

BROADCAST MEDIA

COVERAGE OF 2019

NIGERIA

GENERAL ELECTION

OCTOBER-NOVEMBER
2019



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European Union



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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.

OCTOBER 2019 REPORT



Background

The broadcast media play special and significant roles in society. They inform, mobilise, entertain and serve as the watchdogs and gatekeepers. The media creates and shapes public opinion and this role, in particular, comes to the forefront during elections. The media 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 media assures the longevity and success of a democracy.

In the 2019 elections, we saw the Nigerian media play these roles and more during the elections. 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. They 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 roles 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 the 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 October 2019.

The team monitored 33 media stations, 17 radio stations and 16 television stations all over the country.

The radio stations monitored are presented 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, BSB C), 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 selected:

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

A total of 265 radio programmes were analysed, and another 158 broadcast contents on television stations. 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.

PART I:

CONTENTS OF POLITICAL PROGRAMMES ON RADIO

PROGRAMME TYPES USED IN POLITICAL BROADCASTS ON RADIO

The programme types that were observable in the radio broadcasts monitored are News reports, discussions, interviews, vox pop, phone-ins, commentaries/analysis, debates, documentaries and other forms of broadcast contents. These were analysed to determine which programme format is used

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



THEMATIC FOCUS OF RADIO CONTENTS

We moved our analysis further to explore the predominant themes that are noticeable within the radio broadcasts that we monitored. The thematic trend is illustrated in Chart 2.

Chart 2: Thematic Focus of Radio Broadcasts

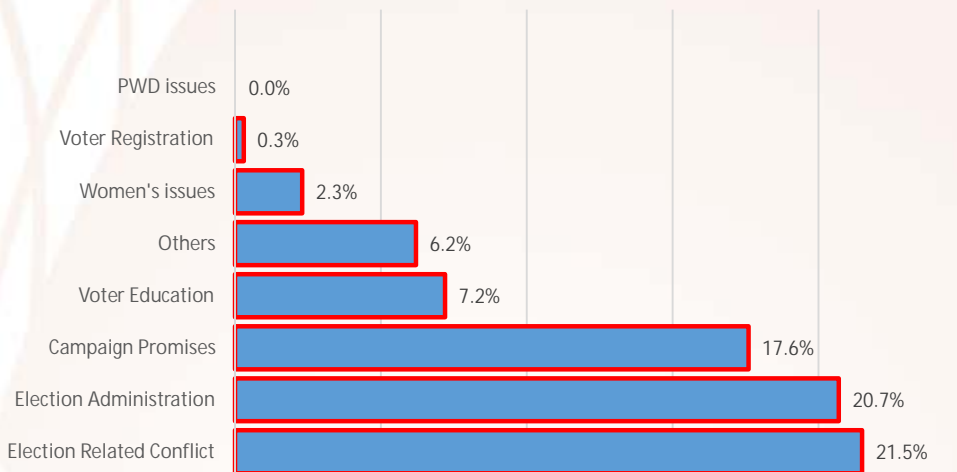


Chart 2 shows that 21.5% of the total radio broadcast was about election-related conflicts like election court cases at the supreme courts, internal conflict within political parties among other political conflicts. For instance, Dream FM reports how “Atiku Abubakar criticised the verdict of the Supreme court on the 2019 Presidential election.” Similarly, Grace FM also reports in a news bulletin how “Sokoto Court of Appeal Return Sen Ibrahim Dan Baba and Panarabi Akali of the PDP in the National Assembly while sacking their APC opponents....” Also, Glory FM in Bayelsa says “Senator Douye Diri of PDP accuses INEC, APC of planning to rig Bayelsa governorship polls.”

Besides, the subject of election administration also received a similar level of attention that election-related conflicts got. Election administration issues constitute 20.7% of total radio broadcasts in October 2019. This theme reflects the current stage of the electoral process which is Election Day. In FRCN Abuja's report “INEC says it plans to use 10,063 ad-hoc staff for the November 16 Bayelsa governorship elections....” Dream FM's political Voices programme also records that “INEC says Kogi West Senatorial election involving Sen Dino Melaye of PDP and Smart Adeyemi of APC is to

hold Nov 16th same day of the gubernatorial election.”

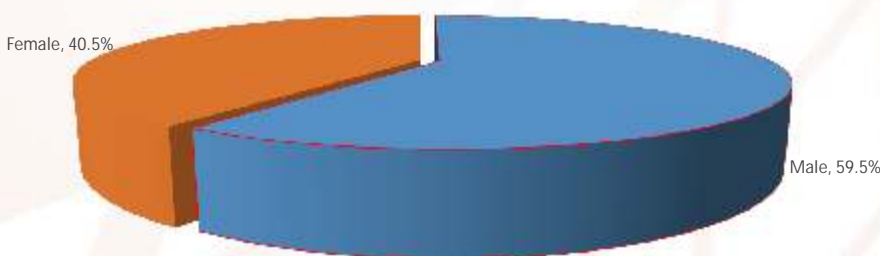
Moreover, campaign promises made up 17.6% of the radio content analysed while women's issues and other issues represented 2.3% and 6.2% of radio broadcasts for the month respectively. An example of such campaign promises was reported on Rhythm 94.7 FM’s (Bayelsa) news item “APC has promised to put structures in place to help the people of Okoloba and Sabagriye if its candidate is elected.”

However, within this period, issues related to Voter registration had less than 1% attention while voter education had a meagre 7.2% of total radio broadcasts.

VISIBILITY OF ACTORS IN THE CONTENT OF RADIO BROADCAST

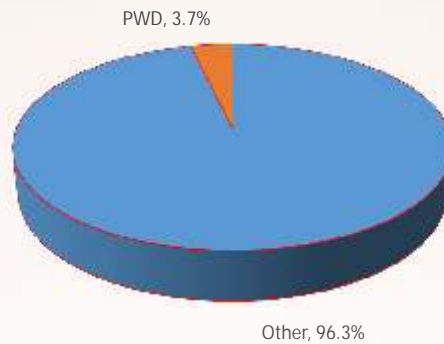
To understand those whose voices the media represents, we identified individual and corporate actors within the electoral process that got visibility in the radio broadcasts analysed.

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



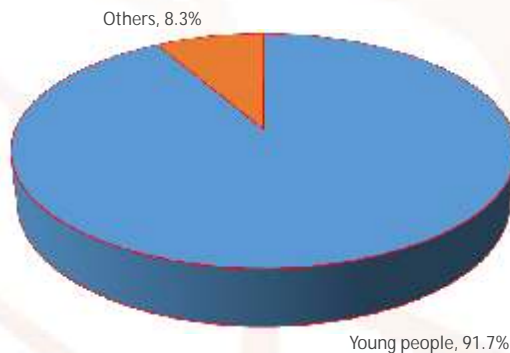
In Chart 3, we analysed the visibility of male and female and discovered that more males were referenced either as sources or in actualities than females. The result shows that male had 59.5% mentions in the total radio broadcasts analysed. This makes the male gender more prominent than the female gender, which constitutes 40.5% of the total radio contents that were analysed.

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



According to Chart 4, People with Disabilities (PWDs) were visible in 3.7% of the radio broadcasts monitored for the month under review while able people were visible in 96.7% of total radio broadcasts. For instance, the only time PWDs were mentioned was in a report by Kogi radio that says “Federal government have been asked to include voter education in all educational institutions in Nigeria to provide the knowledge of electoral awareness and also include PWD in the electoral process.” These data reveal that the media projects the opinion of able persons more than it does PWDs, especially in issues related to political processes.

Chart 5: Visibility of young people in the radio broadcasts



The visibility of youths looks massive in Chart 5. Young people were visible in 91.7% of the radio broadcasts that were analysed. Meanwhile, other age-groups were 8.3% visible on the radio. To illustrate the visibility of youths, Rhythm FM reports that “Douye Diri /Lawrence Youth Network has called on youths in the state to actively participate in the election and support PDP.” Kogi radio also reports that “Youths in Kogi state are urged to vote wisely and avoid being used as agents of violence during and after the Kogi elections.” Likewise, Rhythm FM in Bayelsa reports that “Youths in Alaibiri Community in Ekeremor L.G.A. have declared their total support for the PDP Governorship candidate Sen. Douye Diri.” What these suggest is that radio broadcasts gave more prominence to the opinion of and addresses issues relating to young people's participation within the electoral process, than it did to other age groups.

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

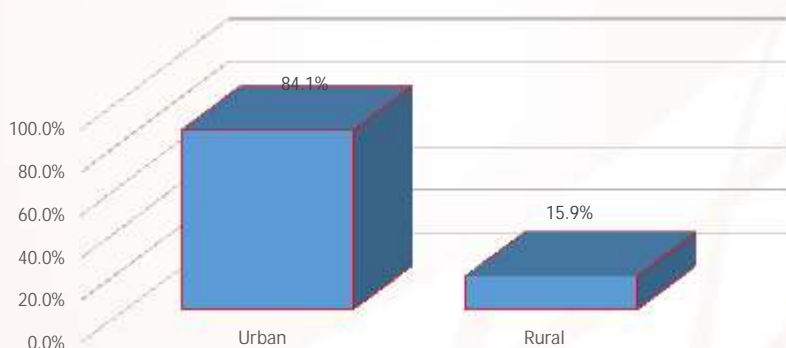


Chart 6 represents our analysis of the visibility of the Urban and rural population. The chart shows that a higher percentage of radio broadcasts gives prominence to the urban population than it does the rural community. According to the data in Chart 6, the urban population is 84.1% visible while the rural population is 15.9% visible. The only time rural people get visibility is when the traditional rulers and youths who wield a level of political influence among the people are in the news story. For instance, Rhythm FM Bayelsa reports that “Chieftains and Stakeholders of PDP in Brass L.G.A. have welcomed Governor Seriake Dickson and the PDP flag bearer Sen. Douye Diri.”

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

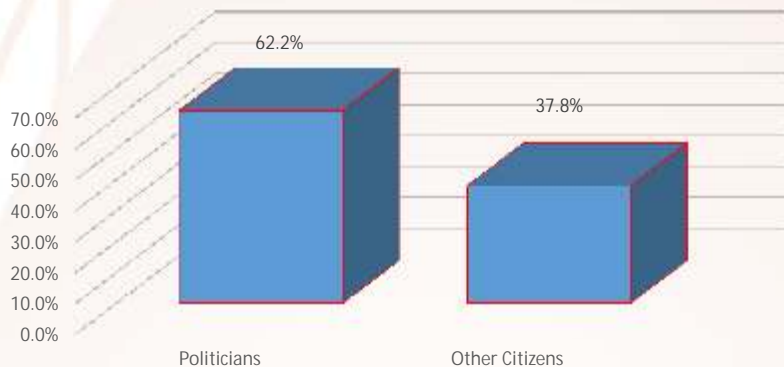
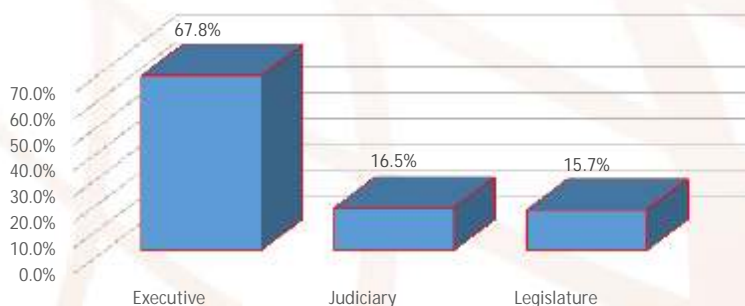


Chart 7 illustrates the visibility of politicians and ordinary citizens. Politicians are 62.2 % visible while ordinary citizens are 37.8% visible. These figures indicate that conversations going on in the media about political issues, focused more on politicians than ordinary citizens.

In addition to the visibility of individual actors within the election process, we also analysed the visibility of corporate actors like the arms of government, political parties, governmental agencies, and non-governmental organisations. Chart 8, therefore, illustrates the relative visibility of the arms of government.

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



According to the data presented in the chart, the Executive is visible in 67.8% of the radio broadcasts analysed for the month under review. Meanwhile, the Judiciary and the Legislature are visible in 16.5% and 15.7% of the radio broadcasts analysed respectively. The figures tell us that the Executive arm of government is more prominent on the radio during October 2019. This prominence is largely because the elections were meant to fill most of the political positions in the executive arm of government. For instance, Grace FM report says “PDP Campaign Committee Members Confident of PDP Winning the Kogi Governorship Elections.” Similarly, KSMC reports that “Religious leaders in Kogi State urge politicians and the electorates to shun violence and embrace peace, before, during and after the governorship election.”

Chart 9: Visibility of government agencies in radio broadcasts

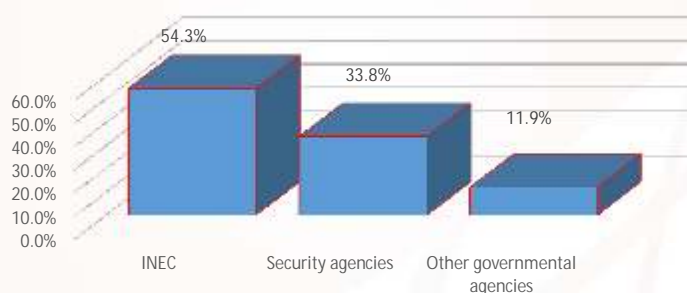


Chart 9, describes the visibility of government agencies in radio broadcasts. INEC is 54.3% visible, followed by security agencies at 33.8% and other governmental agencies at 11.9%. The figures show that INEC has more visibility in the radio broadcasts for October followed closely by security agencies. For instance, some of the excerpts point to the fact that October seems to be a busy period for INEC and security agencies especially as INEC prepares for elections in Kogi and Bayelsa. Dream FM's report says “Kogi West Senatorial election is to hold on Nov 16th as announced by INEC.” Meanwhile, Rhythm FM also reports that “Nigerian Police has urged all stakeholders in Bayelsa State to form a synergy towards achieving a free, fair and credible election.”

Chart 10: Relative visibility of political parties

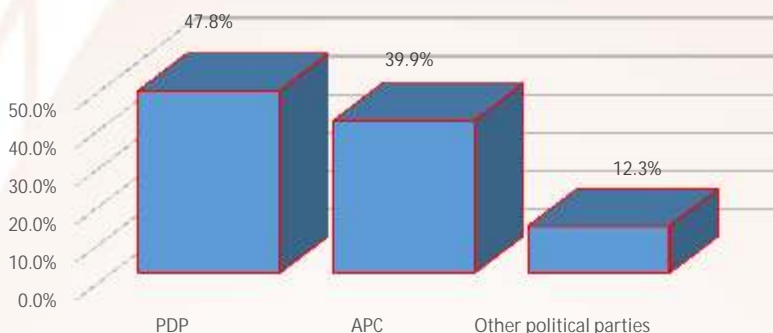


Chart 10 illustrates the relative visibility of the major political parties and other political parties. The data on the chart reveals that People's Democratic Party (PDP) was more visible with 47.8% of the total radio broadcasts monitored than All Progressives' Congress (APC) at 39.9% visibility. Meanwhile, other political parties got 12.3% of total radio broadcast. These figures tell us that the opposition party, PDP, was reported more than APC, the ruling party. According to some of the excerpts from the radio broadcasts analysed, PDP was in the news more, for reasons related to campaigns and election-related conflicts. For instance, "Supreme Court dismisses the appeal filed by PDP and its Presidential candidate Atiku Abubakar challenging the victory of Buhari in the 2019 Presidential election," Rhythm FM reports. Similarly, Glory FM says that "PDP Campaign Committee Members Confident of PDP Winning the Kogi Governorship Elections. Likewise, Dream FM reports that "Supreme Court fixes October 30th for the commencement of the hearing of Appeal filed by PDP Presidential Candidate Atiku Abubakar."

Chart 11: Visibility of non-governmental organisations



Chart 11 captures the relative visibility of non-governmental organisations. The data illustrated in the chart shows that Civil Society Organisations (CSOs) and Faith-Based Organisations (FBOs) got 60.1% visibility in the total radio broadcast analysed. Meanwhile, community-based organisations (CBOs) and Traditional rulers got 39.9% visibility in the total radio broadcasts analysed. These figures indicate higher visibility of CSOs and FBOs relative to CBOs and traditional rulers. Kogi radio reports that a “group says the large turnout of people at the APC flag-off campaign is an indication of the acceptance of Governor Yahaya Bello and victory at the Kogi polls.” Rhythm FM also reports that “Kings Foundation asked INEC to impose significant sanctions against any political party involved in vote-buying in the election.” Similarly, KSMC reports that “Religious leaders in Kogi state urge politicians and the electorates to shun violence and embrace peace, before, during and after the governorship election.” These show active participation of the non-governmental organisations even if CBOs and traditional rulers got a fewer mention.

Chart 12a: Balanced versus not balanced reports

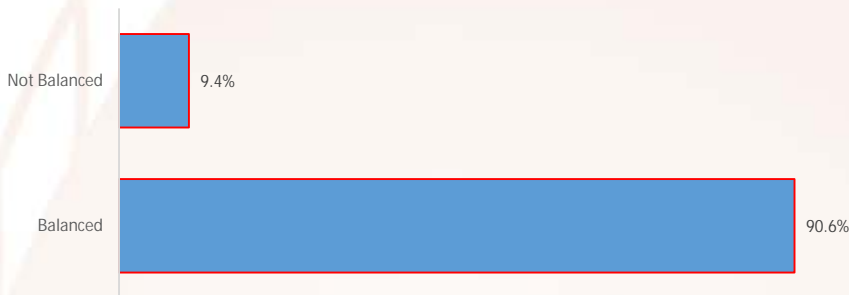
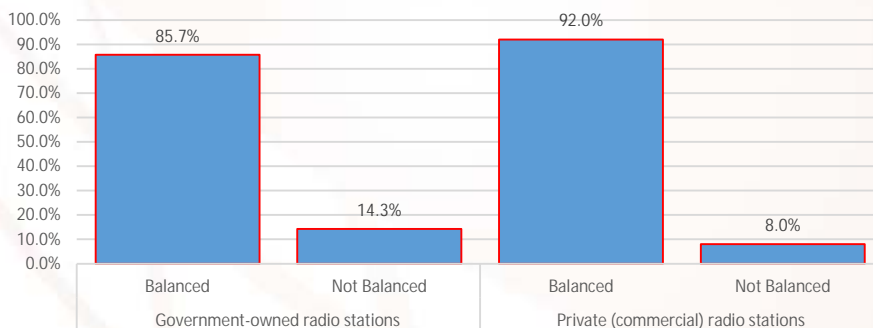


Chart 12a illustrates that 90.6% of total radio broadcasts that we analysed for October is balanced while the percentage of reports that are not balanced is 9.4%. This essentially suggests that most of the radio broadcasts dedicated to political issues are balanced.

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



Meanwhile, Chart 12b illustrates a further disaggregation between the quality of reports presented by Government-owned and Private/ commercial radio stations. The chart shows that 85.7% of the reports in Government radio stations is balanced, which is a little bit lower than the volume of balanced reports presented in Private/commercial radio stations, which is at 92%. Similarly, the percentage of reports that are not balanced in Government radio stations is higher than what obtains in private/commercial radio stations. As the chart illustrates, 14.3% of the reports on government radio stations are not balanced while 8% are not balanced on private commercial radio stations.

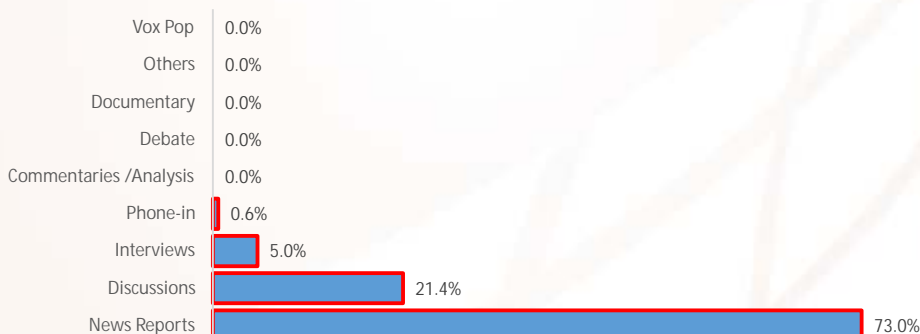
PART II:

CONTENTS OF POLITICAL PROGRAMMES ON TELEVISION

A sum of 176 programmes was coded from television stations across the country. The selection and coding were done purposively – the focus was on only those programmes that dealt directly with the political issues of the time. The programme types examined include news reports, discussions, interviews, phone-ins, commentaries/analysis, debates, vox-pop and documentaries. Of all these categories, the news report was recurring in the political broadcasts of media stations.

Chart 13 shows the programme types and the frequency of appearance in broadcast contents,

Chart 13: Programme types of television broadcasts



The statistics presented in Chart 13 shows that the predominant programme type used for the broadcast of political issues on television is News reports, which constitutes 73% of total broadcasts analysed. Followed remotely is the use of discussion programmes, which represents 21.4% of total television broadcasts and then interviews, which make up 5% of the total broadcasts analysed. Phone-in is only less than one per cent of total television broadcasts.

