

THE BROADCAST MEDIA COVERAGE OF 2019 NIGERIA GENERAL ELECTION

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

APRIL-JUNE,  
2019





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## FOREWORD

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)

## ACKNOWLEDGEMENTS

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.



## APRIL 2019 REPORT



### **Background**

The importance of the broadcast media and the special role they play in the society cannot be overrated. They inform, mobilise, entertain and serve as the watchdogs and gatekeepers. The media create and shape public opinion and this role in particular comes to the forefront during elections. All over the world, the significant role of the media during elections cannot be overlooked. They release information to the society, monitor the electoral process, hold the government accountable and douse election-related tension before, during and after elections. It is safe to say that for many societies, the road to a good democracy would indeed be a bumpy and stony one without the role of the media.

During the 2019 elections, we saw the Nigerian media play these roles and more. Long before the elections, various activities were seen on the media both new and traditional. These activities served as a prelude to the general elections and helped prepare the members of the society and the electorate. The many programmes and shows on air informing people of the electoral process, advising them to be registered voters, appealing to people to exercise their voting rights and educating potential voters are just a bit of the many activities performed by the Nigerian media.

The media also served as voices and channels for everyone involved in the electoral process. By this, we mean the many political parties both old and new, the various arms of the government, security agencies, non-governmental organisations and the general electorate. These actors produced various adverts, campaigns, jingles and hosted debates and talk shows for the aspirants. They also ensured that these activities were discussed and replicated on social media.

With the critical role played by the media before and during the election, it is then important to ensure that their activities and operations during the elections are monitored. This is what this report has tried to do. To achieve this, the contents of radio and television stations were monitored, examined and compared to ascertain their roles in the 2019 general elections. This is a report of the monitoring for the month of April, 2019.

The team monitored 33 media stations; 17 radio stations and 16 television stations all over the country as listed below:

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

These are the monitored 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), Lagos
15. TV Continental (TVC), Network
16. Wazobia Max TV, Network

A total of 303 radio broadcasts were studied and another 392 broadcast items on television stations. In order to do this, it was necessary to look at the thematic focus of the stations being monitored, the visibility of the different key actors to the electoral process and the language and professionalism of members of the media. This report, therefore, presents the analysis of radio contents, television contents, and a merger of the two contents.

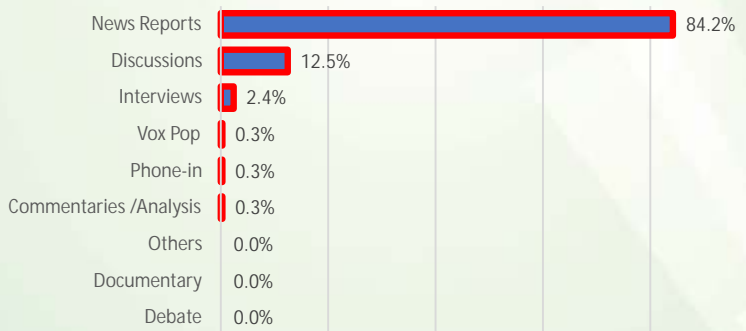
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## PART I:

### CONTENTS OF POLITICAL PROGRAMMES ON RADIO PROGRAMME TYPES USED IN POLITICAL BROADCASTS ON RADIO

News reports, discussions, interviews, vox pop, phone-ins, commentaries, debates, documentaries and other forms of broadcast contents were considered and examined in order to ascertain the role of the media in April 2019.

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

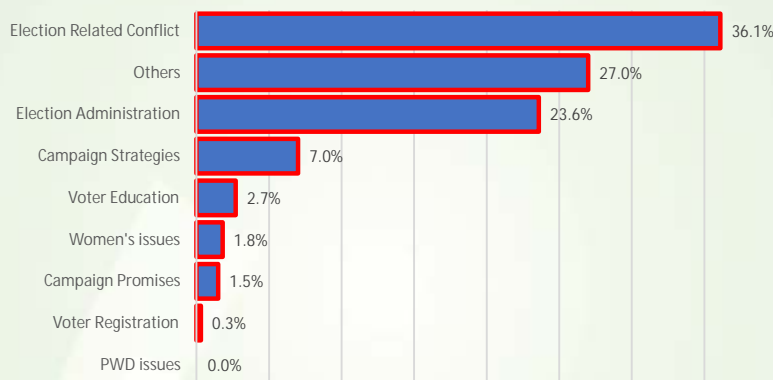


Result in Chart 1 shows that the vast majority of radio broadcasts that addressed election related issues were News Reports as they accounted for up to 84.2% of airtime. Following distantly were Discussion programmes at 12.5%. Interview programmes accounted for 2.4% of broadcast volume, while Vox-Populi, phone-in programmes and Commentaries/Analysis all were much less than 1 percent. The high rate of media content on election-related issues is not unexpected as activities of politicians and elected continue to be a major source of interest to the audience and members of society at large.

## THEMATIC FOCUS OF THE CONTENTS OF THE RADIO

We attempted to examine the themes discussed by the media. Chart 2 shows that election-related conflicts took the largest share.

Chart 2: Thematic Focus of Radio Broadcasts



Election-related conflicts dominated radio conversations about the elections in April with 36.1% of airtime being dedicated to reporting conflict related issues. Federal Radio Corporation of Nigeria (FRCN) Abuja for instance described some internal strife within the People's Democratic Party (PDP) with the report that “the PDP National headquarters has sent a delegation to intervene in the crises that hit the Plateau State chapter of the party last week on the suspension of Mr Damishi Sango Sango and his Deputy over financial misappropriation.” Similarly, Arewa Radio reported on the 22nd of April that the “Election tribunal receives 766 petitions challenging the results of the 2019 general elections.” Both articles are examples of conversations held on Radio about conflicts that trailed the elections

The election administration body; the Independent National Electoral Commission (INEC) also received 2.0% of airtime. Post-election campaign strategies dwindled to 7.0%, while voter education accounted for just 2.7% of broadcast time. Women issues were among the least discussed themes as they

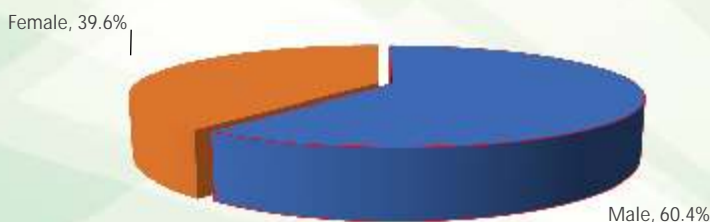
came in at 1.8%. Campaign promises followed at 1.5%, while voter registration was a mere 0.3%. The recurring trend of neglecting issues affecting people living with disabilities (PWD) became worse as they were not mentioned in the period under review.

Other themes which came in at a high 27%, were about issues on zoning within the National Assembly as aired by Dream FM, on April 30 in a report with the headline “Residence in Igboland support the stand of APC Chieftains of the South East on their call for the National body to reconsider their stand on the pattern of zoning of the principal officers of the National Assembly.” Another example is Rhythm FM's report on APC's Post-election thanksgiving service in Buguma. Instances like these made up the category labelled “Other Issues”.

## VISIBILITY OF ACTORS IN THE CONTENTS OF RADIO BROADCASTS

To ascertain how visible the actors in the continuous electoral process were, we examined the visibility of males and females in radio broadcasts, compared that of the able with the people living with disabilities (PWD), and looked at the presentation of the different arms of government, Faith-Based Organisations (FBO), Civil Society Organisations (CSO), traditional rulers, security agencies and government agencies. We found that the media continued to focus on some particular actors at the expense of other actors.

Chart 3: Visibility of male and female actors in the content of radio broadcasts

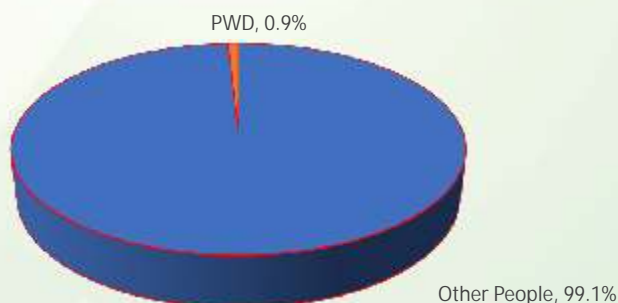




The relative visibility of male and female actors during radio broadcasts was once again unequal. females accounted for slightly less than 40% of total broadcasts, while males enjoyed 60.4% of total visibility. Furthermore, in most cases, when women appeared in these broadcasts, they were being advised/challenged. An example of this was the Nigeria Info FM's report on the 22nd of April with the headline, “Women need to brace up and support their fellow woman who aspire for a position in politics.”

In another instances, someone was advocating on behalf of female citizens. This happened during another broadcast by Nigeria Info broadcast on the 24th of April, where it was reported that “Partners west Africa Nigeria has urged government at all levels to ensure more women involvement in in politics and other sector of economy by making impact in political space come 2023.” The visibility of the PWD became even poorer in radio broadcast contents for the month of April.

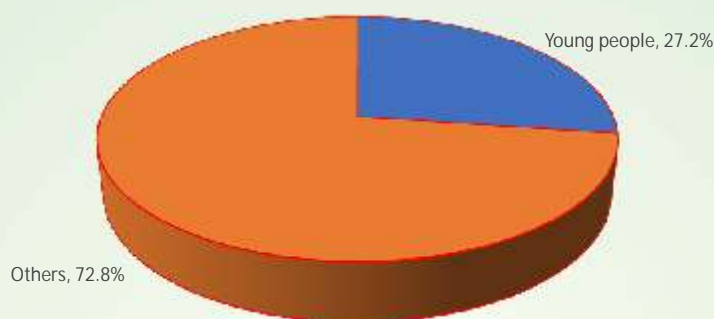
Chart 4: Visibility of PWD and other people in the content of radio broadcasts



Barely appearing at all, as shown in Chart 4, PWD received less than 1% of the total election-related broadcasts. This negates the media's role as a voice for the voiceless in the society and contradicts the United Nations acts on vulnerable people. It is a trend that the media should work on and ensure is not repeated in future elections.

We observed that the visibility of young people in radio contents was rather low. Chart 5 shows the differences between the youths and others in a different age range.

Chart 5: Visibility of young people in the radio broadcasts



Youth representation dwindled further during April Broadcasts, as only 27.2% of individuals mentioned or used as sources were young people. People of other ages got 72.8% of total visibility.

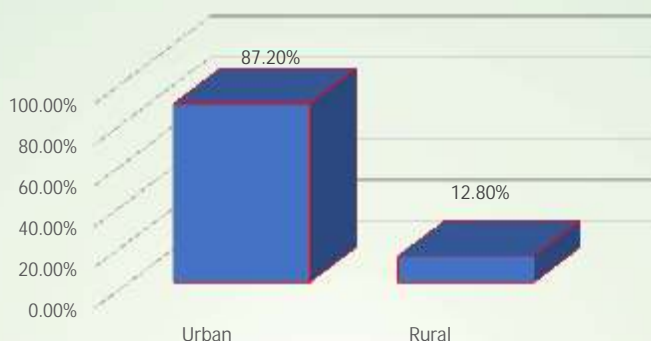
One of the instances where youths were mentioned include an FRCN Abuja report on the 16th of April with the comments that, “South-Eastern state youth leaders of the APC have congratulated president Muhammadu Buhari on his re-election for a 2nd term in office and that the South-East Zone get its fair share in the leadership of the 9th assembly.”

A similar report also by the FRCN Abuja a day later (17th of April) noted that, “the APC South-East Zone youth leader has called on the party leadership to ensure that all organs in the party are consulted in its decision-making process to ensure that the south-east zone get its fair share in the leadership of the 9th assembly.” FRCN Abuja appears to have a higher focus on youths than any other radio station.

Activities in rural environments still received little attention as opposed to the events in urban areas. This is not good enough as it appears that the radio stations, as reflected in their broadcast contents, have neglected a good part of the electorate.

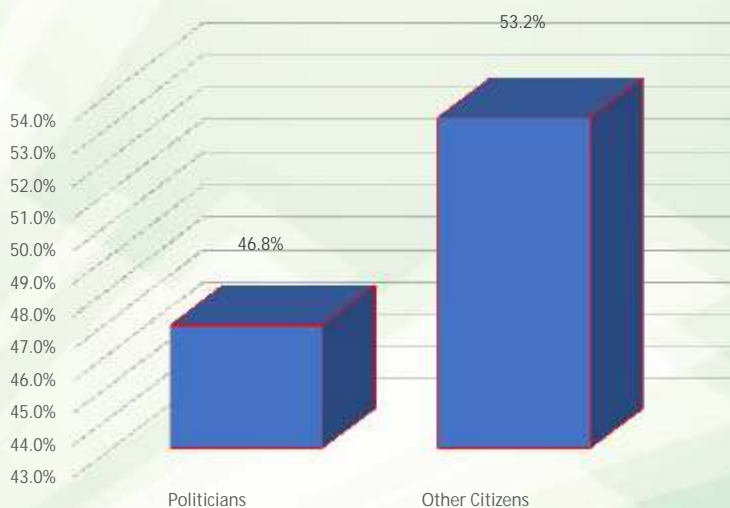


Chart 6: Urban-rural visibility in the content of radio broadcast



Rural-urban visibility was unequal as urban areas were featured up to 87.2% of the time during in political radio broadcasts during the period under review. On the other hand, rural areas were visible a mere 12.7% of the time. Politicians were featured more in radio programmes and reports than ordinary citizens as seen in Chart 7 below.

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



Result in Chart 7 shows that radio broadcasts featured politicians heavily as they were mentioned or used as sources 46.8% of the time, but stories focusing on other citizens were more (53.2%). In other words, as the story of politics remained largely the story of the actions of politicians, other citizens were also getting attention.

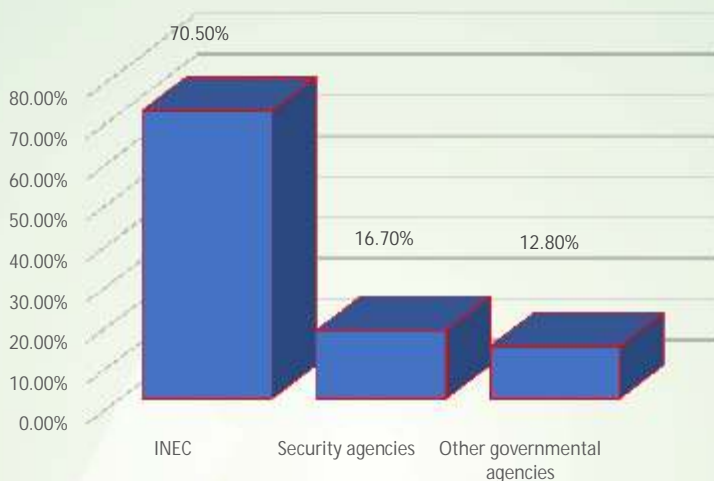
We also considered the visibility of the different arms of governments in radio broadcasts and found that the Executive arm of government dominated the contents of radio stations in contrast to the other arms of the government.

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



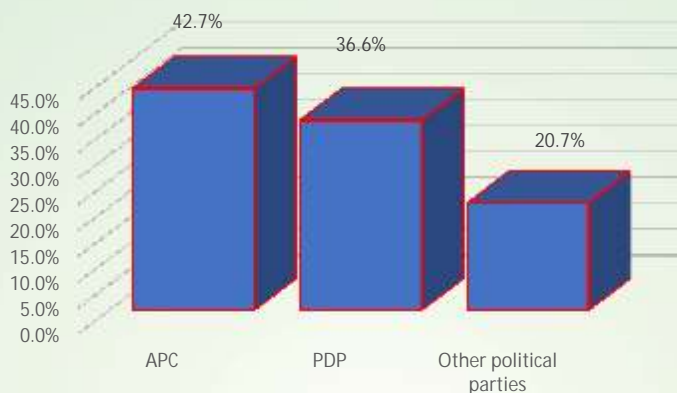
The Executive arm of government both at the national and state levels, was featured more than any of the other arms of government. The Executive accounted for 40.0% of radio airtime; the Legislature followed with 34.7%, while the Judiciary were got 25.3% of the broadcasts.

Chart 9: Visibility of government agencies in radio broadcasts



In the wake of the elections, topping the list of government agencies visibility during April radio broadcasts was the Independent National Electoral Commission (INEC with 70.5% of the total coverage. Security agencies followed very distantly at 16.7%. However, they fared than other governmental agencies which received just 12.8% of the visibility. Although the other agencies are sparsely talked about, the few reports show that they were making good contributions. An example is ABC FM Yola on the 11th of April 2019 with a report that “the National Orientation agency, Adamawa State has organized a sensitization program to curb post-election violence and promote discipline, unity, and patriotism in the state, with a call on INEC to trim down the number of registered political parties in order to reduce the cases of invalid votes during elections.” The visibility of political parties in the contents of radio broadcasts was explored. Result in Chart 10 shows the visibility pattern.

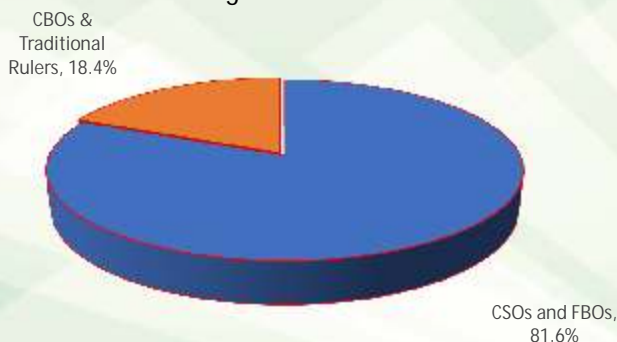
Chart 10: Relative visibility of political parties



The All Progressives Congress (APC) which won at the presidential level, received notably higher visibility than the People's Democratic Party (PDP) as well as other political parties. Put together, the two leading political parties got a higher coverage than the remaining 89 political parties.

For the non-governmental organisations, the Civil Society Organisations (CSOs) and Faith Based Organisations (FBO) ruled the radio airwaves. They continue to remain visible even after the general elections. This result is presented in Chart 11 below.

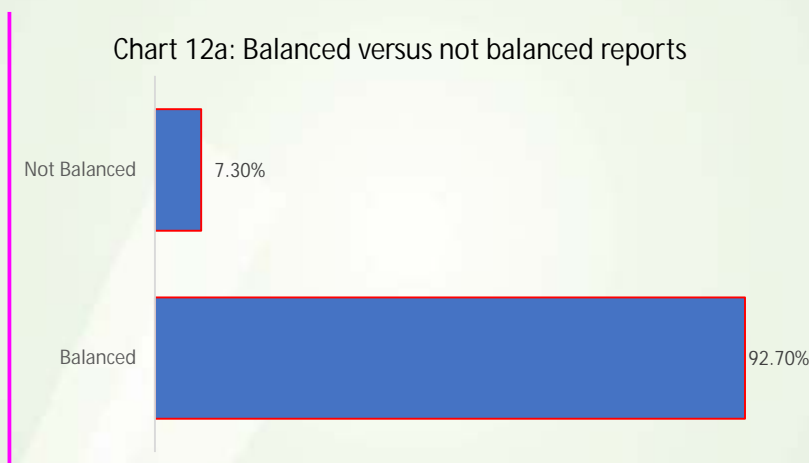
Chart 11: Visibility of non-governmental organisations



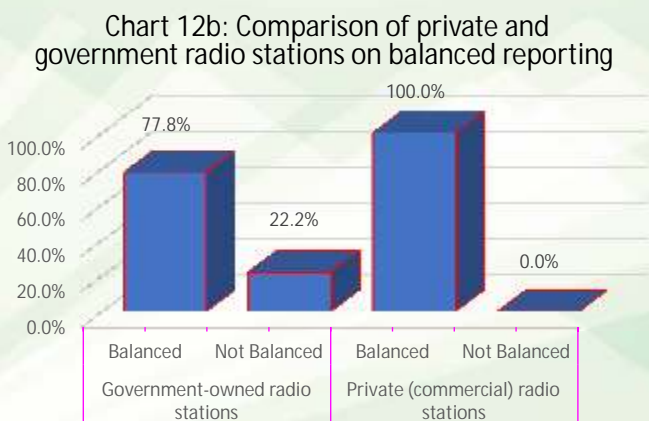
Non-governmental organisations had varying levels of visibility. Civil Society Organisations and Faith Based Organisations were in the overwhelming majority with 81.6%. Traditional rulers and their activities accounted for the remaining 18.4%.

## QUALITY OF REPORTS – BALANCE

News reports and programmes from the radio stations were also evaluated to check for balanced and not balanced reports.



Overall, balanced reports from both government owned and private radio stations came to a total of 92.7%, while non-balanced reports from both private and government stations came to 7.3%.



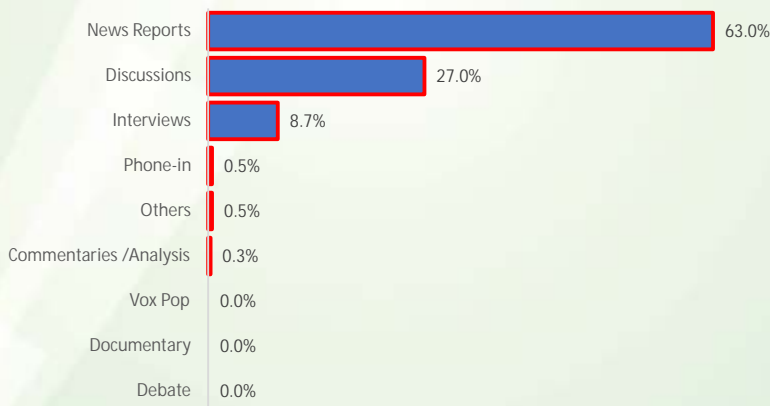
Relatively, government and private stations performed differently with regard to balance in their reportage. Interestingly, up to 22.2% of radio reports from government owned stations were not balanced. Private stations on the other hand recorded no not balanced reports. Having presented the first part of the report, we move to the second part which is the television broadcasts.

## PART II:

### CONTENTS OF POLITICAL PROGRAMMES ON TELEVISION

A total of 392 programmes from television stations across the country were coded. The selection and coding were done purposively—focus was on only those programmes that dealt directly with the political issues of the time. The programme types examined included news reports, discussions, interviews, phone-ins, commentaries, analysis, debates, vox-pop, and documentaries. Of all these categories, the news report was a recurring item in the political broadcasts of media stations. Chart 13 shows the programme types and the frequency with which they appeared in broadcast contents.

Chart 13: Programme types of television broadcasts



As shown in Chart 13, the different programme types of television broadcasts for the month of April appear in their order of prominence. News Reports took the lead with a representation of 63.0%, while Discussions followed distantly with a representation of 27.0%. Top among the issues of discussion was the review of elections. AIT on April 1 featured two major topics in its discussion programme. These centred on governorship election petition and National Assembly leadership contest. These discussions sought explain, the factors responsible for the number of litigations on the governorship elections. It also examined the rules and intrigues in the National Assembly



leadership tussle.

Interviews got a meagre 8.7% coverage in the television programmes, while Phone-in, Other Issues and Commentaries/Analysis got 0.5%, 0.5% and 0.3% coverage, respectively. Vox-Pop, Documentary and Debates were not featured in political television broadcasts for the month of April.

### Thematic Focus of Television Broadcasts

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

Chart 14: Thematic Focus of Television Broadcasts

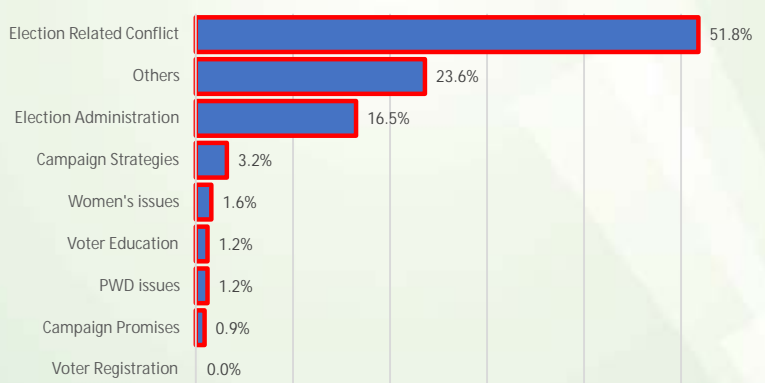


Chart 14 shows that Election-related conflicts dominated the themes of television broadcasts in the month of April with a coverage of 51.8%. Some of the conflict reports were however tinged sparsely with some peace moves. For instance, Wazobia Max TV on April 30, 2019 reported Governor Nyesom Wike of Rivers State and Rotimi Amaechi (the Transport Minister) to have organised talks to ensure peace in Rivers State.

Those themes classified as Other Themes came second with 23.6% coverage. Among these themes were stories of party defections and election tribunal



proceedings. Examples included a story by TVC on April 30, 2019 reporting the defection of a PDP lawmaker to APC in Lagos State, while ITV reported INEC's order to the Edo State Election Petition Tribunal to grant access to one Barr. Omosede Igbinedion to view election materials for the February 2019 elections.

Election administration issues and campaign strategies followed each other distantly with 16.5% and 3.2%, respectively. As election administration continued in States and areas where elections had been postponed, NTA Abuja in its programme, Panorama of April 1, 2019, reported that INEC proceeded with collation of Governorship election results in Rivers State after its stakeholders meeting held in the state.

Women issues, Voter education, Persons with Disability (PWD) issues, and Campaign promises got minimal representation among the themes that dominated the discourse on television broadcasts in the month under review with 1.6%, 1.2%, 1.2%, and 0.9%, respectively. There were no discussions on voter registration, possibly because elections had been concluded.

## VISIBILITY OF THE ACTORS IN THE CONTENTS 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 the month of April. We explored the visibility of men and women, politicians, government agencies, arms of government, people living with disabilities and the able bodied. We also looked at the visibility of CBOs, CSOs, traditional rulers, FBOs, rural and urban people.

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



Chart 15 shows a huge disparity between the visibility of males and females in the contents of television broadcasts. While the women got a coverage of 31.6%, men led with a 68.4% visibility. This suggests men's dominance in television stations coverage of electoral issues. Supporting this claim, NTA in its programme in April 23, 2019 reported APC women's meeting with APC women leaders to advocate good governance and to express their dissatisfaction with the low representation of women recorded in the 2019 general elections.

Some other stations (NTA Abuja, TVC Lagos, ITV and several others) had discussions to review the participation of women in the just concluded elections. Unfortunately, in most of these discussions, the verdict was negative, thus confirming the poor representation of women in electoral issues.

We also examined the representation of PWD in broadcast contents to determine their visibility. It was observed that the media used people living without disabilities more as sources for broadcast contents than people living with disabilities.

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

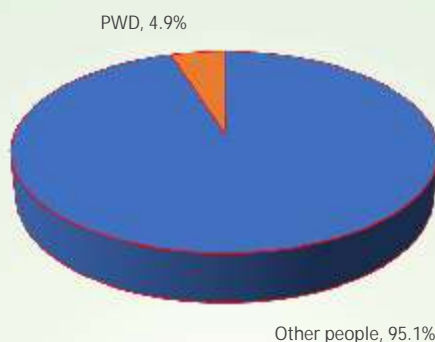


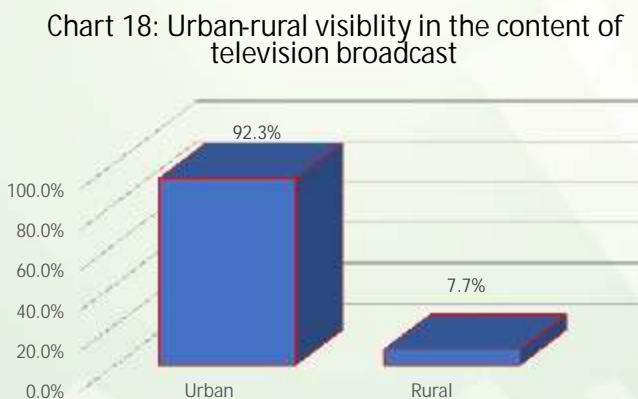
Chart 16 shows an overwhelming disparity between the representation of persons with disability and other able persons in the content of television programmes. While able persons got 95.1% visibility in television broadcast contents, people with disabilities got a ridiculous 4.9% representation. In response to this sparse representation, NTA Abuja in its programme on April 15, 2019 featured a training by Disability Rights Advocacy (DRAC), a non-governmental organisation protecting the rights of persons with disability and women especially with regard to inclusion. According to the NTA report, top among their focus are issues on how PWD can protect their rights and access justice. Young people were barely visible in the television broadcast contents for the month of April and the contrast is massive as seen in Chart 17.

