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REPORT

BROADCAST MEDIA COVERAGE OF ELECTION-RELATED POLITICS IN NIGERIA

JUL 2023-JUN 2024 REPORT



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(July 2023-June 2024 Annual Report)

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FOREWORD

The role of the media in the electoral process is central and essential. In a diverse and dynamic country like Nigeria, it serves as a powerful force that informs, educates and mobilizes citizens to participate actively in the democratic process of choosing leaders for political offices. It also serves to scrutinize and hold political officeholders and institutions accountable to citizens.

The content that the media produce and disseminate is important to the extent that it contributes significantly to the management and success or otherwise of the electoral process.

Hence, stakeholder institutions such as civil society conduct Media Monitoring, which entails collecting and analysing data from election-related content of media on various platforms – broadcast, print and online.

Professionally conducted and used media content monitoring is a useful evidence-based approach to assessing the coverage of elections by a country's media. Among other things, it helps to provide a picture of media attention to issues in the elections, the balance in the coverage of election actors and institutions as well as, the emergence and visibility of harmful content such as fake news and hate speech. It is also useful as a mechanism for an early warning system (to generate red flags for potential challenges and how to mitigate them) as well as shaping stakeholder perception of various elements of the electoral process such as participation and trust.

Building on past experiences, our organisation created a Media Monitoring initiative, with a well-trained and orientated team, which took off in 2022. The initiative focused on broadcasting platforms. Hence, the monitoring activity was concentrated on the contents of radio and television stations selected across the country. The coverage period was segmented – pre-election period, election days and post-election period.

This report contains valuable insights and recommendations on the coverage provided by the broadcast media during the period. We trust it will be a useful resource for media professionals, media owners, regulators, policymakers, and local and international development organisations who are involved in supporting the development of a free, independent and pluralistic media which provides fair, accurate, inclusive and credible coverage of the electoral process in Nigeria.

*Dr Akin Akingbulu,
Executive Director*

ACKNOWLEDGEMENTS

Monitoring media content during Nigeria's electoral process is an endeavour that our organisation has regularly engaged in for a long time. One of the lessons we have learnt from the activity is that its successful implementation requires the collective efforts of individuals. Hence, we put in place a media monitoring team made up of dedicated persons. The team members' contributions have produced this report.

We appreciate the remarkable efforts of our media monitors, Aminat Aminu, Babatunde Bakare, Bisola Adeyemo, Ifunanya Ugwumba, Javan Binam, Nurudeen Fasasi, Omotola Badejo, Qudus Adegoke and Tosin Ayodele. They diligently tracked the broadcasts and coded them for credible analysis. Special thanks go to the Monitor Supervisors, Olaoluwa Adeleye and Zainab Akodu, who oversaw and guided the monitors to ensure prompt data capture and verity, and to the Writer/Analyst, Rotimi Akinola, who interpreted the data and crafted the analyses that enriched the pages of this publication.

We also wish to thank the European Union for their funding support for the media monitoring activity and the publication of this report.

MANAGEMENT

LIST OF ABBREVIATIONS

CEMESO - Centre for Media and Society

CSO - Civil Society Organisation

EU SDGN II - European Union Support to Democratic Governance in Nigeria Programme
Phase Two

FM - Frequency Modulation

INEC - Independent National Electoral Commission

MDA - Ministries, Departments and Agencies

PWDs - Persons With Disability

TV - Television

AA - Action Alliance

AAC - African Action Congress

ADC - African Democratic Congress

ADP - Action Democratic Party

APC - All Progressives Congress

APGA - All Progressives Grand Alliance

APM - Allied Peoples Movement

APP - Action Peoples Party

BP - Boot Party

LP - Labour Party

NNPP - New Nigeria Peoples Party

NRM - National Rescue Movement

PDP - Peoples Democratic Party

PRP - Peoples Redemption Party

SDP - Social Democratic Party

YPP - Young Progressives Party

ZLP - Zenith Labour Party

DEFINITION OF TERMS

The terms defined in this section concern the broadcast media coverage of election-related politics in Nigeria.

Actor: A stakeholder in the electoral process who is mentioned or used as the source of a broadcast.

Balance: The journalistic quality of a broadcast which is measured in the context of the variety of perspectives, sources and fairness.

Broadcast media: Media that transmit audio and video content to the public via radio waves, including radio and television stations.

Broadcast: Radio or television content.

Broadcasting: The transmission of programmes or information by radio or television.

Campaign: An organised effort by political parties and other relevant entities to win elections and influence public opinion.

Corporate actor: An organisation or entity with stakes in the electoral process.

Discussion programme: Media content revolving around discourses about specific topics, often involving multiple participants.

Election administration: The process of organising and overseeing elections to ensure they are conducted fairly and legally.

Election petition: Election-related litigation.

Extreme language: Rhetoric capable of inciting hatred, prejudice and/or violence towards specific individuals or groups

Government agency: An organisation in the machinery of government that is responsible for the oversight and administration of specific functions.

Inclusion: The practice of ensuring that people of diverse backgrounds and abilities are represented and have equal opportunities.

Individual actor: A single stakeholder in the electoral process.

Instance: The frequency of usage or mention of an actor or theme in a broadcast.

Interest group: A group of actors that seeks to influence public policy based on a common concern.

Inter-party conflict: Disputes or disagreements between different political parties.

Interview programme: A media content format where one person, usually the journalist or anchor, asks questions of an actor or source to gather information or opinion.

Intra-party conflict: Disputes or disagreements within a political party.

Language: The quality of dialogue measured in the context of the deployment of extreme rhetoric.

Mention: An instance of name-dropping or alluding to an actor who is not necessarily used as the source of a broadcast.

Misinformation: False or inaccurate information that is spread regardless of the intent to mislead.

News report: A factual account of recent events, typically presented by journalists on television or the radio.

Political party: An organised group of people with similar political aims and opinions, seeking to influence public policy by getting their candidates elected to public office.

Programme typology: The classification of programmes based on their inherent characteristics, such as their objectives, structure and content.

Radio station: A media organisation which deploys radio technology as its primary mode of content distribution.

Radio: A form of media and sound communication by radio waves, usually through the transmission of programmes from single broadcast stations to multitudes of individual listeners equipped with radio receivers.

Security: Reportage and discussions around the safety of the polity, and usually tied to the role of security agencies in elections.

Source: An actor quoted or interviewed in a broadcast.

Television station: A media organisation which deploys television technology as its primary mode of content distribution.

Television: Broadcast media technology based on a system for converting audiovisual signals into electrical signals, transmitting them by radio or other means, and displaying them electronically on the screens of receiving devices also called 'television' or TV for short.

Thematic emphasis: The focus on specific themes or topics within a piece of content or a series of programs.

Usage: The deployment of an actor as a source of a broadcast.

Voter education: Providing potential voters with the necessary information to make an informed choice at the polling booth.

EXECUTIVE SUMMARY

The broadcast media coverage of election-related politics in Nigeria during the period in review was mainly packaged as news reports, with male voices receiving more attention than women, youth and PWD actors. While APC, PDP and LP were the most prominent political parties, INEC and security agencies received more attention than other government agencies combined. The broadcasts, which were balanced for the most part and rarely witnessed the deployment of extreme language, were dominated by election petitions, election administration, campaign activities and intra-party conflict.

On radio, news reports were the dominant format, making up 63% of the content, followed by discussions (28%) and interviews (9%). The radio stations maintained the journalistic principle of balance in 78% of broadcasts, with only 0.3% involving extreme language, often countered by opposing rhetoric. Campaign activities/strategies (17.2%), election administration (15.5%), intra-party conflict (14.7%) and election petitions (14.5%) were the most prominent themes. However, youth (0.9%), women (0.6%) and PWD (0.4%) issues were minimally covered. Adult males were predominantly featured, with women (25.9% sources; 9.9% mentions), youth (0.4% sources; 4% mentions), and PWD (1% sources; 1.1% mentions) actors receiving limited attention. The APC was the most featured political party (52.2% sources; 36.39% mentions), followed by the PDP (23.6% sources; 28.25% mentions) and LP (7.5% sources; 17.21% mentions). INEC was the most featured government agency (76% sources; 68.6% mentions), with security agencies (19% sources; 25.9% mentions) also receiving notable coverage.

News reports (74%) also dominated television coverage, eclipsing discussions (20%) and interviews (11%). The television stations adhered to balance in 62% of the broadcasts, with 0.1% involving extreme language. Election petitions (18.99%), election administration (17.71%), campaign activities/strategies (15.29%) and intra-party conflict (12.73%) were the most featured issues. Similar to radio, issues concerning women (12%), youth (0.96%) and PWDs (0.32%) were rarely reported or discussed on television. Women (14.47% sources; 8.6% mentions), youth (0.9% sources; 6.2% mentions) and PWD (0.3% sources; 3% mentions) actors also not as visible as men, older adults and non-PWD actors. Whereas APC (38% sources; 37.46% mentions), PDP (31.3% sources; 32.09% mentions) and LP (12.4% sources; 15.37% mentions) were the most visible political parties, INEC was the most featured government agency (67.2% sources; 69.4% mentions), with security agencies (31.1% sources; 26.6% mentions) also receiving significant coverage.

BACKGROUND

In the aftermath of Nigeria's 2023 general elections, the Centre for Media and Society (CEMESO), with funding from EU SDGN II, continued its media monitoring effort to evaluate the coverage of election-related politics by broadcast stations in the country.

By evaluating the broadcast media, CEMESO aimed to foster adherence to ethical and professional journalism standards and discourage the dissemination of hate misinformation, the deployment of extreme language and the tendencies for biased reportage of election-related issues. CEMESO also aimed to promote the inclusion of usually underreported demographics such as women, youth and PWDs.

The initiative focused on election-related programmes broadcast by carefully selected radio and television stations. These stations were chosen based on their audience reach, geographical location, political programming, digital footprint and ownership. A dedicated team, based in Lagos, monitored and analysed content accessed through online and traditional distribution channels.

The timeframe (July 2023 to June 2024) covered the months after the 2023 general elections, the months leading to the 2023 off-cycle governorship elections in Bayelsa, Imo and Kogi states, the post-election periods from then on and the build-up to the 2024 off-cycle governorship elections in Edo and Ondo states.

4178 contents from 27 radio and 16 television stations were analysed. The dataset for the period under review comprised 1045 radio and 3133 television broadcasts.

The following radio stations were monitored:

- Adaba FM Akure – Ondo state [Privately owned]
- Arewa Radio – Kano state [Privately owned]
- Boss Radio Owerri – Imo state [Privately owned]
- Bridge FM Asaba – Delta state [Privately owned]
- B-Side FM Benin – Edo state [Privately owned]
- Federal Radio Corporation of Nigeria (FRCN) Abuja – Network [Government-owned]
- Fresh FM Akure – Ondo state [Privately owned]
- Glory FM (Operated by Bayelsa State Broadcasting Corporation, BSBC Radio) – Bayelsa state [Government-owned]
- Gotel Radio Yola – Adamawa state [Privately owned]
- Grace FM Lokoja – Kogi state [Privately owned]
- Heritage Owerri – Imo state [Privately owned]
- Independent Television Radio (ITV Radio) Benin – Edo state [Privately owned]
- Invicta FM – Kaduna state [Privately owned]

- Jatto FM Okenne – Kogi state [Privately owned]
- NAS FM Yola – Adamawa state [Privately owned]
- Breeze FM Akure – Ondo state [Privately owned]
- New Cruse FM Ikere-Ekiti – Ekiti state [Privately owned]
- Nigeria Info Port Harcourt – Rivers state [Privately owned]
- Osun State Broadcasting Corporation (OSBC Radio) – Osun state [Government-owned]
- Glow FM Akure – Ondo state [Privately owned]
- Peoples’ FM Yenagoa – Bayelsa state [Privately owned]
- Rhythm FM Jos – Plateau state [Privately owned]
- Splash FM Ibadan – Oyo state [Privately owned]
- Super FM Benin – Edo state [Privately owned]
- Toast FM Owerri – Imo state [Privately owned]
- Crest FM Akure – Ondo state [Privately owned]
- Urban Radio – Enugu state [Privately owned]

The following television stations were monitored:

- Africa Independent Television (AIT) – Network [Privately owned]
- Arise Television (Arise TV) – Network [Privately owned]
- Channels Television (Channels TV) - Network [Privately owned]
- Nigerian Television Authority (NTA) – Network [Government owned]
- Television Continental (TVC News) – Network [Privately owned]
- Adamawa Television (ATV) Yola - Adamawa [Privately owned]
- Gotel Television (Gotel TV) Yola – Adamawa [Privately owned]
- Akwa Ibom Broadcasting Corporation (AKBC TV) – Akwa Ibom [Government owned]
- Independent Television (ITV) Benin – Edo state [Privately owned]
- Kwara State Television (KSTV) - Kwara state [Government-owned]
- Lagos Television (LTV) – Lagos state [Government-owned]
- Silverbird Television (STV) – Lagos state [Privately owned]
- Liberty Television (Liberty TV) – Abuja [Privately owned]
- Nigerian Television Authority (NTA) Owerri – Imo state [Government owned]
- Ogun Television (OGTV) – Ogun state [Government owned]
- Ondo State Radiovision Corporation (OSRC TV) – Ondo [Government owned]

The monitoring endeavour sought to answer the following questions:

- What were the broadcast media talking about?
- Who were the actors the broadcast media gave coverage to?
- What was the quality of reporting when measured in terms of balance?
- Were there traces of extreme language in the radio and television broadcasts?

The CEMESO research team systematically monitored a variety of broadcast programmes across the selected stations throughout the study period. The analyses centred on three core programme formats—news reports, discussion programmes and interviews—due to their significant election-related content.

The findings are presented in three distinct sections. The first segment provides an evaluation of radio station performance in covering election-related politics. The subsequent section offers parallel analyses of television stations. The final section harmonises the insights from both radio and television stations to present a combined assessment of broadcast media coverage of election-related politics in Nigeria during the period under review.