THEMATIC FOCUS OF TELEVISION BROADCASTS

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

Chart 14: Thematic Focus of Television Broadcasts

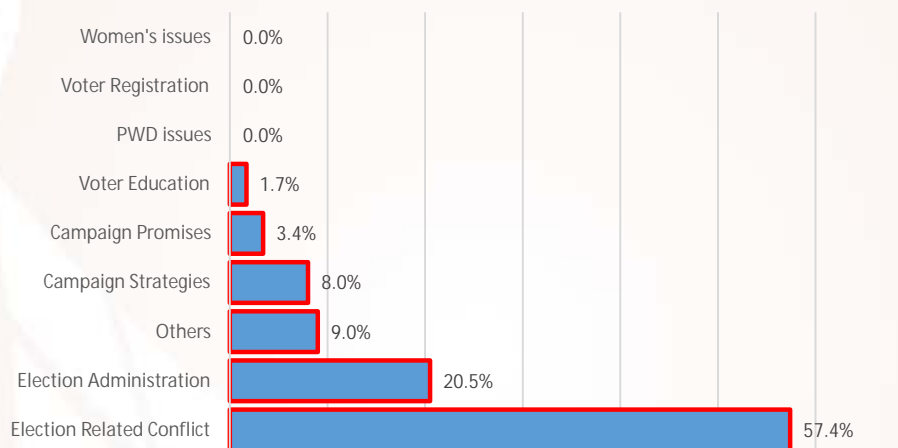


Chart 14 shows that Election-related conflicts dominated the themes of television broadcasts in October with a coverage of 57.4%. Election administration came second with 20.5%. Some of the election administration reports reflect the level of preparedness of INEC, political parties and voters towards the success of the forthcoming elections scheduled to hold in Kogi and Bayelsa. For instance, Channels TV report says “Kogi, Bayelsa Governorship Elections: INEC Concerned about possible voters' harassment and inducement.” Similarly, TVC also reports that “ahead of the Kogi Elections: Governorship and Kogi West Senatorial Election to hold same day.”

The themes classified as others came second with 9% coverage. Among these themes were stories about peace accord, funding for elections, and security

matters. Examples include a discussion programme on Channels TV that addressed “...electoral reforms: INEC urge financial independence for state electoral bodies,” While TVC published a story about “Bayelsa State Governorship Election: AIG Zone 5 meets Security Agencies.”

Campaign strategies and campaign promises followed each other with 8% and 3.4% respectively. However, there were no discussions on women issues, Voter registration, and PWDs, possibly because pre-election activities had been concluded and Election Day was imminent.

VISIBILITY OF THE ACTORS IN THE CONTENT OF TELEVISION BROADCASTS

Visibility of Individual Actors

These charts show how much different groups were mentioned or used as sources during television broadcasts in October 2019. 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

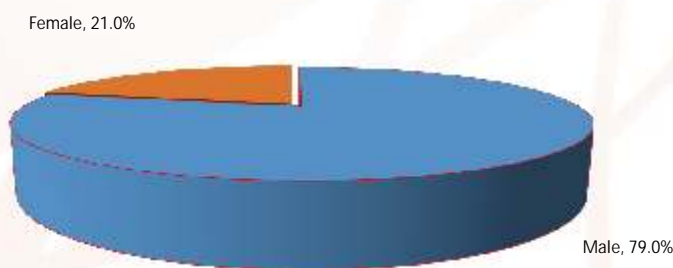


Chart 15 shows a huge imbalance between the visibility of males and females in the content of television broadcasts. While the females got coverage of 21%, males led with a 79% visibility. This suggests males' dominance in television stations coverage of electoral issues. For example, very few of the

television broadcasts addressed women. One of such report, as presented by AIT news says “Kogi Governorship Election: Court fixes October nine (9th), for hearing in the case filed by the Social Democratic Party (SDP) candidate Natasha Akpoti, challenging her disqualification by INEC in the forthcoming poll.

We also examined the representation of PWD in broadcast contents to determine their visibility. It was observed that the media used able people 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

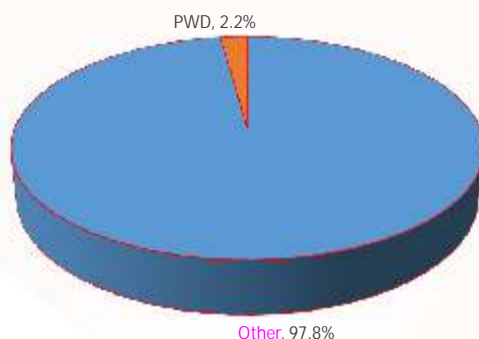


Chart 16 shows an overwhelming disparity between the representation of persons with disability and other **other** persons in the content of television programmes. While able persons got 97.8% visibility in television broadcast contents, people with disabilities got a ridiculous 2.2% representation. There are no reports that featured PWDs in the total television content analysed for the month under review.

Chart 17: Visibility of young people in the television broadcasts



Young people were very visible in the television broadcasts analysed for October 2019. Chart 17 shows that youths were used in 75.8% of the television broadcasts that were analysed while other age-groups were used in 21.2% of the television broadcasts that were analysed. For example, Focus Nigeria had a discussion about “Bayelsa Governorship Election: Matters arising with two guests; Julius Kuraideidei- Secretary, Concerned Ijaw Youths for Peaceful & Credible Elections and Amambogha John-Spokesman, same group.”

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: Urban -rural visibility in the content of television broadcast

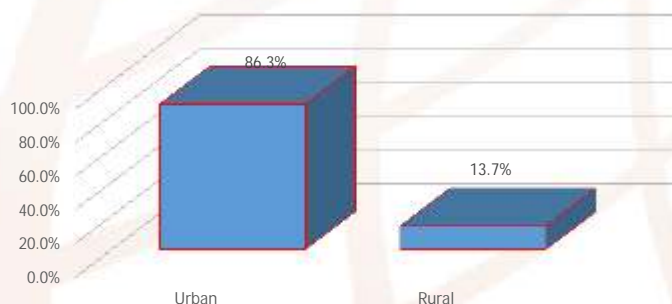
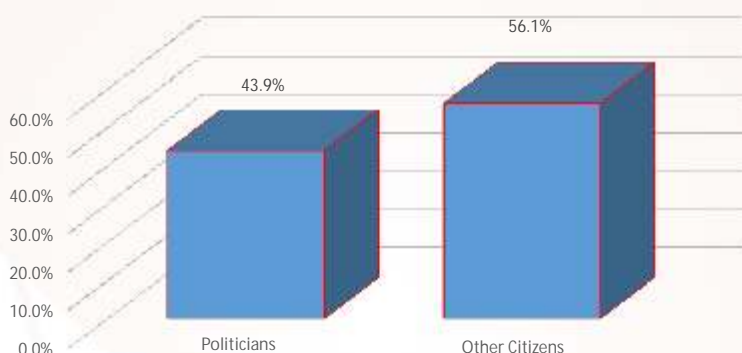


Chart 18 shows a very wide margin between the visibility of urban areas and rural areas in television broadcast content in October. Rural areas received very poor coverage of 13.7% of the total sources and mentions while the majority of 82.3 % of individuals mentioned or used as sources came from urban areas. This suggests that television broadcast stations focused on the urban population.

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



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 about thirteen per cent.

The visibility of Politicians and other citizens in television broadcasts as shown in Chart 19 demonstrates a thin margin of 13.8%. This suggests that both parties enjoy fair representation in television broadcast in October 2019.

Corporate Visibility

The charts in this sub-section show how often organisations were mentioned or used as sources in television broadcasts in October.

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

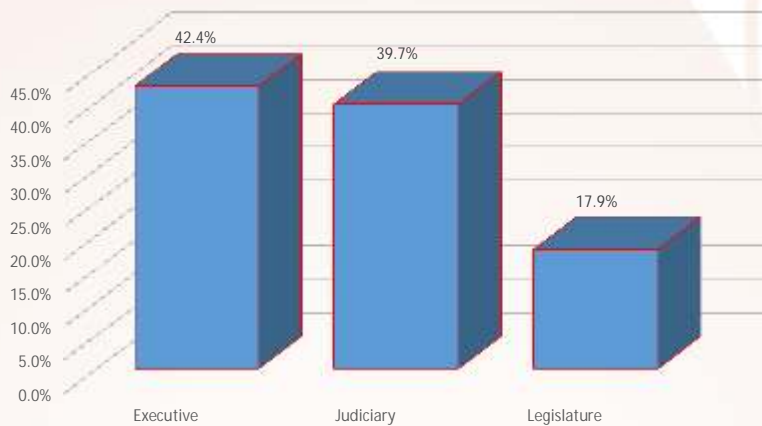
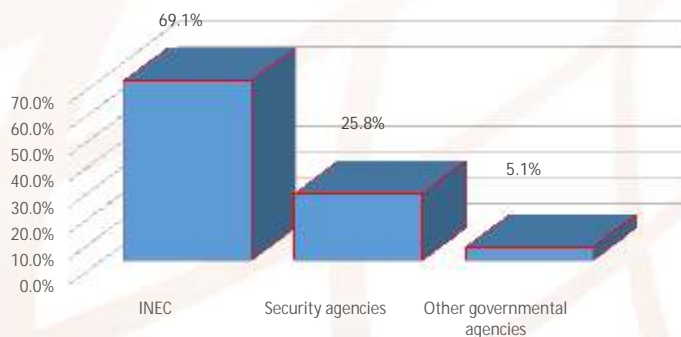


Chart 20 shows that the Executive and the Judiciary had a high level of visibility than the Legislature. The Executive had 42.4% visibility which is closely followed by 39.7% visibility of the Judiciary and low visibility of 17.9% for the Legislature.

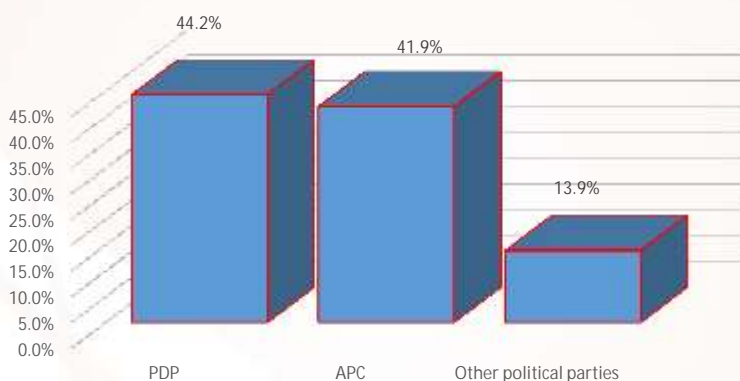
When we looked at the data collected for government agencies in television broadcasts, a large majority of the broadcast contents were precisely about the electoral commission. The result gathered is outlined below in Chart 21.

Chart 21: Visibility of government agencies in television broadcasts



In Chart 21, the statistics presented show that INEC was visible in 69.1% of the television broadcasts for the month. While security agencies had 25.8% visibility, other governmental agencies had a meagre 5.1% visibility. Evidence of this trend reflects in Reports from TVC about “Kogi and Bayelsa Governorship Election: Senate to review Electoral Act 2010.” Likewise, AIT reports that “ahead of November sixteen 2019 Kogi State governorship poll, the Social Democratic Party (SDP) seeks court redress, denies Independent National Electoral Commission claim over the acceptance of disqualification.”

Chart 22: Relative visibility of political parties



The statistics presented in Chart 22 illustrates the relative visibility of political parties. The chart shows that PDP and APC have a close volume of visibility while other political parties were very less visible. PDP was visible in 44.2% of the total television broadcasts analysed while APC was visible in 41.9% of the broadcast content. Meanwhile, other political parties constitute the remaining 13.9% of the total broadcasts on television. For example, AIT reports that “following the Plateau state Governorship election petition tribunal judgment, in favour of Governor Simon Lalong, the petitioner and PDP candidate Mr Jeremiah Useni, said he would appeal the judgment.” Similarly, NTA reports that “2019 governorship election petition in Kano Tribunal upholds Ganduje's election as Kano APC celebrates verdict.”

Chart 23: Visibility of non - governmental organisations



The data presented in Chart 23 shows that community-based organisations and traditional rulers have low visibility while Civil Society Organisations and Faith-Based Organisations have high visibility. The statistics show that CSOs and FBOs are visible in 77.8% of the total television broadcasts analysed while CBOs and traditional rulers were visible in 22.2% of total television broadcasts analysed. Television broadcasts that feature the prominence of CSOs include reports from AIT news which says “a non-governmental organization (NGO), known as CLEEN Foundation, blames the election-related violent and related non-violent conflicts experienced in the 2019 general elections on poor management of the electoral process.” Another report by Channels TV says “2019 post-election consultation Kaduna Peace Commission engages stakeholders on peacebuilding.

QUALITY OF TELEVISION REPORTS: BALANCE”

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

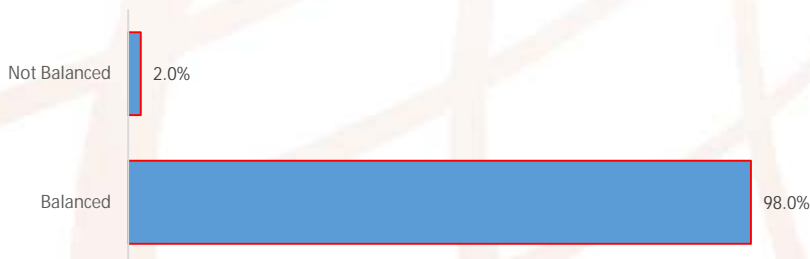


Chart 24a shows that 98% of total television broadcasts that were analysed are balanced while reports that are not balanced is 2%. These statistics suggest that television broadcast of political issues are more balanced than skewed.

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

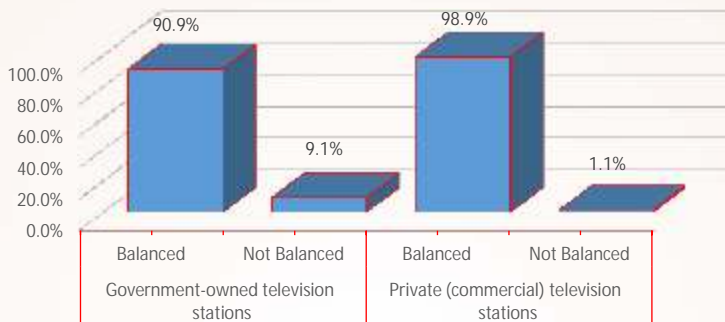


Chart 24b shows that government-owned television stations have a 90.9% balanced report, while private television stations have 98.9% balanced reports. However, the reports that are not balanced in government television stations is 9.1% while unbalanced reports on private television stations are at a minimum of 1.1%. These statistics show that more reports are not balanced on government-owned television stations than on private/commercial television stations.

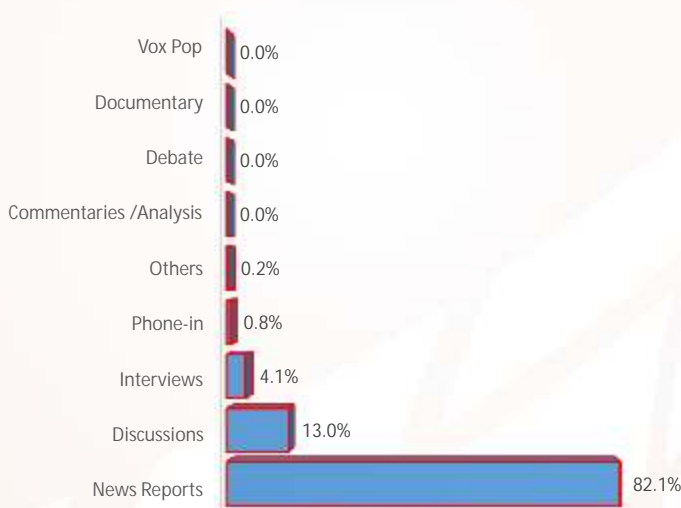
PART III:

COMBINED REPORT ON RADIO AND TELEVISION

A total of 316 broadcast contents were looked at for October. The radio broadcasts analysed was 158 and the television broadcasts analysed was 158 as well. 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

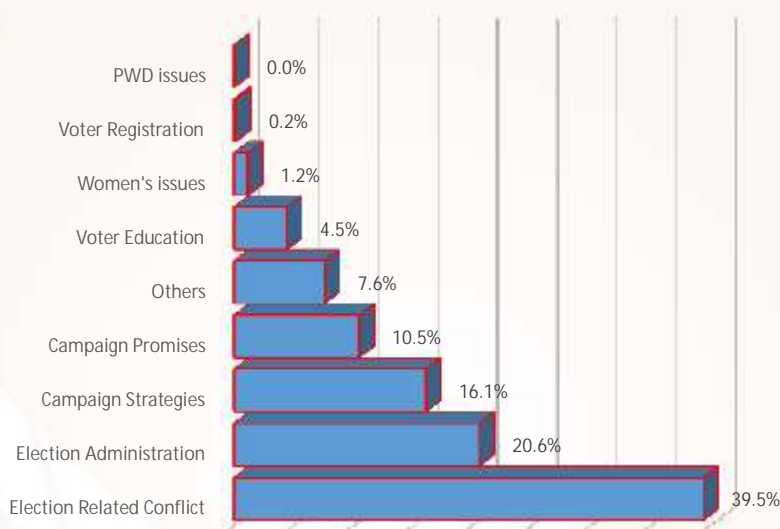


The data illustrated in Chart 25 shows that the predominant programme type is news reports, which constitutes 82.1% of the total television broadcasts that was analysed. Followed distantly is the discussion programme, which makes up 13% of total television broadcasts for the month and then interviews which constitute 4% of all the television broadcasts that were analysed. Other programme types and phone-in programmes made up less than 1% of the total television contents analysed for October 2019.

THEMATIC FOCUS OF BROADCAST MEDIA

The predominant themes that are manifest in the political broadcast contents analysed are presented in Chart 26.

Chart 26: Thematic focus of the broadcasts -



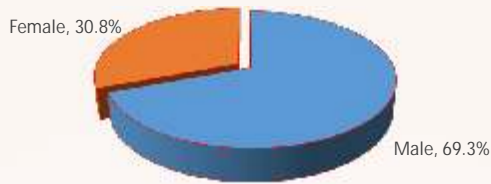
According to what Chart 26 illustrates, the predominant theme in the broadcast media within the month under review is Election-related and conflict which represents 39.5% of total broadcasts, followed by election administration at 20.6%, and campaign strategies, which represents 16.1% of total broadcast content analysed.

Campaign promises dominate at 10.5% while other issues are visible at 7.6%. Voter education stood at 4.5% and Issues relating to women constitutes a meagre 1.2% of the total television broadcasts dedicated to political issues. Broadcast media's attention to voter registration at this time had declined to 0.2%.

VISIBILITY OF ACTORS IN ELECTION BROADCASTS

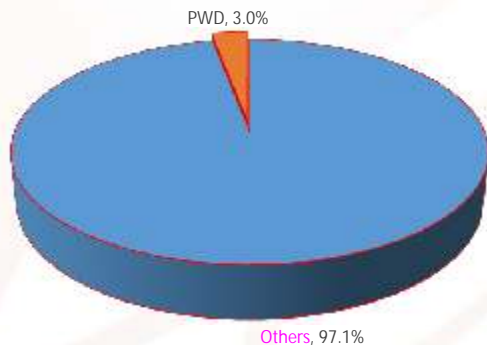
The analysis of total broadcasts for October is illustrated in Chart 27.

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



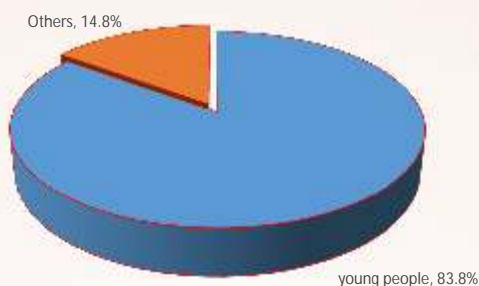
According to the data presented in Chart 27, males are more visible in political reports than females are in the broadcast media. For instance, the chart shows that the male gender features in 69.3% of the total broadcast content analysed while the female gender represents 30.8%. These figures imply that the broadcast media projects more about the male gender than the female gender in their broadcasts of political content.

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



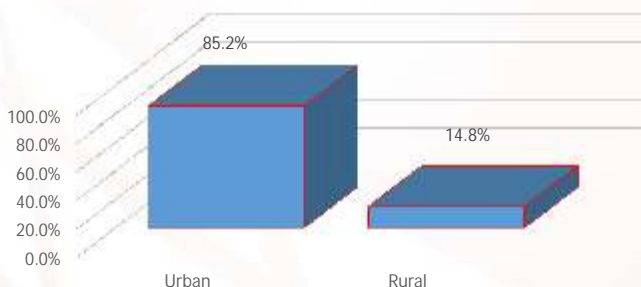
In Chart 28, people without disability were visible in 97.1% of the broadcast content analysed while Persons with disabilities (PWDs) were visible in 3% of the broadcast content analysed. These figures imply that less of PWDs is given attention to in the broadcast media, especially when it comes to covering political issues.