Chart 17: Visibility of young people in the television broadcasts



Result presented in Chart 17 reflects another huge disparity in representation. This time, it is between the visibility given to Youths and Others in the television broadcasts. Surprisingly, the Youths got just 18.7% visibility in television broadcasts content which is a far cry from the share of representation (81.3%) that went to Others as a theme. Reflecting this disparity, NTA Abuja featured a programme where youth participation in the just concluded election was discussed. Similarly, TVC in its programme on April 17 hosted a discussion where NANS called on the 9th Assembly to make and pass laws that would benefit the youth.

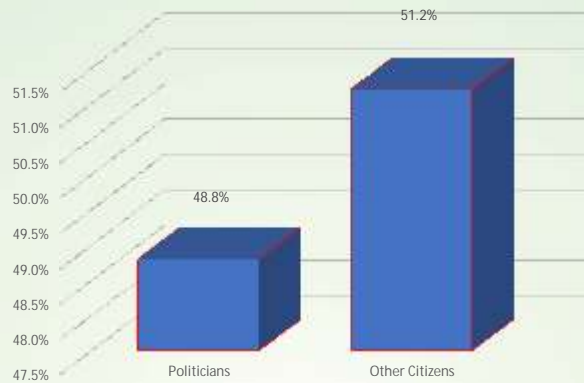
Urban-rural visibility in television broadcast contents did not change as the media continue to neglect the rural in their news and programmes and focus their political discourses on the activities in urban areas. Chart 18 shows a very wide margin between the visibility of urban areas and rural areas in television broadcast contents in April.



Rural areas received a very poor coverage of just 7.7% of the total sources and mentions, while the overwhelming majority of 92.3% of individuals mentioned or used as sources came from urban areas. This suggests again that television broadcast stations concentrate focus on the rural areas.

As already seen in radio broadcast contents, here we see that politicians also dominate television broadcast contents. Although the visibility of ordinary citizens is higher than that of politicians in television broadcast contents, the difference is a mere two or three percent.

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

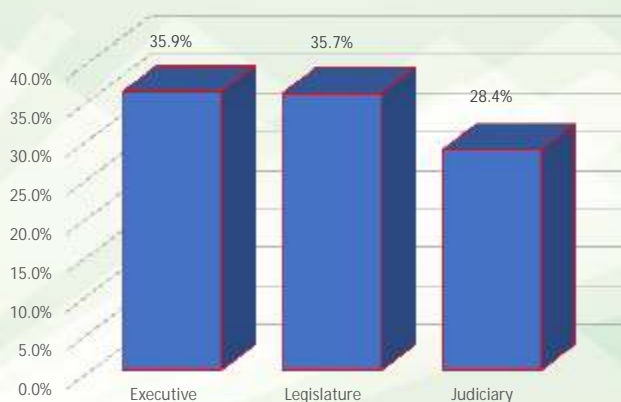


The visibility of Politicians and other citizens in television broadcasts as shown in Chart 19 demonstrates a thin margin of 2.4%. This suggests that both parties enjoy fair representation in television broadcasts in the month of April.

## CORPORATE VISIBILITY

The following charts show how often organisations were mentioned or used as sources in television broadcasts in the month of April. Chart 20 shows a keen contest between the Executive and the Legislature in the amount of visibility both parties received in television broadcasts in April.

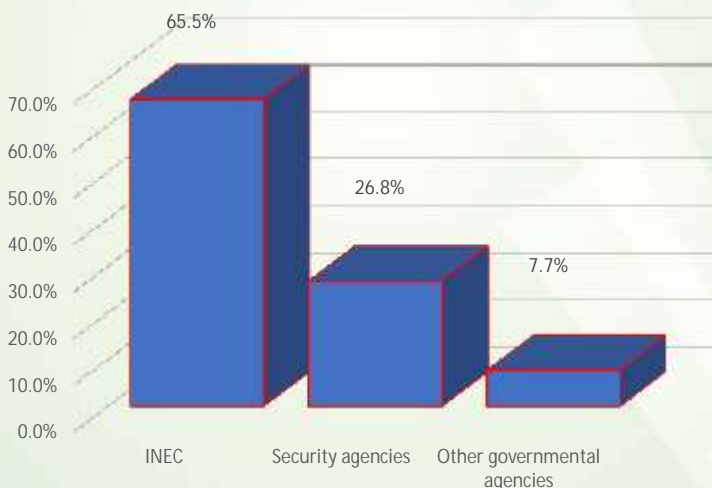
Chart 20: Relative visibility of the arms of government in television broadcasts



Following closely in this tussle for representation is the Judiciary with a visibility of 28.4%. This again, suggests a fair representation of the three arms of government in television broadcasts in the month under review.

The reverse was the case however, when we looked at the data collected for government agencies in television broadcasts. A large majority of the broadcast contents was about a particular government agency, the Independent National Electoral Commission (INEC) to be precise. The result is shown in Chart 21.

Chart 21: Visibility of government agencies in television broadcasts



As shown in Figure 21, INEC had the highest visibility of 65.5% in television broadcasts in the month of April. As the organization saddled with the responsibility of administering the election, television broadcasts' focus on them is understandable. This obviously gives them (INEC) the opportunity to proffer answers to the many questions on election administration, result collation and dissemination. Following distantly are the Security agencies with a 26.8% visibility and other governmental agencies with a very poor visibility of 7.7%.



Chart 22: Relative visibility of political parties

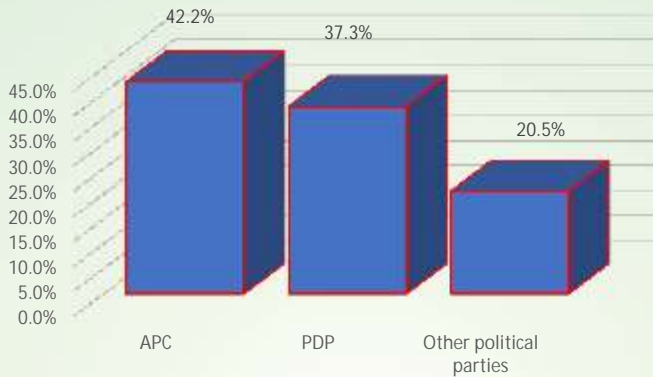
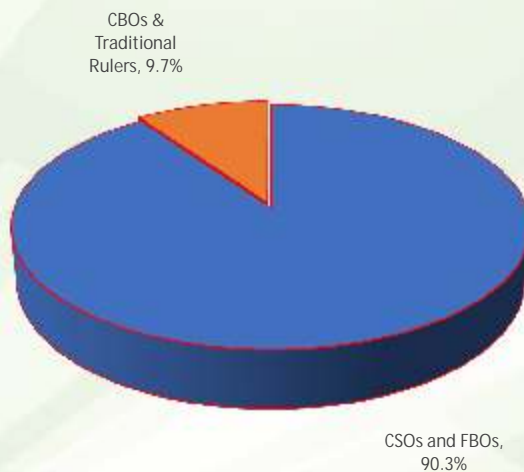


Chart 22 shows the ruling APC leading in television broadcast coverage with a visibility of 42.2%, while the opposition PDP and Other political parties received 37.3% and 20.5% visibility respectively.

We pulled the non-governmental organisations together and compared them on their visibility in television broadcast contents. Chart 23 shows the outcome.

Chart 23: Visibility of non-governmental organisations



Result as presented in Chart 23 above shows that Civil Society Organizations (CSOs) and Faith-based Organizations (FBOs) dominated the airwaves with an overwhelming 90.3% visibility in television broadcasts leaving Community-based Organizations (CBOs) and Traditional Rulers with a sparse 9.7% visibility. Examples of reports of local CSOs involvement was one by Liberty Television during a programme in April 15. It reported an NGO's activeness in organising stakeholders' meetings. Issues of discussion in one of such meetings included the call for stakeholders to look at the challenges faced during elections with a bid to forestall them in forthcoming or subsequent elections. Consenting to this call, the Director of National Orientation Agency (NOA) reiterated that “the election process is one that should achieve incredible and peaceful process”.

Conversely, here we see traditional rulers and community-based organisations as less active in political issues. This is reflected in television reports of their contentment with just paying courtesy visits to political office holders. Confirming this, NTA in a programme on April 2, 2019 reported that Governor Lalong of Plateau State received Traditional Rulers and commended their efforts in ensuring peace during and after the 2019 elections.

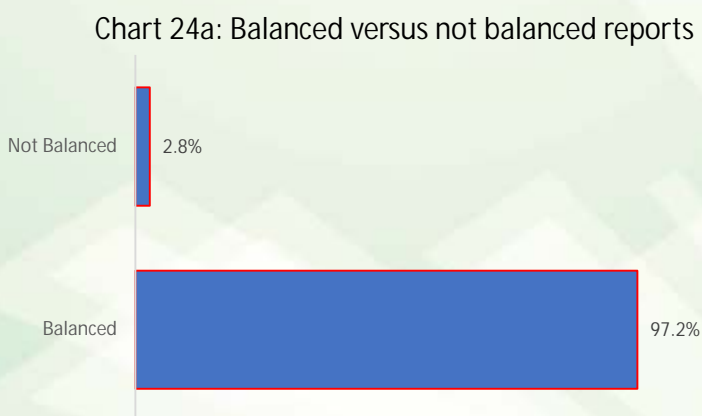


Chart 24a shows that 97.2% of television reports of both government-owned and private television stations were balanced, while just 2.8% of the reports were unbalanced.



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

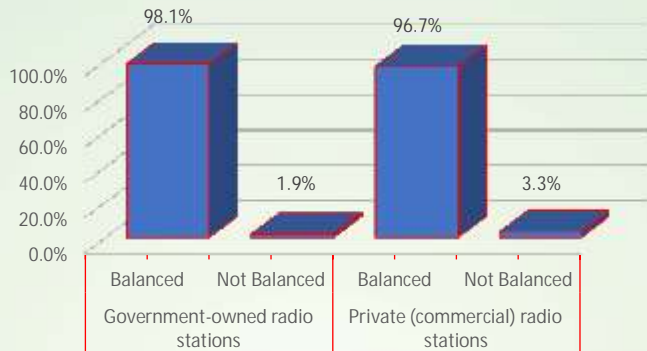


Chart 24b shows that government-owned television stations performed better than private stations with just 1.9% of its news reports unbalanced, while private stations had 3.3% of their news reports appear unbalanced.

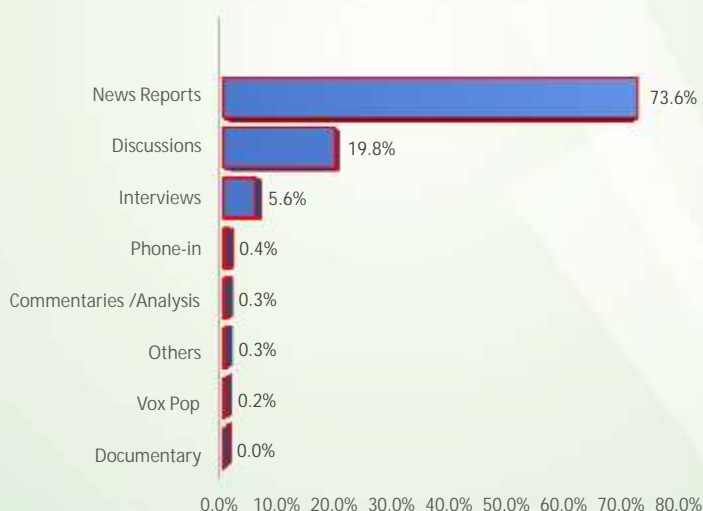
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## PART III:

### COMBINED REPORT ON RADIO AND TELEVISION

A total of 696 broadcast contents were considered for the month of April. Of this sample size, the radio contents was 303 while the television broadcast was 393. The programme types that were analysed included news reports, discussions, debates, phone-ins, vox pop, interviews, documentaries, others, commentaries and analysis. Chart 25 reflects the result of data analysis.

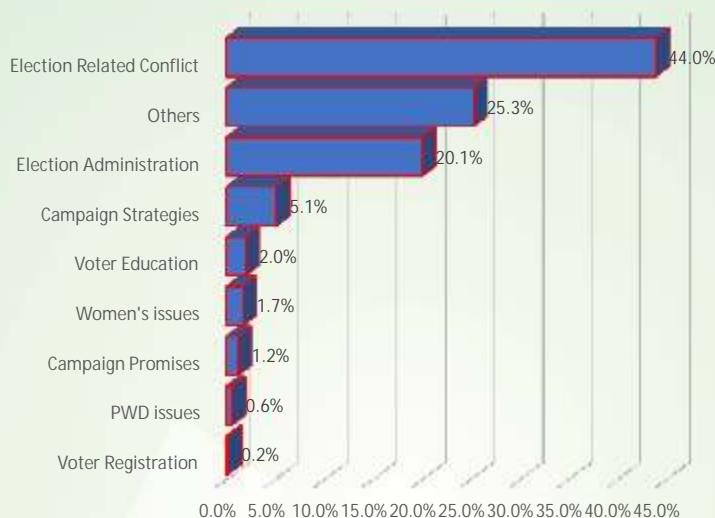
Chart 25: Programme types of the selected broadcasts



News reports (73.6%) dominated the contents followed by discussions (19.8%). Interviews (5.6%) came third. There were no documentaries, while only few commentaries and analysis were found.

We also studied themes in broadcast contents post federal and governorship elections and discovered that election-related conflicts took up a major part of the media contents. Chart 26 highlights the thematic focus of the media in April. Here we see that election-related conflicts dominated the broadcast contents of both radio and television stations.

Chart 26: Thematic focus of the broadcasts-



The media conversation on election was focused on election-related conflicts: 44.0% of the media contents was based on this particular theme. This is not surprising as the results were released by the Independent National Electoral Commission (INEC) and candidates, party members and other people actively involved in the elections either accepted the results or rejected them while some went ahead to contest the results. It is not surprising to see from the Chart 26 above that the themes begin to shift from election-related matters to other media contents as seen at 25.3%. What is peculiar is that the media continues to dwell on other themes like electoral administration (20.1%), Campaign strategies (5.19%), and voter education (2.0%). Issues about vulnerable people like women and the PWDs further went down in broadcast contents. Women issues received attention from both radio and television stations as seen in Chart 2 and Chart 14 respectively. However, Chart 2 shows no representation for PWDs in radio broadcast contents.

## VISIBILITY OF ACTORS IN ELECTION BROADCASTS

The visibility of men and women in broadcast contents is again skewed in favour of men and this is a repetitive trend that shows that a major part of the

electorate was neglected in the media portrayal of men and women during elections. The tendency for the media to ignore some actors and focus on others is again seen in the small percentage of broadcasts contents that discussed People with Disabilities (PWD). These two issues are reflected in Chart 27 and 28 respectively.

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



Result presented in figure 27 show that 35.6% of media contents was about women and a huge 64.4% of news coverage and programmes was on males. A comparison of the Charts 3 and 15 reveals that females received better coverage from radio stations in the period under review. The culture of using more males as sources for broadcast contents and giving a minimal attention to females is worrisome. The media should be encouraged to be more inclusive and ensure that a greater part of the electorate is not silenced or ignored in future elections.

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

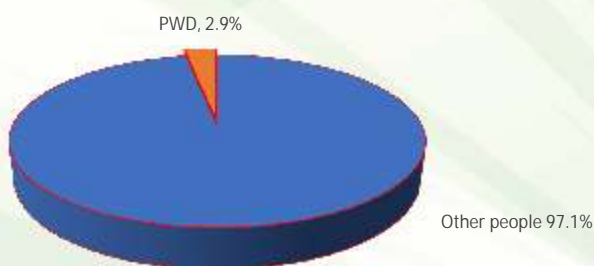
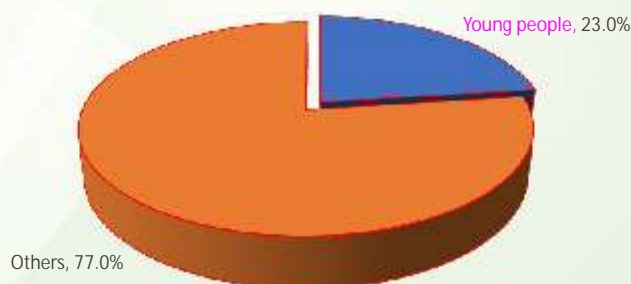


Chart 28 showed that the PWD were also poorly represented in broadcast contents. A paltry 2.9% of media news and programmes were dedicated to the people living with disabilities. Where the visibility of PWD in television broadcasts was over 4%, it was a mere 0.9% in radio broadcasts. This discovery shows another area that the media needs to address in order to ensure that another neglected part of the electorate is captured in their broadcast contents.

We also examined media reports on young people and compared the reports with media reports and programmes on those in other age groups. Our analysis reveals a huge contrast as presented in Chart 29 below.

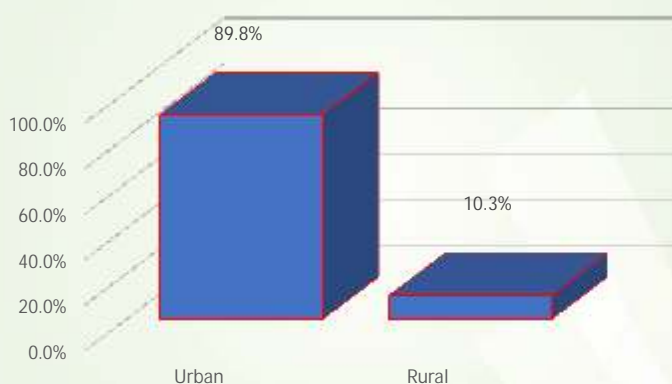
Chart 29: Visibility of young people in the broadcast contents



Again, we see the disparity in visibility of young people in media contents and that of people in other age groups. This is quite unexpected although it appears to be a continuous trend in the 2019 elections. Young people that should be actively involved in the electoral process had just 23% in data capturing as opposed to result on others that reveals that media coverage were at 77%. The low visibility of young people in media reports and news is also another area that the media need to explore considering the significant roles that youths play in the society.

Urban visibility continues to dominate the contents of both television and radio stations. However, we observed that the rural visibility is slightly higher in radio broadcast contents (see Chart 6) than it is in television broadcasts (see Chart 18). The radio station appeared in the election coverage to give a little time to the coverage of activities at the grassroots level.

Chart 30: Urban-rural visibility in the the broadcast contents

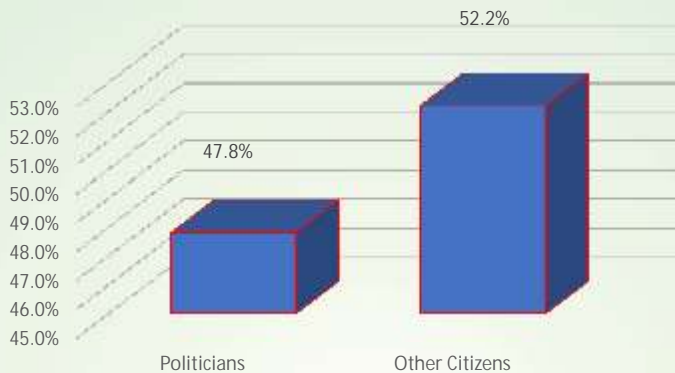


The contrast between rural and urban visibility is shown in Chart 30 above with 89.8% of broadcast contents given to urban issues, while a tiny percentage of 10.3% is on rural matters in the election coverage.

Review of the visibility of politicians in broadcast contents in April shows that the media concentrated more on other members of the society as opposed to politicians. This means that a marked attention was given to the electorate after the major elections and possibly reveals that media coverage of electoral candidates was no more a significant source of news and programmes for journalists



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



Result presented in Chart 31 shows that visibility of other citizens in broadcasts contents was relatively high at 52.2% and news and media contents on politicians had shrunk to 47.8%. It appears that reports and events on other citizens had climbed up in order of priorities for the media.

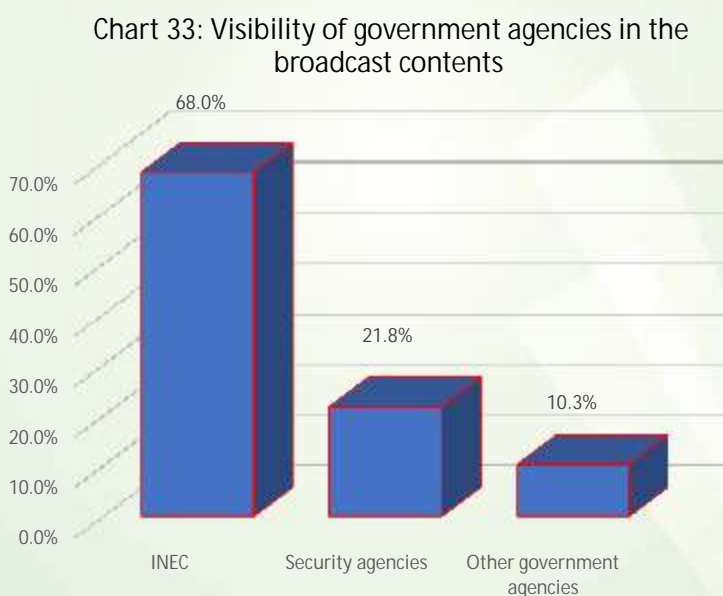
For the different arms of government, the visibility remained average and the media continued to give significant coverage to the Executive arm of the government. Chart 32 shows the differences in broadcasts contents among the three tiers of government.

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



In Chart above 32 above, 38.0% of broadcast contents focused on the Executive arm of the government. The Legislature followed closely with 35.2%, while the Judiciary were covered about 26.9% of the time.

We studied the media coverage of government agencies and discovered that the Independent National Electoral Commission (INEC) surprisingly got the lowest coverage. Chart 33 contains the result showing the differences in the visibility of government agencies in broadcast contents.



In a descending order, the chart above showed differences in the representation of government agencies in broadcast contents and revealed that INEC got the highest coverage in reports, news and programme contents. The agency got 68.0% coverage in the data captured, security agencies were mentioned in 21.8% of media contents and other government agencies were given a massive 10.3% in media coverage. Understandably, INEC, which is the government agency responsible for elections, got the largest mention in broadcast contents. This is not good enough as other agencies also supported the success of the elections and should have got the attention of the broadcast



media.

We also explored the visibility of political parties in media contents for the period under review. The All Progressives Congress (APC), which is also the ruling party, was the most visible in the contents of the broadcasts. The People's Democratic Party closely followed. The finding is presented in Chart 34.

Chart 34: Visibility of political parties

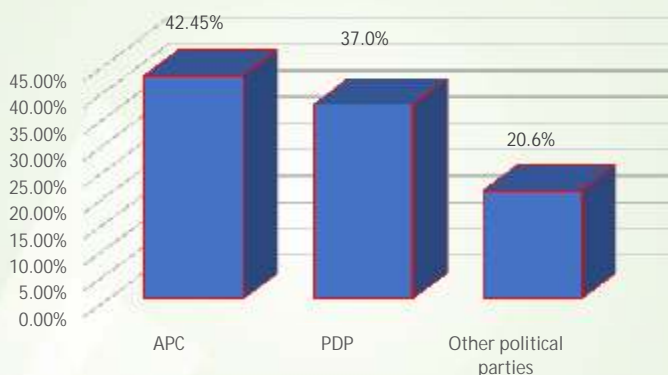
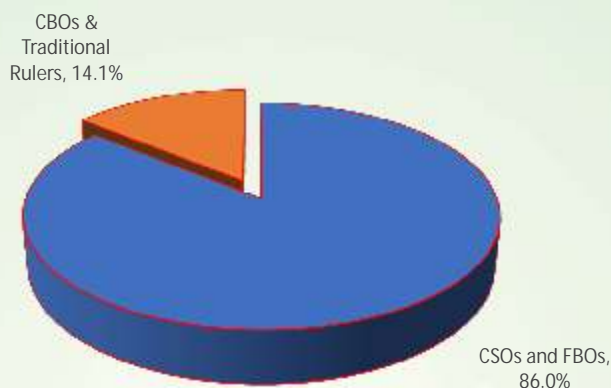


Chart 34 shows that the APC got substantial coverage at 42.45% and the PDP was also largely featured in news reports and programmes at 37%. Other political parties continue to be poorly represented in broadcast contents at 20.6%. This occurrence may be due to the fact that the presidential candidate was also the incumbent. The strong presence of the PDP in media contents can be linked to the fact that the party being formerly in power was considered a strong opposition for the current ruling party. It is necessary for the media to address the poor representation of other political parties in media coverage of the elections in order to prevent a reoccurrence in future.

The role of non-governmental organisations and their representation in broadcast contents was another point of study. The study revealed that CSOs and FBOs were extremely visible in broadcast contents. By this, we can conclude that the CSOs and FBOs contributed significantly to the electoral process in general.

Chart 35: Visibility of nongovernmental organisations in the broadcast contents



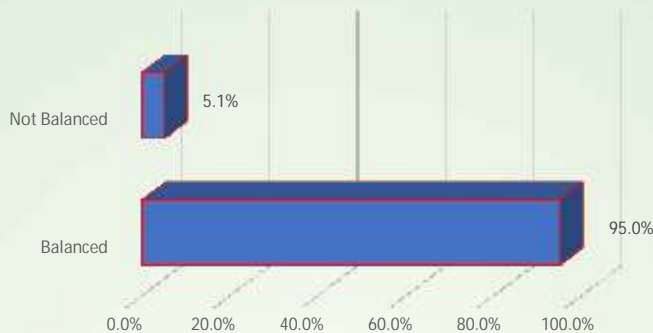
As seen in Chart 35, the CSOs and FBOs were visible 86.0% of the time in media contents. They played a major role as election monitors and observers who helped to hold INEC and the government accountable. CBOs and Traditional Rulers got 14.1 % of visibility in the media. Considering the fact these group in the society are closer to members of society and operate at the grassroots level, it is necessary that the media increase the visibility of these actors in future.

We explored the quality of media contents in the month of April. We present the result in Chart 36. The media were mostly professional and balanced in their report and coverage of broadcast contents with some minimal cases of unbalanced reporting from a few media houses.

#### QUALITY OF REPORTS - BALANCE

We analysed the broadcast contents of media stations in order to evaluate balance in their reportage. Both radio and television stations were balanced in their broadcast contents as seen in Chart 12a and 24a. The combined Chart 36 is seen below.

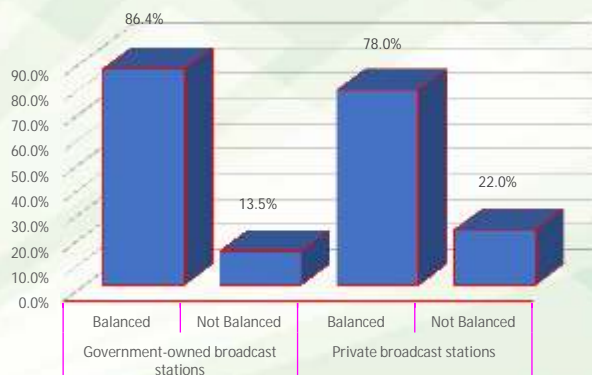
Chart 36: Balanced versus not balanced reporting



Out of the news reports and programmes analysed, 95.0% was balanced, 5.1% of the media contents was not balanced. It is safe to say then that the media were committed to their role as gatekeepers and communicators during elections. Their balanced and proper presentation of broadcast contents also helped to ensure that the elections were a bit peaceful in spite of the pockets of violence that sprung up in some parts of the country.