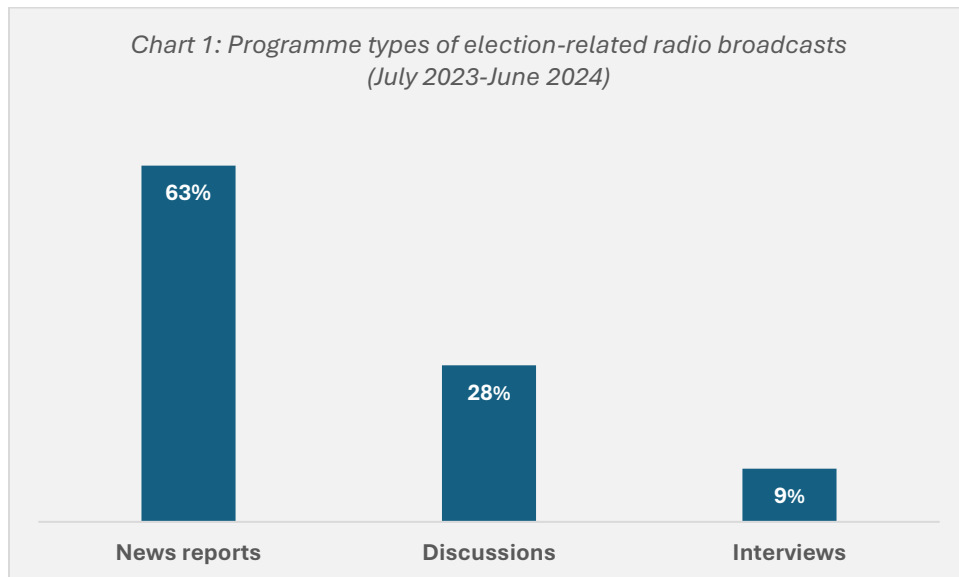
PART I

CONTENT OF POLITICAL PROGRAMMES ON RADIO

Election-related content was systematically monitored across the selected radio stations from July 2023 to June 2024. The resulting analyses are structured into four primary categories: programme typology, thematic emphasis, programme quality, and inclusion. A similar presentation format applies to subsequent sections.

PROGRAMME TYPOLOGY

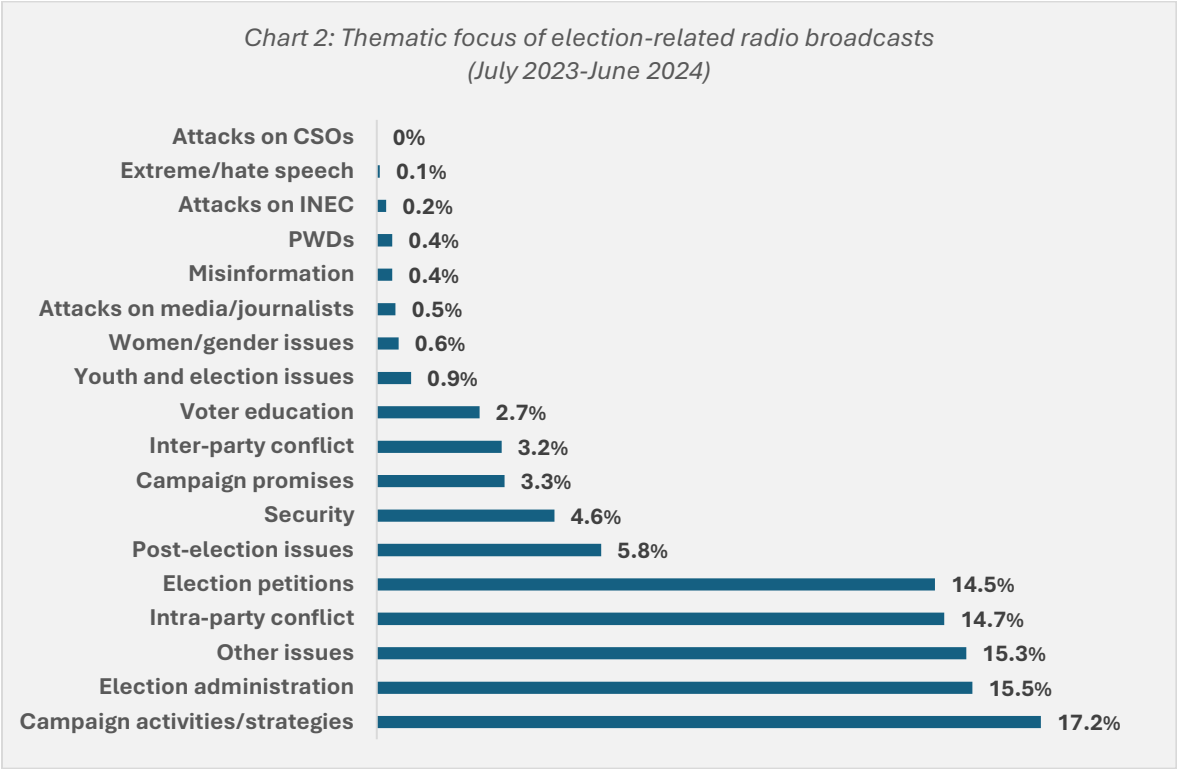
A total of 1045 news reports, discussion programmes and interviews were monitored on the selected radio stations.



658 of the contents analysed during the period under review were packaged as news reports, accounting for 63% of the total as shown in Chart 1. The other radio broadcasts were packaged as discussions (28%; 289 stories) and interviews (9%; 98 stories).

THEMATIC EMPHASIS

The thematic emphasis or thematic focus highlights identified topics or issues that dominated the monitored radio broadcasts.



According to the data in Chart 2, campaign activities/strategies, with 17.2% (213 in 1235 instances) of the coverage, were the most reported and discussed issues on the radio during the period in review. Campaign promises, a related theme, received 3.3% (41 instances) of the coverage.

Election administration accounted for 15.5% (191 instances) of the coverage while voter education received 2.7% (33 instances) of the coverage.

Whereas intra-party conflict and inter-party conflict received 14.7% (182 instances) and 3.2% (40 instances) of the coverage respectively, election petitions received 14.5% (179 instances) of the coverage.

Election-related security issues received 4.6% (57 instances) of the coverage. Attacks on media/journalists and attacks on INEC received 0.5% (6 instances) and 0.2% (3 instances) of the coverage respectively. Attacks on CSOs were not featured.

Youth and election issues received 0.9% (11 instances) of the coverage and women/gender issues accounted for 0.6% (7 instances) of the election-related conversations. PWD issues were the least featured inclusion themes, receiving 0.4% (5 instances) of the coverage.

Misinformation received 0.4% (5 instances) of the coverage while extreme/hate speech received 0.1% (1 instance) of the coverage.

Post-election issues and other issues received 5.8% (72 instances) and 15.3% (189 instances) of the coverage respectively. Leadership tussles for the National Assembly and general democratic governance formed the bulk of the post-election and other issues recorded during the period.

QUALITY OF PROGRAMMES — BALANCE

Balanced reporting presents a variety of perspectives and sources on significant election-related issues while maintaining journalism's obligation to provide context. In contrast, unbalanced reporting fails to do so. The selected radio broadcasts were analysed to assess their adherence to this standard.

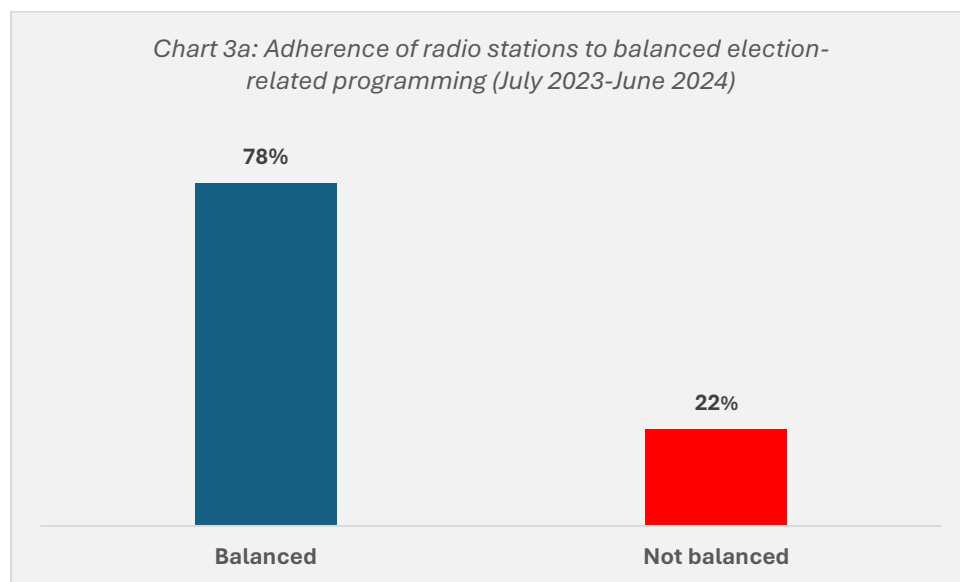


Chart 3a shows that 78% (46 in 59 stories) of the applicable radio broadcasts were balanced while 22% (13 stories) were not.

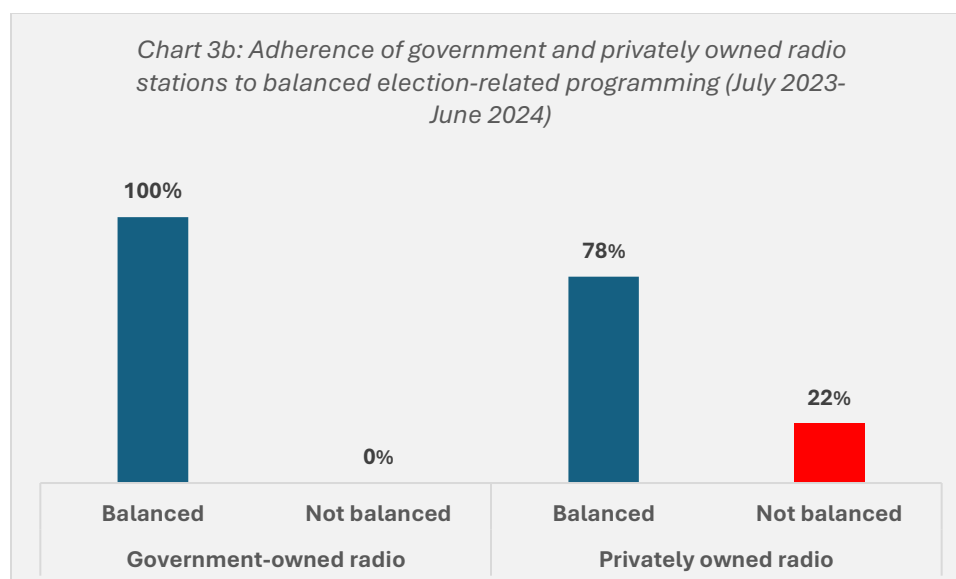


Chart 3b shows that 100% (1 story) of the applicable broadcast from government-owned radio stations was balanced. In contrast, 78% (45 in 58 stories) of the broadcasts from privately owned radio stations were balanced while 22% (13 stories) were not. This means that the private stations were responsible for all the unbalanced broadcasts recorded on the radio during the period in review.

QUALITY OF PROGRAMMES — LANGUAGE

Extreme language can incite hatred, prejudice and/or violence towards specific individuals or groups within society. The selected radio stations were examined for adherence to wholesome language and avoidance of inflammatory rhetoric in their election-related programming.

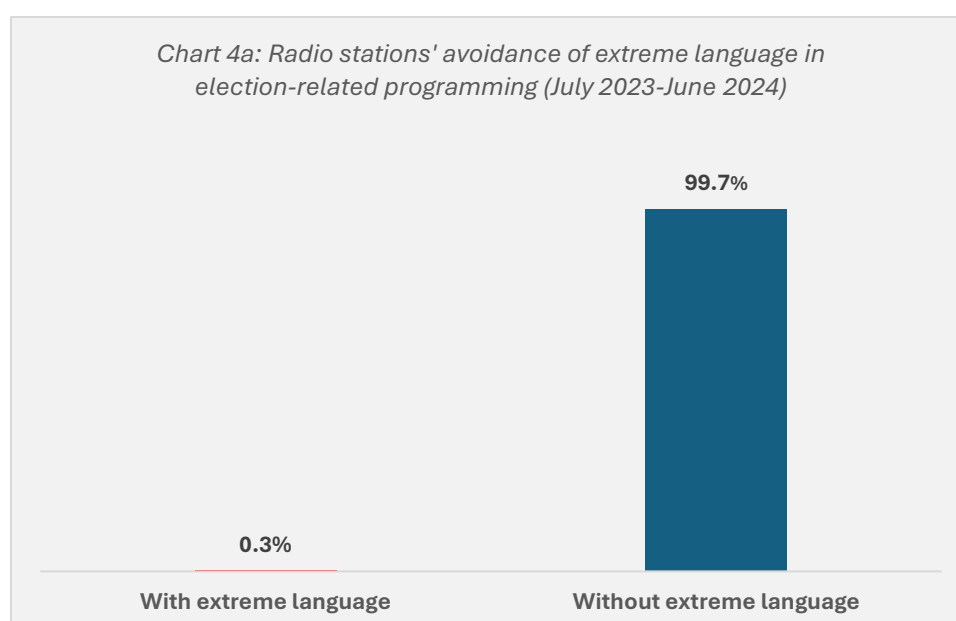


Chart 4a shows that the radio stations avoided extreme language in 99.7% (1042 in 1045 stories) of their programmes and fell short in 0.3% (3 stories) of the programmes.

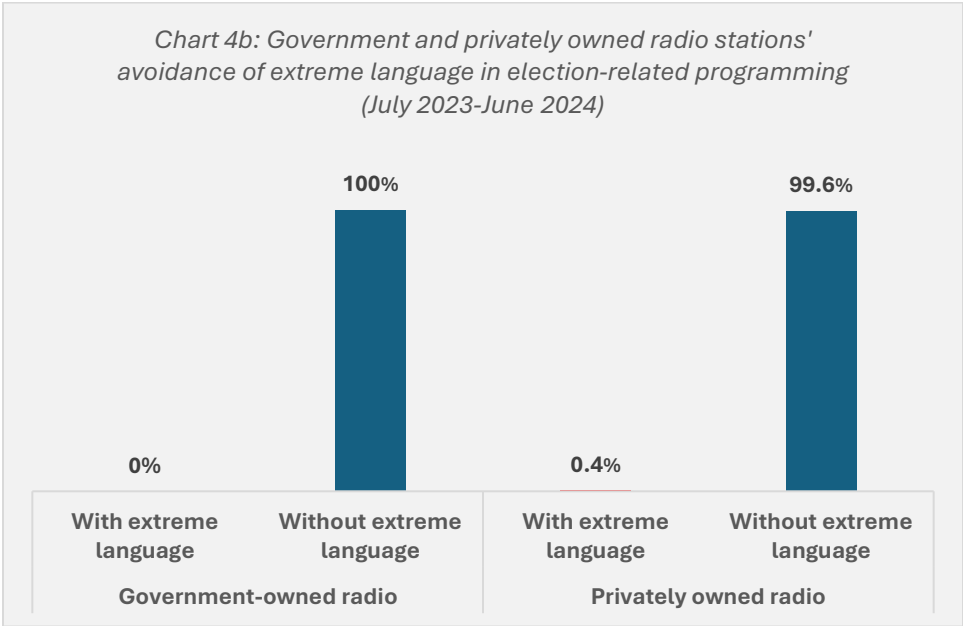


Chart 4b reveals that all 199 stories from government-owned stations were free of extreme language, whereas privately owned stations accounted for all instances of extreme language. Notably, only 0.4% (3 stories) of privately owned stations' content featured extreme language, with an overwhelming 99.6% (843 stories) of their programmes avoiding it altogether. The recorded incidents did not solely involve the media or its sources employing provocative language; they also documented the actions of those actively opposing such rhetoric.

