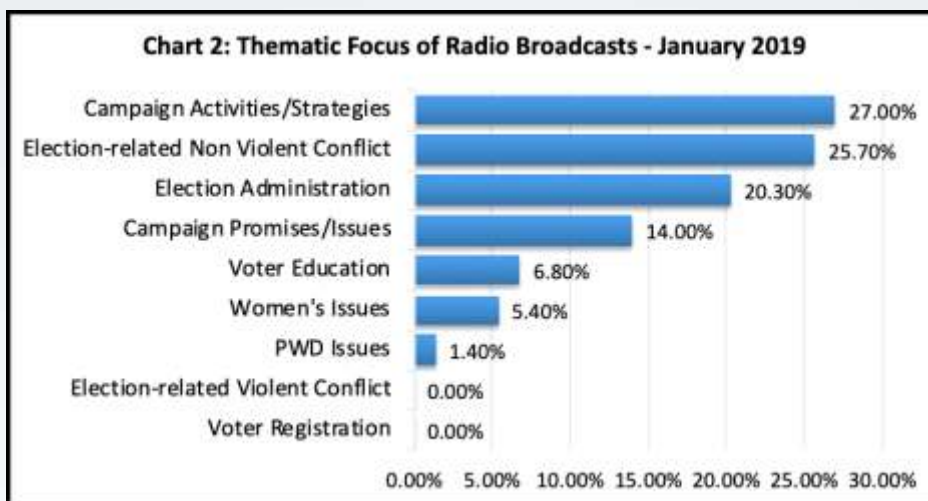
The 722 radio broadcasts monitored fell into only six programme types: news reports, discussion, interview, commentary or analysis, vox-pop, and the unclassifiable, which we named “others”. Other categories, which we expected and created, returned zero values.



The most prevalent programme type was the news report with 85.6% of the political broadcasts. Discussions (9.7%) followed this, while interview (3.3%) came third. Commentary took only 1.1%, while vox pop got less than 1%.

#### **THEMATIC FOCUS OF THE CONTENTS OF THE RADIO**

Here, we explored the election-related themes or issues that preoccupied the radio broadcasts within the period. Results presented in Chart 2 show that election campaigns and violence were the leading issues.



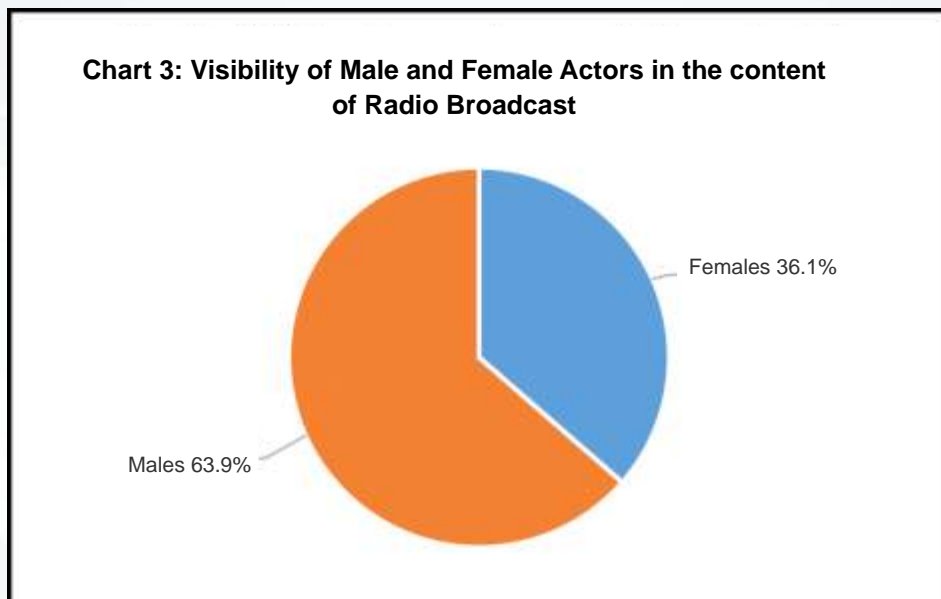
Of the 722 broadcasts monitored, campaign activities and strategies of the political parties got the greatest focus (27.0%) of the selected radio stations. This was closely followed by election-related non-violent conflict with 25.7%. Issues about election timetable and sequence, which we captured as election administration, also got a fair amount of coverage (20.3%). Compared with campaign strategies, campaign promises and issues got low coverage (14.0%). Voter registration had been suspended by this time. Therefore, it is understandable that it got no coverage at all. It is also noteworthy that election-related violent conflicts did not get coverage. Issues relating to People with Disabilities (PWD) featured in only 1.4% of the contents, while issues about women got only 5.4% of the total coverage.

## VISIBILITY OF ACTORS IN THE CONTENT OF RADIO BROADCASTS

Here we sought to know who mattered to the broadcast media in their coverage of the elections. We observed individuals cited as sources of media content and individuals mentioned in the contents of the broadcasts. We compared these across gender, age, status and location. Then we observed visibility of corporate organisations or agencies in the coverage.

## Visibility of individual actors

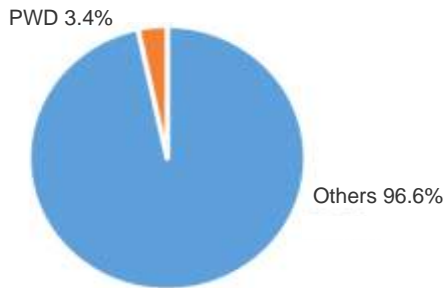
Eight hundred and eighty-five individual actors featured in the broadcasts as either sources of news or other contents. We started with observing the gender of these 885 actors that were visible in the contents of the radio broadcasts. Results in Chart 3 show that in the contents men were dominant over women.



As sources of news and other contents and as actors mentioned in the content, men were 566 (63.9%), while women were 319 (36.1%).

We also explored the visibility of PWD and those living without disabilities (able persons). Of the 885 actors, only 30 were PWD. As Chart 4 shows, PWD were almost invisible.

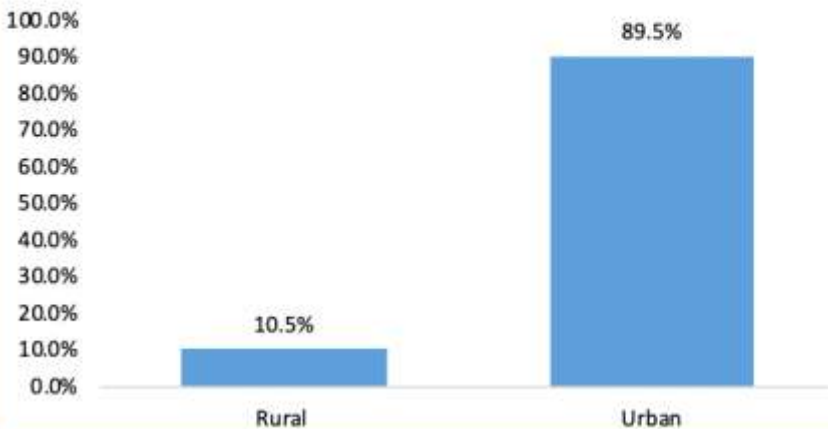
**Chart 4: Visibility of PWD and Other people in the Content of Radio Broadcasts**



In other words, it was in only 3.4% of the broadcasts that PWD featured as either sources of news or other contents or mentioned in the contents. Those living without disability took 96.6% of the contents as sources or as mentions.

Rural areas were mostly neglected in the contents of the reports. Most events that were reported took place in the urban areas.

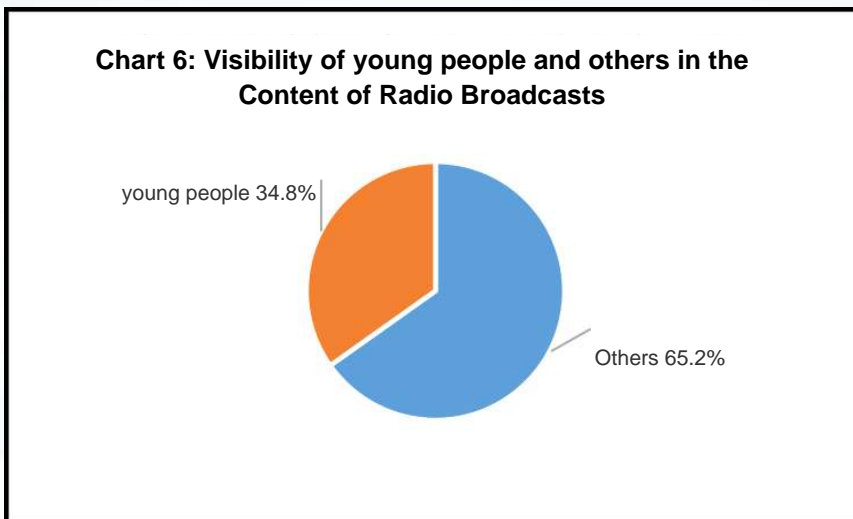
**Chart 5: Urban-Rural Visibility in the Content of Radio Broadcasts**



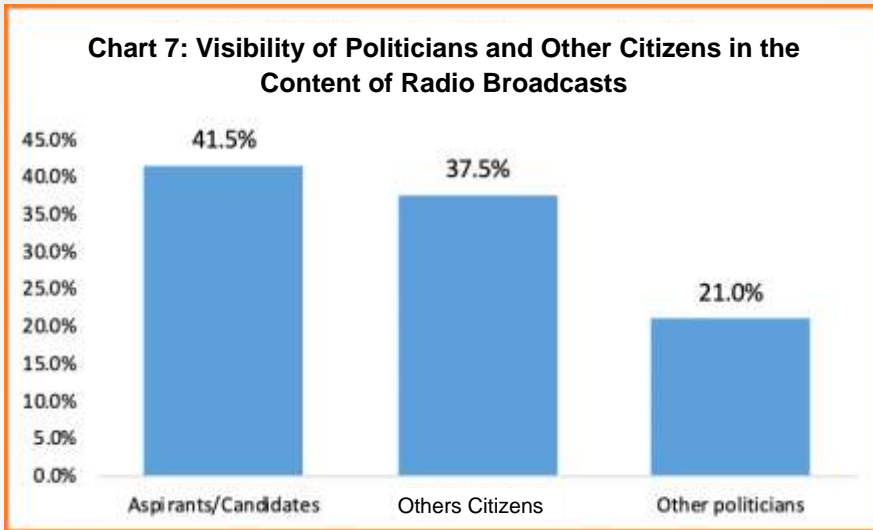


There is a conspicuous difference between the attention given to urban areas at 89.5% and the coverage given to rural areas with a little less than 10.5%. We need to note that of the 722 broadcasts, we coded location only for those programmes that specified the location of events that the station reported. There were 201 of such programmes.

We considered the visibility of young people compared with others in the contents of the radio broadcast within the time under review. The result as seen in Chart 6 shows that young people were more visible in the contents as sources of news and other contents, and as those mentioned in the broadcasts.



Coders relied on their assessment of the voice of speakers as well as on direct reference to them as youths by presenters. Where they were unsure, coders left out that aspect of coding.



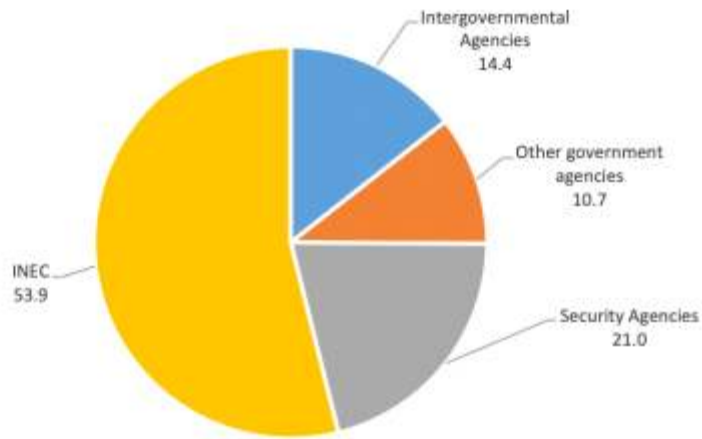
The visibility of aspirants/candidates dwarfed that of other politicians' who were not contesting. The result in Chart 7 shows this. Whereas aspirants/candidates were quite visible (41.5%), followed by ordinary citizens (37.5%), other politicians who were not contesting did not get much coverage.

### **Visibility of agencies and groups**

We considered, as well, the corporate agencies or groups that received broadcast media attention during the period under review.

The Independent National Electoral Commission (INEC) led other agencies in terms of visibility in the contents of radio broadcasts in the month under review.

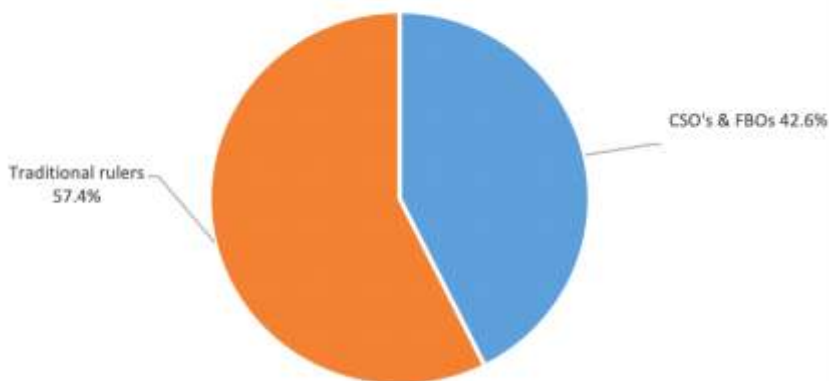
Chart 8: Visibility of government agencies in radio broadcasts



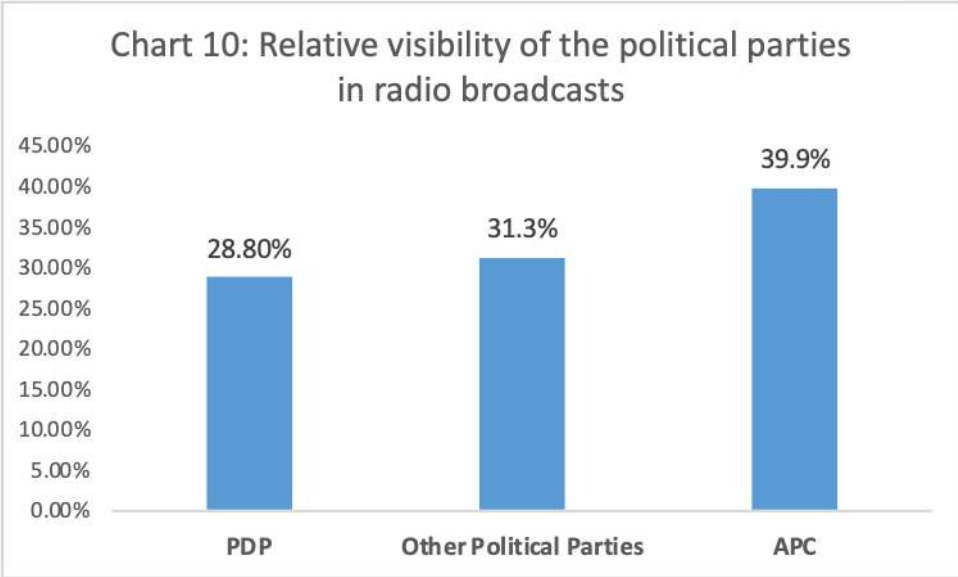
INEC took roughly 54% of the coverage, followed by security agencies, which took 21.0%. Intergovernmental agencies came third with 14.4%, while other government agencies took 10.7% of the visibility in radio broadcasts. The predominant visibility of INEC is both expected and understandable.

Our exploration of the visibility of non-governmental organisations showed that traditional rulers got greater prominence than did CSOs and FBOs combined.

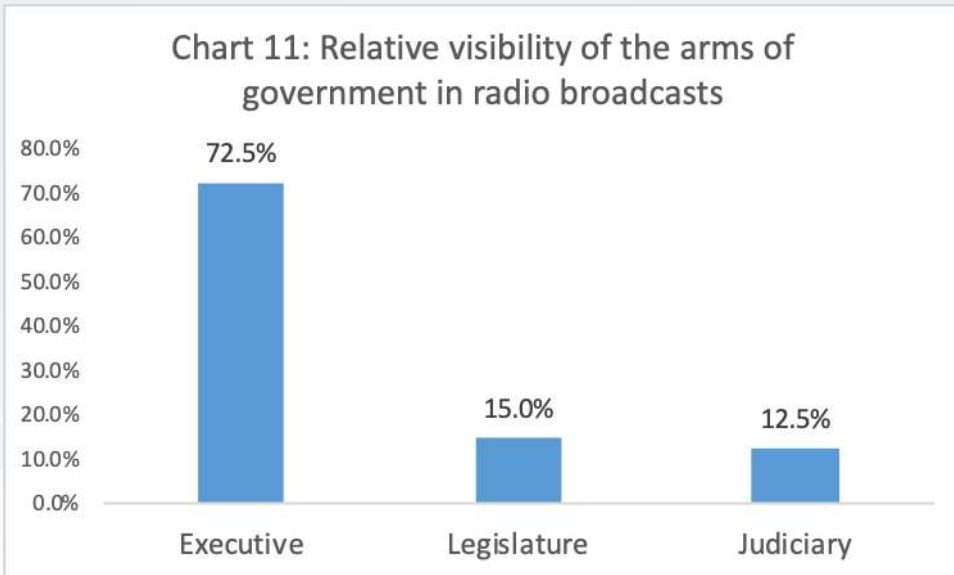
Chart 9: Visibility of non-governmental organisations



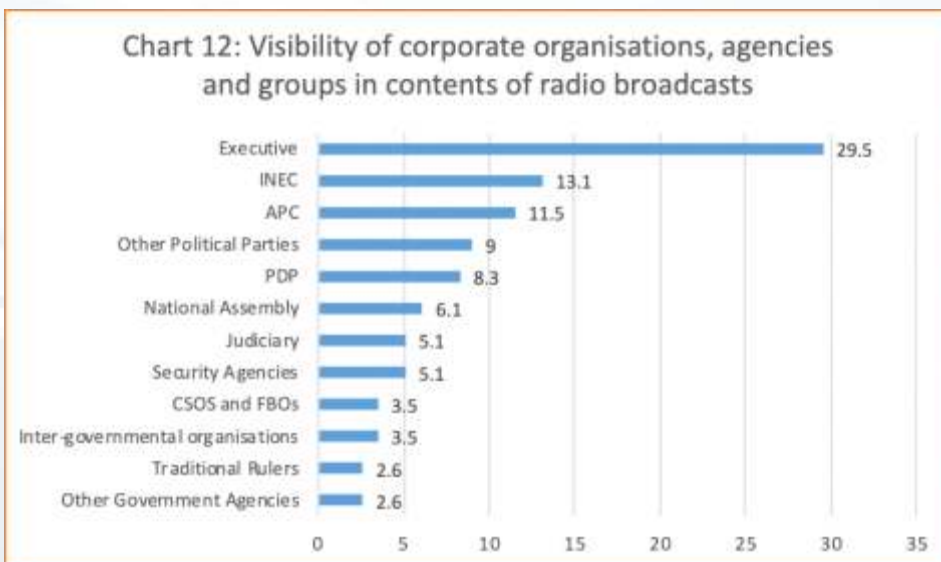
This is an important indication of the increasing influence of traditional rulers (57.4%) compared with CSOs and FBOs (42.6%). This is especially interesting given the growing participation of CSOs in the electoral process as voter educators, election observers and monitors. We explored the visibility of political parties in the contents of radio broadcasts. Chart 10 has the result.



The ruling political party, the All Progressives Congress (APC), had nearly 40% of the coverage. This is large given that there were 91 registered political parties involved in the election. The People's Democratic Party (PDP) had 28.8% while all the other 89 parties had 31.3%.



Of the three arms of government, the Executive was by far the most visible. Approximately 73% of the coverage went to the Executive, while the Judiciary was the least visible (12.5%) following the Legislature (15.0%). When we compared all the actors, as Chart 12 shows, the Executive had the widest presence.



The Executive received the most airtime with 29.5% of election-related coverage dedicated to the activities of the Federal Executive Council and the Executive Councils of the states. INEC followed the Executive with 13.1% of the coverage.

The Legislature had 6.1% of airtime, and closely followed by the Judiciary and security agencies at 5.1% each. The Independent National Electoral Commission (INEC) recorded a notable level of coverage with 13.1%. The All Progressives Congress, incumbent President Buhari's political party, recorded higher coverage than the opposition People's Democratic Party, although both the APC and the PDP individually recorded more coverage than the combined coverage received by all the other political parties.

#### QUALITY OF REPORTS – BALANCE

We sought to know if the 722 radio broadcasts were balanced or lopsided. Balance in news reports requires that the contents of a piece of broadcast reflect the perspectives of all the parties to the issues being reported by the media. However, there were situations where balance did not apply. We found 123 broadcasts where balance applied. Chart 13 shows that majority of these 123 reports were balanced.

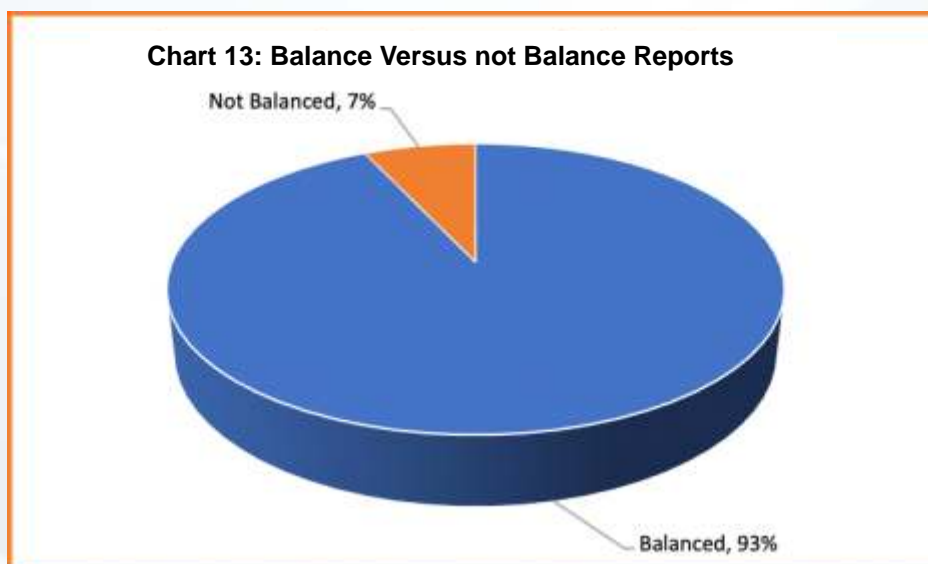


Chart 13 shows how balanced the radio broadcasts were. Of all the items where balance applied, 93.0% of the articles was balanced while 7.0% was not. The latter were news, discussions and other forms of content where only a side to the issue was presented.

#### QUALITY OF REPORTS – EXTREME SPEECH

The second aspect of balance that we investigated was the presence or absence of extreme speech. This encompasses hate speech, incitement to hatred or violence, insults including name-calling and stereotyping. In January 2019, there were no instances of extreme speech in the monitored radio programmes. Now that we have presented the contents of the radio broadcasts, we turn to the television broadcasts.

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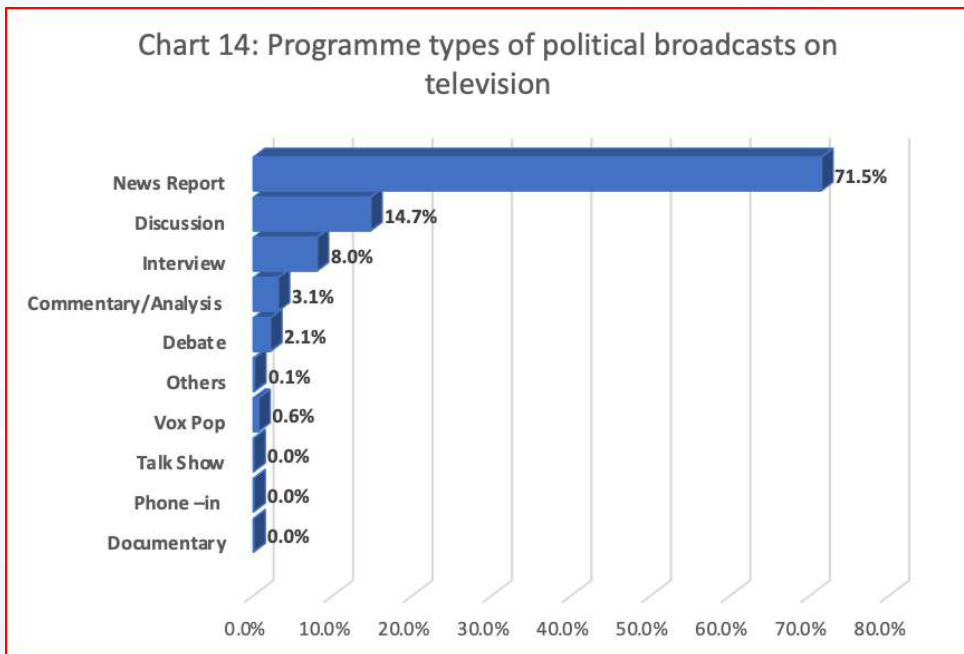
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## PART II:

### CONTENTS OF POLITICAL PROGRAMMES ON TELEVISION

#### Programme types of political broadcasts on television

In all, 1142 political programmes were coded in the selected 17 television stations across Nigeria in January 2019. These fell into seven programme types: commentary and analysis, debate, interview, news reports, vox pop and other programmes. Chart 14 shows that news report (71.5%) was the most common category.

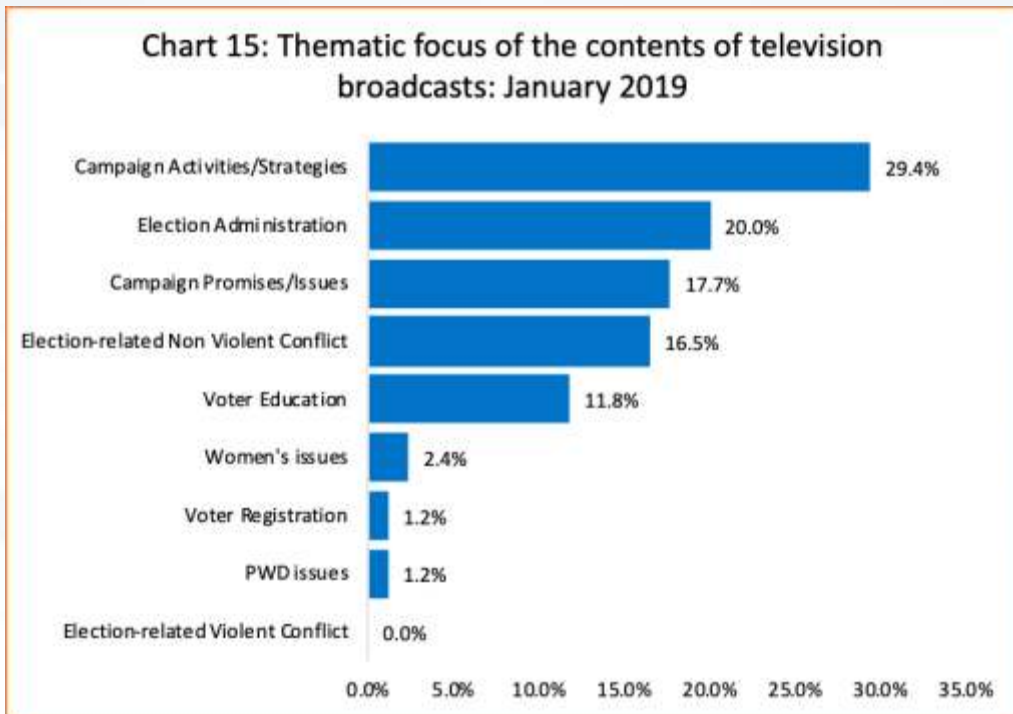


Coming far after news report was discussion (14.7%), followed by interview (8.0%). Commentary came fourth followed by debate (2.1%). All other categories had either zero returns or less than 1%.



## Thematic focus of the contents of television broadcasts

A total of 1383 themes were identified in the 1142 television broadcasts suggesting that some broadcasts dealt with more than one theme. These broadcasts fell into 8 out of 9 thematic categories that we created. Campaign activities of the political parties caught the most attention of the television stations. Election administration issues followed this as Chart 15 shows.

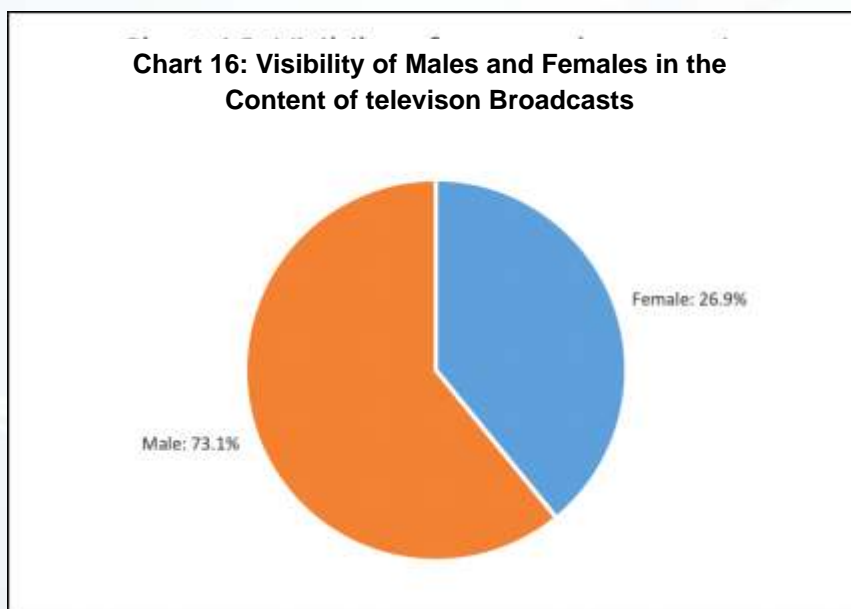


With the 2019 general elections scheduled to hold in February, television stations concentrated on varied issues but with varied degrees of attention. Result presented in Chart 15 reveals that the largest percentage of the programmes aired on television stations in the four monitoring zones, were dedicated to campaign activities/strategies (29.4%) employed by competing political parties and their candidates. This was followed by election administration (20.0%). Campaign promises or issues took (17.7%), election-related violent conflicts (16.5%), and Voter education (11.8%). It is

notable that issues concerning women (2.4%) and PWD (1.2%) ranked very low in the priority of the television stations. Voter registration had ended; it is understandable, therefore, that very few of activities related to voter registration were reported by the television contents. There were no television broadcasts about election-related violent conflicts.

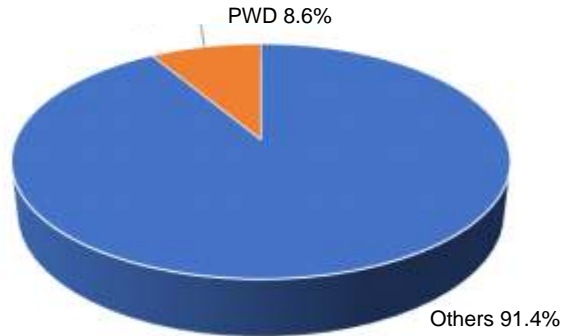
## VISIBILITY OF ACTORS IN THE TELEVISION REPORTS

Visibility is about who the actors were. We combined sources of content with mentions in content to determine visibility. Who were the major actors in the television broadcast content? The answer to this question is quite instructive. For instance, ordinary citizens got a sizeable amount of attention compared to non-contesting politicians but men still maintained their traditional dominance. Chart 16 shows that the camera were predominantly on men. Of the 1240 actors featured in the broadcasts, only 333 were female; 907 were male



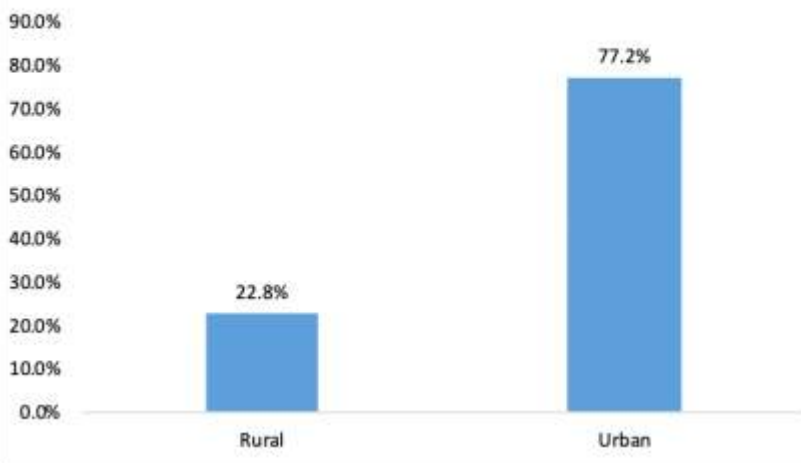
Over 73% of the time, the camera was on men and male actors in the political arena; 26.9% was on women. If women were less visible than men, PWD were even much less visible. Of the 1240 actors, only 107 (8.6%) were PWD, as Chart 17 shows.