Although Chart 12b reveals that private radio stations were the most balanced in their broadcast content, result in Chart 24b shows that the government-owned television stations were a bit more balanced than the private stations. This is a direct contrast to the first discovery where government-owned radio stations were seen to be guilty of unbalanced reporting as opposed to the private radio stations.

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



An aggregated result presented in Chart 37 shows that government-owned stations displayed a greater sense of responsibility than private broadcast stations did when it comes to balanced reporting. This is evident as 86.4% of the reports from government-owned stations was balanced, while private broadcast stations had a higher percentage of reports that was not balanced.

### Concluding Remarks

The broadcast media gave significant attention to a wide range of electoral issues. However, the narrative changed a bit to reflect changes in the electoral process. Matters of election administration continued to receive important attention. The ruling political party and the Executive arm of government has continued to hold the attention of the media. Also, the CSOs and FBOs are still enjoying massive coverage from the media

Sadly, the visibility of young people has reduced in media contents. Even worse is the fact that for the period under review, persons living with disability were hardly mentioned in broadcast contents. Women were also poorly represented in much of the media contents.

In addition, a majority of news reports and programmes focused on urban areas not taking into cognizance the fact that politics is meant to be inclusive and so reports about it should be balanced and inclusive. This is another problem. Contrary to expectations, young people featured less in broadcast contents and the media concentrated on those in other age groups. News predominate other formats of broadcasting.

In their coverage of elections and electoral matters, the Nigerian media, even after the elections, continued a lopsided focus on men, leading political parties and political conflicts. In most cases, they used the news format. The implication of using news is that in-depth analysis is little and the surveillance role of the media is, therefore, compromised.

## MAY 2019 REPORT



### **Introduction**

The quality of press freedom and proficiency in a nation can be used to assess the quality of its democracy. Democracy thrives in nations where the press is free and objective to a good extent. A vital index of measuring the quality of mass media is the visibility given to different segments of the society in their coverage. A lopsided media visibility of key actors in a democratic government might be an indication of a culture of bias entrenched in the democratic process of a nation. Mediated visibility is regarded as a symbolic capital which is an important means by which social and political struggles are expressed and actualized because it draws public attention to peoples' conditions, desires and pursuits. Quality democracy may not be feasible where there are no balanced mediated visibility of all key actors, balanced thematic focus on all key actors, and adherence to professional ethics by media practitioners.

This report presents three things: the extent of mediated visibility accorded different key actors in the 2019 general elections conducted in Nigeria by the Independent National Electoral Commission (INEC); the extent to which different key actors were focused on; and the extent to which media practitioners upheld professional ethics in their reportage. It focuses on two broadcast media (radio and television) in the month of May 2019. The team content-analysed 643 broadcast contents: 256 broadcast items on the radio, and 387 broadcast items on the television. The broadcast items were drawn from 33 media stations (17 radio stations and 16 television stations) that were monitored throughout May, 2019. Suggestions were offered from the inferences drawn from the results of the content-analysis: for radio, for television, and for the merger of the two of them.



The list below highlights the 17 radio stations and 18 television stations that were monitored for their thematic focus, the visibility of different key actors in the electoral process and the language and professionalism demonstrated by journalists.

The radio stations monitored are 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 monitored 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), Network
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



## **PART I:**

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

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

News reports, discussions, interviews, vox pop, phone-ins, commentaries, debates, documentaries and other forms of broadcast contents were considered and examined in order to ascertain the way the broadcast media reported electoral issues in the month under review.

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

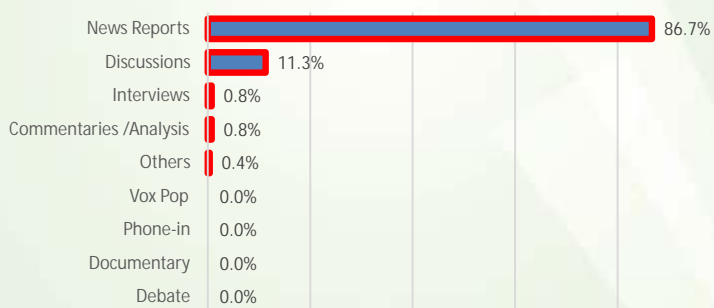
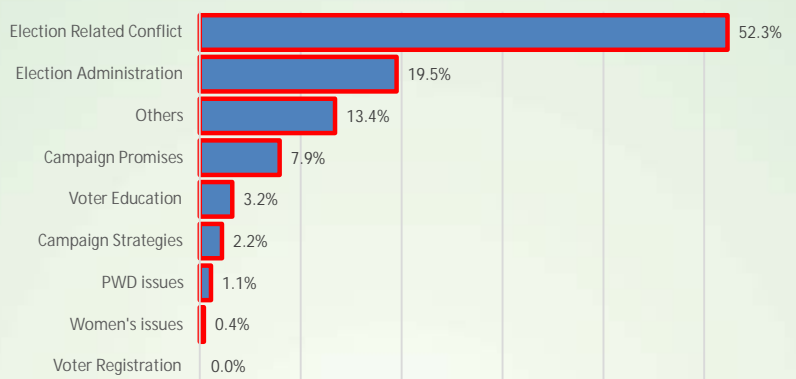


Chart 1 shows that the vast majority of radio broadcasts that addressed election-related issues were News Reports as they accounted for up to 86.7% of airtime. Following distantly were Discussion programmes at 11.3%. Interview programmes and Commentaries/Analysis were 0.8% of broadcast volume. The high rate of media content on election-related issues is not unexpected as the election-related activities of politicians and the elected continue to be a major source of interest to the audience and members of society at large.

#### **Thematic Focus of Radio Broadcasts**

We attempted to examine the themes discussed by the media. Chart 2 shows that election-related conflicts took the largest share.

Chart 2: Thematic Focus of Radio Broadcasts



Election-related conflicts still dominated radio conversations in May as broadcast items dealing with this theme rose to 52.3%. Conversations about the Independent National Electoral Commission (INEC), the agency in charge of election administration in Nigeria, reduced to 19.5% of the airtime. Still almost at the same volume as that of the previous month, Discussions about campaign promises was at 7.9%, while 3.2% of the broadcast airtime was expended on voter education. Not much talk went on air about post-election campaign strategies. It took only 2.2% of the broadcast airtime. Issues relating to PWD and women attracted the least attention in conversations, having just 1.1% and 0.4%, respectively.

Most items under election-related conflicts were election-related court cases, appeals and final judgements. Among these was the report by OSBC that “Supreme Court nullifies All APC candidates Election in Zamfara.” This suggests the massive faith Nigerian politicians had in the judiciary and their recourse to the court of law to seek redress. It also suggests attempt by the radio station to follow through the entire election process including post-election issues. Besides court matters, some of the election-related conflicts took intra-party dimension. For instance, Dream FM reported about party struggles in the All Progressives Congress (APC) to remove the party chairman, Mr Adams Oshiomhole. There were also items on prosecution of electoral offenders. An example of this was KSM report that "INEC has

announced its readiness to commence the prosecution of electoral offenders whose case files have already been prepared by the police and those to be prosecuted are violators of electoral laws in the recently concluded 2019 general elections."

On campaign strategies, Dream FM reported that Governorship aspirant of the APC in Bayelsa State, Heineken Lokpobiri, appointed Oneman Ogoriba as his Campaign Director General ahead of the team inauguration (Dream FM, May 2019). This is an indication that although national elections were over, state-level ones were also widely covered by the radio stations

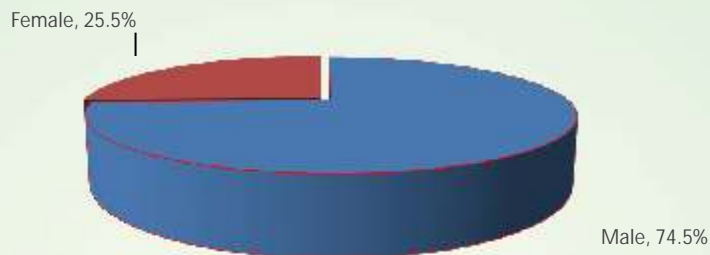
Election Administration matters on Arewa radio featured INEC's announcement of postponement of governorship elections in Bayelsa and Kogi states, from November 2 to November 29, 2019. And, in pursuance of its mandate to improve election administration, Gotel Radio reports on 29 May, 2019 that "the Independent National Electoral Commission (INEC) has commenced the review of the 2019 general elections as part of initiatives for planning for future elections to evade avoidable mistakes."

"Others" items aired were mostly concerned with inauguration of elected politicians. For example, Rhythm FM reported that "Rivers State Government publishes activities for the inauguration of Gov Nyesom Wike for second term in office."

## VISIBILITY OF ACTORS IN THE CONTENTS OF RADIO BROADCASTS

To ascertain how visible the actors in the continuous electoral process were, we examined the visibility of men and women in radio broadcasts, compared that of the able with that of the people living with disabilities (PWD), and looked at the presentation of the different arms of government, CBOs, CSOs, traditional rulers, security agencies and government agencies. We found that the media continued to focus on some particular actors at the expense of other actors.

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



The relative visibility of males and females during radio broadcasts was once again unequal. Women accounted for 25.5% of total broadcasts, while men enjoyed 74.5% of total visibility. The little that was said about women was about them as recipients, not as key actors in the electoral process. It was reported that a new Governor promised to work with women and youths in his new appointment.

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

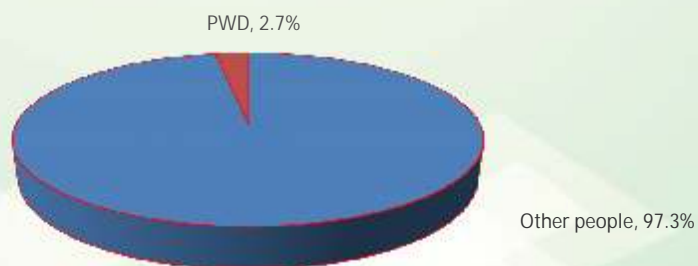
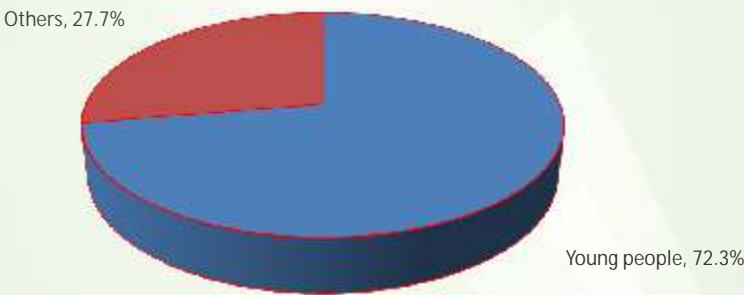


Chart 4 shows that people living with disabilities received only 2.7% of the total election related airtime. This negates the media's role as a voice for the voiceless in the society and contradicts the United Nations acts on vulnerable people. It is a

trend that the media should work on and ensure is not repeated in future elections. Even people living with disabilities are conscious of the neglect. KSMC reported that "people with disabilities have called for an inclusion in every electoral process in the country."

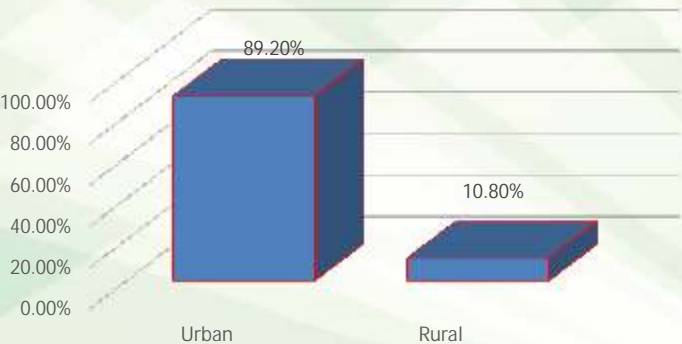
We observed that the visibility of young people in radio contents was rather low. Chart 5 depicts the differences between the youth and others in a different age range.

Chart 5: Visibility of young people in the radio broadcasts



Young people representation marginally increased during May broadcasts as only 27.7% of individuals mentioned or used as sources were young people. People of other ages got 72.3% of total visibility.

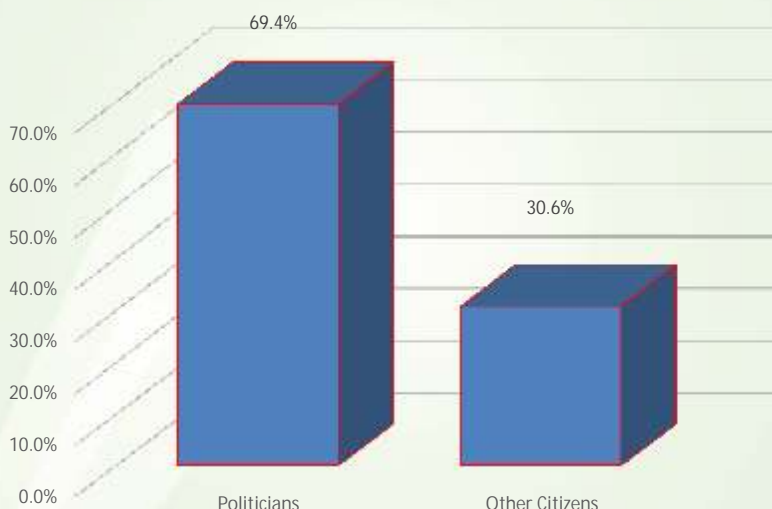
Chart 6: Urban-rural visibility in the content of radio broadcast



Rural-urban visibility was unequal as urban areas were featured up to 89.2% of the time in political radio broadcasts during the period under review. On the other hand, rural areas received only 10.8% of the coverage.

Politicians were featured more in radio programmes and reports than ordinary citizens as seen in Chart 7 below.

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

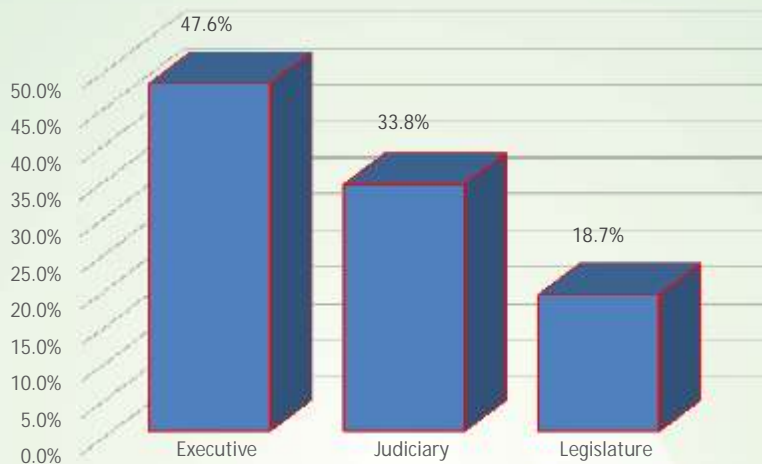


Information in Chart 7 shows that radio broadcasts featured politicians predominantly as they were mentioned or used as sources 69.4% of the time. However, stories focusing on ordinary citizens were only 30.6%. In other words, politics remains largely the story of the actions of politicians while the actions of the ordinary citizens were getting less attention in the media.

We also analysed the radio broadcast contents to establish the visibility of the different arms of governments. Our analysis shows that the Executive arm of government dominated the contents of radio stations in contrast to the other arms of the government.

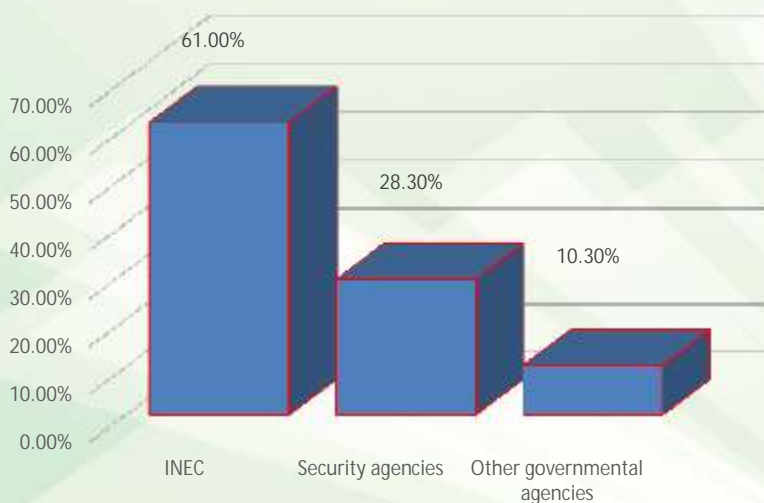


Chart 8: Relative visibility of the arms of government in radio broadcasts



The Executive arm of government, both at the national and state levels, was featured more than any of the other arms of government. The Executive accounted for 47.6% of radio airtime, the Legislature followed with 33.8%, while courts and the rest of the Judiciary were featured 18.7% of the time.

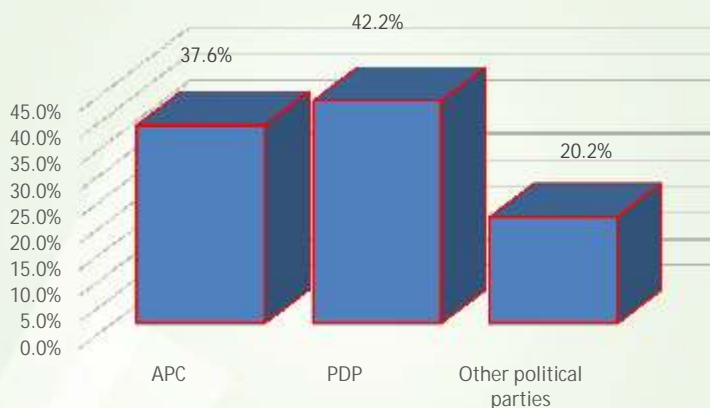
Chart 9: Visibility of government agencies in radio broadcasts





Topping the list of government agencies visible during May radio broadcasts was the Independent National Electoral Commission (INEC), with 61.0% visibility. The Police and other security agencies followed distantly at 28.3%, while other governmental agencies received 10.3% visibility. The visibility of political parties in the contents of radio broadcasts was explored. Chart 10 has the result.

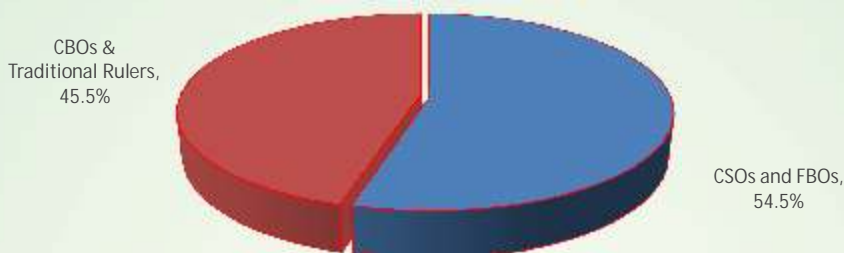
Chart 10: Relative visibility of political parties



The People's Democratic Party (PDP) received a slightly higher visibility (42.2%) than the All Progressives Congress (APC) which received 37.6% visibility. Other 89 political parties put together got only 20.2% of media attention.

For the non-governmental organisations, though the Civil Societies (CSOs) and Faith Based Organisations were more visible overall, the CBOs and Traditional Rulers closely followed them. This result is presented in Chart 11 below.

Chart 11: Visibility of non - governmental organisations

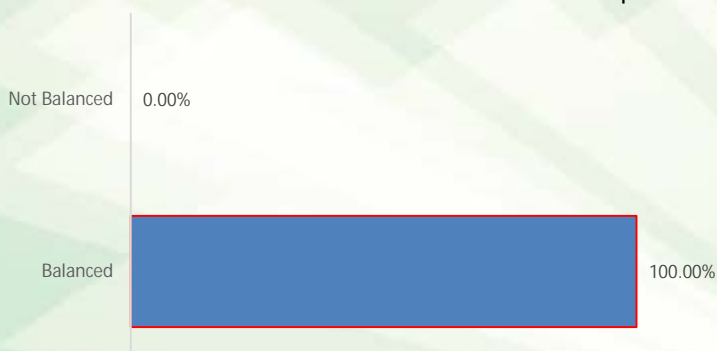


Non-governmental organisations had varying levels of visibility. Civil Society Organisations and Faith-Based Organisations enjoyed 54.5% visibility, while CBOs and Traditional rulers and their activities had 45.5% visibility. An example of the mentions received by religious leaders is evident in a report by Nigeria Info FM with the headline: “religious leaders urge Nigerians to put the elections behind them and move forward towards achieving peace.”

#### QUALITY OF REPORTS – BALANCE AND HATE SPEECH

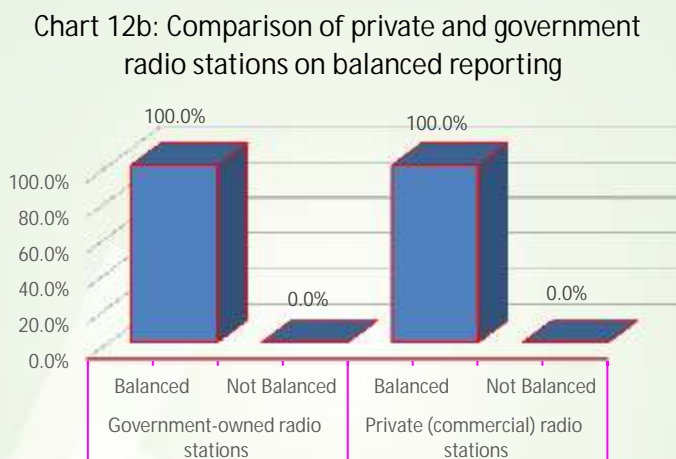
News reports and programmes from the radio stations were evaluated to check for balanced and unbalanced reports. The result is presented in chart 12a and 12b.

Chart 12a: Balanced versus not balanced reports



All (100.0%) the news reports and programmes from the radio stations evaluated were balanced.

Comparison of private and government radio stations on balanced reporting is presented in Chart 12b.



Both government and private stations evaluated had 100% balanced reports and programmes during the period under review. There were no instances of hate speech in the radio political broadcasts.

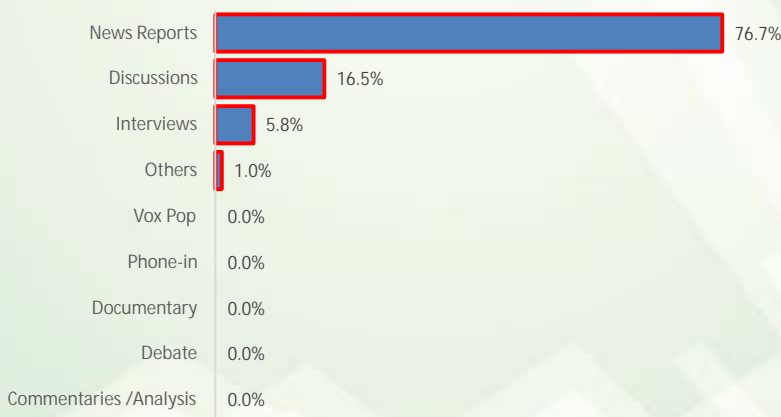
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## PART II:

### CONTENTS OF POLITICAL PROGRAMMES ON TELEVISION

We coded a total of 387 programmes from television stations across the country. The selection and coding were done purposively with focus on only those programmes that dealt directly with the political issues of the time. The programme types examined included news reports, discussions, interviews, phone-ins, commentaries, analysis, debates, vox-pop and documentaries. Of all these categories, the news report was a recurring category in the political broadcasts of media stations. Chart 13 shows the programme types and the frequency with which they appeared in broadcast contents.

Chart 13: Programme types of television broadcasts



The result presented in Chart 13 above shows the different programme types of television broadcasts in their order of prominence for the month of May. News reports took the lead with a representation of 76.7%, while Discussions followed distantly with a representation of 16.5%. Interviews got 5.8% coverage in the television programmes. Other issues got 1%, while Vox-Pop,

Phone-in, Documentary, Debate and Commentaries/Analysis were not featured in political television broadcasts in May, 2019.

A few discussions on television focused on review of the concluded elections. Some discussions sought to set agenda for the government. An example of that is a programme on AIT, Kakaaki, with the title "President Buhari's second term, what Nigerians should expect on the economy?" Another example is from a LTV programme titled "Change of baton: thinking progressive". The programme focused on the inaugural speech of the new Governor of Lagos State, Mr Babajide Sanwo-Olu. Some other discussions focused on assessing the performance of the Buhari's first term in office. An example, again from AIT, is a report titled "President Buhari first term, performance evaluation with Dr. Philip Afaha, Head, Department of History, University of Abuja and Dr. Tony Akabuno, Co-convenor, Red Card Movement." Critical points assessed included fight against corruption, employment creation and security.

### Thematic Focus of Television Broadcasts

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

Chart 14: Thematic Focus of Television Broadcasts

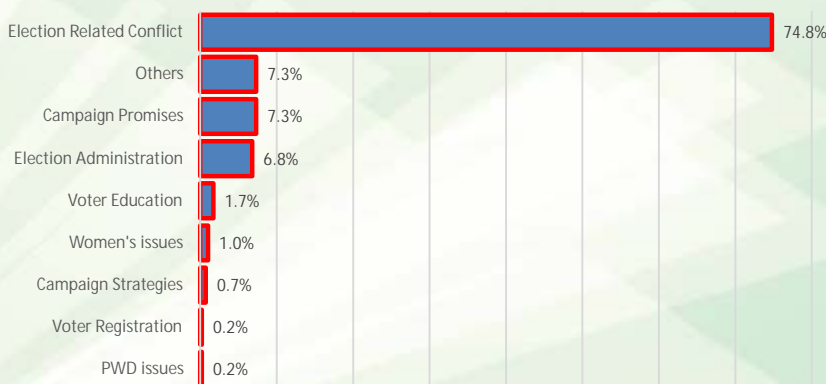


Chart 14 shows that Election-related conflicts dominated the themes of television broadcasts in the month of May with a coverage of 74.8%. It was distantly followed by the themes categorised as Others and Campaign Promises with 7.3% each. Theme of Election Administration has 6.8%, Voter Education has 1.7%, and Campaign Strategies has 0.7%. Women's issues and PWD issues got less than desirable attention with 1% and 0.2%, respectively. There were very little discussions (0.2%) on Voter Registration, possibly because elections had been concluded.

Most items labelled as “Others” dealt with the issues of governance, or appointments made by newly elected governors. An example of such issues was reported by ATV Yola with the title "Governor Ahmadu Umaru Fintiri in a maiden meeting with all Permanent Secretaries has charged the Permanent Secretaries to adjust and key into the new Adamawa project for the betterment and development of the state."

## VISIBILITY OF THE 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 the month of May. We explored the visibility of men and women, politicians, government agencies, arms of government, people living with disabilities and the able bodied. We also looked at the visibility of CBOs, CSOs, traditional rulers, FBOs, rural and urban people in the charts presented below.

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





Chart 15 shows a huge disparity between the visibility of men and women in the content of television broadcasts. While the women got a coverage of 25.9%, men led with a 74.1% visibility. This suggests men's dominance in television stations' coverage of electoral issues. It was reported that APC women aspirants' forum held 21-day fasting for presidential inauguration and urged Buhari to implement his campaign promises of including women in his cabinet.

We also examined the representation of people living with disabilities (PWD) in television broadcast contents to determine their visibility. It was observed that the media used people living without disabilities more as sources of broadcast contents than PWD.