Chart 29: Visibility of young people in the broadcast contents



As shown in Chart 29, young people were visible in 83.3% of the broadcasts analysed, while 14.8% of the content of the broadcast analysed gave visibility to other age groups. The information presented in the chart largely affirms the fact that there is more youth involvement in political issues than other age grades.

Chart 30: Urban rural visibility in the the broadcast contents



The visibility of the Urban and rural population as presented in Chart 30 is skewed in favour of Urban population. Urban people are prominent in 85.2% of the total broadcasts analysed while rural people are only mentioned in 14.8% of the total contents presented in the broadcast media.

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

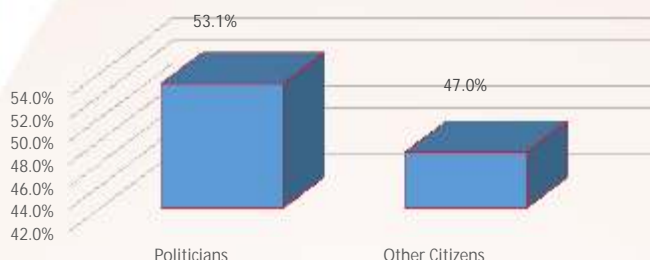


Chart 31 shows that politicians appear in 53.1% of all the total broadcasts analysed for the month, while other citizens were visible in 47% of the same broadcasts analysed. This suggests that although politicians were more reported within the month under review, other citizens got a fair share of

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



Chart 32 also shows that the executive arm of government got more visibility in the month under review than any other arm of government. Although, the Judiciary was visible in 28.1% of the broadcasts analysed, the Executive featured in 53.1% of the broadcasts while the Legislature pulled attention in 16.8% of the total broadcasts analysed.

Chart 33: Visibility of government agencies in the broadcast contents

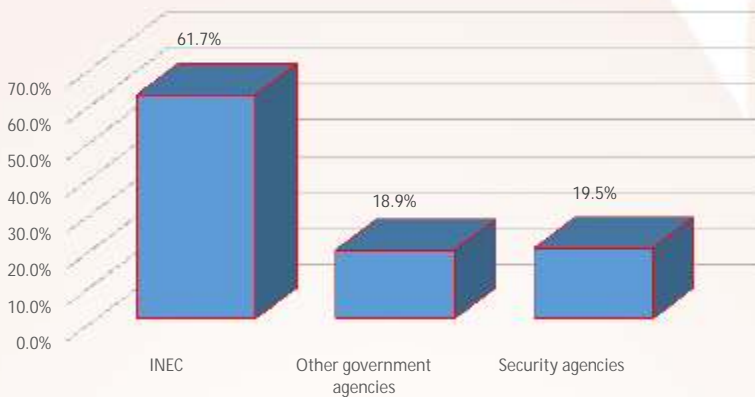
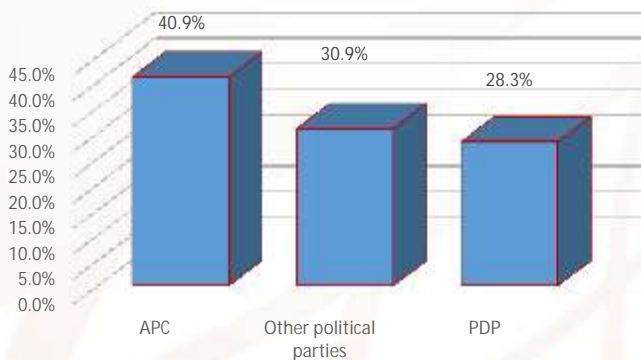


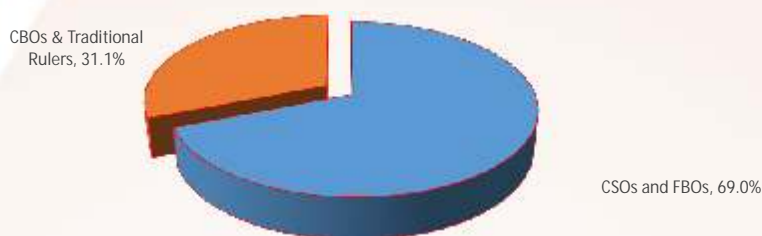
Chart 33 reveals that INEC had more visibility than other government agencies including the security agencies. INEC was visible in 61.7% of total broadcasts analysed but security agencies and other government agencies were visible respectively in 19.5% and 18.9% of the total broadcasts analysed.

Chart 34: Visibility of political parties



In Chart 34, we explored the visibility of the major political parties as well as other political parties. The result shows that APC has more visibility than PDP and other political parties. APC is visible in 40.9% of the total broadcasts analysed while PDP gained visibility in 23.3% of total broadcasts for the month, and other political parties constitute 30.9% of total broadcasts analysed.

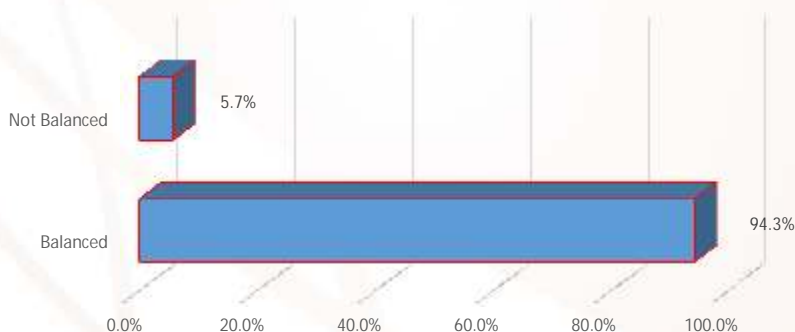
Chart 35: Visibility of non-governmental organisations in the broadcast contents



As illustrated in Chart 35, Civil Society Organisations and Faith-Based Organisations represent 69% of total broadcasts analysed while Community based organisations and traditional rulers are visible in 31.1% of total broadcasts analysed.

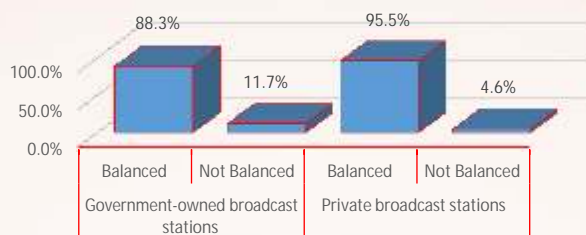
QUALITY OF REPORTS – BALANCE

Chart 36: Balanced versus not balanced reporting



In our analysis of the quality of reports on the broadcast media, Chart 36 illustrates that 94.3% of the reports are balanced while just a meagre 5.7% is not balanced

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



A further disaggregation between government and private broadcast stations as illustrated in Chart 37, shows that more reports are balanced in private stations than it is in government-owned broadcast stations. Similarly, the volume of reports that are not balanced is more in government-owned stations than in private owned stations. The statistics in Chart 37 shows that 88.3% of the total broadcasts on government-owned stations while private broadcast stations have 95.5% balanced reports. On the other hand, 11.7% of the reports from government-owned stations are not balanced while 4.6% of the reports from private broadcast stations are not balanced.

CONCLUDING REMARKS

In sum, our analysis of the broadcast media for October 2019, shows that News predominate far ahead of other formats of broadcasting while the broadcast media gave significant attention to a wide range of electoral issues. The implication of using news is that in-depth analysis is little and the surveillance role of the media is, therefore, compromised.

Although this month reflects changes in the electoral process, matters of election-related violent and non-violent conflicts, election administration, campaign strategies, campaign promises, and other issues like security during elections, funding for elections and peace accords continued to receive important attention.

Furthermore, the ruling political party and executive arm of government

continue to hold the attention of the media. Also, the CSOs and FBOs are still enjoying massive coverage from the media. The visibility of young people is still very high although sadly, for the period under review, persons living with disability were hardly mentioned in broadcast contents and this is not a good development. Women were also underrepresented in much of the media contents.

Also, 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 the same. This is another problem. In their coverage of elections and electoral matters, the Nigerian media, even after the elections, continued a skew focus on men, than women.

In terms of professionalism, the analysis for October shows that the quality of balance in broadcasts done by private owned broadcast stations is higher than in government-owned stations. Alternatively, the level of skewness is lower in private owned stations than in government-owned stations. Overall, most of the reports presented by the broadcast media are mostly balanced.

NOVEMBER 2019 REPORT



Introduction

November 2019 was significant in Nigeria concerning electoral issues. The general elections had taken place in February and March 2019 and the court cases, many as they were, were almost all concluded before November. However, it was in November that two of the 36 states of Nigeria (Bayelsa and Kogi states) had their governorship election. In addition to that, a rerun election over a disputed senatorial seat was also conducted. That was the Kogi West senatorial seat. This senatorial election involved arguably the most controversial senator in Nigeria, Senator Dino Melaye.

Political discussions, even agitations, accusations and counter-accusations, mudslinging and other content forms that were dying down gradually after the February and March elections came back full swing in the Nigerian cyberspace and other platforms including the mass media. The results of the elections, which were just as controversial as the campaigns, even made the public sphere much more chaotic. In the Bayelsa governorship election, the All Progressives Congress (APC) which was the ruling party at the federal level but not in Bayelsa State defeated the People's Democratic Party (PDP) which was ruling in Bayelsa State. This was a surprise to many because former President Goodluck Jonathan, a member of PDP, was from Bayelsa State and was expected to use his “political muscle” to deliver Bayelsa governorship to his party. The loss evoked widespread rumour and comments of different kinds.

In Kogi State as well, the result was not without comments even protestations. The incumbent governor of the All Progressives Congress (APC) won re-election, but the incumbent senator of the People's Democratic Party (PDP)

lost. The governorship election was accompanied by widespread allegations of violence and voter intimidation of some inexplicable dimensions. For instance, after the votes were counted and the winner was announced, some people from the party that won attacked a house in Ochadamu and burned alive the women leader of the losing party, Mrs Salome Acheju Abuh. Similar allegations of violence and intimidation were levelled over the senatorial re-run as well. In Bayelsa and Kogi states, the candidates who lost and their party are in court over the results.

Altogether, the foregoing situation made November 2019 a month of enormous interest and action. It, therefore, became important to examine how the broadcast media responded to the events of that month as part of the media and elections project of the Institute for Media and Society.

As this is a continuation of the monthly report on the broadcast media and the electoral process in Nigeria, a series that started in the last quarter of 2018, as it is in the other monthly reports, this report seeks to tackle the following questions:

1. What are the broadcast media talking about?
2. Who are the actors given coverage by the broadcast media?
3. What is the quality of reporting concerning 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.

The coding focuses 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 election and politics. A total of 321 radio and 163

television broadcast items were coded in the month of under review, that is, November 2019.

These were drawn from 20 radio and 16 television stations selected across the country. Two broadcast stations from Kogi State and one from Bayelsa State were added to the existing list of stations being hitherto studied for the project. This was because of the election in Kogi and Bayelsa states which promised to be volatile. The newly added stations were Grace FM (Kogi State); Kogi Radio (Kogi State), and Rhythm 94.7 FM (Bayelsa State). Altogether, the stations studied are listed below:

The radio stations 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. Grace FM (Lokoja, Kogi State
9. Kaduna State Media Corporation (KSMC) Radio, Kaduna
10. Kogi Radio, Lokoja
11. Nigeria Info, Network
12. Osun State Broadcasting Corporation (OSBC), Osogbo
13. Progress FM Gombe
14. Radio Benue, Makurdi
15. Radio Kwara, Ilorin

16. Radio Lagos
17. Radio Lagos/Eko FM
18. Rhythm 93.7, Network
19. Rhythm 94.7, Yenagoa, Bayelsa
20. Splash FM 105.5 Ibadan

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

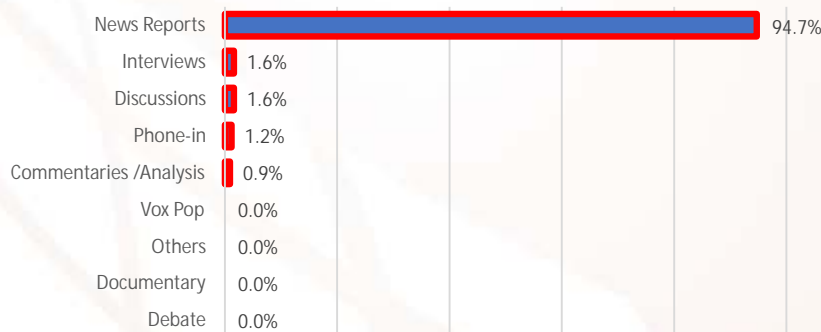
PART I:

CONTENTS OF POLITICAL PROGRAMMES ON RADIO

Programme Types Used in Political Broadcasts on Radio

The programme type adopted by a broadcast media station determines among other things how deep it can treat a particular subject or topic. While the news format is good at rapidly sharing information, it is acutely weak in providing analytical information and educating the audience. In this report, we examined the programme type adopted by the selected radio stations. As Chart 1 shows, the news report was by far the most often adopted of the formats.

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

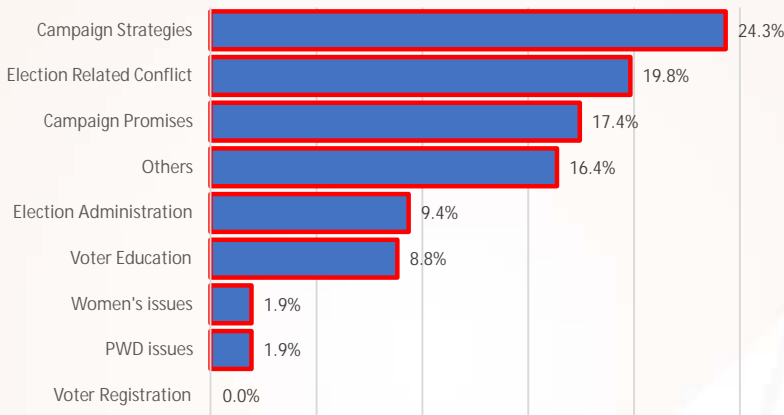


News format was predominant (94.7%); all the other eight formats amounted to less than 6%. Interviews and discussions were 1.6% each; phone in was 1.2%; commentary/analysis was 0.9%. There were no instances of vox pop, documentary or debate.

The thematic focus of the contents of the radio

We also explored the themes or topics that the stations dealt with in their broadcasts. Chart 2 shows that a huge amount of attention was on campaign strategies.

Chart 2: Thematic Focus of Radio Broadcasts

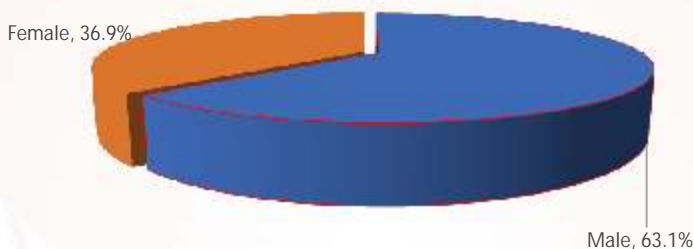


Campaign strategies took 24.3% of the time and space while election-related (violent and non-violent) conflicts came second with 19.8%. In previous months, campaign strategies hardly got the first position. In November, in reporting the campaigns in Bayelsa and Kogi states the seemed to have focused more on the strategies than on the issues (promises) which got only 17.4%. Election administration which included preparation for the election by INEC was a little prominent; other issues (such as cross-carpeting, the celebration of victory etc.) got some good mention as well, garnering up to 16.4%. Little was said about women and their concerns with the elections (1.9%) or the needs and aspirations of persons living with disabilities (PWD) (1.9%). Voter education was little (8.8%) even though there was an election that month, and voter registration was nought.

VISIBILITY OF ACTORS IN THE CONTENT OF RADIO BROADCAST

Next we examined the visibility of actors in the election-related stories and reports broadcast by the radio stations. We looked at this from gender, geographical, age and ability dimensions. Chart 3 presents the gender aspect showing that men were far more visible than women in the radio broadcast contents.

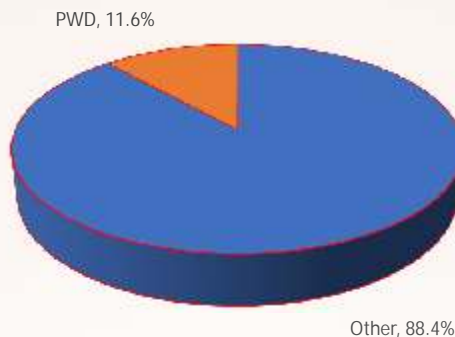
Chart 3: Visibility of male and female actors in the content of radio broadcasts



A focus on the gender dimension of the coverage shows that male were used as news sources, mentioned and quoted in reports, used as interviewees or as discussants far many more times than women. An actors' count showed that “male actors” were 63.1% of the actors while female were only 36.9%. This is a continued pattern from other months in the project.

The ability-disability dimension of the coverage was equally instructive. Persons living with disabilities got only 11.6% of the actor space; others got 88.4%.

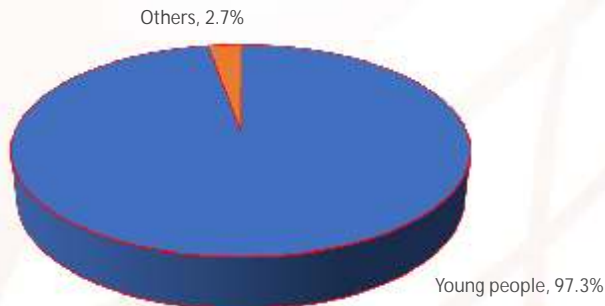
Chart 4: Visibility of PWD and other people in the content of radio broadcasts



The Independent National Electoral Commission (INEC) expended a lot of resources to ensure that PWD were not disenfranchised. It is hard to say that the attention given to them by radio stations matched that given to them by INEC and interested advocacy groups.

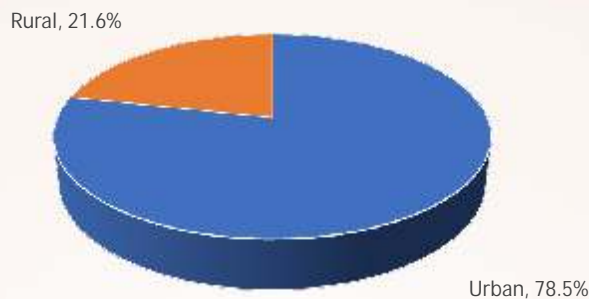
Our analysis of the contents along age dimension shows that young people had predominance against other ages. Chart 5 has the result.

Chart 5: Visibility of young people in the radio broadcasts



Of the voices heard on the radio, those introduced as or classifiable as young people were 97.3%; others were only 2.7%. This unexpected predominance is quite commendable, showing that radio stations were bridging the gap in the visibility of young people in political issues. We turned our attention to the geographical distribution of the reports and stories in terms of the rural-urban dichotomy.

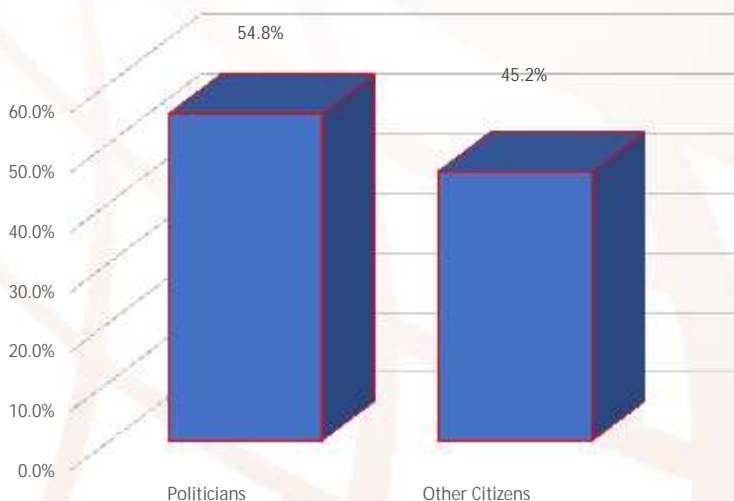
Chart 6: Urban and rural visibility in radio broadcasts.



As Chart 6 shows, most of the stories and reports (78.5%) emerged from or concerned urban areas. With party headquarters all in the urban areas, and with most radio stations also in the urban areas, it was not a surprise that the focus of the stations was much more on the urban than on the rural areas.

Chart 7 shows that when compared with other citizens, politicians were most often the source of stories or the centre of stories.

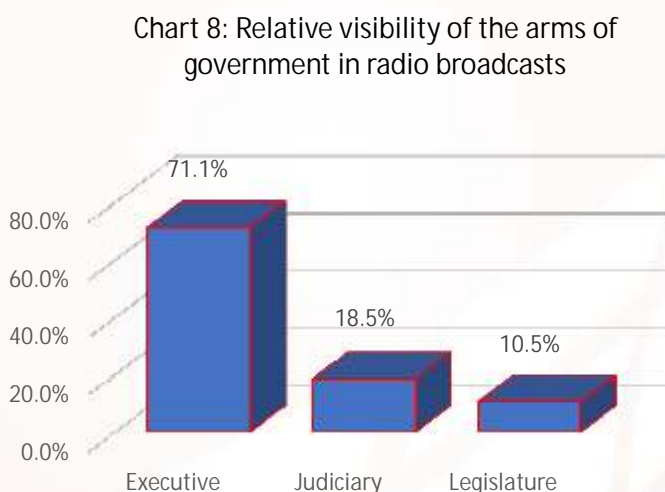
Chart 7: Visibility of politicians and other citizens in radio broadcasts



Politicians were roughly 55% while other citizens were 45%. This again reinforces the belief that the media focus much less on the aspirations and challenges of other citizens in election reporting than they do on politicians.