**Chart 16: Visibility of PWD and Others in the Content of television Broadcasts**

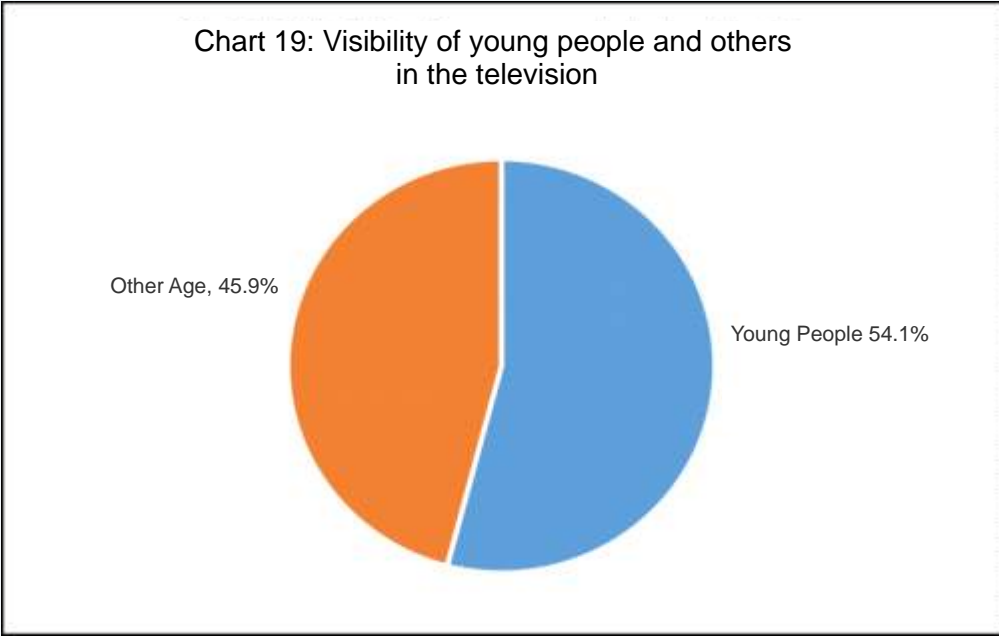


As sources of broadcasts and as people mentioned in broadcasts, which is what visibility means in the context of this report, PWD received only 8.6% of television attention; others govt 91.4%. The lopsidedness is also found in the visibility of urban-rural locations

**Chart 18: Urban-rural visibility in the content of television broadcasts**



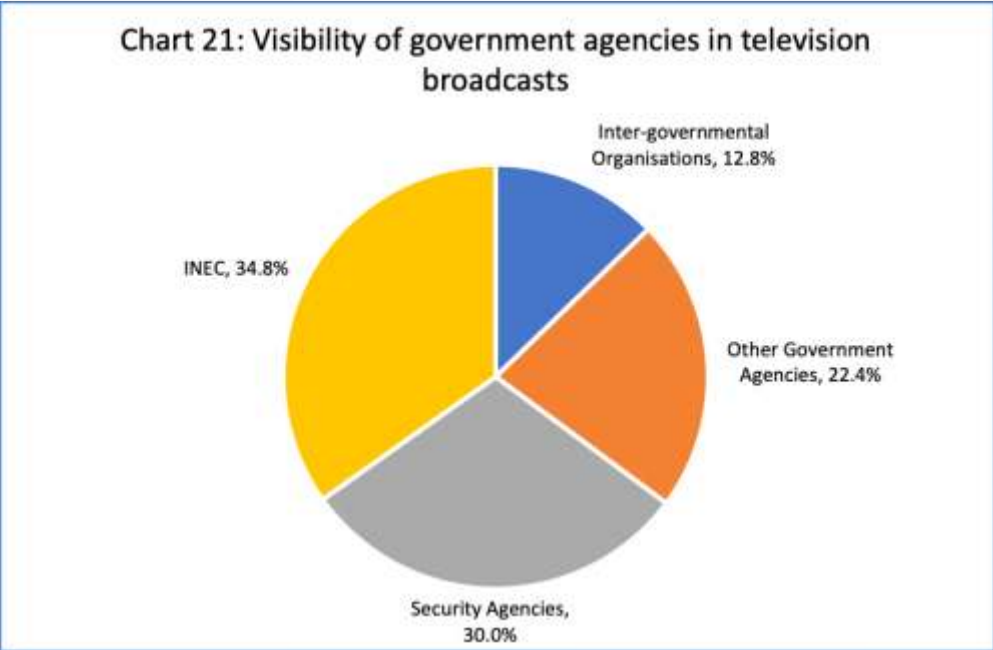
As Chart 18 shows, the focus of most reports was on events that took place in the urban centres. The rural areas got only 22.8% of the coverage; urban areas got 77.2% of the attention. The lopsided distribution of attention was, however, not widely reflected in the visibility of youths and others in the contents.



As Chart 19 shows, youths (54.1%) were more visible on television in the political programmes than other age grades (45.9%) though the difference is not as wide as that found in other factors earlier considered. Chart 20 shows that ordinary citizens (the electorate) were more visible in the contents of political programmes on television than political aspirants/candidates were

Politicians who were not contesting got about 14% of the coverage while those contesting got 41.0%. However, as sources of contents and as those mentioned in contents, ordinary citizens got 45.3%.

We also studied the levels of corporate visibility accorded to various governmental and non-governmental organisations by television during the period. Of all the governmental agencies involved in the election, INEC got the largest share of television coverage.



While INEC received 34.8% of the coverage, security agencies got 30.0%. Inter-governmental organisations got only 12.8%. All other agencies of government had 22.4%; these included the National Orientation Agency (NOA) which was established to, among other things, enlighten and persuade citizens to vote. Non-governmental agencies were also actively involved as observers and monitors in the preparations for the election.

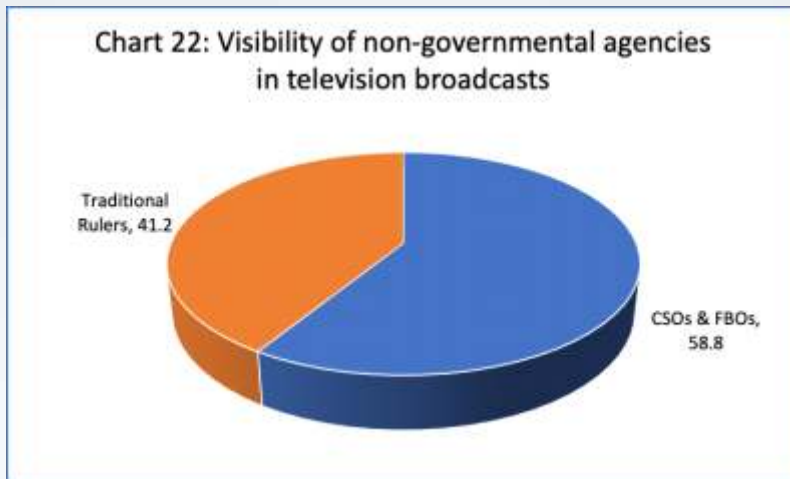


Chart 22 shows that community-based organisations and faith-based organisations got more space (58.8%) than traditional rulers did (41.2%). We compared the visibility of the political parties involved in the election. There were 91 political parties in all but two of them were really predominant: the ruling All Progressives Congress (APC) and the People's Democratic Party (PDP).

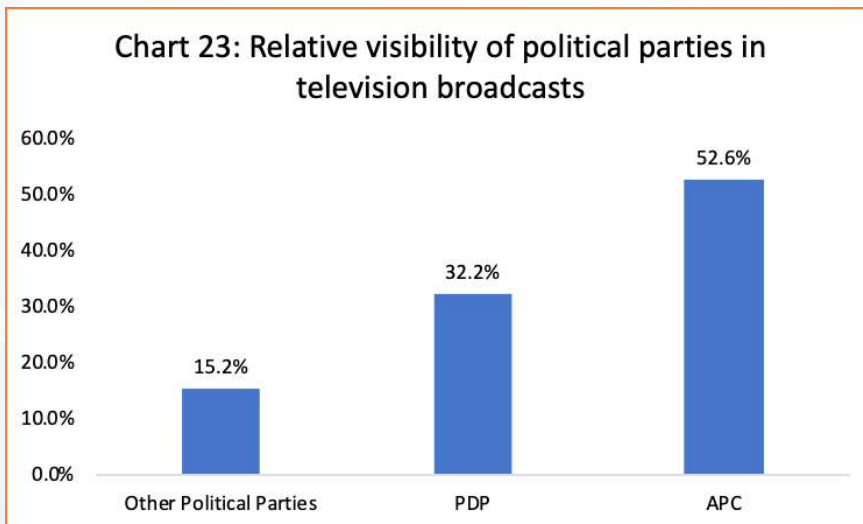
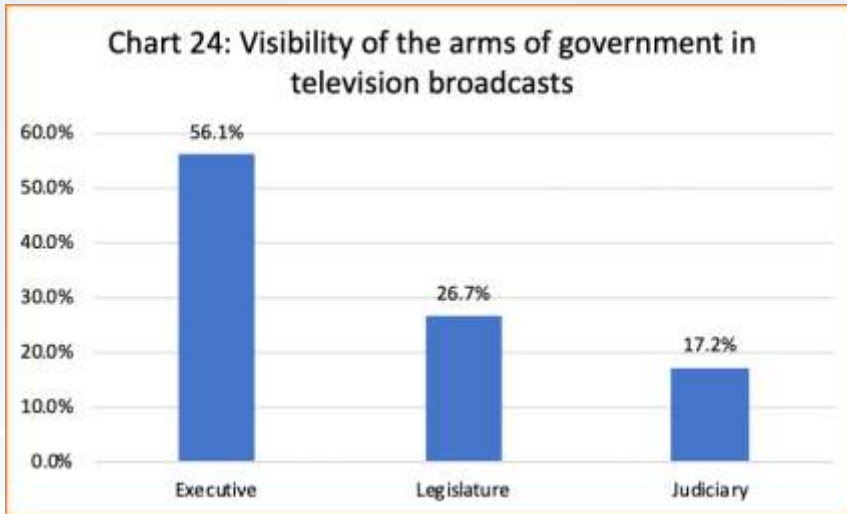
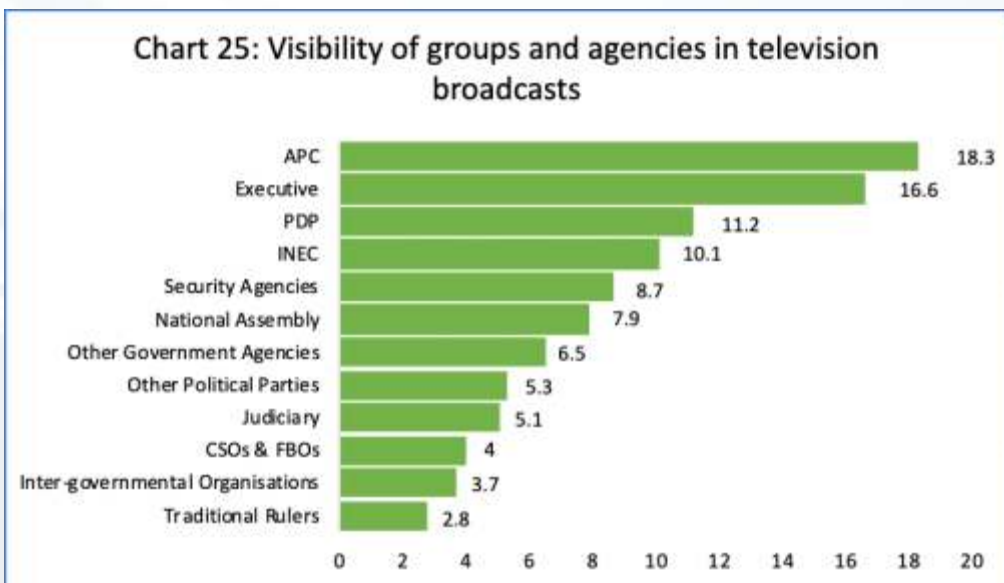


Chart 23 shows the predominant presence of the APC in television contents (52.6%), followed by the PDP with 32.2%. All the other political parties got 15.2% of the total coverage.



Although conducting elections is the function of INEC, the three arms of government are also involved in various degrees. Chart 22 shows that of the three arms of government, the Executive got the lion's share (56.1%) of television coverage, followed by the Legislature with 26.7% and the Judiciary at the rear with 17.2%.

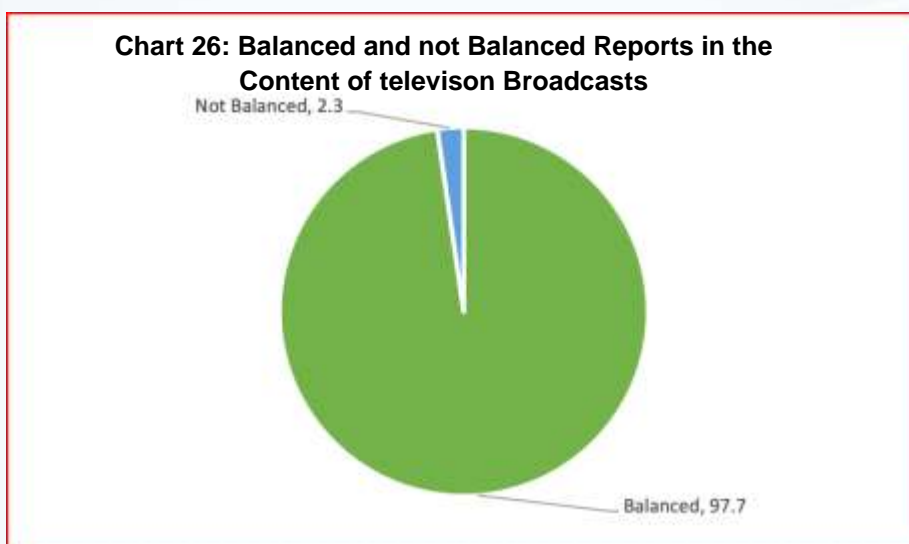
We pulled all these corporate bodies together and compared them on their visibility in the contents of television. Chart 24 shows the outcome.



APC received a highest level of coverage of 18.3%; followed by the executive arm of government (16.6%). PDP came third (11.2%) while INEC came fourth (10.1%). Security agencies followed INEC (8.7%). Traditional rulers came last with 2.8%.

#### QUALITY OF TELEVISION REPORTS: BALANCE

Balanced reports outnumbered lopsided or unbalanced reports. Result presented in Chart 26 reveals the quality of television contents reporting towards the 2019 General elections.



A large percentage (97.7%) of broadcast media contents was balanced, while 2.3% of the contents was not balanced. This brings us to the conclusion that the media provided a balanced report of electioneering.

#### QUALITY OF REPORT: EXTREME SPEECH

There were very few instances of incitement or hate speech in the television contents in January 2019. There were several cases from Silverbird Television, Channels Television and Rivers State Television. Governor Wike was shown saying: “APC is going about intimidating people, saying they will do this, they will do that. We must stand firm, young boys and girls and defend our votes”.



As opposed to a 2018 report on “Patterns of Broadcast Breaches and Sanctions” (IMS, 2018), which suggested a greater prevalence of hate speech in the north, more than in the southern part of the country, no northern television station was found guilty of this media malpractice issue. This implies that the numerous workshops on 'hate speech' might have been effective in reducing the prevalence of hate speech on television.

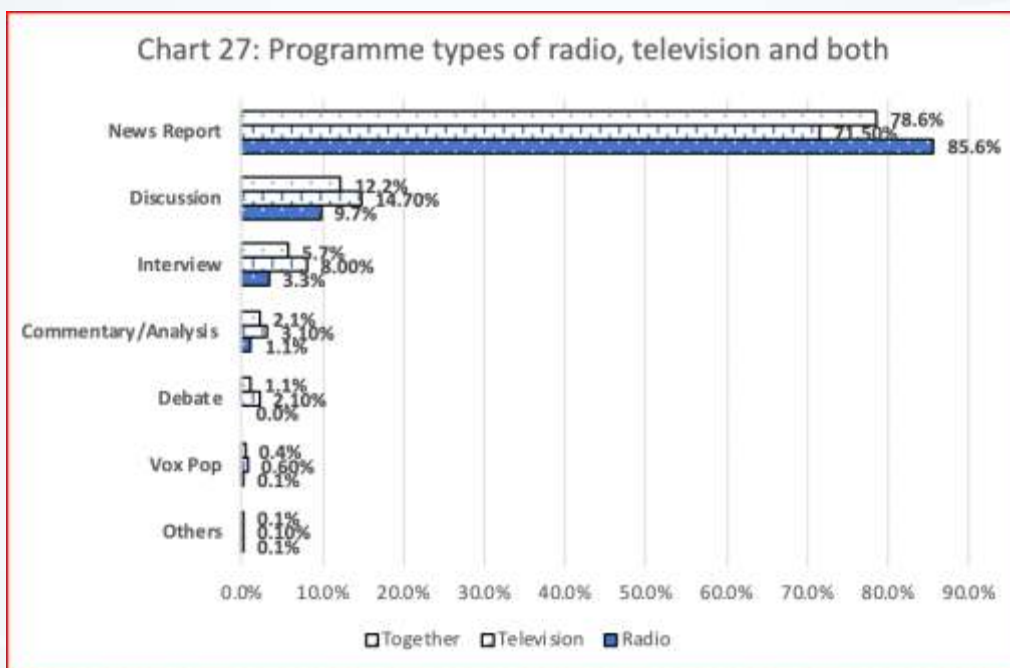
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## PART III:

### COMBINED REPORT ON RADIO AND TELEVISION

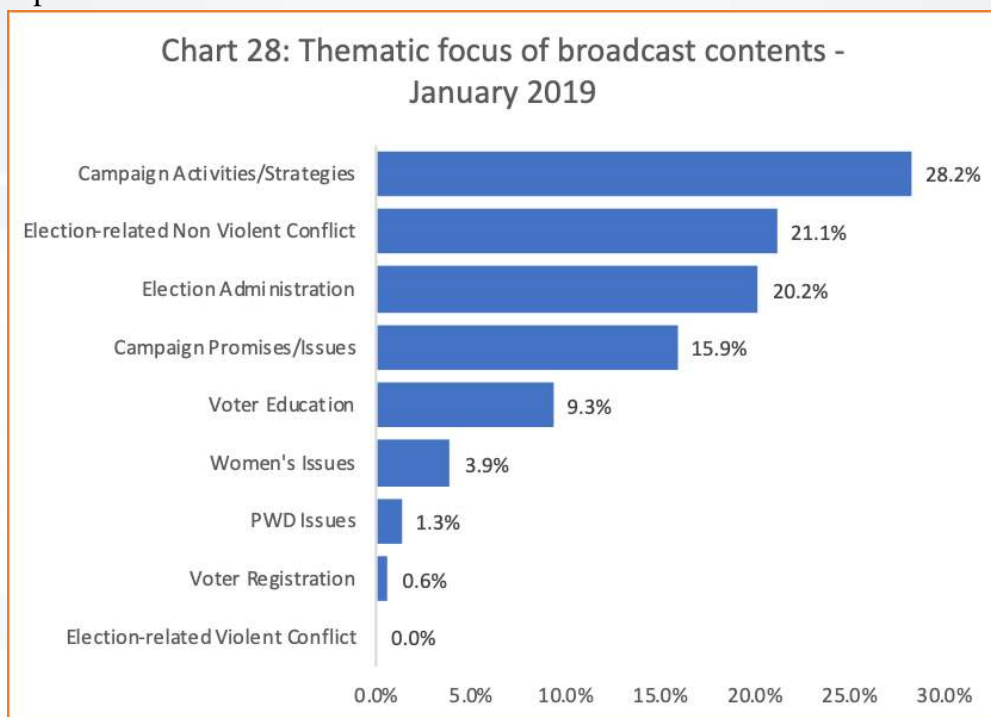
A combined total of 1864 broadcasts in January 2019 were analysed. Of these, 722 were from radio, while 1142 were from television. Results in Chart 27 shows that news programmes dominated the broadcasts



None of the political broadcasts adopted documentaries, talk shows or phone-in formats in dealing with politics and elections during the month under review on the selected radio and television stations. Radio had no debates but television had some. Commentaries and analyses were generally few. This trend raises the important point of the poor performance of the broadcast media with reference to their surveillance role. Elections are critical and one would expect the media to use commentaries and analysis as tools for the education of the electorate.

## THEMATIC FOCUS OF BROADCAST MEDIA CONTENTS

With the 2019 general elections scheduled to hold in February, radio and television stations concentrated on varied issues in the month under consideration. Result in Chart 28 shows the thematic focus of the broadcast reports.



Report shows that more of the programmes that were aired on various broadcast stations in the four election monitoring zones were dedicated to campaign activities/strategies (28.2%) employed by competing parties and their candidates. Election-related non-violent conflicts came second on the list (21.1%), while election administration occupied the third position (20.2%). Campaign promises or issues ranked fourth (15.9%), while voter education was fifth (9.3%) on the list. Issues about women (3.9%) and PWD (1.3%) ranked sixth and seventh, respectively. Election-related violent conflict had no presence.

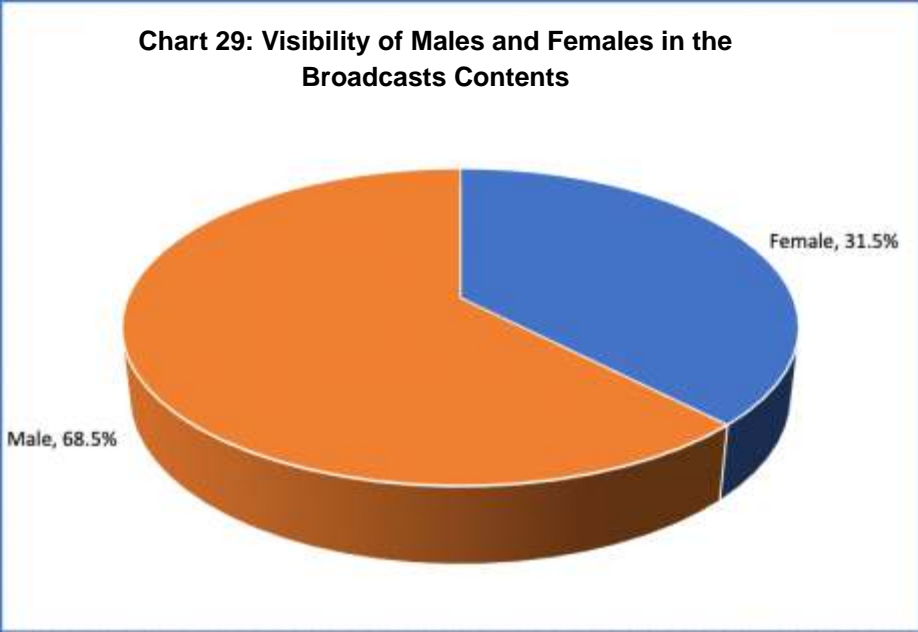
It is instructive to note that the broadcast media exhibited bias in their

coverage of issues versus strategies. The predominant focus was on strategies adopted by the parties (28.2%), while issues (15.9%) were largely marginalised. This coverage pattern reflects the major problem in many countries of the world where the media tend to focus on the electoral race and the tactics, rather than on what the politicians are offering as solutions to societal problems.

### VISIBILITY OF ACTORS IN BROADCAST REPORTS

In this section, we reported on the visibility of actors and groups in the contents of the broadcast media in the political programmes aired in the month under review— January, 2019. We compared visibility of men with that of women; those living with disabilities with that of able persons; rural dwellers with urban dwellers; youths with other age grade; and politicians with ordinary citizens.

Chart 29 focuses on the visibility of men and women in the contents of the political programmes broadcast in the month under review. It shows that men remained the predominant focus of these programmes.



Males got 68.5% of the coverage leaving 35.5% for females Radio and television appeared showed on significant difference in their under-reporting of women. As Chart 3 and Chart 18 show, radio and television gave 36.1% and 26.9% to women, respectively, leaving the rest for men. This is in spite of the active involvement of women as contestants and voters. The few reports featuring women include one by ABC Yola reporting thus:

*The need for women to play a vital role in ensuring free and fair conduct of the general elections has been stressed by the President, National Council of Women Society Adamawa state chapter in a sensitization workshop violent free elections.*

Another was a promise made by a woman contestant to women and broadcast on Radio Benue on January 31, 2019 thus:

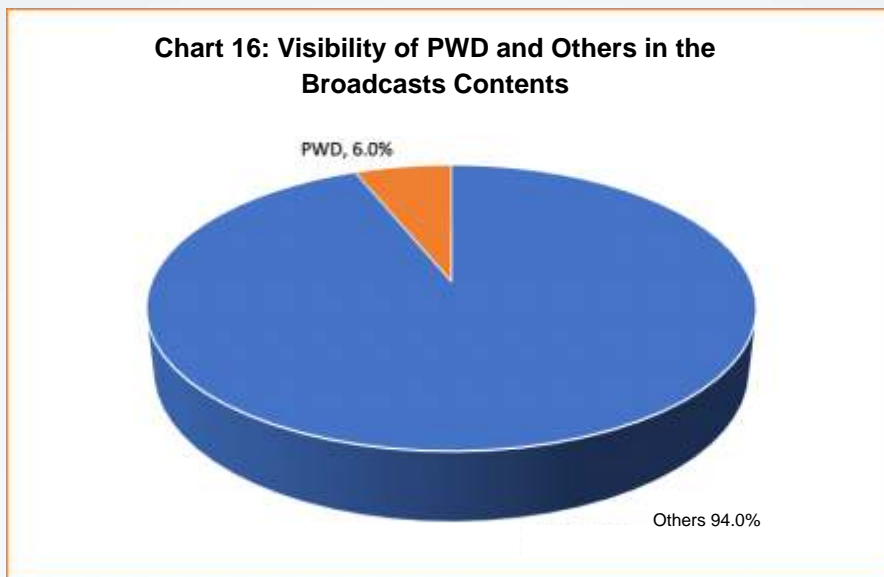
*Ahead of the Benue State Assembly elections, Labour Party (LP) candidate Hon. Dooshima Kumbo aspiring for member, Kwande LGA unveils policy documents and promised to enact legislation that would change the fortune of women, youth and children if given mandate.*

Another significant one was the admonition from the then Emir of Kano, His Royal Highness Sanusi Lamido Sanusi and broadcast on Arewa Radio thus:

*Emir of Kano Sanusi Lamido advised politicians to conduct their campaigns peacefully and without violence. He further advised women not to allow themselves to be pushed aside but to be actively involved in politics.*

Despite all these and the increased involvement of women in politics, their quota still amounted to 31.5% of the total broadcast in the month under consideration. It is important to note that in most of the reports, women were being advised to vote or to contest; it is only in few of the reports that women were seen in action, as Ms Dooshima Kumbo mentioned above.

People living with disabilities were even less visible than women were. They featured only in 6.0% of the contents of broadcasting as sources or those being mentioned in broadcast reports.



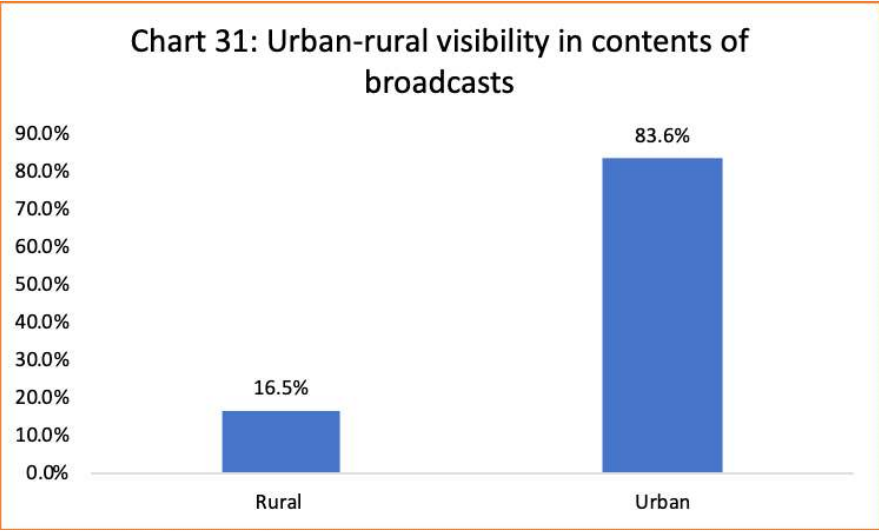
Most of the reports featuring PWD concentrated on advocating for their involvement in the electoral process. Examples include the plea by the INEC Resident Electoral Commissioner made to PWD not to sell their votes. It was broadcast on Gotel Radio on 30 January 2019:

*Resident Electoral Commissioner of INEC in Oyo State during a mobilization workshop organized for leaders of the Joint National Association of Persons with Disability has admonished persons living with disabilities not to sell their votes in cash or collect any kind of gratification in the forthcoming general elections.*

Another is a report presented by TVC, Lagos. In the broadcast, the station presented a report that *advocates inclusion of peoples with disability in polls ahead of General Election.*

Other reports dealt with the plans INEC was making to accommodate the

requirements of PWD in order to enable them to vote. The wide disparity in the attention given to women and men or to PWD and others is also found in the attention given to urban and rural locations. As Chart 31 shows, most of the attention was on the urban area.

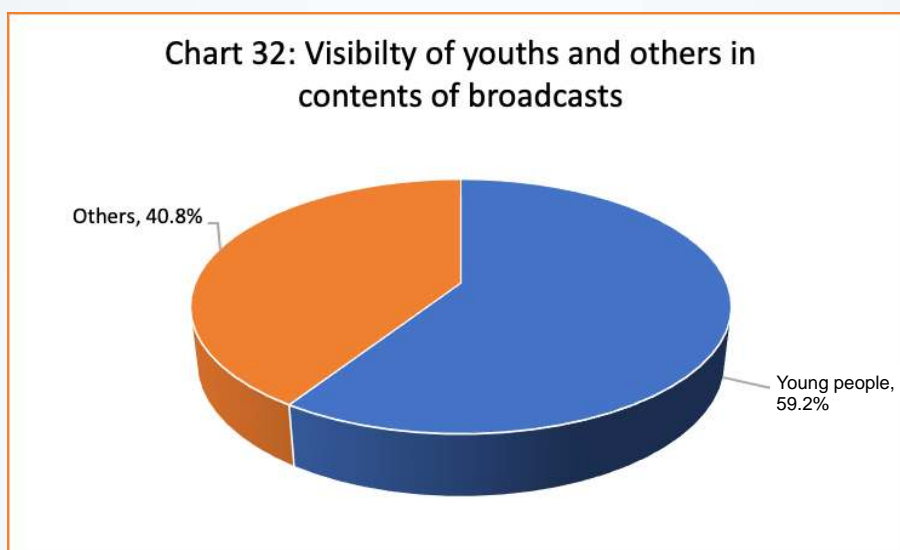


Put together, approximately 84% of the broadcasts focused on events in the urban areas, while only about 17% focused on rural areas. What is more equally interesting was that, as Table 1 shows, television gave more attention to rural areas than radio did.

**Table 1: Comparison of radio and television focuses on location**

Location	Radio	Television
Rural	10.1%	22.8%
Urban	89.9%	77.2%
	100%	100%

The proportion of attention given by television stations to rural areas in January 2019 more than doubled that given by radio stations. This is an important issue because radio is known to be the medium that is more rural-friendly needing no electricity and requiring no literacy. If the medium that is supposed to be the medium for the rural dwellers is more urban-focused than television, it raises concern as to whether or not rural dwellers are getting the required amount of information.

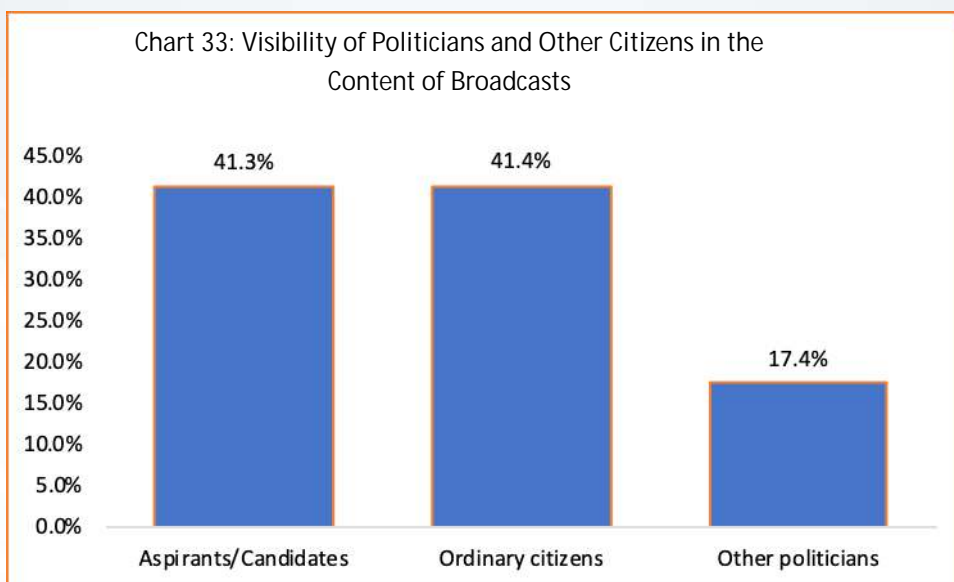


Young people were more visible in the contents of broadcasting in the month under review than all the people of the other ages were. Chart 32 shows that 59.2% of people seen and heard on the broadcast media at the time under review were youths. This encouraging trend echoes the debate on age limit for entrance into active politics, which culminated in the passage of the “Not Too Young to Run” Bill into law in 2018. The broadcast media gave attention to the voice of the young people especially as they championed the call for peaceful elections. Examples include the story by STV thus:

*Youth in Ohaji Local Government of Imo state have challenged INEC to take decisive measure against any politician found to be engaging in electoral violence.*

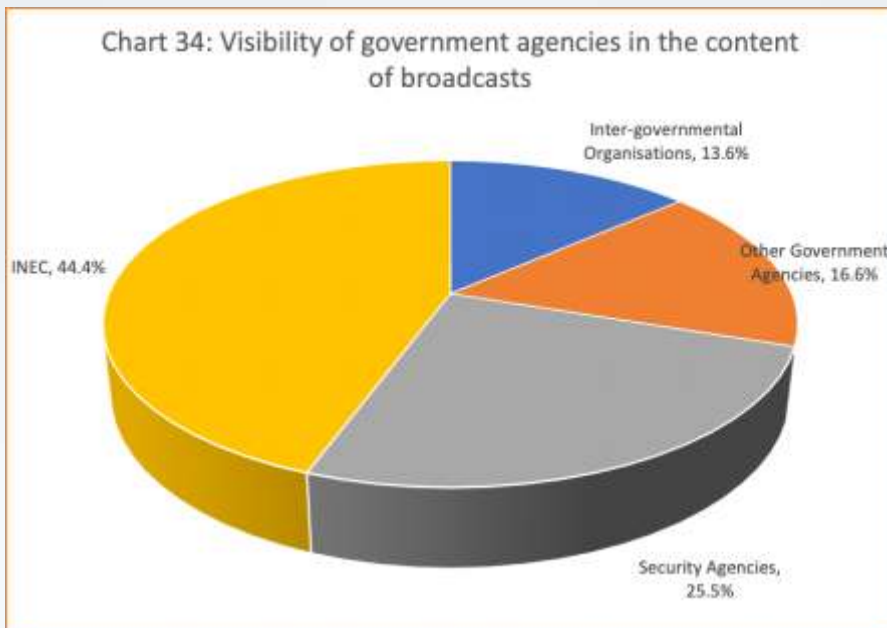


Another is the report by the Nigerian Television Authority (NTA), which reported INEC's meeting with youth leaders on how to ensure peaceful elections. In Yola, Adamawa State, Gotel TV reported a campaign for peaceful election organised by a Youth Council.



