

# Media Coverage of WOMEN POLITICIANS in the 2011 Elections in NIGERIA



**DFID**

Department for  
International  
Development



Canadian International  
Development Agency

Agence canadienne de  
coopération internationale

**KOICA**



# Media Coverage of WOMEN POLITICIANS in the 2011 Elections in NIGERIA

## **Institute for Media and Society**

### Implementing Partners

- Media Rights Agenda •International Press Centre
- Election Reform Network •Nigeria Association of Women Journalists

## **MEDIA CENTRES PROJECT– NIGERIA**



**DFID**

Department for  
International  
Development



**CI**

Canadian International  
Development Agency

Agence canadienne de  
développement international

**KOICA**

Korea International  
Cooperation Agency

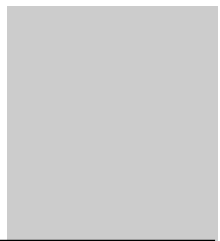


This publication has been produced with support from the Democratic Governance for Development (DGD) Project.

**The content of this publication does not represent the official policy or view of the international partners of the Democratic Governance for Development (DGD) Project.**

# **Report Of Monitoring Of The Scope And Quality Of Media Coverage On Women Representation**

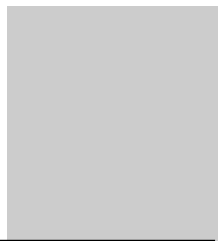
**Specifically, the UNDP DGD programmes requested media monitoring of the scope and quality of coverage of female politicians and women representation during election campaigns, on election days and post elections. This is in addition to general monitoring of the scope and quality of coverage on electoral issues (electoral processes, partisanship, balanced news coverage of parties and aspirants, conflict issues), events in communities, LGA/ State etc in both the print and the electronic**



---

---

# Contents



---

---

## Foreword

---

---

## Introduction

### **Introduction**

The exercise wmonitored the media (radio, television, and newspapers) reportage of electoral issues before, during and after the 2011 general elections (March, April and May).

Specifically, the UNDP DGD programmes requested monitoring of the scope and quality of coverage on electoral issues (electoral processes, partisanship, balanced news coverage of parties and aspirants, conflict issues) in both the print and the electronic media.

The project also include media monitoring of electoral issues and women representation during election campaigns, on election days and post elections, to identify and track events in communities, LGA/ State and report on potential conflicts that could erupt into violence under the cover of political activities.

The monitoring exercise entailed the collation and analysis of news items on electoral issues. Specifically it covered:

- The electoral processes
- Partisanship
- Balanced news coverage of parties and aspirants
- Electoral issues and women representation during election campaigns, on election days and post elections
- Events in communities, LGA/ State
- Report on potential conflicts that could erupt into violence under the cover of political activities and
- Scope and quality of coverage of female politicians.

It also requested monitoring the scope and quality of coverage given to female politicians in both the print and the electronic media.

In all cases, news, feature articles, cartoons and opinions on identified relevant news items that are published/broadcast, are to be collected, analysed and findings publicised and disseminated appropriately.

The monitoring covered the months of March, April and May 2011. In March however, due to some unforeseen circumstances, the electronic media (radio and television) could not be monitored for the three months: they were monitored on April and May. However, all the selected newspapers that were available for the three months were monitored from March 1 to May 30. Privately-owned, state government-owned and federal government-owned mediums were monitored in varying numbers.

### **Methodology**

In carrying out the monitoring, the mediums to be monitored were pre-selected and only media contents considered relevant to the 2011 elections were recorded and analysed. Those that were considered not necessary to the monitoring exercise were not monitored. The monitoring exercise involved the following phases, namely: data gathering, recording of the data gathered, and processing/analyzing of the data and presentation of the findings of the exercise which came with recommendations.

In the mediums selected, electoral issues reported in any of a number of formats were monitored. These include News, commentaries, discussion programmes, interviews, features, documentaries, cartoons, opinions, pictures, editorials and analyses. Advertisements of whatever sort were not monitored.

Before the exercise began, some codes to make for easy collection and processing/analyzing of data were developed. Trainings were conducted for the people selected to carry out the monitoring to get them to understand the codes and how to enter them appropriately for the necessary information.

The exercised looked at certain important elements in media reportage and these elements were processed and analysed to reach the findings which are presented in this report.

The elements that were analysed in the relevant media reports are prominence, subject, format, objectivity, gender objectivity, political parties, area, situation report and sources. For the print medium, the space devoted to identified relevant items was also taken into consideration and measured. For radio and television, it was the duration that was tracked and reported. In addition the use of actuality for television and sound-bite for radio and television were also taken into consideration and analysed.

In talking about prominence, the exercise looked at the place given the identified relevant items by both the electronic and print media. In the newspapers, it looked at whether an identified relevant news item was published in the front page, the

back page, an inside page, the editorial page or in the political page. For the electronic media this report looked at whether relevant items were read as part of the summary of the main news and then in the detailed news report or only in the detailed news reports. News stories published on the frontpages are strategic for a number of reasons: it means the editors consider them more important than other news stories; these frontpage news items get more attention and glances from readers than those inside and invariably, more people are aware of the incidents reported in frontpage stories than the others. The same holds for main news in the broadcast media: the main news are the only news read at hourly intervals as news summary.

The subject looked at whom or what is the subject of the relevant items monitored. In looking at the subject, the monitoring restricted it to four main subjects and one omnibus subject. The four main subjects that the report considered are 'Female Politicians', 'Male Politicians', 'the Independent Electoral Commission (INEC)', and 'Party' (party here is used when any of the political parties or a combination of the is/are the subject of an identified relevant item. Outside of these four subjects, any other subject was pushed to the omnibus 'Others' subject.

The format looked at the news format in which the identified items were either published or aired. Eight formats were considered and they are News, Feature, Cartoon, Opinion, Interview, Commentary, Editorial, and Picture.

The monitoring also looked at the objectivity of identified relevant items. Monitors were to determine whether an item is balanced or not balanced. They were also trained to be able to determine if the item does not need objectivity and to record such items appropriately. Usually, it is reports on controversial matters or situations where accusations are made that objectivity is needed. In such a case, it becomes incumbent on the reporter to report all sides to a matter and if possible seek the views of neutral persons, professionals or specialists etc as the case may be.

For this project, the scope and quality of coverage given to female politicians in both the print and the electronic media were specifically recorded and analyzed. In order to be able to analyze and report on this issue, 'gender objectivity' was added to the elements that were monitored in the identified relevant items. Three items of 'gender objectivity' were used namely; 'Favourable to Female', not 'Favourable to Female' and 'Not Necessary'.

In addition, the space given to publish relevant items favourable to female politicians by the various newspapers as well as the duration used to air items considered favourable to female politicians were specifically recorded and



analyzed. These, in addition to the prominence given to female politicians, the number of relevant items which were sourced from female politicians as well as the number of relevant news items that were favourable to female politicians will help give a general view of the quality and amount of coverage given to female politicians as compared to their male counterparts.

The monitoring exercise also sought to know the political party that got the most mention in the media. It did not take into consideration whether that mention is in the positive or negative sense. It therefore means that if, for example Party A accuses Party B of any offence, it is recorded that both Party A and Party B were mentioned. In counting the number of mentions, the exercise counted the relevant items in which the party is mentioned not the number of times it was mentioned as one political party can be mentioned as much as four or five times in one news item. In such a case, it is recorded as one.

One of the objectives of this monitoring was to identify and track events in communities, LGA/ State and report on potential conflicts that could erupt into violence under the cover of political activities. In order to satisfy this demand, monitors also looked out for reports that were generated from or covered rural areas, where it is possible to determine that it does and those from urban areas where it is possible.

The UNDP is also interested in situation reports of relevant items and so the report also took into consideration 'Situation report' and analysed it to see if the situation was one of 'Potential Conflict', 'Normal Situation' or 'Conflict' situation.

Another important reporting issue that the monitoring analysed was the 'Sources' of information for the identified relevant items. For this, ten sources were listed: nine categorical and one is the omnibus 'Others'. The nine categorical sources that were listed are Female Politicians, Civil Society, Government Officials, Male Politicians, The Court, Socio-cultural Groups, ethnic Militias, Political Party, and INEC.

The space used or devoted by newspaper to publish identified relevant items was measured and recorded in square inches (in<sup>2</sup>) while the duration used by radio and television stations were timed and recorded in seconds (secs).

The use of sound clips to accompany news items (sound-bite) was also monitored in both radio and television stations while the use of video clips (actuality) in television news programmes was also monitored. These serve to give more credibility to the news report than those without them.

In order to be able to calculate the amount of publicity given to female

politicians, the total space given by newspapers and the amount of time used by the broadcast stations (radio and television) to reports on female politicians were calculated. In order to be able to make a categorical claim, the same is done for male politicians and the final figures between them are compared and a conclusion reached.

The number of times news items on female politicians were used in the front page as well as the number of times news stories on male politicians were used in the front page were also calculated and compared. The same is done for the number of times relevant items on both male and female politicians were used in the back page. The front page of newspapers carry the stories that are considered most important for the day and these stories receive the most prominence followed by items on the back page before those in the inside pages.

Reports datelined in urban and rural areas were also taken into consideration and the number of relevant items generated from or covering rural and urban areas were analysed, in addition, the amount of space and time allocated to these relevant items were also collated and compared to give a graphic picture of what obtain in the coverage of rural and urban areas.

---

## Findings of Monitoring of Newspapers

### **Findings of Monitoring of Newspapers**

A total of 20 newspapers were monitored each month for the project. Electoral issues published in the newspapers as News, Feature, Opinions, Pictures, Commentaries, Interview, Editorials and Cartoons were collated and analyzed. Advertorials of whatever sort were not monitored.

The papers are as follows:

1. Announcer Express
2. Nigeria Newpoint
3. Daily Champion
4. Frontline Express
5. Nigerian Horn
6. People's Daily
7. NEXT
8. Leadership
9. Daily Trust
10. ThisDay
11. Vanguard
12. Daily Sun
13. Daily Independent
14. The Tide
15. The Nation
16. Nigerian Tribune
17. The Punch
18. The Guardian
19. New Nigerian
20. The Moment

In March however, a total of 13 newspapers were monitored while for April and May, all the 20 newspapers were monitored. Of the 20 newspapers, the following seven were not monitored in March, they are:

1. People's Daily
  2. NEXT
-

3. ThisDay
4. Daily Sun
5. The Tide
6. The Nation
7. Nigerian Tribune

### **1. Subjects of Relevant reports compared to Female Politicians**

For the purpose of the monitoring, four specific and one omnibus subjects were monitored during the exercise: these are male politician, female politician, the Independent National Electoral Commission (INEC), Political parties, and the unspecified 'Others' the category into which other stakeholders that did not fall into the four specific groups were put. In the identified relevant published items, monitors determine which of these are the subjects of the published relevant items. If it does not fall into any of the four specific subjects, then it is categorized into the omnibus 'Others' subject.