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

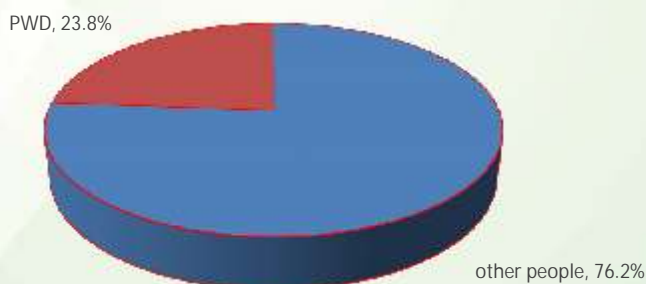


Chart 16 shows disparity between the representation of persons with disability and other able persons in the contents of television programmes. While able persons got 76.2% visibility in television broadcast contents, people with disabilities got 23.8% of media representation.

in the television broadcast contents for the month of May and the contrast is massive as seen in Chart 17.



Chart 17: Visibility of young people in the television broadcasts



Result in Chart 17 reflects another huge disparity in representation. This time, it is between the visibility given to Youths and Others in the television broadcasts contents. Surprisingly, the Young people got just 18.7% visibility in television broadcasts content compared to Others, which received 81.3% representation. Youths did not feature as actors; they were mentioned in discussions and other forms of broadcast contents.

Trend in Urban-rural visibility in television broadcast contents did not change as the media continue to neglect the rural areas in their news and programmes and focus their political discourses on the activities in urban areas.

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

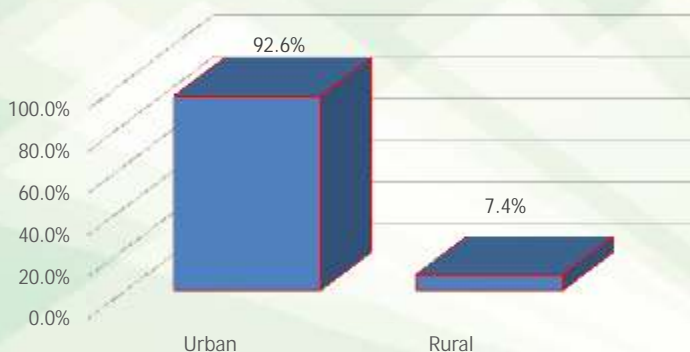
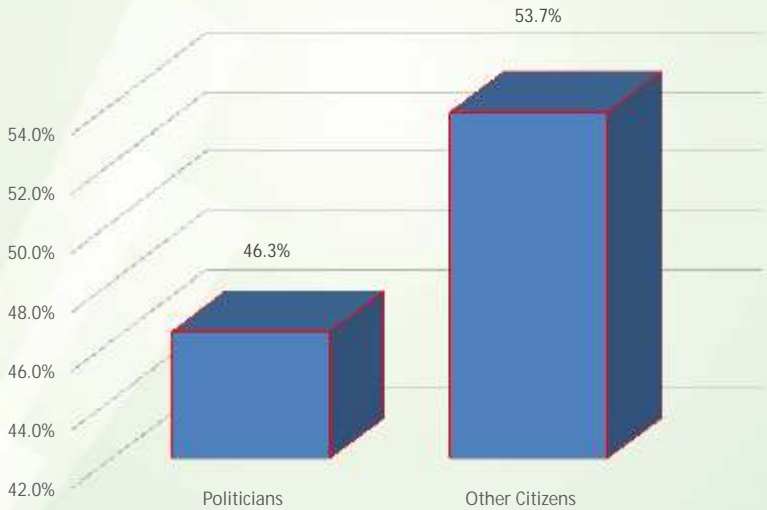


Chart 18 shows a very wide margin between the visibility of urban areas and rural areas in television broadcast contents in the month of May. Rural areas received a very poor coverage of just 7.4% of the total sources and mentions, while the overwhelming majority of 92.6% of individuals mentioned or used as sources came from the urban areas. This suggests again that television broadcast stations concentrated on the rural areas.

Contrary to what we have already established in radio broadcast contents, here we found that citizens dominate television broadcast contents.

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



The visibility of Politicians and Other Citizens in television broadcasts as shown in Chart 19 reveals a fairly wide margin: Politicians had 46.3% while Other Citizens received 53.7%.

CORPORATE VISIBILITY

The charts in the following subsection show how often organisations were mentioned or used as sources in television broadcasts in the month of May.

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

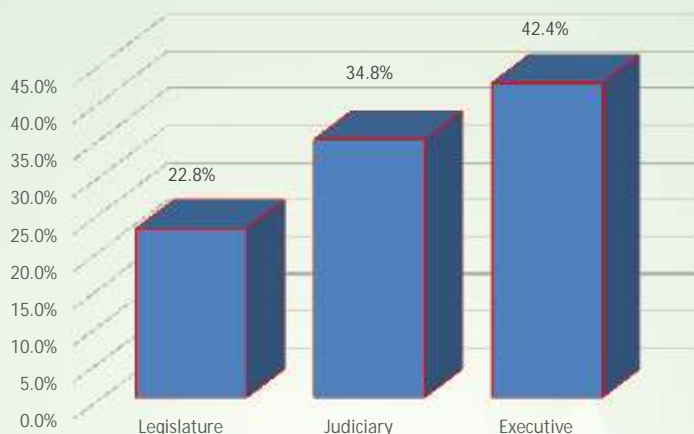
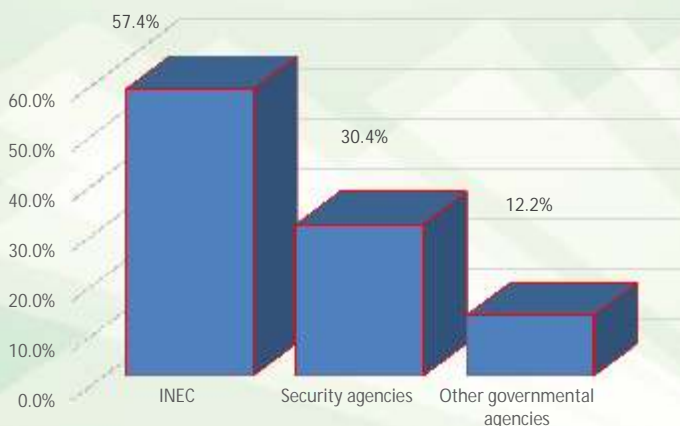


Chart 20 shows that the Executive received 42.4% visibility. This was closely followed by the Judiciary that got 34.8%, while the Legislature got the least amount of visibility with just 22.8%. This again suggests a fair representation of the three arms of government in television broadcasts in the month under review. A large majority of the broadcast contents was about a particular government agency: the Independent National Electoral Commission (INEC). The result gathered is outlined below in Chart 21.

Chart 21: Visibility of government agencies in television broadcasts



Here we see INEC leading with a visibility of 57.4% in television broadcasts in the month of May. As the organization saddled with the responsibility of administering the elections, television broadcasts' focus on them is understandable. This obviously gives INEC the opportunity to proffer answers to the many questions on election administration, result collation and dissemination. Following distantly are the Security agencies with 30.4% visibility, while Other governmental agencies got a very poor visibility of 12.2%.

Chart 22: Relative visibility of political parties

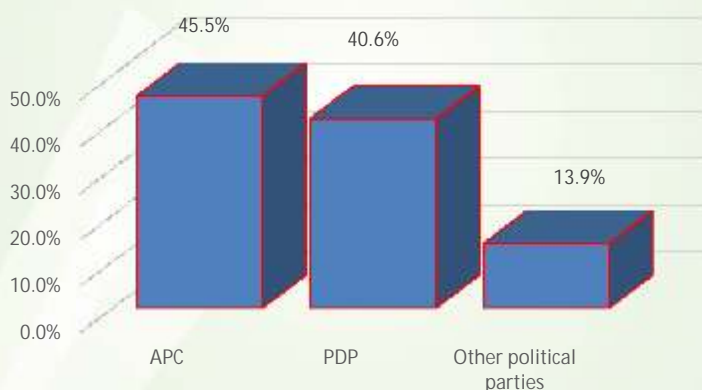


Chart 22 shows the ruling APC leading in television broadcast coverage with a visibility of 45.5%, while the opposition PDP and Other political parties received 40.6% and 13.9% visibility, respectively.

We pulled the non-governmental organisations together and compared them on their visibility in television broadcast contents. Chart 23 shows the outcome.

Chart 23: Visibility of non-governmental organisations



As shown in Chart 23, during the period under review, Civil Society Organizations (CSOs) and Faith-based Organizations (FBOs) dominated the airwaves with 67.7% visibility in television broadcasts, leaving Community-based Organizations (CBOs) and Traditional Rulers with 32.3% visibility.

#### QUALITY OF TELEVISION REPORTS: BALANCE

As presented in the charts in this subsection, balanced reports outnumbered lopsided or unbalanced reports in television broadcast contents.

Chart 24a: Balanced versus not balanced reports

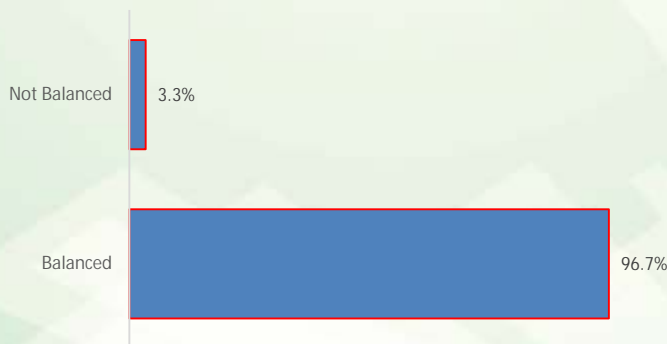


Chart 24a shows that 96.7% of television reports of both government-owned and private television stations were balanced while just 3.3% of the reports were unbalanced.

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

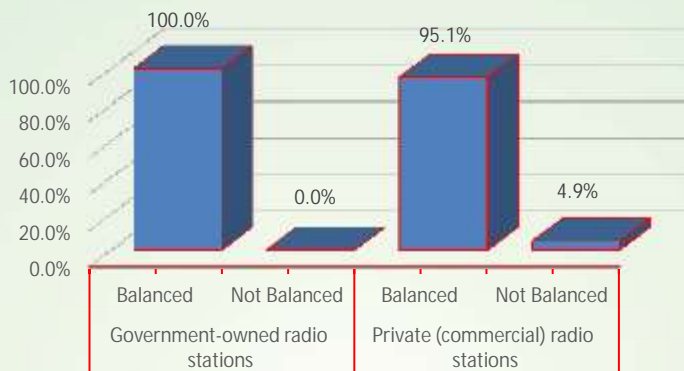


Chart 24b shows that government-owned television stations performed better than private stations as none of their news reports was unbalanced. However, private stations had 4.9% of their news reports appearing unbalanced.

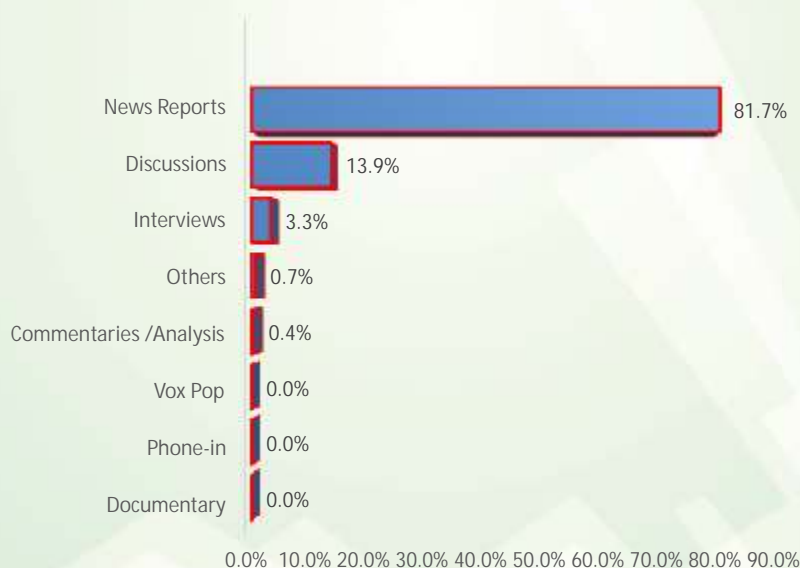
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## PART III:

### COMBINED REPORT ON RADIO AND TELEVISION

A total of 643 broadcast contents were analysed at for the month of May. Of these broadcasts, the radio contents was 256, while the television broadcast was 387. The programme types that were analysed included news reports, discussions, debates, phone-ins, vox pop, interviews, documentaries, others, commentaries and analysis. Chart 25 reflects the result of data analysis

Chart 25: Programme types of the selected broadcasts



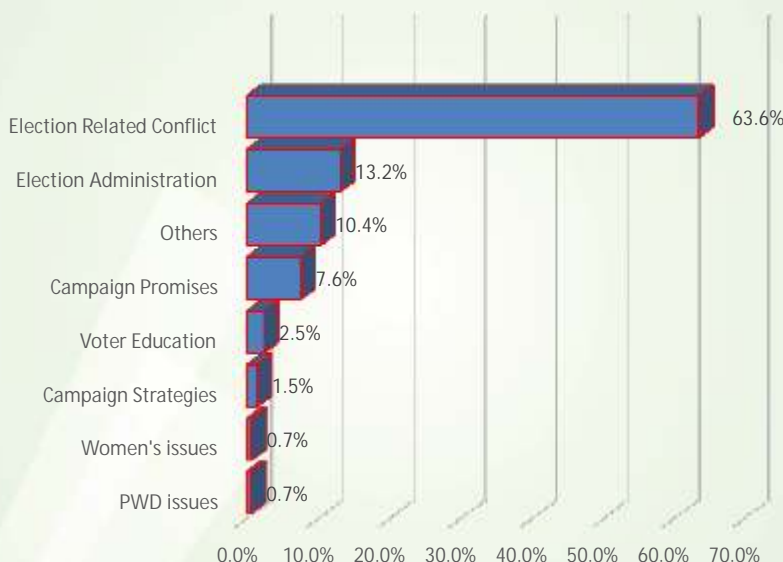
News reports (81.7%) dominated the contents. followed by discussions (13.9%). Interviews (3.3%) came third. There were no documentaries, Phone-in and Vox Pop. Commentaries/analysis and Others received 0.4% and 0.7%, respectively.

We also studied themes in broadcast contents post federal and governorship



elections and discovered that election-related conflicts took up a major part of the media contents. Chart 26 highlights the thematic focus of the media in May. Here we found that election-related conflicts dominated the broadcast contents of both radio and television stations.

Chart 26:Thematic focus of the broadcasts -



The media conversation on election was focused on election-related conflicts, which attracted 63.6% of the media contents. This is not surprising as the results were released by the Independent National Electoral Commission (INEC) and candidates, party members and other people actively involved in the elections either accepted the results or rejected them, while some went ahead to contest the results. Distantly following items on Election-Related Conflicts were items about Election Administration which received 13.2% attention. Others, Campaign Promises, Voter Education and Campaign Strategies received 10.4%, 7.6%, 2.5% and 1.5%, respectively. Issues about vulnerable people like women and the PWDs further were still marginalised in broadcast contents, with both having 0.7% each.

## VISIBILITY OF ACTORS IN ELECTION BROADCASTS

The visibility of men and women in broadcast contents is again skewed in favour of men and this is a repetitive trend that shows that a major part of the electorate was neglected in the media portrayal of men and women during elections. The tendency for the media to ignore some actors and focus on others is again seen in the small percentage of broadcasts contents that discussed PWD. These two issues are reflected in Chart 27 and 28, respectively.

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



Here we found that 25.7% of media contents was about females and a huge 74.3% of news coverage and programmes was on males. A comparison of the results in Charts 3 and 15 reveals that women received similar volume of poor coverage from both radio and television stations in the period under review. The culture of using more males as sources for broadcast contents and giving a minimal attention to females is worrying. The media should be encouraged to be more inclusive and ensure that a greater part of the electorate is not silenced or ignored in future elections.

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

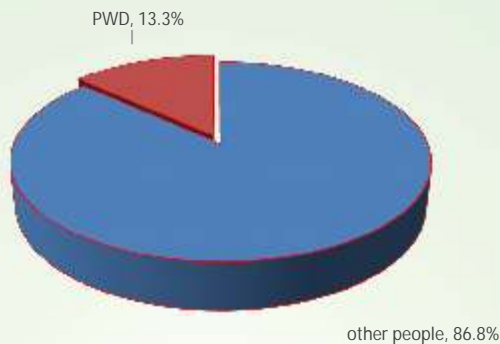


Chart 28 showed that the PWD was also poorly represented in broadcast contents. Only 13.3% of media news and programmes was dedicated to PWD. Whereas the visibility of PWD in television broadcasts was over 23.8%, it was a mere 2.7% in radio broadcasts. This discovery shows another area that the media needs to address in order to ensure that every segment of the electorate is captured in their broadcast contents

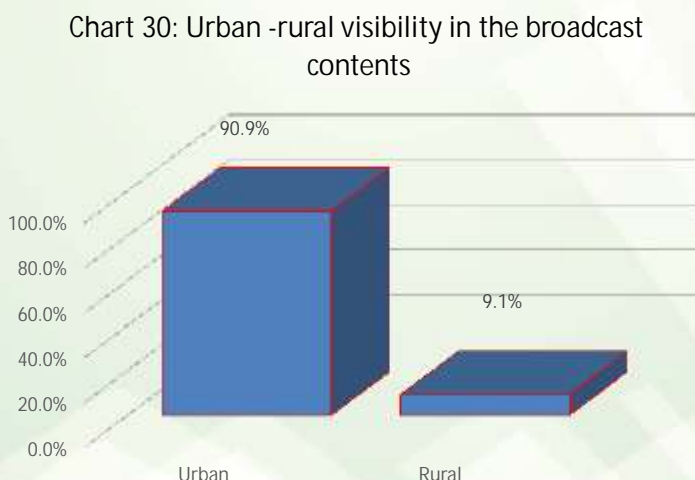
We also examined media reports on young people and compared the trend with media reports and programmes on those in other age groups. Our discovery exposed a huge contrast which was presented in Chart 29 below.

Chart 29: Visibility of young people in the broadcast contents



Again, we see the disparity in visibility of young people in media contents and that of people in other age groups. This is quite unexpected although it appears to be a continuous trend in the 2019 elections. Young people that are expected to be actively involved in the electoral process had just 45.5% in data capturing as opposed to result on others that revealed that media coverage were at 54.5%. The low visibility of young people in media reports and news is also another area that the media needs to explore, considering the significant roles that youths play in the society.

Urban visibility continues to dominate the contents of both television and radio broadcasts. However, we observed that the rural visibility is slightly higher in radio broadcast contents (see Chart 6) than it is in television broadcasts (see Chart 18). The radio station appeared in the election coverage to give a little time to the coverage of activities at the grassroots.

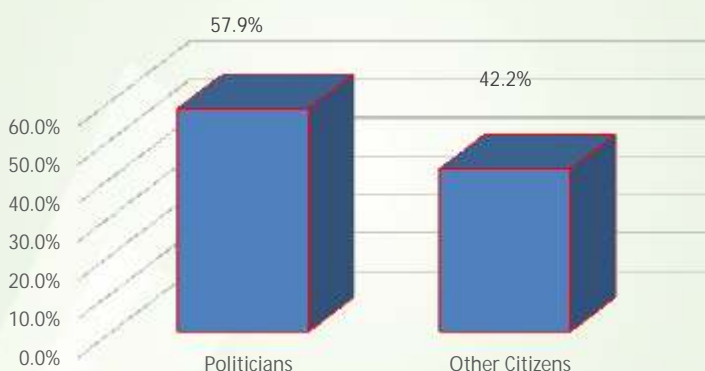


The contrast between rural and urban visibility is shown in Chart 30 above. Urban issues received 90.9% of broadcast contents, while a tiny percentage of 9.1% went to rural matters in the election coverage.

Review of the visibility of politicians in broadcast contents in May showed that the media concentrated more on the politicians as opposed to the other

members of the society. This means that the electorate enjoyed less media attention after the major elections. This may be an indication of increased media attention on the political personalities involved in election-related conflicts.

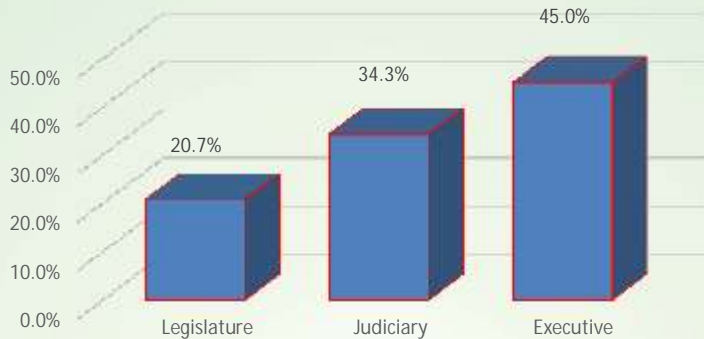
Chart 31: Visibility of politicians and other citizens in the broadcast contents



Result in Chart 31 shows that visibility of politicians in broadcasts contents was relatively higher (57.9%) than news and media contents on other citizens (42.2%).

As regards the different arms of government, the media continued to give significant coverage to the Executive arm of the government. Chart 32 shows the differences in the visibility of the three tiers of government.

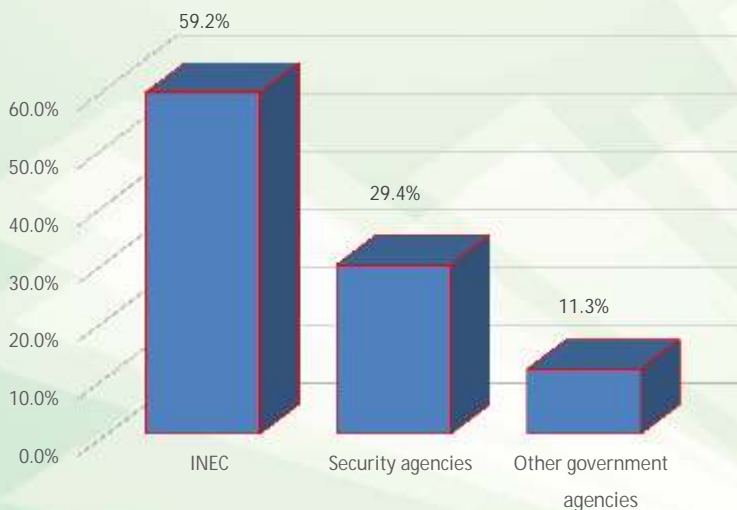
Chart 32: Relative visibility of the arms of government in the broadcast contents



In Chart 32 above, 45% of broadcast contents focused on the Executive arm of government. The Legislature followed closely with 34.3%, while the Judiciary enjoyed only 20.7% visibility.

We studied the media coverage of government agencies and discovered that the Independent National Electoral Commission (INEC) expectedly got the highest coverage. Chart 33 reveals the differences in the visibility of government agencies in broadcast contents.

Chart 33: Visibility of government agencies in the broadcast contents





In a descending order, Chart 33 above shows differences in the representation of government agencies in broadcast contents. The Chart also reveals that INEC got the highest coverage in reports, news, and programme contents. The agency got 59.2% coverage in the data captured. Security agencies were mentioned in 29.4% of media contents, while other government agencies were given 11.3% of visibility in media coverage. Understandably, INEC, which is the government agency responsible for elections, got the largest mention in broadcast contents. This is not good enough as other agencies also supported the success of the elections and should have got the attention of the broadcast media.

We also looked at the visibility of political parties in media contents for the period under review. The All Progressives Congress (APC), which is also the ruling party, was the most visible in contents of the broadcasts closely followed by the People's Democratic Party. The data collected is presented in Chart 34 below.

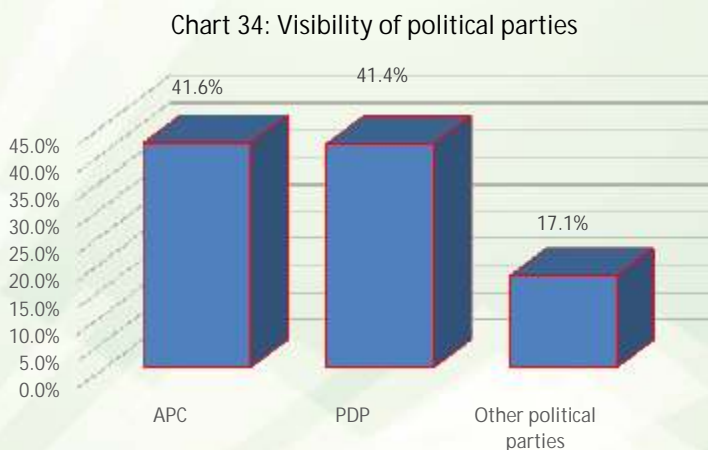


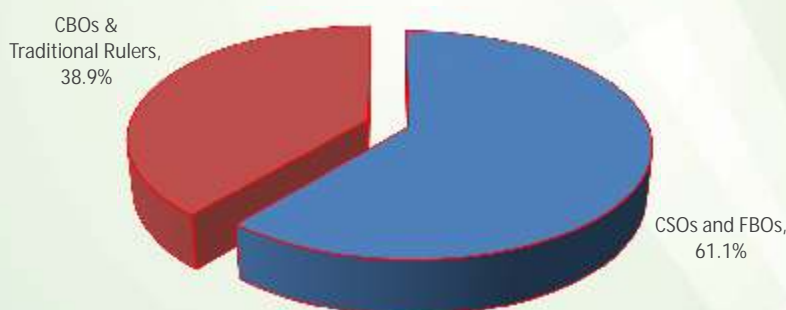
Chart 34 shows that the APC got substantial coverage at 41.6% and the PDP was also largely featured in news reports and programmes at 41.4%. Other political parties continued to be poorly represented in broadcast contents as they managed to get only 17.1% of media coverage. This occurrence may be



due to the fact that the presidential candidate was also the incumbent. The strong presence of the PDP in media contents could be linked to the fact that the party being formerly in power was considered the strongest opposition for the current ruling party. It is necessary for the media to improve on the poor representation of other political parties in the media coverage of the elections in order to prevent a reoccurrence in future.

The role of non-governmental organisations and their representation in broadcast contents was also examined. The study revealed that CSOs and FBOs were more visible in broadcast contents. By this, we can conclude that the CSOs and FBOs contributed considerably to the electoral process and elections.

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



As seen in Chart 35, the CSOs and FBOs were visible with 61.1% of the time in media contents. These actors played major roles as election monitors and observers who helped to hold INEC and the government accountable. A total of 38.9 % of the data collated reflected the visibility of CBOs and Traditional Rulers. Given the fact that these groups in the society are closer to members of the society and operate at the grassroots, it is necessary that the media increase their visibility.

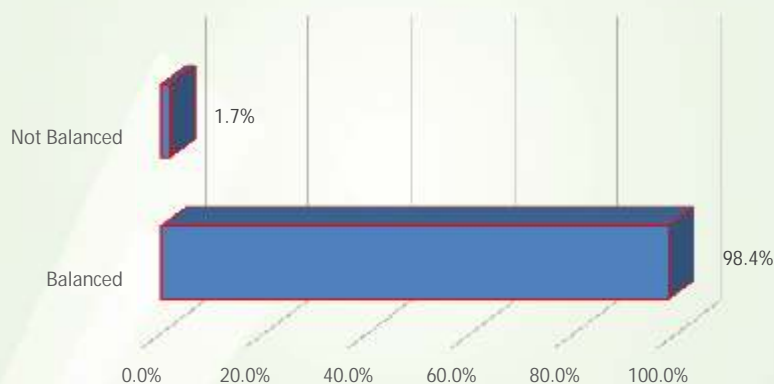
We explored the quality of media contents in the month of May The result presented in Chart 36 shows that media practitioners were mostly

professional. Largely, they were balanced in their reports and coverage.