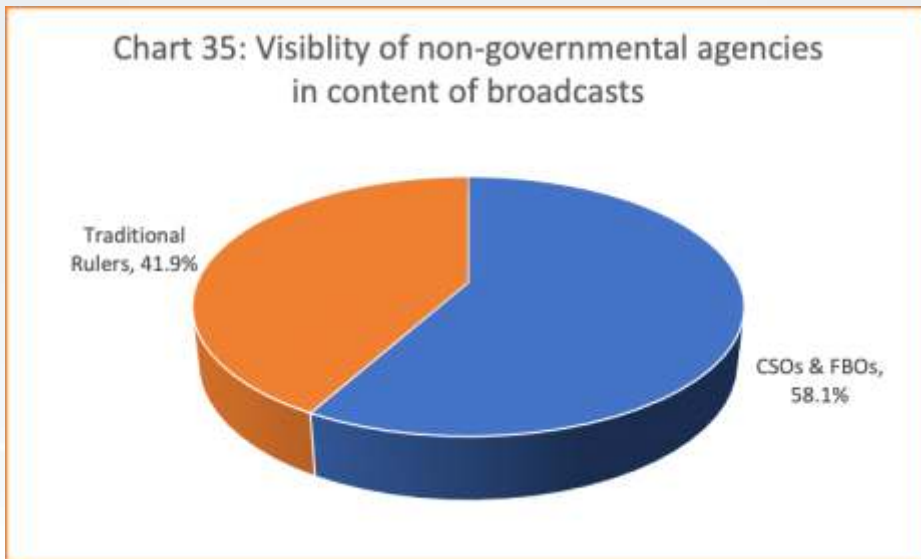
Another encouraging trend is found in Chart 33, which shows that the broadcasts focused quite remarkably on the electorate (41.4%). Aspirants or candidates also got substantial coverage (41.3%), while other politicians came last with 17.4%. While it is encouraging to find that ordinary citizens got coverage, it is a bit worrisome to see that politicians who were not running for office were neglected. This is because many of these politicians were capable of influencing the electoral process one way or the other.

We explored the visibility of corporate entities in the contents of the broadcast media. Charts 34 to 37 present the findings. Of all the agencies of government, INEC is, understandably, the most visible with 44.4% of the coverage.



As Chart 34 shows, the security agencies came second (25.5%), while intergovernmental organisations took the fourth position (13.6%). Other agencies of government took the third position (16.6%). While it is understandable that INEC should be first on the list being the body saddled with the conduct of the elections, there is the need to understand why security agencies came second. The 2019 elections, like the previous ones, was being planned amidst insecurity challenges. There were rumours of planned electoral violence, and in an atmosphere charged with fear of attack by the insurgent Boko Haram group in the Northeast. Intra-party and inter-party conflicts had happened during the primaries and during campaigns leading to loss of lives and property. Therefore, the Federal Government deployed remarkable attention to the security apparatus of the country towards ensuring violence-free elections. The broadcast media must have caught this emphasis from government and focused attention on the security agencies.

Non-governmental agencies were also covered in the broadcasts. As Chart 35 shows, civil society organisations (CSOs) and Faith-Based Organisations (FBOs) with 58.1% of the coverage were more visible than traditional rulers who got 41.9%.



This, nonetheless, shows that while CSOs and FBOs have become entrenched in the democratic process as election monitors and observers, some of them with international accreditation and support, traditional rulers have become a force to reckon with in the electoral process in Nigeria. Indications of this importance are evident in the broadcasts. For instance, the following excerpt is from a report by KSMC radio:

*President Buhari urges traditional rulers to contribute in voter education and guard against utterances that can stir violence in the coming elections.*

The foregoing instance underscores the important role and expectations that the President had of the traditional rulers as well as the power they wield. Other reports cover courtesy made by political aspirants to traditional rulers and statements made by such rulers. An example was given earlier of His Royal Highness Sanusi Lamido Sanusi, the then Emir of Kano who advised politicians to adopt peaceful campaigns and women to be actively involved in politics.

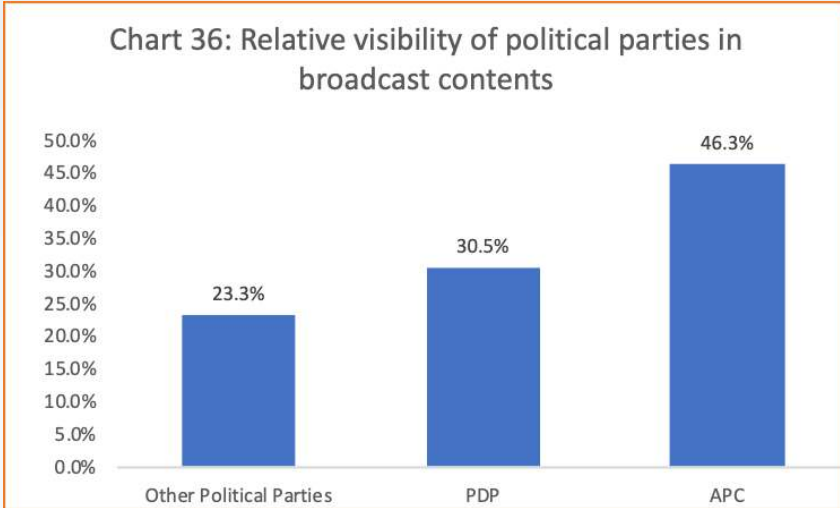
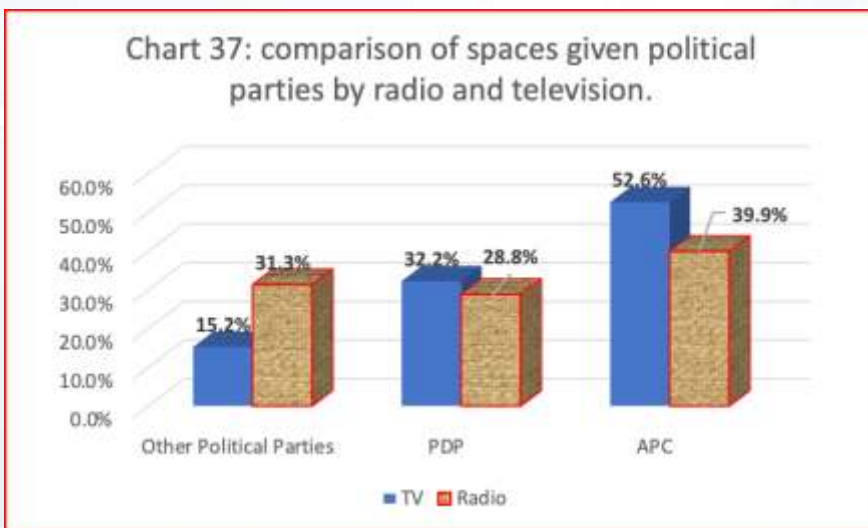
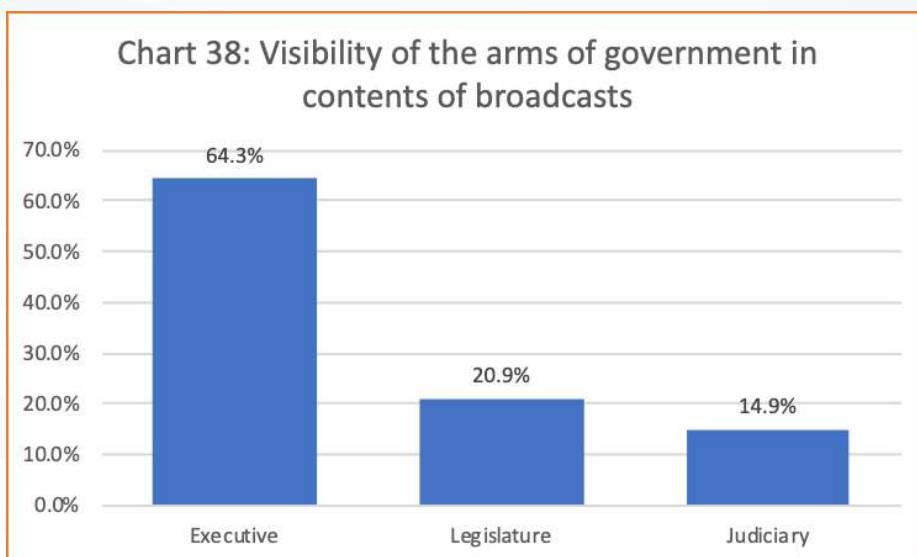


Chart 36 presents the relative visibility of political parties in the contents of the broadcasts. It could be seen that the ruling APC had the lion's share (46.3%), while PDP got 30.5% of the coverage. It is however notable that the difference between the scores of APC and PDP is much wider than that between those PDP and all the other 89 political parties with just 23.3% of the coverage. It is important to note that television stations gave other political parties more space than radio did. Chart 37 below presents the result



Radio acted more as a leveller than television. In the television reports, the gap between the ruling APC and other political parties was 37.4%, whereas in the radio reports, the difference between the two was just 8.6. It is difficult to be certain as to why radio seemed to narrow the gaps better than television. One possibility might be that these “other parties” being not so heavily funded as APC and PDP found radio cheaper to patronise for advertisements and thus became friendlier with radio.

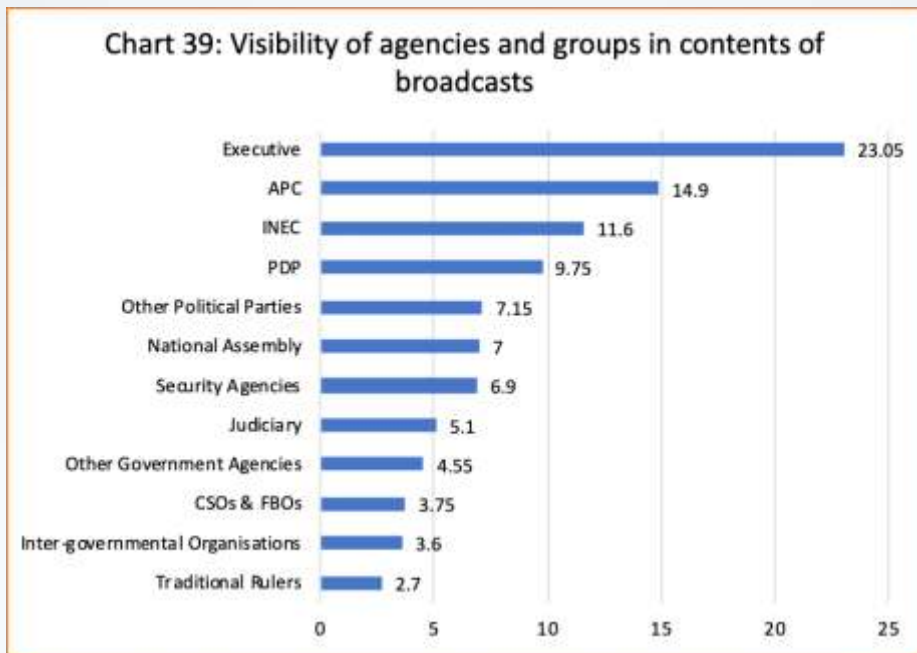
Of the three arms of government, the Executive Councils dominated the airwaves. Chart 38 shows the distribution.



The Executive arm got 64.3% of the airwaves; the Legislature came second with 20.9%, while the Judiciary occupied the rear with 14.9%. Funding the elections, providing security, re-assuring the international community are, among others, the functions of the Executive. It is, therefore, not a surprise that it took the major share of the coverage.

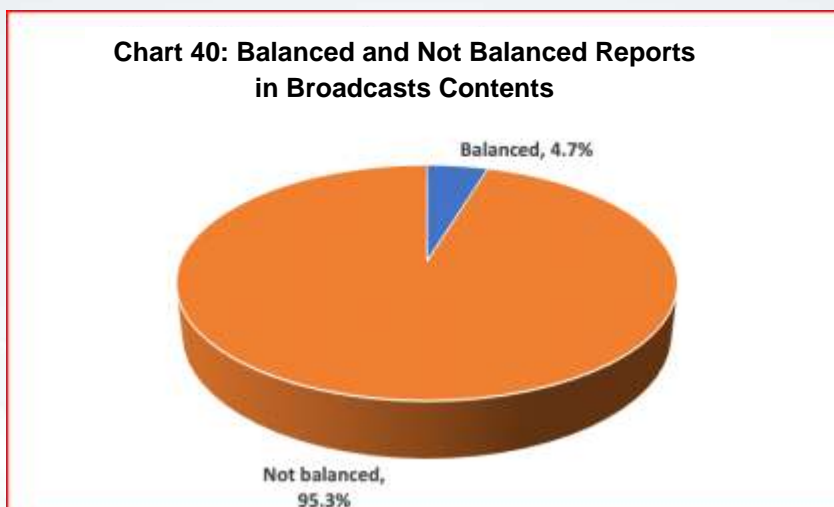
When taken together, among all the groups of actors in the electoral process covered in the broadcast media within the month under review, the Executive took the lead (23.05%), followed by the ruling party, APC (14.9%). INEC came third (11.6%), while PDP came fourth (9.75%) followed by other

political parties (7.5%). Security agencies (6.9%), the judiciary (5.1%), other government agencies (4.55%); CSOs and FBOs (3.75%); intergovernmental organisations (3.6%), and traditional rulers (2.7%) follow in that order.



What is obvious from the result in Chart 39 is the tendency of the broadcast media to devote attention to the locus of political and financial powers. The Executive, the ruling party, INEC and the main opposition party occupied the top four positions. These are also the ones with the strongest financial and political influence.

## QUALITY OF REPORTS - BALANCE



Result in Chart 40 shows the quality of broadcast media contents towards the 2019 general elections. Of the 189 items analysed, balance was only applicable to 59 articles. As shown in Chart 40e above, 95.3% of the contents was balanced, while 4.7% of contents was not balanced. With this result, we can conclude that the media played a pivotal role in providing an impartial report of election monitoring and other related matters.

### QUALITY OF REPORTS: EXTREME SPEECH

There were some examples of hate speech and incitement as reported in the broadcast media. The two major stations were Silverbird Television and Rivers State Television.

STV broadcast some of such instances:

*"PMB [President Muhammadu Buhari] is mentally unfit"* - (spokesperson of a group of political parties)

*"PMB is inept and clueless"* – An ex-aide to a former President



"Atiku is an attack dog, he attacks like a dog and eat dog mandate" – A guest on a programme

A chieftain of one of the bigger political parties set the tone for possible post-election violence when he said during a campaign in Rivers State, carried by one of the leading television stations:

*Let me on behalf of the leadership of my party at the headquarters warn INEC, if you want to cause crisis in Nigeria, then rig the election.*

In this situation, the politician was implying that if his party lost in a rigged election, it would resort to violence, rather than head for the court of law.

## **CONCLUDING REMARKS**

The broadcast media paid significant attention to a wide range of electoral issues. It is important to note that voter education continued in January 2019, few days to the elections. Matters of election administration also received important attention. The broadcast media also focused on election promises and campaigns. Young people are receiving media attention.

On the negative side, many old problems associated with political reporting by broadcast media continue to recur. First, the coverage predominantly focused on groups with political and financial muscle. This bias is not healthy for the growth of the democratic process. Second, there is greater emphasis on the strategies and tactics of politicians than on campaign issues. This is a global problem in many democracies. Nigerian journalists could do better by focusing on significant issues.

Third, the needs of people with disabilities and women received little attention in the coverage. This is another perennial problem. In addition, women as sources and subjects of broadcast contents, and people living with disability were not very visible.



Furthermore, most reports concentrated on urban areas yet politics, elections and other similar issues are both rural and urban. This is another old problem. Most Nigerians live and vote in the urban areas. There is the need to direct the media attention to these areas.

Finally, there are a few instances of hate speech. It appears that Nigerian journalists need training on how to identify and handle hate speech. Remarkably, the instances are few but they could indeed be fewer.

# FEBRUARY 2019 REPORT



## BACKGROUND

Broadcast media play such an important role in the society that the significance of their activities cannot be overlooked. Ideally, they are sources of good, professional and objective information needed by the audience, who are naturally eager to be sure that what they are hearing, watching and reading is truthful and honest. Journalism then can be considered a service to society and journalists are expected to carry out their responsibilities in an ethical manner.

The Nigerian broadcast industry has always played a major role in the country's electoral process and 2019 was no different. In fact, their role was so significant that the National Broadcasting Commission (NBC) held a series of seminars and workshops for the media some months prior to the commencement of elections. The seminars were held to remind members of the media of their duties and emphasize their need for professional and balanced broadcasting.

The 2019 general elections were successfully conducted despite the electoral violence and other tragic events that occurred across various states. The hopes and reliance of the citizens on the Nigerian government remain strong as they continue to count on elected officials to keep their promises.

Consequently, it is expedient that the activities of the media, in particular the broadcast media, be monitored in order to examine their commitment to performing both their primary responsibilities and social role to the citizens. It is also important to monitor the media in order to evaluate their activities and determine to what extent they were able to carry out their roles in the past elections. This is what we have done in this current report, which is the

monitoring report for February 2019 showing the priorities of the broadcast media in projecting as well as intervening in issues of national importance, particularly election events. In this report, we analyzed the efficacy of the broadcast media based on the following categories: programme types, thematic focus, visibility of individual and corporate actors, quality of reports, and the language of reporting.

The monitoring involved 16 radio stations and 17 television stations across the country.

The sixteen radio stations listed below were monitored during the month of February:

1. Adamawa Broadcasting Corporation (ABC) Yola
2. Anambra Broadcasting Service (Awka 88.5 FM), Awka
3. Arewa Radio, Kano
4. Dream FM, Enugu
5. Federal Radio Corporation of Nigeria (FRCN), Network
6. Glory FM (Bayelsa State Broadcasting Corporation, BSBC), Yenagoa
7. Gotel Radio, Yola
8. Kaduna State Media Corporation (KSMC) Radio, Kaduna
9. Nigeria Info, Network
10. Osun State Broadcasting Corporation (OSBC), Osogbo
11. Progress FM Gombe
12. Radio Benue, Makurdi
13. Radio Kwara, Ilorin
14. Radio Lagos
15. Radio Lagos/Eko FM

16. Rhythm 93.7, Network
17. Splash FM 105.5 Ibadan

The selected television stations are as follows:

1. African Independent Television (AIT), Network
2. Adamawa Television (ATV) Yola
3. Channels Television, Network
4. Desmims International Television (DITV), Kaduna
5. Galaxy Television, Lagos
6. Gotel TV, Yola
7. Independent Television (ITV), Benin City
8. Kaduna State Television (KSTV), Kaduna
9. Liberty Television, Abuja
10. Lagos Television (LTV), Lagos
11. Nigeria Television Authority (NTA) Network
12. Ogun State Television (OGTV), Abeokuta
13. Rivers State Television (RSTV), Port Harcourt
14. Silverbird Television (STV), Network
15. TV Continental (TVC), Network
16. Wazobia Max TV, Network

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## PART I:

### CONTENTS OF POLITICAL PROGRAMMES ON RADIO

The radio programmes fell into different categories of discussions, news reports, commentaries and analyses, interviews, phone-in programmes, vox pop, documentaries, and debates. Highlighted in the Chart 1 below are all the programmes and their frequency in media contents.

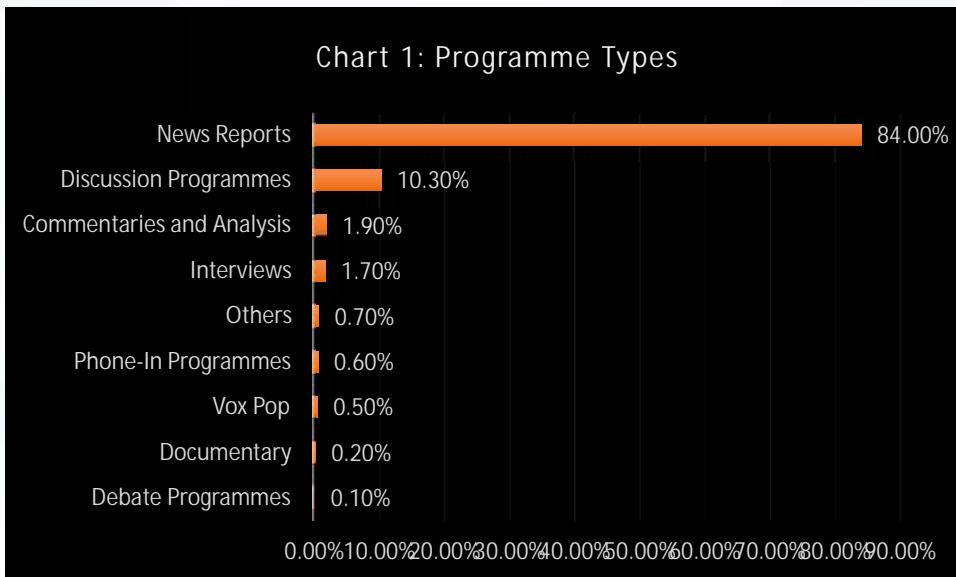


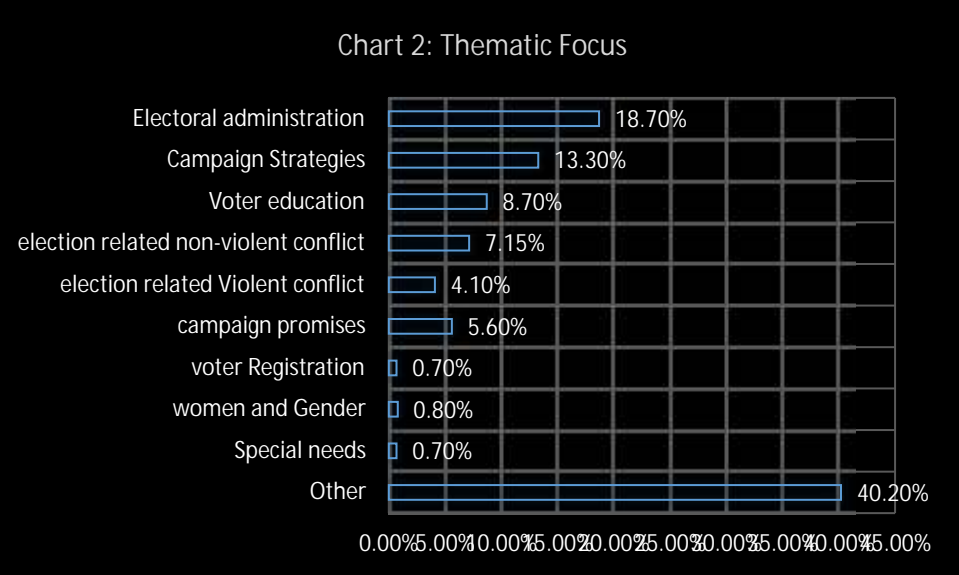
Chart 1 describes the various types of programmes that were monitored. News reports constituted an overwhelming majority (84.0%) of all the broadcasts. Discussion programmes came a distant second with 10.3%. Commentaries and analysis programmes accounted for 1.7%, while phone-in programmes, Vox pop, documentaries and debate programmes each accounted for less than 1% of the programmes monitored.

It is not surprising that news reports were predominant in media contents considering the fact that the audience would expect journalists to give

updates on election results and also give information on any occurrence linked to the election.

### THEMATIC FOCUS OF THE CONTENTS OF THE RADIO

We examined the contents of radio programmes in order to identify the recurring themes. We found that the media focused more on other events as opposed to election activities.



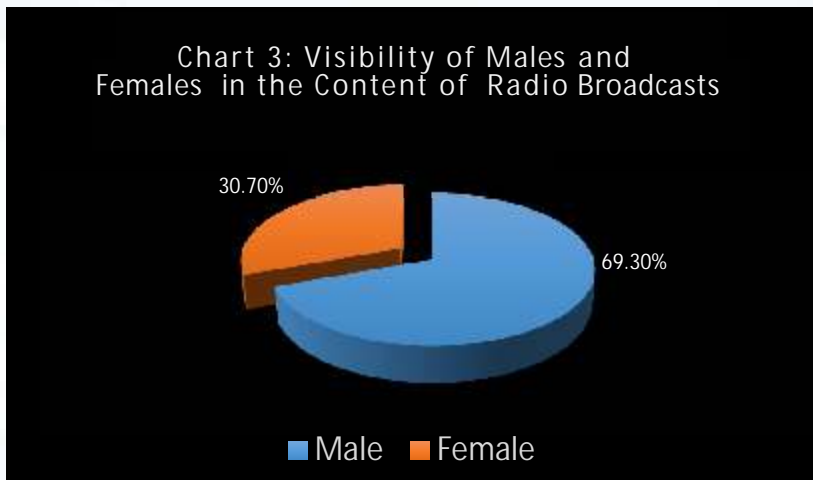
The thematic focus of the various programmes for February is recorded in Chart 2 above. As it was the election month, electoral administration received a fair amount of reportage and discussion and recorded 18.7% of the total coverage. Voter education came in at 8.7%. Campaign strategies received 13.3% of the coverage, while campaign promises accounted for 5.6% of the coverage. Election-related non-violent conflicts recorded 7.15% of the time, while election-related violent conflicts recorded 4.1% of the time. Voter registration received a mere 0.7% of the time, which was understandable as voter registration had long been closed. Women and gender issues barely appeared at less than 1 percent. Similarly, special needs issues were also

marginally addressed as they attracted a mere 0.7% of coverage.

## VISIBILITY OF ACTORS IN THE CONTENT OF RADIO BROADCASTS

We also examined the visibility of actors in radio media contents. Who were those that they constantly featured or discussed in the radio programmes? Did the radio stations give everyone equal representation? We analysed the data collected to answer the foregoing questions. Chart 3 shows the visibility of men and women in radio broadcasts.

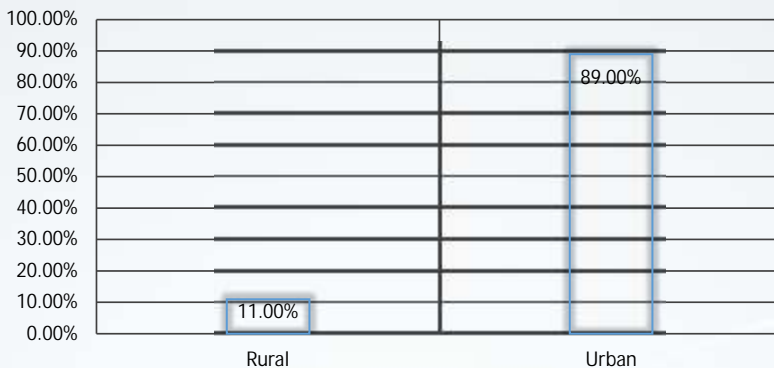
### Visibility of Individual Actors



As with the previous months, males and females received disparate levels of visibility during the broadcasts in February. Men once again accounted for almost seventy percent of the total number of individuals mentioned or used as sources, while women got only 30.7% of the visibility. This is not good enough and shows that the media needs to do more work to ensure there is equality in the presentation of men and women.

Similarly, it appears that journalists focused on urban areas as opposed to the rural places. This is a recurrent trend in all the election monitoring reports and definitely something that the media should work on as it appears that a large part of the electorate at the grassroots level were neglected in the content of radio broadcasts.

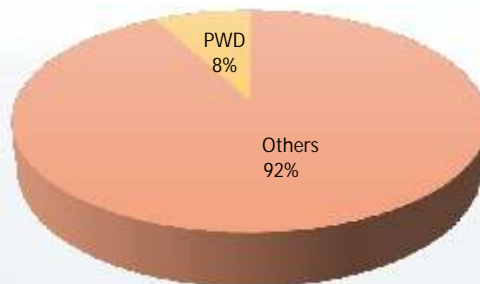
Chart 4 :Rural-Urban Visibility in the Content of Radio broadcasts



As shown in Chart 4, there was a stark difference in the levels of rural-urban visibility as 89.0% of visibility was enjoyed by urban areas, while only 11% visibility was given to rural areas.

The visibility of People living with disabilities (PWD) in radio broadcasts was measured and compared with the visibility of their able-bodied counterparts. Again the media fell short in this area as they neglected the PWD, but largely focused on able people.

Chart 5: Visibility of People Living with Disabilities and others in the Content of Radio Broadcasts





People living with disability were barely visible in the content of radio broadcast during the month of February. Only 8.0% of airtime focused on special people, while able individuals enjoyed 92.0% of visibility. It was necessary to examine radio media contents and compare their presentation of the various age groups.

Chart 6: Age Visibility in the Content of Radio Broadcasts



As seen in Chart 6 above, young people were once again quite visible as they accounted for up to 53.40% of individuals mentioned or used as sources during the radio broadcasts. Individuals of other ages enjoyed 46.5% of the total visibility in radio broadcasts.

We observed that the visibility of the electorate was higher than that of aspirants in radio broadcasts. This is a good trend as the electorate are the ones who will determine with their votes the elected officials. Chart 7 below shows the results of the data collected to determine the visibility of political aspirants and other citizens in the radio broadcasts.

Chart 7: Visibility of Aspirants and Other Citizens in the Content of Radio Broadcasts



While aspirants and candidates were quite visible as they appeared as sources or were mentioned often enough to account for 32.0% of radio coverage, it was a pleasing discovery to see that other citizens enjoyed much more of the airtime with 68.0% visibility.

### Corporate Visibility

Chart 8 :Visibility of the Arms of Government in the Content of Radio Broadcasts

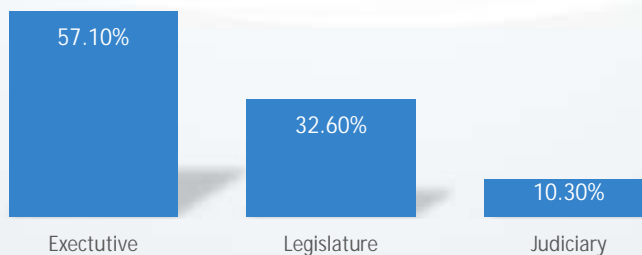
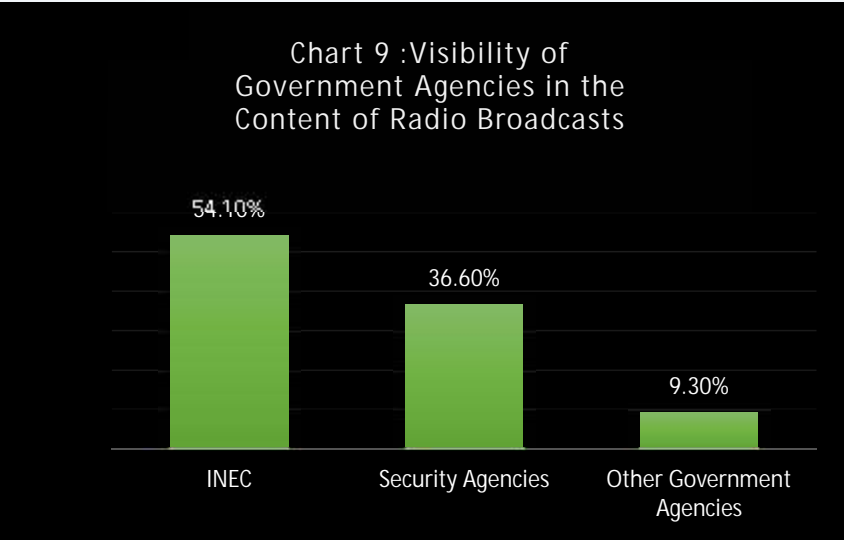


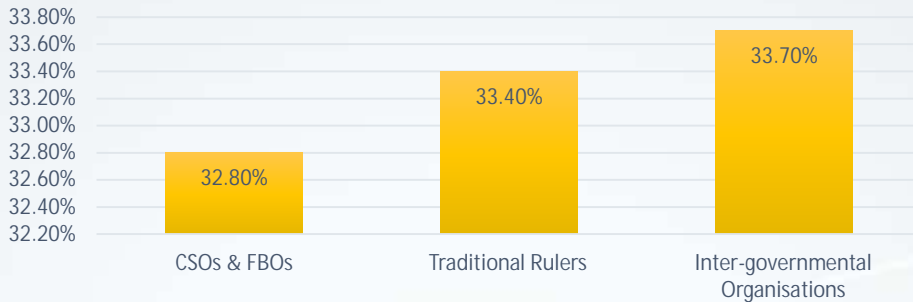
Chart 8 shows the relative visibility of the various arms of government. The Executive arm of government was the most visible with over 50.0% of the total coverage. The National Assembly received 32.6% of the coverage, while the courts and other components of the Judiciary were much less visible than both of the other arms of government with only 10.3% of the coverage.



During the election month, INEC which is in charge of election administration, was much more visible than other government agencies, accounting for up to 54.1% of the coverage. Security Agencies which include the Police and the Armed Forces were also fairly visible with 36.6% of the coverage. Other government agencies, ministries and departments accounted for only 10.0% of total radio coverage.

Finding show that visibility of Non-governmental organizations was on the same scale in radio broadcasts with visibility of traditional rulers and inter-government organizations at 33.40% and 33.70%, respectively. Surprisingly, the coverage of CSOS and FBOS were lower than the coverage given to inter-government organizations.

Chart 10: Visibility of Non-governmental Organisations in the Content of Radio Broadcasts



Contrary to reports of the previous months, the most visible non-governmental organizations were the international non-governmental organizations. Traditional rulers came next with 33.4%, while civil society organizations and faith based organizations received 32.8% of the airtime. We also explored the visibility of political parties in radio broadcasts. The result is presented in Chart 11 below.