For the three months of monitoring, female politicians remain consistently on the fringe in media reportage. The numbers of reports with female politicians as Subjects of relevant items were consistently low for the three months of monitoring. This means that the scope and quality of media coverage of female politicians were below expectation.

In March 2011, the month preceding Nigeria's general elections, collated data statistics revealed that women politicians/candidates as subject of published items related to the April 2011 general elections was very low. Only 179 published items had female politicians as their subjects out of the total 5,488 published items identified as relevant to the monitoring exercise. This number amounts to a mere 3.26% of the total relevant items analysed in the newspapers that were monitored in March.

On the other hand, a whopping 2,372 published reports or 43.22% had male politicians/candidates as subjects. When these numbers are compared, it shows clearly that female politician did not get enough media publicity in the build up to the elections.

In percentage terms, relevant reports with women as subjects apart from constituting only 3.26% of the total relevant reports monitored also constituted just 7.54% of the reports which had male politicians as subjects.

Political parties were given enough publicity by the newspapers with a total of 934 reports featuring them as subjects. While this number amounts to 17.01% of the total relevant reports identified in March, the number of reports with female politicians as subjects constitute 19.16% of the number with political parties as

subjects.

The umpire of the elections, INEC which was beaten to the fourth position in the table was subject of 412 relevant items. The reports on female politicians constitute 43.44% of those on INEC

The unspecified 'Others' stakeholders as subjects were featured the second highest number of times. The 1,591 reports with 'Others' as subject represent approximately 29% of the total relevant items monitored. The reports with female reports as subject constitute 11.25% of this number.

In April, the month in which the general elections were held, there was no departure from the pattern of newspaper coverage electoral issues that was witnessed in March 2011 in which female politicians were largely pushed to the background and hardly heard of in the media. The newspapers reported more on Male Politicians and other stakeholders in the electoral processes than on female politicians.

Female Politicians were the subjects of 273 identified electoral reports published in April, accounting for just 1.94% of the total relevant stories collated and analysed.

Male politicians on the other hand, were more visible in the media, being the subjects of 4,217 or approximately 30% reports on electoral issues. Reports with female politicians as subject constitute 6.47% of reports with male politicians as subjects.

There were 2,001 were identified relevant items published which had the electoral umpire, INEC, as their subjects in April. In other words, there is a vast margin between electoral stories generated from female politician compared to those generated from INEC; the electoral umpire had the clear majority whereas there were more reports with men as subjects than with INEC as subjects. Published reports with female politicians as subjects constituted 6.47% of total number of relevant stories with men as subjects and 13.64% of those that had INEC as subject.

Another of the four specific stakeholders that were monitored, Political Parties also enjoyed wider coverage by the newspapers than Female Politicians. Political Parties were subjects of a total of 1,793 of the reports on the electoral process that were monitored. The number of reports with political parties as subject constitutes 12.71% of the total while those with female politicians as subject constitute 15.22% of those with political parties as subjects.

Other personalities and stakeholders who could not be grouped among the four specific stakeholders formed the greatest percentage of stakeholders referred to as 'Others.' Published relevant items with subjects from this unspecified category numbered 5,819. This number constitutes 42.3% of the total relevant stories collated and analysed. Relevant items with female politicians as subject constitute 4.69% of those with 'Others' as subjects.

Again, in May the pattern of low coverage of female politicians and their issues did not alter. Female politicians were subjects of just 130 identified relevant news items or 1.64% of the 7,903 total relevant reports monitored and 5.06% of total number of relevant items for which male politicians were subjects.

Male politicians were used most as subjects of identified relevant items, out of the four (4) specific stakeholders monitored. Male politicians were used as the subject of a total of 2,567 relevant stories or 32.48% of all the total electoral items identified as published in May 2011 by the 20 newspapers monitored.

Political parties featured as the subject in the third highest number of relevant items. Stories in which political parties were subject totaled 1,190 which amount to 15.06% of the total relevant stories monitored. Published relevant items having female politicians as subjects constitute 10.92% of this number.

The nation's election umpire, the Independent National Electoral Commission (INEC) was the subject of 684 election stories which amount to 8.65% of the total while those with female politicians as subject constitute 19% of those with INEC as subjects.

The general unspecified 'Others' stakeholder was used most, of the five stakeholders as subject. It was subject of 3,131 relevant stories and account for 39.61% of the total relevant items. Relevant items with female politicians as subject constitute 4.15% of those with 'Others' as subject.

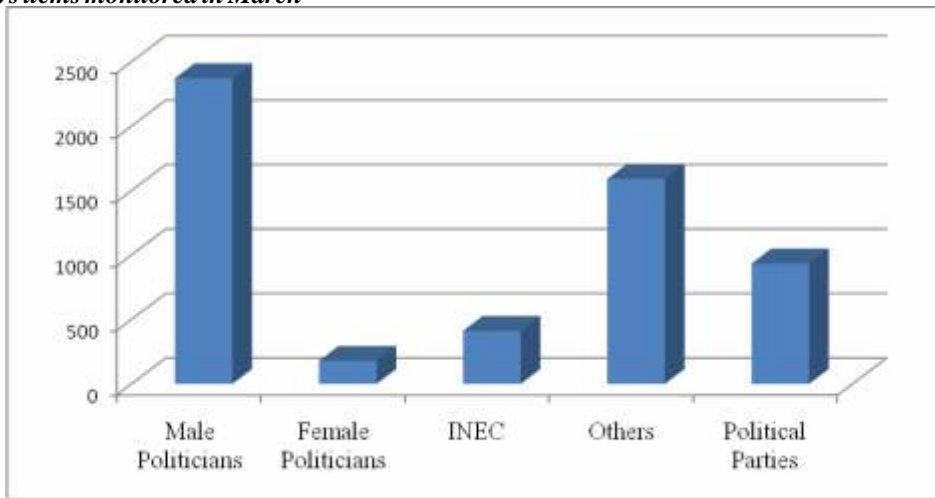
In the three months, the patterns were the same, there was consistent low reportage of female politicians in the media which can only translate not only to low publicity for them but also lesser chances at the polls. With this low media projection of female politicians, it could reasonably be concluded that female candidates are at a disadvantage in the build up to the elections.

The low reportage of female politicians is shown in all the foregoing statistics in which female politicians as subjects of relevant items did not constitute as much as 50% or half the total of any of the other stakeholders. In all three months, female politicians actually constituted less than 20% of the total relevant items for which the other stakeholders were subjects in all of the three months, except in

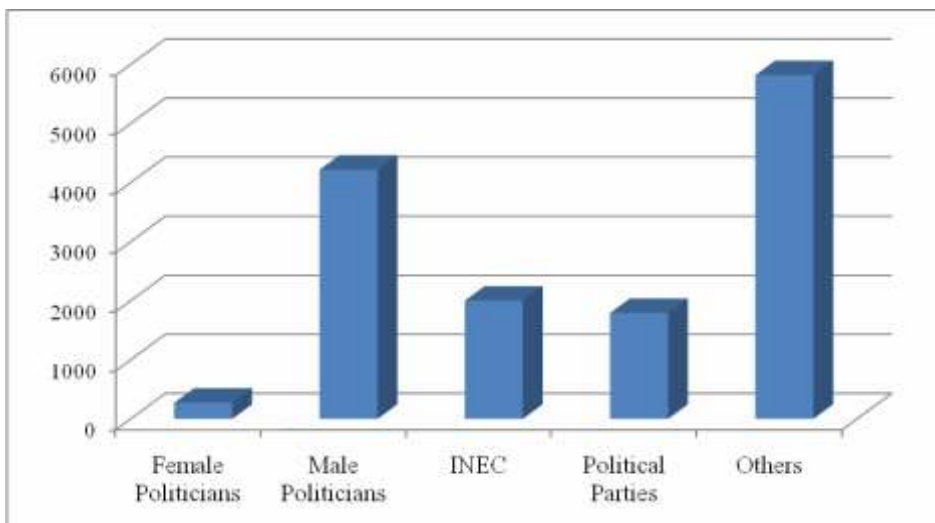
March when relevant items with female politicians constituted as much as 43.44% of those that had INEC as subjects.

Getting such low media reportage can mean, among other things, that female politicians, many of whom who have ridden the storm to come out for elective offices, have very small chance of being elected into elective positions. This is deducted from the fact that they are barely heard and so the electorate would not be able to weigh their worth and potentials against those of the male politicians.