INCLUSION: VISIBILITY OF UNDER-REPRESENTED DEMOGRAPHICS IN ELECTION-RELATED RADIO BROADCASTS

This section assesses the visibility of vulnerable groups in electoral-related radio broadcasts during the period in review, with a focus on their gender, age, and disability status.

PWDs

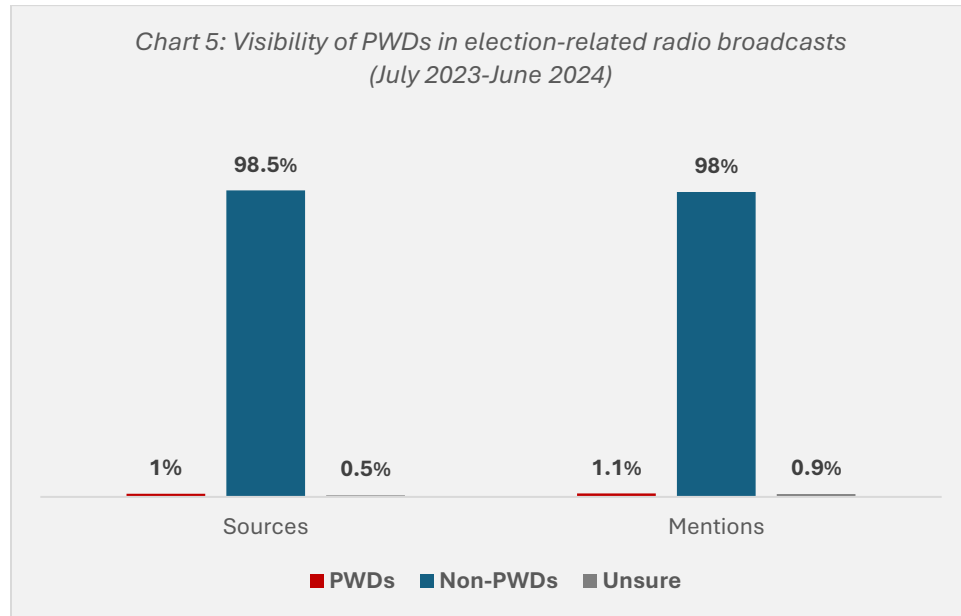


Chart 5 shows that PWD actors received 1% (9 in 927 instances) of the usage as sources and 1.1% (6 in 550 instances) of the mentions. Non-PWD actors, on the other hand, received 98.5% (913 instances) of the usage and 98% (539 instances) of the mentions. In a few cases, the usage (0.5%; 5 instances) and mentions (0.9%; 5 instances) could not be determined. The data echoes the low level of coverage (0.4%; 5 in 1235 instances) devoted to PWD issues as previously shown in Chart 2.

Women

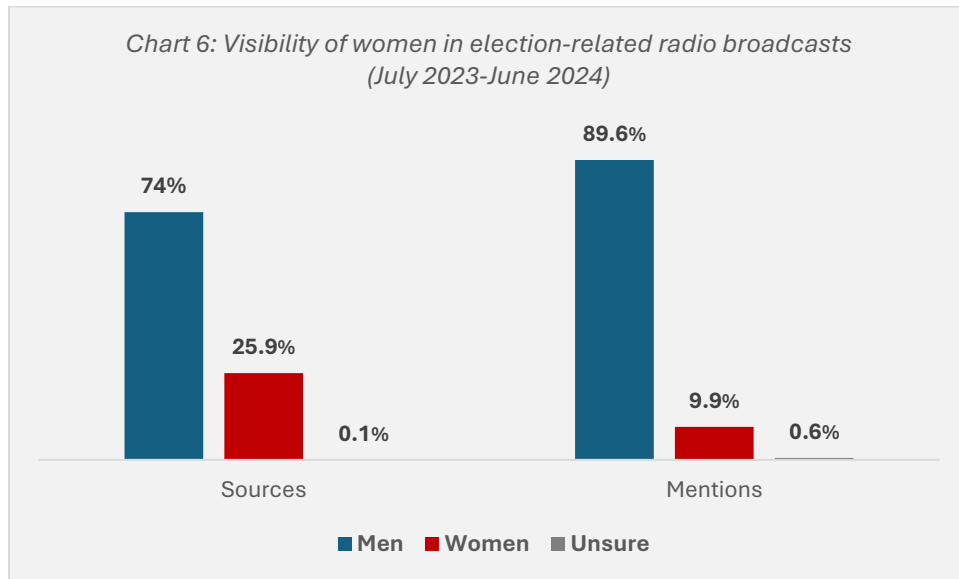


Chart 6 shows that women received 25.9% (267 in 1031 instances) of the usage as sources and 9.9% (66 in 670 instances) of the mentions. Men, on their part, received 74% (763 instances) of the usage and 89.6% (600 instances) of the mentions. In a few cases, the usage (0.1%; 1 instance) and the mentions (0.6%; 4 instances) could not be determined. The data showed that women were not as visible as their male counterparts and echoed the low level of coverage (0.6%; 7 in 1235 instances) devoted to women's issues as previously shown in Chart 2.

Youth

The African Youth Charter¹ defines youth as individuals aged between 15 and 35. This report adopted the same age bracket. However, individuals older than 35 were also considered youth if they represented a youth group or initiative. Those younger than 15 are categorised as children.

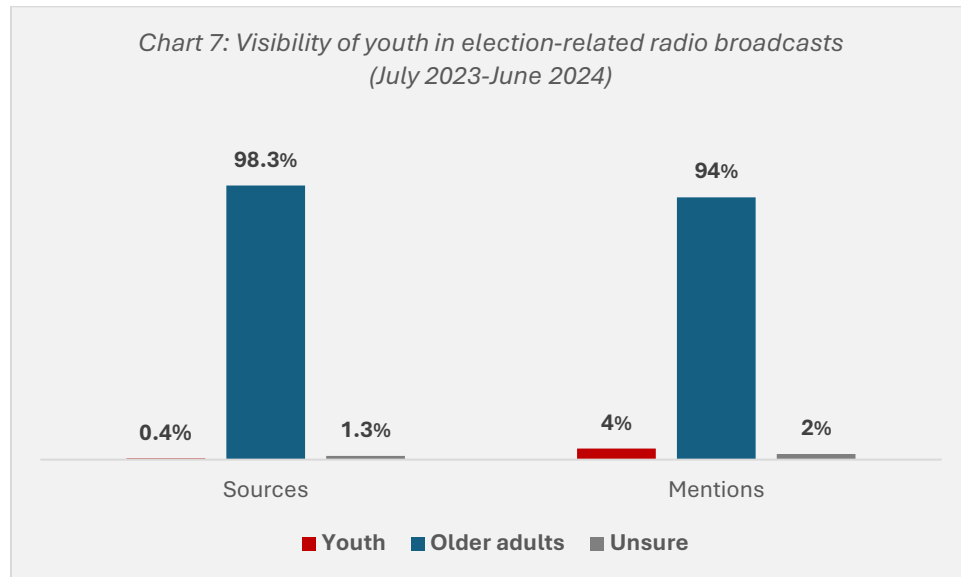


Chart 7 shows that youth received 0.4% (4 in 923 instances) of the usage as sources and 4% (24 in 602 instances) of the mentions. Older adults, on the other hand, received 98.3% (907 instances) of the usage and 94% (566 instances) of the mentions. Children were not featured. In some cases, the usage (1.3%, 12 instances) and mentions (2%, 12 instances) of vulnerable groups in the radio broadcasts could not be definitively determined. The low visibility of youth actors echoes the low level of coverage (0.9%; 11 in 1235 instances) devoted to youth and election issues as previously shown in Chart 2.

VISIBILITY OF CORPORATE ACTORS

The corporate actors include political parties and government agencies.

Political parties

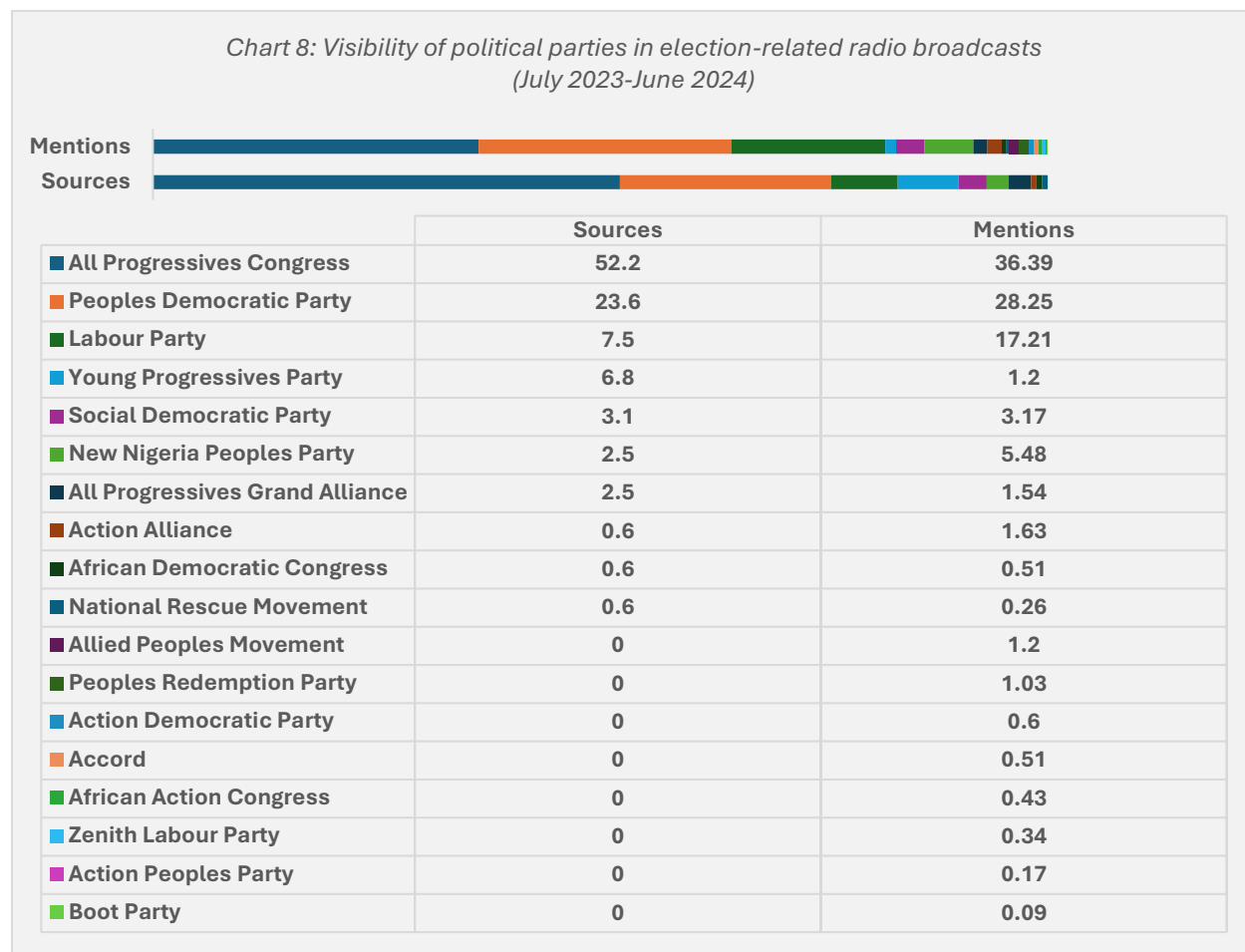


Chart 8 shows that All Progressives Congress (APC) was the most visible political party, accounting for 52.2% (84 in 161 instances) of the usage as sources and 36.39% (425 in 1168 instances) of the mentions.

Peoples Democratic Party (PDP) received 23.6% (38 instances) of the usage and 28.25% (330 instances) of the mentions while Labour Party (LP) received 7.5% (12 instances) of the usage and 17.21% (201 instances) of the mentions.

Young Progressives Party (YPP) received 6.8% (11 instances) of the usage and 1.2% (14 instances) of the mentions while Social Democratic Party (SDP) received 3.1% (5 instances) of the usage and 3.17% (37 instances) of the mentions.

New Nigeria Peoples Party (NNPP) and All Progressives Grand Alliance each accounted for 2.5% (4 instances) of the usage as well as 5.48% (64 instances) and 1.54% (18 instances) of the mentions respectively.

Further analysis of Chart 8 shows that Action Alliance (AA), African Democratic Congress (ADC) and National Rescue Movement (NRM) each received 0.6% (1 instance) of the usage as well as 1.63% (19 instances), 0.51% (6 instances) and 0.26% (3 instances) of the mentions respectively.

Allied Peoples Movement (APM), Peoples Redemption Party (PRP), Action Democratic Party (ADP) and Accord received 1.2% (14 instances), 1.03% (12 instances), 0.6% (7 instances) and 0.51% (6 instances) of the mentions respectively. They were, however, not used as sources.

African Action Congress (AAC), Zenith Labour Party (ZLP), Action Peoples Party (APP) and Boot Party (BP) accounted for 0.43% (5 instances), 0.34% (4 instances), 0.17% (2 instances) and 0.09% (1 instance) of the mentions respectively. They were also not used as sources.