Chart 11: Visibility of Political Parties in the Content of Radio Broadcasts

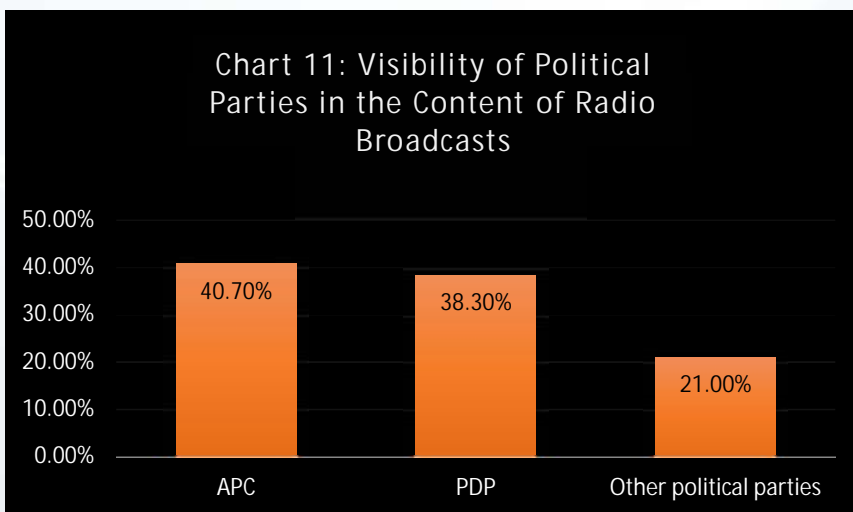


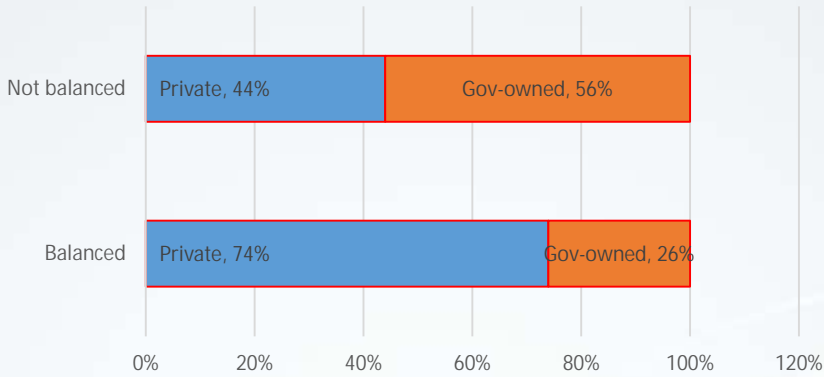
Chart 11 shows the relative visibility of the various political parties. The All Progressives Congress (APC) had the highest volume of visibility with 40.7% of the airtime. The People's Democratic Party (PDP) came a close second with 38.3% of the coverage. All other political parties received just 21.0% of the time.

Chart 12: Balance and Not Balance Reports



Of the radio reports to which balance is applicable, the vast majority of coverage was balanced. Ninety percent of the monitored radio programmes were adequately balanced, while only 9.0% of the reports were not balanced. We compared the balance in the reports of government stations as opposed to private radios stations.

Chart 13: Comparing govt-owned and private radio stations on balance



In terms of balance, 74.0% of balanced reports emerged from private stations while only 26 came from government-owned stations. On the other hand, government-owned stations took the lead in reports that were not balanced, taking up to 56.5%.

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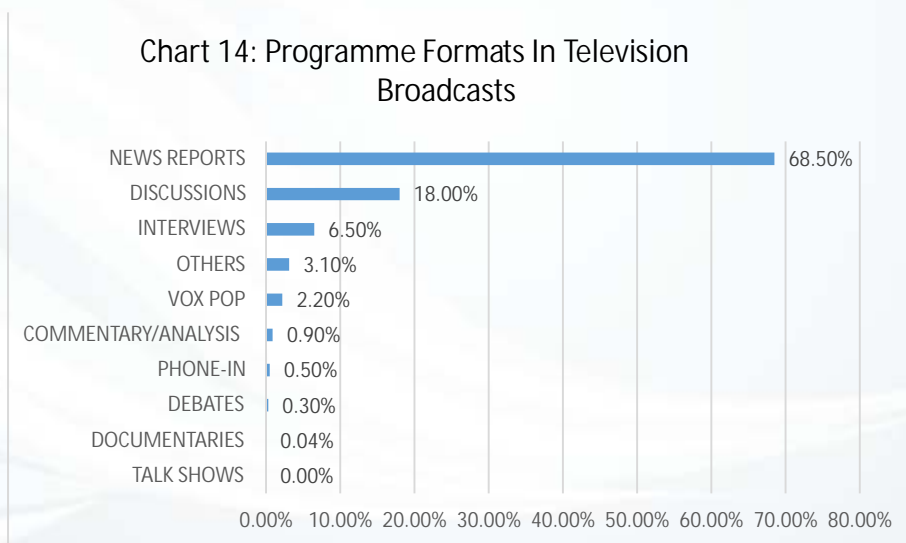
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## PART II:

### CONTENTS OF POLITICAL PROGRAMMES ON TELEVISION

#### PROGRAMME TYPES

The coding focused purposively on the political programmes of the selected stations. By this, we meant programmes where politics and the elections were being discussed. The television broadcasts monitored fell into 10 programme types: news report, discussion, interview, commentary or analysis, vox-pop, phone-in, debate, talk shows, documentaries, and the unclassifiable which we named 'others'. Other categories, which we expected and created, returned a value of 3.1%.



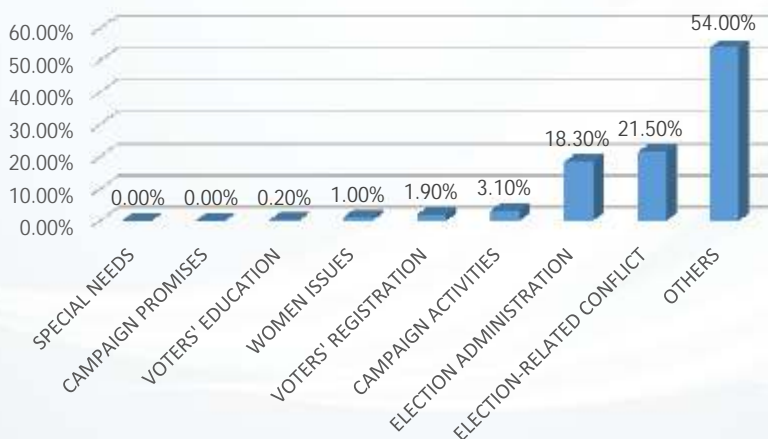
As evident in Chart 14 above, news reports are the most prevalent programme types across the 18 stations observed. A total of 68.5% media coverage was given to news reporting, while 18.0% was dedicated to the discussion of national events. Vox pop received a very low amount of coverage (2.2%). Interviews and other unclassifiable types were given a fair coverage of 6.5%

and 3.1%, respectively. Programme types such as commentary/analysis, phone-in, debate, documentary, and talk shows got below 1% of media focus.

## THEMATIC FOCUS

We examined the main topics and ideas that dominated broadcast contents after the successful completion of the 2019 general elections. Hence, we explored the election-related themes or issues drawn from post-election events. Chart 15 below shows that a combination of other unclassifiable issues swarmed every other theme with 54.0% of the coverage. Election-related conflict came second with 21.5%. In this section, major issues were drawn from insecurity and terrorism, economic meltdown, and other social vices. Chart 15 provides a further breakdown of the less dominant themes:

CHART 15: THEMATIC FOCUS IN THE CONTENT OF TV BROADCASTS



Election-administration and voters education had a relatively low amount of coverage with 18.3% and 3.1%, respectively. As shown in the previous reports, women issues received very little media projection of 1.0%. This result reemphasizes the need for a rethink in the Nigerian broadcast media on matters pertaining to women activities. Women and other minority groups



should be given more prominence in national debates, public dialogues, and roles. Voters registration had only 1.9%, and this is expected because all electoral activities had ended. Voters education had a little above zero, while other themes like campaign promises and special needs returned zero values.

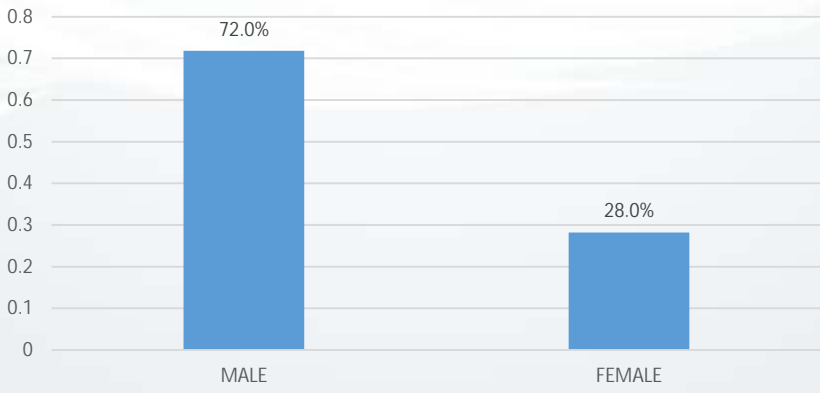
### VISIBILITY OF ACTORS IN THE CONTENT OF TELEVISION BROADCASTS

Here we sought to know who mattered to the broadcast media in their coverage of post-election occurrences. We observed individuals cited as sources of media content and individuals mentioned in the contents of the broadcasts. We compared these across gender, age, status, and location. Then we observed the visibility of corporate organizations or agencies in the coverage.

#### Individual Actors

In this category, we sought to compare the level of coverage received by the males and the females in television broadcast contents. As documented in previous monitoring reports, males got the highest percentage of media focus with 72.0%, whereas, females had only 28.0% of the coverage.

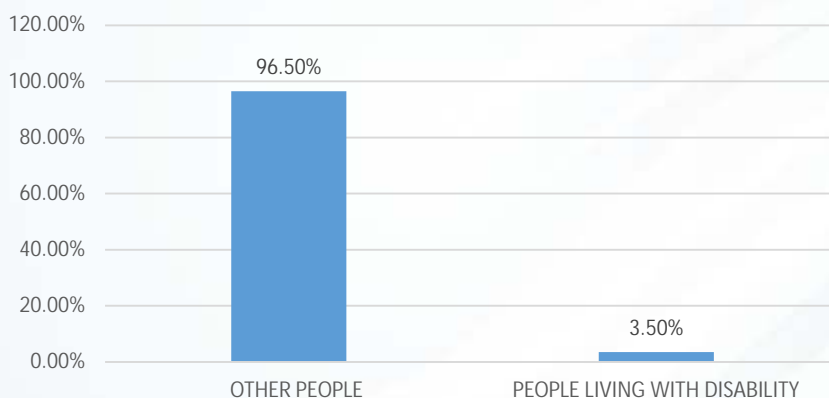
CHART 16: VISIBILITY OF MALE AND FEMALE IN TV BROADCASTS



The result presented in Chart 16 proves that as sources of news and other contents and as actors mentioned in the content of television broadcasts, men were more visible than women were. This suggests that not only do politics remain a male-dominated field in Nigeria, but the broadcast media also pay very little attention to women opinions and involvement in other capacities.

We also investigated the visibility PWD and those living without disability (able persons). Our findings reveal that PWD were almost nonexistent in television broadcasts. Chart 19 shows most news reports and other contents cited able people as sources, and as individual mentions.

CHART 17: PWD VERSUS OTHERS IN THE CONTENT OF TV BROADCASTS

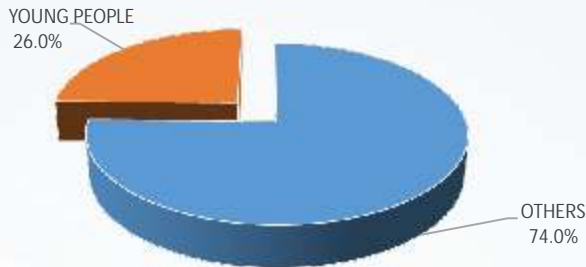


A total of 96.5% of airtime was devoted to the broadcast of televised contents relating to able people. People living with disability had a relatively low coverage of 3.5%. Therefore, our analysis shows that able people appear to have mattered more to broadcast media practitioners in the reportage of post-election events or activities.

Also, our examination included the visibility of youths and other age groups as sources or mentions in television broadcasts during the period under review. At this stage, we compared the prominence of both actors and

documented our findings in the chart below. Chart 18 highlights the level of visibility garnered by youths and other age groups in the contents of television broadcast.

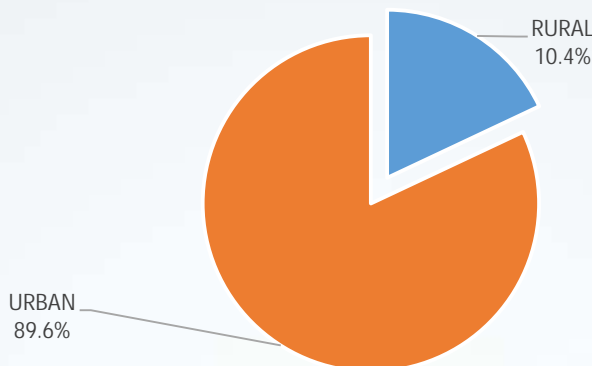
CHART 18: VISIBILITY OF YOUNG PEOPLE IN TV BROADCASTS



It was important to measure the active role played by young people in politics even after the 2019 general elections. In the process of coding, we found that the broadcast media focused on the other age groups elected into various political positions, especially with the adoption of the NotTooYoungToRule Bill passed sometime in 2018. This result deviates from the common trend in past reports. Results in Chart 18 shows that the other age groups were very noticeable in post-election broadcasts, and they received 74.0% of media coverage, while a total of 26.0% of coverage featured young people as sources of news reports, other contents and as mentions.

Rural areas were mostly neglected in the contents of television broadcast. A larger percentage of post-election activities reported took place in the urban areas. From our previous reports, media coverage was largely focused on urban areas, and very little attention was dedicated to rural areas. We observed that the media repeated the same practice in this category as rural areas were mostly neglected in the contents of television broadcast, while a larger percentage of post-election activities reported took place in the urban areas. Chart 19 presents the findings:

CHART 19: URBAN-RURAL VISIBILITY IN TELEVISION BROADCASTS

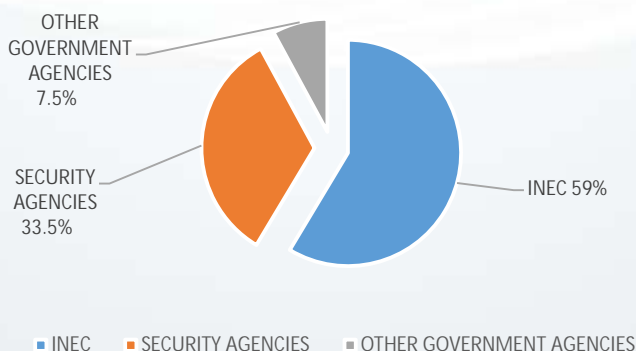


Urban locations had 89.6% of the entire coverage, while rural settlements had only 10.4% of media attention. This analysis raises a concern about the amount and quality of information disseminated across rural areas.

### Corporate Visibility

We observed the visibility of government agencies and groups, non-governmental agencies and community-based organisations in television broadcasts. Chart 20 presents results on the level of representation received by the electoral body-INEC, security agencies and other government agencies.

CHART 20 : VISIBILITY OF GOVERNMENT AGENCIES S IN TELEVISION BROADCASTS



The percentage of coverage enjoyed by the Independent National Electoral Commission (INEC) exceeded that of other actors. Approximately 59% of media contents was dedicated to reporting INEC's activities after the general elections. In other cases, we coded contents that explored the aftermath of INEC's actions during the elections. Corporate actors such as security agencies featured in a total of 33.5% of televised contents, while other government agencies received only 7.5% of media attention. From our analysis, the broadcast media placed much more focus on INEC compared to the other agencies.

Our exploration of the visibility of non-governmental organisations as sources of news reports and individual mentions shows that CSOs and FBOs had greater prominence than did traditional rulers and inter non-governmental agencies. We are aware that these groups are capable of exercising a certain degree of influence on voters, especially those at the grassroots and young people. Chart 21 presents our analysis:

CHART 21: VISIBILITY OF COMMUNITYBASED ORGANISATIONS IN TV BROADCASTS

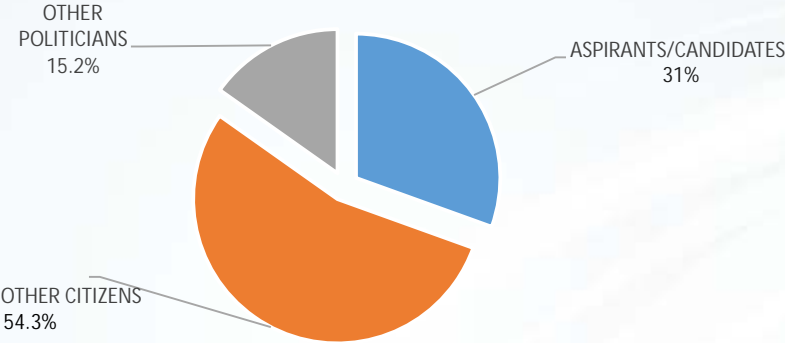


Traditional rulers and inter non-governmental agencies had almost twice the amount of airtime (29.8% and 25.4%, respectively) given to CSOs and FBOs. Meanwhile, CSOs and FBOs received 44.8% of the media coverage.

Also, we investigated the prominence of aspirants or candidates, other

citizens, and other politicians. Despite the ugly experiences that characterized the 2019 general elections, citizens' hope in the Nigerian government did not seem to dwindle. Hence, it was expected that the media would actively engage with the Nigerian populace on matters that address the government's roles and actions.

CHART 22: VISIBILITY OF POLITICAL PARTIES AND OTHER CITIZENS IN TV BROADCASTS



As presented in Chart 22, the broadcast media was flooded by news of other citizens. So, a total of 54.3% of coverage was given to other citizens, while aspirants/candidates got approximately 31% of media focus as sources of news and other contents. A combination of other politicians received a fair coverage of 15.2%. The result shows that the broadcast media prioritized airing the views of citizens. We examined the visibility of APC, PDP, and other less prominent parties in political broadcasts.

CHART 23: VISIBILITY OF APC, PDP AND OTHER POLITICAL PARTIES IN BROADCAST CONTENTS

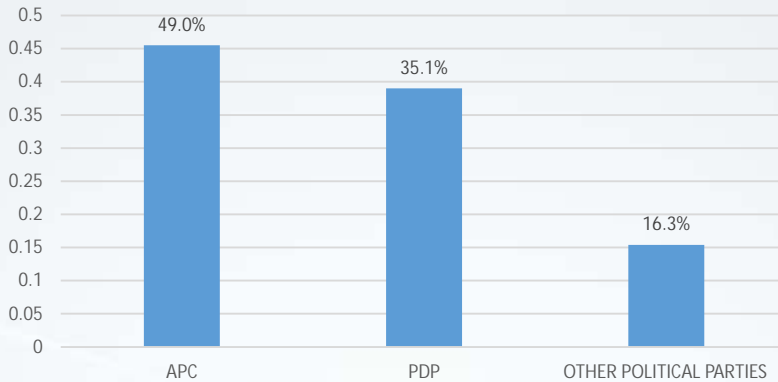
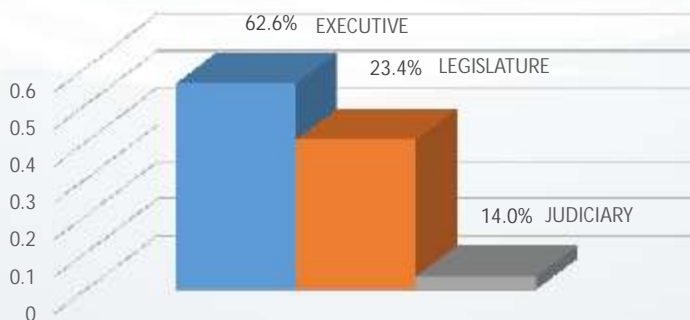


Chart 23 highlights the varying degrees of visibility obtained by each subcategory. Based on our findings, APC came first in this category with 49.0%, and PDP came second with 35.1%. The combination of all other political factions received only 16.3% of the coverage. This is an important indication of the increasing influence of APC and PDP in comparison to other less recognized political factions.

Furthermore, in the contents of television broadcasts, we explored the level of visibility enjoyed by the three arms of government—and the Executive, the Legislature, and the Judiciary. Result is presented in Chart 26 below.

CHART 24 : VISIBILITY OF THE ARMS OF GOVERNMENT IN THE CONTENT OF TV BROADCASTS

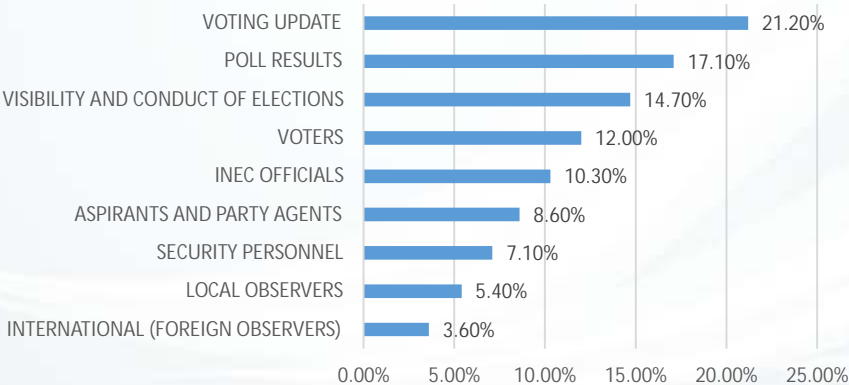


The Executive received higher percentage of the media attention than did the Legislature and the Judiciary. As shown in Chart 24 above, the Executive got a total of 62.6% of the airtime, while the Legislature got 23.4%. Lastly, the Judiciary had the least amount of coverage (14.0%) in post-election broadcasts.

Lastly on visibility, we observed how the television broadcasts covered the activities and conduct of other identified actors and issues after the elections. We compared the following categories: visibility and conduct of elections, aspirants and party agents, voters, INEC officials, poll results, security personnel, local observers and international observers.

When all the actors were compared, as Chart 25 shows, the voting update had the widest presence. This is less surprising because election results were still being compiled across various states.

CHART 25: VISIBILITY OF RELEVANT ELECTION DAY REPORTS IN TV BROADCAST CONTENTS



Poll results were fairly visible with a total of 17.1%, and this was followed by matters surrounding the visibility and conduct of elections with 14.7% of television broadcasts. In addition, voters had a reasonable level of coverage with 12.0%, although all elections had ended. INEC Officials had only 10.3% of the entire contents of television broadcasts. This was followed by aspirants/party agents and security personnel with 8.6% and 7.1%,

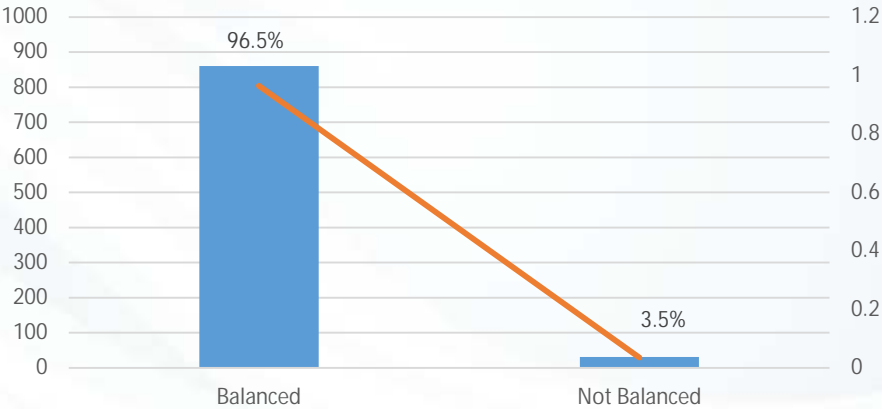


respectively. Finally, the level of prominence given to local observers surpassed that of international or foreign observers. They received 5.4% and 3.6% of the coverage, respectively.

### QUALITY OF REPORTS- BALANCE

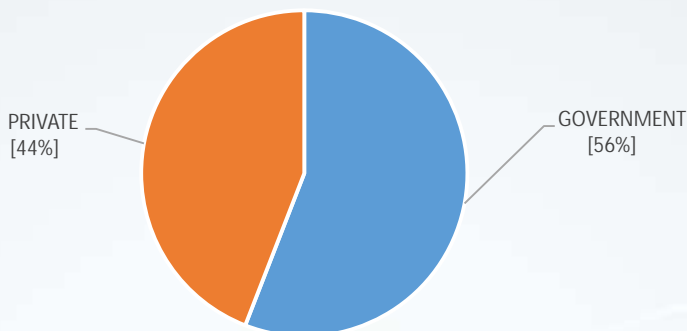
We sought to know if the television broadcasts were balanced or lopsided. Balance in news reports requires that the contents of a broadcast segment reflect the perspectives of all the actors on the issue being reported. In this case, we examined the quality of contents broadcast by the selected TV stations and compared balanced contents drawn from government stations versus private stations.

Chart 26: Balanced and Not balanced Reports in Television Broadcasts



As evident in Chart 26 above, balanced reports outnumbered not balanced reports. Of all the items where balance applied, 96.5% of the articles were balanced while 3.5% were not.

CHART 27: BALANCE IN GOVERNMENT TV STATIONS  
VERSUS PRIVATE TV STATIONS

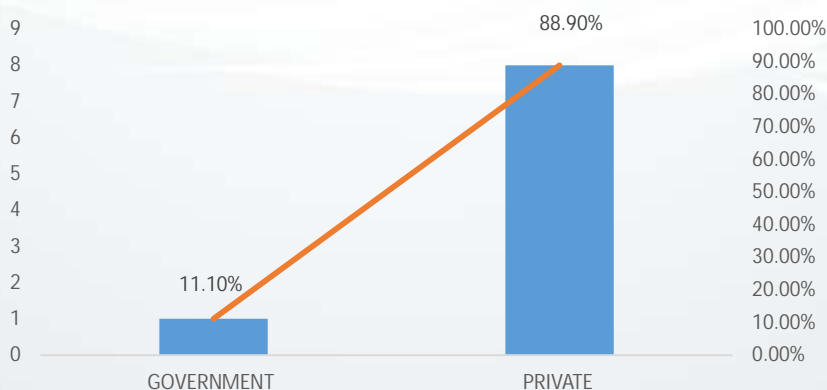


Result in Chart 27 reveals the quality of television contents after the conclusion of all national and state elections. There is not a wide difference between the percentages of balanced contents versus not balanced ones. Approximately 56% of all television broadcasts were unbiased, while 44.0% were classified as biased reports.

### QUALITY OF REPORTS- EXTREME SPEECH

This final category presents details of language use among broadcast journalists and in the production of their contents. In this regard, we compared the prevalence of extreme speech in the broadcasts of private and government TV stations.

CHART 28: THE USE OF EXTREME SPEECH IN  
TELEVISION BROADCASTS



There is a conspicuous difference between the percentage of private and government TV stations with elements of extreme/hate speech in the reportage of post-election events. Result in Chart 28 above shows that 88.9% of extreme speech was broadcast by private stations, while only 11.1% was broadcast by government stations.

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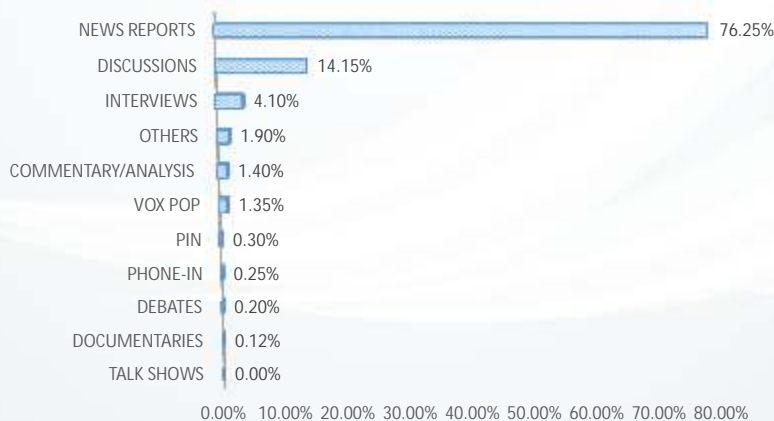
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## PART III:

### COMBINED REPORT ON RADIO AND TELEVISION

The analysis of media contents for February 2019 show that there were more than 3000 programmes on the 2019 general elections. Although the media featured other programmes, news reports were predominant in both television and radio broadcast contents. In television contents, about 1383 programme types were in news reports and it was observed from data gathered that this trend repeated itself. Whereas, there was a wide margin between other programmes and news report on television, analysis revealed that most of the election day programmes on radio were news reports. A total of 1,084 out of 1,292 programmes on radio were news reports. This is highlighted in Chart 29 below.

CHART 29: PROGRAMME TYPES IN BROADCAST CONTENT



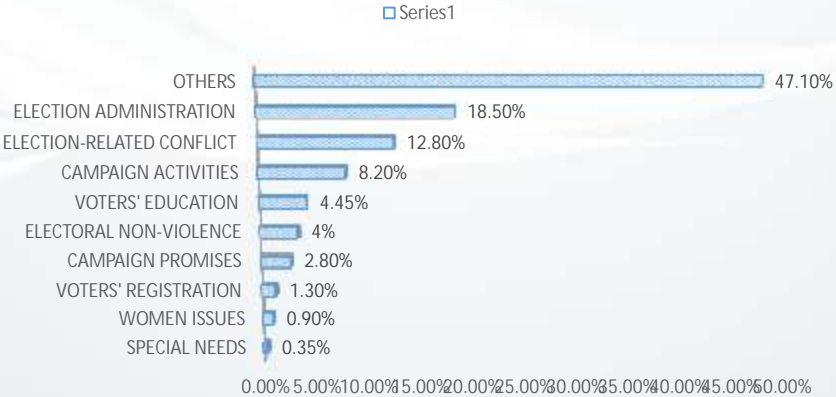
News reports constituted 76.25% of the media contents analysed. Discussion was next at 14.15%. The analysis of data also show that 4.15% of media contents presented to the audience were television discussions on the

elections. Interviews, others and commentaries were at 4.10%, 1.90%, and 1.40%, respectively. The remaining programme formats were insignificant and this shows what the stations considered important in their scale of preference. It is not surprising that the majority of the programmes on television and radio were news reports as we can safely assume that people would be interested to hear about developments in the election process. It would, however, have been better if the media had done more to increase the commentaries, discussions, interviews and even phone-ins. Inability of the stations to engage the electorate or audience reduced their chances of engaging a vital part of the actors in the election as the people who listened to the radio and watched the television were actually the ones who would decide the next policy makers.

**THEMATIC FOCUS OF BROADCAST MEDIA CONTENTS**

We explored the themes of broadcast media contents. We wanted to know how the media faired in their roles as gatekeepers and policy influencers. We explored the specific issues prirotised by the broadcast stations to ensure that the elections were successful.

**CHART 30: THEMATIC FOCUS IN BROADCAST CONTENT**



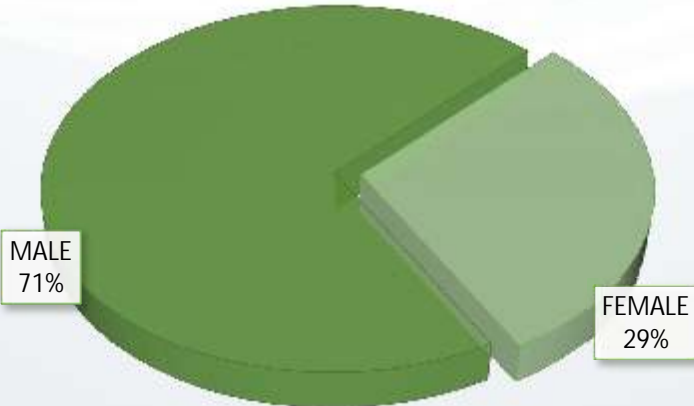
We discovered that the media focused on other issues (47.10%) as opposed to the election process and everything surrounding it. Election administration came second with 18.50%. This means that the media covered INEC-related issues and this was not new considering the significant roles of the government agency in the election. Again we observed that women (0.90%) and people with special needs (0.35%) were neglected in broadcast media contents. This is a sad trend that the media should address.

As shown in Chart 30, election-related conflicts (18.50%), campaign activities (8.20%), some voter education (4.45%) and other aspects of the elections were all given some coverage by the media.

### VISIBILITY OF ACTORS IN BROADCAST REPORTS

Here we discussed the visibility of people in broadcast media contents. We looked at media coverage of the activities of men and women during the elections and compared them in order to determine the objectivity of media in their reports. We also looked at reports on PWD and compared them with reports on able bodied people. The visibility of youths alongside that of others in another age group was examined. We also examined media contents on politicians, corporate organisations, security agencies and others. Chart 31 below reveals the visibility of men and women in reports on the election.

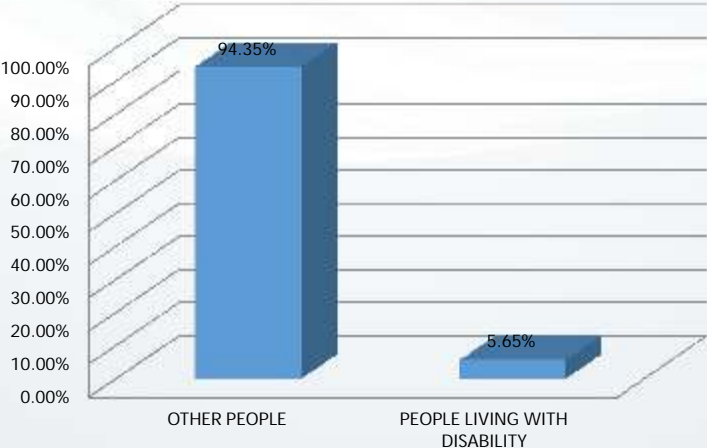
CHART 31: VISIBILITY OF MALES AND FEMALES IN THE BROADCAST CONTENT



Majority of the reports were on males (71.0%), while female (29.0%) were again underreported. The coverage on women by radio stations was a bit higher at 30.70% than coverage from television stations which was 29.35%. In spite of the fact that there was a female presidential aspirant and even a female governorship aspirant in Oyo State, the visibility of women in media contents was still low. This consistent poor representation of women in broadcast contents is something that the media need to work on and endeavour to correct.