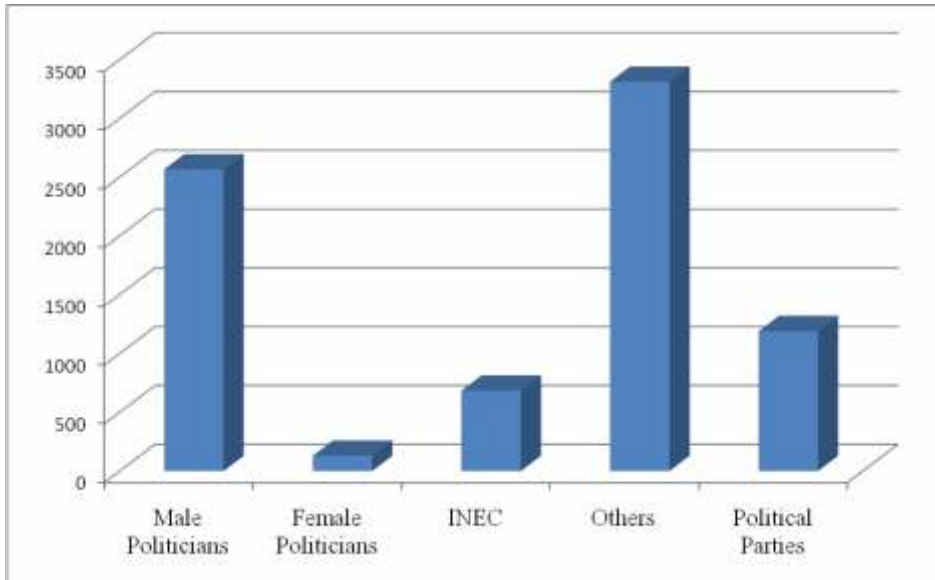
*The graph below shows the frequency of use of different stakeholders as subjects in electoral news items monitored in March*



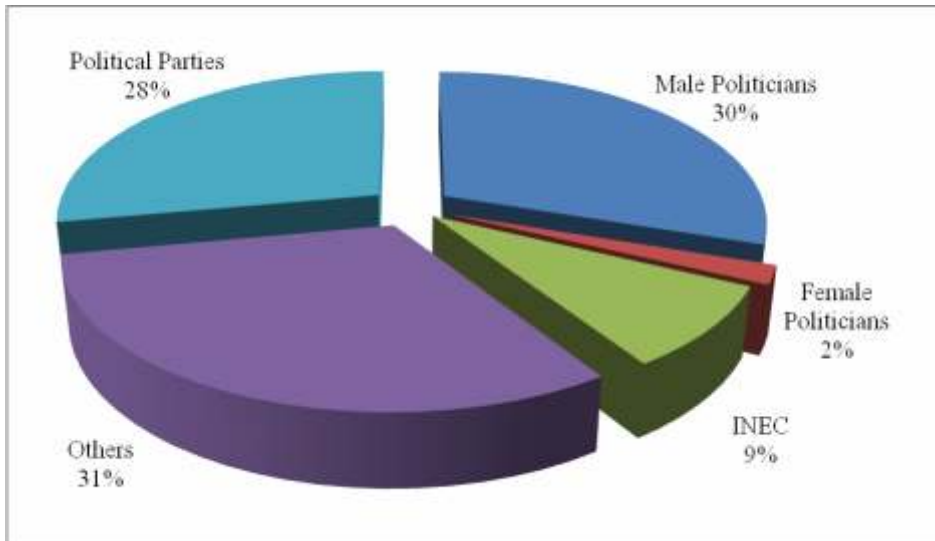
*The graph below shows the frequency of use of different stakeholders as subjects in electoral news items monitored in April*



*The graph below shows the frequency of use of different stakeholders as subjects in electoral news items monitored in May*



*The chart below shows the percentage of use of different stakeholders as subjects in electoral news items monitored in all three months*





## **1. Prominence Given to the Genders**

The data gathered on the pages in which relevant items on the genders were published also speak volume of the publicity male and female politicians were given in the pre, post and election months.

In March, male politicians/candidates were used on the front page, a total of 253 times while their female politicians graced this choice page just 11 times, which represents 4.35% of the former.

Even though most Nigerian newspapers usually reserve the back page for sports stories, comments, informed analysis by guest columnists etc, 11 of the 13 relevant comments/informed analysis published on the back page allocated space to male politicians.

In all a total of 96 relevant items were on male politicians and were published at the back page while those on female politicians published at the back page were 14.

Again female politicians got very little prominence compare to their male counterparts whose stories were published in the choice pages of the newspapers: the front and back pages.

In April, the figures collated in the second month of the monitoring, April 2011, and analysed showed a continued clear marginalization of female politicians. Male politicians featured on the front page 416 times while stories on female politicians published on the front page were just 15, which is a mere 3.6% of the total number of reports on male politicians published on the front pages.

Relevant reports on female politicians published at the back page were also very small in comparison with those on male politicians published on the same page. Only eight (8) reports on female politicians were published at the back page while 15 reports on male politicians were published at the back page.

The pattern seen in March and April was retained in May. A total of 265 out of the 2,567 identified stories favourable to male politicians were published on the front page. This translates to 10.32% of total relevant reports which had male politicians as subject.

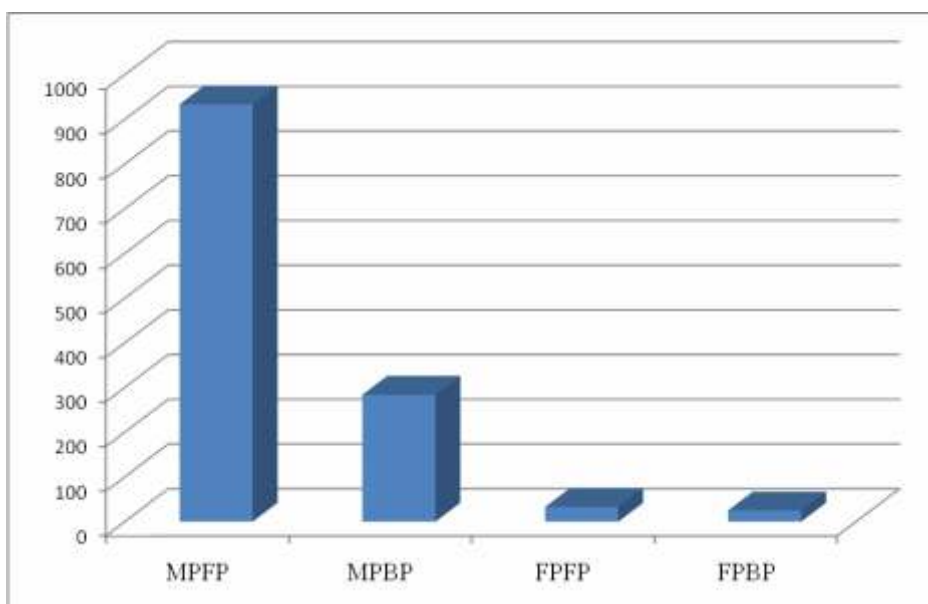
Identified relevant stories favourable to male politicians also graced the back pages 97 times.

Reports on female politicians on the other hand were published seven (7) times on the Front page and three (3) times on the back page.

*The table below shows the publication of relevant items favourable to the genders, either in the front page or the back page*

Ser. No.	Page Prominence	March	April	May	Total
1.	Male Politicians on front page ( <b>MPFP</b> )	253	416	265	<b>934</b>
2.	Male Politicians on back page ( <b>MPBP</b> )	96	91	97	<b>284</b>
3.	Female Politicians on front page ( <b>FPFP</b> )	11	15	7	<b>33</b>
4.	Female Politicians on back page ( <b>FPBP</b> )	14	8	3	<b>25</b>

*The graph below shows the frequency of publication of relevant items favourable to the genders, either in the front page or the back page*



## 1. Comparison of Sources Used

Ten stakeholders were monitored in their use by the media as sources; nine are specific sources namely female politicians, male politicians, The Courts, political parties, government officials, socio-cultural groups, the Independent National Electoral Commission (INEC), ethnic militias and civil society. All other sources that do not fall into any of these groups is classified in the tenth category tagged 'Others'.

In March, female politicians were sources of 89 published electoral issues and came second to the last on the table, that is, ethnic militias which were sources of seven published news reports.

The stakeholders used the highest number of times as sources were male politicians who were sources of 1,387 relevant reports. Female politicians were sources of the second least number of relevant items. Female politicians were sources of 89 relevant items while ethnic militias, which were the sources of the least number of relevant items, were sources of just seven (7) relevant items.

The non-specific sources or 'Others' were sources of close to half of all the relevant items being the sources of 2,318 items or 42.23% of the total relevant items identified in March.

Civil society groups and government officials were the sources of 260 relevant items apiece while socio-cultural groups were sources of 145 news reports. Political parties were sources of 530 news reports; INEC and its officials were sources of 318 news reports; and the court were sources for 177 news reports which is a greater number of relevant stories than female politicians.

In April, there was no change in the precedence set in March, but actually followed the pattern in terms of reporting female politicians compared to other stakeholders. This month, female politicians were again the sources of the second least number of relevant items; they were sources of more relevant items than only ethnic militias.

Female politicians were sources of only 174 published electoral issues whereas others like socio-cultural groups were sources of 559 stories; the civil society was source for 610 stories and the court was the source of 221 relevant reports.

Male politicians were the electoral stakeholders used as sources for newspapers' reports the second highest number of times. Newspaper reports were sourced from male politicians in 3,195 relevant items, next to the unspecified 'Others' source, that is, stakeholders who did not fall into any of the specified stakeholders being monitored as sources.

Political parties were the sources of 1,361 reports. Government officials accounted for 1,669 of sources of relevant reports monitored. Ethnic Militias were the sources of 19 stories while INEC, like Male Politicians also received generous attention as it was the source of 1,111 election-related reports.

In May, the patterns set in the two preceding months were adhered to as female politicians again were the sources of the second least number of relevant items, coming above ethnic militias.

The non-specific source 'Others' was used the most as sources of identified relevant items.

Male politicians were the sources of the second highest number of published electoral issues identified and analysed. The total reports of 1,969 in which male politicians were used as sources represent approximately a quarter (24.91%) of the total relevant items monitored.

In sharp contrast, female politicians were marginalized in the terms of the number of relevant items in which they were used as subjects. Female politicians were sources of just 65 relevant stories or a paltry 0.82% of the total relevant election issues identified as published, while it represents a negligible 3.3% of the total stories in which male politicians were used as sources.

Politician Parties were also the source of more reports than those in which female politicians were the sources. Political parties were sources for 11.35% of the relevant items monitored.

The political parties were more visible than the umpire of the electoral process INEC which was the source of 518 relevant issues. Socio-cultural groups were sources of 196 relevant reports while civil society was the source of 328 stories.

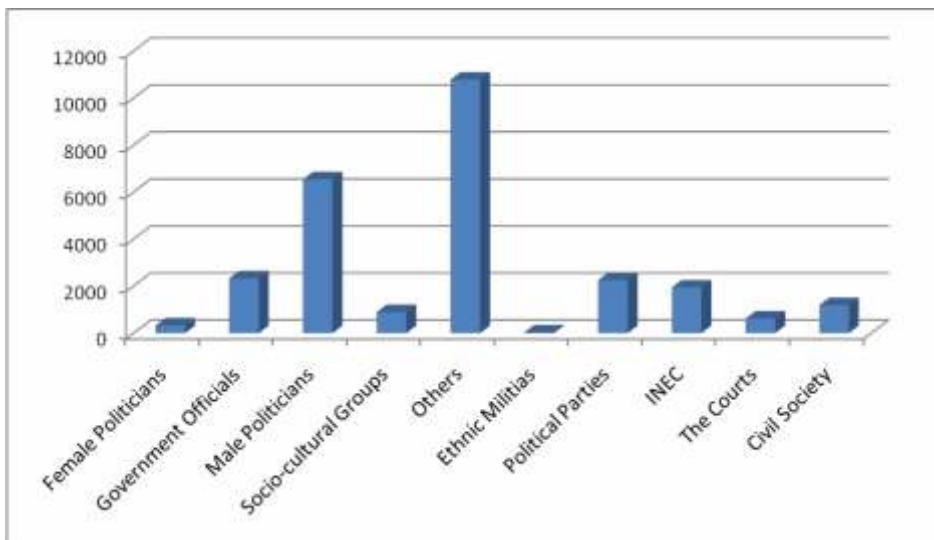
Government Officials were the sources of 407 relevant reports while ethnic militias were sources of just seven (7) relevant items. Thus civil society groups were more vocal on the election issues than either socio-cultural groups or ethnic militias.