Corporate visibility

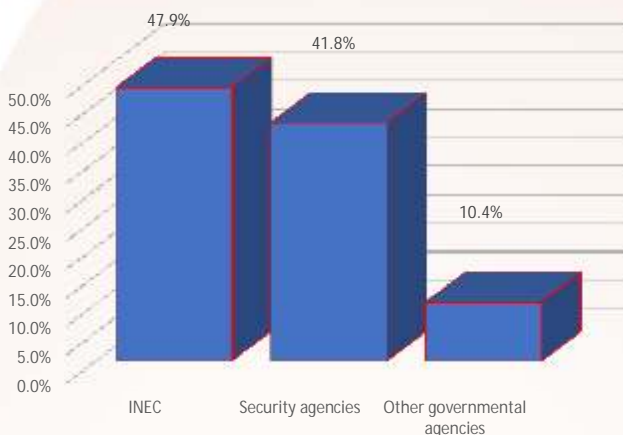
Following our analysis of the visibility of individual actors, we present the analysis of that of corporate actors such as the different arms of government, non-governmental organisations, governmental agencies and parastatals among others. First, we examine the visibility of the different arms of government. Chart 8 shows that the executive arm took the lead.



The executive (71.1%) was followed by the Judiciary (18.5%) and the Legislature (10.5%). This is quite instructive: two of the three elections taking place in November were executive, one is legislative. Court cases from February – March elections were almost all nearing an end. Therefore the visibility of the Judiciary was waning.

We examined the visibility of government agencies and parastatals that are connected with electoral issues. Chart 9 shows that the Independent National

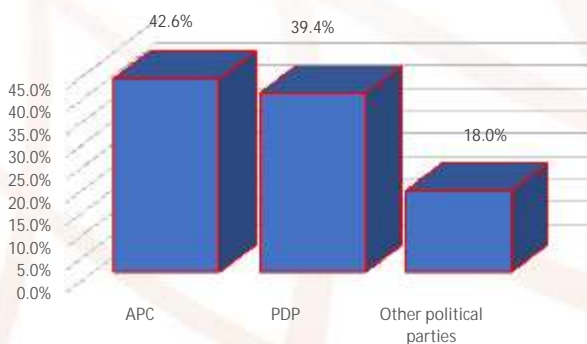
Chart 9: Visibility of government agencies in radio broadcasts



INEC garnered 47.9% of the visibility while security agencies got 41.8%. Other agencies got 10.4%. The involvement of these other agencies was minimal. It is instructive to see security agencies almost at par with INEC. This shows the heavy involvement of these agencies in electoral matters (especially in Kogi and Bayelsa states) in November. The violence that attended these elections attracted the presence and intervention of the security agencies including the army.

We also studied the comparative visibility of the political parties. Chart 10 presents the result.

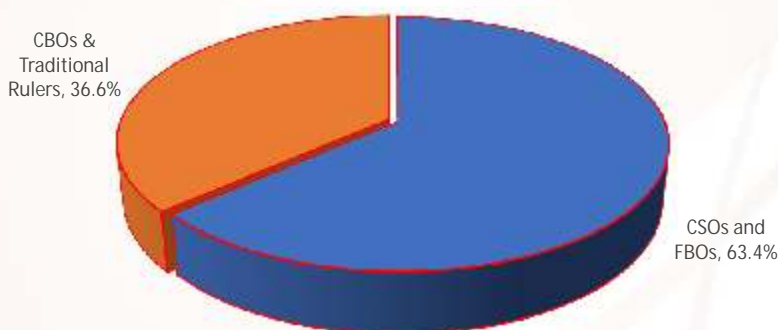
Chart 10: Relative visibility of political parties



APC, the ruling party and winner of the three elections held in November was the most visible in the contents of radio broadcasts with 42.6%, followed by PDP (the first runner up in those elections) with 39.4%. All the other 89 parties got 18% among themselves.

Elections and electoral matters involve typically the input and role of non-governmental organisations such as community-based organisations and traditional institutions as well as faith-based and other CSOs. Traditional institutions and community-based organisations did not get as much mention as other CSOs in the contents of the radio broadcasts as Chart 11 shows.

Chart 11: Visibility of nongovernmental organisations

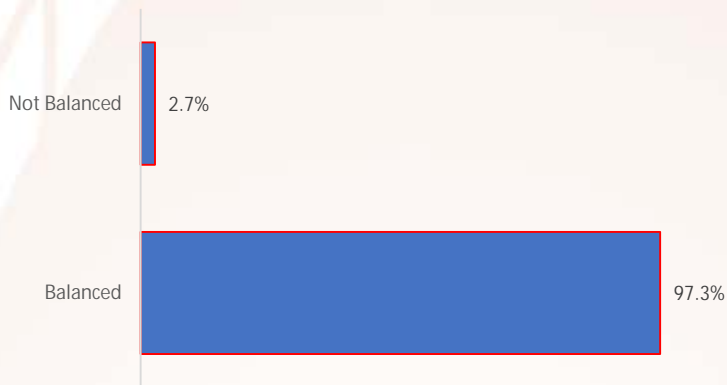


Community-based organisations and traditional rulers got roughly 37% of the coverage while CSOs and FBOs got about 63%. This again echoes the urban-rural dichotomy, where the focus of the radio stations seems to be on the urban events and dwellers and not on the rural communities.

Quality of Reports: Balance and extreme speech

Where balance was an issue and was expected, were the reports balanced? Chart 12 shows that the radio stations could be scored high on balanced reporting.

Chart 12a: Balanced versus not balanced reports



Balanced reports (97.3%) exceedingly outnumbered the not balanced ones (2.7%). This is remarkable feat by the radio stations.

Chart 12b compared government-owned stations with private, that is, commercial ones on the issue of balance.

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

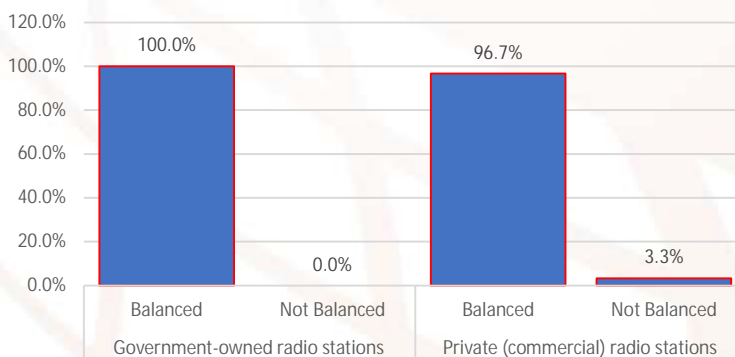


Chart 12b shows that all of the reports from government-owned radio stations were balanced while majority (96.7) percent of those from private (that is, commercial) radio stations were balanced.

There were no instances of extreme speech in the radio broadcasts. The stations reported workshops, appeals and press releases where citizens were urged to avoid hate speech in the coming (that is, November 16) governorship election. An example was the one reported by Rhythm 97.4 (in Yenagoa, Bayelsa; on 5 November 2019) that:

Stakeholders have advised youths and members of political parties to shun violence, vote-buying and hate speech in the Nov 16th Governorship election.

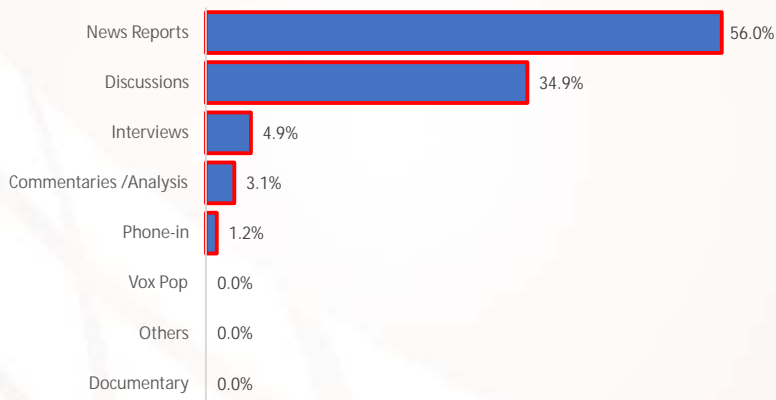
Having reported the contents of the radio items, we now turn to the television contents.

PART II:

CONTENTS OF POLITICAL PROGRAMMES ON TELEVISION

Our analysis of television broadcasts for November also focused on deriving answers to the questions driving the analysis of this report. The television contents were also subjected to parameters like programme formats, the thematic focus of broadcasts, visibility of individual and corporate actors, and the quality of reporting. Chart 1 shows that the news report format was the most adopted of the program formats.

Chart 13: Programme types of television broadcasts

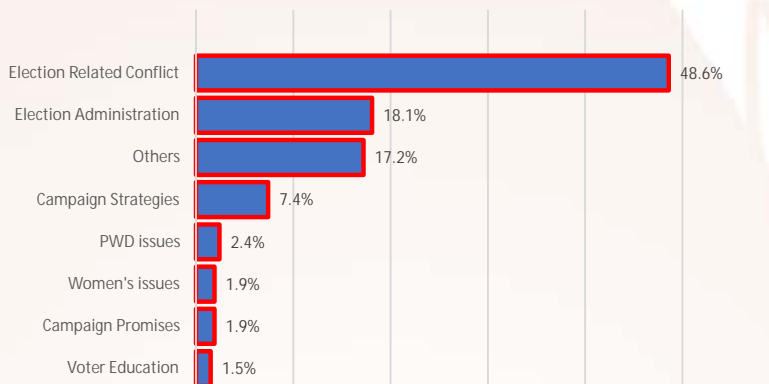


News reports was mostly used in 56% of the television broadcasts while discussions made up 34.9% of television broadcast contents. Interviews were (4.9%), commentaries/Analysis (3.1%) and phone-in was (1.2%). There were no evidences that Vox pop or documentary were used.

Thematic Focus of the Broadcasts

We explored the television broadcast contents further for the themes that the stations focused on. Chart 2 shows that an enormous volume of television broadcasts was about election-related conflicts.

Chart 14: Thematic Focus of Television Broadcasts



Unlike the previous months when Election administration got the central focus, Election related (violent and non-violent) conflicts gained the most attention with 48.8% while election administration slid to second place with 18.1%. Since the elections in Bayelsa and Kogi states were set to hold within November, the prominence of subjects like campaign strategies 7.4%; Campaign promises (1.9%), and Voter Education (1.5%) dwindled while other issues (17.2%) had a fair attention. It is also noticeable that the attention paid to the needs and concerns of women (1.9%) and people with disabilities (2.4%) were negligible.

Visibility of actors – individual

In our subsequent examination of the television broadcast contents, we mined for the visibility of individual actors within the scope of gender, geographical location, age and ability. Chart 15 illustrates the visibility of genders and the statistics shows that men are substantially visible than women in the analysed television broadcasts.

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

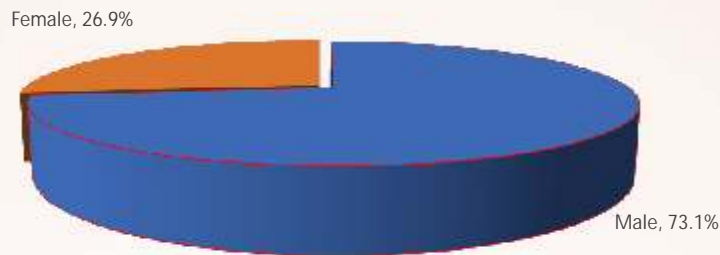
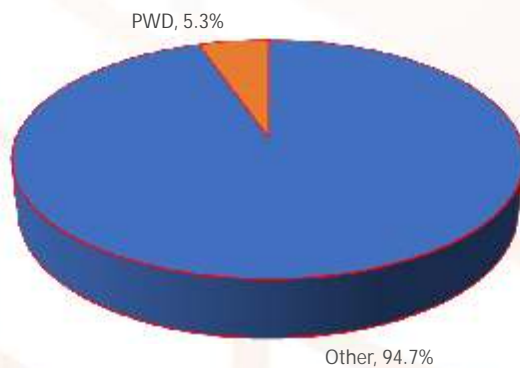


Chart 15 shows that men appeared as news sources, were quoted in reports; used as interviewees or as discussants more frequently than women in the television broadcasts. The male gender was visible in 73.1% of the television contents while Female gender was visible in the remaining 26.9%. This trend has always been the case in the past months.

Focusing now on the visibility of People with disability (PWD) and other persons, Chart 16 reveals that other persons at 94.7%, were more visible than people living with disability at 5.3%.

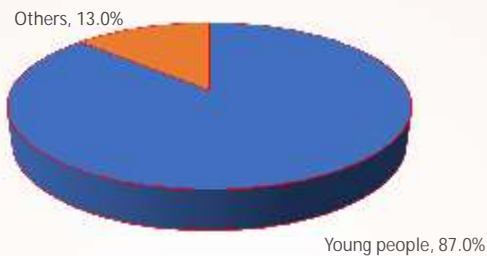
Chart 16: Visibility of PWD and **other** people in the content of television broadcasts



The result illustrated in Chart 16 shows that television broadcast did not pay much attention to people living with disabilities in spite of the efforts INEC made to ensure they were not excluded from participating in the elections.

We also analysed the visibility of young people against other ages in the television broadcasts. Chart 17 illustrates the result.

Chart 17: Visibility of young people in the television broadcasts



Those that were recognizable as young people in the television broadcast contents constitute 87% of the voices heard while only 13% were people within other ages. Just like what is happening on the radio, television stations are likewise bridging the gap in the visibility of young people in political issues.

Our attention is turned next to urban-rural visibility in the content of television broadcast. The result is illustrated in Chart 18.

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

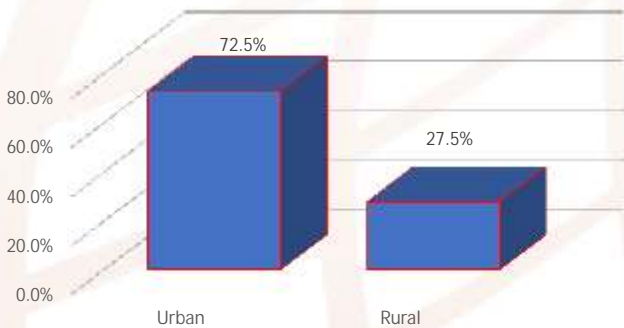


Chart 18 shows that 75.5% of the television broadcast content emerged from or addressed urban areas. On the other hand, just 27.5% which is a very minimal per cent of the television broadcast content emerged from or addressed rural locale. This simply shows that most of the political events that draw media attention happen in the urban region besides the location of the television stations too.

Chart 19 is used to illustrate the relative visibility of politicians and other citizens in the television broadcast contents.

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

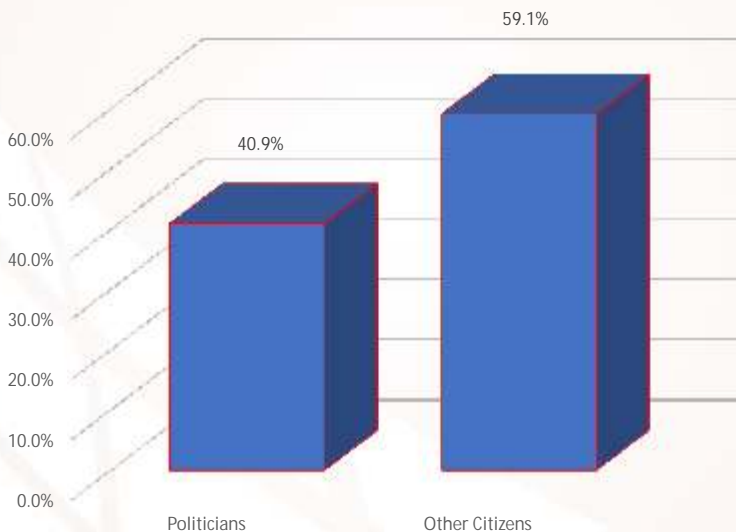
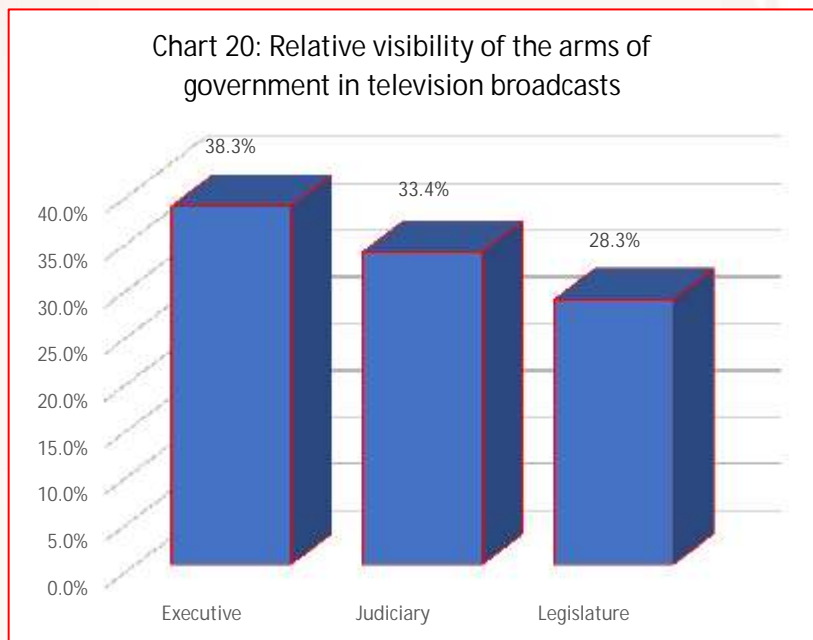


Chart 19 reveals that most of the broadcasts on television were 59.1% about or emerged from other citizens and 40.9% about or emerged from politicians. This is rather surprising because the trend in the past months and even on radio have witnessed more attention being given to politicians than to the needs and aspirations of other citizens.

Visibility of actors – corporate

After considering the visibility of individual actors, we mine the television

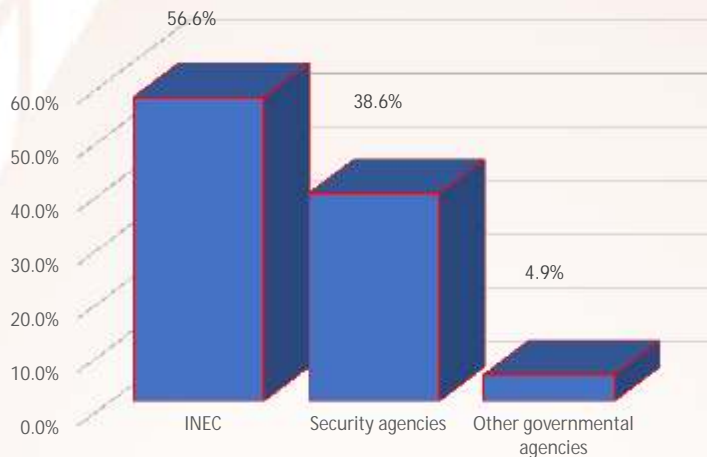
data further to also see the visibility of the arms of government, non-governmental organisations and government agencies. Chart 20 reveals the visibility of the arms of government in television broadcasts.



As presented in Chart 20, all the arms of government seem to have a fair share of coverage and visibility. However, the Executive with 38.3% has more visibility in the television broadcasts analysed than the Judiciary which follows closely with 33.4%. Meanwhile, the Legislature came far behind with 28.3% of the television broadcasts for the month under review. The statistics on Chart 20 points to the fact that more attention was given to the elections for executive positions than for legislative positions. Meanwhile, much attention is also given to the Judiciary owing to the election related conflicts that still persists from previously held elections.

Next, we examined the visibility of government agencies and parastatals that are connected with electoral issues. Chart 21 shows that INEC most of the visibility.

Chart 21: Visibility of government agencies in television broadcasts



According to what is illustrated in Chart 21, INEC gained 56.6% of the visibility while security agencies came second with 38.6% and other governmental organisations trailed behind with 4.9% visibility. Considering the elections scheduled for November in Kogi and Bayelsa states, it is expected that INEC and the security agencies are mentioned often because of their active involvement in the electoral process. The results presented in this chart also show that the television broadcasts reported less of the violence that marked the elections that were conducted in the month under review.

We also compared the visibility of the political parties within the television broadcasts and the result is presented in Chart 22.