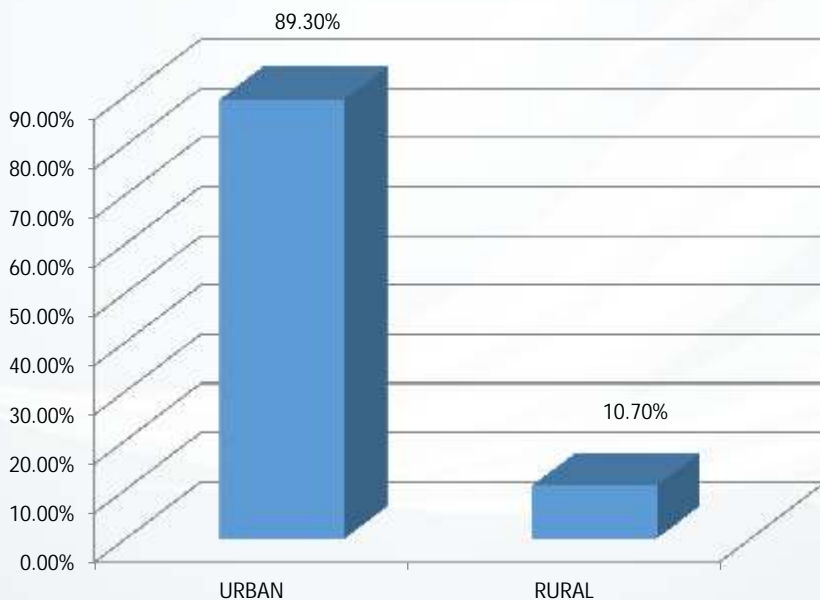
We also considered the visibility of people living with disabilities (PWD) in media broadcast contents. We found out that the media paid more attention to able bodied people during the elections. However, on social media, though we saw the popular artiste Cobhams Asuquo , a person living with a disability, informing us of his efforts to cast his vote and reporting on the Instagram when he had succeeded.(see his Instagram). He not only went out to vote but he also used his page as a means of encouraging people to go out and exercise their rights during the elections. It is pertinent to point out that this report was not from the traditional media but more from a personal online page. Based on the current findings, we need to emphasise that PWD are indeed important and their role should not be neglected by the media.

Chart 32: Visibility of PWD and Other people in the Broadcast Content



From Chart 32, we see that 94.35% of reports was about able people. This reveals the grossly inadequate media reporting on the PWD in broadcast content(5.65%). The visibility of urban and rural people in media reporting during elections was analysed and Chart 33 reveals that the reports on urban areas and issues were significant higher (89.30%) than the reports about people at the grassroots level(10.70%). This is another area where the media were not at their best. As seen in Ekiti State and even Oyo State, rural dwellers can determine the outcome of an election and this happened in Ekiti State where the same people who had elected former Governor Fayose in previous election were the ones who rejected him in 2018 and instead voted Fayemi in (Dabup, 2018).

Chart 33: Urban-Rural Visibility in the broadcast content





Predominantly, 89.30% of broadcast contents focused on the urban settlers; while only 10.70% of the reporting focused on the rural areas. The average percentage of visibility of people living in rural areas are almost equal at 10.40% for television and 11.0% for radio.

Strangely, youths were less visible in media contents during the election and when the media did talk about them, it was to highlight more of their negative activities as political thugs, sources of political unrest, and other issues. Prior to the elections, we had seen a surge of activities among young people with the Not Too Young to Rule Bill that was sponsored and eventually signed into law by the incumbent president.

CHART 34: VISIBILITY OF YOUNG PEOPLE IN BROADCAST CONTENT

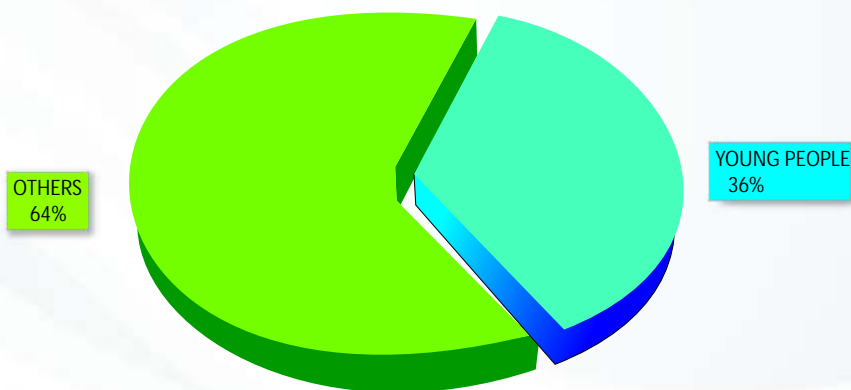


Chart 34 shows that the media devoted only 36.0% of its contents to youths rather their reports revolved round people in other age groups (64.0%). Radio programmes had more contents on youth at 48.50%. Only 26.0% of television broadcasts focused on youths.

Also, result shows that the media gave a huge attention to the electorate or others as seen in Chart 35. Prior to the election we had seen from news and reports that people had determined to be more responsive and involved in

determining future leaders. This perhaps is because Nigerians continue to search for the leaders who will go far beyond what the incumbent and members of the ruling party have achieved.

Chart 35: Visibility of Politicians and Other citizens in the broadcast Contents

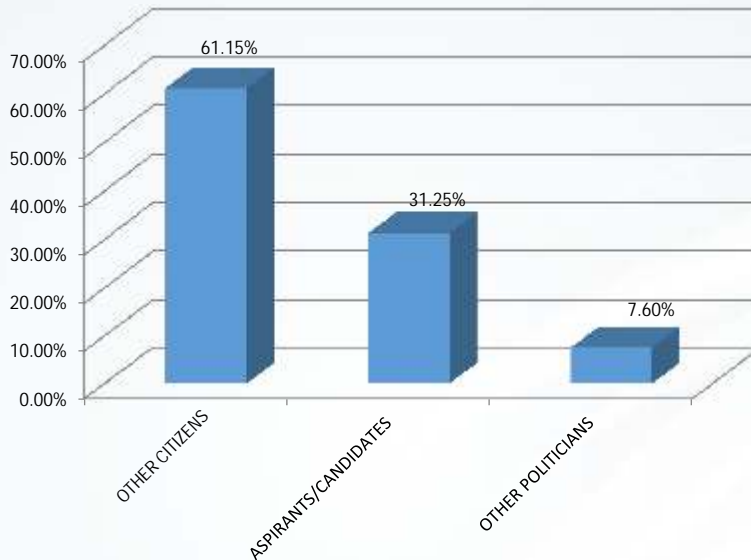
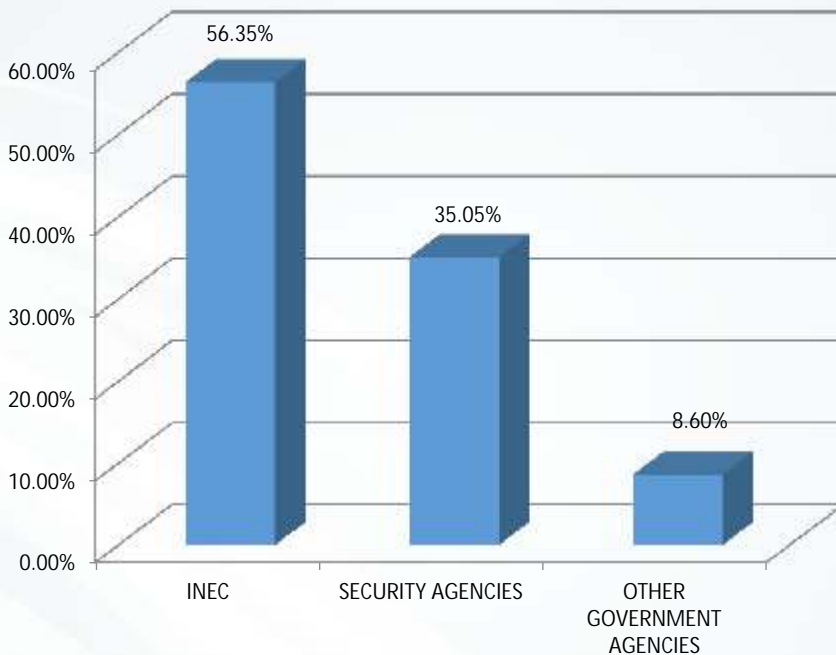


Chart 35 above reveals that 61.15% of broadcast media contents was on the electorate. It is not surprising that aspirants and candidates took another 31.25% of the media reports and programmes as the election revolved around them and the electorate who would vote to decide the next set of leaders. The remaining 7.60% went to other politicians who were contesting for any post, but were heavily involved in ensuring that their parties did not fail at the polls. Former Governor of Edo State and current National Chairman of the All Progressives Congress (APC) fall into the last category ( Olaniyi, 2019). Also in Oyo State, we had in the news and programmes, the incumbent Governor Abiola Ajimobi who threw his weight behind the APC governorship aspirant, former Governor Alao Akala, former Governor Rashidi Ladoja and some other Ibadan political elite (Adejumo, 2019).

We analyzed the visibility of corporate organizations and agencies in broadcast contents. We wanted to know their roles in the election and examine the portrayal of these organizations in broadcast contents.

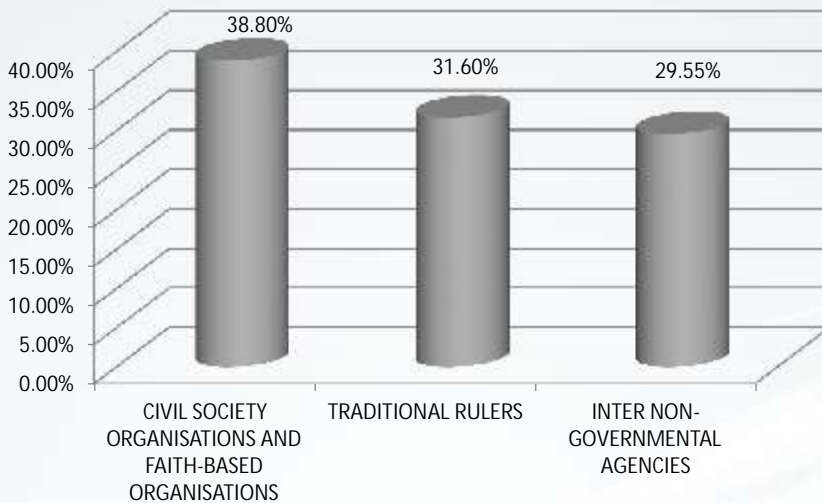
Chart 36: Visibility of Government Agencies in Broadcast Contents



With 56.35% of the coverage, INEC was the most visible in broadcast contents and this is expected as Commission played crucial roles before and during elections as the chief electoral umpire. Security agencies (35.05%) also got some media attention. Again, this is expected as their presence helped to prevent insecurity and reduce election-related conflicts. The visibility of other government agencies (8.60%) in broadcast contents was at its lowest peak as the result in Chart 36 above shows.

Non-governmental organizations were also covered in media contents. Chart 37 highlights the frequency of their visibility in reports and programmes.

Chart 37: Visibility of Non-Governmental Organizations in Broadcast Contents



As shown in Chart 37, coverage of non-governmental organisations all fall within the same range but Civil Society Organisation and Faith-based Organisations were the most visible at 38.80%. This is a good development seeing that a large percentage of the electorate and even politicians are a part of these organisations and many of the organisations added their voices to the clamour for a peaceful, free and fair election.

Equally important to note is the fact that traditional rulers were given a high level of media attention (31.60%) as reflected in Chart 37 above. Traditional rulers being the custodians of culture are treated with respect and honour in the society. Lending their voices and support to the aspirants and politicians could determine the direction of the election. The remaining 29.6% of the visibility ratings went to inter non-governmental agencies.

We looked at the visibility of political parties in broadcast contents. Chart 38 shows that the All Progressives Congress (45.0%) was the most prominent in media contents and was closely followed in visibility ratings by the Peoples Democratic Party (36.70%), while other political parties (18.65%) trailed behind.

CHART 38: RELATIVE VISIBILITY OF THE POLITICAL PARTIES IN BROADCAST CONTENT

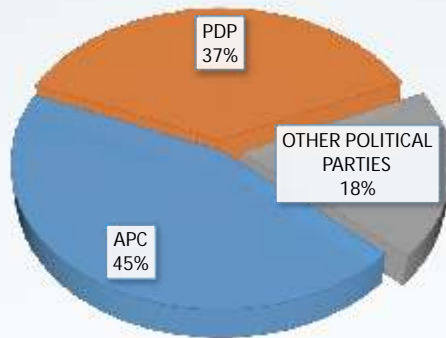
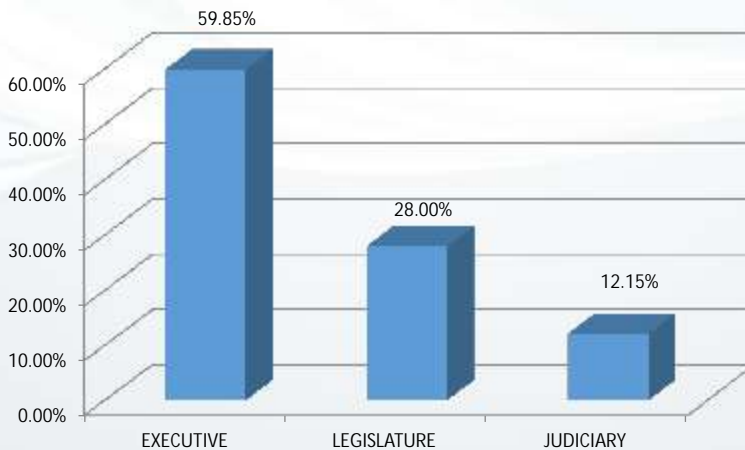


Chart 38 shows that in spite of the high number of political aspirants and the 91 political parties existing in Nigeria (BBC News, 2019), the competition was mainly between the two big parties (APC and PDP). It is evident from media contents that the other political parties were not totally irrelevant as their presence and involvement in the elections show that the Nigerian political scene is evolving. Constantly in the news, apart from the presidential aspirants of the two major parties, was Fela Durotoye of the Alliance for New Nigera (ANN), Omoyele Sowore of the African Action Congress (AAC), and others.

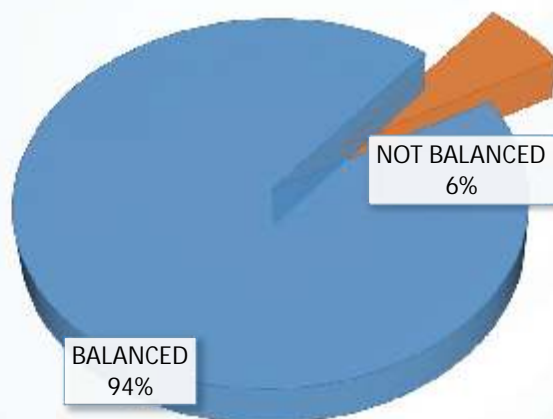
Chart 39: Relative Visibility of the arms of Government in the broadcast content



The activities of the different arms of government also reflected in media contents. The Executive arm of the government received 59.9%, while the Legislature got 28.0% coverage. Perhaps the media focused on the Executive arm of the government because the incumbent President (Muhammadu Buhari) was contesting for the post, but it is also important to point out that the Executive played a huge role in ensuring a smooth and peaceful election. The Executive made funds available, provided security and support for INEC the chief electoral administrator.

### **QUALITY OF REPORTS: BALANCE**

CHART 40: BALANCED VERSUS NOT BALANCED REPORT IN THE BROADCAST CONTENT



Result in Chart 40 shows the difference between balanced and not balanced reports in media contents. From the Chart, we can see that broadcast contents were mostly balanced with a few not balanced reports. Television had a more balanced reporting (96.5%) as opposed to radio stations with 93.9%. The gap, however, is minimal. This is good and indicative of the fact that the media were objective and professional in the delivery of their duties and roles during the elections.

## CONCLUDING REMARKS

The broadcast media played their roles as agents of information efficiently. They focused on the elections and other related issues. Voter results updates appeared adequate and the electorate received significant attention from journalists.

Activities and issues revolving around the elections were given proper coverage. Besides, the media doubled as monitoring agents leaving the government with no choice but that of accountability. It is worthy of note that the media were generally balanced in their reports, however, with pockets of unbalanced reports. Surprisingly, the private stations fared better in this area than the government stations. This is an area that the government stations should work on in order to improve on their service delivery and reliability with the audience.

However, the broadcast media continue to marginalize persons with disabilities (PWD) and women in their co-coverage of issues as they were only given cursory mentions in election reports. This is a recurring trend and an issue that the media need to work hard to improve on.

Although broadcast media contents, in terms of focus, fluctuated between young people and those in other age groups, it can categorically be stated that the electorate received a good portion of their coverage. This cannot, however, be said about media contents on political parties as the reports were largely tilted in favour of the two major political parties in the country (APC and PDP). This is another area that the media would have to attend to in order to be better gatekeepers and unbiased agents of information.

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# MARCH 2019 REPORT



## **INTRODUCTION**

March 2019 was an important month in Nigeria. The federal elections were held in February, and the controversies that accompanied those elections were raging on a full momentum in March. Then the state elections were held in March, doubling the controversies and even tension across the country. The magnitude of these controversies would be better understood when one realises that there were elections at five different levels: the Presidency, the Senate, the Federal House of Representatives, the Governorship, and State Houses of Assembly. Seventy-three people contested the presidency alone. The list of contestants for the State Houses of Assembly as compiled by the Independent National Electoral Commission (INEC) covers 3,351 pages. This suggests that there were over 15,000 candidates for the State Houses of Assembly alone. The 2019 general elections certainly involved over 20,000 candidates spread across nearly 100 political parties. As victors or losers, most of these candidates held rallies, gave press releases, issued threats or acceptance speeches, protested to the courts or organised celebration parties, among other things.

This large population of contestants and their actions, as well as the actions of their supporters, created a pool from which the broadcast media must select. They also had to select what and how to report the activities of citizens, non-governmental organisations, and government agencies among others. In this report, we present our findings of the broadcast media's report of the elections and electoral issues and actors in the month of March, 2019.

This is continuation of the monthly report on the broadcast media and the electoral process in Nigeria, a series that started in the last quarter of 2018. As



it is in the other monthly reports, this report seeks to answer the following questions:

1. What are the broadcast media talking about?
2. Who are the actors given coverage by the broadcast media?
3. What is the quality of reporting with reference to balance?
4. Are there traces of incitement or hate speech?

Specifically, we paid attention to the thematic focus of the broadcast stations in connection with the elections, visibility of the different actors, balance of reporting, and language of reporting with a focus on the instances of hate or inciting speech.

The coding focused purposively on the political programmes of the selected stations. By this we meant programmes where politics and the elections were being discussed. In addition to programmes exclusively designed to discuss politics and the elections, we also monitored news reports and coded news bulletins that dealt with politics. A total of 804 radio and 1203 television broadcast items were coded in March 2019. These broadcasts were drawn from 16 radio and 17 television stations selected across the country.

The selected radio stations are listed as follows:

1. Adamawa Broadcasting Corporation (ABC) Yola
2. Anambra Broadcasting Service (Awka 88.5 FM), Awka
3. Arewa Radio, Kano
4. Dream FM, Enugu
5. Federal Radio Corporation of Nigeria (FRCN), Network
6. Glory FM (Bayelsa State Broadcasting Corporation, BSBC), Yenagoa
7. Gotel Radio, Yola

8. Kaduna State Media Corporation (KSMC) Radio, Kaduna
9. Nigeria Info, Network
10. Osun State Broadcasting Corporation (OSBC), Osogbo
11. Progress FM Gombe
12. Radio Benue, Makurdi
13. Radio Kwara, Ilorin
14. Radio Lagos
15. Radio Lagos/Eko FM
16. Rhythm 93.7, Network
17. Splash FM 105.5 Ibadan

These are the selected television stations:

1. African Independent Television (AIT), Network
2. Adamawa Television (ATV) Yola
3. Channels Television, Network
4. Desmims International Television (DITV), Kaduna
5. Galaxy Television, Lagos
6. Gotel TV, Yola
7. Independent Television (ITV), Benin City
8. Kaduna State Television (KSTV), Kaduna
9. Liberty Television, Abuja
10. Lagos Television (LTV), Lagos
11. Nigeria Television Authority (NTA) Network
12. Ogun State Television (OGTV), Abeokuta

13. Rivers State Television (RSTV), Port Harcourt
14. Silverbird Television (STV), Network
15. TV Continental (TVC), Network
16. Wazobia Max TV, Network

In this report, we present first the analysis of radio contents, then that of the television contents, and a merger of the two contents. It is important to state that this report and the analysis that produced it excluded broadcast media coverage of the election-day events. That coverage constitutes the subject of a separate report.

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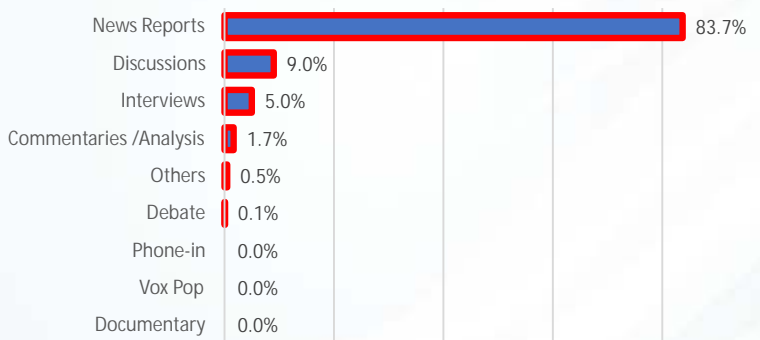
## PART I:

### CONTENTS OF POLITICAL PROGRAMMES ON RADIO

#### PROGRAMME TYPES USED IN POLITICAL BROADCASTS ON RADIO

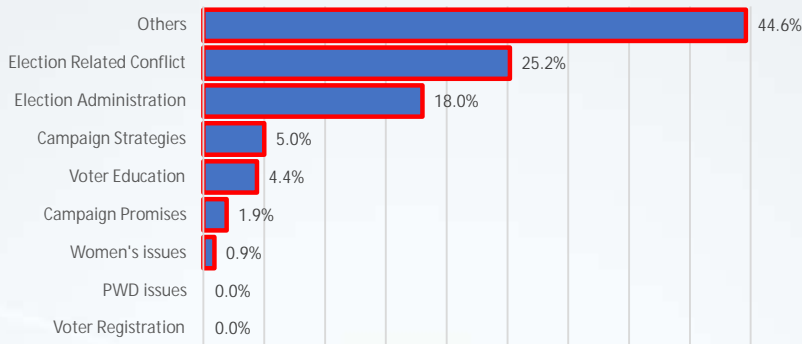
The 804 radio broadcasts monitored fell into only six programme types: news reports, discussion, interview, commentary or analysis, debate and the unclassifiable contents which we named “others”.

Chart 1: Programme types used by radio stations in political broadcasts- March 2019



Results presented in Chart 1 show the prominence of the different programme types in the March political broadcasts. The larger portion of the monitored programmes were news reports which received up to 83.7% of the total number. Discussion programmes came a very distant second at 9.0%. Interviews accounted for 5.0% of reportage, while Commentaries and Analysis programmes got 1.7% of the broadcasts. Debates were few with just 0.1%, while phone-in programmes, vox-pop and documentaries were not used in political broadcasts in the month under review.

Chart 2: Thematic Focus of Radio Broadcasts in March 2019



As Chart 2 shows, other themes, which were unclassifiable under any known thematic focus, were predominant. These miscellaneous class included congratulatory messages from supporters of winners; acceptance of election results; and celebration of election results, among others. These were a majority this month because this was the month for state elections and it followed the election month for federal elections.

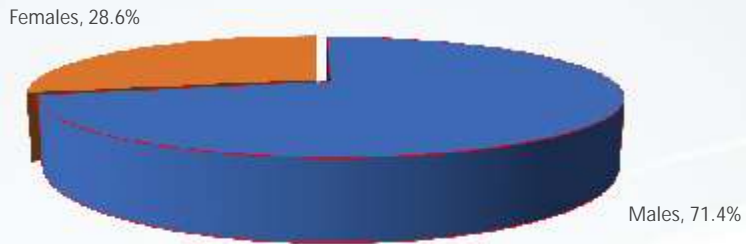
Interestingly, election-related conflicts (i.e. protests and other forms of agitations) took more than a quarter of the attention of the broadcast stations. Election administration matters followed. Campaign strategies were few but they were more than campaign promises or voter education. This pattern again suggested the preference for strategies rather than for issues by the broadcasts. Issues concerning women were 0.9%, while matters about persons living with disabilities (PWD) were unreported. Voter registration recorded zero understandably because the registration process had ended.

## VISIBILITY OF ACTORS IN THE CONTENT OF RADIO BROADCASTS

### Visibility of Individual Actors

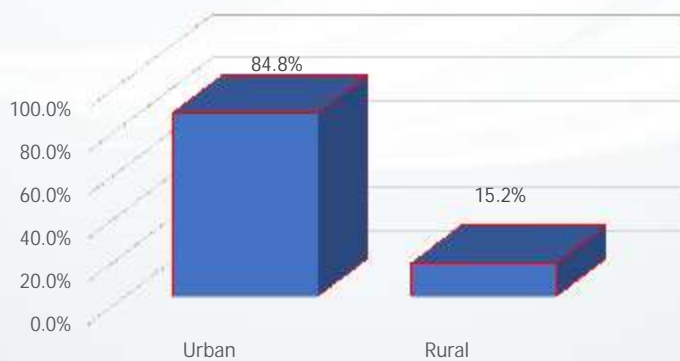
In this subsection, we present how much different groups were mentioned or used as sources during radio broadcasts in March 2019. Predictably, men and women once again enjoyed widely disparate levels of visibility.

Chart 3a: Visibility of males and females in the content of radio broadcasts



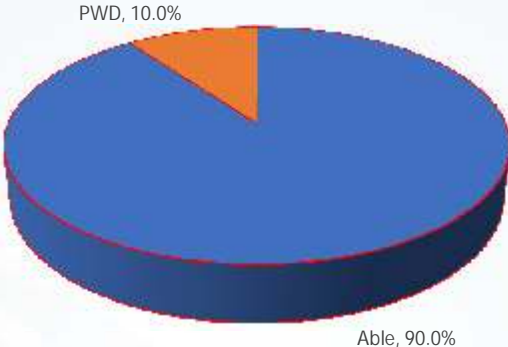
Male visibility was an overwhelming 71.4%, while female visibility was just 28.6%. This means that men were mentioned and used as sources much more during radio broadcasts.

Chart 3b: Urban-rural visibility in the content of radio broadcast



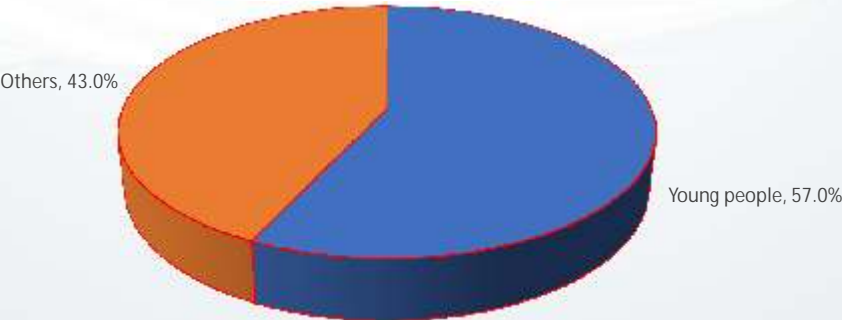
There was a wide margin between the visibility of urban areas and rural areas during in March. Rural areas were barely visible, accounting for just 15.2% of the total sources and mentions, while the overwhelming majority of 84.8% of individuals got mentioned or used as sources came from urban areas.

Chart 4: Visibility of PWD and other people in the content of radio broadcasts



Persons with disability (PWD) received 10.0% of total visibility during in March, when compared with other individuals who got 90.0% of total coverage.

Chart 5: Visibility of young people in the radio broadcasts



Youths got greater coverage (57.0%) than others (43%). The radio stations featured youths as discussants (especially youth leaders) and reported their activities. It should be pointed out that some of the activities (violence, disruption or threat of these) were negative. Others were appeal to youths to maintain peace and orderliness during the elections. For instance, KSMC's News Reel (7 March, 2019) said:

*Youths in Igabi LGA have been reminded of the need to conduct themselves peacefully during and after the elections. Youth leader in the area said it was necessary considering the need for peaceful conduct of the Governorship and State House of Assembly elections urging them to be orderly as they have done in the previous elections.*

All these shows that youths were being recognised as significant stakeholders in the electoral process.

We also examined the visibility of politicians compared to that of other citizens. Chart 7 shows that other citizens got more attention than politicians.

Chart 7: Visibility of politicians and other citizens in radio broadcasts

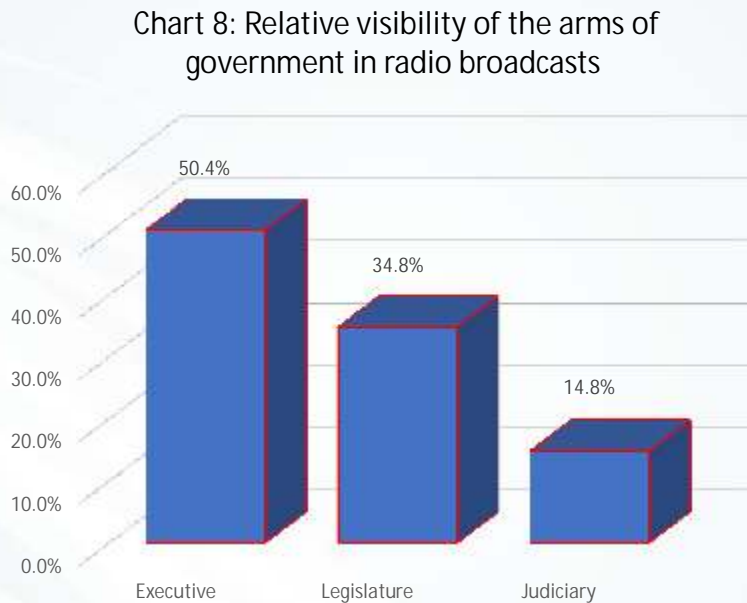




Aspirants and candidates for political positions were fairly visible as they enjoyed 48.3% of radio airtime. However other citizens (non-politicians) who were featured got 51.7% of radio content.

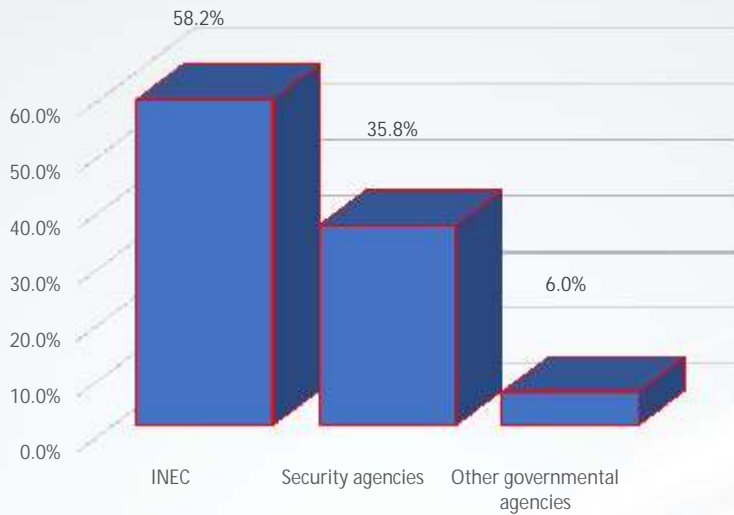
## **CORPORATE VISIBILITY**

This subsection presents how often organisations were mentioned or used as sources during the March radio broadcasts.



The Executive once again dominated the airwaves with slightly more than fifty percent (50.4%) of visibility. The National Assembly accounted for 34.8% of radio programming, while the courts and all the arms of the Judiciary were visible 14.8% of the time.

Chart 9: Visibility of government agencies in radio broadcasts



The Independent National Electoral Commission (INEC) which is in charge of electoral administration was once again the most visible of the various government agencies. The Police and other security agencies received 35.8%, visibility while all other government agencies were mentioned or used as sources just 6.0% of the time.

Chart 11: Visibility of non-governmental organisations



Non-governmental organisations also had varied levels of visibility in March. Civil society organisations and Faith-based organisations were more visible with 61.0% than traditional rulers and community-based organisations which together had 39.0%.

Chart 10: Relative visibility of political parties

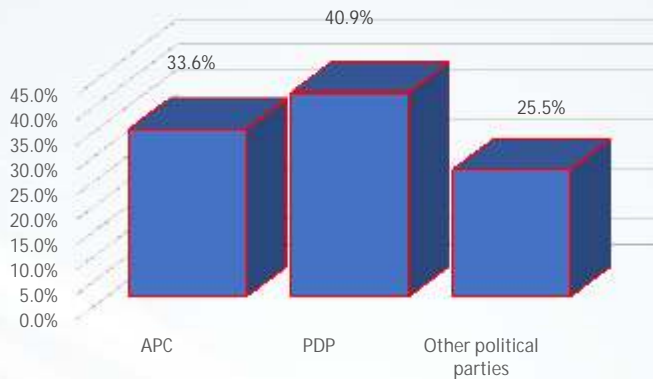
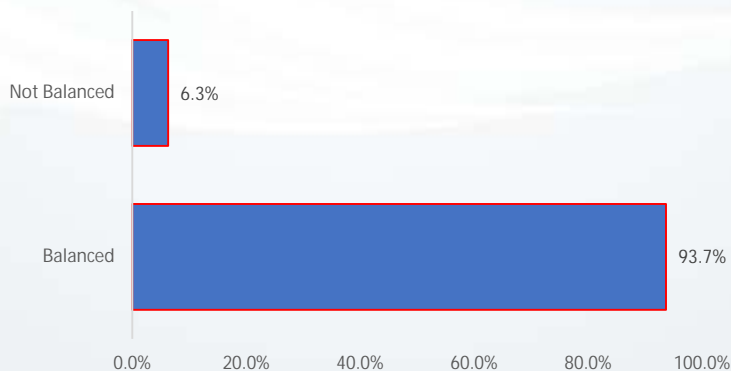


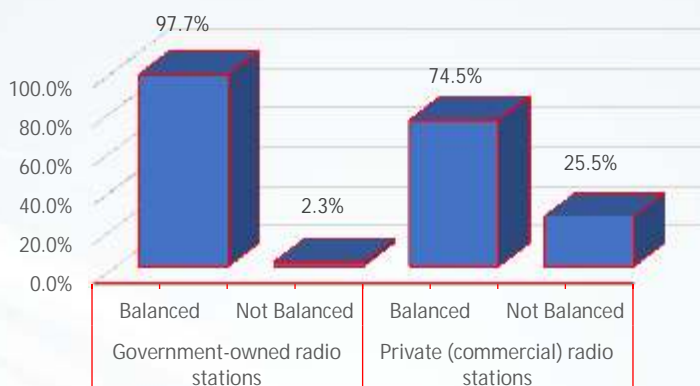
Chart 10 shows that the opposition People's Democratic Party (PDP) got more visibility of the radio broadcast time than the ruling All Progressives Congress (APC) and other political parties. The ruling party (APC) came next with 33.6% of the broadcast time, while other political parties followed with 25.5% visibility.