In all of the three months, female politicians were sources of less than 100 relevant items except in April when they were sources of 174 items while male politicians were sources of over 1,000 items in each of the three months. It means that for the three months combined, female politicians were not sources of as much as a quarter of the numbers of relevant for which male politicians were sources in March which is the least of the three months. It shows there were no deliberate efforts made to give voice to female politicians but rather, the newspapers concentrated on male politicians and other stakeholders to the detriment of female politicians. The newspapers left female politicians in the background rather than consciously project them.

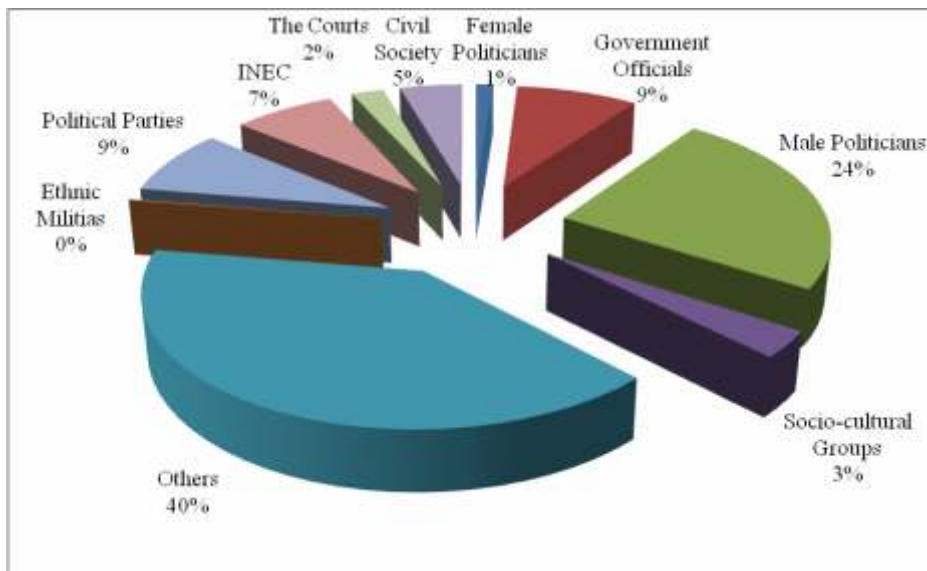
*The table below shows the frequency of use of the different stakeholders as sources of relevant items for each month of the monitoring and the total*

Ser. No.	Stakeholders	March	April	May	Total
1.	Female Politicians	89	174	65	<b>328</b>
2.	Government Officials	260	1,669	407	<b>2,336</b>
3.	Male Politicians	1,387	3,195	1,969	<b>6,551</b>
4.	Socio-cultural Groups	145	559	196	<b>900</b>
5.	Others	2,318	5,184	3,289	<b>10,791</b>
6.	Ethnic Militias	7	19	7	<b>33</b>
7.	Political Parties	530	1,361	897	<b>2,258</b>
8.	INEC	318	1,111	519	<b>1,948</b>
9.	The Courts	174	221	227	<b>622</b>
10.	Civil Society	260	610	328	<b>1,198</b>

*The graph below shows the frequency of use of the different stakeholders as sources of relevant items for the three months of monitoring*



*The chart below shows the percentage of use of the different stakeholders as sources of relevant items for the three months of monitoring*



### 1. Gender Objectivity of Relevant Items

This monitoring exercise also analysed identified relevant reports that were favourable to female politicians. These are published items that, though might not have female politicians as the subjects however contained some comments that were considered favourable to their political fortune.

In March, a total of 399 identified relevant reports were favourable to female politicians. However, the number of published items that were not favourable to female politicians were 252, the 'gains' of news reports favourable to female politicians 399 was reduced by 63.16%.

In April, the situation was a bit better: A total of 467 of the reports collated and analysed were items favourable to the female politicians, while the number of relevant reports not favourable to the female politicians was 232 or 49.67% of those favourable to them. In March, the percentage was greater.

In May, a total of 287 identified relevant reports were favourable while 191 were not favourable to female politicians. This translates to those not favourable constituting 66.55% of the number that is favourable to them.

### 2. Space Allocated to the Genders

The total space employed by the newspapers to publish reports on male politicians was very high just as the number of published items identified as

relevant to the monitoring was high in all of the three months.

Reportage of the 2,372 published items in March 2011 with male politicians as subject were allocated a total of 816.31 pages or 122,729.18 ins<sup>2</sup> space, while the 179 stories which had female politicians (FP) as subjects were allocated just 57.12 pages or 8,683.1 ins<sup>2</sup> space.

The pages allocated to the female politicians represent just 6.4% of the space allocated to their male colleagues.

In April, a total of 1, 475.43 pages were used for stories which had male politicians as the subject, a far cry from the 72.87 pages allocated to reports which had female politicians subjects. The pages used to publish stories favourable to female politicians amount to just 4.93% or approximately 5% of those used to publish items favourable to male politicians.

The same patter was repeated in May: A total of 858.28 pages were used to publish identified relevant items favourable to male politicians while 50.78 pages were used to publish identified relevant items favourable to female politicians.

The space allocated to male politicians in terms of square inches (ins<sup>2</sup>) was 128,391.2 ins<sup>2</sup> space while 7,607.50 ins<sup>2</sup> space was allocated to female politicians.

---

## Findings of Monitoring of Radio Stations

### **Findings of Monitoring of Radio Programmes**

Fourteen stations were monitored in April and May. For logistics reasons, they were not monitored in March. The stations whose programmes were monitored are as follows:

1. Eko FM
2. Metro FM
3. Hot FM (Owerri)
4. Heartland FM
5. Treasure FM
6. Radio Rivers
7. Rhythm FM
8. Orient FM
9. Aso FM
10. Capital FM
11. Vision FM
12. Alheri
13. KSMC
14. FRCN, Kaduna

#### **1. Subjects of Relevant reports compared to Female Politicians**

As with the newspapers, four specific and one general unspecified electoral stakeholders were monitored for the project: the four specific subjects are female politicians, male politicians, the Independent National Electoral Commission (INEC), political parties, and the general unspecified category, 'Others'.

There was no difference in the reportage of the identified stakeholders by the newspapers and the radio programmes. The radio stations also relegated female politicians in their reportage.

In April, male politicians were subjects of a total number of 387 election-related news items monitored while female politicians were subjects of only 40 monitored news items. Male politicians enjoyed the most generous attention of all the specific electoral stakeholders that were monitored in this exercise. The 387 broadcast reports which had male politicians as the subject represent 23.53% of



the total 1,645 relevant reports that were identified and analysed in all the station monitored, whereas the 40 stories which had female politicians as subjects came to just 2.43% of the total relevant stories monitored and 10.34% of the total number of stories (387) which featured men as the subject.

Other specific stakeholders such as INEC and political party enjoyed wider media attention than female politicians. INEC was the subject of 316 relevant reports while political parties were subjects of 117 relevant items.

The omnibus (non-specific) subject, 'Others' featured the highest number of times as subjects. The 785 items identified under this category constitute 47.72% of the total relevant reports monitored.

All the stations had higher number of stories with male politicians as subjects than stories with female politicians as subjects.

It is however striking that Gombe Media Corporation based in the North-eastern state of Gombe, believed to be traditionally opposed to women visibility, had the highest number of stories which had female politicians as subjects (22) while the urban based Metro FM, Lagos recorded the highest number of reports which had male politicians as subjects.

In spite of the fact that April was the elections month, seven (7) stations did not feature female politicians as subject of any report.

In May, the pattern was reported as in April, the general unspecified category, 'Others' was used the highest number of times as subject of identified relevant items. It was used in 490 instances as subject, accounting for 54.68% of the total relevant broadcasts that were monitored.

Of the four (4) specific subjects monitored, male politicians were the subjects of the highest number of relevant reports. The 245 aired relevant reports with male politicians as subject represent over a quarter ( $\frac{1}{4}$ ) or 27.34% of the total relevant stories.

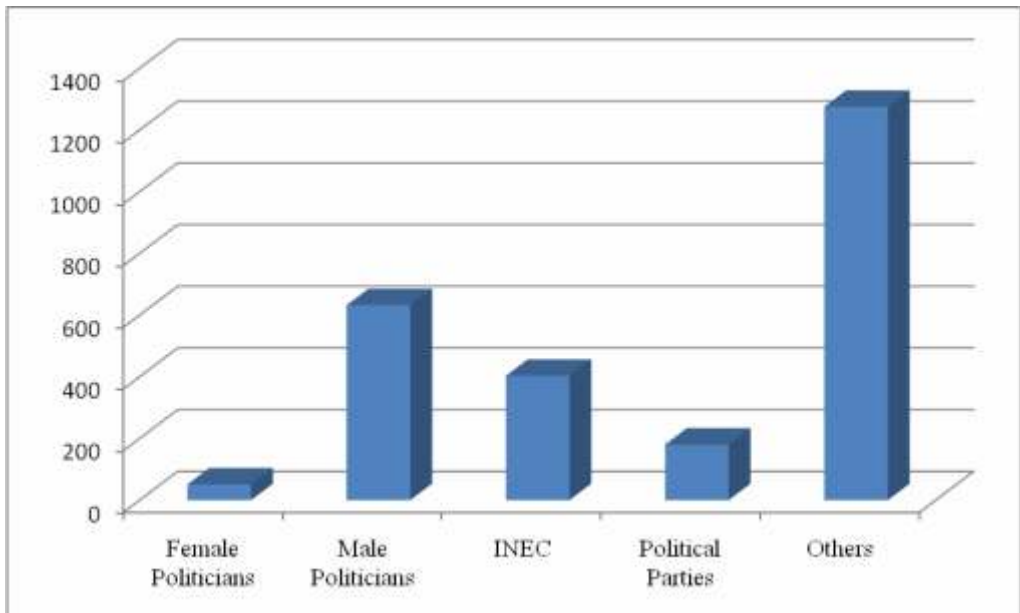
Female politicians on the other hand were subjects of the least number of relevant items; they were subjects of just 11 items, a number far lower than the rest. This means that female politicians were subjects of 1.22% of the total relevant items. The total number for female politicians amount to 4.48% of those of male politicians.