Government agencies

This section assesses the visibility of government agencies such as the Independent National Electoral Commission (INEC) and security agencies which conduct and safeguard the elections, state government agencies, and intergovernmental organisations. The visibility of ministries, departments, and agencies (MDAs) is also analysed.

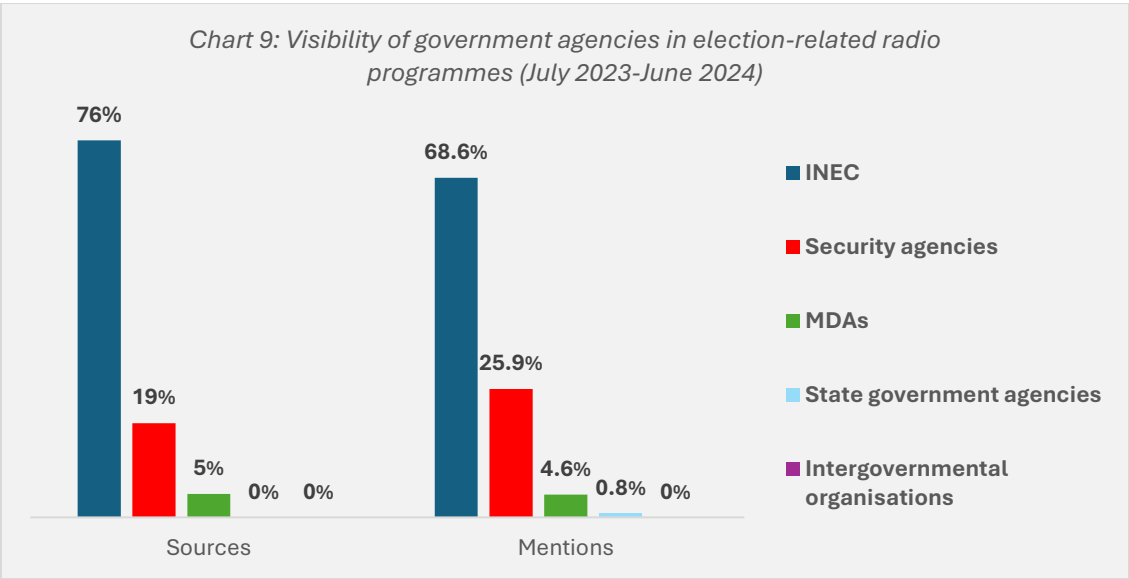


Chart 9 shows that INEC received 76% (16 in 21 instances) of the usage as sources and 68.6% (328 in 478 instances) of the mentions, making it the most featured agency in this category. Security agencies received 19% (4 instances) of the usage and 25.9% (124 instances) of mentions while MDAs accounted for 5% (1 instance) of usage and 4.6% (22 instances) of the

mentions. State government agencies received 0.8% (4 instances) of mentions but were not used as sources. Intergovernmental organisations were not featured.

SUMMARY OF FINDINGS

The analyses of election-related content during the period in review showed the prevalence of news reports (63%) over discussions (28%) and interviews (9%) as the major format used in the monitored radio broadcasts.

The radio stations adhered to the principle of balance in 78% of the broadcasts, with 0.3% of the programmes recording the deployment or discussions on the use of extreme language. The recorded incidents did not solely involve the media or its sources employing provocative language; they also documented the actions of those actively opposing inflammatory rhetoric.

Campaign activities/strategies (17.2%), election administration (15.5%), intra-party conflict (14.7%) and election petitions (14.5%) were the dominant topics on radio, indicating the nature of the coverage devoted to election-related politics during the period under review.

Furthermore, youth (0.9%), women's (0.6%) and PWD (0.4%) issues were barely reported or discussed compared to the other thematic focus areas. Also, most of the individual actors quoted and mentioned in the radio broadcasts were adult males, with female (25.9% sources; 9.9% mentions) actors receiving minimal attention. Youth (0.4% sources; 4% mentions) and PWD (1% sources; 1.1% mentions) actors were rarely featured.

APC received over half (52.2%) of the usage of political parties as sources and 36.39% of the mentions, making it the most featured actor in its category. PDP (23.6% sources; 28.25% mentions) and LP (7.5% sources; 17.21% mentions) also accounted for a significant portion of the attention devoted to political parties during the period under review. The three leading political parties were more visible than the other 15 parties combined.

INEC was the most featured government agency, accounting for 76% of the usage as sources and 68.6% of the mentions in its category. Security agencies (19% sources; 25.9% mentions) also received some level of coverage. So did MDAs which received 5% of the usage and 4.6% of the mentions.

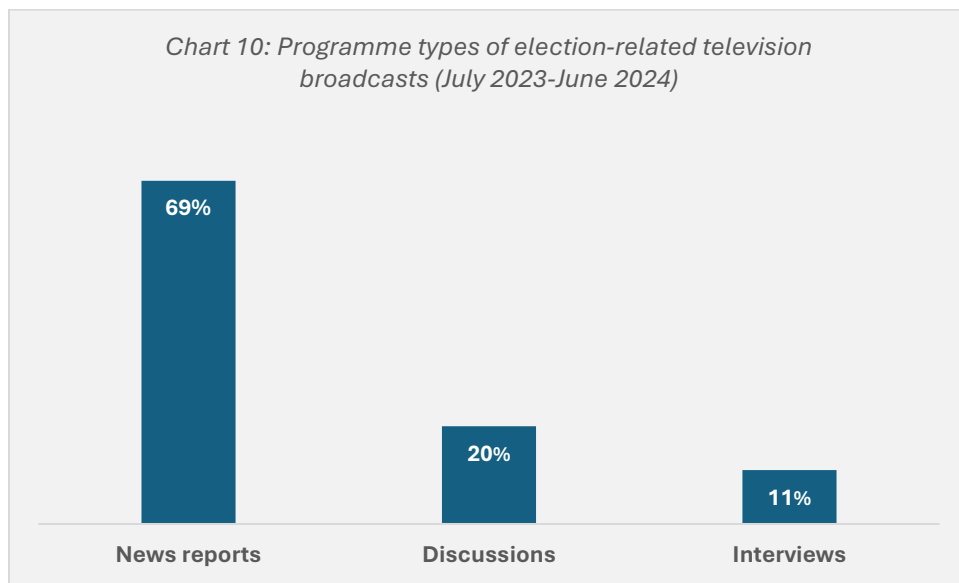
PART II

CONTENT OF POLITICAL PROGRAMMES ON TV

Election-related broadcasts were monitored on selected television stations from July 2023 to June 2024. The findings are presented below.

PROGRAMME TYPOLOGY

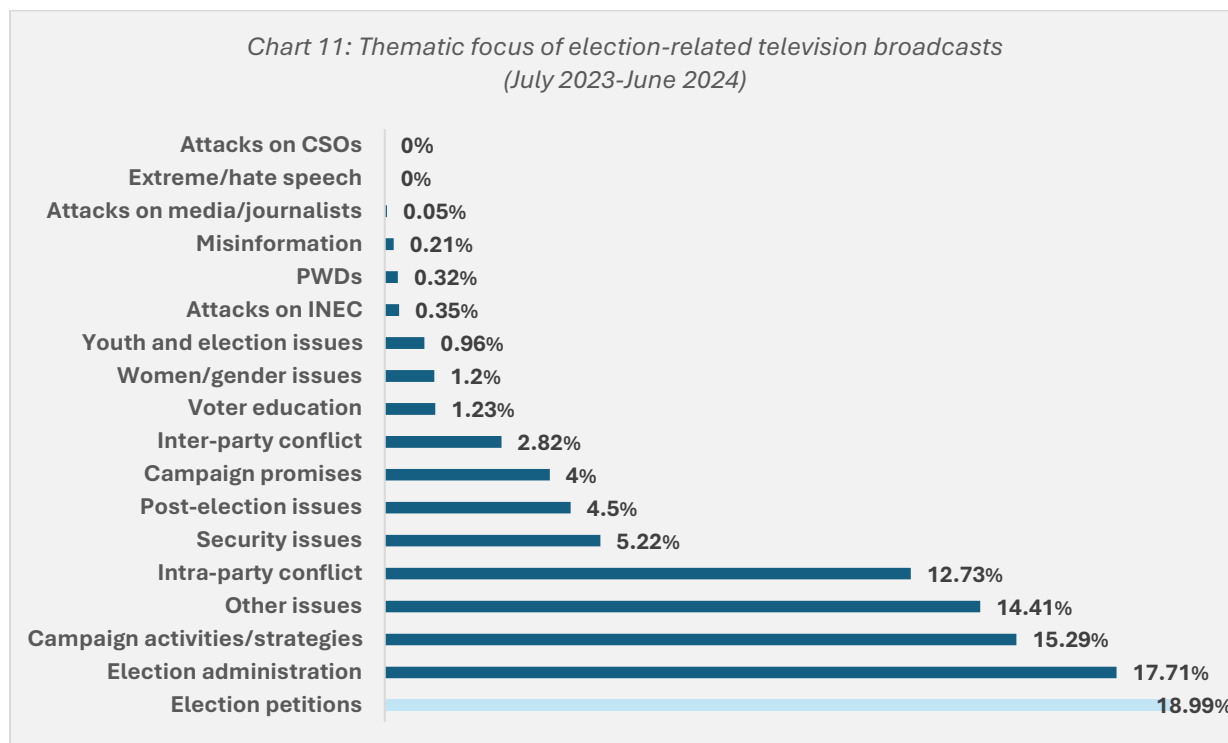
A total of 3133 news reports, discussion programmes and interviews were monitored on the selected television stations.



2173 of the contents analysed during the period under review were packaged as news reports, accounting for 69% of the contents as shown in Chart 10. The remaining television broadcasts were packaged as discussions (20%; 618 stories) and interviews (11%; 342 stories).

THEMATIC EMPHASIS

Thematic focus refers to the dominant topics or issues covered in monitored television broadcasts.



According to the data in Chart 11, election petitions received 18.99% (713 in 3754 instances) of the coverage, the most during the period in review. Intra-party conflict and inter-party conflict received 12.73% (478 instances) and 2.82% (106 instances) of the coverage respectively.

Election administration received 17.71% (665 instances) of the coverage while voter education received 1.23% (46 instances) of the coverage.

Whereas campaign activities/strategies accounted for 15.29% (574 instances) of the coverage, a related theme, campaign promises, received 4% (150 instances) of the coverage.

Election-related security issues received 5.22% (196 instances) of the coverage. Attacks on INEC and media/journalists received 0.35% (13 instances) and 0.05% (2 instances) of the coverage respectively. Attacks on CSOs were not featured.

Women/gender issues received 1.2% (45 instances) of the coverage while election-related youth issues received 0.96% (36 instances) of the coverage. PWD issues were the least featured inclusion themes, accounting for 0.32% (12 instances) of the coverage.

Misinformation received 0.21% (8 instances) of the coverage. Extreme/hate speech was not featured.

Post-election issues and other issues received 4.5% (169 instances) and 14.41% (541 instances) of the coverage respectively. Leadership tussles for the National Assembly and general democratic governance formed the bulk of the post-election and other issues recorded during the period.

QUALITY OF PROGRAMMES — BALANCE

Balanced reporting presents a variety of perspectives and sources on significant election-related issues while maintaining journalism's obligation to provide context. In contrast, unbalanced reporting fails to do so. The selected radio broadcasts were analysed to assess their adherence to this standard.

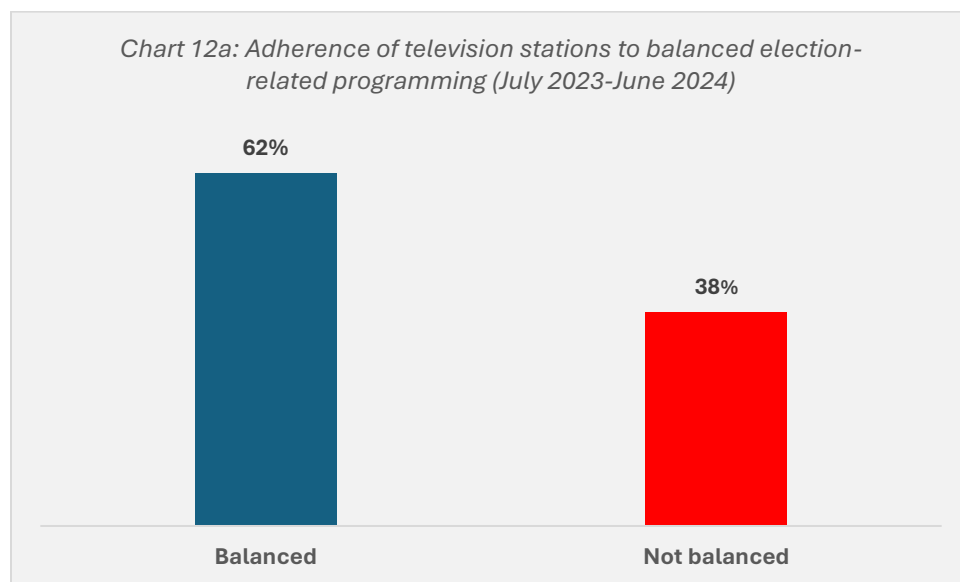


Chart 12a shows that 62% (551 in 884 stories) of the applicable television broadcasts were balanced while 38% (333 stories) were not.

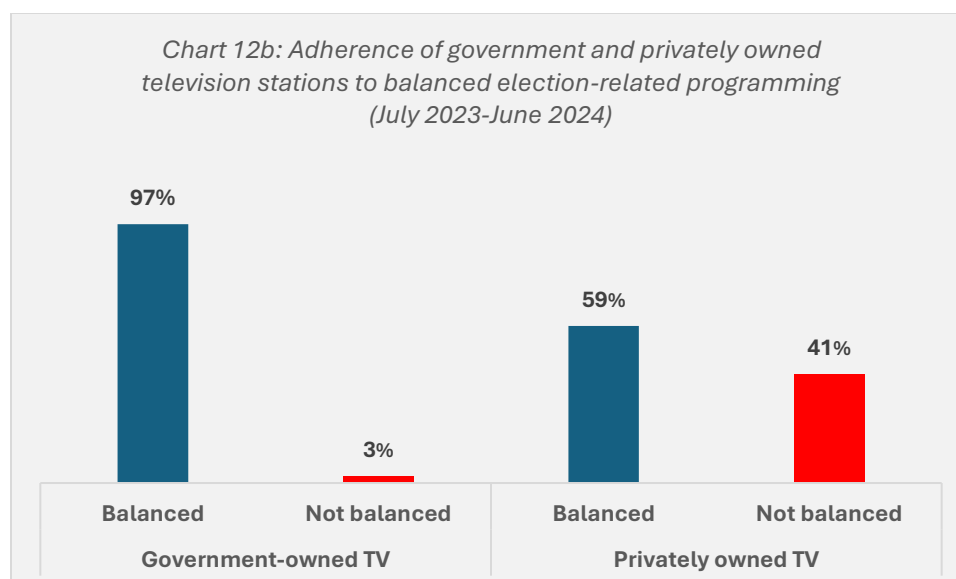


Chart 12b shows that 97% (74 in 76 stories) of the broadcasts from government-owned television stations were balanced while 3% (2 stories) were not. In contrast, 59% (477 in 808 stories) of the broadcasts from privately owned television stations were balanced while 41% (331 stories) were not. The data showed that there were more unbalanced reports on private television stations than there were on government-owned television stations.