Chart 12a: Balanced versus not balanced reports



As Chart 12 a shows, the vast majority of total broadcasts were balanced. Just 6.3% of the reports by both government and private stations were unbalanced

Chart 12b: Comparison of private and government radio stations on balanced reporting



As shown in Chart 12b, government stations did better than private stations in terms of balance as only 2.3% of their content was unbalanced. Conversely, private stations had up to 25.5% of their reports appear not balanced.

### **Quality of the broadcasts: extreme speech**

There were three instances of hate speech discovered during the monitoring of March radio reports. All three of the identified instances were from private radio stations. An example is from one of the stations where it was stated that people opposed the result of a particular election because a Christian won and “Christians were known to never do well in politics”. This was during a radio programme tagged “Political Voices”. Another was on Nigerian Information where a Senator described the election as “a sham and a disgrace” inciting citizens to rise up and reject it.

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## PART II

### TELEVISION CONTENTS OF POLITICAL PROGRAMMES ON TELEVISION

#### PROGRAMME TYPES USED IN POLITICAL BROADCASTS ON TELEVISION

The 1203 television broadcasts monitored fell into only 6 programme types: news reports, discussion, interview, commentary or analysis, debate, and the unclassifiable which we named “others”.

Chart 13: Programme types of television broadcasts

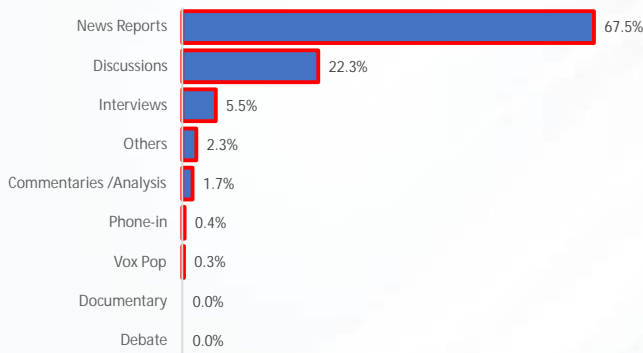
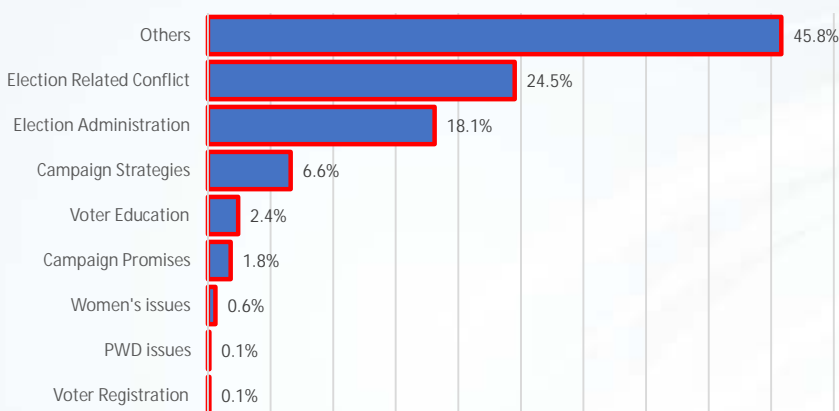


Chart 13 shows the prominence of the different programme types in the March television broadcasts of political programmes. News Reports took the lead, as in the radio broadcasts, with up to 67.5% reportage, while Discussions came next with 22.3%. Interviews were few with a record of 5.5%, while Commentaries and Analysis Programmes were fewer with barely 1.7% representation in the entire television broadcasts of political programmes in the month of March. Debates were scanty with just 0.7% coverage in the television broadcasts in the month under review. Phone-in and Vox Pop came last with 0.4% and 0.3%, respectively.

## THEMATIC FOCUS OF TELEVISION BROADCASTS

This section captures the focus of television broadcasts of the March 2019 elections in connection with election-related conflicts, election administration, political parties' campaign strategies, voter education, campaign promises, women's issues, voter registration, and issues of people with disabilities.

Chart 14: Thematic Focus of Television Broadcasts



As Chart 14 shows, other themes were predominant with 45.8% of the airtime. These captured themes were not classified under any known thematic focus. Election-related Conflict came second accounting for 24.5% of the issues that attracted television broadcasts in the month under review. Themes around election administration were 18.1% followed by programmes on Campaign Strategies of political parties. Voter Education and Campaign Promises followed each other closely. Issues on Women, People with Disabilities (PWD) and Voter Registration were scarcely reported.

Apart from 'other themes' which took the lead because of its likely immediate preoccupation with political parties and their responses to the just concluded election results, Election-related Conflicts, Election Administration and Campaign Strategies seemed to be next in the line of attractions for television

stations. These three items seem to present platforms for the review of every election much more than the items scarcely reported which are more useful before elections.

## VISIBILITY OF ACTORS IN THE CONTENT OF TELEVISION BROADCASTS

### Visibility of Individual Actors

The charts in this subsection show how much different groups were mentioned or used as sources during television broadcasts in March 2019.

Chart 15: Visibility of male and females actors in the content of television broadcasts

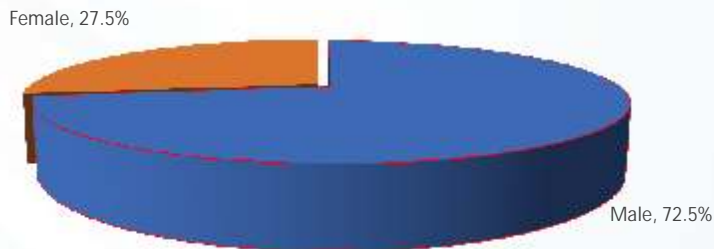


Chart 15 shows a huge difference between males and females' levels of visibility in the television broadcasts. Male visibility was an overwhelming 72.5%, while female visibility was just 27.5%. This means that men, as in the radio broadcasts, were mentioned and used as sources much more during television broadcasts.

Chart 16: Visibility of PWD and other people in the content of television broadcasts

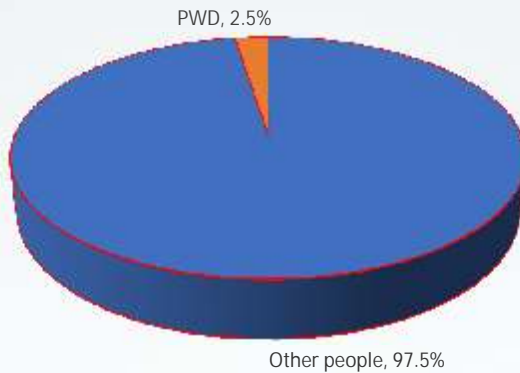
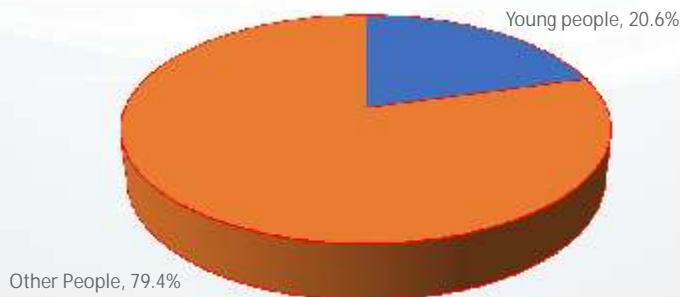


Chart 16 shows that PWD received an insignificant 2.5% visibility in television broadcasts in the month of March, while able persons enjoyed an overwhelming 97.5% visibility of the total coverage. This result suggests that PWD rarely receive the attention of television broadcast stations during election periods.

Chart 17: Visibility of young people and other people in the television broadcasts





Surprisingly, as shown in Chart 17, the visibility of youths in the contents of television stations' programmes was extremely low compared to that of others. This is reflected in the huge disparity between both parties' representation as presented in the chart. While young people got 20.6%, "others" got an overwhelming 79.4% of the entire coverage. This is surprising because youths are expected to be more active and vocal before, during and after elections.

Chart 18: Urban-rural visibility in the content of television broadcast

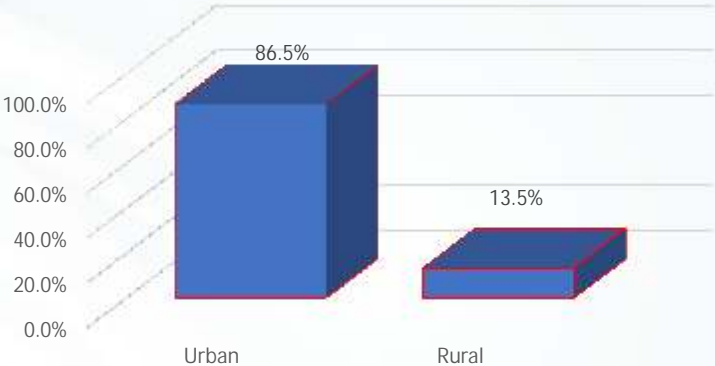


Chart 18 shows a very wide margin between the visibility of urban areas and rural areas during the month of March. Rural areas were barely visible, accounting for just 13.5% of total sources and mentions. On the other hand, an overwhelming majority of 86.5% of individuals mentioned or used as sources came from urban areas. This trend suggests that television stations focused largely on the rural areas.

Chart 19: Visibility of politicians and other citizens in television broadcasts

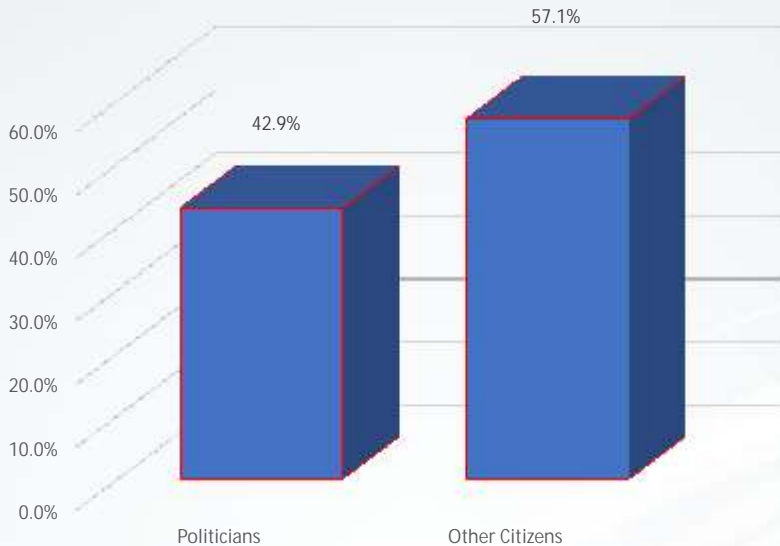


Chart 19 shows that candidates for political positions were fairly visible as they enjoyed 42.9% visibility in television broadcasts. Interestingly, other citizens (non-politicians) got a greater coverage accounting for 57.1% of television content.

### CORPORATE VISIBILITY

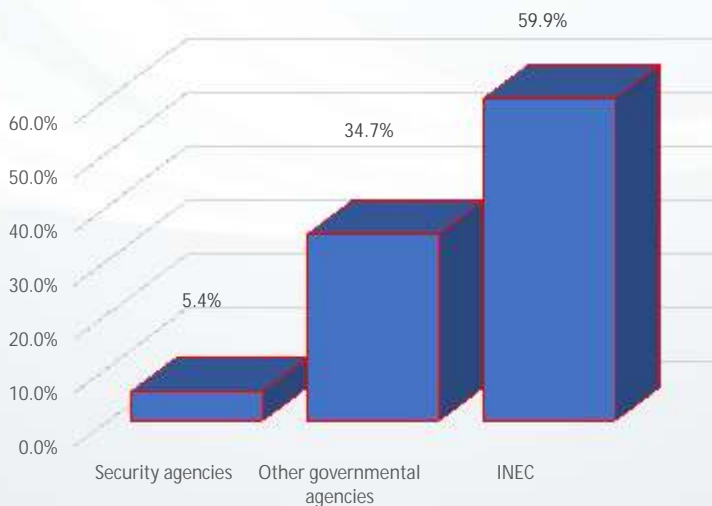
Charts in the following subsection present results that show how often different organisations were mentioned or used as sources in the contents of television broadcasts in March 2019.

Chart 20: Relative visibility of the arms of government in television broadcasts



The Executive arm predictably dominated the airwaves with about 48.7% visibility. The Legislative arm got 28.4% of television airtime, while the Judiciary followed closely with 22.9% of programme time. This dominance of the Executive could be because the highest contested seats reside in the domain of the Executive arm.

Chart 21: Visibility of government agencies in television broadcasts



The Independent National Electoral Commission (INEC), which is in charge of electoral administration, was the most visible (59.9%) of the various government agencies. Other governmental agencies followed distantly with 34.7% visibility while the Security agencies got a scanty mention of just 5.4% of the television time. INEC's promptness in answering questions related to the conduct of the elections and the justification for the displayed results could also explain their dominance in television programmes for the month of March.

Chart 22: Relative visibility of political parties

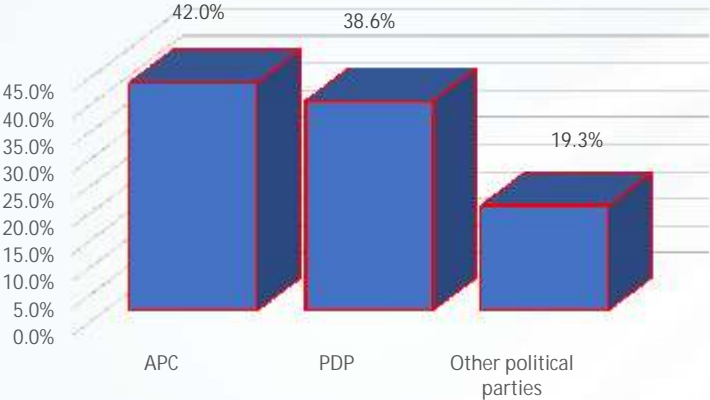


Chart 22 shows that the ruling All Progressives Party (APC) dominated the airwaves with 42.0% visibility in television programmes while the main opposition party, the People Democratic Party (PDP) followed with 38.6% visibility. Other political parties came from behind with poor visibility of 19.3%. This demonstrates that the television stations focused more on the two major parties (APC and PDP) than the other parties.

Chart 23: Visibility of non-governmental organisations

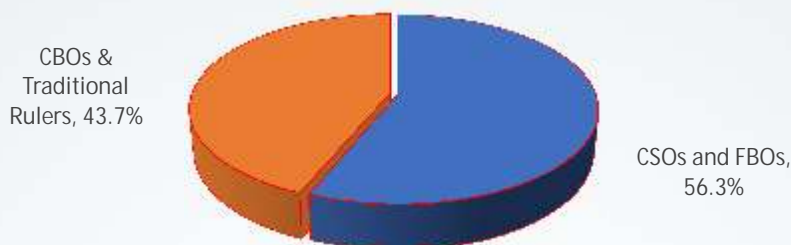


Chart 23 shows that Non-governmental Organisations enjoyed varied levels of visibility in television programmes in the month under review. Civil society organisations and Faith-based Organisations got 56.3% visibility, while Community-based Organizations and Traditional Rulers got lesser visibility with 43.7% airtime.

Chart 24a: Balanced versus not balanced reports

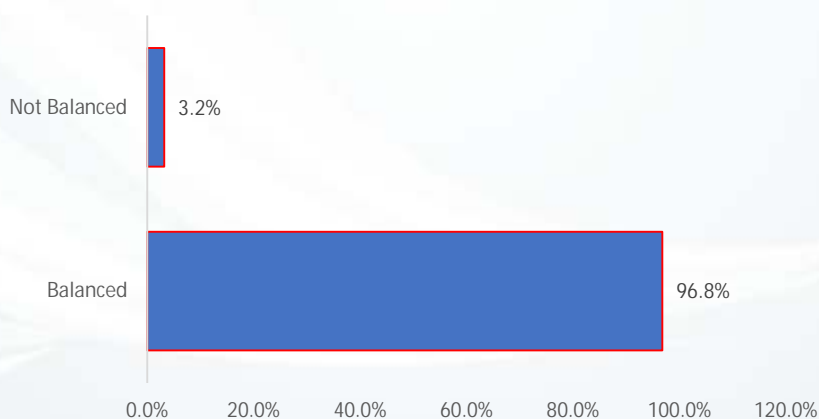


Chart 24a shows that the vast majority (96.8%) of total broadcasts were balanced, while unbalanced reports were just 3.2% of the total coverage. This means that just a negligible fraction (3.2%) of the reports by both government and private stations were unbalanced.

Chart 24b: Comparison of private and government television stations on balanced reporting

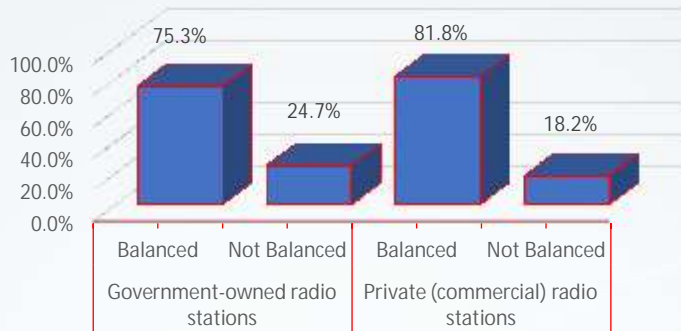


Chart 24b shows that private stations performed better than government stations in balanced reporting as only 18.2% of their content was unbalanced. Conversely, government stations had up to 24.7% of their reports appear **not** balanced.

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## PART III

### COMBINED REPORT OF RADIO AND TELEVISION

In this section, we present the types of programmes in the observed broadcast media contents for the month of March, 2019. The expected programmes include news report, discussions, interview, commentaries and analysis, Vox-pop, phone-in programme, debates, documentary, and others.

Chart 25: Programme types of the selected broadcasts

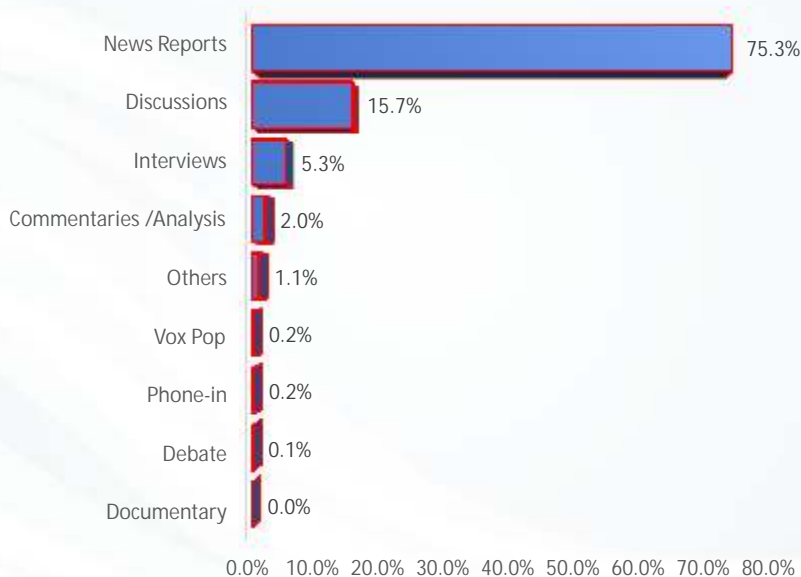


Chart 25 shows that news report accounted for the majority of the contents on both the selected radio and television stations at 75.3%. This is followed by discussions which accounted for 15.7% of the total broadcast contents. Interview stood at 5.3%, while Commentary/Analysis and others accounted for 2.0% and 1.1%, respectively. Phone-in programme accounted for 0.2% of the broadcast contents. Vox pop took 0.3% of the total programme, and debate got 0.1%. The result as shown in Chart 25 shows that news reports got the highest slots in all of the broadcast stations within the observation period.

## THEMATIC FOCUS OF BROADCAST CONTENTS

This section presents the themes captured in the programmes of both the selected radio and television stations. These programmes include campaign strategies, campaign promises, voter education, women issues, election-related non-violent conflicts and other related programmes. The distribution of how the issues were featured in the observed contents is presented in Chart 26.

Chart 26: Thematic focus of the broadcasts

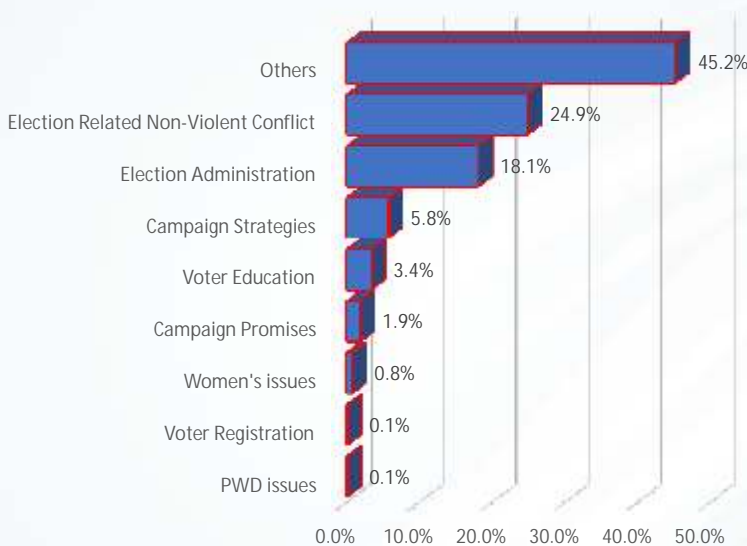


Chart 26 shows that other types of election-related theme had much prominence in the observed broadcast programmes as it stands at 45.2% of the combined programmes. There are reports of a wide variety of events such as cross-carpeting; congratulatory messages, decision to go or not to go to court to challenge the election results. This is followed by election-related non-violent conflicts, which got 24.9% of the coverage. Examples of such conflicts abounded in the analysed broadcasts. As presented below, some of these were non-violent:



*Women embark on a protest, calling on INEC to announce the results of Rivers Governorship elections. (Rivers State Television, 23 March, 2019)*

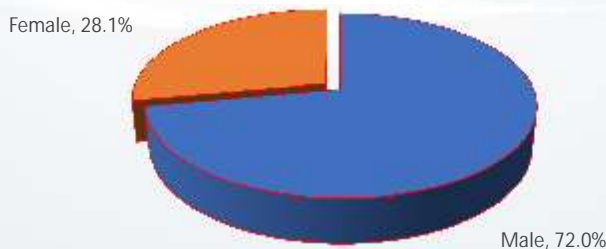
Others, were however, violent such as the report by NTA of violence in Kwali and Kuje during the election. Also, AIT ran a series of discussion on the order by the President to shoot ballot box snatchers.

While themes on election administration had 18.1% of the selected programmes, campaign strategies stood at 5.8% of the issues in the observed programmes. Issues related to voter education accounted for 3.4%, while Campaign promises got 1.9% of the observed programmes. Themes on women issues, voter registration and PWD accounted for 0.8%, 0.1% and 0.1%, respectively.

## **VISIBILITY OF MEN AND WOMEN IN THE BROADCAST CONTENTS**

This section of the Report focuses on the visibility of men and women in the broadcast media contents for the observation period. Chart 27 shows that male actors received much greater media attention for the period under observation.

Chart 27: Visibility of males and females actors in the broadcast contents



They had 72.0% visibility in the media content, while female's visibility in the media content is less than half of the males' visibility at 28.1%. However, reports about women were interesting in March. Over twenty reports showed women organising protests in different parts of the country. An example is presented in the following report by TVC and STV:

TVC report:

*Women protest suspension of Okorochoa by APC leadership.*

STV report:

*Women in Imo state organised rally demanding the resignation of APC national chairperson Adams Oshiomole over suspension of the Imo state governor*

Some reports actually focused on more peaceful aspects of women's participation. For instance, DITV, in its News at 6:30 (March 6), reports that:

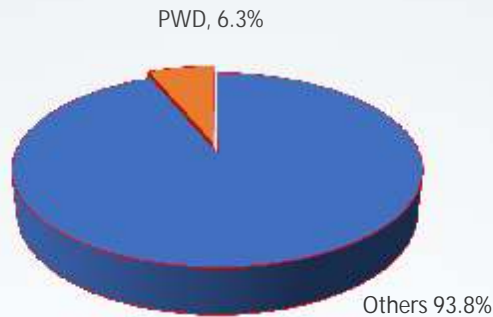
*Women interfaith council in Kaduna urges the federal government and security agencies to put in place measures that will ensure the peaceful conduct of elections.*

There is a general impression of women's active participation in the electoral process. This however was not reflected in the quantity of coverage given them.

## **VISIBILITY OF PEOPLE WITH DISABILITIES AND ABLE-BODIED PEOPLE IN THE BROADCAST MEDIA**

This section presents the representation of people with disabilities and that of able-bodied people.

Chart 28: Visibility of PWD and other people in the broadcast contents

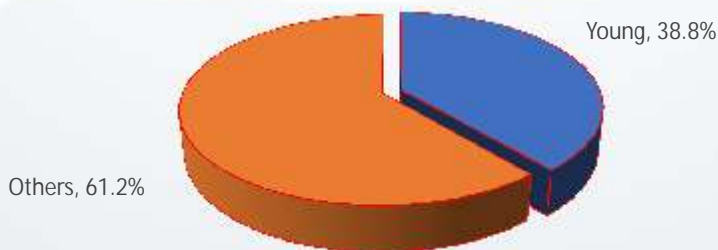


The result in Chart 28 shows that able persons had much representation in the broadcast media for the observation period. Able persons had 93.8% of the media attention as opposed to 6.3% attention accorded to PWD.

#### VISIBILITY OF YOUNG PEOPLE AND OTHERS IN THE MEDIA CONTENT

This section presents the visibility of young people and other group of people in the observed media contents. Chart 29 shows that other groups of people in the society were more visible in the broadcast media contents. While other group of people had 61.2% of the total visibility in the media contents, youth received 38.8% visibility attention during the observed period.

Chart 29: Visibility of young people and others in the broadcast contents



## VISIBILITY OF LOCATIONS IN THE MEDIA CONTENTS

This section focuses on the coverage given to locations in the broadcast media contents. The visibility is considered between rural and urban areas.

Chart 30: Urban-rural visibility in the broadcast contents

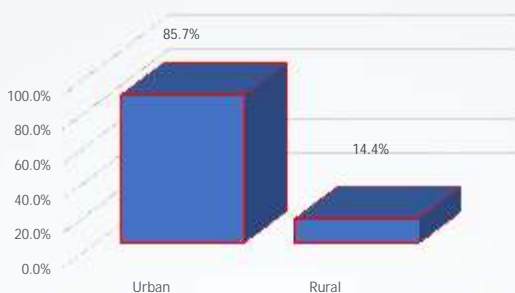


Chart 30 shows that urban areas had 85.7% of the broadcast media visibility during the observed period. On the contrary, rural areas accounted for just 14.4% media coverage.

## VISIBILITY OF POLITICIANS AND OTHER CITIZENS IN THE BROADCAST MEDIA CONTENTS

Chart 31 shows the representation of politicians and other citizens in the broadcast media content for the observed period.

Chart 31: Visibility of politicians and other citizens in the broadcast contents

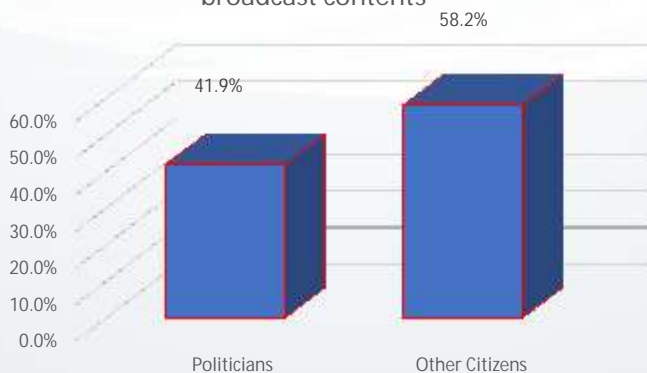


Chart 31 reveals that other citizens had much representation in broadcast media content. Other citizens had 58.2% of the total coverage during the observed period, while politicians had 41.9% of the total coverage.

## **VISIBILITY OF THE ARMS OF GOVERNMENT IN THE BROADCAST MEDIA CONTENTS**

In this section, we present the visibility of the three arms of government—Executive, Legislature, and Judiciary. Chart 32 presents the representation of the arms of government in the contents of the broadcast media during the observed period.

Chart 32: Relative visibility of the arms of government in the broadcast contents

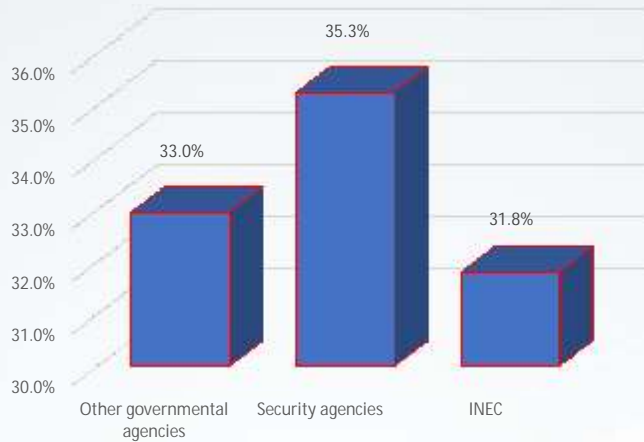


The result shows that the Executive arm of government had much attention during the period with 49.6% of the total representation of the arms of government in the observed contents. This is followed by the Legislative arm with 31.6%, while the Judiciary had 18.9% of the representation.

## **VISIBILITY OF GOVERNMENT AGENCIES IN THE BROADCAST CONTENT**

This section presents result showing the visibility of different agencies as they were reported in the broadcast contents. The result is presented in Chart 33.

Chart 33: Visibility of government agencies in the broadcast contents



Result shows that Security agencies were more visible with 35.3% of the media presence. Other governmental agencies and INEC had 33.0% and 31.8% of the presence on the selected media contents, respectively.

## VISIBILITY OF POLITICAL PARTIES IN THE BROADCAST MEDIA CONTENTS

This section focused on the visibility of political parties in the broadcast media contents for the month of March, 2019. The parties that got prominent attention were APC and PDP.

Chart 34: Visibility of political parties

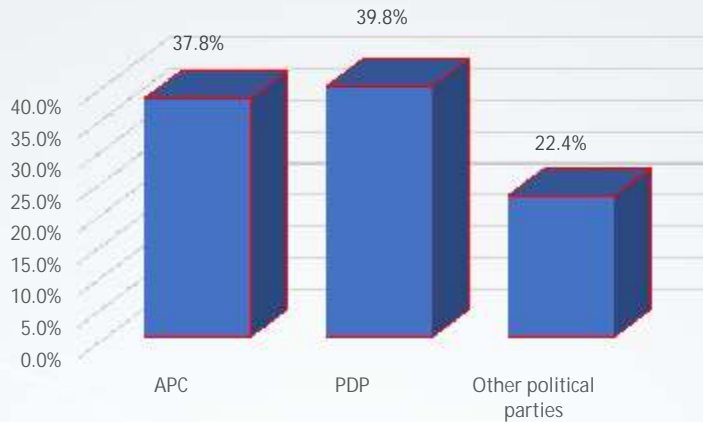
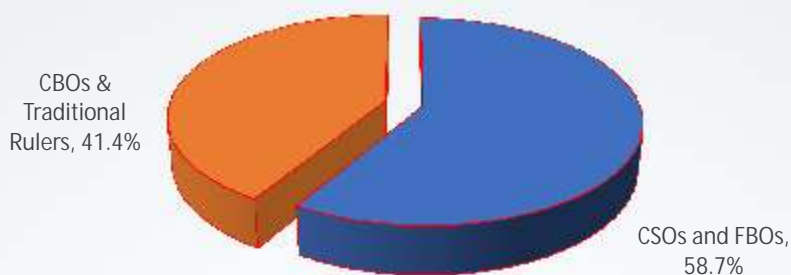


Chart 34 shows the result of the visibility of the political parties in the selected broadcast media contents. It shows that PDP had more visibility than any other parties with 39.8%. This is closely followed by APC 37.8%. All other political parties put together had 22.4%. The pattern established by this result could be attributed to the fact that the major party contenders in the country's political space are PDP and APC.

#### VISIBILITY OF NON GOVERNMENTAL ORGANISATIONS IN THE BROADCAST MEDIA

Chart 35 presents the visibility of non-governmental agencies in the media for the observed month. The result shows that the broadcast stations gave much attention to CSOs and FBOs at 58.7%, while CBOs and traditional rulers had 41.4% of the visibility in the media contents for the month.