The electoral umpire, INEC was subject of 87 items while political parties were subjects of 63 items.

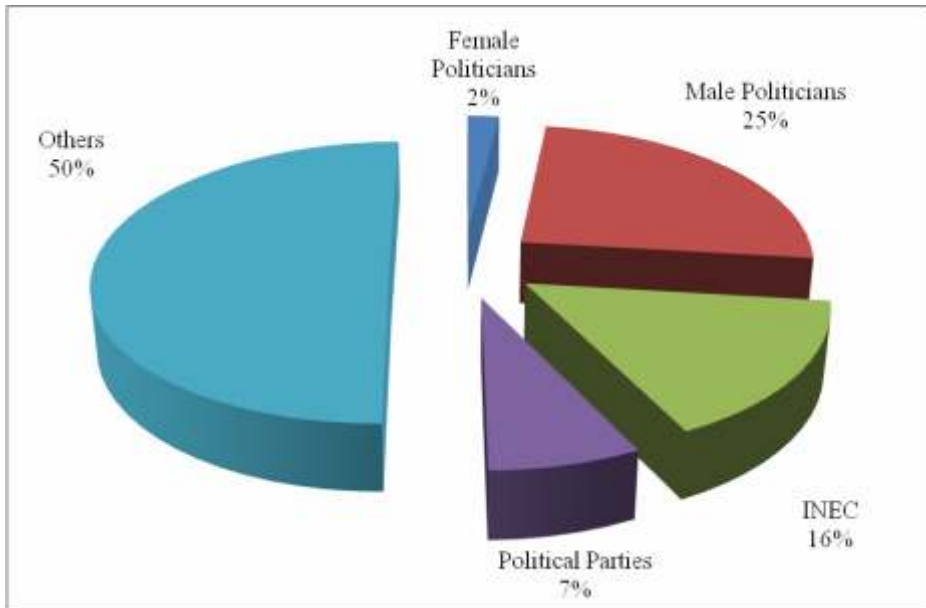
*The table below shows the frequency of use of the stakeholders as subject of relevant items by the radio stations*

Ser. No.	Stakeholders	April	May	Total
1.	Female Politicians	40	11	<b>51</b>
2.	Male Politicians	387	245	<b>632</b>
3.	INEC	316	87	<b>403</b>
4.	Political Parties	117	63	<b>180</b>
5.	Others	785	490	<b>1,275</b>

*The graph below shows the frequency of use of the stakeholders as subject of relevant items by the radio stations in April and May 2011*



*The chart below shows the percentage of use of the stakeholders as subject of relevant items by the radio stations in April and May 2011*



### **1. Time Allocated to Male and Female Politicians**

The same pattern of visibility for the male politicians as recorded under the topic subject above is replicated here.

In April, male politicians dominated the air, enjoying 22 hrs 43 mins 35 secs while the female politicians were allocated 2 hrs, 46 mins 38 secs airtime in the relevant items monitored.

In May, the story was the same: the total time allocated to air relevant items on male politicians was 7 hours 1 minute 23 seconds. Heartland FM the highest time of 49 minutes 50 seconds to male politicians which translates to 10.6% of the total time allocation.

On the other hand however, the total time allocated to air items on female politicians was 11 minutes 16 seconds with the highest time by one station being 3 minutes 23 seconds monitored on Hot FM.

### **2. Sources of Relevant Items Compared to Female Politicians**

There were nine stakeholders used for sources of the relevant broadcasts.

In April, government Officials formed the bulk of specific sources from which identified relevant broadcasts were sourced. They were sources of 352 relevant reports, while sources other than the specific stakeholders that is, the generic “Others” (OT) were sources of 520 relevant broadcasts.

Female politicians continued to be ignored in this area as only 31 of them were used as sources. This figure represents approximately 2% of the total relevant items, whereas male politicians were sources of 304 reports which translate to 18.48% of the total electoral issues monitored. It also means that number of times female politicians were sources constitute just 10.19% of those of male politicians.

INEC was the source of 222 election stories monitored, while political parties (PP) were sources of 103 reports.

Other sources and the number if times they were sources of relevant broadcasts were: Civil society group was source of 100 reports; The Courts were sources of 16 stories while Socio cultural groups were source of 23 stories.

In May, the story remained the same: the usual pattern that had been recorded in the previous reports is replicated this month as male politicians were sources of the second highest number of stories out of all the specific sources, coming second after government official.

Similarly, female politicians remained largely unheard being sources of only nine (9) relevant reports

The political parties even showed more dominance being sources for 51 relevant broadcasts; a figure higher than that of female politicians.

INEC was the source of a total of 87 stories while the civil society groups were sources of 61 stories.

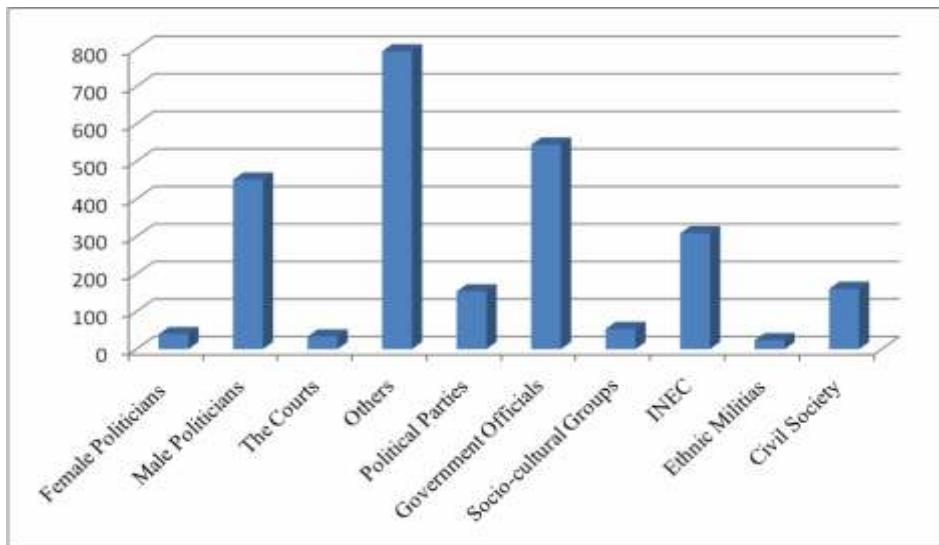
The courts were the sources of 18 relevant items.

The ethnic militias (EM) which seemed to have been silent during the election apparently woke up after the conclusion of the polls; they were sources of 24 reports while socio-cultural groups (SCG) were sources of 31 relevant items.

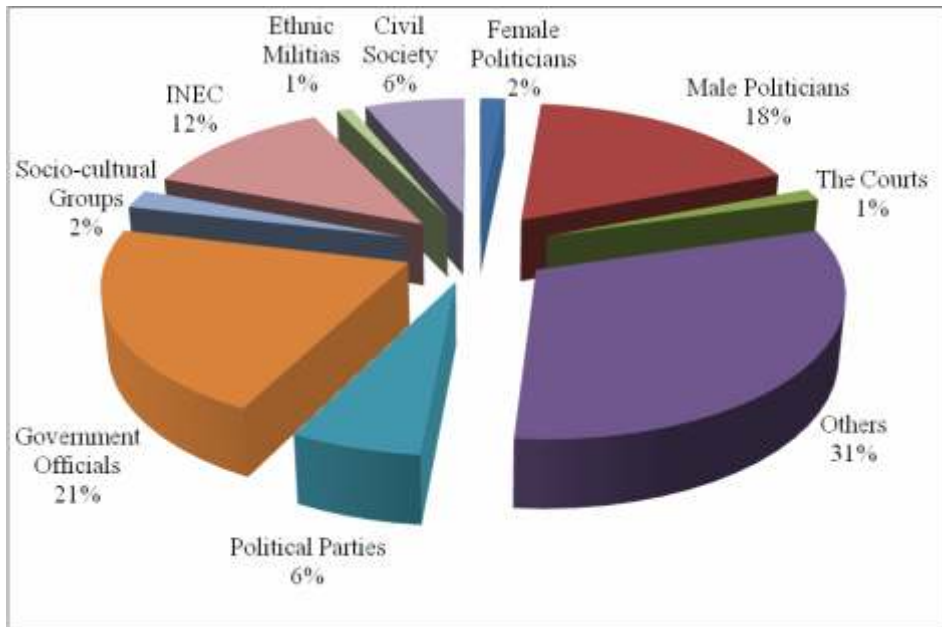
*The table below shows the frequency of use of different stakeholders as sources of identified relevant items aired by the stations monitored*

Ser. No.	Stakeholders	April	May	Total
1.	Female Politicians	31	9	<b>40</b>
2.	Male Politicians	304	148	<b>452</b>
3.	The Courts	16	18	<b>34</b>
4.	Others	520	274	<b>794</b>
5.	Political Parties	103	51	<b>154</b>
6.	Government Officials	352	193	<b>545</b>
7.	Socio-cultural Groups	23	31	<b>54</b>
8.	INEC	222	87	<b>309</b>
9.	Ethnic Militias	-	24	<b>24</b>
10.	Civil Society	100	61	<b>161</b>

*The graph below shows the frequency of use of different stakeholders as sources of identified relevant items aired by the stations monitored*



*The chart below shows the percentage of use of different stakeholders as sources of identified relevant items aired by the stations monitored*



### **1. Female-Favourable Relevant items**

In April, 71 relevant report were in favourable to female politicians while 40 were not and in May, there were more relevant reports that were considered unfavourable to female politicians than those that were considered favourable. Identified relevant broadcasts that were not favourable to the female politicians were 132 while 23 aired reports were considered favourable to the female politicians, which translates to 17.42% of broadcasts that were unfavourable to female politicians.

---

## Findings of Monitoring of Television Stations

### **1. Subjects of Relevant reports compared to Female Politicians**

Five stakeholders were monitored in looking for subjects of relevant items published. These are male politicians, female politicians, political parties, the Independent National Electoral Commission (INEC). Every other stakeholders outside these were classified in the unspecified in the 'Others' category.