Chart 22: Relative visibility of political parties

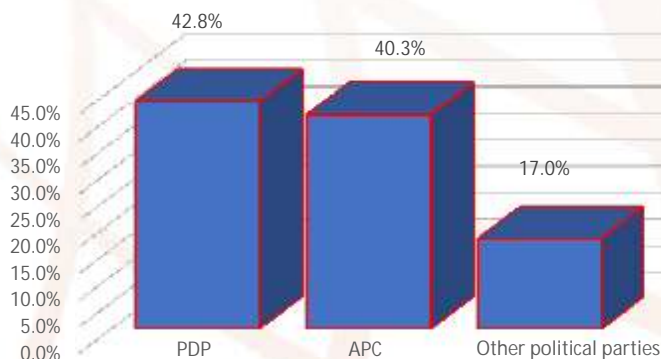


Chart 22 shows that APC, the ruling party with 42.8% and PDP, the major opposition party had very strong visibilities. Only that other political parties had as low as 17% visibility.

Just as government agencies took part in the electoral processes, non-governmental organisations are not left behind. Chart 23 shows the relative visibility of non-governmental agencies like Community Based Organisation (CBOs), Faith Based Organisations, Traditional Rulers and Civil Society Organisations.

Chart 23: Visibility of non-governmental organisations

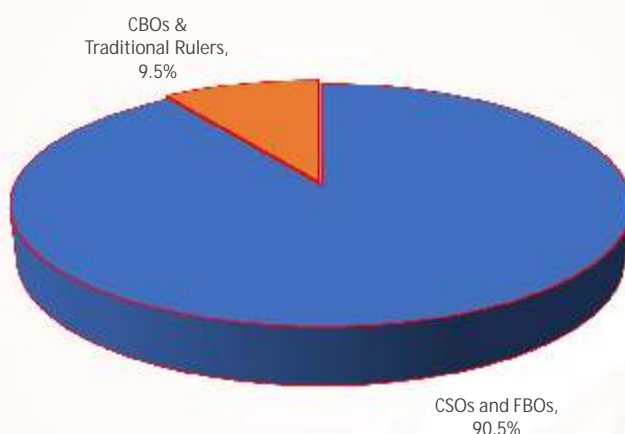
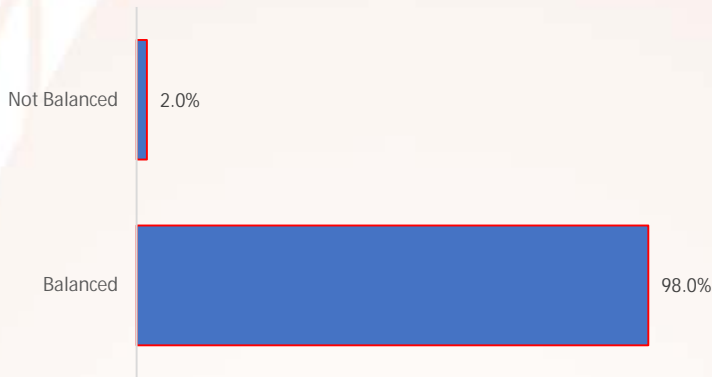


Chart 23 shows that during November, Civil Society Organisations and Faith Based Organisations got 90.5% visibility while Community Based organisations and Traditional rulers managed to have 9.5% visibility. This again resonates the divide between the urban and rural regions.

QUALITY OF REPORTING: BALANCE AND EXTREME SPEECH

Chart 24a shows that the television broadcasts that were analysed in the month of November were 98% balanced and just 2%, was not balanced.

Chart 24a: Balanced versus not balanced reports



Meanwhile, a further disaggregation of the television broadcasts into government-owned television stations and private/commercial television stations shows that result illustrated in Chart 24b.

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

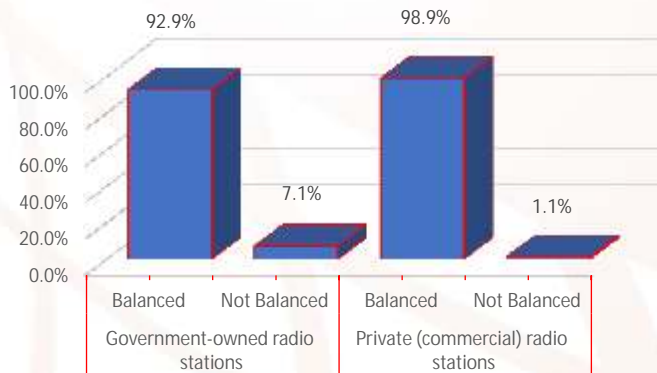


Chart 24b shows that over 90% of the reports from either government owned television station or private/commercial radio station is balanced while there seems to be more reports that were not balanced on government television stations (7.1%) than private/commercial stations (1.1%).

PART III:

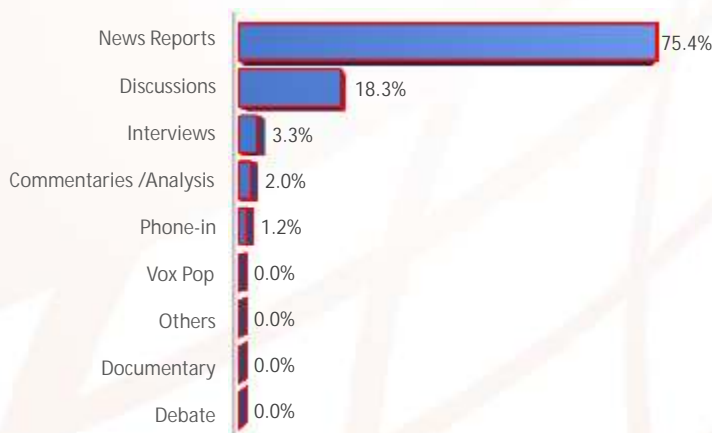
COMBINED REPORT ON RADIO AND TELEVISION

This third part of the report is a combination of the radio and television reports. As it was for the previous sections, we focused on the programme formats of the broadcasts, the themes on which they focused, visibility of individual and corporate actors, and quality of reporting.

Programme Types Used in Political Broadcasts on Radio and Television

In earlier reports, we had identified nine possible formats: news reports, discussions, interviews, commentaries/analysis, phone-in programmes, vox-pop, documentary, debates and “others”. As Chart 25 shows, news reports has the predominant use: 75.4%.

Chart 25: Programme types of the selected broadcasts



Discussions came second (18.3%) followed by interviews (3.3%), commentaries/analysis (2.0%) and phone-ins (1.2%). Others returned zero scores. The predominance of news is understandable: most broadcast stations

broadcast news several times a day but they have other formats only a few times a week, sometimes even once a week. In addition to that, most election-related issues are suitable breaking news issues. They easily lend themselves to hard or breaking news. Such news items covered a wide range of issues such as court decisions for example:

Supreme court says President Buhari has the right not to submit his credentials to INEC (Rhythm 94.7 FM, 15 November, 2019).

Or security preparations for the election, such as:

The Commandant General of NSCDC has deployed 5000 personnel for the Governorship election in Bayelsa State. (Rhythm 94.7 FM, 15 November 2019)

Or election updates, such as:

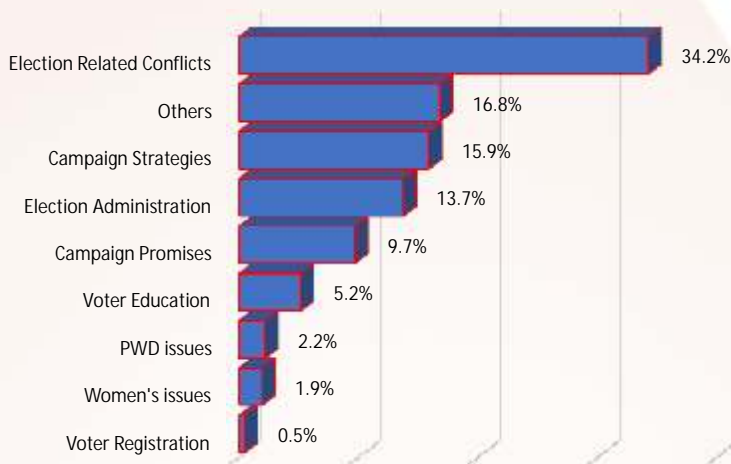
Iwoama ward 3, voting and accreditation started early in a hitch-free process (Glory FM, 16 November 2019)

However, the near-total neglect of other formats is worrying. Information, which is what news does, is just one of the several functions of the media: the others such as education, surveillance and mobilisation require the use of more interactive formats such as debates, discussion and vox pop. As long as these formats are neglected, the broadcast media cannot fully perform their role in a democratic dispensation.

Thematic Focus of the Broadcasts

The thematic focus of the stories or broadcasts was also instructive. Of the nine themes identified, election-related conflicts (violent and non-violent) took up more than a third of the broadcasts.

Chart 26: Thematic focus of the broadcasts



As a theme, election-related conflicts took over 34%. Some of the events reported were violent, even gruesome. For example, Glory FM (15 November, 2019) reports:

Bayelsans have expressed their displeasure over the violence that resulted in the loss of lives including a Radio Bayelsa staff on official assignment during the PDP Campaign in Nembe.

Another is the report by Grace FM (25 November, 2019) that:

Police arrest suspects in connection to the death of the PDP woman leader in Kogi state who was killed.

Other themes (such as cross carpeting, congratulatory messages for someone who won) came second while campaign strategies came third.

Election administration which covers all aspects of election planning and execution came fourth. The stations covered not only the preparation for the elections, the execution of the elections in the concerned states, but also the review and “lessons learnt” from these elections. For instance, AIT organised a discussion on the topic:

Kogi and Bayelsa polls: lessons for future elections

Discussants included political analysts and CSO members who recommended that government should embark on electoral reforms and politicians should shun violence in elections.

Other instances included the complaint by INEC that the card reader system does not have constitutional backing as reported by Gotel Radio (29/11/19):

The Independent National Electoral Commission (INEC) has described the non-recognition of the smart card reader by the 1999 constitution, a great setback for the commission's effort to tackle poll fraud using technology. That lack of legal backing for the device has rendered it impotent and further encourage politicians not to accord any importance to it.

Election promises came third. This was part of the run-up to the Kogi and Bayelsa elections. For instance, Glory FM (13/11/19) reports:

The governorship candidate of APC David Lyon says he will ensure the provision of social amenities when elected.

Issues about women (1.9%) and to person's living with disabilities (2.2%) had little coverage while reports of voter registration came last with 0.5%.

VISIBILITY OF ACTORS IN THE ELECTORAL BROADCASTS

We now turn to the visibility of the various actors in the contents of the broadcasts. We first consider individual actors: women and men, able-bodied versus persons living with disability among others. We also consider corporate actors such as government agencies, political parties and other groups.

Visibility of actors in the broadcast contents – individual actors

Character or actor counts in the programmes showed that men were far more visible than women in the stories and reports. This is seen in Chart 27.

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



Males were mentioned or used as news sources or as discussants 68% of the time; females only 32%. The impression this gives is that election and indeed politics are still the business and domain of men. This may be why, as Grace FM reports:

INEC has taken steps to boost women's participation in the November 16 governorship election in Kogi State. Obidegwu said more women will participate in the elections as voters, ad hoc staff, and election observers. The forum was organised for young female voters by ECES.

Even in the few mentions where women were found, they were not presented as actors. Rather than being actors, they endorsed male actors, such as this:

Women group endorse the re-election bid of Governor Yahaya Bello at the governorship election for his contribution to the development of women in the state. (Kogi FM, 05 11/19)

Or they were the targets of appeals for participation, such as this:

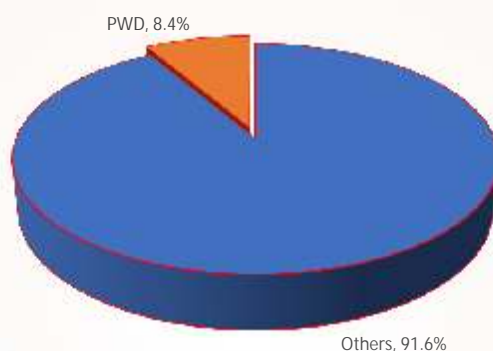
FIBA Bayelsa State chapter has urged women to participate fully and vote for their preferred candidate ahead of the Governorship election in the State. (Rhythm 94:7, 15/11/19)

This pattern and low quantity of reports may be a product of two factors:

women's involvement in the electoral matters was generally low and passive, or the broadcast media saw the electoral matters predominantly from a man's world. It could be also be a combination of both.

Our analysis also shows that a very small quantum of attention was given to persons living with disability (PWD). Chart 28 shows that they got only 8.4% of the attention.

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



INEC claimed to have made elaborate preparations for PWD to be able to vote with little or no discomfort. Grace FM (18/11/19) reports that this arrangement worked and was commended by some PWD:

Centre for Citizens with Disabilities (CCD) has lauded the inclusion of persons with disabilities in the electoral process, especially in Kogi West. They were given priority in the polling units.

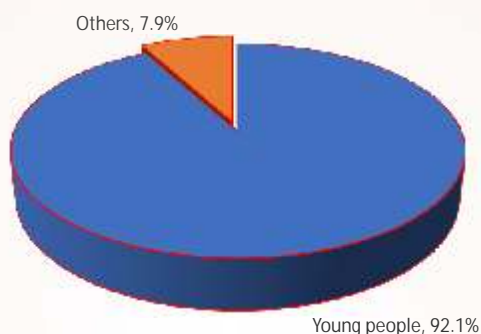
However, it seemed this commendation was not nationwide. For instance, STV (20/11/19) reports:

Persons with Disability complain of marginalisation in the electoral process in Rivers state [and] INEC refutes claims by Persons with Disability (PWD) of exclusion from the electoral process in rivers state.

The foregoing suggests that the broadcast media did report on the challenges and progress of PWD but also that the quantity was infinitesimal.

Interestingly, young people were more visible than old people in the contents of the broadcast: they were 92.1%.

Chart 29: Visibility of young people in the broadcast contents



Just as in the case of women, it should be noted that young people were mostly targets of appeals for calm and peaceful elections or rebuke or blame for violence and disruption. For example, Rhythm FM (15/11/19) reports:

Bayelsa Youths urged to maintain a peaceful disposition as they go to the polls this Saturday.

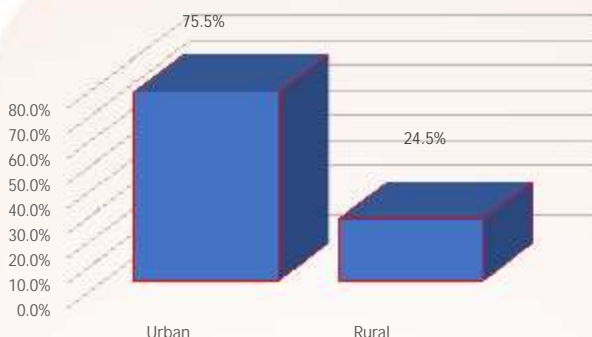
And Glory FM (16/11/19) reports too:

Youths advised not to allow themselves to be used for violence in the Governorship and Senatorial Election in Kogi State.

In other words, youths were visible but mostly not as contestants or party leaders. In fact, in most cases, they are portrayed as violent forces to be appeased or passive people to be encouraged to participate in the elections.

Chart 30 presents the result of our analysis of the geographical focus of the reports, showing that the media remained largely urban-centric.

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



Stories emanating from rural areas were less than a quarter as the urban areas accounted for roughly 76% of the stories. Beyond this, it is important to note that most of the stories from rural areas were those reporting the activities of urban-dwelling politicians talking about or visiting rural areas. For instance:

Governor Yahaya Bello promises to fix the road in Bassa LGA if voted during the governorship election (Kogi FM, 9/11/19)

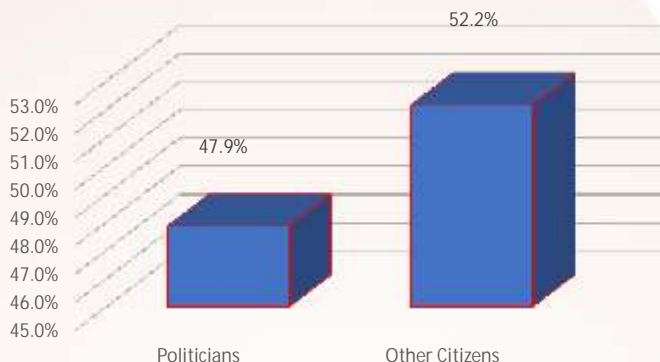
Or:

PDP has expressed confidence in the people of Kolokuma Opokuma Constituency 2 that they are on the march to victory (Rhythm FM, 14/11/19)

In essence, little is said about the rural people and what they thought and felt and aspired to in the context of the elections.

However, ordinary citizens had more coverage than politicians – in terms of character counts, as Chart 31 shows:

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

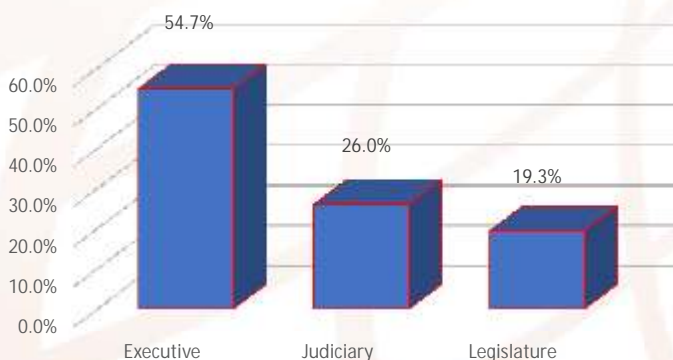


Other citizens got 52.2% while politicians got 47.9%. It is important to note that other citizens, though mentioned often, did not function as actors but as targets or passive recipients of appeals, accusations and so on.

Visibility of actors in the broadcast contents – corporate actors

In this subsection, we focus on organisations or groups whose role in the electoral process mattered. One of these are the different arms of government. Chart 32 shows that the Executive got greater visibility than any of the other arms.

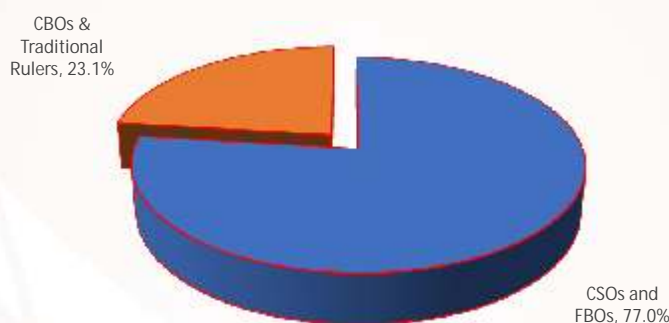
Chart 32: Relative visibility of the arms of government in the broadcast contents



The executive arm got 54.7% of the mention, the Judiciary 26% and the Legislature 19.3%. This may be because there were two elections that month into the executive (that is, governorship) positions, and one legislative position. The Judiciary was a bit more prominent than the Legislature because of the litigations that were still ongoing or being wound up.

Community-based organisations were less visible than community-based ones. Community-based organisations and traditional institutions got 23.1% while other CSOs and faith-based organisations had 77.0%.

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

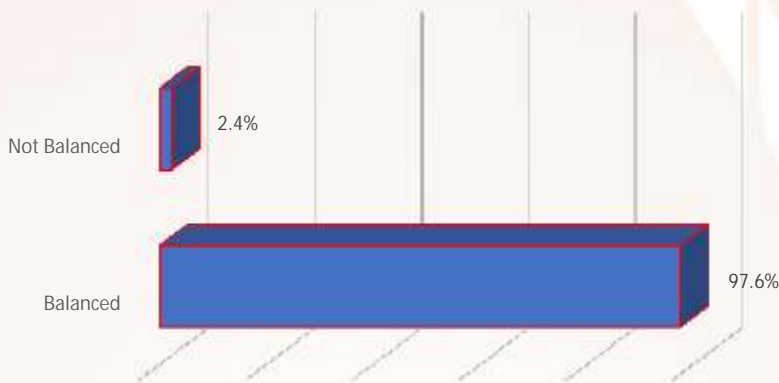


There is an interesting connection between this result and the analysis of rural-urban dichotomy which we find in Chart 30. Both of them point to the near-total neglect of rural issues and people and greater focus on urban ones. Most FBOs and CSOs are urban-based while traditional institutions are mostly rural.

QUALITY OF REPORTING: BALANCE AND EXTREME SPEECH

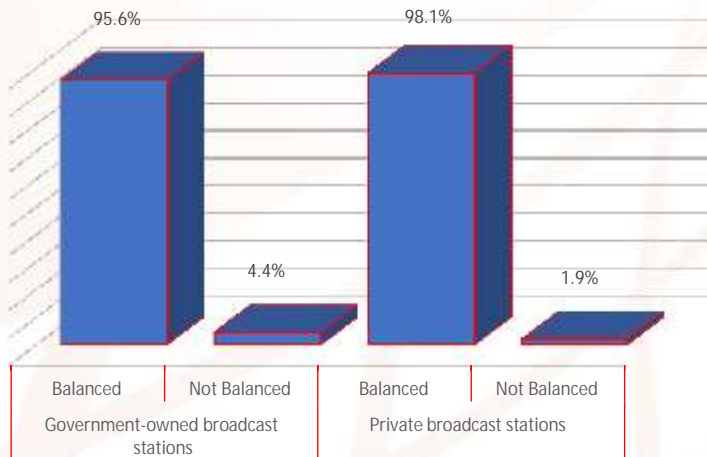
In this section, we sought to examine the quality of the reports by looking first at balance of the reports. We isolated the reports where there balance was expected – such as news reports and discussion. Chart 36 shows that majority of the reports were balanced. That is, reporters and producers sought out the views of the different parties to the issues.