QUALITY OF PROGRAMMES — LANGUAGE

The selected television stations were examined for adherence to wholesome language in their election-related programming.

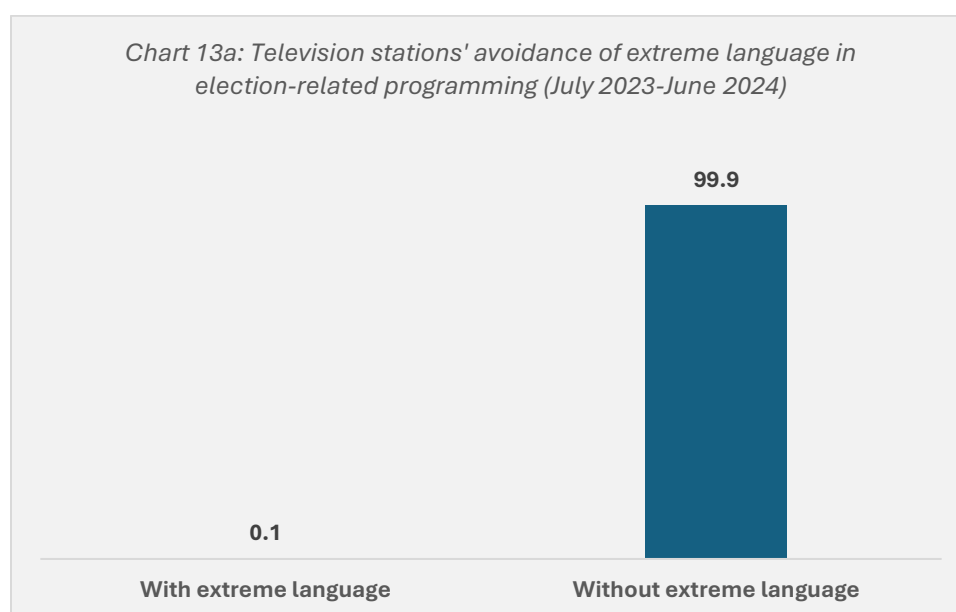


Chart 13a shows that the television stations avoided extreme language in 99.9% (3129 in 3133 stories) of their programmes and fell short in 0.1% (4 stories) of the programmes.

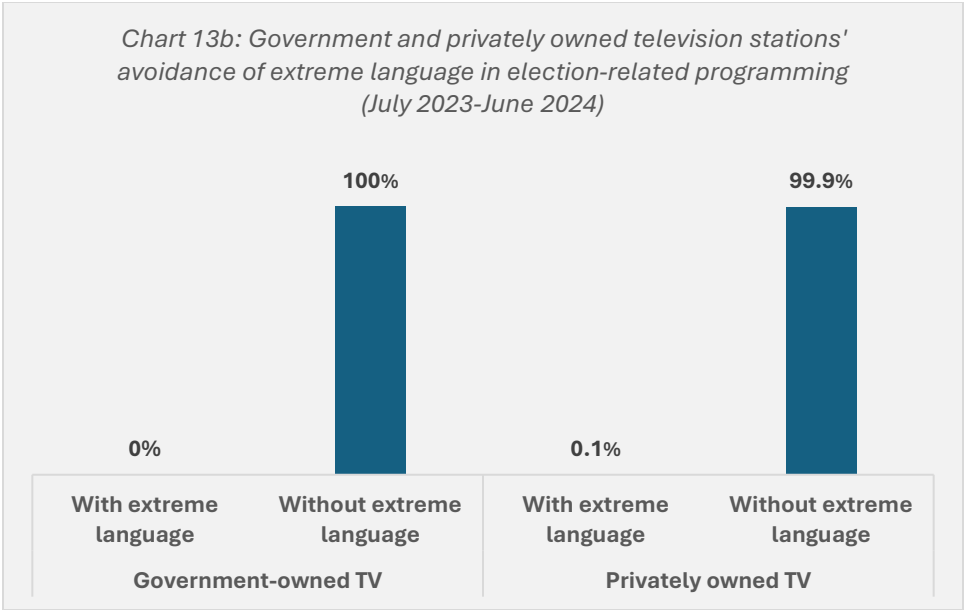


Chart 13b reveals that all 437 stories from government-owned stations were free of extreme language, whereas privately-owned stations accounted for all instances of extreme language. Notably, only 0.1% (4 stories) of privately owned stations' content featured extreme language, with an overwhelming 99.9% (2692 stories) of their programmes avoiding it altogether. The recorded incidents did not solely involve the media or its sources employing provocative language; they also documented the actions of those actively decrying inflammatory rhetoric.

INCLUSION: VISIBILITY OF UNDER-REPRESENTED DEMOGRAPHICS IN ELECTION-RELATED TELEVISION BROADCASTS

This section assesses the visibility of vulnerable groups in electoral-related radio broadcasts during the period in review, with a focus on gender, age, and disability status.

PWDs

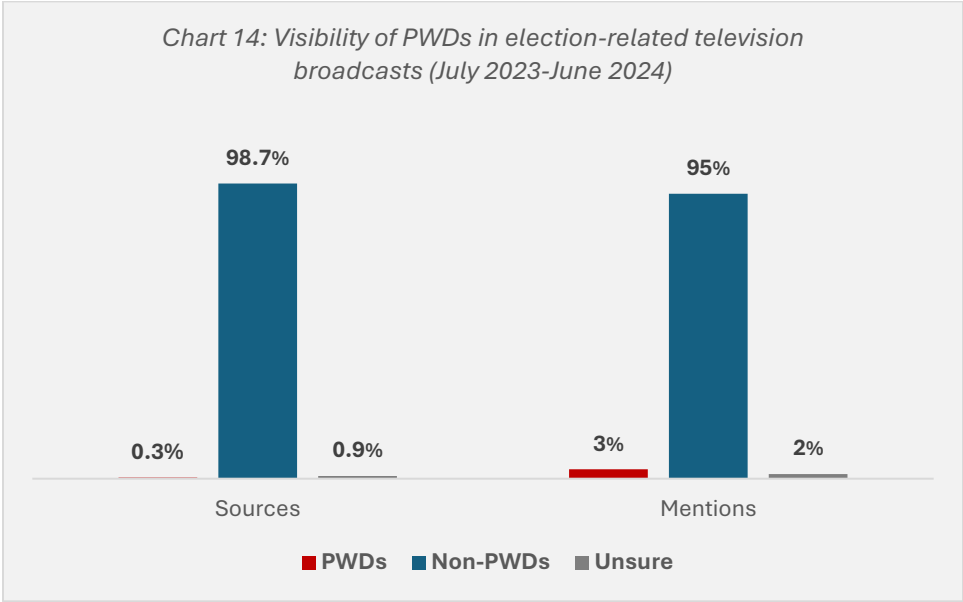


Chart 14 shows that PWD actors received 0.3% (10 in 3000 instances) of the usage as sources and 3% (59 in 1883 instances) of the mentions. Non-PWD actors, on the other hand, received 98.7% (2962 instances) of the usage and 95% (1794 instances) of the mentions. In some cases, the usage (0.9%, 28 instances) and mentions (2%, 30 instances) of vulnerable groups in the radio broadcasts could not be definitively determined. The data echoes the low level of coverage (0.32%; 12 in 3754 instances) devoted to PWD issues as previously shown in Chart 11.

Women

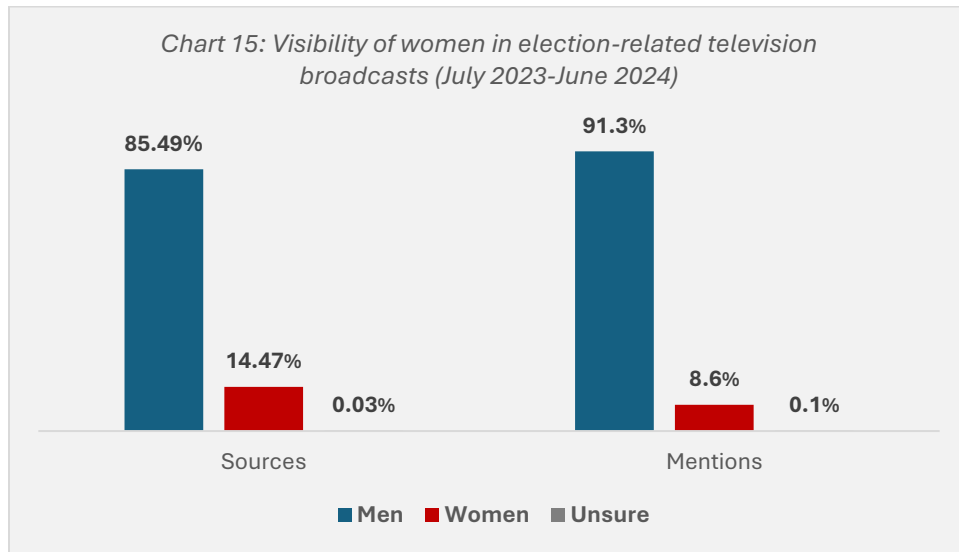


Chart 15 shows that women received 14.47% (442 in 3054 instances) of the usage as sources and 8.6% (163 in 1905 instances) of the mentions. Men, on the other hand, received 85.49% (2611 instances) of the usage and 91.3% (1740 instances) of the mentions. In a few cases, the usage (0.03%, 183 instances) and mentions (0.1%, 144 instances) of vulnerable groups in the radio broadcasts could not be definitively determined. The data shows that female actors were not as visible as their male counterparts and echoes the low level of coverage (1.2%; 45 in 3754 instances) devoted to women's issues as previously shown in Chart 11.

Youth

The African Youth Charter¹ categorises individuals aged between 15 and 35 as youth. This report adopted the same age bracket. However, individuals older than 35 were also considered youth if they represented a youth group or initiative. Those younger than 15 are categorised as children.

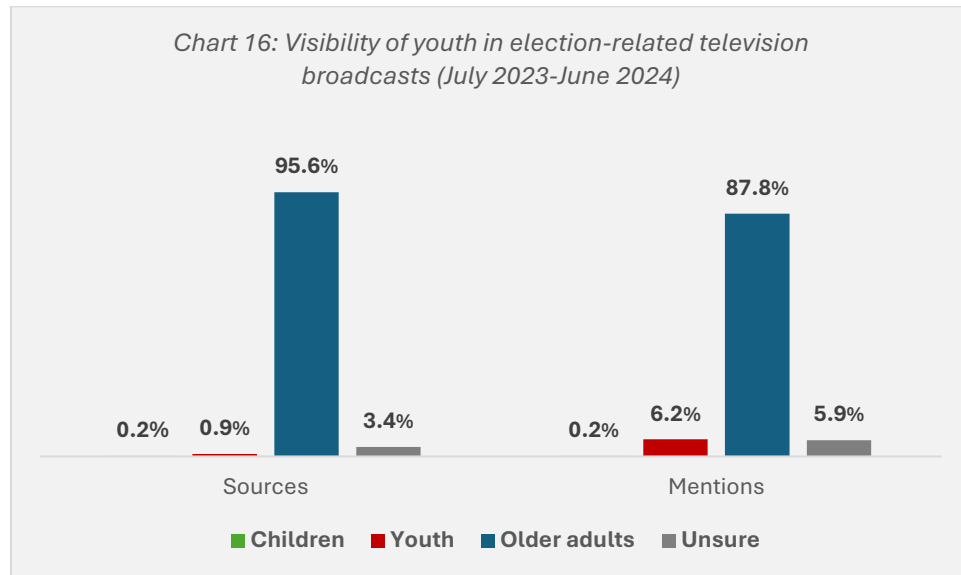


Chart 16 shows that youth received 0.9% (26 in 2999 instances) of the usage as sources and 6.2% (116 in 1873 instances) of the mentions. Older adults, on the other hand, received 95.6% (2866 instances) of the usage and 87.8% (1644 instances) of the mentions. Children received 0.2% (5 instances) of the usage and 0.2% (3 instances) of the mentions. In some cases, the usage (3.4%; 102 instances) and the mentions (5.9%; 110 instances) could not be determined. The low visibility of youth actors echoes the low level of coverage (0.96%; 36 in 3754 instances) devoted to youth and election issues as previously shown in Chart 11.

VISIBILITY OF CORPORATE ACTORS

The corporate actors include political parties and government agencies.