In April, male politicians as subjects of aired electoral issues identified during the month enjoyed the highest number of coverage than all the other monitored stakeholders including the umpire of the election, INEC. A total of 521 television broadcast reports had male politicians as subjects. This number amounts to 25.75% which is over a quarter of the total number of relevant reports broadcast by all nine TV stations monitored in April.

In sharp contrast, female politicians, were subjects of just 26 aired relevant stories, i.e. 1.3% of the total election reports identified and approximately 5% of those with male politicians as subjects. Political parties also enjoyed more visibility than female politicians as it was the subject of 93 stories, which is 4.6% of the total election issues monitored.

Government officials were subjects of eight aired reports, all monitored on the Federal Government owned station, NTA Channel 5, Lagos. Reports with female politicians as subjects surpassed only those with government officials as subjects.

In May, political parties as one category of stakeholders were subjects of the highest number of stories above all the specific stakeholders. The different political parties were subject of a total of 183 reports or 22.48% of the total relevant items aired.

Male politicians were subjects of the second highest number of relevant reports out of all the specific stakeholders; being subjects of 139 stories or 17.08% of the total relevant stories aired.

Female politicians on the other hand, again did not receive much media focus as they were subjects of the least number, 43 relevant items or 5.28% of all relevant reports; 30.93 or approximately 31% of reports with male politicians as subjects and 23.49% of those with political parties as subjects.

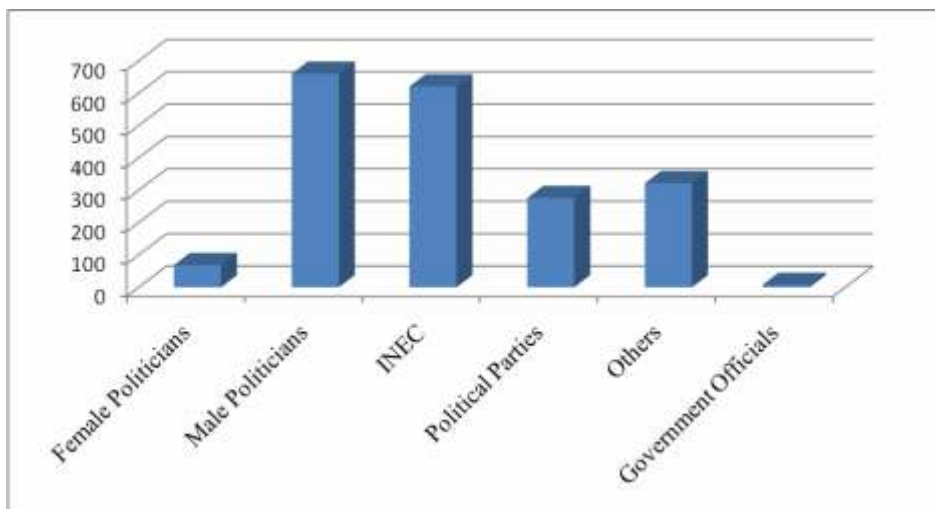
It is significant to note that four (4) stations had no relevant reports which had female politicians as subject whereas only NTA Gombe had no report with male politicians as subject.

The election umpire, INEC was the subject of the third highest number of election reports monitored out of the specific stakeholders, while non-specific stakeholder i.e. 'Others' formed the bulk of subjects. They were subjects of 322 relevant reports or 39.56% of all relevant items monitored.

*The table below shows the frequency of use of different stakeholders as subject of identified aired items on television*

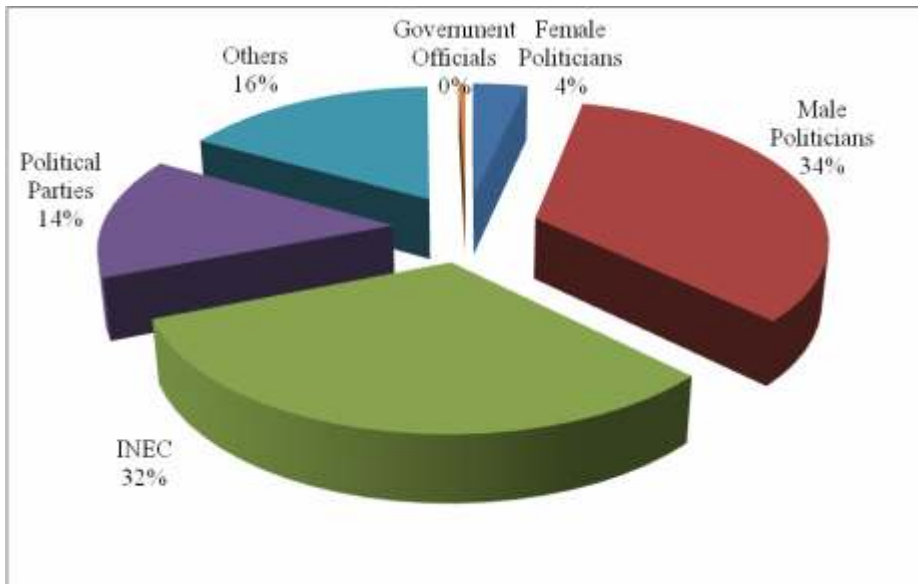
Ser. No.	Stakeholders	April	May	Total
1.	Female Politicians	26	43	<b>69</b>
2.	Male Politicians	521	139	<b>660</b>
3.	INEC	494	127	<b>621</b>
4.	Political Parties	93	183	<b>276</b>
5.	Others	-	322	<b>322</b>
6.	Government Officials	8	-	<b>8</b>

*The graph below shows the frequency of use of different stakeholders as subject of identified aired items on television*





*The chart below shows the percentage of use of different stakeholders as subject of identified aired items on television*



### **1. Time Allocated to the Genders**

Data on duration collated from the relevant TV programmes and analysed show the stations gave very low visibility to the female politicians during the period under review.

In April, there were 26 reports on female politicians which is quite insignificant when compared with the 521 broadcasts on male politicians.

Just as male politicians enjoyed higher visibility in the sheer number of aired items on them so also they were allocated the bulk of the air time that significantly dwarfs that allocated to air monitored items on female politicians. Male politicians were allocated a whopping 31hrs.30mins.56secs while items on female politicians were aired in just 1hr. 50mins.7secs by all the nine TV stations monitored in April.

In May, the total time allocated to the 139 stories on male politicians was 5 hours 12 minutes 42 seconds, which translates to an average of 2 minutes 15 seconds per report on male politician.

Female politicians, as in the previous month did not enjoy such much attention as they were allocated just 55 minutes 27 seconds which gives an average time allocation of 1 minute 13 seconds per report on female politicians.

## **2. Gender Objectivity of Identified Relevant Broadcasts**

Forty-four (44) relevant stories were favourable to female politicians in April while four others were not with Channels TV broadcasting the highest number of 17. It was closely followed by NTA Channel 5 and LTV 8 each of which broadcast seven (7) items apiece, that were favourable to female politicians.

In May, Five (5) stations aired no relevant items favourable to female politicians while the six (6) which aired reports favourable to female politicians, aired a sum total of 20 reports in all.

There were no reports that were not favourable to female politicians in May.

## **3. Sources of Identified Relevant Items**

Sources of relevant items on aired by television stations were monitored only in May. Government officials among specific stakeholders were the sources of the highest number of relevant reports being the peg for 121 stories.

Government officials are closely followed by male politicians who were the sources of 105 stories which account for 12.9% of the total relevant stories. In sharp contrast female politicians were sources of 18 relevant items which is just 2.21% of the total relevant reports.

The courts were the sources of 81 reports just as the civil society groups (CSG) were the sources of the same 81 number of stories.

Political parties (PP) as a body were the sources of 97 reports, while INEC was the source of 65 relevant items.

Socio-cultural groups as a body were the sources of 10 relevant reports while the ethnic militias (EM) were the source of just one report.

However, the unspecified sources, 'Others' (OT) were the sources of the highest number of relevant reports. A total of 235 relevant items were sourced from the unspecified 'Others'; the figure represents 28.9% of all the relevant items identified as aired in May 2011 by the 11 TV stations.

---

---

## Conclusion and Recommendations

In all aspect of media reporting, female politicians were seriously relegated to the background both by newspapers, radio and television stations. In all, talking about the number of published relevant items or aired relevant items with female politicians as subject or sources they constitute so small of what was given to male politician. The media also gave so little space and time (duration) to female politician that there was no month and no medium in which female politicians measured as much as 10% of what was given to male politicians.

What this means is that the media did not see anything wrong with this and so did not make any efforts to address it.

The marginalization of female politicians is in spite of both international, Regional and national conventions, treaties, laws and policies on gender equality that exist and to which Nigeria is a signatory and has promised to domesticate and implement.

The Beijing Conference of . . . , among other actions recommended to government in Section 192 (a) that they “Commit themselves to establishing the goal of gender balance in governmental bodies and committees, as well as in public administrative entities, and in the judiciary, including, inter alia, setting specific targets and implementing measures to substantially increase the number of women with a view to achieving equal representation of women and men, if necessary through positive action, in all governmental and public administration positions;”

Part 2 (2) (e) of Nigeria's National Gender Policy states that: “The Government and People of Nigeria affirm that Commitment to gender mainstreaming as a development approach shall inform the economic reform agenda, medium and long term development planning, value re-orientation and social transformation and other development initiatives of government.”

The policy also recommends Affirmative Action quota of 35% slot for women in all public structures and especially in the political parties.

These cannot be made possible without a combined effort by all concerned to ensure that they are implemented.

There is therefore a need for the media to adhere to international, regional, and local conventions and policies that guarantee or promote gender equality. To this end, media should develop a policy of affirmative action in different areas to give at least 35% reportage to women and women issues. This is especially necessary in reporting of political, business/economy and every area that is considered serious news etc. It is not good enough that women constitute the bulk of entertainment news and celebrity gossip as that suggests that women are play things (toys) or mere pawns on the chess board played by men.

---

## Media Monitoring Report

(March 2011)

---

### **Executive Summary of Monitoring of Newspapers in March 2011**

This report covers the monitoring of newspapers in the six media centres spread across the six geo-political zones of Nigeria. Various numbers of newspapers were monitored in the centres. The total monitored in all the six centres was 13 newspapers. The newspapers monitored were: Daily Champion, Daily Trust, Nigerian Newsprint, The Guardian, Announcer Express, Leadership newspaper, and Nigerian Horn. The rest are The Moment, Frontline Express, Vanguard, New Nigerian, Daily Independent and The Punch. The exercise monitored newspapers' reportage of electoral issues in these newspapers from March 1 to 31, 2011.