Chart 36: Balanced versus not balanced reporting



Only less than 3% of the reports were not balanced; roughly 98% was balanced. This is commendable, and in line with both the ethics of journalism and the requirements of a democratic society.

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



Further disaggregation shows that in both government-owned and private (that is, commercial) stations, the proportion of balanced reports was predominant: 95.6% for government-owned stations, and 98.1% for private

stations. However, government-owned stations had more (4.4%) of unbalanced reports than private stations (1.9%).

We found some instances of hate speech in the reports. For instance, at an interview programme on Dream FM, the guest described APC as “*an evil political party*” (Dream FM, 13/11/19). On another programme on Rhythm 94.7 (9/11/10), APC was described as “*a party of darkness*”.

A more direct and inciting comment was made on Channels Television by a politician on the programme “Politics Today”. He said:

If you want to do elections please do elections, if you want electoral war then tell us, we will be prepared, it will be a balance of terror; it is understandable that nobody has monopoly of violence, no political party has monopoly of violence..

The instances of extreme speech were few but they portend danger all the same.

CONCLUDING REMARKS

The broadcast media devoted significant efforts and resources to the coverage of electoral issues in the month of November 2019. They gave voting updates on the three elections of the day, and presented the views of different groups and individuals. Interestingly, they made youths more visible in their contents than other age grades. Their thematic focus is wide covering key areas of election-related conflicts and election administration, campaigns promises and strategies.

However, the media did neglect important constituents of the society such as women and persons living with disability. Urban areas overshadow rural ones, and men overshadow women.

It is important for media professionals to be skilled in the art of finding the views and perspectives of people in the margins of the society, those hardly ever heard. In addition to this, the media should also improve in their art of stopping users of hate speech, especially during live broadcasts.

OCTOBER AND NOVEMBER, 2019 REPORT



Introduction

The roles of the media in every society include informing, mobilising, entertaining, serving as the watchdogs and gatekeeping, especially in the political space of a country. The roles during election period have always being to create and shape public opinion. Besides, media play a significant role during elections by monitoring and releasing information to the society; monitor the electoral process, hold the government accountable and douse election-related tensions.

The fourth quarter of 2019 was an exceptional period for the media to play its role in the electoral situation. The quarter was significant in Nigeria because two states had their gubernatorial election in November. Political discussions, agitations, accusations and counter-accusations, confrontations, hate speech and other content forms that were gradually dying after the February and March elections came back full swing on mass media as a result of the November 2019 elections. The outcome of the elections made the public sphere tensor. For instance, in the Bayelsa governorship election, the All Progressives Congress (APC) which was the ruling party at the federal level defeated the People's Democratic Party (PDP) which was ruling in Bayelsa State. The same tense situation was noticed in the aftermath of the election in Kogi State. All these made the fourth quarter of the 2019 an interesting time for media to play its role in the electoral processes

This report is a combination of all the reports in the quarter. However, since the media monitoring project ended in November, this report covers two, instead of three, months, that is, October and November, thus as it was for the monthly reports, this quarterly report sought to answer the following

questions:

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

Data to answer the questions were drawn from the 17 radio and 16 television stations selected across the country. Two broadcast stations from Kogi State and one from Bayelsa State were added to the existing list of stations being hitherto studied for the project. This was because of the election in Kogi and Bayelsa states. Altogether, the stations studied are listed below:

The radio stations 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. Grace FM (Lokoja, Kogi State
9. Kaduna State Media Corporation (KSMC) Radio, Kaduna
10. Kogi Radio, Lokoja
11. Nigeria Info, Network
12. Osun State Broadcasting Corporation (OSBC), Osogbo
13. Progress FM Gombe

14. Radio Benue, Makurdi
15. Radio Kwara, Ilorin
16. Radio Lagos
17. Radio Lagos/Eko FM
18. Rhythm 93.7, Network
19. Rhythm 94.7, Yenagoa, Bayelsa

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

Moreover, a total of 907 contents were monitored, observed and analysed for the quarter. Of the broadcast contents, 586 were from radio stations and 321 broadcast programmes were monitored from the selected television stations. However, this report is presented in three parts. Part A presents the analysis and interpretation of radio broadcast contents. Part B presents the television broadcasts' analysis and interpretation and Parts C presents the analysis and interpretation of the combined (Radio and TV) programmes.

PART I:

CONTENTS OF POLITICAL PROGRAMMES ON RADIO

PROGRAMME TYPES USED IN POLITICAL BROADCASTS ON RADIO

The programme type for the 4th quarter of 2019 was analysed as observed in the contents of selected programmes. The focused programmes were news report, discussions, interviews, phone-in, commentary/analysis and debate. Chart one presents the distribution of the programmes for the quarter.

Chart 1: Programme types of radio broadcasts

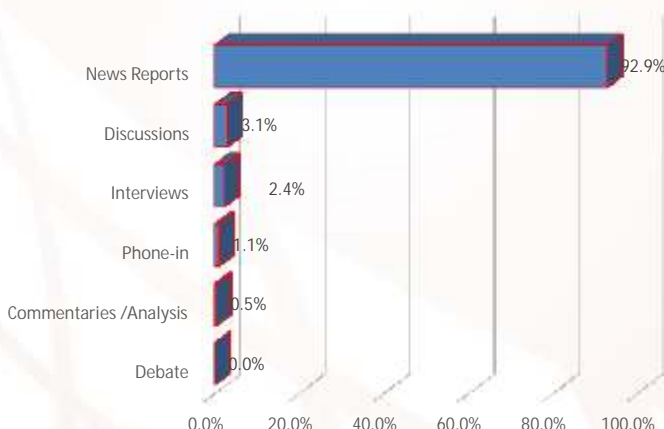


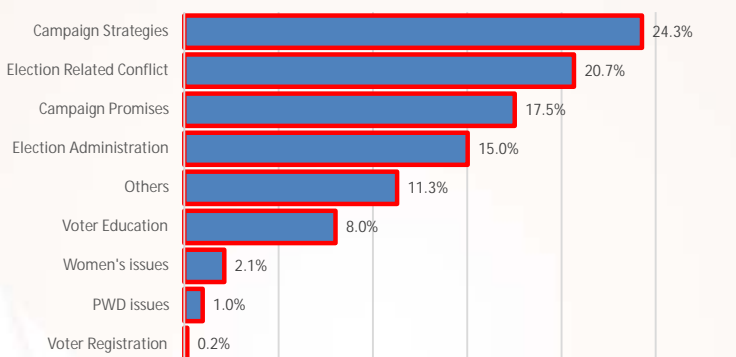
Chart 1 shows that the news report was mostly used to present political programmes for the 4th quarter of 2019 as observed in the selected programmes. News report accounted for 92.9% of the total per-cent of the programmes. This is distantly followed by discussion format, which accounted for 3.1% and interview at 2.4%. Other programmes, phone-in commentaries and analysis and debate all accounted for less than 2% of the

programmes for the quarter.

THEMATIC FOCUS OF THE CONTENTS OF THE RADIO

The exercise also explored the themes or topics presented on the selected radio broadcast programmes. Chart 2 shows that a large amount of airtime was given to campaign strategies.

Chart 2: Thematic Focus of Radio Broadcasts

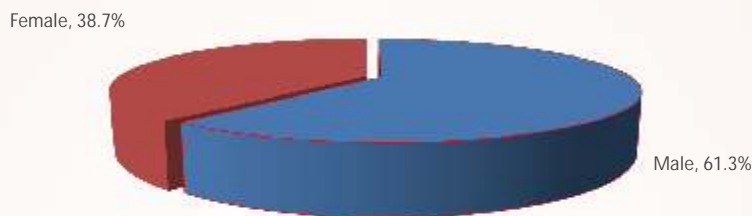


The result in Chart 2 shows that campaign strategies (24.3%) were the dominant thematic issues in the content of radio programmes for the quarter under review. This is followed by election-related conflicts at 20.7%. Campaign promises stood at 17.5% while election administration stood at 15.0% of the total programmes observed. Other programmes accounted for 11.3% while programmes on voters' education accounted for 8.0%. Women issues, PWD issues and voter registration all accounted for less than 3% of the total programme. The close result observed in the quarter concerning political thematic issues in the selected programmes can be accounted for due to the November elections in Kogi and Bayelsa states. There were series of campaigns, promises, intra- and inter-party conflicts in the build-up for the election.

VISIBILITY OF ACTORS IN THE CONTENT OF RADIO BROADCAST

Also, in the observation of radio contents for the quarter, we examined the visibility of actors in the election-related stories and reports broadcast by radio stations. The visibility was examined from gender, geographical location, age and ability dimensions. Chart 3 presents the gender aspect showing that men were far more visible than women in the radio broadcast

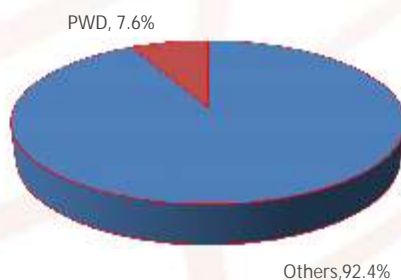
Chart 3: Visibility of male and female actors in the content of radio broadcasts



As observed in the monthly reports, the quarterly report also shows that male enjoyed more visibility in the media than female. The result shows that the visibility of male accounted for 61.3% while that of female (38.7%) is significantly low when compared with the males' visibility.

Similarly, People living with disabilities had less visibility in the media when compared with able-bodied people. Chart 4 shows the result of the visibility of PWD and able-bodied people as observed in the quarter under review.

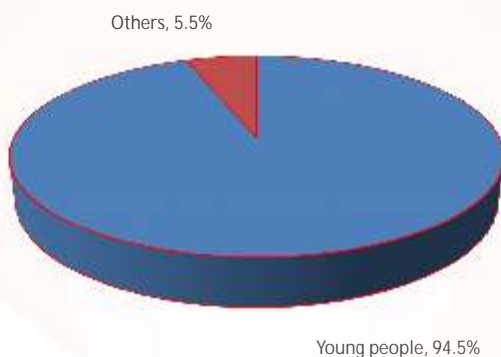
Chart 4: Visibility of PWD and other people in the content of radio broadcasts



As presented in the chart, able-bodied people accounted for 92.4% of the total visibility in the quarter while PWD (7.6%) had very low visibility when compared with the percentage of the able-bodied people. This simply shows that able-bodied people had more representation in the media than people living with disabilities.

Also, young people enjoyed more visibility in the media for the quarter under review. The analysis of the data on age distribution as observed in the quarter is presented in Chart 5

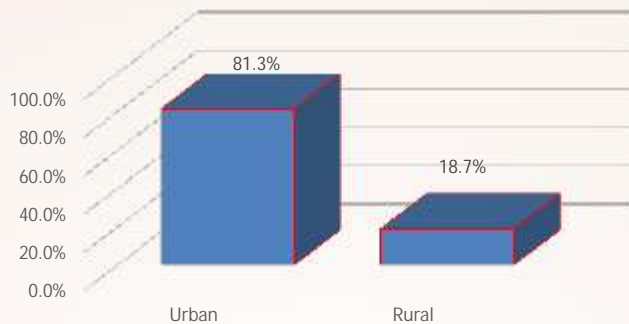
Chart 5: Visibility of young people in the radio broadcasts



As presented in the chart, young people had more visibility (94.5%) in the media when compared to other age groups in society. Others, as grouped, accounted for just 5.5% of the total visibility which is far low when compared to that of the youth as presented in the selected contents of radio programmes

The visibility given to geographical location (urban and rural) is also observed in the contents of the selected radio programmes for the quarter. Urban areas had more representation in the media than the rural areas

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



The results presented in Chart 6 show that the urban areas had more visibility in the radio broadcast than the rural area. The urban areas accounted for 81.3% of the visibility, while 18.7% of the visibility was enjoyed by the rural area. This shows the lop-sidedness in the visibility based on geographical location in the media contents.

As central actors in political situations, visibility received by politicians and other citizens is also observed in the quarter under review. The result is presented in chart 7

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

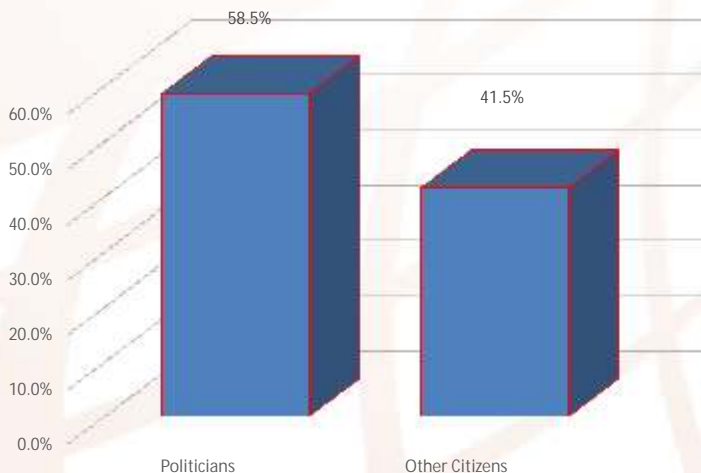


Chart 7 shows the visibility of politicians and other citizens in society. The result shows that politicians enjoy more visibility than other citizens. While politicians accounted for 58.5% of the total visibility given to politicians and other citizens, other cities accounted for 41.5%. When compared to the other quarters, the level of visibility enjoyed by other citizens increased. This increase can be accounted for because of their roles in the election as two gubernatorial elections were conducted in the quarter under review.

Similarly, the visibility enjoyed by the arms of government was observed in the exercise. The executive arm is seen to enjoy more visibility than the other two arms of government in the quarter. The result is presented in Chart 8 below.

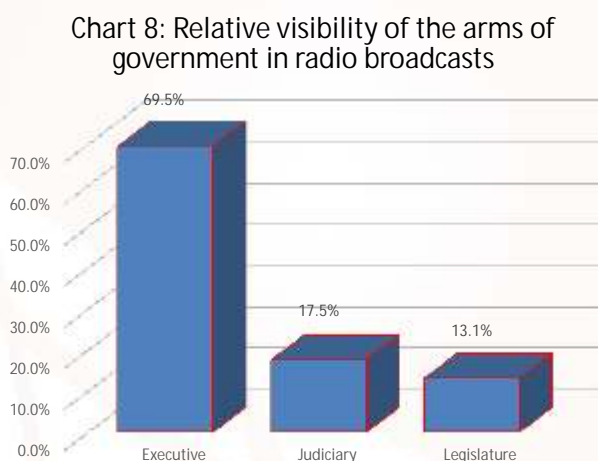
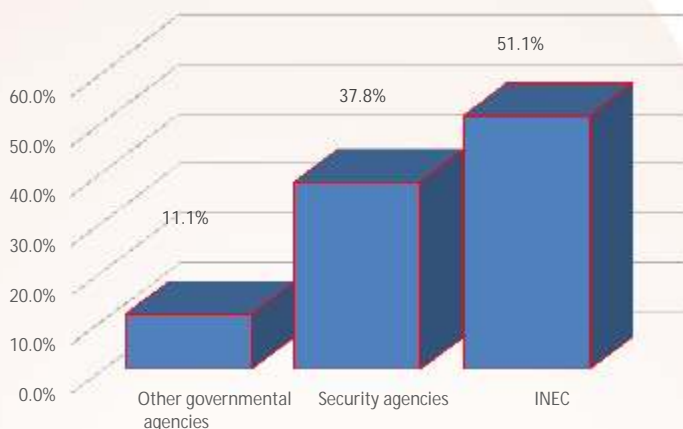


Chart 8 shows that the executive arm had more visibility in the radio broadcast contents for the quarter under review. While the executive arm had 69.5% of the total visibility given to the arms of government, judicial and legislative arms had 17.5% and 13.1%, respectively. One of the reasons for the huge visibility enjoyed by the executive arm could be the gubernatorial elections on Kogi and Bayelsa States in November.

In the same vein, the visibility given to government agencies was also observed. Of the agencies observed, INEC was observed to have more visibility. This is presented in chart 9

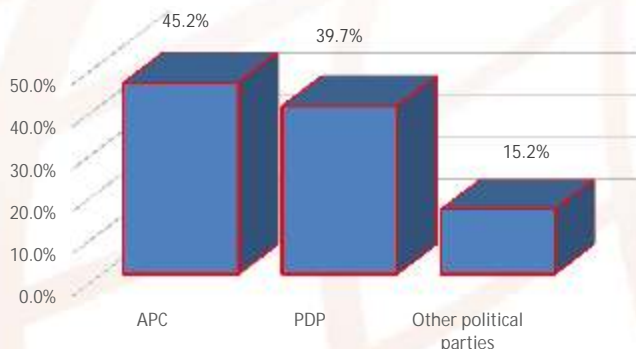
Chart 9: Visibility of government agencies in radio broadcasts



Result of the data presented on chart 9 shows that INEC had dominant visibility (51.1%) in the contents of the selected radio programmes. This is followed by the security agencies which accounted for 37.8% and other governmental agencies had 11.1% in the monitored political-related programmes on radio contents in the 4th quarter of 2019. One of the reasons for the visibility enjoyed by INEC could be the central role the body plays in the election in the country.

The visibility enjoyed by political parties was also observed in the contents of the selected radio programmes. The result of the data gathered on this is presented in Chart 10.

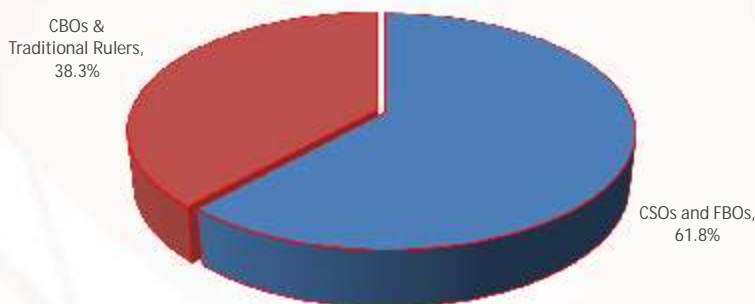
Chart 10: Relative visibility of political parties



The result presented in Chart 10 reveals that APC had the dominant visibility (45.2%) and it was followed by PDP with 39.7% of the total visibility given to political parties. When with compared to the two political parties, other political parties all together had 15.2% of the visibility which is less than half of the visibility enjoyed each of APC and PDP in the 4th quarter of the year.

The visibility given to election/political-related non-governmental organisations is also observed during the exercise. The result of the data gathered on this is presented in Chart 11.

Chart 11: Visibility of non-governmental organisations



The result presented in Chart 11 shows that CSOs and FBOs had more visibility at 61.8% in the content of the selected radio programmes while CBOs and traditional leaders jointly had 38.3% visibility in the monitored programmes.

QUALITY OF REPORTS: BALANCE

The quality of the programmes presented was observed in the content of radio programmes for the 4th quarter of the year. The result on chart 12a shows that radio stations are balanced in the presentation pattern of political-related programmes.

Chart 12a: Balanced versus not balanced reports

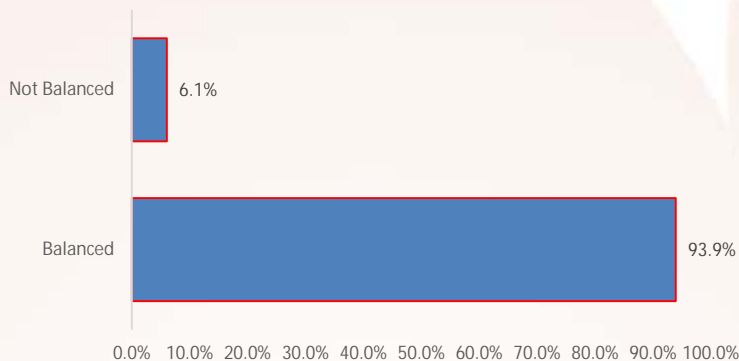
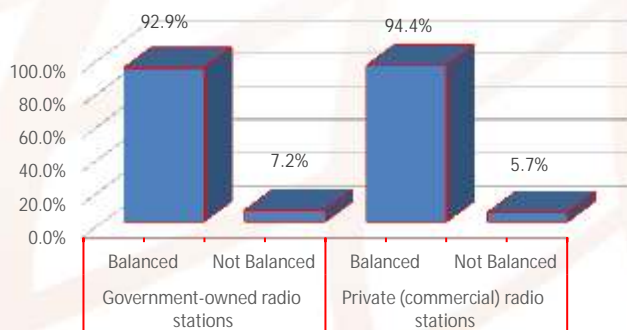


Chart 12a shows that radio programmes were more balanced in the presentation of politically related issues as observed in the monitored programmes. The result shows that 93.9% of the selected programmes were balanced in the presentation. This is a significant result to show the quality of programmes on the radio.

Additionally, the selected programmes were categorised based on ownership and the quality of programmes from each category was also monitored. The result is presented on chart 12b.