Political parties

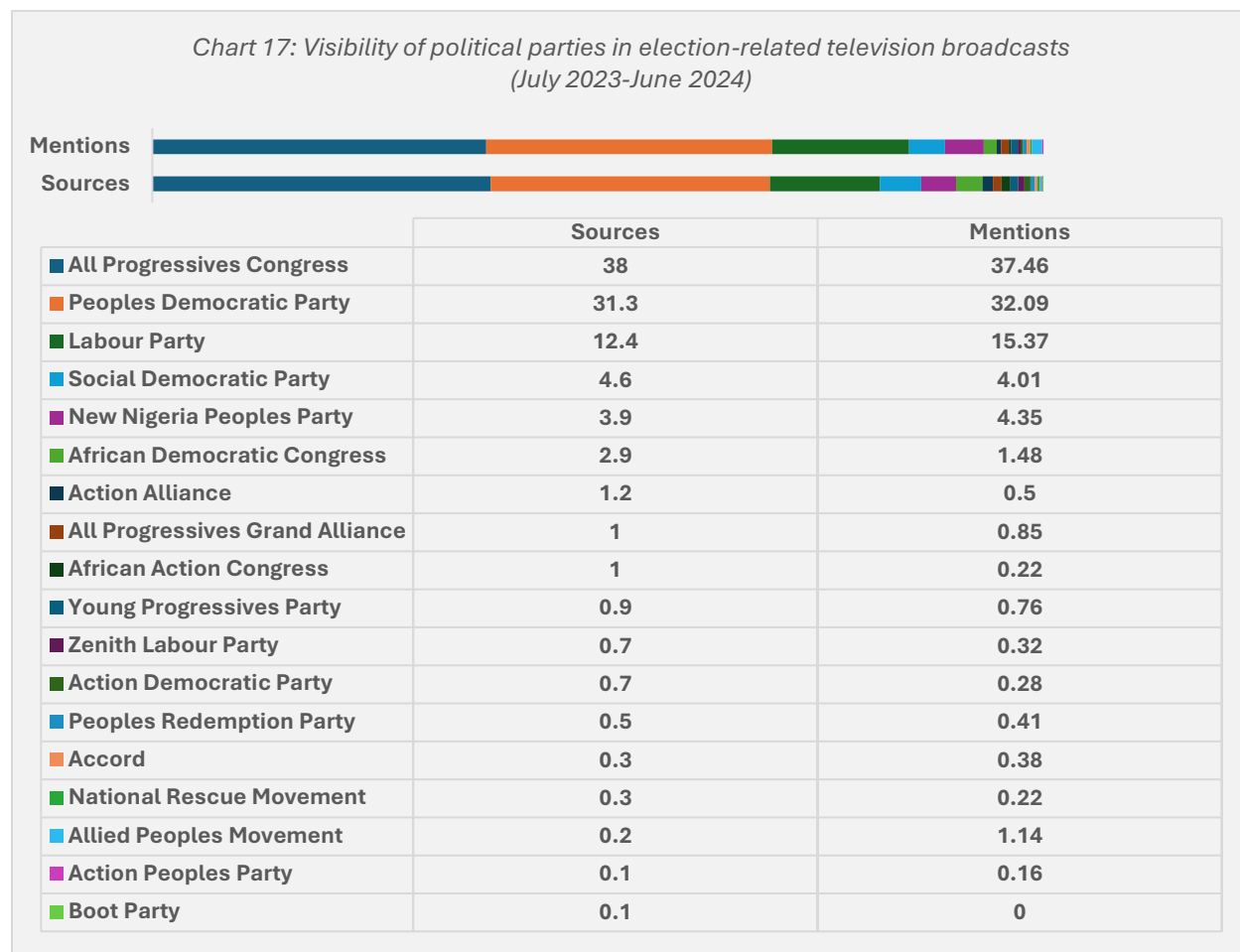


Chart 17 shows that All Progressives Congress (APC) received 38% (387 in 1019 instances) of the usage as sources and 37.46% (1187 in 3169 instances) of the mentions, making it the most featured political party on television in the context of this report.

Peoples Democratic Party (PDP) received 31.3% (319 instances) of the usage and 32.09% (1017 instances) of the mentions while Labour Party (LP) received 12.4% (126 instances) of the usage and 15.37% (487 instances) of the mentions.

Social Democratic Party (SDP) received 4.6% (47 instances) of the usage and 4.01% (127 instances) of the mentions while New Nigeria Peoples Party (NNPP) received 3.9% (40 instances) of the usage and 4.35% (138 instances) of the mentions.

Whereas African Democratic Congress (ADC) received 2.9% (30 instances) of the usage and 1.48% (47 instances) of the mentions, Action Alliance (AA) received 1.2% (12 instances) of the usage and 0.5% (16 instances) of the mentions.

All Progressives Grand Alliance (APGA) and African Action Congress (AAC) each received 1% (10 instances) of the usage as well as 0.85% (27 instances) and 0.22% (7 instances) of the mentions respectively. Young Progressives Party (YPP) received 0.9% (9 instances) of the usage and 0.76% (24 instances) of the mentions.

Zenith Labour Party (ZLP) and Action Democratic Party (ADP) each received 0.7% (7 instances) of the usage as well as 0.32% (10 instances) and 0.28% (9 instances) of the mentions respectively. Peoples Redemption Party (PRP) received 0.5% (5 instances) of the usage and 0.41% (13 instances) of the mentions.

Accord and National Rescue Movement (NRM) each received 0.3% (3 instances) of the usage as well as 0.38% (12 instances) and 0.22% (7 instances) of the mentions respectively.

Whereas Allied Peoples Movement (APM) received 0.2% (2 instances) of the usage and 1.14% (36 instances) of the mentions, Action Peoples Party (APP) received 0.1% (1 instance) of the usage and 0.16% (5 instances) of the mentions.

Boot Party (BP) also received 0.1% of the usage. It was, however, not used as a source.

Government agencies

This section assesses the visibility of government agencies such as the Independent National Electoral Commission (INEC) and security agencies which conduct and safeguard the elections, state government agencies, and intergovernmental organisations. The visibility of ministries, departments, and agencies (MDAs) is also analysed.

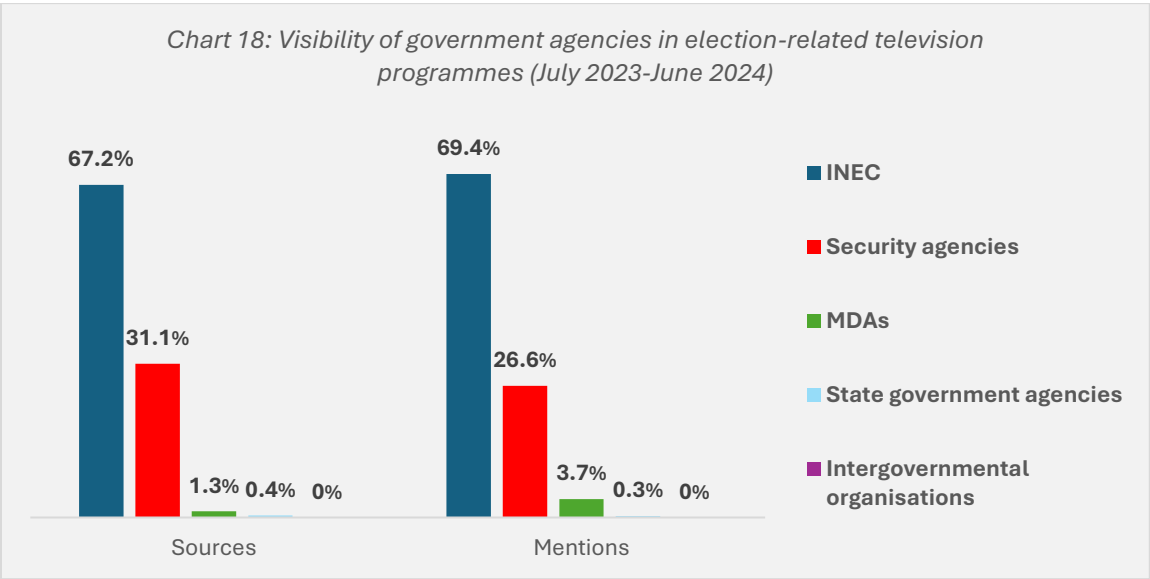


Chart 18 shows that INEC received 67.2% (160 in 238 instances) of the usage as sources and 69.4% (950 in 1369 instances) of the mentions, making it the most featured agency in this category. Security agencies received 31.1% (74 instances) of the usage and 26.6% (364 instances) of mentions while MDAs accounted for 1.3% (3 instances) of usage and 3.7% (51 instances) of the mentions. State government agencies received 0.4% (1 instance) of the usage and 0.3% (4 instances) of the mentions. Intergovernmental organisations were not featured.

SUMMARY OF FINDINGS

The analyses of election-related content during the period under review showed that the news reports (74%) format was deployed more times than discussions (20%) and interviews (11%) formats combined as the major content type of the sampled television broadcasts.

The television stations adhered to the principle of balance in 62% of the broadcasts, with 0.1% of the programmes containing the deployment or discussions on the use of extreme language. The instances captured instances of both provocative media coverage and counteractions against inflammatory rhetoric.

The television broadcasts were largely focused on election petitions (18.99%), election administration (17.71%), campaign activities/strategies (15.29%) and intra-party conflict (12.73%).

Women's (12%), youth (0.96%) and PWD (0.32%) issues received minimal coverage, signalling wide inclusion gaps in election-related discourse on television during the period in review. Furthermore, women (14.47% sources; 8.6% mentions), youth (0.9% sources; 6.2% mentions) and PWD (0.3% sources; 3% mentions) actors were not as visible as men, older adults and non-PWD actors.

APC (38% sources; 37.46% mentions), PDP (31.3% sources; 32.09% mentions) and LP (12.4% sources; 15.37% mentions) received more visibility than the other 15 political parties combined.

INEC was the most featured government agency, accounting for 67.2% of the usage as sources and 69.4% of the mentions in its category. Security agencies (31.1% sources; 26.6% mentions) also received a significant level of coverage. MDAs (1.3% sources; 3.7% mentions) and state government agencies (0.4% sources; 0.3% mentions) were barely featured.

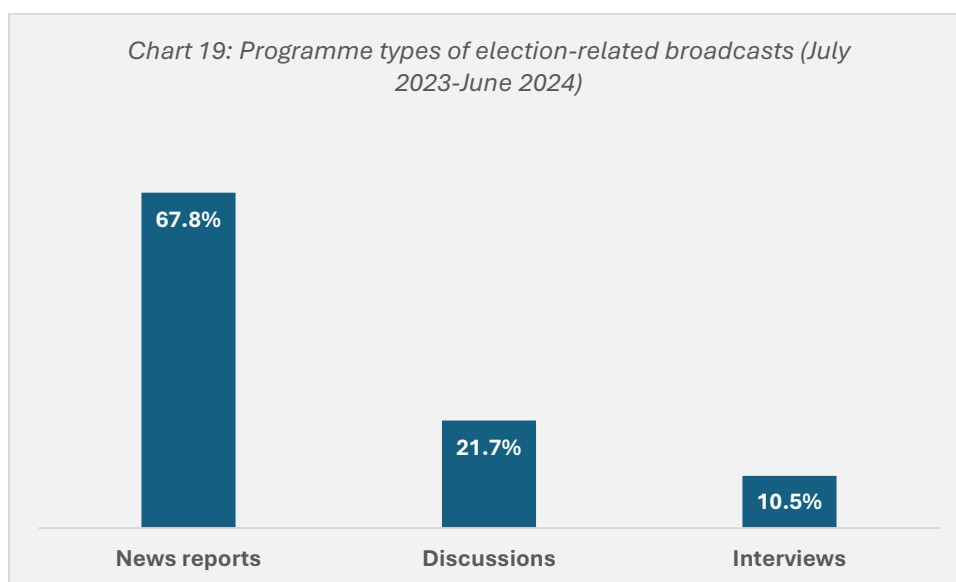
PART III

COMBINED REPORT ON RADIO AND TV BROADCASTS

A total of 4178 contents from 27 radio and 16 television stations were analysed. The dataset for the period under review comprised 1045 contents from the radio stations and 3133 contents from the television stations.

PROGRAMME TYPOLOGY

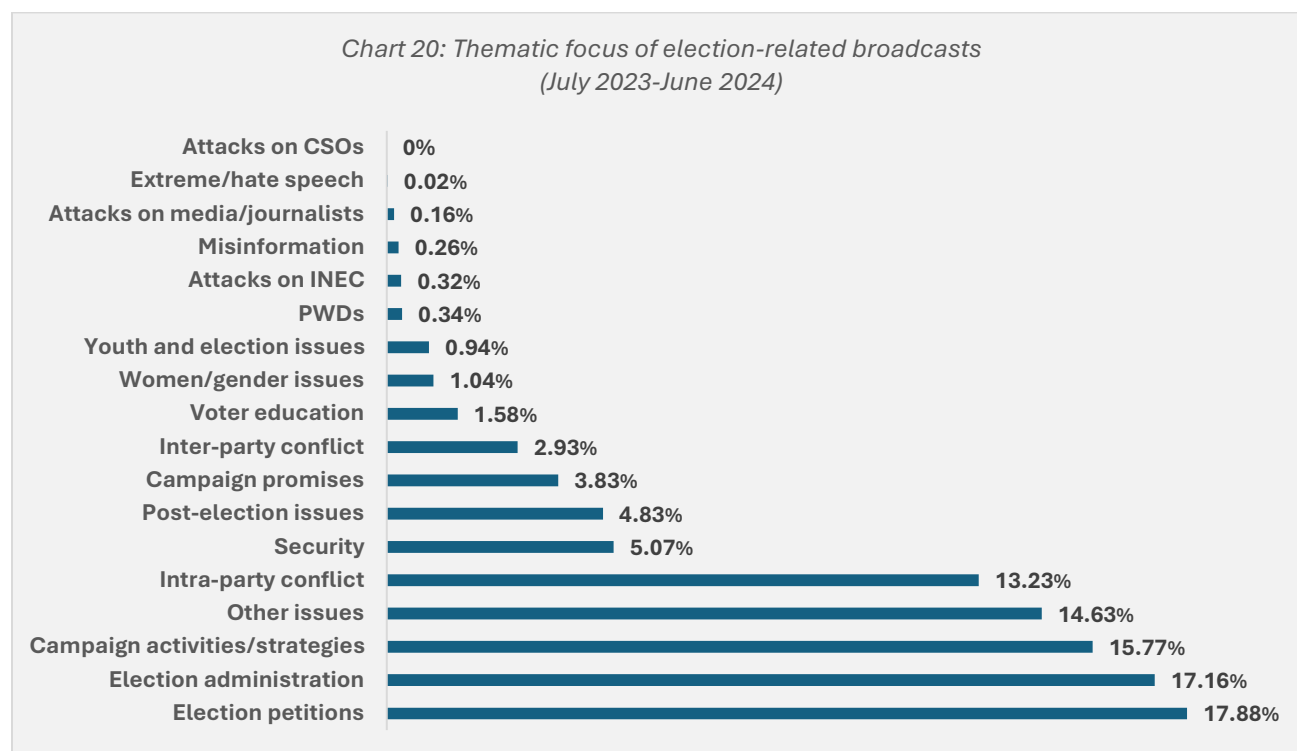
4178 news reports, discussion programmes and interviews were monitored on the selected stations.