During the month in review, a total of 5,488 published items were found relevant to the exercise. They were collated and analysed. The 13 newspapers devoted a combined total of 122,729.18 in<sup>2</sup> space to publish these identified relevant items. Majority of these items were published in the inside pages (IP) while 521 of the identified relevant items or 9.4% were published on the front page (FP). The frontpage is unarguably the most prominent page of any newspaper. This is commendable.

All the monitored newspapers each published more than 100 relevant items during the one month in review and they all published election-related report on the front page.

Female politicians received far less media publicity than their male counterpart in terms of placement of news reports favourable to them. While news items that were considered favourable to male politicians published on the front page totaled 253 items, those favourable to female politicians published on the frontpage were just 11 in number. That means casual readers will read more about male politicians than about female politicians.

In the same vein, female politicians as sources of identified relevant published reports were far less than that of male politicians. While male politicians were

sources of 1,387 relevant reports, female politicians were sources for only 87 relevant reports.

A total of 3,615 identified relevant items or approximately 66% of the total relevant items were published as news items while another 642 others were published as feature articles.

Female Politicians/candidates (FP) as subjects of published items related to the forthcoming April elections was very low. It was the lowest among the five categories that were monitored. Only 179 published items had female politicians as their subjects. This contrasts sharply against a whopping 2,372 published reports which had male politicians/candidates (MP) as subjects. In fact female politicians as subject of identified relevant items was less than half the number of the preceding, fourth, category, INEC which was subject of relevant reports 412 times.

The total space employed by the newspapers to publish reports on male politicians (MP) was very high just as the number of published items identified as relevant to the monitoring was high. Reportage of the 2,372 published items with male politicians as subject were allocated a total of 816.31 pages or 122,729.18 ins<sup>2</sup> space, while the 179 stories which had female politicians (FP) as subjects were allocated just 57.12 pages or 8,683.1 ins<sup>2</sup> space.

There were enough published reports to put the security agents on the alert of possible break down of law and order and put them in a position to have prevented the post election violence that wracked some Northern states. Of the 5,488 total relevant published items, 1,625 were violence-related. A total of 1,121 of the reports were considered to be reports that highlight possible conflict while 504 were reports of actual conflicts. But apparently, the security did not do any systematic research to help them determine where to concentrate their efforts hence the unnecessary loss of lives in the post-election violence.

A larger number of election related news items published by the newspapers were sourced from or covered urban areas (UB): they were 4,385, very far ahead of the 700 election-related news items sourced from or covering the rural (RR) areas.

# **Monitoring of the Newspapers Coverage of the 2011 Elections**

## **Introduction**

This report covers one month, March 1 to 31, 2011. During the period, various newspapers were monitored and analysed for the project. These newspapers were monitored, in varying numbers, and analysed in the six UNDP-funded media centres that are located across the six geo-political zones that make up Nigeria. The media centres are in Lagos, Abuja, Kaduna, Owerri, Gombe and Port-Harcourt. In all, a total of 13 newspapers were monitored in the six centres.

In carrying out the monitoring, the mediums to be monitored were pre-selected and only media contents considered relevant to the 2011 elections were taken into consideration and analysed. Those that were not considered necessary to the monitoring exercise were not monitored. The monitoring exercise involved the following phases, namely: data gathering, recording of the data gathered, and processing/analyzing of the data and presentation of the findings of the exercise with recommendations.

The 13 newspapers that were monitored at the media centres are:

1. Daily Champion
2. Daily Trust
3. Nigerian Newsprint
4. The Guardian
5. Announcer Express
6. Leadership
7. Nigerian Horn
8. The Moment
9. Frontline Express
10. Vanguard
11. New Nigerian
12. Daily Independent and
13. The Punch

The monitoring exercise entailed the collation and analysis of news items on electoral issues. Specifically it covered:

- The electoral processes
- Partisanship
- Balanced news coverage of parties and aspirants
- Electoral issues and women representation during election campaigns, on

election days and post elections

- Events in communities, LGA/ State
- Report on potential conflicts that could erupt into violence under the cover of political activities and
- Scope and quality of coverage of female politicians.

For the monitoring exercise, news, feature articles, photographs, cartoons and opinions identified as relevant to the exercise, that is dealing with electoral issues, published in these newspapers were collated, analyzed and the result is published herewith.

## **Methodology**

Before the exercise began, some codes to make for easy collection and processing/analysis of data were developed.

The exercised looked at certain important elements in media reportage and these elements were processed and analysed to reach the findings which are presented in this report.

The elements that were analysed in the relevant media reports are prominence, subject, format, objectivity, gender objectivity, political parties, area, situation report and sources. For the print medium, the space devoted to identified relevant items was also taken into consideration and measured. For radio and television, it was the duration that was tracked and reported. In addition the use of actuality for television and sound-bite for radio and television were also taken into consideration and analysed.

## **General Findings**

During the month in review, a total of 5,488 published items were found relevant to the exercise and analysed. The 13 newspapers devoted a combined total of 122,729.18 in<sup>2</sup> space to publish these identified relevant items. Close to 10% of identified relevant items were published on the frontpage. All the newspapers published election-related reports on their frontpages. Approximately 66% of identified relevant items were published as news reports which means they were reports of situations which happened in the immediate past.

### **1. Prominence Given to Election-Related Stories and Information**

Of the total 5,488 identified published items on electoral issues in March 2011 by the 13 newspapers, 3,913 items or 71.3% of them were published in the inside pages (IP) while 521 of the identified relevant items or 9.4% were published on the front page (FP). Less than 10% of the total election related news items



published were put on the front page. This means that 9.4% of the relevant news items were given the best of prominence as only the frontpage affords. It should however be noted that it is not possible to publish too many news reports on the frontpage as it has its own space limitation and very often constitutes less than 10% of the whole publication of the day.

A total of 791 news items were published in the political pages (PP). One hundred and sixty-six (166) relevant items were published at the back pages (BP), while the editorial pages (EP) carried 97 relevant items.

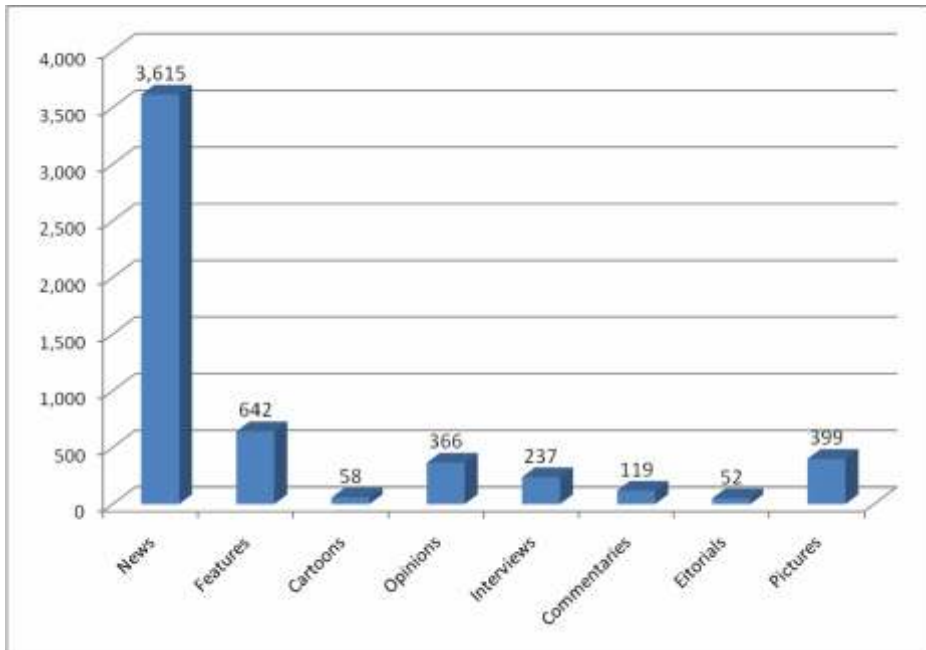
Daily Champion had the highest number of election reports; its 817 identified relevant reports represent approximately 15% of the total news items on electoral issues published by the 13 newspapers monitored this month. The Punch's 671 identified relevant reports put it in the second position. Leadership came third with 564 identified relevant news items; Daily Trust came fourth with 562 identified relevant news items; Daily Independent followed on the fifth position with 544 identified relevant news items followed in the sixth position by New Nigerian with 477 identified relevant news items, Vanguard in the seventh position with 469 identified relevant news items and other newspapers in varying numbers.

No newspaper had less than 100 relevant items. All the newspapers published election report on the front page but three of them had no relevant stories published at the back page. There are Frontline Express, The Moment and Vanguard.

*The table below shows the prominence, i.e. the placement of identified relevant items in the Newspapers monitored*

S/N	Newspaper	FP	BP	IP	PP	EP	Total
1.	Daily Champion	80	14	586	123	14	<b>817</b>
2.	Nigerian Newsprint	42	54	191	19	12	<b>321</b>
3.	Announcer Express	24	23	110	6	3	<b>166</b>
4.	Nigerian Horn	23	16	151	3	9	<b>202</b>
5.	Frontline Express	15	-	119	-	7	<b>141</b>
6.	New Nigerian	40	18	242	173	4	<b>477</b>
7.	The Punch	57	6	483	118	7	<b>671</b>
8.	Daily Trust	54	12	395	109	12	<b>562</b>
9.	The Guardian	38	13	271	84	10	<b>416</b>
10.	Leadership	41	3	445	70	5	<b>564</b>
11.	The Moment	13	-	62	42	1	<b>118</b>
12.	Vanguard	34	-	413	22	-	<b>469</b>
13.	Daily Independent	60	4	445	22	13	<b>544</b>
	<b>Total:</b>	<b>521</b>	<b>166</b>	<b>3,913</b>	<b>791</b>	<b>97</b>	<b>5,488</b>

**Graph showing the frequency of the different news formats used to publish identified relevant items**



### **3. Subject of Election-Related Information**

For the purpose of this monitoring, subjects of published relevant items were categorized into four specific and one omnibus subjects. These are Male Politician (MP), Female Politician (FP) the Independent National Electoral Commission (INEC), Political Parties (PP) and general or omnibus 'Others'. In the identified relevant published items, monitors determine which of these are the subjects of the published relevant items. If it does not fall into any of the four specific subjects, then it is categorized into the omnibus 'Others' subject.