Chart 35: Visibility of non-governmental organisations in the broadcast contents

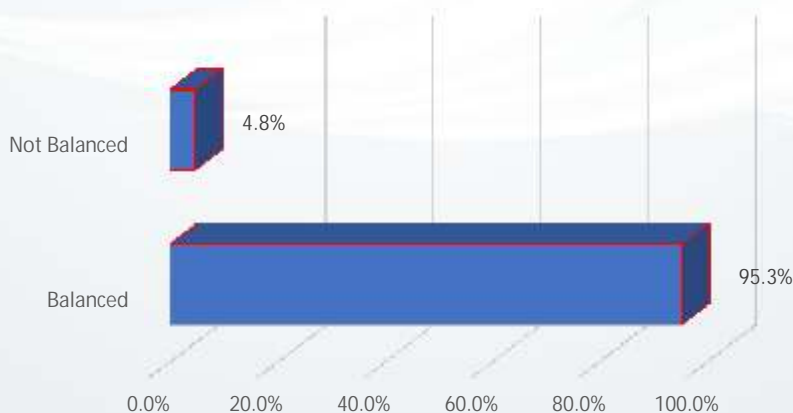


This result simply shows that non-governmental agencies, both local and international, are recognised in the political and democratic process of the country as forces that should be reckoned with.

#### QUALITY OF REPORTS: BALANCE

This section shows the result of the quality of the selected media contents based on the balance of the views presented. Result on Chart 36 shows that the majority of the selected media contents were balanced in their quality of presentation.

Chart 36: Balanced versus not balanced reporting

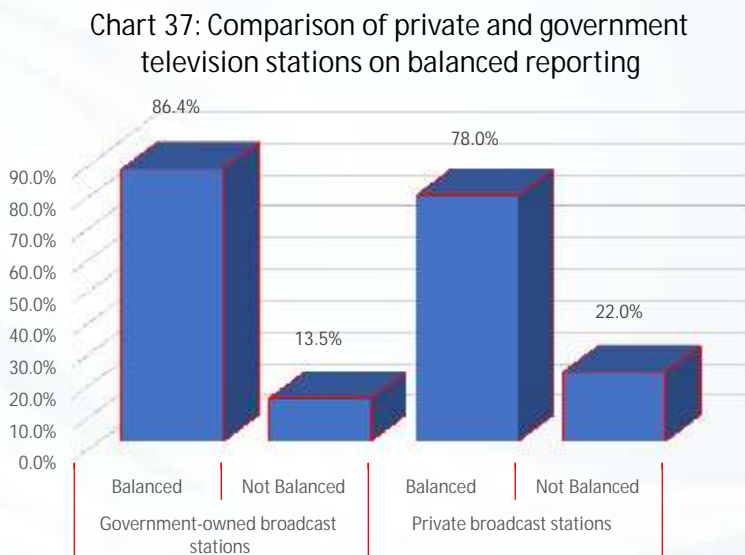




As shown in the chart, 95.3% of the selected media contents presented balanced view of issues. However, 4.8% were observed to be unbalanced in their presentation.

## COMPARISON OF QUALITY OF REPORTING IN PRIVATE AND GOVERNMENT SELECTED MEDIA CONTENTS

Chart 37 shows that both the selected government and private broadcast stations were balanced in the quality of presenting their programmes for the month of March 2019. Both groups had close results of 86.4% and 78.0% of balanced reports, respectively.



However, government media is shown to be more balanced than the private media with a gap of 8.4%. This trend could be attributed to the fact that media ownership influence affects the nature of contents by the private media, while the government media enjoy relative freedom in terms of ownership influence.

## CONCLUSION

It is observed from the monitored contents for March 2019 that broadcast media gave a great deal of attention to electoral issues. News reports had the major prominence in the analysed contents, followed by discussions of electoral issues by invited experts in the studios, and interviews. Other thematic political issues (such as congratulatory messages, acceptance speeches, concession speeches and threats) were given more attention in the broadcast media contents for the month, than any of the usual themes. While women-related electoral issues also had great attention, election-related non-violent conflicts were also featured in the contents of the observed broadcast media. Ordinary citizens had more attention in the media than politicians. Likewise, the Executive arm of government received more attention from the media than did the other arms—Legislature and Judiciary.

However, on the negative side, male actors received much attention in the media, but people with disabilities were not given much attention as given to able persons. Although, issues related to women were discussed, the results show that male actors had more prominence than female actors. In the same vein, much attention was paid to the urban areas as opposed to the attention paid to the rural areas. In the quality of contents monitored for the month, it is observed that the media broadcast stations, both government and private, were balanced in the presentation of their programmes.

There is a form of paradox playing out in the broadcast media coverage of the elections, especially in the month of March 2019. On the one hand, the media responded to the situation and context they were reporting. Unlike in the previous months, for instance, voter education, campaigns promises and campaign strategies were featured minimally in March, suggesting the submission of the media to the electoral regulation and their response to the situation of the day. On the other hand, the broadcast stations still maintained their usual lop-sidedness in favour of male actors, urban issues and citizens without disabilities. Training for de-indoctrination is needed to help the media to be more responsive to the diversities of the context in which they operate.

# JANUARY - MARCH 2019 REPORT (COMBINED)



## **INTRODUCTION**

The first quarter of the year 2019 was significant in Nigeria and to her democracy. It was in this quarter that the campaigns and other preparations for the 2019 general elections came to a climax with the conduct of the elections. As expected, the broadcast media played the role of informing citizens about the elections, as well as educating them on their role as citizens. This is a report of the role of the broadcast media in the coverage of the elections during that period.

During the period under review, that is, January to March 2019, we analysed 2,616 radio broadcasts and 3,642 television broadcasts recorded from 17 radio and 16 television stations.

In monitoring the contents, we focused on four important questions that are central to the elections:

1. What were the broadcast media talking about?
2. Who were the actors given coverage by the broadcast media?
3. What was the quality of reporting with reference to balance?
4. Were there traces of incitement or hate speech?

Therefore, we paid attention to the thematic focus of the stations in connection with the election, visibility of the different actors, balance of reporting, and language of reporting with a focus on the instances of hate or inciting speech.

The radio stations monitored are listed as follows:

1. Adamawa Broadcasting Corporation (ABC) Yola
2. Anambra Broadcasting Service (Awka 88.5 FM), Awka
3. Arewa Radio, Kano
4. Dream FM, Enugu
5. Federal Radio Corporation of Nigeria (FRCN) Network
6. Glory FM (Bayelsa State Broadcasting Corporation, BSBC), Yenagoa
7. Gotel Radio, Yola
8. Kaduna State Media Corporation (KSMC) Radio, Kaduna
9. Nigeria Info, Network
10. Osun State Broadcasting Corporation (OSBC), Osogbo
11. Progress FM Gombe
12. Radio Benue, Makurdi
13. Radio Kwara, Ilorin
14. Radio Lagos
15. Radio Lagos/Eko FM
16. Rhythm 93.7, Network
17. Splash FM 105.5 Ibadan

The television stations monitored are listed below:

1. African Independent Television (AIT), Network
2. Adamawa Television (ATV) Yola
3. Channels Television, Network
4. Desmims International Television (DITV), Kaduna
5. Galaxy Television, Lagos

6. Gotel TV, Yola
7. Independent Television (ITV), Benin City
8. Kaduna State Television (KSTV), Kaduna
9. Liberty TELEVISION, Abuja
10. Lagos Television (LTV), Lagos
11. Nigeria Television Authority (NTA) Network
12. Ogun State Television (OGTV), Abeokuta
13. Rivers State Television (RSTV), Port Harcourt
14. Silverbird Television (STV), Network
15. TV Continental (TVC), Network
16. Wazobia Max TV, Network

In this report, we first present the findings from the radio broadcasts, followed by those from the television broadcasts. We then end with a consolidation of the two.

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## PART I

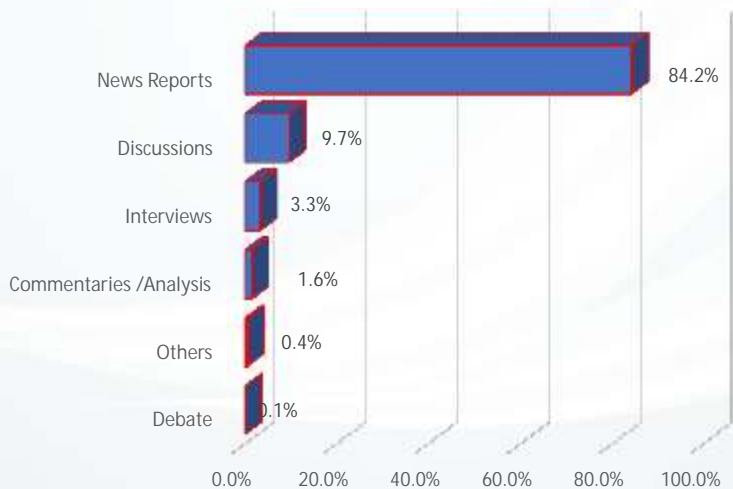
### CONTENTS OF RADIO BROADCAST IN THE FIRST QUARTER OF 2019

In the following sections, we focus on the programme types, thematic focus and visibility of actors, among others.

#### PROGRAMME TYPES OF THE RADIO BROADCASTS

Chart 1 shows the types of programme employed by the radio with news reports leading with 84.2% of the coverage.

Chart 1: Programme types of radio broadcasts



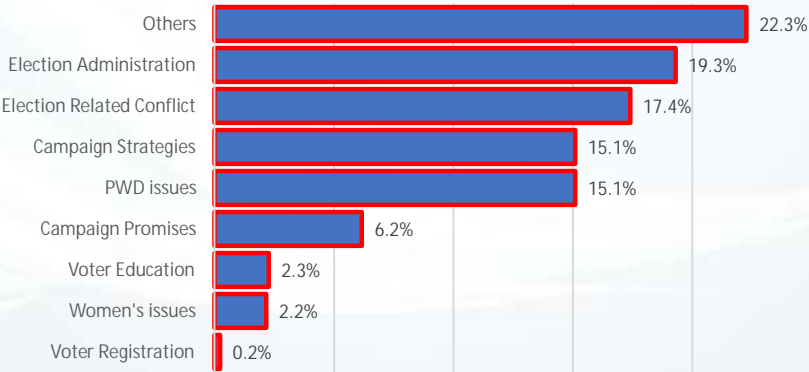
It is surprising that debates, discussions, interviews and commentaries were not prominent in the radio broadcasts for the quarter. There is a general assumption that candidates of political parties are involved in debates and

interviews in weeks and days close to the elections for them to present their manifestoes to the electorate. It is, therefore, strange that such opportunities did not feature prominently in radio broadcasts during the period. For instance, interviews, discussions, and debates got only 3.3%, 9.7%, and 0.1%, respectively. We expected interviews and debates with political candidates to dominate radio coverage in the quarter but most of the contents of radio coverage were news reports. Inability of radio journalists to go beyond their usual boundaries or apathy on the part of political candidates might be responsible for this.

**THEMATIC FOCUS OF THE RADIO BROADCASTS**

Having established that news reports dominated radio coverage of the general elections for the period, we proceed to examine the various issues that characterised the coverage. Result presented in Chart 2 shows that other issues (22.3%) about the general elections gained pre-eminence.

Chart 2: Thematic Focus of Radio Broadcasts



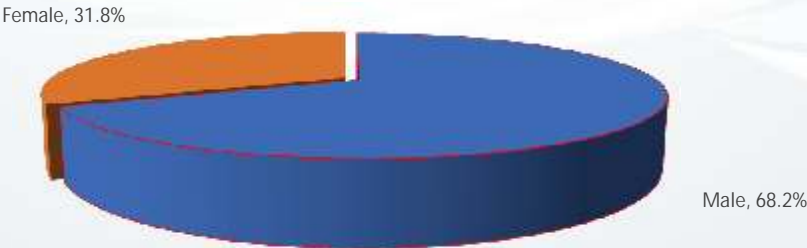
The amount of radio broadcasts devoted to critical issues such as voter education (2.3%), women issues (2.2%), voter registration (0.2%) and campaign promises (6.2%) was lower than others (22.3%). The category “others” cover issues such as cross carpeting, acceptance speeches or

acceptance press releases, and governance. Issues concerning women, and election administration were expected to be topical during the elections. For instance, in a nation where many illiterate people and old adults participate in general elections, voters would need to be properly educated on how to register, get their cards and analyse campaign promises to see through the political propaganda of parties involved in the elections. Instead, focus was on other issues and election administration (19.3%), election-related conflicts, campaign strategies and issues about People with Disabilities (PWD). Without de-emphasizing the importance of issues such as election administration, election-related conflicts, and campaign strategies of politicians, one expected that radio stations would also place equal or principal priority on marked issues of voter education and campaign promises.

### MEN OR WOMEN: WHO WERE MORE VISIBLE IN THE RADIO BROADCASTS?

The result presented in Chart 2 above raises a speculation on the percentage of radio coverage shared by the male and female genders. Chart 3 specifically presents information on this.

Chart 3: Visibility of males and females in the content of radio broadcasts



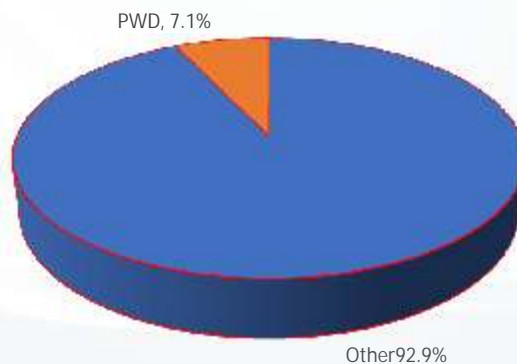


Women's invisibility in media operation and management is a burning discourse in the developing countries where studies have established an imbalance in media coverage against the female gender. This conclusion is reinforced in this Report as the quantity of radio broadcasts on the general elections devoted to issues concerning women was not up to half of what was assigned to men. This might have been informed by the inability of women in Nigeria to command a sizeable voice in the political scene, since most political parties would find it difficult to feature women as their candidates in elections.

## VISIBILITY OF PERSONS WITH DISABILITY IN THE RADIO BROADCASTS

In the next chart, we probe the visibility of PWD vis-a-vis the representation of able-bodied Nigerians.

Chart 4: Visibility of PWD and other people in the content of radio broadcasts



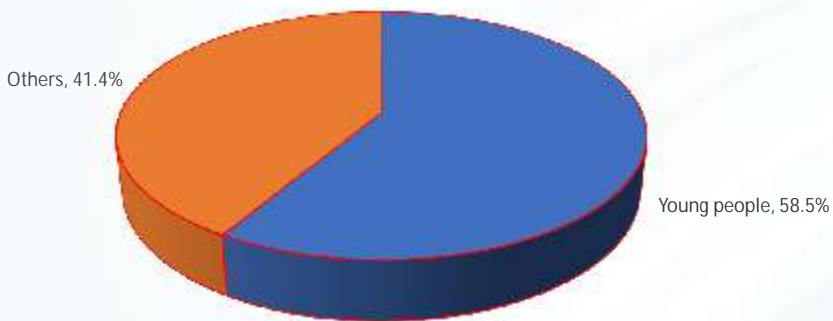
Such as general invisibility was recorded for women as against that of men, PWD were almost insignificantly represented in radio broadcasts during the general elections. That a negligible 7.1% was devoted to them shows that their issues and or concerns might not get adequate mention and their rights to

vote and be voted for negatively affected.

## YOUTH VERSUS OTHERS: WHO WAS MORE VISIBLE IN THE RADIO BROADCASTS?

If women and PWD were largely invisible in radio broadcasts, what kind of visibility was given to youth, people who in their millions constitute the highest, potential voters during elections? Chart 5 has the answer to this question.

Chart 5: Visibility of young people in the radio broadcasts



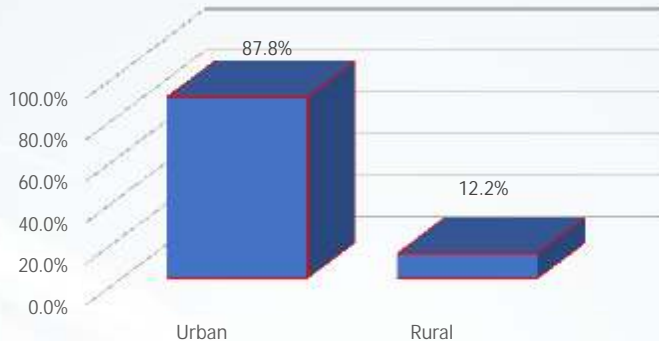
Fortunately for youth, they had a fair share of the visibility (58.5%) because where men, women and other groups were combined, the youth took more than half of the visibility. The kinds of sensitization, protests and empowerment for youth to rise to political leadership could be responsible for the rise in visibility established here. The Not Too Young to Run and other youth-groups have raised the level of activism and political consciousness among youth, leading to improved media coverage.

## URBAN-RURAL VISIBILITY IN THE RADIO BROADCASTS

Now to urban-rural discussion of visibility in the contents of radio broadcasts,

Chart 6 shows how the two broad compositions of the society have been represented in radio broadcasts during the general elections.

Chart 6: Urban-rural visibility in the content of radio broadcast

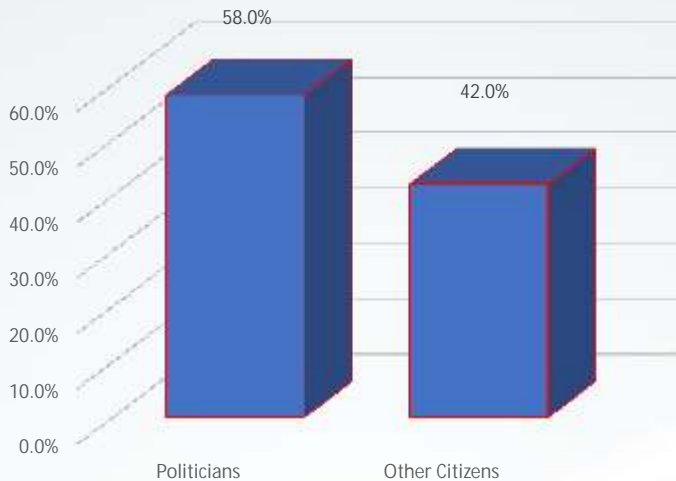


As explained under men-women visibility in media operation, the persisting rural invisibility in the media was extended in radio broadcasts as urban issues (87.8%) dominated radio broadcasts, while a meagre 12.2% went to rural issues. There is a general assumption in literature that rurality and rural issues do not get into media coverage unless politicians are visiting such a place or there is a disaster.

#### VISIBILITY OF POLITICIANS COMPARED WITH ORDINARY CITIZENS IN THE RADIO BROADCASTS

Knowing that it was an election period, one would expect radio stations to focus their attention on politicians. Chart 7 shows how politicians and other citizens shared the visibility percentage.

Chart 7: Visibility of politicians and other citizens in radio broadcasts



Although politicians (58.0%) were visible than other citizens (42.0%), if the prevailing situation is taken into consideration, one could possibly conclude that the visibility was justified. More of politicians could be involved in radio coverage during an election because they are the arrow-head as well as some near-half visibility for other citizens who are mostly the electorate.

#### RELATIVE VISIBILITY OF THE ARMS OF GOVERNMENT IN THE RADIO BROADCASTS

In chart 8, we present the visibility of the three arms of government in radio broadcasts. The Executive was conspicuous with 60.0%, while the Legislature (27.5%) and the Judiciary (12.5%) shared what remained.

Chart 8: Relative visibility of the arms of government in radio broadcasts

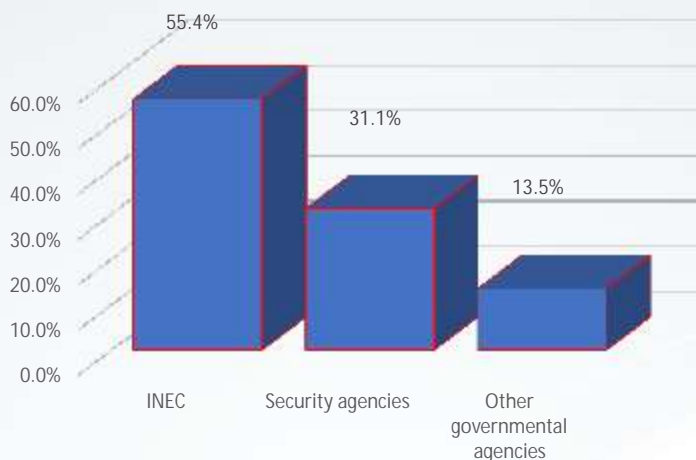


One over-riding interpretation is that in Nigeria, people are more concerned about the chairmen/chairperson, governors, and their President than other elected representatives. Therefore, one could say that during the elections of 2019, the visibility recorded by the Executive arm of government was justified given the kind of interest in who would become the President of the country. Media organisations and the people were more interested in candidates jostling for Executive positions above others.

## VISIBILITY OF GOVERNMENT AGENCIES IN THE RADIO BROADCASTS

In Chart 9 below, we continue with government by examining the visibility of government agencies in radio broadcasts. The Independent National Electoral Commission (INEC) got an expected highest visibility (55.4%) among government agencies where security agencies (31.1%) followed and other agencies (13.5%) were minimally represented.

Chart 9: Visibility of government agencies in radio broadcasts

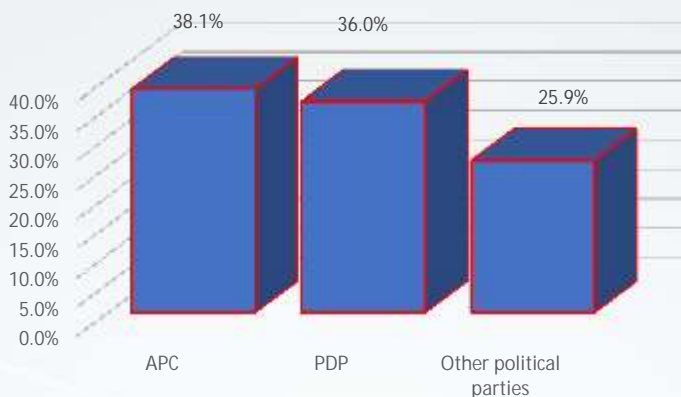


That period was turbulent for INEC because as the body managing elections in the country, all stakeholders were dependent on the leadership and programmes of the Commission for the elections. Security agencies were also prominent because of the concern for peaceful, free and fair elections.

#### RELATIVE VISIBILITY OF POLITICAL PARTIES IN THE RADIO BROADCASTS?

After the visibility of agencies of government, we present the visibility of political parties in Chart 10. Unsurprisingly, the two leading political parties—the All Progressives Congress (APC) and the People's Democratic Party (PDP)—were expected to gain prominence over other parties in media coverage

Chart 10: Relative visibility of political parties

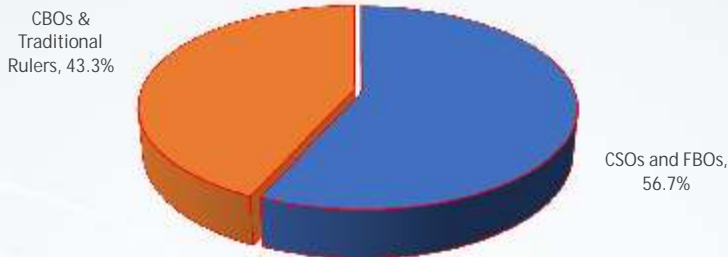


The APC (38.1%) led the PDP (36.0%) with about two percent probably because as the party in power, the citizens expected much from the APC. The PDP was able to muster such a comparable visibility probably because of its influential candidates, the desire to give almost equal visibility and the campaigns of the party.

## VISIBILITY OF NON-GOVERNMENTAL ORGANISATIONS IN THE RADIO BROADCASTS

Non-governmental organisations were mentioned in 611 radio broadcasts. In chart 11, we present the visibility of the two broad categories of non-governmental organisations in radio broadcasts during the general elections.

Chart 11: Visibility of non-governmental organisations



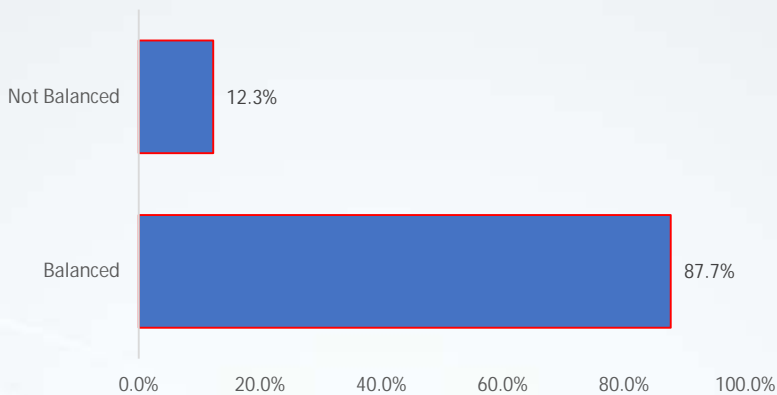
The civil society and faith-based organisations got a slightly higher visibility (56.7%) than the community-based organisations and traditional rulers which received 43.3% of the coverage. Because they are traditional/cultural, community-based organisations and traditional rulers, unlike the civil society and faith-based organisations, might not be so conspicuous in the media, unless politicians have visited them during elections. Also, traditional rulers might have been among Nigerians consulted or interviewed by radio journalists on how to maintain peace and fairness before, during and after the elections.

#### BALANCED VERSUS NOT BALANCED REPORTS IN THE RADIO BROADCASTS

Researchers and public affairs analysts are always interested in how mass media have achieved balance in their coverage of interests, issues and people in the society. In Chart 12, we present information on the percentage of balanced and unbalanced stories during the elections.



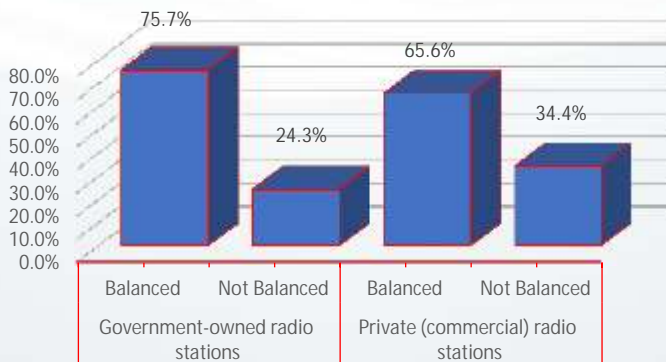
Chart 12a: Balanced versus not balanced reports



Most (87.7%) of the 2,616 radio reports published during the elections were balanced. This is a commendable development as against the usual cry of favouritism, political and ownership interests and other unprofessional conducts that allegedly influence media reportage of elections. It might also be because of the strong control/monitoring by the regulators.

The question of balance can be better appreciated if media ownership is disaggregated. In Chart 12b, we compare the performance of private and government radio stations based on balanced reporting.

Chart 12b: Comparison of private and government radio stations on balanced reporting



There were balanced reports in government-owned radio stations (75.7%) than in private radio stations (65.6%). This pattern shows a potential intrusion of other interests in the coverage of the general elections among private stations. For instance, where owners of private radio stations are members of political parties, there is a possibility of the owners' powerful influence on how the stations report the general elections.

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## PART II

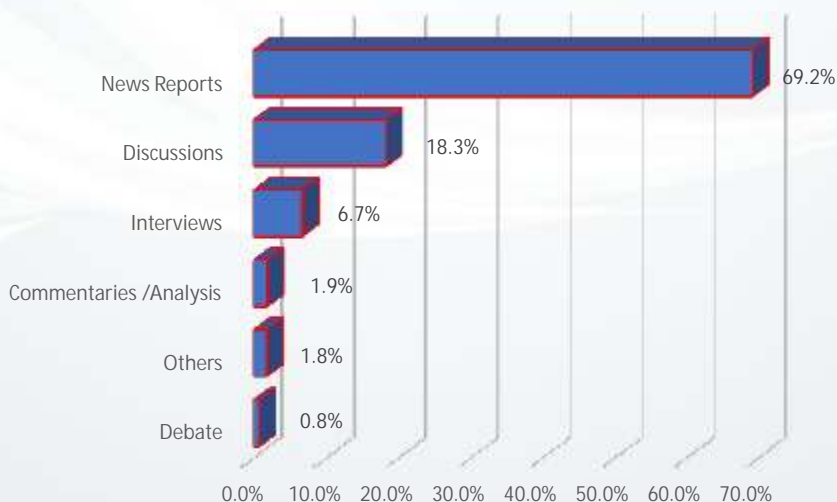
### CONTENTS OF TELEVISION BROADCAST IN THE FIRST QUARTER OF 2019

Having presented data on visibility of reports on 2019 general elections in radio stations, we proceed to discuss the aspect of the same visibility in television stations.

#### PROGRAMME TYPES OF THE TELEVISION BROADCASTS

In chart 13, the types of programmes on television stations are first presented. As established under radio broadcasts, news reports (69.2%) were predominant over other programme types, as debates and commentaries/analysis were almost absent and interviews ranked third after discussions.

Chart 13: Programme types of television broadcasts

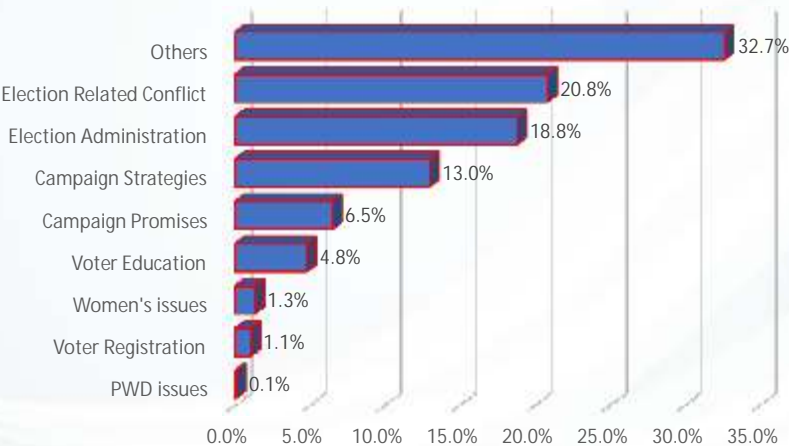


This shows that television journalists were at their best on gathering news stories on the general elections. This could also suggest that experts were probably engaged to discuss issues regarding the elections. Interviews could be for political candidates, executive members, and representatives of bodies such as security agencies, INEC, and civil society groups.

### THEMATIC FOCUS OF THE TELEVISION BROADCASTS

The study has revealed the percentage devoted to each programme types on television stations; the following result provides information on specific, thematic issues of focus as presented in Chart 14.

Chart 14: Thematic Focus of Television Broadcasts



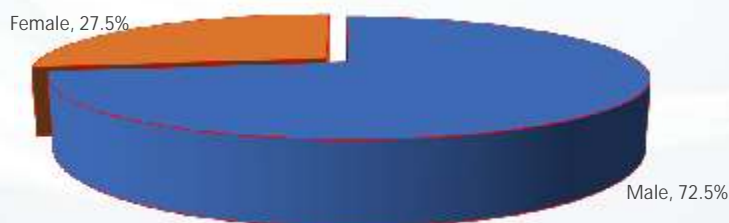
The prominent issues on television were others (32.7%), election-related conflicts (20.8%), election administration (18.8%), and campaign strategies of political parties (13.0%). Less attention was devoted to voter registration (1.1%) and education (4.8%), issues about women (1.3%), and the concern of PWD (0.1%). We have highlighted in our discussion under radio that these less visible issues are also central to successful conduct of elections and

promotion of fundamental human rights. In a nation where cultural and religious biases influence the rights and destiny of women, giving less attention to them and their political rights could further undermine their empowerment. It should also be noted that relegating voter education and registration in television broadcasting during elections could negatively affect people's participation and successful conduct of elections.

### MEN OR WOMEN: WHO WERE MORE VISIBLE IN THE TELEVISION BROADCASTS?

We further examined the visibility of men and women in television broadcasts during the general elections of 2019. Information on this is provided in Chart 15. The pattern of visibility devoted to men and women is the same for radio and television, though there is a slight decline of about four percent from what was devoted to women under radio broadcasts. As usual, in most of the reports, discussion and interviews, men were visible actors. This could be connected to the preference for male candidates by political parties.

Chart 15: Visibility of males and females in the content of television broadcasts

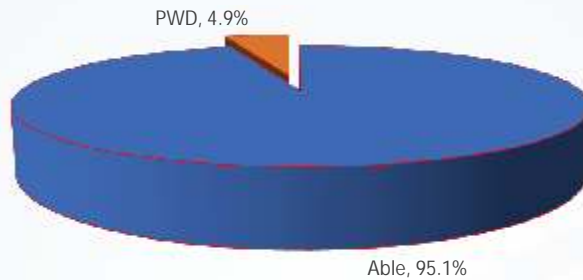


### VISIBILITY OF PERSONS WITH DISABILITY IN THE TELEVISION BROADCASTS

The same low representation was replicated for persons with disability as

shown in Chart 16. Less than five percent of television broadcasts was devoted to issues concerning PWD and their issues were largely insignificant in television broadcasts as against the concentration of television coverage on issues affecting able-bodied individuals. This shows that issues of PWD need to be given meaningful visibility.

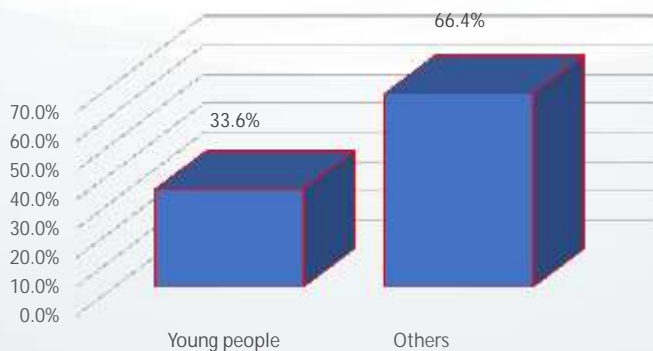
Chart 16: Visibility of PWD and able people in the content of television broadcasts



### YOUTH VERSUS OTHERS: WHO WERE MORE VISIBLE IN THE TELEVISION BROADCASTS?

How visible were youth in television broadcasts during the general elections? Result in Chart 17 provides information on this.