2831 of the contents analysed during the period under review were packaged as news reports, representing 67.8% of the contents as Chart 19 shows. The remaining television broadcasts were packaged as discussions (21.7%; 907 stories) and interviews (10.5%; 440 stories).

THEMATIC EMPHASIS

Thematic focus highlights identified topics or issues that dominated the monitored radio and television broadcasts.



According to the data in Chart 20, election petitions received 17.88% (892 in 4989 instances) of the coverage, making them the most reported and discussed themes during the period in review. Intra-party conflict and inter-party conflict received 13.23% (660 instances) and 2.93% (146 instances) of the coverage respectively.

Election administration received 17.16% (856 instances) of the coverage while voter education received 1.58% (79 instances) of the coverage.

Whereas campaign activities/strategies received 15.77% (787 instances) of the coverage, campaign promises received 3.83% (191 instances) of the coverage.

Security issues received 5.07% (253 instances) of the coverage. Attacks on INEC and media/journalists received 0.32% (16 instances) and 0.16% (8 instances) of the coverage respectively. Attacks on CSOs were not featured.

Women/gender issues accounted for 1.04% (52 instances) of the coverage while election-related youth issues received 0.94% (47 instances) of the coverage. PWD issues received 0.34% (17 instances) of the coverage.

Misinformation received 0.26% (13 instances) of the coverage while extreme/hate speech received 0.02% (1 instance) of the coverage.

Post-election issues and other issues received 4.83% (241 instances) and 14.63% (730 instances) of the coverage respectively. Leadership tussles for the National Assembly and general democratic governance formed the bulk of the post-election and other issues recorded during the period.

QUALITY OF PROGRAMMES — BALANCE

Balanced reporting presents a variety of perspectives and sources on significant election-related issues while maintaining journalism's obligation to provide context. In contrast, unbalanced reporting fails to do so. The selected radio broadcasts were analysed to assess their adherence to this standard.

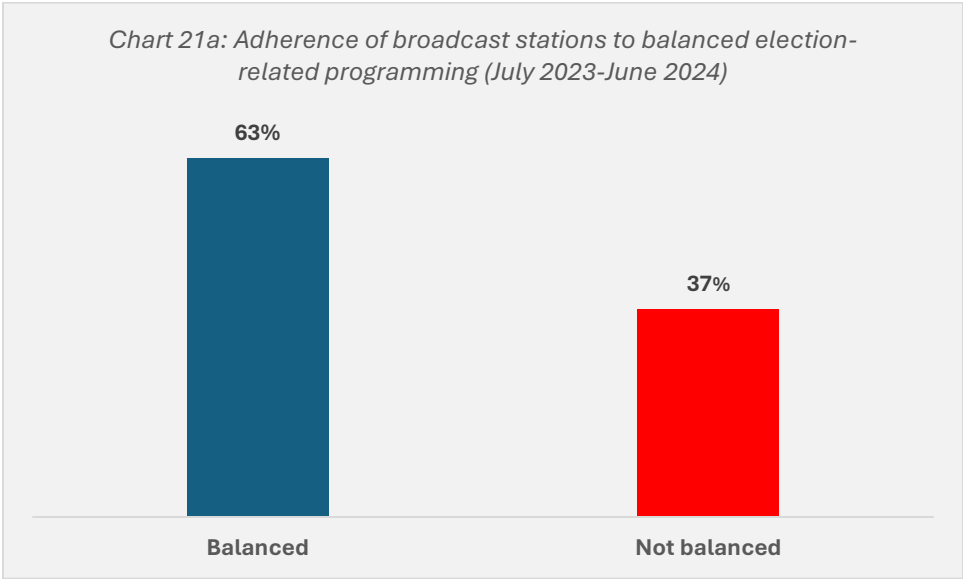


Chart 21a shows that 63% (597 in 943 stories) of the applicable broadcasts were balanced while 37% (346 stories) were not.

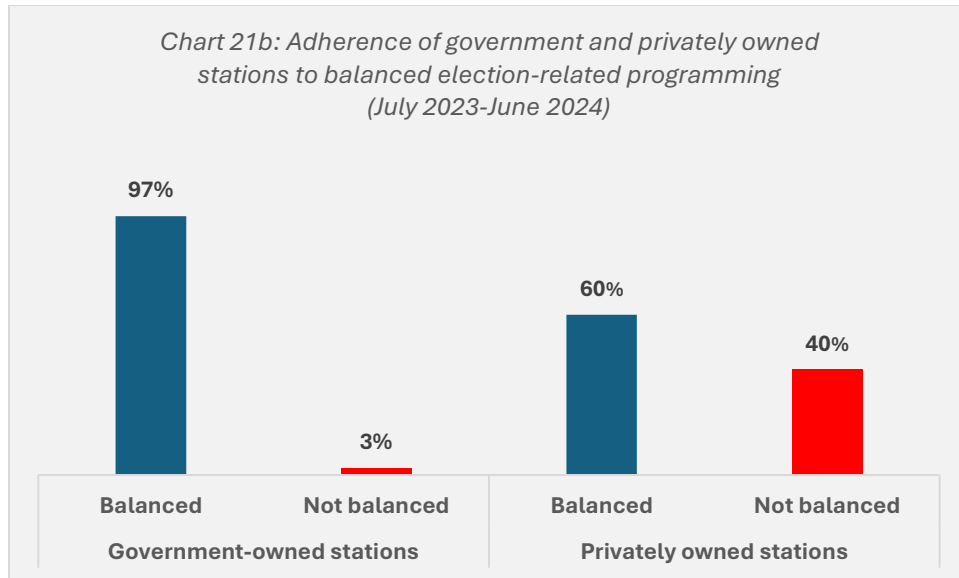


Chart 21b shows that 97% (75 in 77 stories) of the broadcasts from government-owned stations were balanced while 3% (2 stories) were not. In contrast, 60% (522 in 866 stories) of the broadcasts from privately owned stations were balanced while 40% (344 stories) were not.

QUALITY OF PROGRAMMES — LANGUAGE

Extreme language can incite hatred, prejudice and/or violence towards specific individuals or groups within society. The selected radio and television stations were examined for adherence to wholesome language and avoidance of extreme speech in their election-related programming.

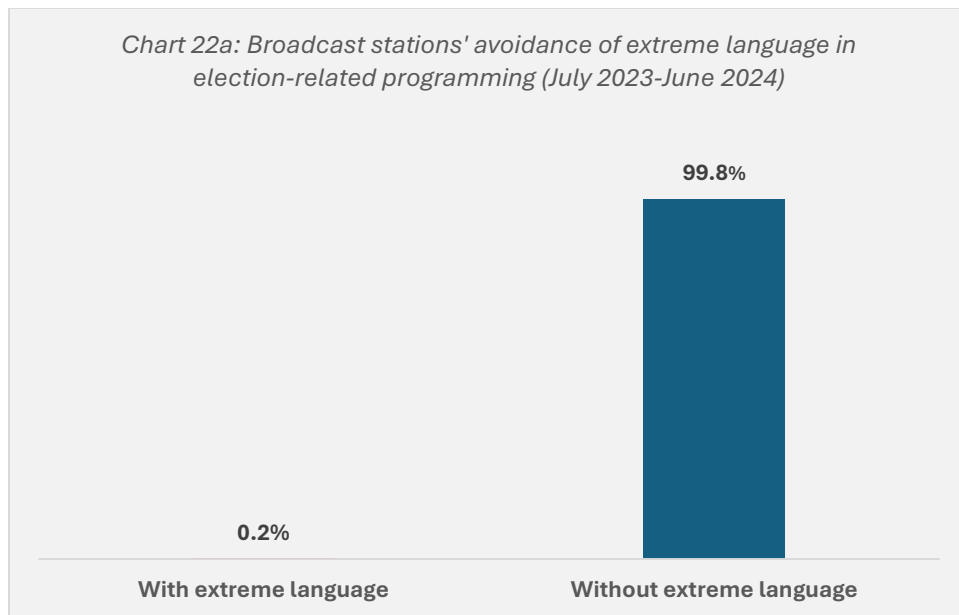


Chart 22a shows that the broadcast stations avoided extreme language usage in 99.8% (4171 in 4178 stories) of their programmes and fell short in 0.2% (7 stories) of the programmes falling short.

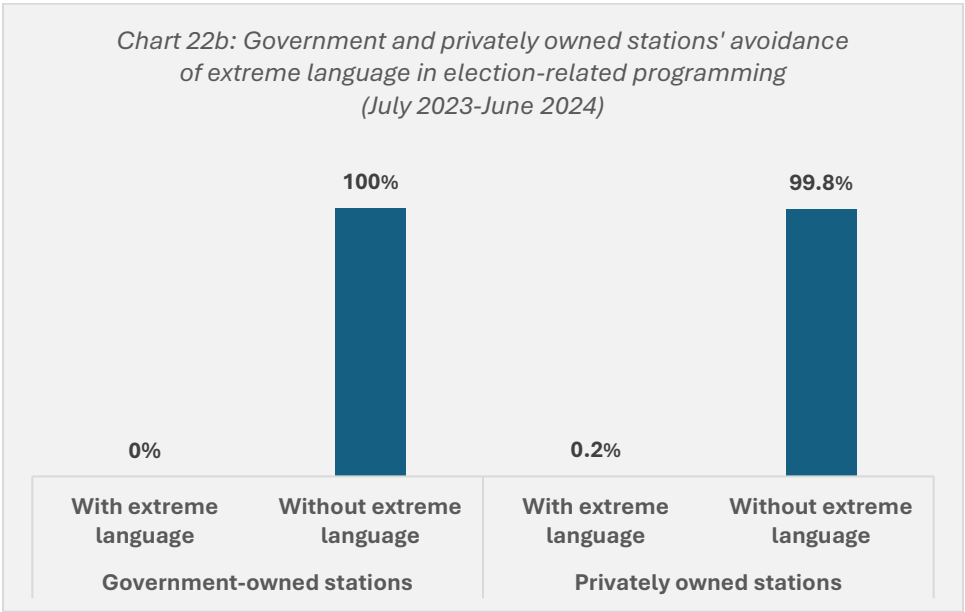


Chart 22b reveals that all 636 stories from government-owned stations were free of extreme language, whereas privately owned stations accounted for all instances of extreme language. Notably, only 0.2% (7 stories) of privately owned stations' content featured extreme language, with an overwhelming 99.8% (3535 stories) of their programmes avoiding it altogether. The incidents captured instances of both provocative media coverage and counteractions against inflammatory rhetoric.

INCLUSION: VISIBILITY OF UNDER-REPRESENTED DEMOGRAPHICS IN ELECTION-RELATED TELEVISION BROADCASTS

This section assesses the visibility of vulnerable groups in electoral-related radio and television broadcasts during the period in review, with a focus on their gender, age, and disability status.

PWDs

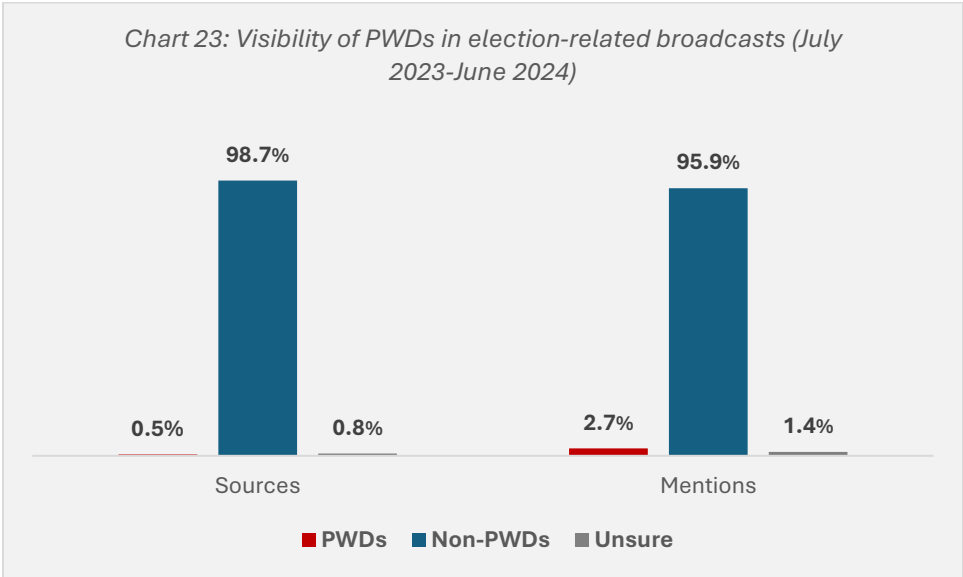


Chart 23 shows that PWD actors received 0.5% (19 in 3927 instances) of the usage as sources and 2.7% (65 in 2433 instances) of the mentions. Non-PWD actors, on the other hand, received 98.7% (3875 instances) of the usage and 95.9% (2333 instances) of the mentions. In some cases, the usage (0.8%; 33 instances) and mentions (1.4%; 35 instances) could not be determined. The data echoes the low level of coverage (0.34%; 17 in 4989 instances) devoted to PWD issues as previously shown in Chart 20.

Women

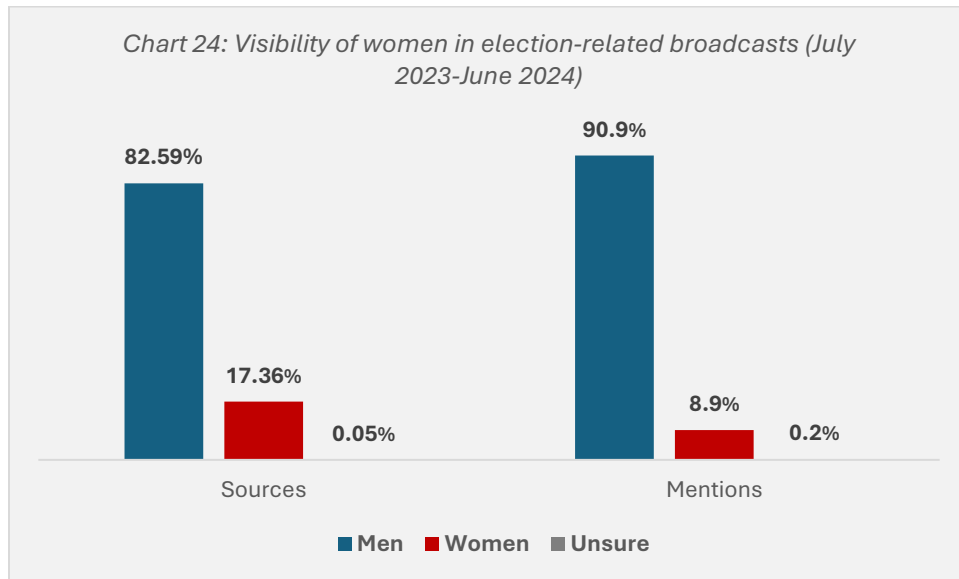


Chart 24 shows that women received 17.36% (709 in 4085 instances) of the usage as sources and 8.9% (229 in 2575 instances) of the mentions. Men, on the other hand, received 82.59% (3374 instances) of the usage and 90.9% (2340 instances) of the mentions. In a few cases, the usage (0.05%; 2 instances) and the mentions (0.2%; 6 instances) could not be determined. The data shows that women were not as visible as their male counterparts and echoes the low level of coverage (1.04%; 52 in 4989 instances) devoted to women's issues as previously shown in Chart 20.