#### .QUALITY OF REPORTS – BALANCE AND HATE SPEECH

We analysed the broadcast contents of media stations in order to evaluate balance in their reportage. Both radio and television stations were balanced in their broadcast contents as seen in Chart 12a and 24a. The combined results are shown in Chart 36 below.

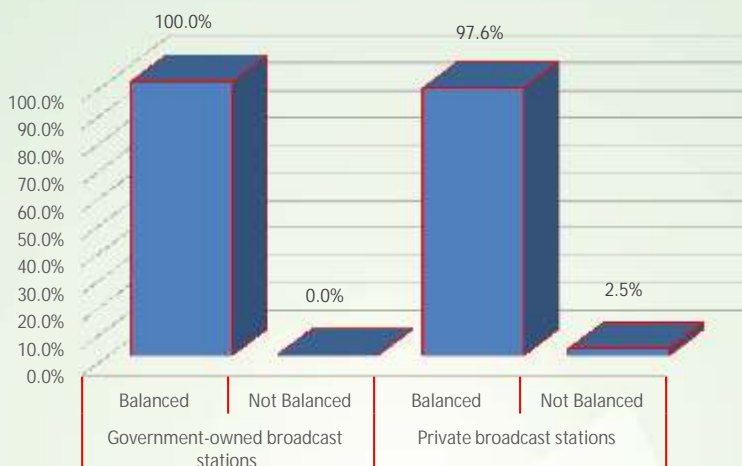
Chart 36: Balanced versus not balanced reporting



Interestingly, 98.4% of the news reports and programmes were balanced with only 1.7% of the media contents not balanced. It is safe to say then that the media were committed to their role as gatekeepers and communicators during elections.

Although Chart 12b reveals that both government-owned and private radio stations were similarly balanced in their broadcast contents, Chart 24b shows that the government-owned television stations were a bit more balanced than the private stations.

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



The combined results as presented in Chart 37 here show that government-owned stations displayed a marginally greater sense of responsibility than private broadcast stations did when it comes to balanced reporting. This is because all the reports (100.0%) from government-owned stations were balanced, while private broadcast stations had 97.6% of balanced reports. It is commendable that there were no instances of hate speech in the broadcast items we analysed.

## Concluding Remarks

For the period under review, news report maintained its lead as the dominant source of information on political matters with election-related conflicts being the major issue of discourse. Critical issues relating to women and people living with disabilities were completely marginalised. Females, people living with disabilities and rural dwellers suffered low mediated visibility, while their counterparts (the males, the able, and the urban dwellers) enjoyed prominence. Although young people and other citizens (non politicians) enjoyed less visibility than others (non-youth) and politicians, the margins were not outrageous.

As expected, though not desirable, the broadcast media focused more attention on the Executive arm of the government and the Independent National Electoral Commission (INEC) at the expense of other arms and agencies of government. It is daunting that the combined media visibility of 89 political parties was not as high as the media visibility enjoyed by the ruling party, the All Progressives Congress (APC), and the main opposition party, People's Democratic Party (PDP). The CSOs and FBOs enjoyed more media visibility than the CBOs and the Traditional rulers, however, the margin was not outrageous. The journalists performed excellently in upholding professional ethics. Though some infringements were observed among private television stations, these infringements were marginal.

Obviously, there is lopsidedness in the thematic focus of the media stations and the mediated visibility accorded key actors in the general elections. The tiny media attention given to women and people living with disabilities is a proof of mass media bias against these categories of actors. Also, that young people are still not given due visibility, and that 89 political parties had less visibility than each of the two leading political parties (APC and PDP) place a question mark on Nigerian's readiness for a shift in the status quo of "the old people always recycling power among themselves" and Nigeria's readiness for a multi-party political system. However, all hope is not lost. The performance of the media practitioners is encouraging to a great extent, especially given the absence of hate speech in the broadcast contents. Perhaps, with time, the continual adherence to professional ethics will correct the lopsidedness in the thematic focus of the broadcast stations and the mediated visibility of key actors in the electoral process.

# JUNE 2019 REPORT



## Background

By June 2019 when this report was compiled, it was already four months since the federal elections were held, and three months since the state elections were conducted. In the post-election months, election-related issues continued to appear in the contents of broadcast media. This suggests that the broadcast media in Nigeria possess the power to follow through long-haul events such as an election. It also suggests that the elections were controversial as they were followed by litigations which, in most cases, began from the Election Tribunals, went through the court of appeal, and went up to the Supreme Court.

How did the broadcast media fare in their coverage of electoral issues in the post-election months? In answering this question we tackled the following sub-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 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.

Our team monitored 33 media stations; 17 radio stations and 16 television stations all over the country.

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

The monitored television stations 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

The coding focussed 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 specifically designed to discuss politics and the elections, we also monitored news reports and coded news bulletins that dealt with politics. A total of 193 radio and 484 television broadcast items were coded in the month of under review, that is, June 2019. These broadcast items were drawn from 16 radio and 17 television stations selected across the country and listed above. This report presents the result of the analysis of radio contents, television contents, and a merger of the two contents.



## PART I:

### CONTENTS OF POLITICAL PROGRAMMES ON RADIO

#### Programme Types used in Political Broadcasts on Radio

News reports, discussions, interviews, vox-pop, phone-ins, commentaries, debates, documentaries and other forms of broadcast contents were considered and examined in order to ascertain the role of the media in the month under review.

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

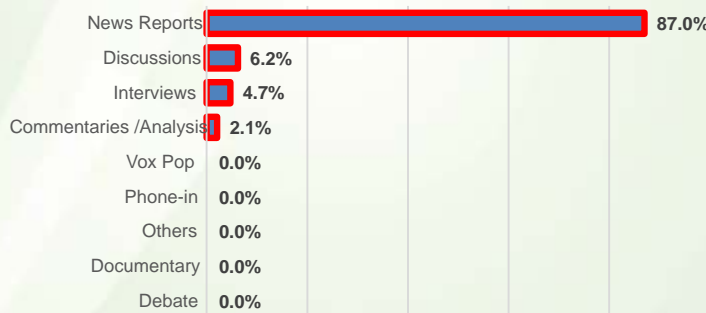
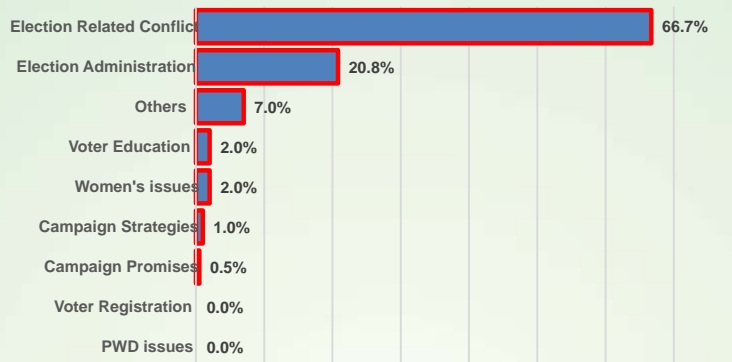


Chart 1 shows that the vast majority of radio broadcasts that addressed election-related issues were News Reports as they accounted for up to 87.0% of airtime. Following distantly were Discussion programmes at 6.2%. Interview programmes accounted for 4.7% of broadcast time, while Commentaries/Analysis got just 2.1%. Vox-pop, phone-ins, documentaries, debates and others were not featured on radio programs in the month of June.

#### THEMATIC FOCUS OF THE CONTENTS OF RADIO

Chart 2 reflects the themes examined on radio programs in the month under review. Election-Related conflicts dominated radio conversations with 66.7% of airtime being dedicated to reporting conflict-related issues. The

**Chart 2: Thematic Focus of Radio Broadcasts**



Campaign strategies and campaign promises were the least discussed themes with each utilizing 1.0% and 0.5% of radio program time, respectively. Voter registration was not among the themes discussed on radio in the month of June, understandably because the electioneering process had been concluded about four months before the report was executed. The status of the recurring trend of neglecting issues affecting people living with disabilities remained unchanged as they were not listed in the thematic focus of radio programmes at all in the month of June.

### VISIBILITY OF ACTORS IN THE CONTENT OF RADIO BROADCAST

To ascertain how visible the actors in the continuous electoral process were, we examined the visibility of men and women in radio broadcasts, compared that of the able with the people living with disabilities (PWD), and looked at the presentation of the different arms of government, CBOs, CSOs, traditional rulers, security agencies, and government agencies. We found that the media continued to focus on some particular actors at the expense of other actors.

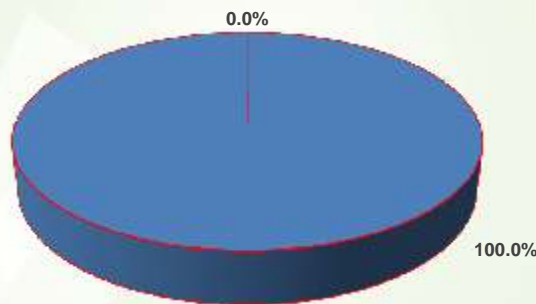
**Chart 3: Visibility of male and female actors in the content of radio broadcasts**



The relative visibility of male and female actors during radio broadcasts was once again unequal, this time around with a wider gulf between them. Females accounted for slightly less than 30% of total broadcasts while males enjoyed an overwhelming 75.5% of total visibility.

Result in Chart 4 shows that the people living with disabilities (PWD) enjoyed zero visibility in radio broadcast contents for the month of June.

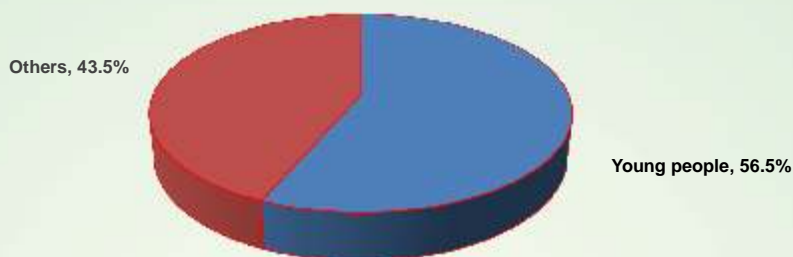
**Chart 4: Visibility of PWD and other people in the content of radio broadcasts**



This suggests broadcast media's zero tolerance for the views of PWDs on the electioneering process. The trend also negates the role of the media as a voice for the voiceless in the society and contradicts the United Nations acts on vulnerable people. It is a trend that the media should work on and ensure is not repeated in future elections.

We found that the young people got higher visibility in radio contents than those in other age brackets got. Chart 5 shows the differences between the youth and others in a different age range.

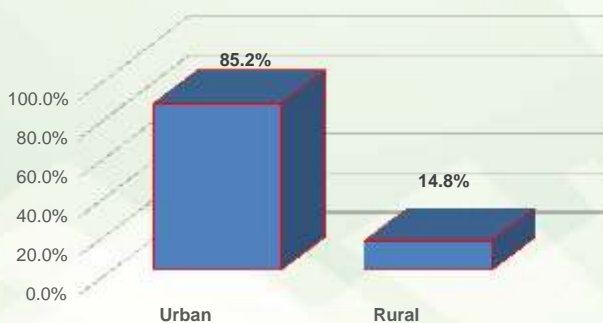
**Chart 5: Visibility of young people in the radio broadcasts**



We noticed an improvement in young people's representation than in the previous months. This time while young people enjoyed a visibility of 56.5%, others in different age ranges got 43.5% representation on radio broadcast programs.

Chart 6 shows that activities in rural environments still received little attention as opposed to the events in urban areas. This is not good enough as it appears that the radio stations have neglected a good part of the electorate in their broadcast contents.

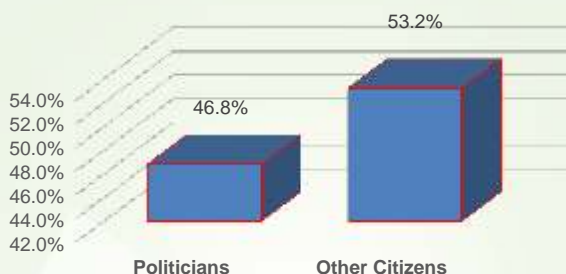
**Chart 6: Urban-rural visibility in the content of radio broadcast**



Rural-urban visibility was unevenly spread as urban areas got 85.2% of the broadcast time in the period under review. On the other hand, rural areas were barely visible with a mere 14.8% representation of the program time.

Chart 7 reflects the visibility of both politicians and other citizens in radio broadcasts in the month of June. Interestingly, other citizens enjoyed more of radio broadcast time than politician

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



Information in Chart 7 shows that radio broadcasts featured other citizens more than it did the politicians. This is reflected in other citizens' 53.2% mention in the programme time, while the politicians were mentioned or used as sources with 46.8% of the time. This means that stories focusing on ordinary citizens were more (53.2%) in spite of the fact that stories of electioneering processes usually centre on the actions and activities of politicians.

We also considered the visibility of the different arms of governments in radio broadcasts and noted that discussions around the activities of the Legislature, this time, dominated the contents of radio stations more than it did other the arms of government.

Chart 8 thus shows that the Legislature enjoyed more visibility in radio broadcasts than any of the other arms of government with a fairly generous mention of 42.90% of the programme time.

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

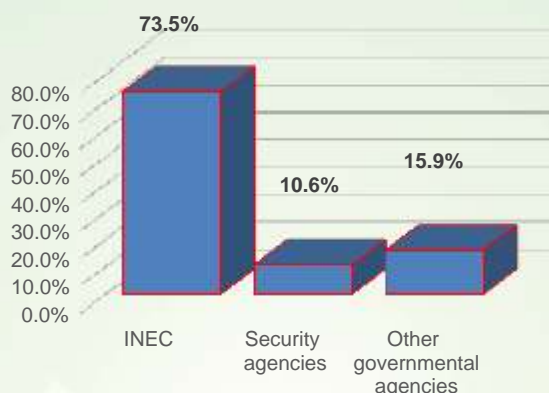


The Executive followed not too distantly with 34.80%, while the Judiciary got the least mention of 22.30% of radio airtime.

Chart 9 shows the result of the visibility enjoyed by government agencies in radio broadcasts in the month under review. Topping the list of government agencies is INEC with an overwhelming visibility of 73.5%. Other governmental agencies followed very distantly with 15.9% visibility, while the Police and other security agencies got 10.6% visibility in the radio broadcast time. The emphasis on the activities of INEC even months after the elections suggests that the controversies, including court actions, following the elections were not just between the political parties but extended as well to the electoral umpire—INEC.

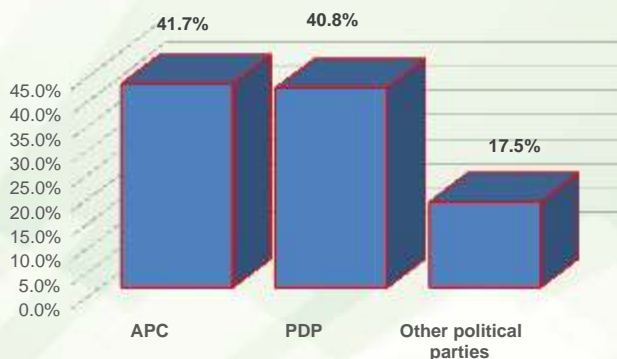


**Chart 9: Visibility of government agencies in radio broadcasts**



The visibility of political parties in the contents of radio broadcasts was explored. Chart 10 shows the result. The All Progressives Congress (APC), which won the presidential election, received slightly higher visibility than the People's Democratic Party (PDP) as well as other political parties.

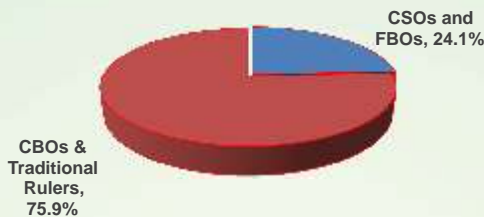
**Chart 10: Relative visibility of political parties**



Put together, the two leading political parties (APC and PDP) followed each other closely with 41.7% and 40.8% coverage, respectively, leaving the remaining 89 political parties with just 17.5% coverage. This trend questions both Nigeria's claim of practising a robust multi-party system and the media's willingness to give voice to these other political parties.



**Chart 11: Visibility of non-governmental organisations**



For the non-governmental organisations, interestingly, Community-based Organizations (CBOs) and Traditional Rulers took the lead with an overwhelming visibility of 75.9% in radio broadcast time, while the visibility of Civil Societies (CSOs) and Faith Based Organisations dwindled to 24.1%.

This result, as shown in Chart 11 above, reflects a twist in the fortunes of CSOs and FBOs who dominated the broadcast contents in the previous months.

#### QUALITY OF REPORTS – BALANCE

News reports and programmes from the radio stations were also evaluated to check for balanced and unbalanced reports.

Chart 12a shows that reports from both government-owned and private radio stations were balanced

**Chart 12a: Balanced versus not balanced reports**

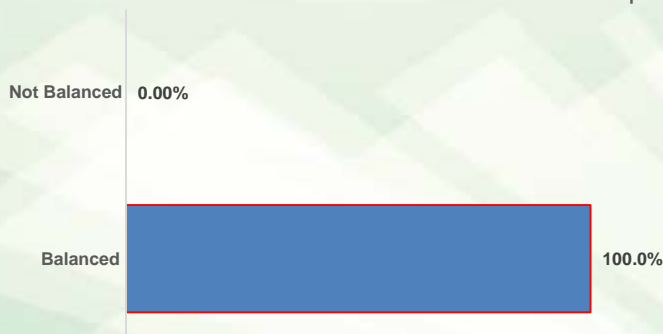


Chart 12b on the other hand compared private radio stations with their government-owned counterparts

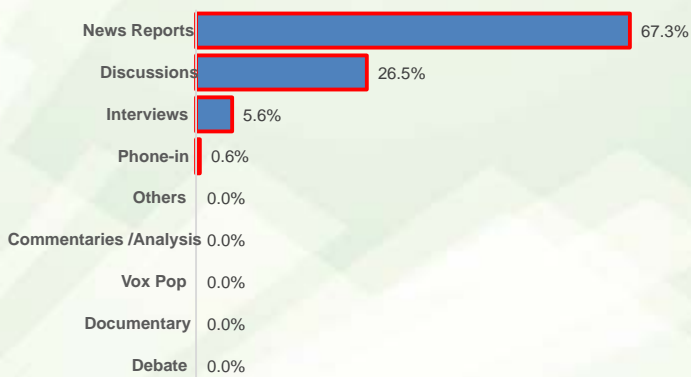
**Chart 12b: Comparison of private and government radio stations on balanced reporting**



Relatively, government and private stations recorded similar performances with regard to balance in their reportage as both polled 100% each in balanced reporting.

We also examined how the television stations under review fared in broadcasting political contents in the month of June.

**Chart 13: Programme types of television broadcasts**



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## PART II:

### CONTENTS OF POLITICAL PROGRAMMES ON TELEVISION

We coded the contents of political programmes on television stations across the country. The selection and coding were done purposively with a focus on only those programmes that dealt directly with the political issues of the time. The programme types examined included news reports, discussions, interviews, phone-ins, commentaries, analysis, debates, vox-pop and documentaries. Of all these categories, the news reports took the lead in the political broadcasts of media stations. Chart 13 shows the programme types and the frequency of their appearance in broadcast contents.

**Chart 14: Thematic Focus of Television Broadcasts**

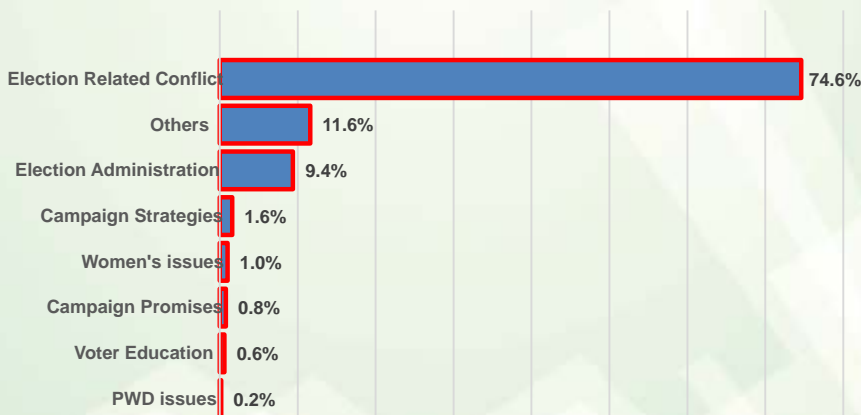


Chart 13 above thus shows the different programme types of television broadcasts for the month of June in their order of prominence. News reports took the lead with a representation of 67.3%, while Discussions followed distantly with a representation of 26.5%.

Interviews got a meagre 5.6% coverage in the television programmes, while Phone-in got the least mention of 0.6%. Other issues,

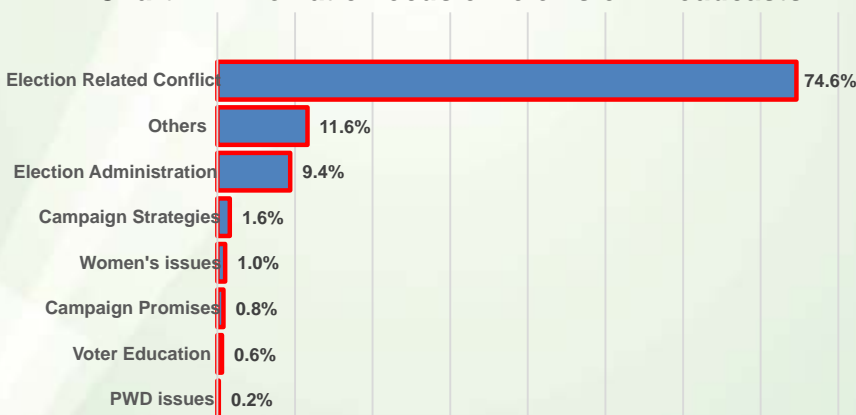
Commentaries/Analysis, Vox-pop, Documentaries and Debates were not featured at all in television programmes for the month of June.

### Thematic Focus of Television Broadcasts

This section captures the focus of television broadcasts in the month of June in connection with election-related conflicts, other issues, election administration, political parties' campaign strategies, women's issues, voter education, people with disabilities issues (PWD), campaign promises and voter registration.

Chart 14 shows that Election-related conflict dominated the themes of television broadcasts in the month of June with a coverage of 74.6%. Those themes classified as Other Themes followed distantly with 11.6% coverage.

**Chart 14: Thematic Focus of Television Broadcasts**



Election administration issues came next with a 9.4% coverage, while Campaign strategies (1.6 %), issues about women (1.0 %), Campaign promises (0.8%), Voter education (0.6%), and PWDs issues (0.2%) followed in that order.

### VISIBILITY OF THE 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 the month of June. We examined the visibility of men and women, politicians, government agencies, arms of government, people living with disabilities and the able bodied. We also looked at the visibility of CBOs, CSOs, traditional rulers, FBOs, rural and urban people in the charts presented below.

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

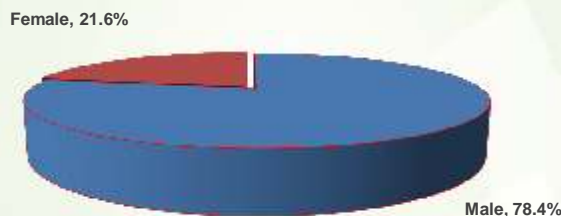


Chart 15 shows a huge disparity between the visibility of men and women in the content of television broadcasts. While the females got a coverage of 21.6%, males led with a 78.4% visibility. This suggests men's continual dominance of television stations broadcast of electoral issues.

We also examined the representation of PWD in broadcast contents to determine their visibility. It was found that the media used people living without disabilities more as sources for broadcast contents than people living with disabilities. This is shown in Chart 16 below.

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

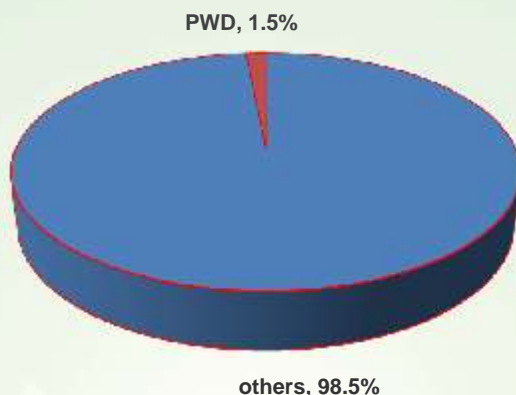
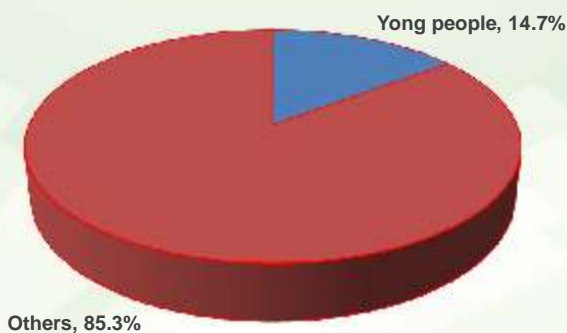


Chart 16 shows an overwhelming disparity between the representation of persons with disability and other able persons in the content of television programmes. While others people got 98.5% visibility in television broadcast contents, people with disabilities got a mere 1.5% representation. Young people were also barely visible in the television broadcast contents for the month of June and the contrast is massive as seen in Chart 17.

**Chart 17: Visibility of young people in the television broadcasts**



The Chart shows a huge disparity between the visibility of young people in the television broadcasts and Others. While the Youths got a meagre 14.7% coverage, Others enjoyed an overwhelming 85.3% visibility. This questions television stations' readiness to give voice to the youths in their coverage of the electioneering process.

Urban-rural visibility in television broadcast contents did not change as the media continued to neglect the rural in their news and programmes and focus their political discourses on the activities in urban areas. Chart 18 below shows this pattern.

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

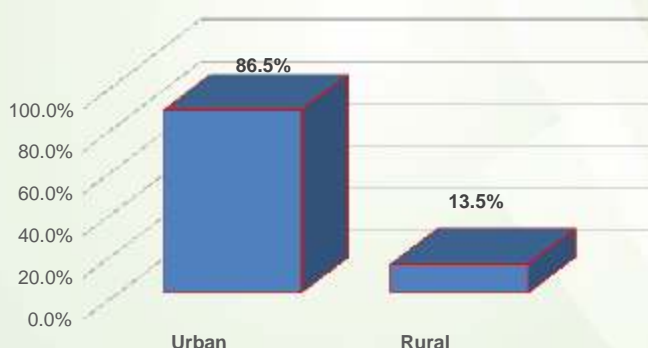
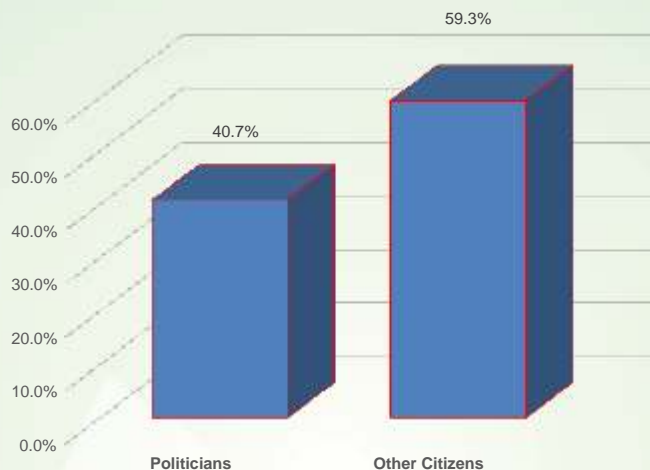


Chart 18 shows a very wide margin between the visibility of urban areas and rural areas in television broadcast content in the month of June. Rural areas received again a very poor coverage of just 13.5% of the total sources and mentions while the overwhelming majority of 86.5% of individuals mentioned or used as sources came from urban areas. This suggests again television broadcast stations' concentrated focus on the urban areas.