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



The results presented on chart 12b shows that both governments owned and the private radio station had a close margin in the percentage of the quality of of balancing of political-related programmes. Private owned media had 94.4% in the quality of programme balancing and government-owned media were scored 92.9% based on the observation of the quality of programmes from the media

PART II:

CONTENTS OF POLITICAL PROGRAMMES ON TELEVISION

PROGRAMME TYPE

For the quarter of the year under review, the contents of political-related television programmes were also observed. The programmes monitored include news report, discussion, interview, phone-in, documentary and analysis and debates.

Chart 13: Programme types of television broadcasts

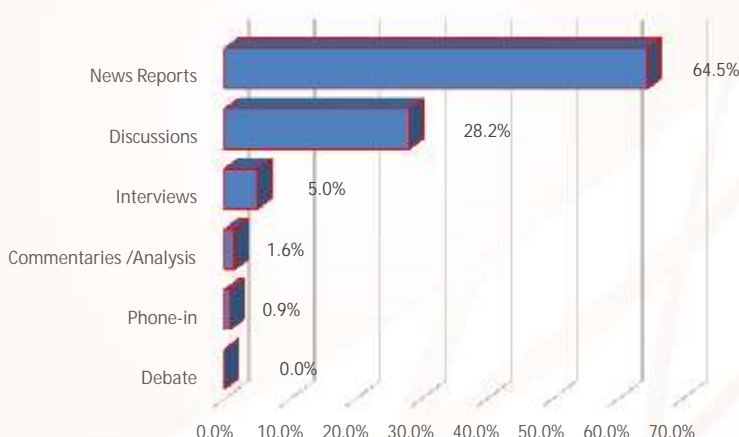
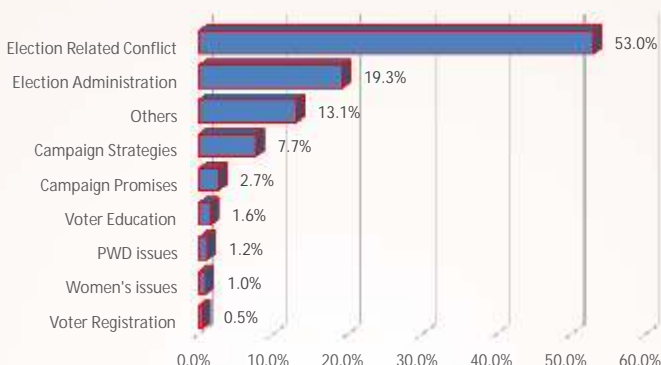


Chart 13 presents the percentage result of the programmes types observed on televisions about political issues. The result shows that news reports accounted for more of the programmes (64.5%) and was distantly followed by discussions which accounted for 28.2%. interviews accounted for just 5.0% of the total programme types observed on the television. Other programmes such as commentaries/analysis, phone in and debate all accounted for less than 2.0% each.

THEMATIC FOCUS OF THE CONTENTS OF THE RADIO

In the observation of the television programmes, attention was also given to the themes or topics presented on the selected television broadcast programmes. Result of data gathered from this exercise is presented in Chart 14.

Chart 14: Thematic Focus of Television Broadcasts



The result in Chart 14 shows that election-related conflicts took dominant attentions in the thematic issues presented on television on politically related programmes. Election-related conflicts accounted for 53.0% of the total thematic issues observed in the media. This is distantly followed by election administration issues 19.3%. While some other programmes accounted for 13.1%, campaign strategies accounted for 7.7% of the thematic representation. Campaign Promises, voter education PWD issues, women issues and voter registration all accounted for less than 3.0% each of the thematic issues in the content of television programmes observed for the quarter.

VISIBILITY OF ACTORS IN THE CONTENT OF RADIO BROADCAST

Also, in the observed television contents for the quarter, we examined the visibility of actors in the election-related broadcasts by television stations. The visibility was looked at from gender, geographical location, age and ability dimensions. Chart 15 presents the gender aspect showing that men were far more visible than women in the television broadcast contents.

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

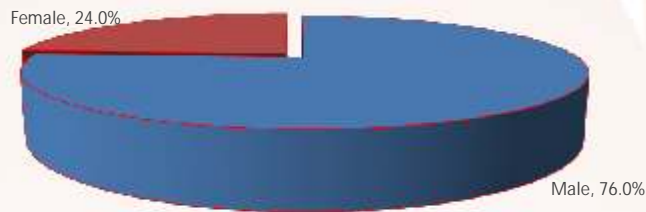


Chart 15 presents the visibility of male and female actors in the contents of television broadcast for the 4th quarter of the year. The result shows that male accounted for the largest percentage of visibility (76.0%) while females enjoyed less than half of the visibility enjoyed by males at 24.0%.

As male enjoyed more visibility in the contents of political-related television programmes, other people also enjoyed more visibility when compared with people living with disabilities.

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

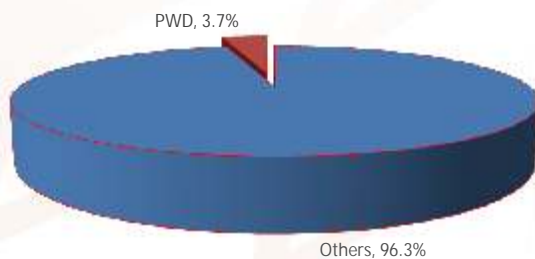
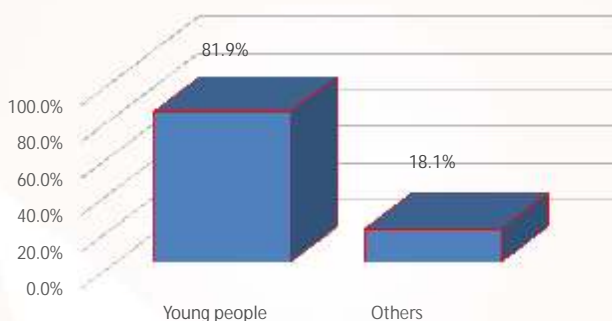


Chart 16 presents the result of the visibility given to able-bodied people and people living with disabilities. While other people had 96.3% of the visibility, people living with disabilities accounted for a meagre of 3.7%. This result shows the lop-sidedness in the visibility given to people with disability and able-bodied in the media.

As observed in the monitored radio contents, young people also have more visibility in the contents of television programmes monitored for the quarter. Chart 17 presents the result of the observation.

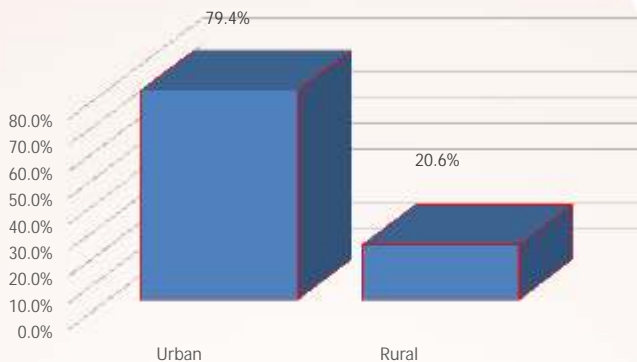
Chart 17: Visibility of young people in the television broadcasts



The result in Chart 17 shows that youth accounted for 81.9% of the total visibility given to actors in this direction while others accounted for 18.1%. This shows that people in the age bracket of the young people enjoyed more visibility in the media than others in society.

Similarly, the visibility given to political activities in the rural area is considerably low when compared to the visibility given to activities in the urban area. The result is presented in Chart 18.

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



The result in Chart 18 shows that 79.4% of the total visibility was accounted for by political activities from the urban area while a meagre of 20.6% was given to political activities in the rural areas.

In the same trend, there was non-balanced visibility in the attention given to politicians and other citizens as presented in Chart 19.

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

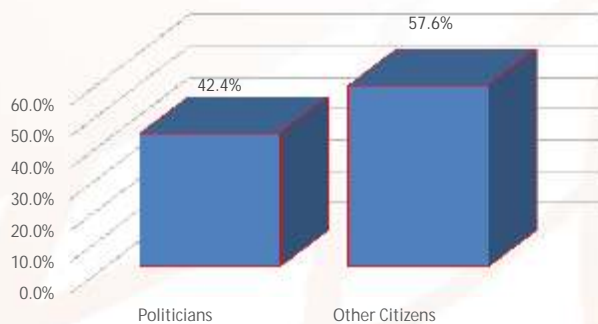
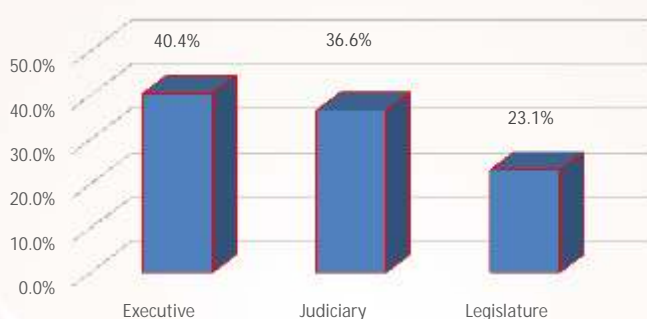


Chart 19 shows that other citizens, as opposed to the result from radio contents, had more visibility than politicians in the selected television contents. While other citizens accounted for 57.6% of the total visibility in the monitored television contents, politicians had 42.4% of the visibility. This

shows that other citizens had enjoyed more attention in the media than the politicians in the 4th quarter of the year.

Besides, attention was given to the visibility given to the arms of the government on the selected television programmes. The result of the data gathered is presented in Chart 20.

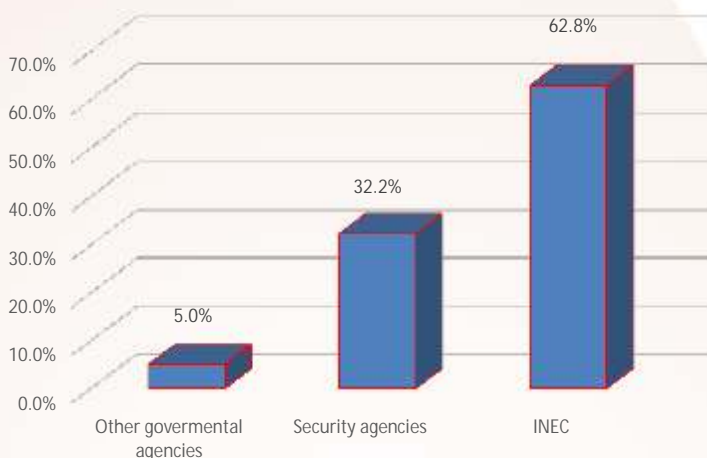
Chart 20: Relative visibility of the arms of government in television broadcasts



The result as presented on chart 20 shows that the executive arm of government had 40.4% of the total visibility while the judicial arm had 36.6% and the legislative arm had 23.1%. The result shows that the executive arm had more visibility in the content of the television programmes and closely followed by the judicial arm.

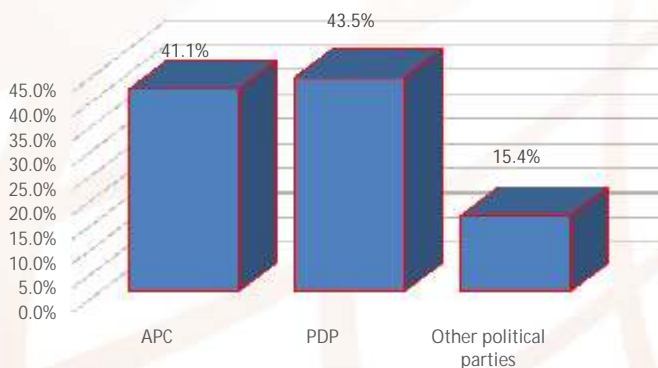
For the quarter under review, the visibility of government agencies in the television broadcast of political-related contents. The result shows that INEC had more visibility in the media than other governmental agencies.

Chart 21: Visibility of government agencies in television broadcasts



The result of the result presented in Chart 21 shows that INEC accounted for the largest percentage of visibility in the period under review. The result shows that INEC had 62.8% of the total visibility while security agencies accounted for 32.2%. This is distantly followed by other government agencies which accounted for just 5.0% of the total visibility.

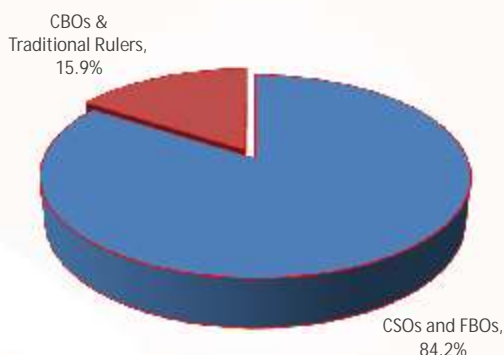
Chart 22: Relative visibility of the political parties



The result in Chart 22 shows the visibility enjoyed by political parties in the television political-related content for the 4th quarter of the year. The result shows that PDP accounted for 43.5% of the total visibility and was closely followed by APC with 41.1% of the visibility. One of the reasons for the closeness in the visibility the political parties could be because the parties are the big contenders in elections in the country.

We also observed the visibility of non-governmental political-related bodies. The result showed that CBOs and FBOs had more visibility than other non-governmental agencies.

Chart 23: Visibility of nongovernmental organisations



The result in Chart 23 shows that CBO and FBOs had the larger share of the visibility given to non-governmental agencies with 84.2% of the total visibility while CBOs and traditional rulers had just 15.9% of the visibility. The result on chart 23 shows that CBO and FBOs had the larger share of the visibility given to non-governmental agencies with 84.2% of the total visibility while CBOs and traditional rulers had just 15.9% of the visibility.

QUALITY OF REPORTS: BALANCE

The quality of the programme presentation was observed in the content of television programmes selected for observation in the 4th quarter of the year. The result on chart 24a shows that reports on television contents are more balanced in the pattern of presenting political-related programmes.

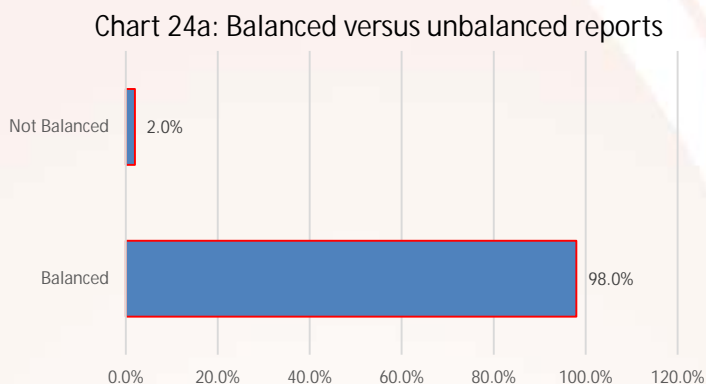


Chart 24a shows that 98.0% of the selected programmes were balanced in their pattern of presentation while just 2.0% of the contents were found to be presented in a pattern that is not balanced in their pattern of presentation.

Additionally, the programmes were categorised based on media ownership and the quality of the programme from each category were also observed.

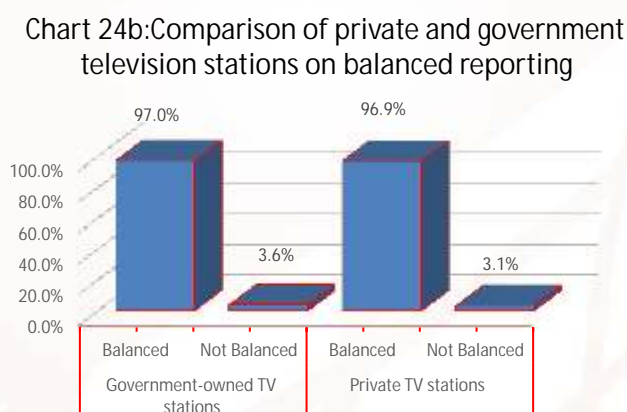


Chart 24b shows that a larger percentage of programmes observed was balanced in the quality of programme presentations. The result shows that 97.0% of the programmes from government-owned media were balanced in the quality of presentation very closely, 96.9% of the contents from the private-owned media were presented from a balanced angle. This shows that both media categories have a larger percentage of their programmes presented as balance in terms of quality.

PART III:

COMBINED REPORT ON RADIO AND TELEVISION

This third part of the report is a combination of the radio and television reports. This section focused on the programme formats of the broadcasts, the themes on which they focused, visibility of individual and corporate actors, and quality of reporting as it was for done in other sections.

PROGRAMME TYPES USED IN POLITICAL BROADCASTS ON RADIO AND TELEVISION

In the two earlier sections, programme types such as news reports, discussions, interviews, commentaries/analysis, phone-in programmes, vox-pop, documentary, debates and others were separately analysed based on media. This section presents the analysis of the combined contents from the two media. Chart 25 shows that news reports have a dominant frequency in all selected programmes.

Chart 25: Programme types of the selected broadcasts

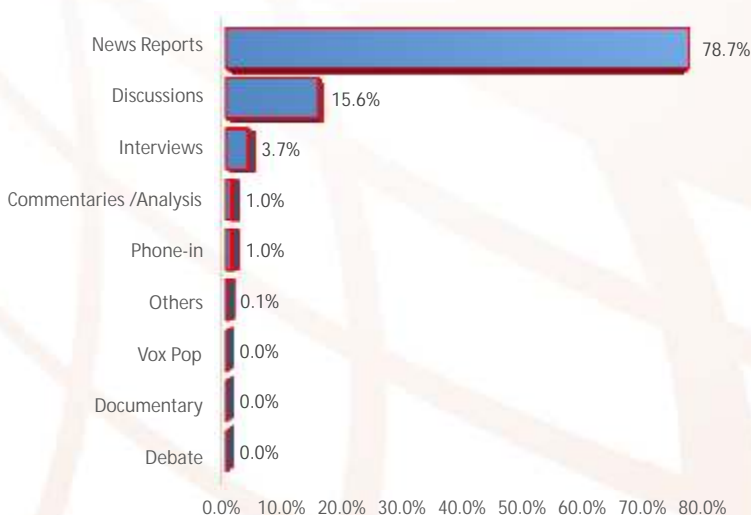


Chart 25 presents the result of the analysis of the combined programmes from both radio and television stations. The result shows that the news report is the dominant programme type on both television and radio for the quarter under review. While news reports accounted for 78.7% percentage, discussion distantly accounted for 15.6%. Interviews had 3.7% of the total programme and other programmes such as commentaries/analysis, phone-in, others vox-pop documentary and debate all accounted for less than 3.0% of the percentage of the selected programmes on both radio and televisions.

The qualitative data gathered for this report also show that the news report is the dominant programme type used in the broadcast of political-related programmes on media stations. For instance, in a November 15, 2019 news report of Rhythm 94.7 FM, it was reported that

Supreme Court says President Buhari has the right not to submit his credentials to INEC.

Similarly, on security preparations for the November 2019 election in Bayelsa State, it was reported that:

The Commandant General of NSCDC has deployed 5000 personnel for the Governorship election in Bayelsa State (Rhythm 94.7 FM, 15 November 2019)

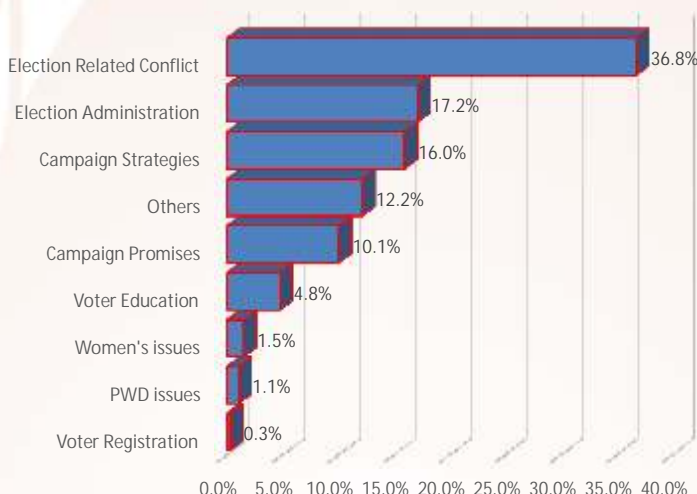
On the November election updates, Glory FM reported that:

Iwoama Ward 3, voting and accreditation started early in a hitch-free process (Glory FM, 16 November 2019)

THEMATIC FOCUS OF RADIO AND TELEVISION CONTENTS

Thematic issues were also given attention in the observation of contents on both radio and television. Chart 26 presents the result of the thematic issues focused on in the selected contents.

Chart 26: Thematic focus of the broadcasts



The result shows that election-related conflict had the dominant focus in the media for the quarter under review. The result shows that 36.8% of the theme was on elected-related conflicts. This is followed by election administration which accounted for 17.2%. Campaign strategies had 16.0% and others as presented on the chart accounted for 12.2% of itemised themes. While campaign promises accounted for 10.1%, voter education, women issues, PWD and voter registration all accounted for less than 10.0% of the thematic focus in the content of the media.

The qualitative data gathered for this report also shows that election-related conflicts were dominant in the thematic focus of the media, for instance, Glory FM (15 November 2019) reported:

Bayelsans have expressed their displeasure over the violence that resulted in the loss of lives including a Radio Bayelsa staff on official assignment during the PDP Campaign in Nembe.

In another report by Grace FM (25 November 2019), it is reported that:

Police arrest suspects in connection to the death of the PDP woman leader in Kogi state who was killed.