Youth

The African Youth Charter¹ categorises individuals aged between 15 and 35 as youth. This report adopted the same age bracket. However, individuals older than 35 were also considered youth if they represented a youth group or initiative. Those younger than 15 are categorised as children.

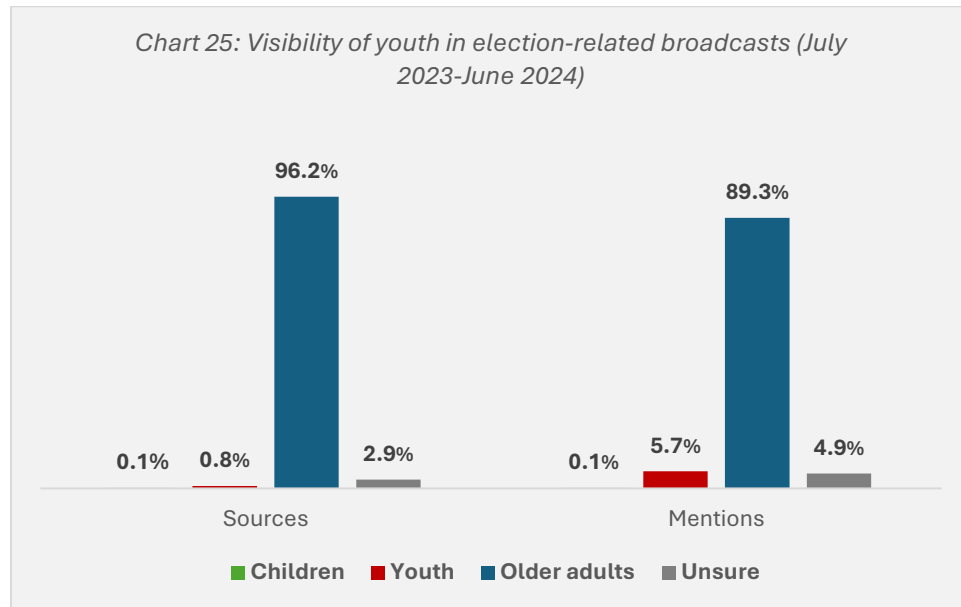


Chart 25 shows that youth received 0.8% (30 in 3922 instances) of the usage as sources and 5.7% (140 in 2475 instances) of the mentions. In contrast, older adults received 96.2% (3773 instances) of the usage and 89.3% (2210 instances) of the mentions. Children received 0.1% (5 instances) of the usage and 0.1% (3 instances) of the mentions. In some cases, the usage (2.9%; 114 instances) and the mentions (4.9%; 122 instances) could not be determined. The low visibility of youth actors echoes the low level of coverage (0.94%; 47 in 4989 instances) devoted to youth and election issues as previously shown in Chart 20.

VISIBILITY OF CORPORATE ACTORS

The corporate actors include political parties and government agencies.

Political parties

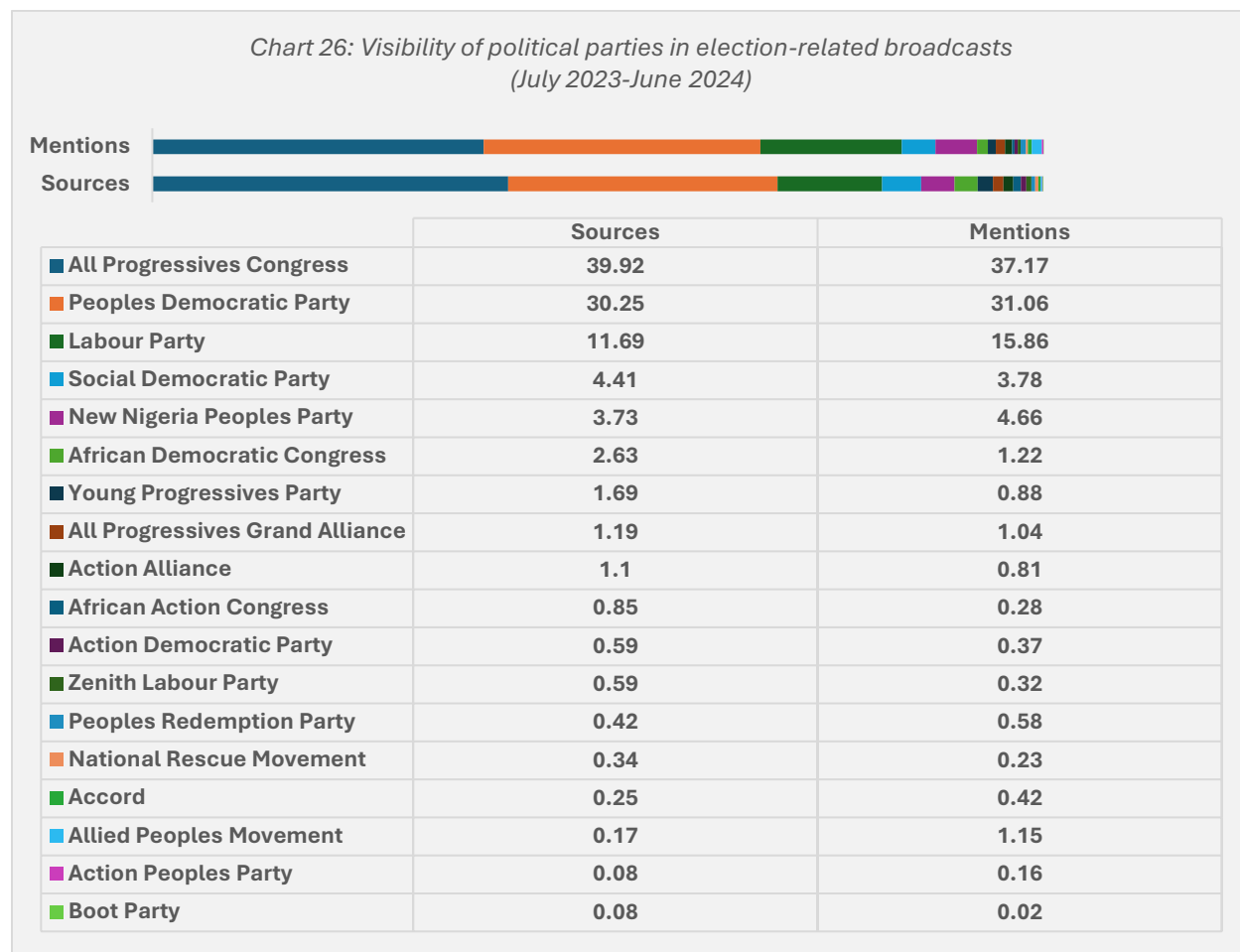


Chart 26 shows that All Progressives Congress (APC) received 39.92% (471 in 1180 instances) of the usage as sources and 37.17% (1612 in 4337 instances) of the mentions, making it the most featured political party in this section.

Peoples Democratic Party (PDP) received 30.25% (357 instances) of the usage and 31.06% (1347 instances) of the mentions while Labour Party (LP) accounted for 11.69% (138 instances) of the usage and 15.86% (688 instances) of the mentions.

Whereas Social Democratic Party (SDP) received 4.41% (52 instances) of the usage and 3.78% (164 instances) of the mentions, New Nigeria Peoples Party (NNPP) received 3.73% (44 instances) of the usage and 4.66% (202 instances) of the mentions. African Democratic Congress (ADC) received 2.63% (31 instances) of the usage and 1.22% (53 instances) of the mentions.

Young Progressives Party (YPP) received 1.69% (20 instances) of the usage and 0.88% (38 instances) of the mentions while All Progressives Grand Alliance (APGA) received 1.19% (14 instances) of the usage and 1.04% (45 instances) of the mentions.

Action Alliance (AA) received 1.1% (13 instances) of the usage and 0.81% (35 instances) of the mentions while African Action Congress (AAC) accounted for 0.85% (10 instances) of the usage and 0.28% (12 instances) of the mentions.

Action Democratic Party (ADP) and Zenith Labour Party (ZLP) each received 0.59% (7 instances) of the usage as well as 0.37% (16 instances) and 0.32% (14 instances) of the mentions respectively. Peoples Redemption Party (PRP) received 0.42% (18 instances) of the usage and 0.58% (25 instances) of the mentions.

Whereas National Rescue Movement (NRM) received 0.34% (4 instances) of the usage and 0.23% (12 instances) of the mentions, Accord received 0.25% (3 instances) of the usage and 0.42% (18 instances) of the mentions. Allied Peoples Movement (APM) received 0.17% (2 instances) of the usage and 1.15% (50 instances) of the mentions.

Action Peoples Party (APP) and Boot Party (BP) each received 0.08% (1 instance) of the usage as well as 0.16% (7 instances) and 0.02% (1 instance) of the mentions respectively.

Government agencies

This section assesses the visibility of government agencies such as the Independent National Electoral Commission (INEC) and security agencies which conduct and safeguard the elections, state government agencies, and intergovernmental organisations. The visibility of ministries, departments, and agencies (MDAs) is also analysed.

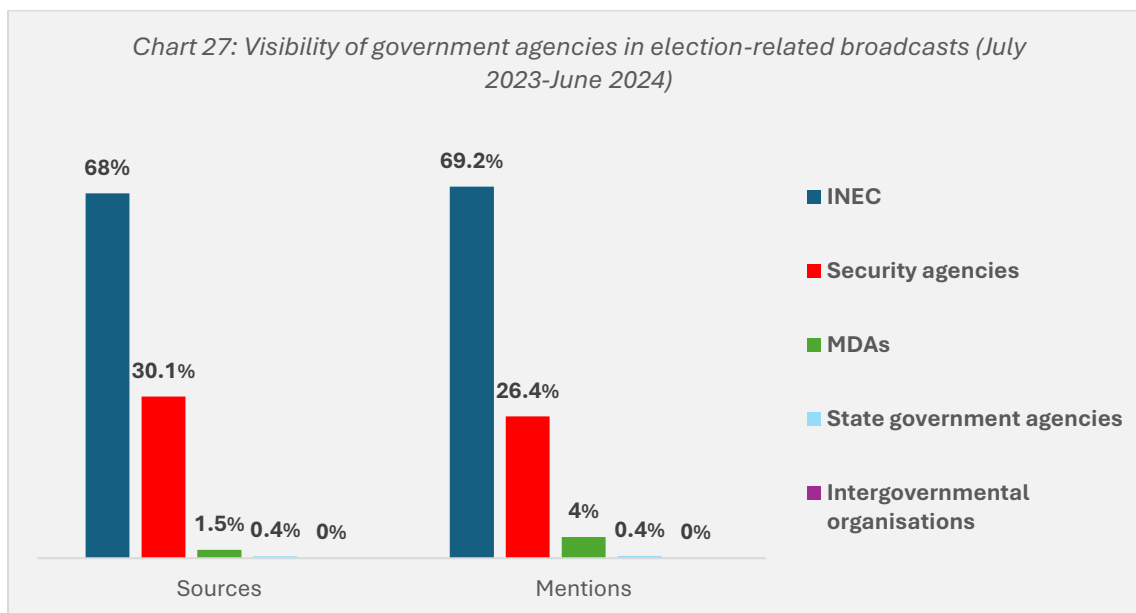


Chart 27 shows that INEC received 68% (176 in 259 instances) of the usage as sources and 69.2% (1278 in 1847 instances) of the mentions, making it the most visible agency in this category. Security agencies received 30.1% (78 instances) of the usage and 26.4% (488 instances) of mentions while MDAs accounted for 1.5% (4 instances) of usage and 4% (73 instances) of the mentions. State government agencies received 0.4% (1 instance) of the usage and 0.4% (8 instances) of the mentions. Intergovernmental organisations were not featured.

SUMMARY OF FINDINGS

The analyses of election-related content during the period in review showed the dominance of news reports (67.8%) over discussion programmes (21.7%) and interviews (10.5%) as the main content format used in the sampled broadcasts.

The radio and television stations adhered to the principle of balance in 63% of the broadcasts, with 0.2% of the programmes containing the deployment of or discussions on the use of extreme language. The recorded incidents did not solely involve the media or its sources employing provocative language; they also documented the actions of those actively opposing such rhetoric.

Election petitions (17.88%), election administration (17.16%), campaign activities/strategies (15.77%) and intra-party conflict (13.23%) were the most reported and discussed themes, indicating the direction of coverage devoted to election-related issues during the period under review.

Women's (1.04%), youth (0.94%) and PWD (0.34%) issues were not as widely reported and discussed as the other election-related themes. Also, women received 17.36% of the usage as sources and 8.9% of the mentions in comparison to men who received more attention in the context of gender. Youth actors (0.8% sources; 5.7% mentions) and PWDs (0.5% sources; 2.7% mentions) were not as visible as older adults and non-PWD actors.

APC (39.92% sources; 37.17% mentions), PDP (30.25% sources; 31.06% mentions) and LP (11.69% sources; 15.86% mentions) received more coverage than the other 15 political parties combined.

INEC was the most featured government agency, accounting for 68% of the usage as sources and 69.2% of the mentions in its category. Security agencies (30.1% sources; 26.4% mentions) also received a significant level of coverage. MDAs received 1.5% of the usage as sources and 4% of the mentions. State government agencies (0.4% sources; 0.4% mentions) were featured but intergovernmental organisations were not.

REFERENCE

1. African Youth Charter (2006), Page 3.

https://au.int/sites/default/files/treaties/7789-treaty-0033_-_african_youth_charter_e.pdf

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