We also examined the visibility of politicians and that of ordinary citizens in television broadcast contents. The result is shown in Chart 19 below.



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



The visibility of Politicians and other citizens in television broadcasts as shown in Chart 19 demonstrates that other citizens dominated television broadcast contents with a visibility of 59.3% leaving politicians with a fair representation of 40.7% visibility. This suggests that both parties enjoyed fair representation in television broadcast in the month of June.

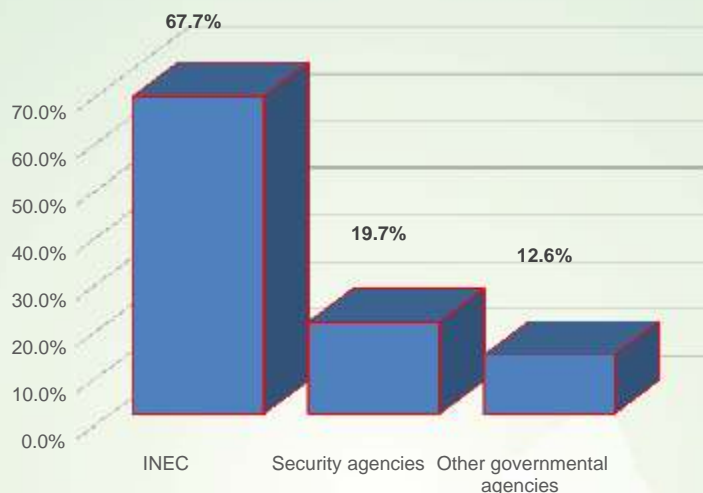
## CORPORATE VISIBILITY

Charts in the following subsection show how often organisations were mentioned or used as sources in television broadcasts in the month of June.

Chart 20 shows that the Legislature dominated the airwaves with a 43.5% visibility, the Executive following not too distantly with a 36.4% visibility, leaving the Judiciary with a 20.1% coverage in television broadcast content. This suggests a fair distribution of television stations' coverage of the three arms of government's participation in post-election discourse in the month of June.

The reverse was the case, however, with regard to the visibility of government agencies in television broadcasts. This result is evident in Chart 21 below.

**Chart 21: Visibility of government agencies in television broadcasts**



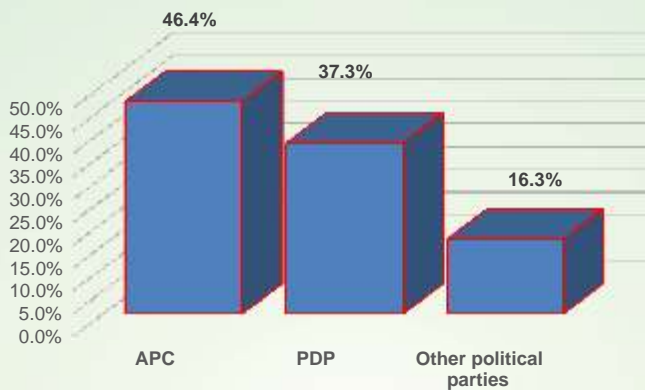
INEC dominated the airwaves attracting 67.7% of the broadcast time leaving Security Agencies and Other governmental organizations with 19.7% and 12.6%, respectively.

It was noted in the previous months that as the organization saddled with the responsibility of administering the election, television broadcasts' focus on INEC is understandable because talking to the media gives the INEC the opportunity to answer all the questions on election administration, result collation and dissemination.

Political parties were not left out in television broadcast coverage of post-election discourse. Our findings are presented in Chart 22 below.

Chart 22 shows that the ruling APC lead in television broadcast coverage with a visibility of 46.4%, while the opposition PDP and Other political parties received 37.3% and 16.3% visibility, respectively.

**Chart 22: Relative visibility of political parties**



The visibility of non-governmental organisations in television broadcast for the month of June was also compared. Chart 23 shows the outcome.

**Chart 23: Visibility of non - governmental organisations**



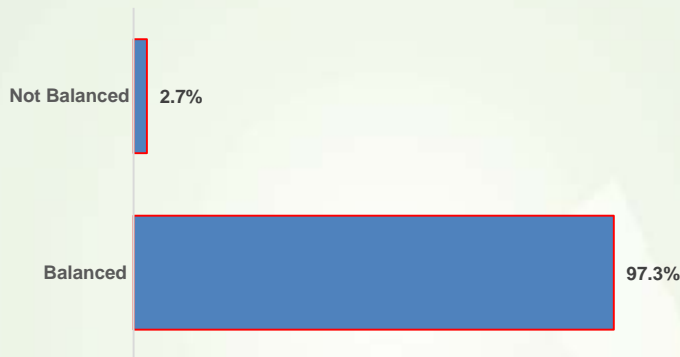
As shown in Chart 23 above, Community-based Organizations (CBOs) and Traditional Rulers took the lead with 54.3% visibility leaving Civil Society Organizations (CSOs) and Faith-Based Organizations (FBOs) with a fair coverage of 45.7%. This demonstrates television stations' efforts to give voice to all the groups in this category and their views on the electioneering process.

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

Balanced reports outnumbered unbalanced reports in television broadcast contents for the month of June. This is shown in Chart 24a.

Chart 24a shows that 97.3% of television reports of both government-owned and private television stations were balanced, while just 2.7% of the reports were not balanced. This also demonstrates television stations' commitment to ensure quality reporting of election issues.

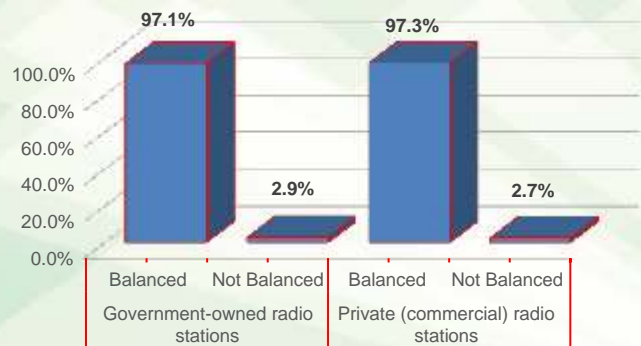
**Chart 24a: Balanced versus not balanced reports**



We also compared the reporting of both government and private-owned television stations for balance. The results are presented in Chart 24b below.

Chart 24b shows that private stations performed better than their government-owned counterparts in balanced reporting with a margin of 0.2%.

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



On the other hand, the government-owned television stations recorded unbalanced reporting with 2.9%, while 2.7% of private stations' reports appeared unbalanced. This confirms the result in Chart 24a. This trend suggests a keen contest between both government-owned and private television stations in ensuring quality reporting.

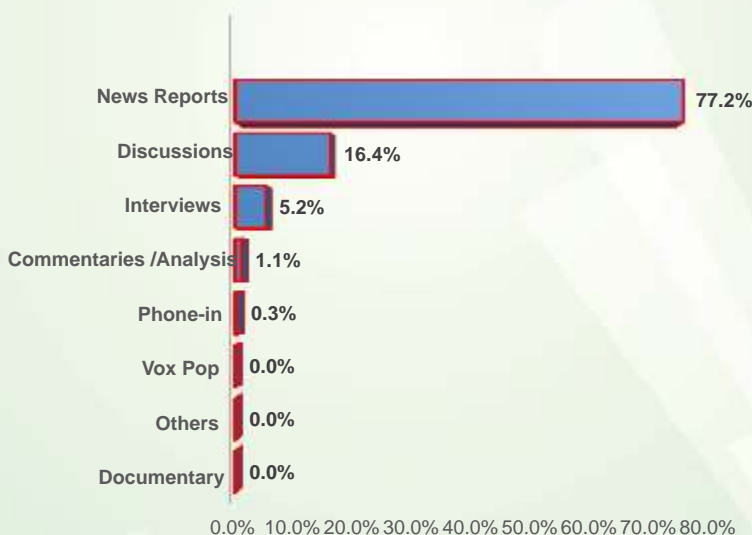
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## PART III:

### COMBINED REPORT ON RADIO AND TELEVISION

The programme types that were analysed included news reports, discussions, debates, phone-ins, vox-pop, interviews, documentaries, others, commentaries and analysis on both radio and television stations. Chart 25 shows the result.

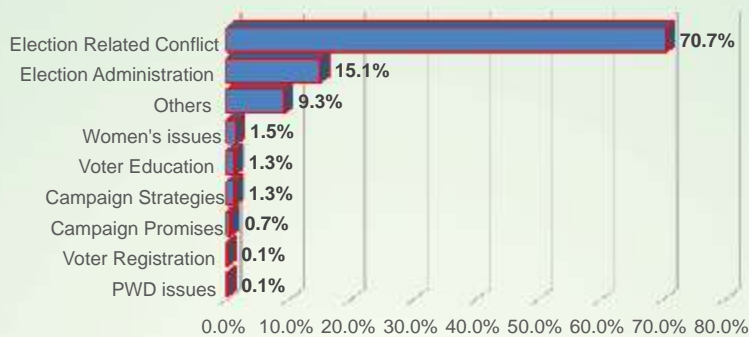
Chart 25: Programme types of the selected broadcasts



News reports dominated the contents of both television and radio stations with 77.2% followed by discussions (16.4%). Interviews (5.2%) came up third followed by Commentaries/Analysis (1.1%) and Phone-in (0.3%). Vox-pop, Documentaries and Other issues were not featured in both television and radio broadcasts in the month of June.

The themes covered in both radio and television broadcasts for the month of June are reflected presented in Chart 26 below.

Chart 26:Thematic focus of the broadcasts



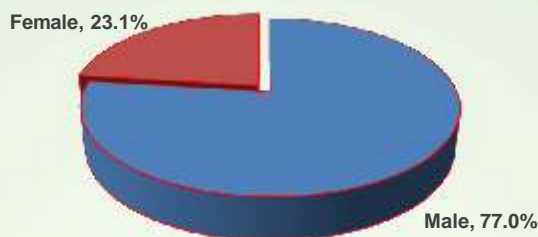
The media conversation on election was focused on election-related conflicts (70.7%). This is not surprising as the Independent National Electoral Commission (INEC) released the results. Candidates, party members and other people actively involved in the elections either accepted the results or rejected them, while some actors went ahead to contest the results in different courts of law. Much of the reports were on post-election conflicts. Themes on Election Administration and Other issues followed distantly with 15.1% and 9.3%, respectively. Women issues, Voter education, Campaign strategies/Promises with Voter registration and PWD issues got scant mentions in the themes that dominated the airwaves in the month under review.

#### VISIBILITY OF ACTORS IN ELECTION BROADCASTS

Here, we examined the media's spread of visibility of all the actors in broadcast contents. The tendency for the media to ignore some actors and focus on others is again seen across board. The results are presented in Charts 27-35.



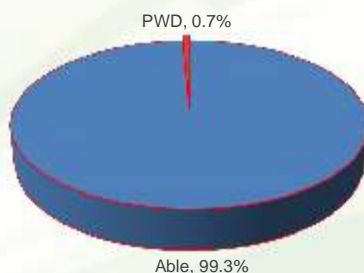
**Chart 27: Visibility of male and female actors in the broadcast contents**



In Chart 27, the broadcast media gave more visibility (77.0%) to males than they gave to females (23.1%). While we wonder if this reflects women's unwillingness to participate in election matters, it is also possible to suppose this as a sign of the media's discrimination against women. A comparison the results presented in Charts 3 and 15 gives credence to this supposition. As noted in the report of the previous month, this culture of using more males as sources for broadcast contents and giving a minimal attention to females is worrisome. The media thus, should be encouraged again to ensure that a greater part of the electorate is not silenced or ignored in future elections.

Chart 28 shows that the PWD were also poorly represented in broadcast contents. A paltry 0.7% of media news and programmes were dedicated to the people living with disabilities.

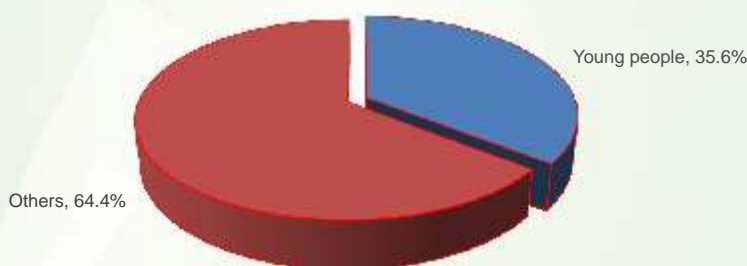
**Chart 28: Visibility of PWD and able people in the broadcast contents**



A flagrant disparity is thus evident as 99.3% was allocated to Able-bodied people. This discovery shows another area that the media needs to address in order to ensure balance in their representation of the electorate in their broadcast contents.

We also examined media reports on young people and compared the result with media reports on those in other age groups. The results are presented in Chart 29 below.

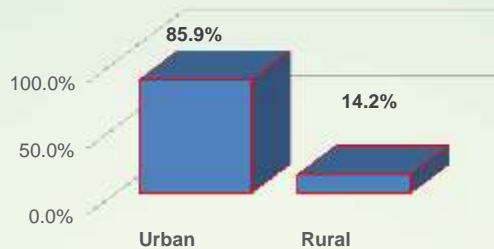
**Chart 29: Visibility of young people in the broadcast contents**



Again, there is this obvious disparity between the visibility of young people and that of people in other age groups in media contents. It is surprising that Young people who should be actively involved in the electoral process got just 35.6% visibility as opposed to the 64.4% visibility that Other enjoyed in media broadcast contents. The low visibility of young people in media reports and news is also another area that the media needs to explore considering the significant roles that youths play in the society.

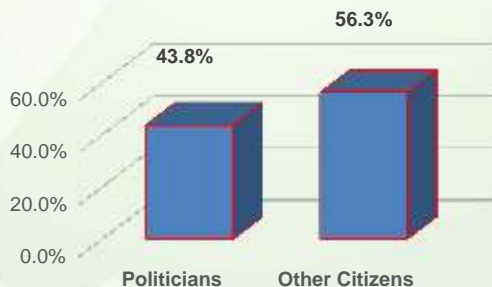
From Chart 30 above, it is evident that the urban areas continued to dominate visibility in both television and radio broadcast contents. The contrast between rural and urban visibility is shown as the urban areas got 85.9% of broadcast contents, while rural areas got just 14.2% visibility in post-election discourses as reported by the broadcast stations.

Chart 30: Urban-rural visibility in the broadcast contents



Review of the visibility of politicians in broadcast contents in June interestingly shows that the media concentrated more on other members of the society as opposed to politicians. This means that a marked attention was given to the electorate after the major elections and possibly reveals that media coverage of electoral candidates was no more a significant source of news and programmes for journalists. Chart 31 below explains this further.

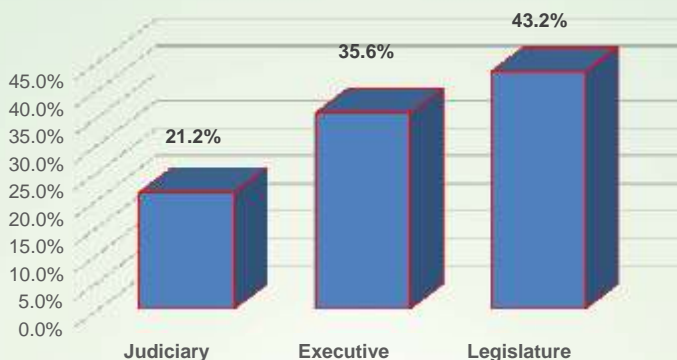
Chart 31: Visibility of politicians and other citizens in the broadcast contents



Here we see that visibility of other citizens in broadcasts contents became relatively higher with 56.3%, while media contents on politicians shrunk to 43.8%. This suggests that reports and events on other citizens came up in the order of newsworthiness for the media.

For the different arms of government, the visibility remained average and the media continued to give significant coverage to the Legislative arm of the government. Chart 32 shows the differences in broadcasts contents among the three tiers of government.

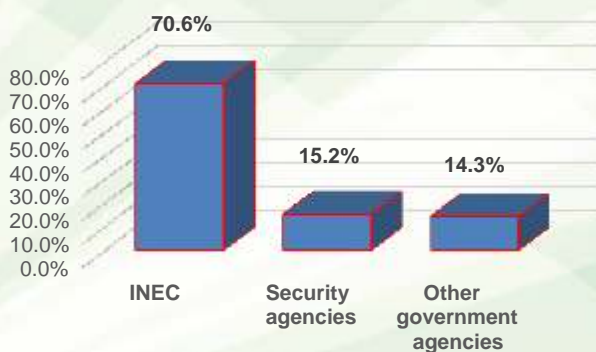
**Chart 32: Relative visibility of the arms of government in the broadcast contents**



As presented in Chart 32 above, 43.2% of broadcast contents focused on the Legislative arm of the government. The Executive arm followed not too distantly with 35.6%, while the Judiciary was covered about 21.2% of the time.

We studied the media coverage of government agencies and discovered that the Independent National Electoral Commission (INEC) dominated both television and radio stations' broadcasts in June. Chart 33 reveals the differences in the visibility of government agencies in broadcast contents.

**Chart 33: Visibility of government agencies in the broadcast contents**



As shown in Chart 33, INEC got the highest coverage (70.6%) of the total reports, news and programme contents. The Security agencies followed distantly with a meagre 15.2% visibility leaving other governmental agencies with just 14.3% coverage in media contents of election discourse. Understandably, INEC, which was the government agency responsible for elections, got the largest mentions in broadcast contents.

We examined at the visibility of political parties in media contents for the period under review. The All Progressives Congress (APC), which is also the ruling party was the most visible in contents of the broadcasts, closely followed by the People's Democratic Party (PDP). The result is presented in chart 34.

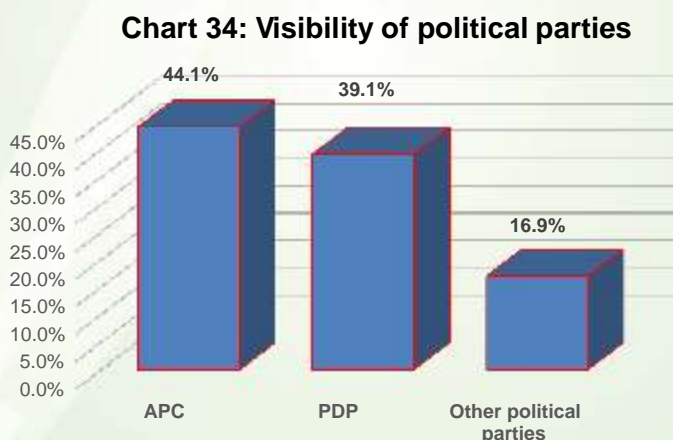


Chart 34 shows that the APC got substantial coverage at 44.1%, while the PDP also received 39.1% of the broadcasts. Other political parties continued to be poorly represented in broadcast contents at 16.9%. This occurrence may be due to the fact that the presidential candidate was also the incumbent. The strong presence of the PDP in media contents can also be linked to its former position as the ruling party and now the main opposition party.

The media's continual poor representation of other political parties continues to query Nigeria's claim to operating a robust multi-party system. The media should look into this.

The role of non-governmental organisations and their representation in broadcast contents was another were also examined.

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



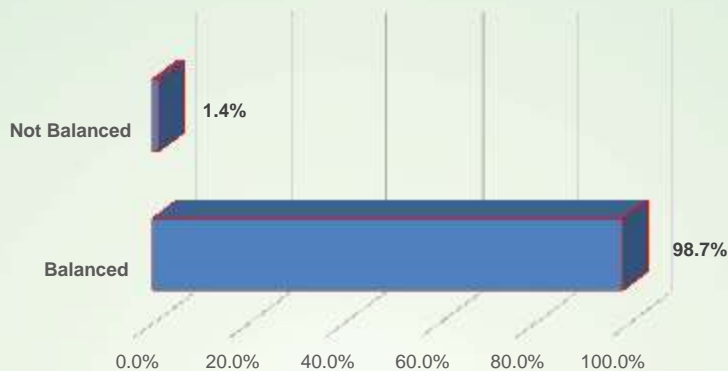
It was interesting to discover that CBOs and Traditional Rulers, this time, led the others (CSOs and FBOs) in visibility. As seen in Chart 35, the CBOs and Traditional Rulers were visible 65.1% of the time in media contents, thus switching roles with CSOs and FBOs who had played a major role as election monitors and observers. The visibility of the later dwindled to 34.9%. The media seems to be coming to terms with the duty of giving greater coverage to these groups, considering their closeness to members of the society and their roles at the grassroots level.

#### **QUALITY OF REPORTS – BALANCE AND EXTREME SPEECH**

We examined the quality of media contents in the month of June. The media were mostly professional and balanced in their reports and coverage of broadcast contents with just a few cases of unbalanced reporting from a few media houses. The results are presented in Chart 36.



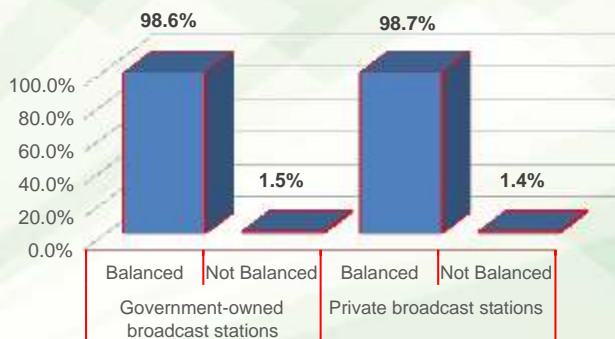
Chart 36: Balanced versus not balanced reporting



With just 1.4% of the media contents not balanced, 98.7% of the news reports and programmes were balanced. This suggests that the media were committed to their role as gatekeepers and communicators during the elections. Their balanced and proper presentation of broadcast contents also helped to ensure that the elections were largely peaceful in spite of pockets of violence that sprung up in some parts of the country.

Although Chart 12b shows the broadcast content of both government-owned and private radio stations as balanced, Chart 24b reveals that the private television stations were more balanced in their broadcast content than their government-owned counterparts. A merger of the two charts is presented in Chart 37 below.

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





Here, found that private broadcast stations performed better than the government-owned stations, however, with a very slim margin of 0.1%. This reveals a keen contest between the two groups in pursuit of balanced reportage. The same is also observed in their scorecard on unbalanced reporting. Generally, the results presented in Chart 37 show the media's commitment to achieving balance in their coverage of election matters. There were no instances of hate speech.

### **Concluding Remarks**

Months after the general elections, the broadcast media continued to give attention to the electoral issues, especially the post-election conflicts such as tribunal sittings, appeals and Supreme Court proceedings and decisions. Observably, the coverage, however, continued to have some of the weaknesses of election-time coverage. News reports were dominant and programmes that serve the purpose of surveillance such as commentary and discussions were very few. The rare use of vox-pop and phone-ins could rob the programmes of the much-needed input from the audience.

Interestingly, other citizens enjoyed more visibility than politicians. This suggests the gradual shift in the media's attention from the politicians to the electorate after the election. The absence of hate speech instances is commendable but the perennial neglect of women and people living with disability is worrisome.

The broadcast media will become greater actors in the democratic process if they adopt measures that ensure better content diversity because this will ensure a fairer representation of the diverse constituents of the society.

## APRIL - JUNE 2019 REPORT



The second quarter of 2019 was significant in one major way: if the first quarter could be described as the “elections quarter”, the second could be aptly described as the post-election conflict quarter. The federal and state elections took place in the first quarter ending with the state elections on March 2, 2019. Tribunal sittings, appeals, and counter-appeals as well as reruns and runoff elections began towards the end of the first quarter, but blossomed fully in the second quarter. It was, therefore, important to examine how the broadcast media covered that quarter.

During the period under review, that is, April to June, 2019, we analysed 752 radio broadcast items and 1, 263 television broadcast items recorded from 16 radio and 17 television stations. This gave a total of 2,015 broadcast items.

The following radio stations were monitored:

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 television stations monitored:

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 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.

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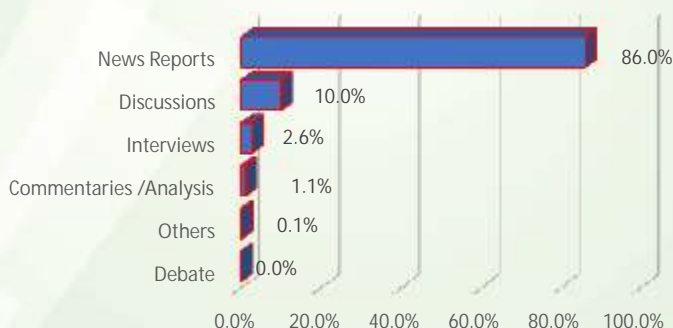
## **PART I:**

### **CONTENTS OF RADIO BROADCAST IN THE SECOND QUARTER OF 2019**

#### **PROGRAMME TYPES OF THE RADIO BROADCASTS**

As usual, we first present various programme types in which the general elections were reported. Chart 1 shows information on radio broadcasts pertaining to the elections with news reports leading with 84.2%.

Chart 1: Programme types of radio broadcasts



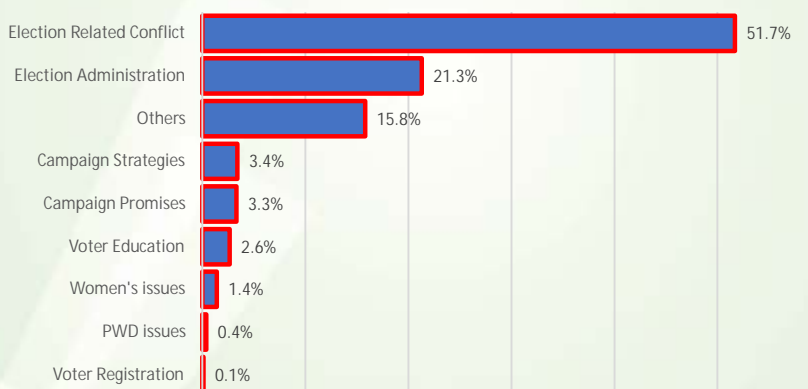
The surprising distribution pattern established in the first quarter for debates, discussions, interviews and commentaries has not changed from being totally low. There were no debates at all; commentaries (1.1%) and interviews (2.6%) were also negligible where discussions took 10.0%. There could be a plausible argument that since the elections and the attendant politicking had been concluded, involvement in discussions, debates and interviews would expectedly reduce. It was shocking in the first quarter because we expected discussions, interviews and debates with political candidates to dominate radio coverage when most of the contents of radio coverage were news reports. The dominance of news reports could be because radio stations were

now reporting from settings of election tribunals and presenting analysis of events that characterised the elections.

## THEMATIC FOCUS OF THE RADIO BROADCASTS

If news reports dominated radio coverage of the post-elections period in the second quarter, what various issues characterised that coverage? In Chart 2, we present the thematic focus of radio broadcasts where election-related conflicts (51.7%) represented about an average of the whole coverage by radio during the quarter.

Chart 2: Thematic Focus of Radio Broadcasts



The dominance of election-related conflicts in the broadcast contents would not be surprising given the understanding that election petition tribunals, inability to douse tension resulting from perceived sabotage of the electoral process, intra and inter-party wrangling over the conduct of the election, and other even unwarranted violence usually perpetrated by supporters of aggrieved losers of the elections always occur. Election administration (21.3%) followed election related conflict also probably because radio stations were producing leading reports and programmes analysing how relevant agencies and stakeholders managed the elections. Note the percentage of radio broadcasts devoted to issues such as voter education (2.6%), PWD issues (0.4%), women issues (1.4%), voter registration (0.1%)



and campaign promises (3.3%) as against others (15.8%). They were expectedly low because elections had been concluded. This was a period that radio stations could start fulfilling their mandate of keeping elected representatives accountable to the citizens by monitoring the actualization of campaign promises. They were also expected to start mounting agenda on how to sanitize the electoral system in the country.