The reports show that there were instances of election-related violence in the build-up to the November election in Bayelsa.

Also, on thematic focus in the contents of the broadcast stations, the qualitative data support the data presented on the chart for quantitative data. For instance, on election administration,

AIT organised a discussion on the topic: “*Kogi and Bayelsa polls: lessons for future elections*”. Discussants include political analysts and CSO members who recommended that the government should embark on electoral reforms and politicians should shun violence in elections.

Other instances on election-related matters include the complaint by INEC that the card reader system does not have constitutional backing as reported by Gotel Radio (29th November 2019):

The Independent National Electoral Commission (INEC) has described the non-recognition of the smart card reader by the 1999 constitution, a great setback for the commission's effort to tackle poll fraud using technology. That lack of legal backing for the device has rendered it impotent and further encourage politicians not to accord any important to its.

Also, there was qualitative data on electoral promises by politicians during the campaign period for the November election in Kogi and Bayelsa states. Glory FM on the 13th November 2019, reported that:

The governorship candidate of APC David Lyon says he will ensure the provision of social amenities when elected.

VISIBILITY OF ACTORS IN THE CONTENT OF RADIO AND TELEVISION BROADCAST

The visibility of actors as presented in the separate result from radio and television contents were combined in this section of the report and the results were presented on the charts under this section of the 4th quarter report. The visibility was looked at from gender, geographical location, age, and ability dimensions. Chart 27 presents the gender aspect the combined visibility. It shows that men were far more visible than women in the broadcast contents.

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



The result in Chart 27 reveals that the male category accounted for 68.7% of the total visibility while the female had just 31.3%. This shows that male enjoyed more visibility in the media than female. It simply shows the lop-sidedness in the representation of male and female in the media.

Qualitative data gathered for this report also support the fact that female have low visibility in the media coverage for the period under study, for instance, Grace FM reports that:

INEC has taken steps to boost women's participation in the November 16 governorship election in Kogi State. Obidegwu said more women will participate in the elections as voters, ad hoc staff, and election observers. The forum was organised for young female voters by ECES.

Even in the few mentions where women were found, they were not presented as actors. Rather than being actors, they endorsed male actors, such as this:

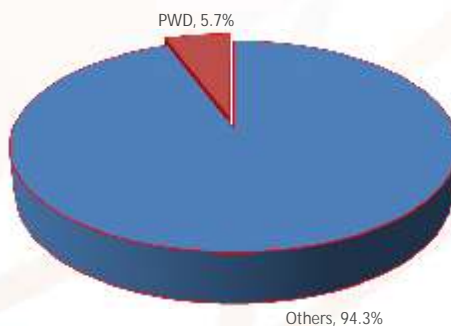
Women group endorse the re-election bid of Governor Yahaya Bello at the governorship election for his contribution to the development of women in the state.
(Kogi FM, 5th November 2019)

When they were not endorsing male actors, they were the targets of appeals for participation, such as this:

FIBA Bayelsa State chapter has urged women to participate fully and vote for their preferred candidate ahead of the Governorship election in the State. (Rhythm 94:7 FM, 15th November 2019).

The observation of the media contents also focused on the visibility of able-bodied people and people living with disabilities. The result as presented in Chart 28 shows that able-bodied people had larger visibility in both media contents.

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



The result in Chart 28 shows that other people accounted for 94.3% of the visibility in the people's ability dimension while people living with disabilities had just 5.7% of the total visibility. This shows that other people enjoyed more visibility and representation in the media than people living with disability in

the quarter under review.

Despite the poor visibility noted in the quantitative data, qualitative data gathered for this report shows that persons living with disabilities are visible in the report of the media broadcast, though very low when compared to the visibility enjoyed by able-bodied people as seen on chart 28. For instance, in a November 18th 2019 report of Grace FM, it was reported that:

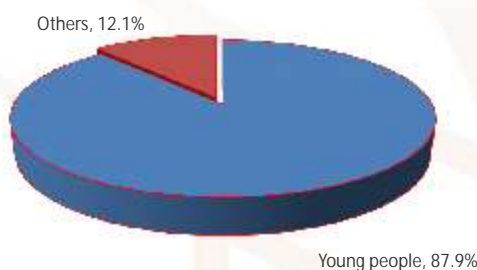
Centre for Citizens with Disabilities (CCD) has lauded the inclusion of persons with disabilities in the electoral process, especially in Kogi West. They were given priority in the polling units.

However, it seemed this commendation was not nationwide. For instance, STV (20th November 2019) reports:

Persons with Disability complain of marginalisation in the electoral process in Rivers state [and] INEC refutes claims by Persons with Disability (PWD) of exclusion from the electoral process in rivers state.

The observation also focused on the visibility of youths and other groups of people as related to the election in the period under review. The combined result from this observation from both media is presented in Chart 29.

Chart 29: Visibility of young people in the broadcast contents



The result presented in Chart 29 shows that young people had a larger percentage of visibility in both media in this direction of visibility

observation. While the young accounted for 87.9% visibility, others accounted for 12.1% of the total visibility. This shows that youth enjoyed more visibility in the media than any other age category of the people in the society for the quarter under review.

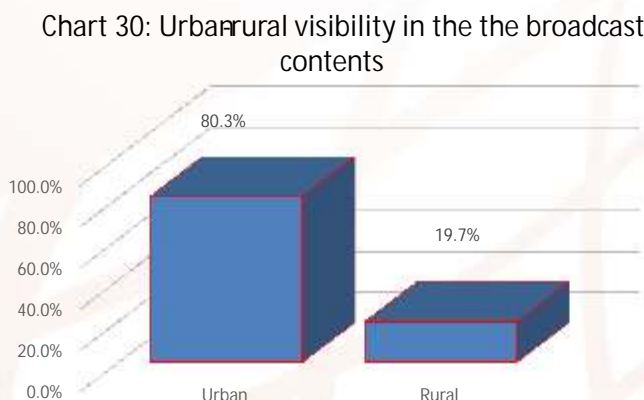
Besides, the qualitative data supports the result found on the chart for the quantitative data. The observed media contents show that youth are significantly represented in the media and had more visibility than others. On the 15th of November, 2019 Rhythm FM reported that:

Bayelsa Youths urged to maintain a peaceful disposition as they go to the polls this Saturday.

Similarly, Glory FM (16/11/19) reported on the 16th November 2019 that:

Youths advised not to allow themselves to be used for violence in the Governorship and Senatorial Election in Kogi State.

In the same vein, the visibility given in the direction of geographical location (urban and rural) was also observed in the quarter under review. The combined result of both radio and television shows that political activities in the rural area are underrepresented in the media.



The result in Chart 30 shows that political activities in the urban areas had 80.3% of the total visibility while political activities in the rural area had just

19.7% of the visibility. This shows that urban areas enjoy more visibility in the media than in rural areas.

About the visibility given to the geographical location in the media, the stories emanating from rural areas show that political activities in the rural areas were given less coverage. However, it is important to note that most of the stories from in the media were those reporting the activities of urban-dwelling politicians talking about or visiting rural areas. For instance:

Governor Yahaya Bello promises to fix the road in Bassa LGA if voted during the governorship election (Kogi FM, November 9, 2019)

Similarly, it is reported on Rhythm FM that:

PDP has expressed confidence in the people of Kolokuma Opokuma Constituency 2 that they are on the march to victory (14th November 2019)

In essence, little is said about the rural people and what they thought and felt and aspired to in the context of the elections.

The report also focuses on the visibility of politicians and other citizens in the society in the contents of both radio and television. The result in Chart 31 presents the result of combined data on the visibility of politician and other citizens in the media.

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

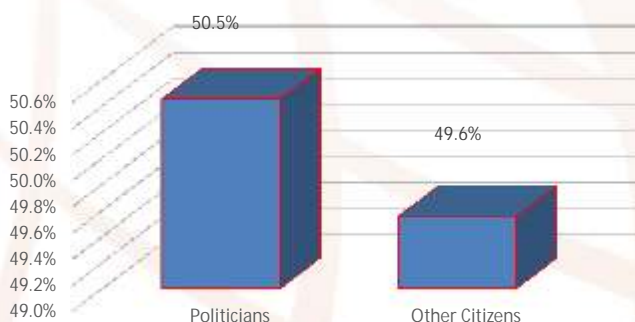
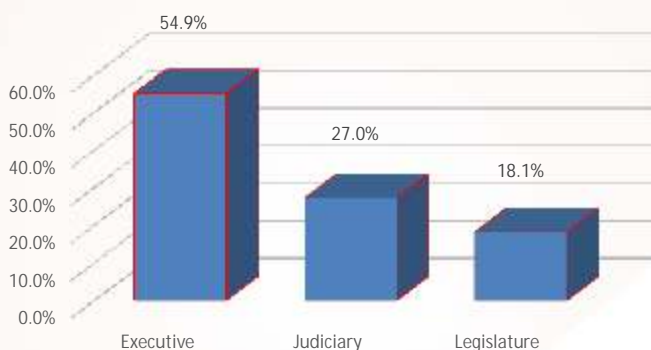


Chart 31 reveals that politicians had more visibility in the content of the media from both radio and television. The result shows that politicians accounted for 50.5% of the total visibility while other citizens stood at 49.6% of the total visibility.

The visibility given to the arms of government is also observed in the content of the selected broadcast stations. The result as shown in Chart 32 shows that the executive arm of government had more visibility than all other governmental arms.

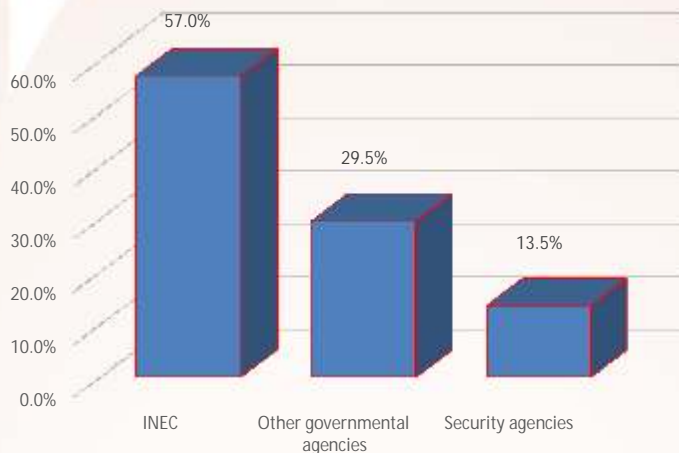
Chart 32: Relative visibility of the arms of government in the broadcast contents



The result on chart 32 shows that the executive arm of government accounted for 54.9% of the total visibility given to the arms of government in both radio and television contents. This is followed by the Judiciary with 27.0% and the legislative arm with 18.1%. This shows that the executive arm had more visibility than the two other arms in the 4th quarter of the year.

The visibility given to government agencies in the media was also examined. Chart 33 shows the result of the visibility.

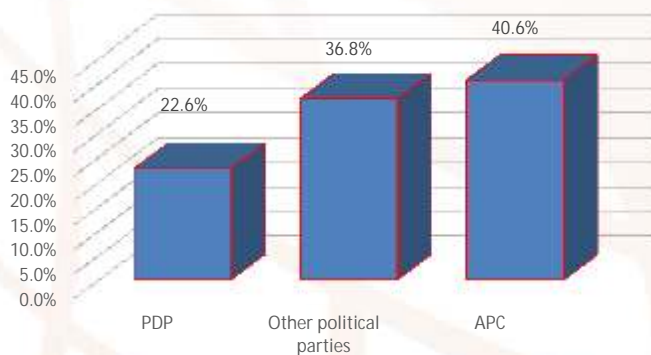
Chart 33: Visibility of government agencies in the broadcast contents



The result shows that INEC had the dominant visibility in both radio and television with 57.0% of the total visibility on government agencies. This is followed by other governmental agencies at 29.5% of the visibility and security agencies which accounted for 13.5% of the visibility.

The result of the visibility of political parties as observed in the radio and television broadcast contents is presented on chart 34.

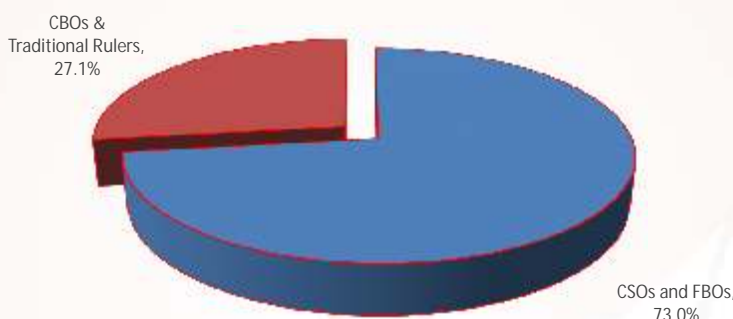
Chart 34: Visibility of political parties



The result shows that APC had major visibility as the party accounted for 40.6% of the total visibility received by political parties. The combined result also showed that other political parties more visibility than PDP as it accounted for 36.8% and PDP had just 22.6% of the total visibility in both radio and television contents.

Similarly, the observation shows that CSOs and FBOs had more visibility in the media in the coverage given to non-governmental agencies.

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



The result as presented on chart 35 shows that CSOs and FBOs had more visibility in media contents as it accounted for 73.0% of the total visibility as observed in the combined results both the radio and television contents. CBOs and Traditional rulers were found to account to just 27.1% of the total visibility in the period under review.

QUALITY OF REPORTING: BALANCE AND EXTREME SPEECH

In this section, the quality of the reports is examined by looking first at the balance of the reports. The use of extreme speech is also looked at in the selected broadcast contents. Trends in the visibility of actors and trends in the incidence of extreme speech were also examined in this section of the report. Chart 36 shows that majority of the reports were balanced. That is, reporters and producers sought out the views of the different parties to the issues.

Chart 36: Balanced versus not balanced reporting

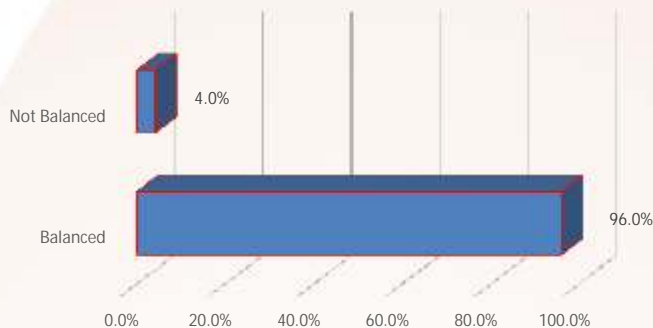


Chart 36 shows that the larger percentage of the selected broadcast contents was presented in a balanced view. The result shows that 96.0% of the selected contents from both media were balanced in their view while a meagre of 4.0% of the programmes were found to be unbalanced in their view.

The selected programmes were further classified based on media owner and the quality of the programmes about balancing was also observed and analysed as presented below.

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

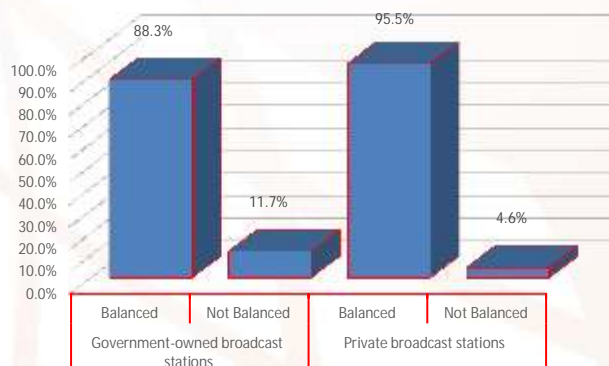
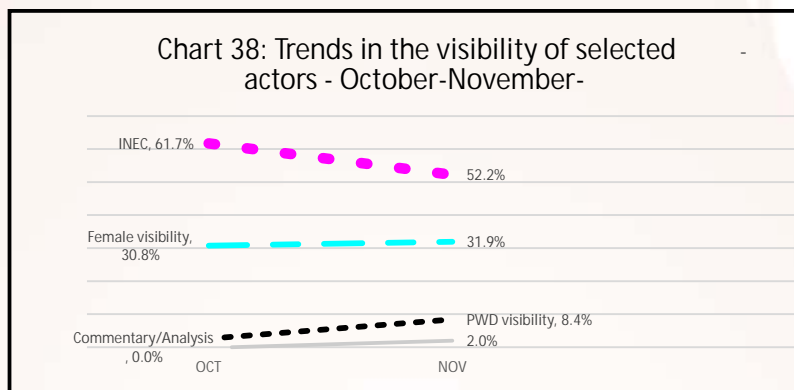


Chart 37 shows that 95.5% of the programmes from private media stations were presented from a balanced view while 88.3% of the programmes from government-owned media were found to be balanced. The result shows that significant numbers of the observed programmes in the selected media were

all presented from a balanced view.

The result in Chart 38 shows the trends of visibility of selected actors for the 4th quarter of the year.



The result shows that INEC had significant visibility (61.7%) in October but decreased to 52.2% in November. This shows that INEC had a downward trend in the 4th quarter of the year when it comes to visibility in the media. The visibility enjoyed by the female in broadcast contents slightly increased from it 30.8% in October to 31.9% in November. This shows that female also enjoyed a level of increase in the visibility in the media but still very low when compared to the visibility enjoyed by the male in the media content.

Also, people living with disabilities enjoyed a significant rise in their visibility in the media with an upward trend from 0.0% in October to 8.4% in November. Likewise, as a news type, commentary and analysis enjoyed some level of use in the presentation of political-related programmes in the quarter under review. The result shows that there was an upward increase from 0.0% in October 2.0% in November.

The trend in the increase or decrease of extreme speech was also examined in the observation of media contents for the quarter. The result is presented in Chart 39.

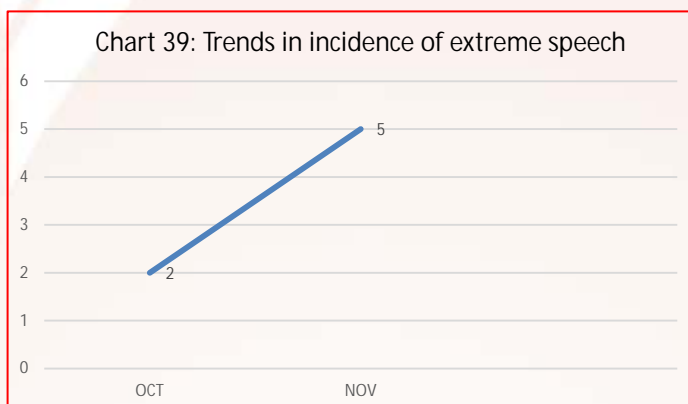


Chart 39 shows that there was an upward increase in the trend of extreme speech from October to November 2019. As shown on the result there was an increase from the average of 2 in October to an average of 5 in November. The reason for the upward trends could be the election in Kogi and Bayelsa states, respectively.

The use of hate speech was observed in the content of the selected media. Cases of hate speech in the media contents include the comments made at an interview programme on Dream FM on the 9th of November, 2019, where the guest described APC as “*an evil political party*”. On another programme on Rhythm 94.7FM (November 9th, 2019), APC was described as “*a party of darkness*”.

A more direct and inciting comment was made on Channels Television by a politician on the programme “Politics Today”. He said:

If you want to do elections please do elections, if you want electoral war then tell us, we will be prepared, it will be a balance of terror; it is understandable that nobody has the monopoly of violence, no political party has the monopoly of violence.

The above are some of the examples of hate speech, however, some effort to suppress its occurrence were also noted in the contents of the media for the period under review, some of them include the following.

On the 5th of November, 2019, it was reported by Rhythm 94.7 FM (Yenagoa, Bayelsa) that:

Stakeholders have advised youths and members of political parties to shun violence, vote-buying and hate speech in the Nov 16th Governorship election.

CONCLUDING REMARKS

The broadcast media gave substantial attention to a wide range of election-related issues. The focus changed a bit from the post-electoral period to pre and electoral period in the quarter under review to reflect changes in the electoral status of the country, especially regarding the Kogi and Bayelsa elections. The issue of election-related conflict dominated the political sphere and receive huge attention in the media. The two major contending parties (APC and PDP), executive arm and the judicial arm of government received major attention of the media. Also, the CSOs and FBOs enjoyed considerable coverage from the media in the quarter under review.

However, while the visibility of young people increased in the media that of women significantly decreased in media contents. Unfairly enough, persons living with disability were hardly mentioned in broadcast contents of the quarter under review. Underrepresentation of certain class of the society in the media or political space is unhealthy for the political development of any nation.

Besides, a majority of news reports and programmes focused on urban areas without considering that fact that politics should be inclusive. This is another problem. News report dominates the programme type and it stayed far ahead of other programme types in the media contents.

In the quality of contents monitored for the month, it is observed that the media houses were significantly balanced in the presentation of political-related programmes, also, when categorised along ownership line, it is still found that both privately-owned and government-owned media are balanced in the quality of the political broadcast.

It is also noted that hate speech took an upward trend in the quarter. This reflects the atmosphere of the political situation in the country. However, it is important for media professionals to be skilled and improve in the art of making media users avoid the use of hate speech while on air.

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