Chart 17: Visibility of young people in the television broadcasts

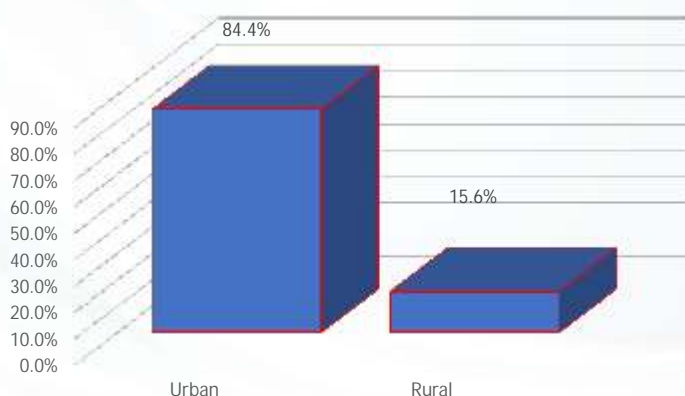


There was a reduction of about 20 percent in the visibility of young people in television broadcasts from what was recorded under radio. This shows that issues about and or of youth were possibly given greater attention, or more youth were involved as actors in news reports, interviews and discussion in radio than in television broadcasts.

### URBAN-RURAL VISIBILITY IN THE TELEVISION BROADCASTS

In Chart 18, we present the visibility of rural and urban areas in television broadcasts during the general elections of 2019. As result on radio has established, rural areas and their issues (15.6%) were also greatly relegated in television broadcasts.

Chart 18: Urban-rural visibility in the content of television broadcasts

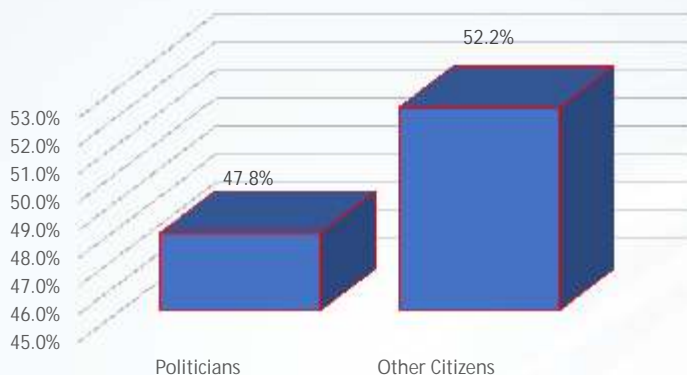


Most of the reports, interviews and discussions were conducted in urban areas where television stations are located and people involved in the television broadcasts were urban dwellers. However, this imbalance is against empirical data and public discourse establishing that there are more rural areas and rural people than urban in the country.

## VISIBILITY OF POLITICIANS COMPARED WITH OTHER CITIZENS IN THE TELEVISION BROADCASTS

What percentage of the coverage/visibility was devoted to issues of ordinary Nigerians where politicians loom large? Result in Chart 19 provides answer to this question.

Chart 19: Visibility of politicians and other citizens in television broadcasts



Surprisingly, during general elections when political parties and their activities should lead news reports and political candidates must have bombarded television stations with campaigns and adverts, other citizens (52.2%) had a greater visibility above politicians. It should be noted that although the difference is just about five percent, it is a testament to the fact that people were given priority and the influence of money and power over responsibility is gradually reducing.

## RELATIVE VISIBILITY OF THE ARMS OF GOVERNMENT IN THE TELEVISION BROADCASTS

In chart 20, we focus on the visibility of the three arms of government in television broadcasts. As usual, the visibility of the Executive arm of government overshadowed those of the Legislature and the Judiciary, with the judicial arm commanding a reduced figure of 18.0%.



Chart 20: Relative visibility of the arms of government in television broadcasts

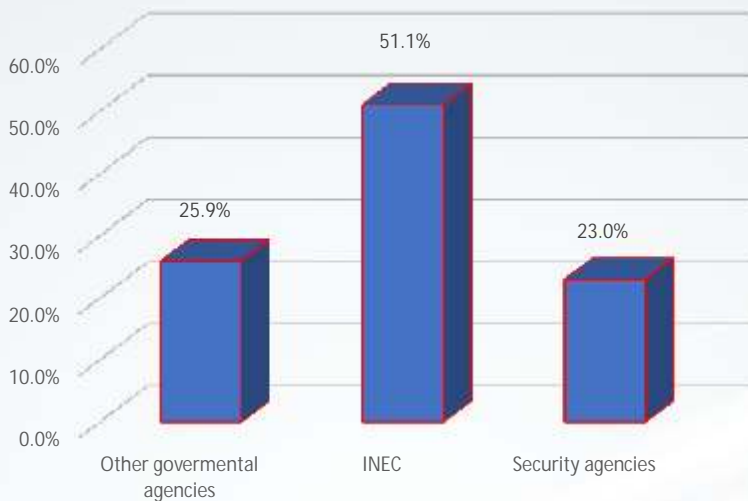


This trend might not be different from the interpretation provided under radio broadcasts, where we observed that elections into the Executive arm of government at all levels usually command the greatest media and public attention. However, elections into the legislative arm are equally as important and should be given almost equal priority since the arm checks the excesses of the other and makes laws.

## VISIBILITY OF GOVERNMENT AGENCIES IN THE TELEVISION BROADCASTS

Many government agencies are and were involved in the general elections. In chart 21, we present their visibility in television broadcasts during the 2019 general elections.

Chart 21: Visibility of government agencies in television broadcasts

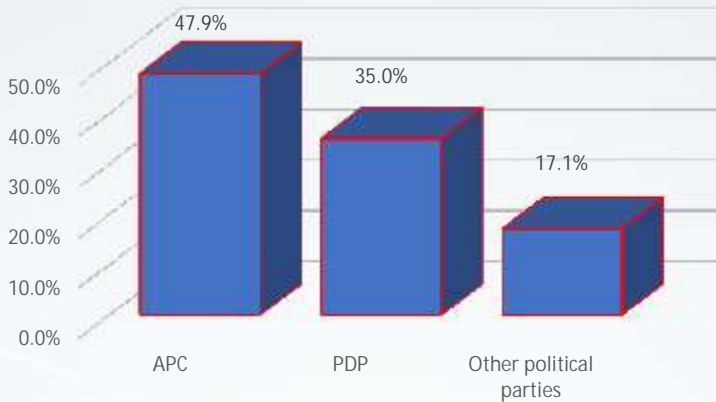


The period must have significantly influenced the focus on INEC (51.1%) above other agencies of government. After security agencies (23.0%), others combined could only muster 25.9%. The heat was probably on INEC during the period as political parties, voters, international monitoring teams, government, and other stakeholders look up to the Commission for direction and performance during the elections.

#### RELATIVE VISIBILITY OF POLITICAL PARTIES IN THE TELEVISION BROADCASTS?

The political parties and in extension their candidates could be said to be the competitors and active players in elections. Therefore, in Chart 22, we present the visibility of political parties in television broadcasts during the period.

Chart 22: Relative visibility of the political parties

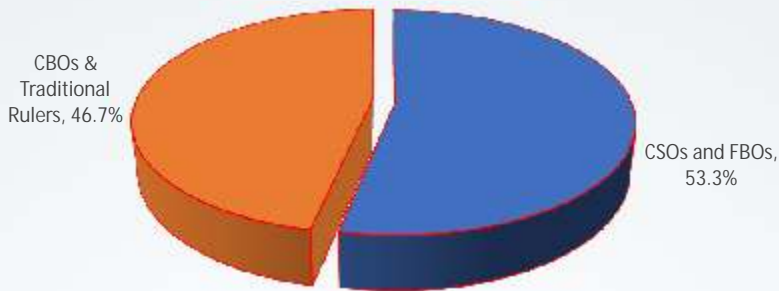


It was difficult for the television stations to achieve equality/balance in their reportage of the political parties involved in the general elections. As scholars and analysts did note, APC and PDP were the two major contenders in the elections and they both commanded some media clout in the country. There was a difference of about 13% between the two giant parties, but the odd was in favour of the ruling party (APC). This imbalance might have been noticed and criticised by the opposition and interpreted as unprofessional. Apart from this, the visibility of other political parties was even reduced to 17.1%, showing the magnitude of imbalance in television broadcasts.

#### VISIBILITY OF NON-GOVERNMENTAL ORGANISATIONS IN THE TELEVISION BROADCASTS

The activities of non-governmental organisations were recorded in 1107 of the broadcasts. Chart 23 shows which category of NGOs were visible in the television broadcasts.

Chart 23: Visibility of non-governmental organisations

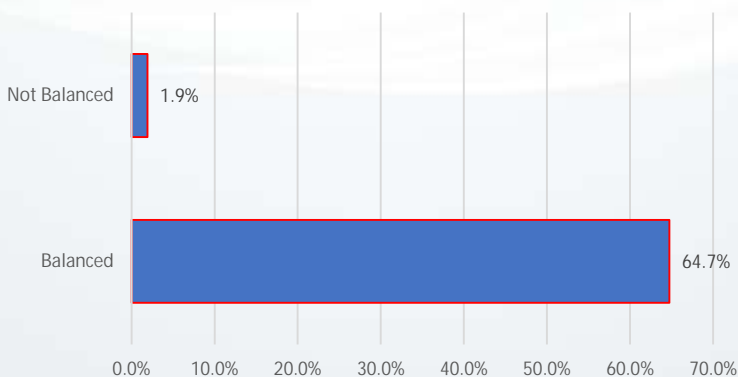


The civil society and faith-based organisations got a better visibility (53.3%), though the margin was not wide. As explained under radio broadcasts, community-based organisations and traditional rulers could not be at par with the CSOs and FBOs because of the locality and cultural milieu they are rooted in. They are not regularly found in the media.

#### BALANCED VERSUS NOT BALANCED REPORTS IN THE TELEVISION BROADCASTS

The next chart (24a) shows the degree of balance achieved by the television stations in their reportage of the elections. The television stations tried to promote balance (64.7%) as an important attributes of news and a pillar of journalism, although some unbalanced reports (1.9%) were still noticed.

Chart 24a: Balanced versus not balanced reports

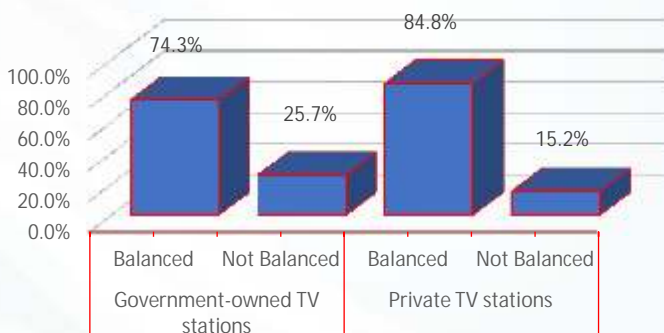


The remaining 43% could not be classified. This shows that the stations would need to work on their reportage of issues with a focus on balance.

## BALANCED REPORTING: COMPARING PRIVATE AND GOVERNMENT TELEVISION STATIONS

To show the difference in balanced reportage between private and public television stations, we present the result in Chart 24b. With balance as a yardstick, private stations (84.8%) were more balanced in their reportage of elections issues than the public television stations (74.3%).

Chart 24b: Comparison of private and government television stations on balanced reporting



Though the degree of balance is very high in both, 25.7 and 15.2% percentages of unbalanced reports show that the strict editorial or gatekeeping functions of the stations have not been keenly sustained

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## PART II

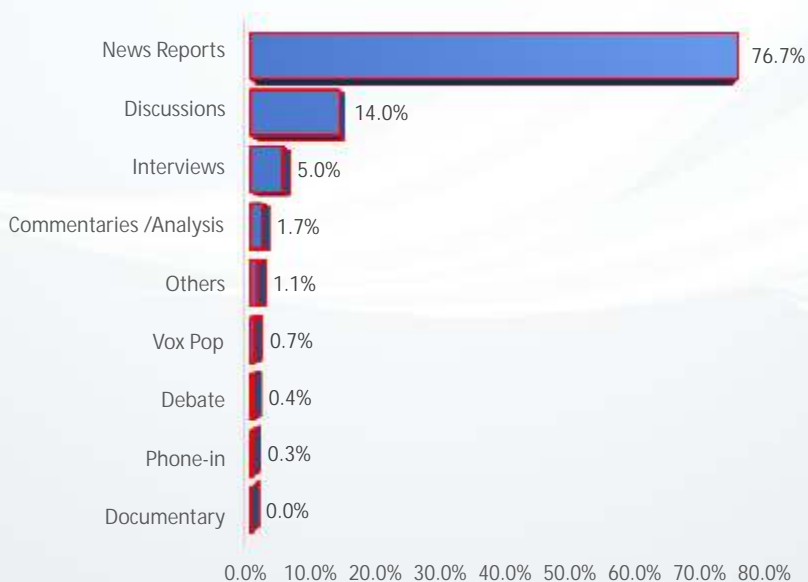
### COMBINED CONTENTS OF RADIO AND TELEVISION BROADCASTS IN THE FIRST QUARTER OF 2019

This section is a combination of the radio and television broadcasts. As stated earlier, a total of 6,258 broadcasts were analysed: 2,616 radio and 3,642 television broadcasts.

#### PROGRAMME TYPES OF THE BROADCAST CONTENTS

Chart 25 presents information on the types of deployed by the broadcast stations in their reports. News reports were predominantly reported (76.7%) above documentaries, phone-in, debates by candidates, vox pop among voters, and commentaries/analysis during the period.

Chart 25: Programme types of the selected broadcasts

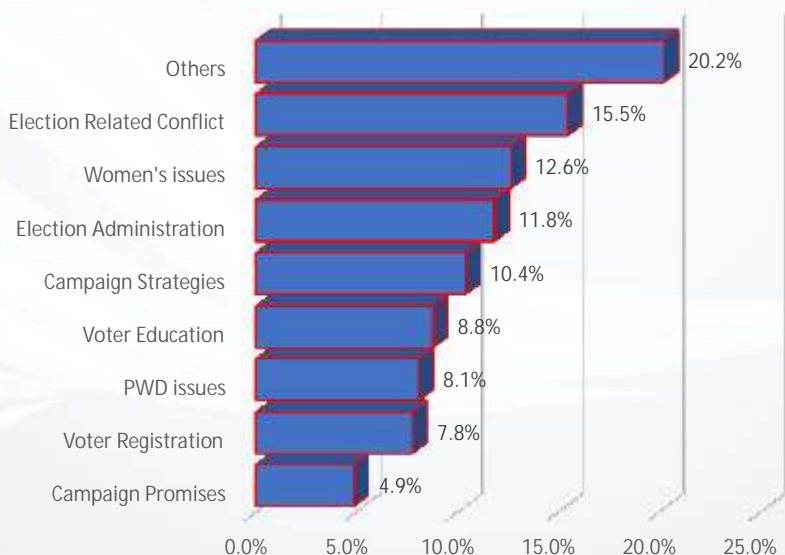


It was unfortunate that these other types of programmes were nearly neglected where news reports were super-imposed. However, discussion and interview programmes were slightly promoted. We have noted under radio broadcasts that journalists mostly concentrate efforts on news stories involving the parties and their candidates, and how various stakeholders are preparing for and participating in the elections. But, there the need to also promote other programme types for incisive and robust coverage of elections.

### THEMATIC FOCUS OF THE BROADCAST CONTENTS

What specific thematic areas were noticed in the reportage of the elections? This question is answered with the finding in Chart 26.

Chart 26: Thematic focus of the broadcasts -



Where the usual issues that characterize almost every election in Nigeria are known, the category “other” was the highest with 20.2%. The fear that people nurse about conflict during the elections followed (15.5%) and campaign promises (4.9%) as a focus was the least. Such areas as campaign strategies, voter education, election administration and women issues shared the spoil almost equally and PWD got some visibility even above voter registration. The overall implication is that important issues of the elections were not adequately reported.

### MEN OR WOMEN: WHO WERE MORE VISIBLE IN THE BROADCAST CONTENTS?

In all, which gender was given some advantage over the other in the reportage of the elections by the broadcast media stations? The answer is presented in Chart 27.

Chart 27: Visibility of male and female actors in the broadcast contents



The male gender was conspicuously visible (70.4%) in the broadcasts; females could not compete because they got a meagre 29.6% of the visibility. This extends the existing conversation on gender and the media in Nigeria,

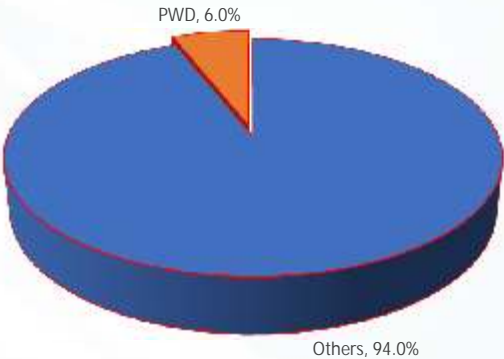


where feminists and other groups promoting the cause of womanhood struggle to overcome inherent gender discrimination and imbalance in media operations against the female gender.

### VISIBILITY OF PERSONS WITH DISABILITY IN THE BROADCAST CONTENTS

The next chart shows the visibility of people with disabilities and able-bodied Nigerians in the contents of broadcast media stations during the general elections.

Chart 28: Visibility of PWD and other people in the broadcast contents

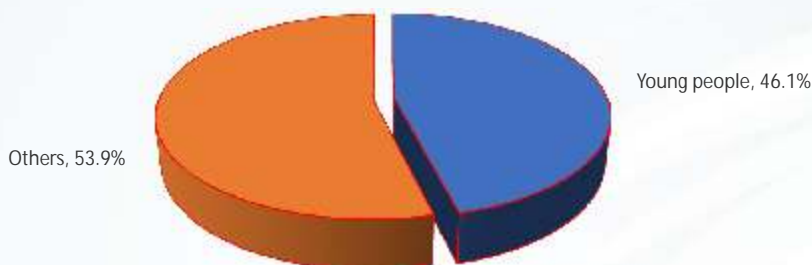


The focus of broadcast contents was on able-bodied Nigerians (94.0%). Perhaps, PWD only managed to get mentioned on shown on television stations. This disadvantaged group of Nigerians could not feature beyond 6.0% in the schedules of broadcast stations during the period. It could be because focus was on the parties, candidates and INEC, while issues of PWD were inconsequential.

## YOUTH VERSUS OTHERS: WHO WERE MORE VISIBLE IN THE BROADCAST CONTENTS?

If the PWD were neglected, what about young people? We answered this question in Chart 29.

Chart 29: Visibility of young people in the broadcast contents

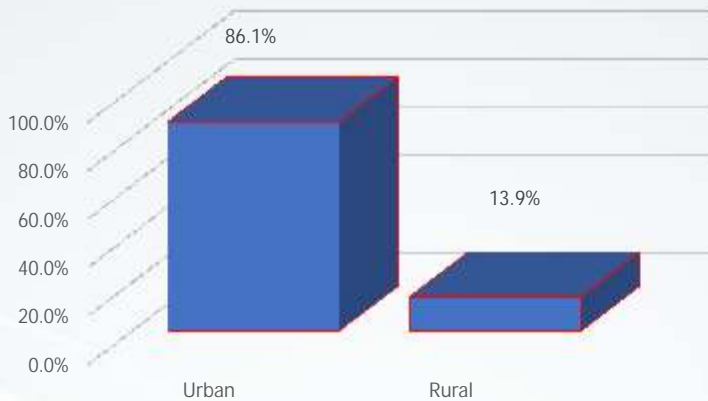


Media stations began to pay a greater attention to young people and their issues from the moment the hashtag #NotTooYoungToRun and its movement gained prominence. This possibly pushed up the visibility of this group of Nigerians and it now commanded an improved 46.1%. This improvement notwithstanding, the group (arguably regarded as the largest group with voting capacity) could not get half of the total visibility.

## URBAN-RURAL VISIBILITY IN THE BROADCAST CONTENTS

In Chart 30, we present the rural-urban visibility in radio and television broadcasts during the elections. The convergence of existing empirical evidence and consensus of opinions on the inconsequential place of rural areas in media coverage was extended with a visibility of 86.1% for urban areas and 13.9% for rural issues.

Chart 30: Urban rural visibility in the the broadcast contents

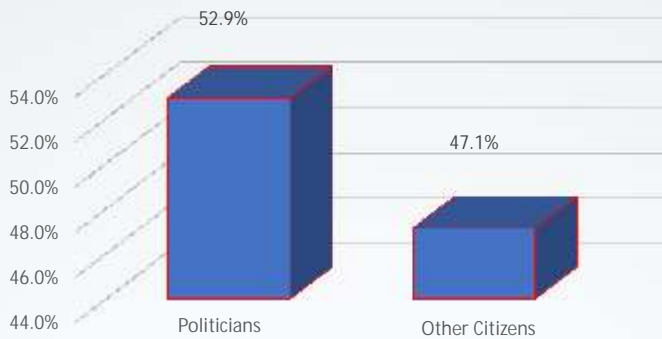


Urban centres house the politicians, INEC offices, major stakeholders in democratic governance and other well-to-do Nigerians, Therefore, it must be prominent in media coverage. Decisions about the general elections are taken in the urban areas and elected representatives would also serve there. However, it is important for media organisations to give some relevance and recognition to rural areas for even development.

#### VISIBILITY OF POLITICIANS COMPARED WITH OTHER CITIZENS IN THE BROADCAST CONTENTS

Chart 31 shows that politicians commanded more than half of the visibility as against other citizens. There was a greater visibility for politicians because it was their season and they were the major player in this case.

Chart 31: Visibility of politicians and other citizens in the broadcast contents

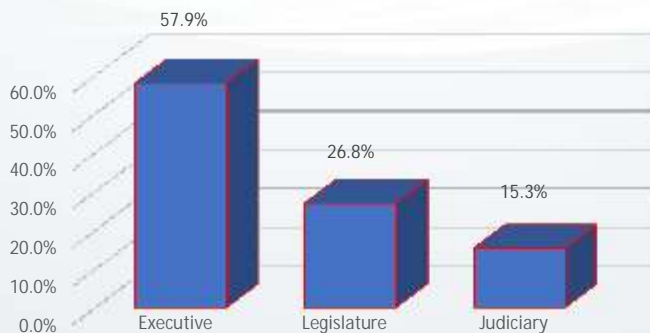


Other citizens were mainly voters and supporters of the political candidates. Broadcast media stations would not be able to shift their attention principally from the politicians because during elections, they are the news makers.

#### RELATIVE VISIBILITY OF THE ARMS OF GOVERNMENT IN THE BROADCAST CONTENTS

Result presented in Chart 32 also shows that the Executive arm of government was the most visible among others. The Judiciary as an arm of government has not been accorded the right visibility in broadcast media schedules during elections in Nigeria; the body enjoys a better visibility during the election petition tribunals.

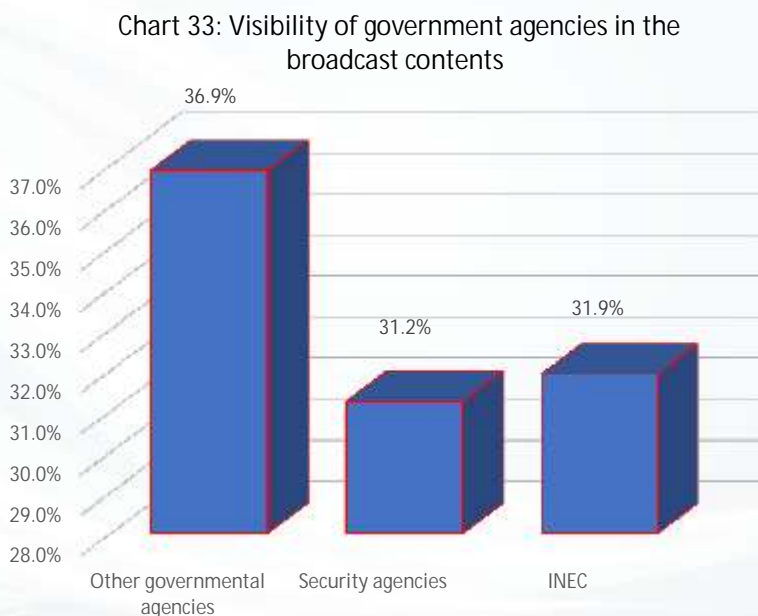
Chart 32: Relative visibility of the arms of government in the broadcast contents



The Legislature also recorded a low visibility (26.8%) though its percentage was greater than that of the judiciary (15.3%). As noted earlier, the mass media, voters and other stakeholders place premium on the Executive arm during elections and once members of the Executive arm are elected, the tension and fever of elections gradually disappear.

## VISIBILITY OF GOVERNMENT AGENCIES IN THE BROADCAST CONTENTS

After the arms of government, we consider the visibility of government agencies. Result in Chart 33 shows this

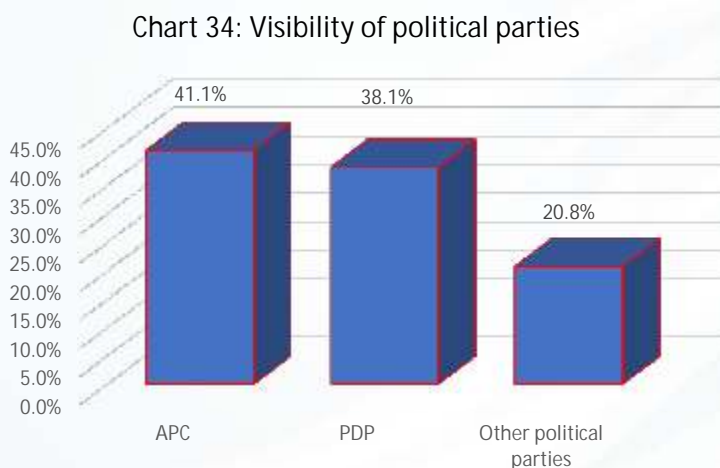


The security agencies and INEC shared almost the same visibility here. We need to note that though other governmental agencies got the highest visibility, it was aggregated. If each of the agencies lumped into one was to be separately considered, such a record would not be noticed. Why did security agencies and INEC become notable? We should remember that they are

mostly critical or fundamental to the conduct and success of elections. When INEC provides the materials, personnel and leadership, security agencies ensure that people come out to vote without fear, intimidation and attack.

## RELATIVE VISIBILITY OF POLITICAL PARTIES IN THE BROADCAST CONTENTS

In all, result in Chart 34 shows that the ruling held sway in visibility during the period. There were more than fifty political parties and only two dominated the visibility here. The APC (41.1%) led, closely followed by the PDP (38.1%) and other political parties combined got 20.8%.

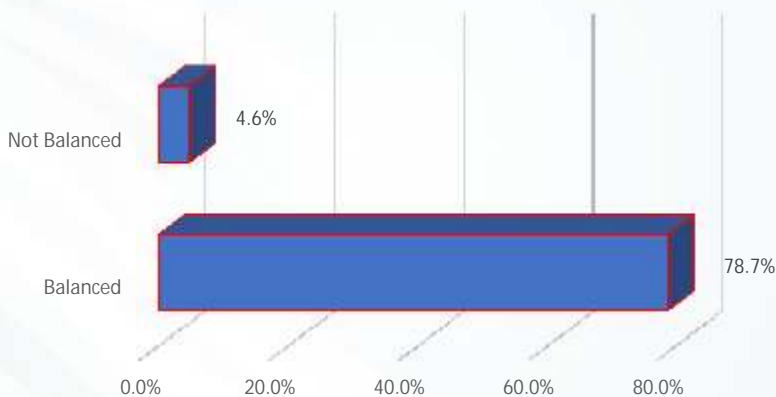


It was, therefore, a contest between the two dominant parties and the broadcast media played along by focusing essentially on the issues and activities of the two parties. This observation might also explain the dots of unbalanced reports noticed earlier on.

## BALANCED VERSUS NOT BALANCED REPORTS IN THE BROADCAST CONTENTS

However, chart 36 shows that balanced reports were dominant. The broadcast stations actually tried to promote the ethics of the profession with some attempts to achieve balance. We assume that if not for the discrepancies in the visibility devoted to political parties and their inability to focus on minority agencies, groups and arms, the issue of imbalance could have been completely erased.

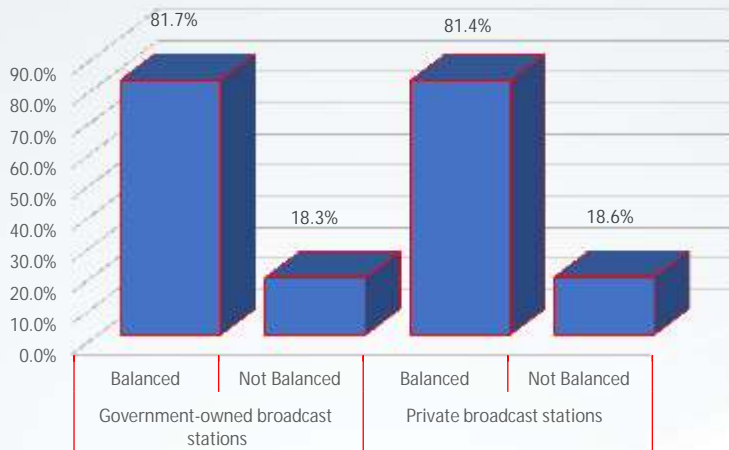
Chart 36: Balanced versus not balanced reporting



## BALANCED REPORTING: COMPARING PRIVATE AND GOVERNMENT BROADCAST STATIONS

In the next Chart (37), we compare private and government television stations based on balanced reporting. There was almost a tie as a difference of 0.3% was recorded both for balanced and not balanced reports when the two groups were compared.

Chart 37: Comparison of private and government television stations on balanced reporting

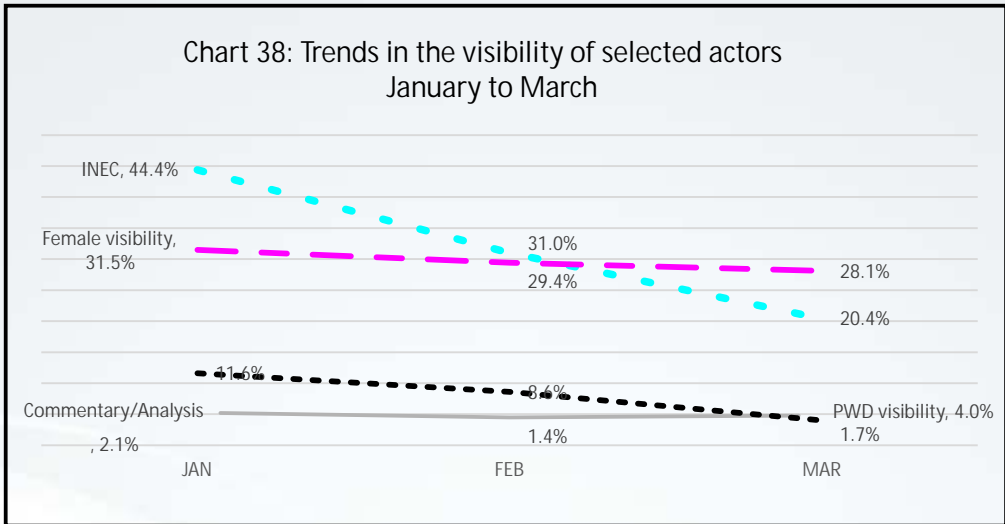


Notwithstanding, government owned stations achieved a better degree of balance. Because most of the private television stations are owned by political candidates and members of political candidates, it was probably tough for such television stations to totally be neutral. We should also not forget that government owned television stations could not balance all their stories.

## TRENDS IN VISIBILITY OF SOME ACTORS ACROSS THREE MONTHS

In Chart 38, we present result showing the trends in the visibility of some actors between January and March 2019.

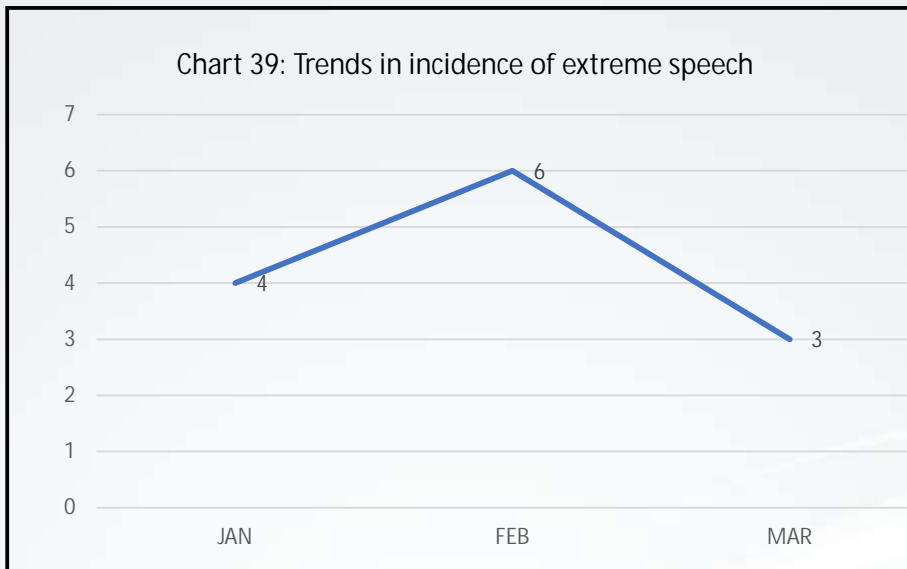




The visibility of the Independent National Electoral Commission was very high during the first two months, far above what women and PWD recorded. Commentary/analysis was nearly absent. However, the visibility of women shot above that of INEC in March But the PWD remained almost unchanged for the period because their visibility could not rise beyond 9.0%. We need to note the tie in visibility for women and INEC in February, showing that the stations promoted the ethics of balance in March.

### INCIDENCE OF EXTREME SPEECH

Lastly, we present trends in extreme speech between January and March 2019. The month of February recorded the highest incidence of extreme speech and this was really the month of elections.



The incidence started growing in January and reached its peak in February with a downward curve, showing a decline in cases of extreme speech, from the same February to March. This shows that the media stations could not totally prevent the intrusion of extreme speech in their coverage of the general elections.

## CONCLUSION

If the broadcast media failed to focus attention on ordinary citizens and give space to the disadvantaged citizens in the society, then they have performed poorly in their coverage of the elections in the first quarter of 2019. The predominant focus was on politicians, the big political parties, urban-based occurrences and issues, and on male actors. They also focused on political campaigns strategies, rather than on issues.

Deliberate interventionist efforts should be sustained to equip journalists with the appropriate skills and conviction needed for diversity-sensitive reporting. Such efforts should be mounted by non-governmental agencies.

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