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

A look at the percentage devoted to women issues (0.4%) in Chart 2 should raise some eyebrow on persistent under-representation of women in the media when national issues are discussed. Chart 3 clearly shows that the pattern established in the first quarter was replicated as 29.9% of radio broadcasts in the second quarter was allotted to women.

Chart 3: Visibility of male and female actors in the content of radio broadcasts



The male (70.1%) gender dominated radio broadcasts about the general elections. Following the conclusions in Charts 1 and 2 above, one can argue that females were not often invited as guests on radio stations to discuss issues about the elections. Also, the news reports did not feature females as news makers or sources, the reason a very low percentage was recorded for them. Where election-related conflicts dominated radio broadcasts, there should be a general conclusion that men would be active stakeholders.



## VISIBILITY OF PERSONS WITH DISABILITY IN THE RADIO BROADCASTS

We did report in the first quarter that since most political parties would find it difficult to feature women as their candidates in elections, media representation during and after general elections in Nigeria should follow the same pattern.

With the result presented in the next chart, we probe the visibility of people living with disabilities (PWD) vis-a-vis the representation of able-bodied citizens.

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



People living with disabilities (PWD) find it difficult to exercise their rights to vote and be voted the same way females suffer recognition and participation in national affairs. The PWD were grossly under-represented in radio broadcasts during the second quarter as they got only 1.2% of the total coverage. The fact that they could not attract 7.1% devoted to them in the first quarter should convince anyone that their issues might soon disappear from public focus.

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

What kind of visibility was given to youth? Chart 5 has the answer to this question.

Chart 5: Visibility of young people in the radio broadcasts

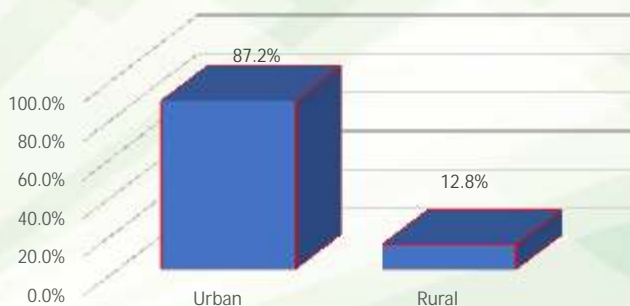


In the first quarter, the youth, had a fair share of the visibility (58.5%). In the second quarter, though there was a reduction by 6%, the youth still commanded a greater share (52.0%) because men, women and other groups combined had 48.0%. We noted in the first quarter that such efforts as sensitization, protests and empowerment for youth to rise to political leadership could account for the larger share of visibility. There is also a possibility that some uninformed youth were involved in election-related conflicts and other issues during the second quarter, which affected their visibility in radio broadcasts.

#### URBAN-RURAL VISIBILITY IN THE RADIO BROADCASTS

Chart 6 shows the percentages of visibility in radio broadcasts shared by rural and urban areas.

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

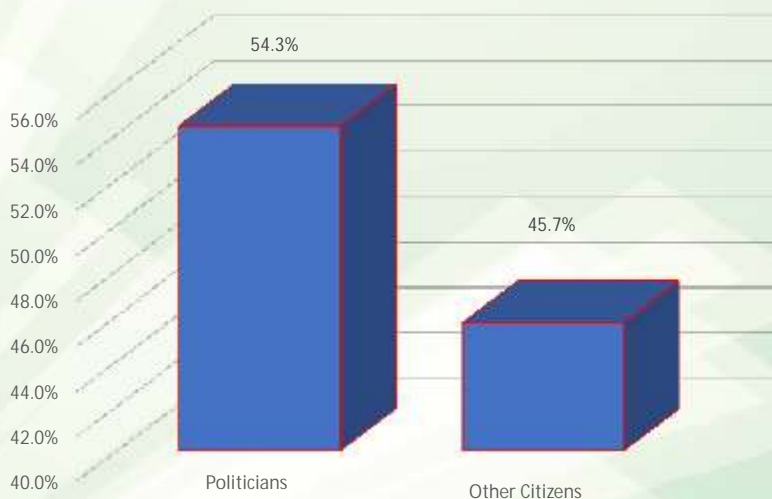


In the second quarter, radio broadcasts about the general elections were predominantly in favour of urban areas (87.2%) and their issues. This shows that the dominance reported in the first quarter did not change as a meagre 12.8% was devoted to rural areas and their issues. This neglect of the rural areas negates the contribution of that segment to national development. There are many rural areas than urban centres in Nigeria and people in such communities help the country to maintain food security and sustain the indigenous knowledge. Also, people in those communities vote during elections and should command some improved visibility in the media.

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

Media attention is concentrated on the activities of politicians and their parties during elections. What happens to this submission some months after elections? Chart 7 shows how politicians and other citizens shared the visibility percentage with politicians (54.3%) still leading in visibility.

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

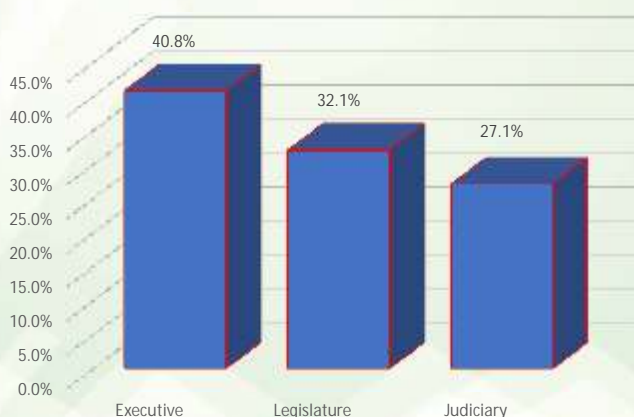


The second quarter presented a reduction in visibility of politicians in radio broadcasts by 4% from what was recorded in the first quarter (58%). This reduction notwithstanding, politicians still got a higher percentage of the visibility above other citizens (45.7%). One of the justifications for this development is time: the general elections were just concluded and radio stations were still assessing the performances of stakeholders in the elections and the issues that were generated.

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

Governance rests on the shoulders of arms of government—Executive, Legislature, and Judiciary. In chart 8, we present the visibility of the three arms of government in radio broadcasts.

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



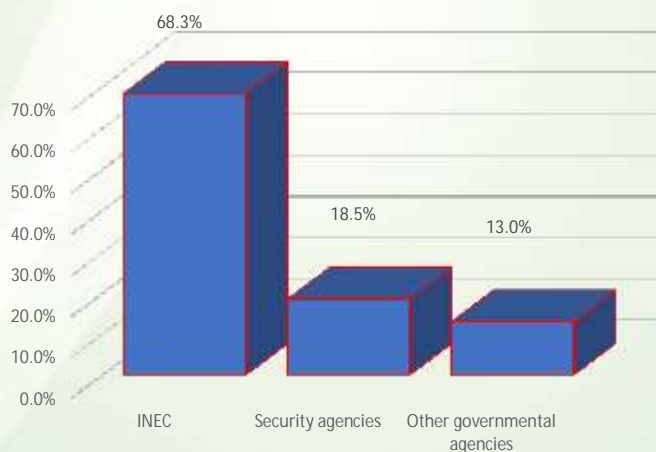
The Executive got 40.8% visibility in radio broadcasts in the second quarter, about 20% reduction in what was recorded for it in the first quarter. There was an improvement in the visibility of the Legislature (32.1%) from what it got in the first quarter. Similarly, the Judiciary experienced some improvement with 27.1% of visibility. This shows that after the elections, the intense focus on the

Executive arm of government and INEC started reducing. We noticed the graduation from the executive to the Legislature and to the Judiciary, with a possible implication that unless during tribunals, the judicial arm of government might not enjoy improved visibility in the media.

## VISIBILITY OF GOVERNMENT AGENCIES IN THE RADIO BROADCASTS

In Chart 9 below, our consideration of the visibility of government agencies in radio broadcasts follows. The Independent National Electoral Commission with 68.3% deservedly shot above other agencies because of time.

Chart 9: Visibility of government agencies in radio broadcasts

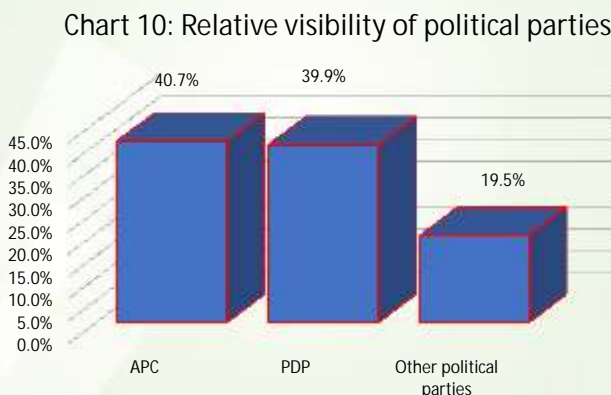


With about 13%, the Independent National Electoral Commission's visibility among government agencies increased from what it recorded in the first quarter. This increment automatically reduced the visibility of security agencies (18.5%) and other agencies' (13.0%), which gained minimal representation. It was still a challenging period for INEC because recurrent election tribunals forcing the Commission to defend the results. We expected the visibility of security agencies to improve because election-related conflicts became a notable thematic focus of radio broadcasts in the period.

Efforts at safeguarding the territorial integrity of the nation and maintaining peace should at least have a significant influence on the rating of security agencies.

## RELATIVE VISIBILITY OF POLITICAL PARTIES IN THE RADIO BROADCASTS

The visibility of political parties is presented in Chart 10 where the All Progressives Party (APC) and the People's Democratic Party (PDP) almost got the same visibility with 40.7% and 39.9%, respectively.



The two notable political parties (APC and PDP) competed well and gained prominence over media coverage of others. In this second quarter, the difference between the APC and the PDP was reduced to less than one percent from about two percent in the first quarter. This shows that the PDP was able to match the media presence of the ruling party. Because the contest in Nigeria is always between the ruling party and probably the main opposition party, the visibility of other political parties (19.5%) is usually low. The multi-party system probably only produces many parties with no representation at any level of governance.

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

In chart 11, the visibility of non-governmental organisations in radio



Chart 11: Visibility of non-governmental organisations



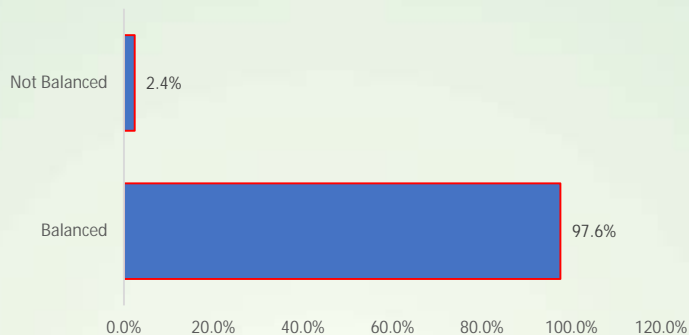
The visibility of the civil society and faith-based organisations recorded some reduction from the score (56.7%) in the first quarter; the same scenario played out for community-based organisations and traditional rulers. However, it was still higher than what the community-based organisations and traditional rulers (46.6%) got. These non-governmental organisations were probably involved in post-election advocacy for peace and stability especially special at a period riddled with election-related conflicts.

#### QUALITY OF REPORTS: BALANCE

Balance in media reportage is critical because multiple actors or agencies are likely to be involved in an issue enjoying coverage. Usually, two or more parties or people are connected to a news story or feature article and the professional ethics requires fair treatment for all parties involved. In Chart 12, we present information on the percentage of balanced and unbalanced stories in the second quarter.



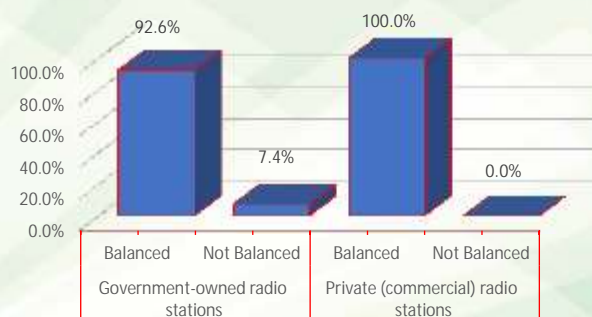
Chart 12a: Balanced versus not balanced reports



The radio stations achieved balance (97.6%) in almost all their reports published during the post elections period; it was greater than what was achieved in the first quarter (87.7%). That was a post-election period when nothing was really at stake again. All parties were involved in the issues covered by radio stations were almost equally represented and positively projected.

We examined balance also across ownership. This is because media owners and their allies play a significant role in media operation. In chart 12b, we explain the balance achieved in coverage of election issues by private and government radio stations.

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



It was surprising that private radio stations achieved total balance (100.0%) in all their reports against a popular assumption that those stations are easily controlled and subjected to unprofessional practices by their private owners. Though government-owned stations had 92.65 balanced reporting; they could not match the achievement of private stations on this. May be government-owned stations were indirectly defending the interests of their controllers or owners who were involved in electoral conflicts.

## **PART II :**

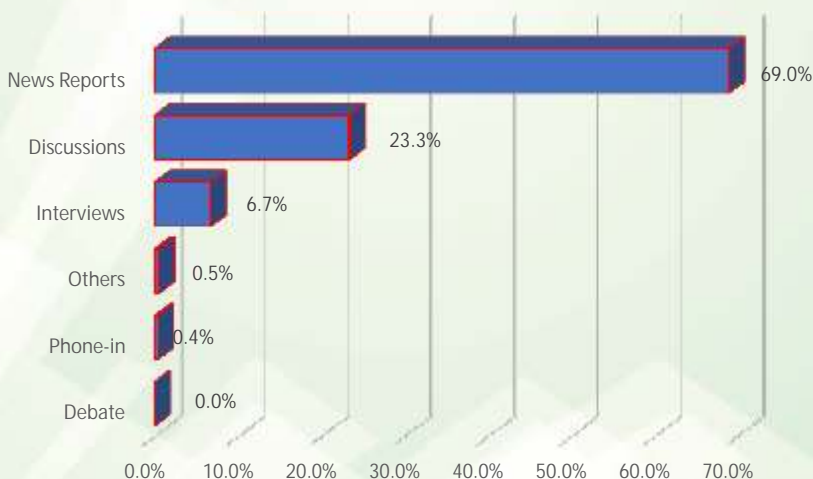
### **CONTENTS OF TELEVISION BROADCAST IN THE SECOND QUARTER OF 2019**

We have presented findings on visibility of different issues, agencies and institutions in radio broadcasts in the second quarter of 2019, shortly after the general elections.

#### **PROGRAMME TYPES OF THE TELEVISION BROADCASTS**

In chart 13, the types of programmes on television stations are first presented. We proceed to discuss the aspect of the same visibility in television stations. In chart 13, the types of programmes on television stations are first presented.

Chart 13: Programme types of television broadcasts



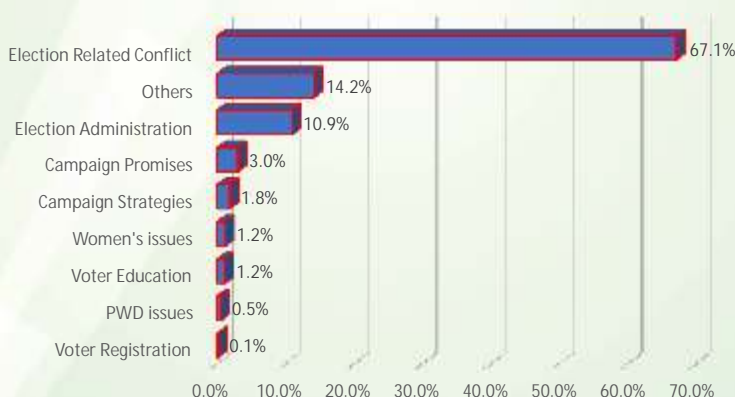
There was no significant difference in the data reported in the first and second quarters of 2019 on television broadcasts. News reports (69.0%) were still predominant over other programme types, just with 0.9% less than what was recorded in the first quarter. There was no noticeable visibility for debate (0.0%), phone-in (0.4%) and others (0.5%). Discussions (23.3%) ranked

after news reports, while interviews (6.7%) could only muster the third place. As observed in the first quarter, we could submit that television journalists placed emphasis on gathering news stories on events following the general elections; and experts were probably engaged to discuss issues regarding the elections. Now that the elections were over, interviews and other programmes had to command reduced attention.

## THEMATIC FOCUS OF THE TELEVISION BROADCASTS

After presenting data on the percentage devoted to each programme type on television stations, Result [resented in Chart 14 provides information on specific, thematic issues of focus with election-related conflicts (67.1%) leading as reported under radio broadcasts.

Chart 14: Thematic Focus of Television Broadcasts



In this second quarter, there was a change at the top under the thematic focus because the prominent issue on television was election-related conflicts (67.1%) as against others (32.7%) in the first quarter. This displacement forced others (14.2%), election administration (10.9%), campaign promises (3.0%) and campaign strategies (1.8%) of political parties into second, third, fourth and fifth, respectively. Women issues (1.2%) and voter education (1.2%) tallied and PWD issues (0.5%) and voter registration (0.1%) were relegated. As noted under radio, election-related conflicts ranked first

because the time was a period immediately after the general elections with inter-party squabbles everywhere.

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

In the next section (see chart 15), attention is on the share of visibility between men and women in the quarter. We should note the predominant visibility of men (73.6%) over women (26.4%) in the period.

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

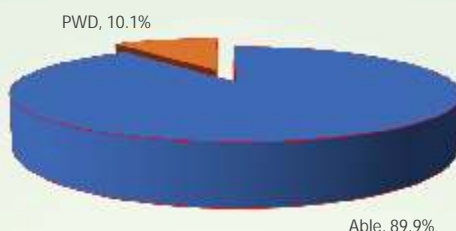


The trend noted in the first quarter still played out in the second: radio and television broadcasts favoured males over females. There was even a greater visibility for men than what was reported in the first quarter by 3.0%. Answers to questions on selection of television guests or discussants, the person anchoring programmes, posting of reporters to beats, selection of candidates for elections by political parties and other decisions taken without gender sensitivity could help here.

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

Just as women were not adequately represented, so also people with disabilities (10.1%) as shown in Chart 16.

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

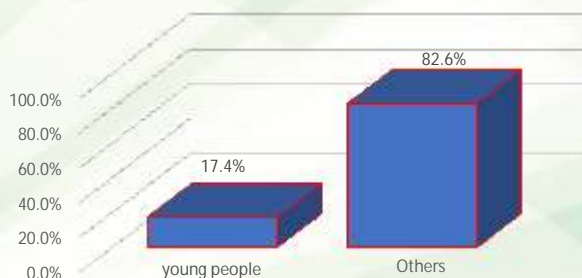


Issues concerning people with disabilities did gain a greater visibility this quarter (about five percent recorded in the previous quarter), but these people and their issues were largely invisible as television coverage on issues affecting able-bodied individuals dominated. We observe that television stations have an obligation to protect the interest of minority groups and this group of citizens and their issues should benefit from improved visibility.

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

Young people are already challenging established politicians for political representation and improved policies for tackling issues affecting the youths. Chart 17 provides information on the visibility of young people in television broadcasts in the second quarter.

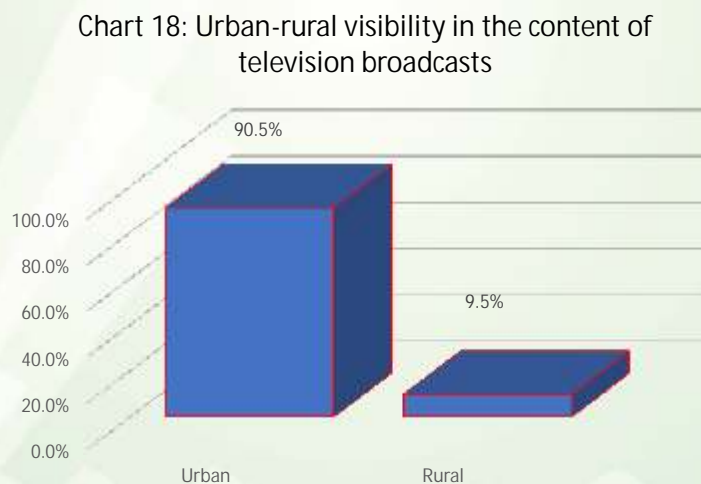
Chart 17: Visibility of young people in the television broadcasts



Unfortunately, youth's visibility in television broadcasts during the period was 17.4%; other groups' visibility was 82.6%. The percentage of youth who voted and were voted for during the elections would offer a good explanation on why this group has remained invisible in the media. There is a constant lamentation of youth's apathy to politics as millions of them participate in sporting and other activities than voting on election days. Though there have been increased call for youth to be active in politics, television broadcasts in the second quarter showed the inherent political apathy among youth.

### URBAN-RURAL VISIBILITY IN THE TELEVISION BROADCASTS

Chart 18 presents information on the visibility of rural and urban areas in television broadcasts in the second quarter of 2019.



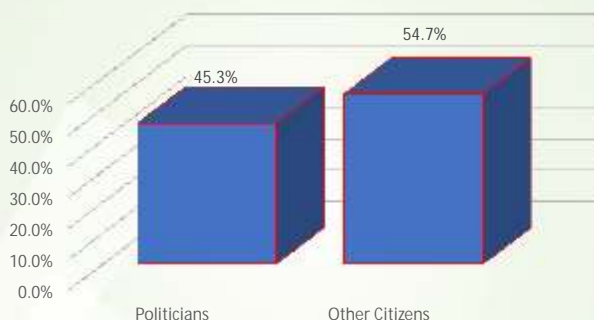
From 15.6% noted for rural areas in the first quarter, the visibility of this segment of the nation in television broadcasts relating to the general elections reduced to 9.5%. We could possibly submit that the news reports were conducted in and were about urban areas, the location of television stations and news makers. Note that we opined that this growing disappearance of the rural Nigeria from media reckoning should be discouraged to attain even development and discourage rural-urban drift.



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

Where politicians compete for media attention with other citizens some months after the general elections, on whose side will the pendulum swing? We answer this question in Chart 19.

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

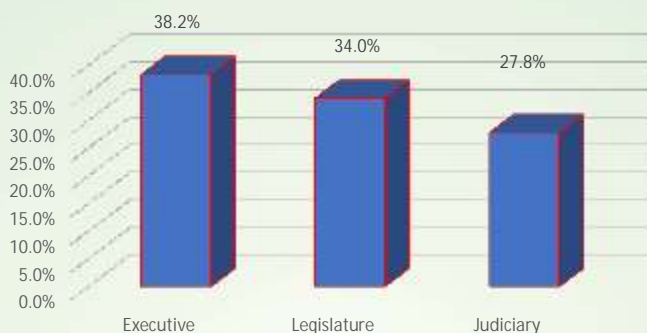


As it was in the first quarter when the visibility of other citizens was greater than that of politicians, so the data in second quarter as other citizens (54.7%) ranked above politicians (45.3%). Note that there was an improved visibility for other citizens by 2.0% above what we reported in the first quarter. This was expected since elections were over and media attention were already shifting from politics to other issues. 'Other citizens' in this regard could be television analysts and other news makers who were commenting on the conduct of the general elections.

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

In chart 20, we present the visibility of arms of government in television broadcasts.

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

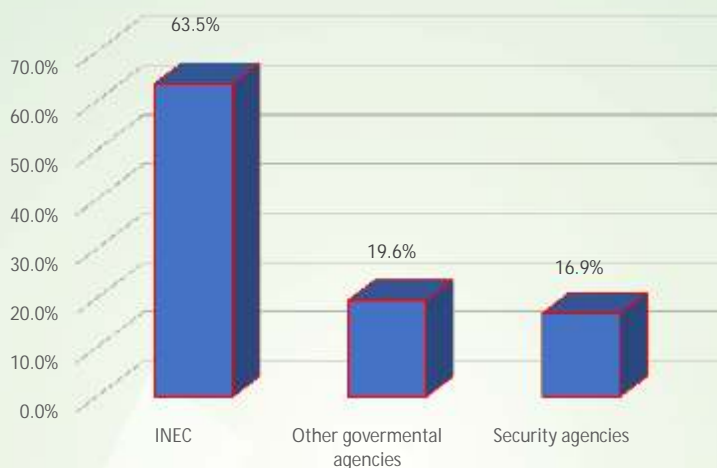


The visibility of the Judiciary grew from 18.0% of the first quarter to 27.8%; same for the Legislature that recorded 34.0%. However, this growth in visibility for the other two arms of government reduced the attention on the Executive. May be after the elections, people started asking the Legislative arm to come up with new laws for addressing the lapses noticed in the conduct of the general elections. Furthermore, that was a time when election tribunals were starting to receive petitions and television reports on the progress of the tribunals should be expected.

#### VISIBILITY OF GOVERNMENT AGENCIES IN THE TELEVISION BROADCASTS

The Independent National Electoral Commission (INEC), security agencies, the National Orientation Agency and other agencies of government are involved in the conduct of general elections. As presented in chart 21, we examined the visibility of the agencies of government in television broadcasts after the elections.

Chart 21: Visibility of government agencies in television broadcasts

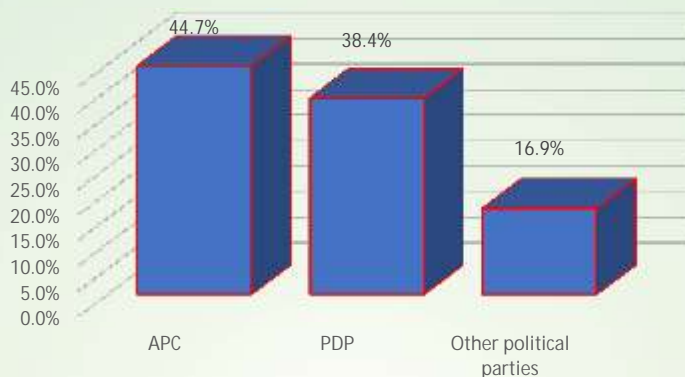


In the first quarter, our hypothesis on the dominant visibility of INEC (51.1%) above other agencies of government was that the period (elections period) influenced the lead. In this period shortly after the elections too, INEC got the highest (63.5%), even improved visibility over security agencies (16.9%) and others combined (19.6%). The heat that was probably on INEC during the elections was still very hot as political parties and other aggrieved interests approaching the election tribunals would not but blame INEC for the perceived lapses in the elections.

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

In chart 22, we present result that shows the visibility of political parties in television broadcasts in the second quarter. There was a difference of 13.0% between the two leading parties in the first quarter; it was reduced to 6% in this quarter.

Chart 22: Relative visibility of the political parties



There was a reduction in the visibility of other political parties (16.9%) this quarter, although the PDP (38.4%) and the APC (44.7%) maintained their stiff competition for greater visibility. The conclusion of the elections must have been a big relief to the APC which possibly felt the heat of blended positive and negative media visibility during the elections as the ruling party. That may be the reason for a reduction in the gap between the two leading parties. We also noticed that the election tribunals would have major cases between the two parties and INEC. Therefore, this could explain the share of visibility in television broadcasts by them.

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

Non-governmental agencies have roles to play in major developments during and after the elections. In chart 23, we report the visibility of these NGOs in television broadcasts after the general elections.

Chart 23: Visibility of non-governmental organisations

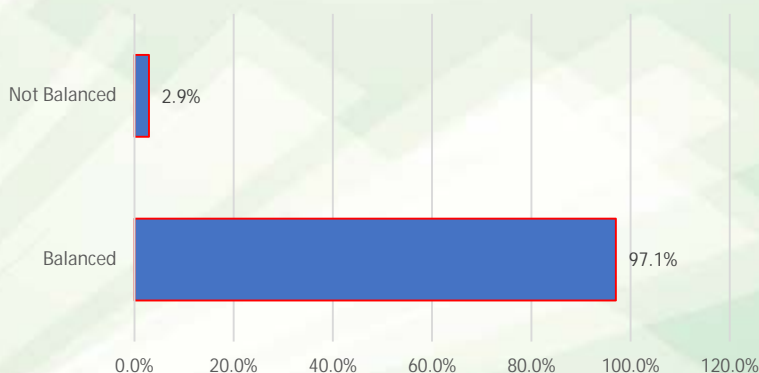


The civil society and faith-based organisations were more visible in television broadcasts in both quarters above community-based organisations and traditional rulers. However, there was a rise from 53.3% to a better visibility of 67.9% for the civil society and faith-based organisations. We noted in the first quarter that 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.

#### QUALITY OF REPORTS: BALANCE

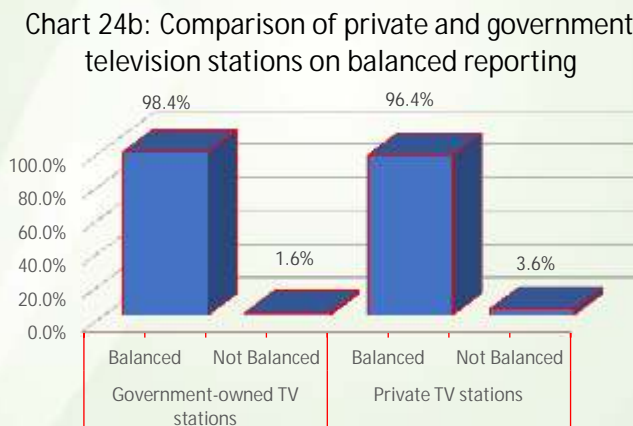
We present the level of balance achieved by television stations in their coverage of post-elections issues. Result is presented in Chart 24a.

Chart 24a: Balanced versus not balanced reports



In this second quarter, television stations selected for this study actually improved on their rating in the first quarter. They promoted balance (64.7%) as an important attributes of news and a pillar of journalism in the first quarter, and scaled up to 97.1% in the second quarter, leaving 2.9% for unbalanced stories. This shows that the stations worked on their reportage of issues with a focus on balance and they would need to achieve total balance as we approach the third quarter. It could be that because the elections were over, reports of partisanship had gone down drastically.

We explored the difference in balanced reportage between private and public television stations. Result is presented in Chart 24b.



The pendulum of balance did swing the way of government-owned television station (98.4%) with private television stations (96.4%) trailing just by 2.0% in the post-elections era. Note that in the first quarter, private stations (84.8%) were more balanced in their reportage of elections issues than the public television stations (74.3%). Both groups improved on their performance and because the elections were over, there was possibly no need to downplay professional ethics and internal and external regulations. We submit that the period and ownership structure notwithstanding, media stations and professionals have a duty to achieve total balance in their reportage of issues and parties involved.



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## PART III:

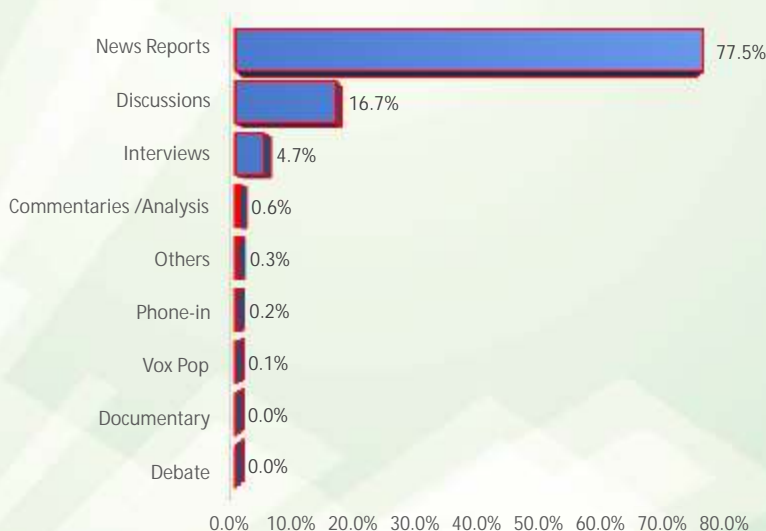
### COMBINED CONTENTS OF RADIO AND TELEVISION BROADCASTS IN THE SECOND QUARTER OF 2019

The final section of this second quarter report provides information on the combined performances of radio and television stations in their broadcasts of issues relating to the general elections in the post-elections period.

#### PROGRAMME TYPES OF THE BROADCAST CONTENTS

Chart 25 presents information on the types of programme monitored for selection.

Chart 25: Programme types of the selected broadcasts



For both radio and television broadcasts in the second quarter, debate, documentary, vox pop, phone-in, commentaries, and others as thematic categories in the broadcast contents were almost invisible with either zero or less than 1%. That was a sign that the stations failed to use these segments of their programming to promote post-elections engagement. The focus was



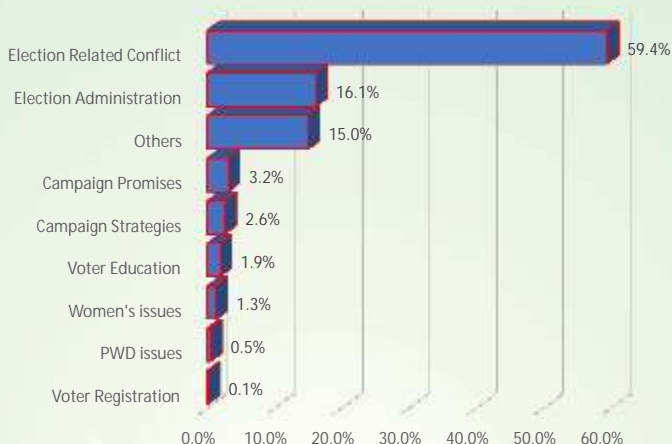
limited to a conspicuous visibility of news reports (77.5%) and a reduced usage of discussions (16.7%) and interviews (4.7%) as programme types. For instance, the African Independent Television (AIT) on April 1, featured two major topics in its discussion programme. These centred on governorship elections petition and National Assembly leadership contest. These discussions sought answers to the question: “What is responsible for the number of litigations on the governorship elections?” The discussions also examined the rules and intrigues in the National Assembly leadership tussle.

The few discussions focused on review of the concluded elections; more of them looked at how to set agenda for the government. An example is a report by AIT on the programme Kakaaki, May, 2019, titled President Buhari's second term, what Nigerians should expect on the economy.. Another example is a programme from Lagos Television (LTV) titled change of baton: thinking progressives. It x-rayed the inaugural speech of the new Governor, Mr Babajide Sanwo-Olu, and the discussants focused on an in-depth analysis of the inaugural speech. Some other discussions focused on assessing the performance of the Buhari-led administration in its first term. An example, again from AIT, is titled: President Buhari's first term, performance evaluation. The discussants were Dr. Philip Afaha, Head of Department of History, University of Abuja, and Dr. Tony Akabuno co-convener, Red Card Movement. Critical points included corruption fight, employment creation, and security.

## PROGRAMME TYPES OF THE BROADCAST CONTENTS

We addressed the issue of thematic focus of the broadcasts. Result is presented in Chart 26.

Chart 26: Thematic focus of the broadcasts



It should be noted that in the first quarter, the category “other” was the highest with 20.2%. However, in the second quarter, election-related conflicts (59.4%) led. Election administration was 16.1% and 'others' as a focus now came third with 15.1%. We have explained the dominance of election-related conflicts and election administration as entities fuelled by the rising cases of election tribunals and protests among groups that felt aggrieved during the elections. Also, analysts must have contributed to media discussions on election management in Nigeria. Such areas as campaign strategies and promises, and voter education and registration got reduced visibility because the elections had been concluded and media stations were not silent on them. However, women and PWD issues could not attract 1.0% of the total broadcasts..

On a discussion programme on AIT on September 25, 2019, there was a call on the Acting Chief Justice of Nigeria to recuse himself. The guests, Gabriel Egbule, a lawyer and Dr. Sam Amadi a law lecturer, spoke on the legal and moral implications of the Iftar Dinner hosted by President Buhari for Senior Judicial Officers.

The Federal Radio Corporation of Nigeria (FRCN) Abuja for instance described some internal strife within the People's Democratic Party with the report that “the PDP National Headquarters has sent a delegation to intervene

in the crises that hit the Plateau State chapter of the party last week on the suspension of Mr. Damishi Sango-Sango and his deputy over financial misappropriation.” Similarly, Arewa radio reported on the 22nd of April that the “election tribunal receives 766 petitions challenging the results of the 2019 general elections.”

Some of the election-related conflicts took intra-party dimension. For instance, Dream FM, reported this story: Party struggles in the All Progressives Congress (APC) to remove the party Chairman, Mr. Adams Oshiomhole. Most items under election-related conflicts were election-related court cases, appeals and final judgements. Among this was the report by the Osun State Broadcasting Corporation that “Supreme Court nullifies all APC candidates' elections in Zamfara.” There were also items on prosecution of electoral offenders such as this report by KSMC:

INEC has announced its readiness to commence the prosecution of electoral offenders whose case filed have already been prepared by the police and those to be prosecuted are violators of electoral laws in the recently concluded 2019 general elections.

On campaign strategies, Dream FM in Bayelsa State reported this in May 2019: The governorship aspirant of the APC in Bayelsa State, Heineken Lokpobiri appoints One-man Ogoriba as his campaigns' Director General ahead of the team's inauguration. Furthermore, Arewa Radio, Gotel FM and NTA Abuja reported the following on election administration:

INEC has announced the postponement of the governorship elections in Bayelsa and Kogi states from November 2nd to November 16th, 2019.

The Independent National Electoral Commission (INEC) has commenced the review of the 2019 general elections as part of initiatives for planning for future elections to evade avoidable mistakes (Gotel radio reports on 29th of May, 2019).

NTA ABUJA in its programme, Panorama of April 1, 2019 reported that INEC proceeded with collation of governorship election results in Rivers

State after its stakeholders meeting held in the State. Another report on zoning within the National Assembly by Dream FM on the 30th of April reads thus: “Residents in Igboland support the stand of APC chieftains of the South East on their call for the national body to reconsider its stand on the pattern of zoning of the principal officers of the National Assembly.” Also, Rhythm FM's programme on APC's post-election thanksgiving service in Buguma. Rhythm FM reported that Rivers State government published its activities for the inauguration of Governor Nyesom Wike for second term in office. All these fall under “other” as a thematic focus.

### 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 post-elections Nigeria by the broadcast media stations? The answer is presented in Chart 27.

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



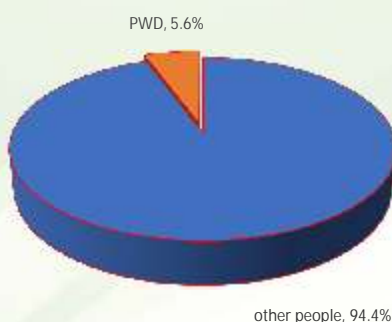
We may continue to lament the inequity in media coverage against the female gender for a long haul. Where the male gender got 71.9% media visibility, the female gender got 28.1%. This was supported by evidence from qualitative data which showed that little was said about women, and it was even about women as recipients, not as active actors.

Some new Governors promised to work with women and youths starting with their appointments. An example of this was the Nigeria Information FM's report on the 22nd of April, stating that “women need to brace up and support their fellow woman who aspire for a position in politics.” In other instance, someone was advocating on behalf of female citizens. On Nigeria Info broadcast on the 24th of April, it was reported that, “Partners West Africa-Nigeria has urged government at all levels to ensure more women involvement in in politics and other sector of economy by making impact in political space come 2023.” On the NTA, it was reported that APC women aspirant forum held 21 days of fasting for presidential inauguration and urged Buhari to implement his campaign promise of including women in his cabinet.

## VISIBILITY OF PERSONS WITH DISABILITY IN THE BROADCAST CONTENTS

Result in Chart 28 shows the visibility of people with disabilities and able-bodied Nigerians in the contents of broadcast media stations after the general elections.

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



Other Nigerians (94.4%) retained their highest media visibility established in the first quarter by adding 0.4%. People living with disabilities could not go beyond 5.6% of media visibility because such people might not be recognised



as worth voting for as political representatives. Where they are appointed as Special Assistants to a Governor or another political office-holder, it is usually as Assistants on issues concerning PWD. That was why the group, on KSMC FM on May 23, 2019, called for an inclusion in every electoral process in the country.

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

Chart 29 shows that youth as a group in the country got a visibility of 34.7% in the broadcasts of media stations.

Chart 29: Visibility of young people in the broadcast contents



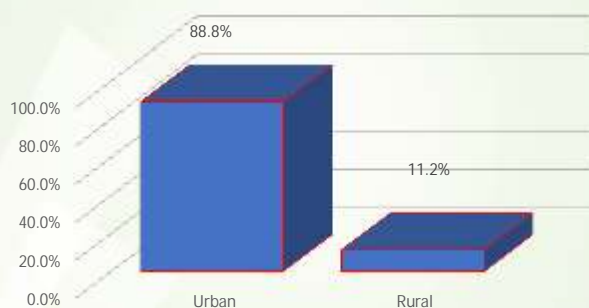
The improved media visibility attained by the youth in the first quarter actually depreciated from 46.1% to 34.7%. That shows that the attention given to young people and issues affecting them because of online hashtags such as #NotTooYoungToRun and offline movements went down. This was high during the elections, and might be as a strategy to get them to vote and perform other duties; the moment the elections were over, the law of diminishing return set in. Instances where young people were mentioned include an FRCN ABUJA report on the 16th of April noting that “South-Eastern states youth leaders of the APC have congratulated President Muhammadu Buhari on his re-election for a second term in office and that the South-East zone get its fair share in the leadership of the 9th Assembly.” In another report by the same media outlet, a day after, this was noted: “The

APC South-East zone youth leader has called on the party leadership to ensure that all organs in the party are consulted in its decision-making process to ensure that the South-East zone gets its fair share in the leadership of the 9th Assembly.”

## URBAN-RURAL VISIBILITY IN THE BROADCAST CONTENTS

The next item is the rural-urban visibility in radio and television broadcasts after the elections. This is presented in Chart 30.

Chart 30: Urbanrural visibility in the the broadcast contents



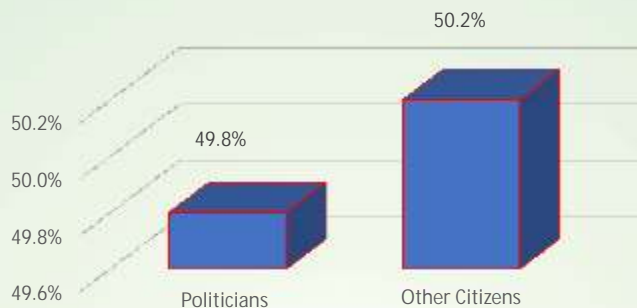
The inconsequential visibility of rural areas in media coverage which resulted in a visibility of 86.1% for urban areas and 13.9% for rural issues in the first quarter continued in the second quarter. Rural Nigeria had 11.2% visibility, where urban areas made 88.8%. We observed earlier that this would be so because politicians, INEC offices and officers, courts, lawmakers and other influential Nigerians all live in the urban areas. Even in the second quarter when election petition tribunals started their sittings, events happened at the urban areas.

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

Chart 31 shows a change in performance between politicians and other citizens in Nigeria. Instead of politicians (49.8%) to command the overall reckoning, other citizens (50.2%) got a better prominence in media broadcasts.



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

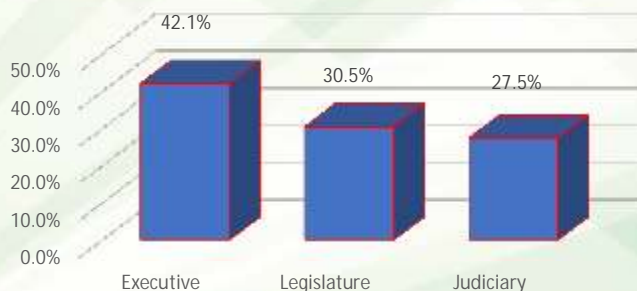


This was a season after the elections and though election tribunals were sitting, politicians were not the major players in this case. Other citizens commanded a surprising attention, leading politicians with 1.2%. There seems to be a deviation, though minute, in the coverage or focus of media stations from politicians who had won and lost the elections as the case may be, to other citizens who were contributing to discussions on the conduct of the elections.

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

Chart 32 shows that the Executive arm of government was the most visible among the other two arms.

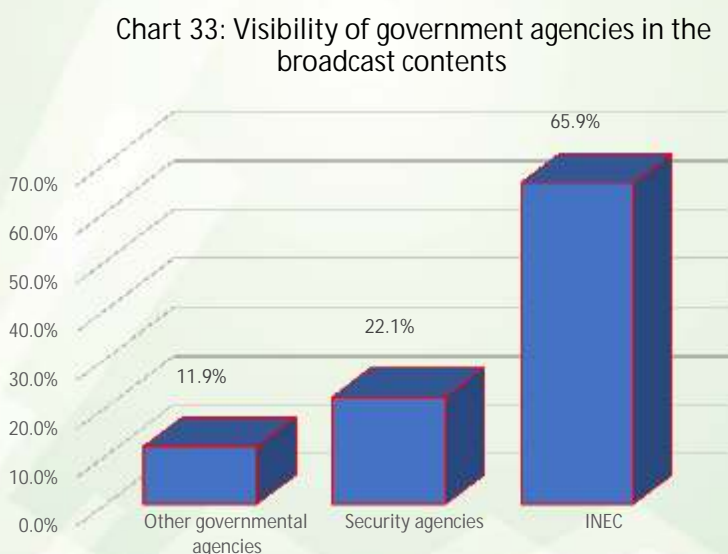
Chart 32: Relative visibility of the arms of government in the broadcast contents



The popular recognition of the arms of government was clearly replicated by findings on media visibility in the second quarter. The Judiciary with 27.5% was the least on the visibility train; the Legislature (30.5%) fell in the middle, while the Executive led with 42.1%. There was a gap of 10.0% between the Executive and the Legislature, and a slight gap of 3.0% between the Legislature and the Judiciary.

## VISIBILITY OF GOVERNMENT AGENCIES IN THE BROADCAST CONTENTS

Result presented in Chart 33 show the visibility of government agencies in the broadcast contents after the elections. The Chart shows that INEC led with a wide margin.

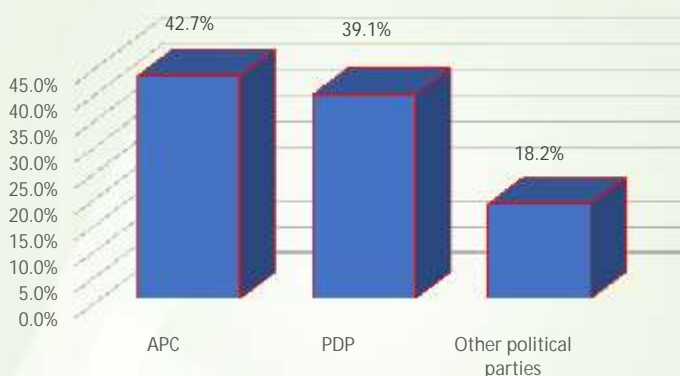


While the security agencies and INEC shared almost the same visibility in the first quarter, INEC (65.9%) became a household name in the second quarter when visibility in broadcast contents was our yardstick. All the security agencies combined (22.1%) and other governmental agencies combined (11.9%) were dwarfs where INEC was conspicuous. Media focus on election petition tribunals and conduct of the last elections could be responsible for this.

## RELATIVE VISIBILITY OF POLITICAL PARTIES IN THE BROADCAST CONTENTS

As shown in Chart 34, the trend established among the political parties in the first quarter was repeated in the second quarter. The All Progressives Congress with 42.7% still led the pack.

Chart 34: Visibility of political parties



Results here should convince analysts that many political parties in Nigeria are known on paper but they lack appropriate structures for them to command media visibility and compete with the APC and the PDP. There were more than fifty political parties and only two dominated the media space here.

The APC (42.7%) and the PDP (39.1%) shared the major visibility, while other political parties combined (more than forty-five parties) got 18.2%. In this singular contest between the two dominant parties in the second quarter, the broadcast media reported as they saw it.

## VISIBILITY OF NON-GOVERNMENTAL ORGANISATIONS IN THE BROADCASTS

In Chart 35, we present the visibility of non-governmental organisations, noting that the CSOs and FBOs (60.7%) led the visibility race.

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

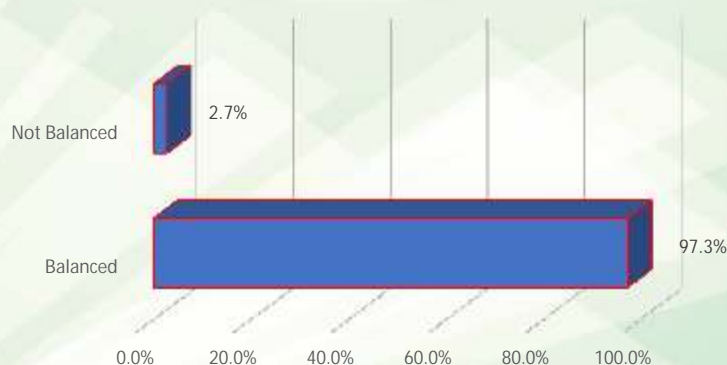


The community-based organisations and traditional rulers (as a group) scored 39.4%, almost half of the media visibility recorded by the civil society organisations and faith-based organisations. We hypothesized earlier that the place these organisations are found could determine their visibility in the broadcast media. Television is almost a medium for the urban elitist (the CSOs and FBOs), though radio arguably reaches the grassroots where you find the CBOs and traditional rulers.

#### QUALITY OF REPORTS: BALANCE

Result in Chart 36 shows that balanced reports were dominant.

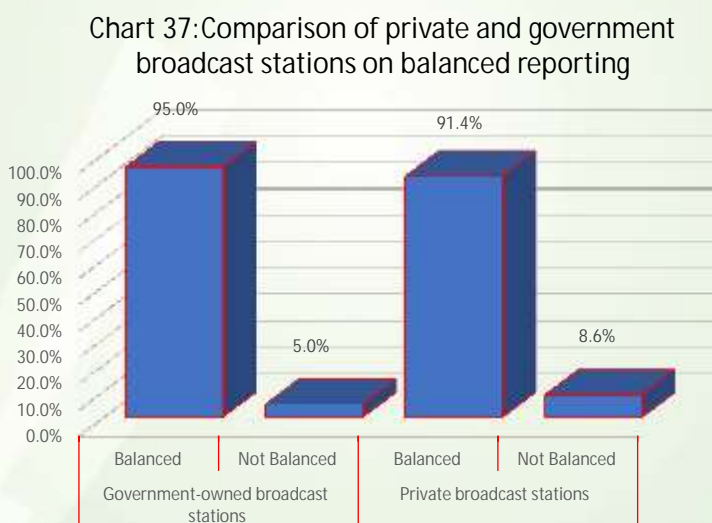
Chart 36: Balanced versus not balanced reporting



The performance of the broadcast stations in promoting balanced reporting (97.3%) should be commended. The unbalanced percentage of 2.7% could possibly be found among stations that sparsely allowed ownership and other interests to affect their coverage.

## COMPARING GOVERNMENT AND PRIVATE STATIONS ON BALANCE

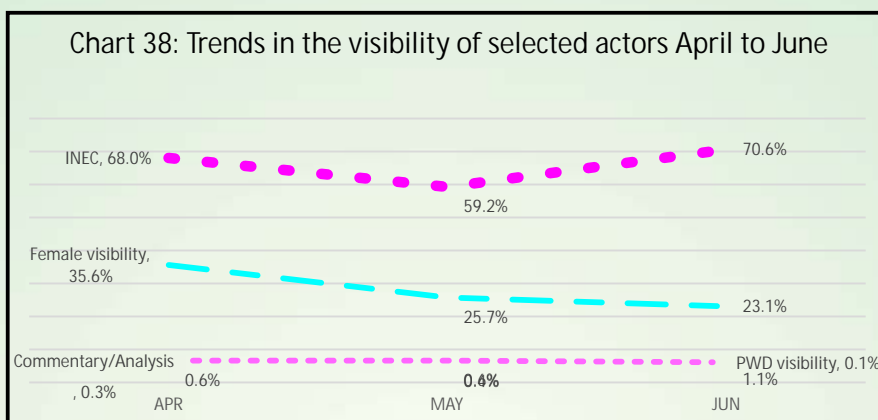
A comparative assessment of performance between government-owned and private-owned stations was conducted. We present the result in Chart 37.



Generally, there were more balanced reports in the coverage by government-owned stations (95.0%) than in private stations (91.4%). The freedom to balance stories was observed in both segments, but the government-owned media stations fared better.

## TRENDS IN VISIBILITY OF SOME ACTORS ACROSS THREE MONTHS

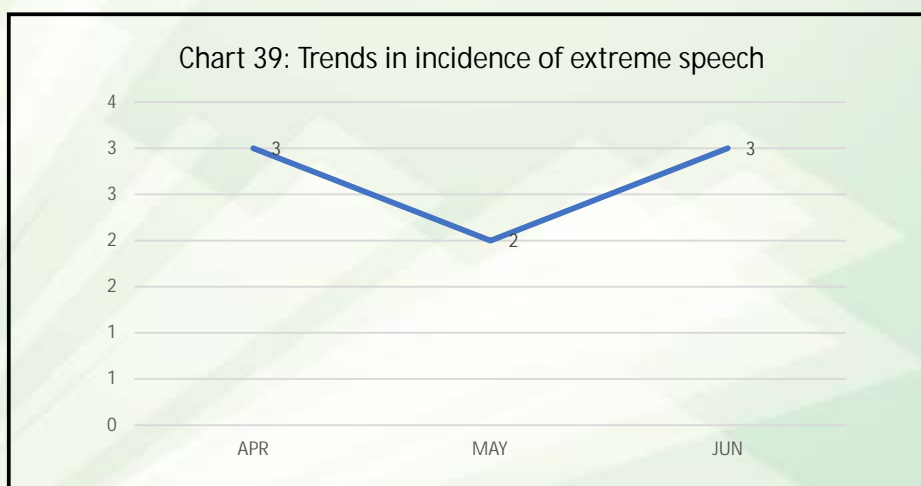
The trends in the visibility of two actors and a programme segment between April and June are presented in Chart 38 with INEC (68.0%) dominating the media space.



In the first quarter, the Independent National Electoral Commission had a very high visibility during the first two months; it however led the visibility throughout the months in the second quarter. Commentaries and analysis were almost inconsequential in visibility; female visibility picked up in April, only for it to nose-dive through May and June.

## INCIDENCE OF EXTREME SPEECH

Hate or extreme speech has become a threat to peace and stability of the nation and it is important that we present data on trends in the incidences of extreme speech in the second quarter. Find this on Chart 39.





Hate or extreme speech was averagely high throughout the second quarter. It was very high in April, reduced to another level in May, but shot up again in June. Right from the beginning, we established a constant elevation of election-related conflicts as a variable of interest in news reports and other leading programmes. This could be responsible for the incidence of extreme speech in the period.

## **Conclusion**

The summary of findings in the second quarter shows a dominance of news reports and discussions among the programme types which featured in radio and television broadcasts. Election-related conflicts and election administration also dominated under thematic focus; INEC, the Executive, men, able-bodied Nigerians, and urban areas led the visibility under each context. The PDP and the APC shared the greatest allotment of visibility; civil society and faith-based organisations extended their dominance over community-based organisations and traditional rulers. We conclude that the elections petition tribunals and the events that followed influenced the patterns of visibility recorded in the second quarter. As we look forward to the third quarter, we hypothesize that the kind of balanced reporting achieved by the broadcast media stations would continue. We also assume that the focus on INEC and the Executive arm of government would continue to soar because of other re-run elections and offline and online vituperations against government and the electoral umpire, as a result of the conclusions of the tribunal cases.

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