Collated data statistics reveal that Female Politicians/candidates (FP) as subject of published items related to the forth coming April elections was very low. Only 179 published items had them as the subjects. On the other hand, a whopping 2,372 published reports had male politicians/candidates (MP) as subjects. When these numbers are compared, it shows clearly that female politician did not get enough media publicity in the build up to the elections. In percentage terms, it means that only 3.3% of the total relevant reports monitored had female politicians as the subjects while 43.22% had the men as the subjects. In other words the low reportage of female politicians in the media can only translate not only to low publicity for them but also lessen their chances at the polls. With this low media projection of female politicians, it could reasonably be concluded that

female candidates are at a disadvantage in the build up to the elections.

In the forth coming April elections two women would be vying for the governorship seats of Kwara and Plateau States and they are Senator Gbemisola Saraki in Kwara State and Mrs. Pauline Tallen in Plateau State. In addition to this, all the leading political parties in Lagos State, the base of majority of the national newspapers in Nigeria, are fielding women in the deputy governorship position. This is apart from the fact that the party presently in power in the state, the Action Congress of Nigeria (ACN) is also presenting an array of women for legislative positions, including the wife of the ACN national leader, chief (Mrs.) Oluremi Tinubu.

The low reportage of female politicians, many of whom who have ridden the storm to come out for elective offices, means that their chances of being elected is very low. This is deducted from the fact that if they are not heard, the electorate would not be able to weigh their worth and potentials against those of the male politicians.

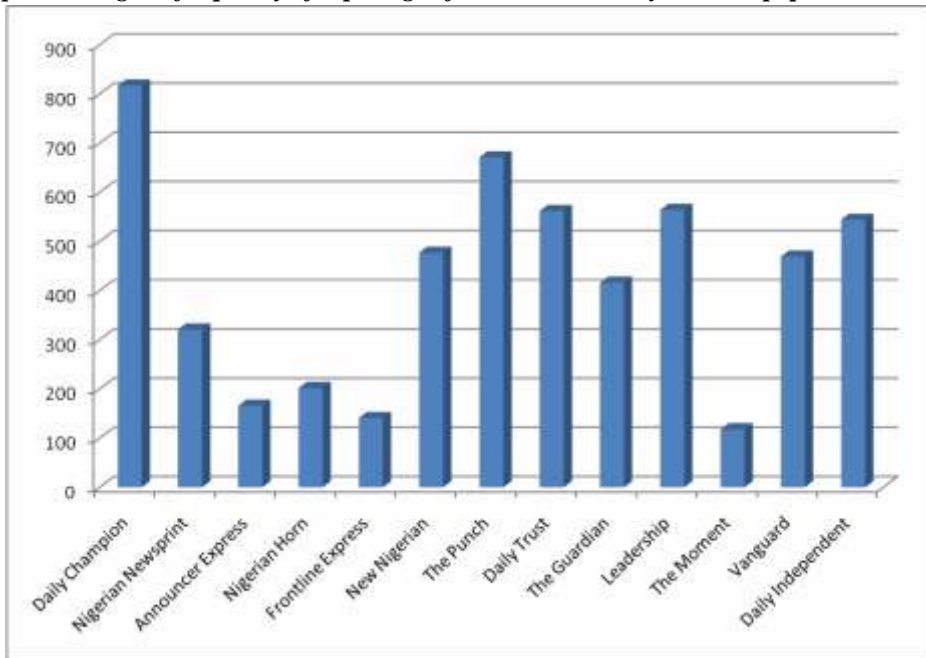
Political parties (PP) were given enough publicity by the newspapers with a total of 934 reports featuring them as subjects. The umpire of the elections, INEC was beaten to the fourth position in the table.

The omnibus 'Others' (OT) subjects, apart from the specific stakeholders were featured the second highest number of times. The 1,591 reports monitored under OT represent approximately 29% of the total relevant items monitored.

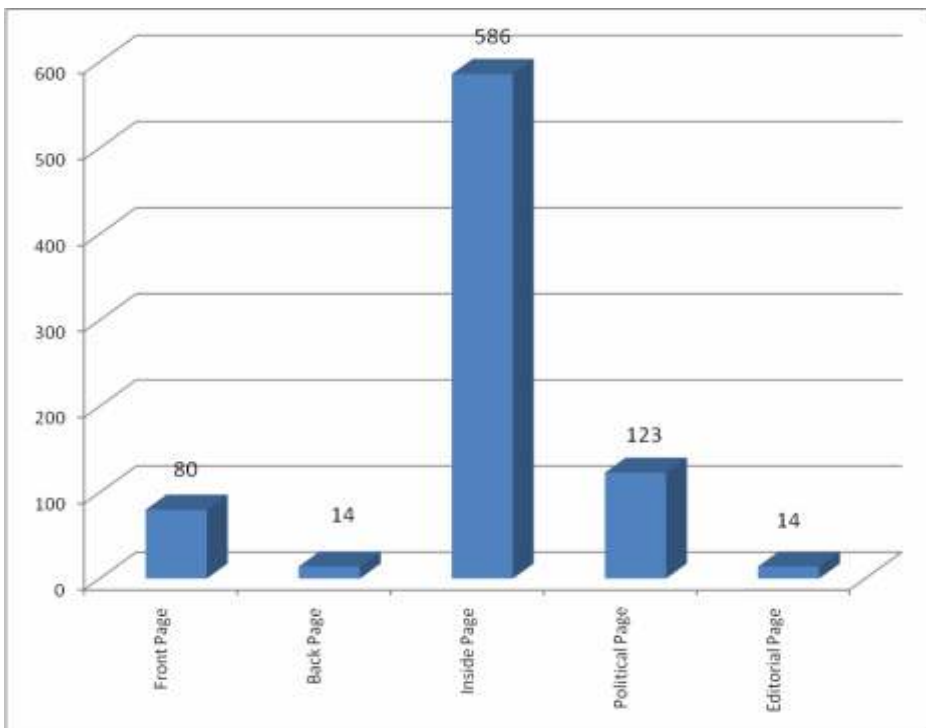
*The table below shows the frequency of reportage of subjects in electoral news items monitored*

S/N	Newspaper	MP	FP	INEC	OT	PP	Total
1.	Daily Champion	324	23	22	337	111	<b>817</b>
2.	Nigerian Newsprint	194	17	-	70	40	<b>321</b>
3.	Announcer Express	76	6	26	56	2	<b>166</b>
4.	Nigerian Horn	105	9	3	80	5	<b>202</b>
5.	Frontline Express	62	7	5	39	28	<b>141</b>
6.	New Nigerian	250	24	47	104	52	<b>477</b>
7.	The Punch	236	7	98	192	138	<b>671</b>
8.	Daily Trust	251	31	58	150	92	<b>582</b>
9.	The Guardian	159	14	62	98	83	<b>416</b>
10.	Leadership	275	8	16	198	67	<b>564</b>
11.	The Moment	10	12	13	41	42	<b>118</b>
12.	Vanguard	128	11	36	158	136	<b>469</b>
13.	Daily Independent	302	10	26	68	138	<b>544</b>
	<b>Total</b>	<b>2,372</b>	<b>179</b>	<b>412</b>	<b>1,591</b>	<b>934</b>	<b>5,488</b>

*Graph showing the frequency of reportage of electoral issues by the newspapers monitored*



*Graph showing the amount of prominence given identified published items on the general elections*



## 2. Format of Presentation of Election-Related Information

Over half of the total relevant reports monitored were published as news (NW). The total 3,615 news reports monitored represent approximately 66% of the total relevant stories monitored.

Features (FE) were also used extensively with a total of 642 stories. This was followed by Opinion (OP) with 366 reports.

Every newspaper also made use of interview (IN) commentary/informed analysis (CM) and editorial (ED). Relevant items monitored also include cartoons (CA) and pictures (PI), Daily Independent.

Daily Champion with the highest number of relevant items also had the highest number of cartoons (CA) and pictures (PI). The 18 cartoons monitored in nit represent over 30% of the total relevant items monitored that were cartoons.

*The table below shows the format used in presenting each relevant item monitored in each of the newspapers*

S/N	Newspaper	NW	FE	CA	OP	IN	CM	ED	PI	Total
1.	Daily Champion	513	106	18	47	58	2	4	69	<b>817</b>
2.	Nigerian Newsprint	169	71	-	41	6	5	8	21	<b>321</b>
3.	Announcer Express	113	16	-	13	5	6	3	10	<b>166</b>
4.	Nigerian Horn	131	13	-	29	5	7	8	9	<b>202</b>
5.	Frontline Express	45	61	-	12	2	5	3	13	<b>141</b>
6.	New Nigerian	321	56	-	36	10	15	2	37	<b>477</b>
7.	The Punch	514	32	6	45	19	19	4	32	<b>671</b>
8.	Daily Trust	410	45	4	59	23	2	6	33	<b>582</b>
9.	The Guardian	236	29	13	32	43	18	5	40	<b>416</b>
10.	Leadership	405	53	-	48	24	2	5	27	<b>564</b>
11.	The Moment	59	33	-	2	3	1	2	18	<b>118</b>
12.	Vanguard	315	63	11	2	13	18	-	47	<b>469</b>
13.	Daily Independent	384	64	6	-	26	19	2	43	<b>544</b>
	<b>Total:</b>	<b>3,615</b>	<b>642</b>	<b>58</b>	<b>366</b>	<b>237</b>	<b>119</b>	<b>52</b>	<b>399</b>	<b>5,488</b>

*Graph showing the frequency of the different news formats used to publish identified relevant items*

### **3. Subject of Election-Related Information**

For the purpose of this monitoring, subjects of published relevant items were categorized into four specific and one omnibus subjects. These are Male Politician (MP), Female Politician (FP) the Independent National Electoral Commission (INEC), Political Parties (PP) and general or omnibus 'Others'. In the identified relevant published items, monitors determine which of these are the subjects of the published relevant items. If it does not fall into any of the four specific subjects, then it is categorized into the omnibus 'Others' subject.

Collated data statistics reveal that Female Politicians/candidates (FP) as subject of published items related to the forth coming April elections was very low. Only 179 published items had them as the subjects. On the other hand, a whopping 2,372 published reports had male politicians/candidates (MP) as subjects. When these numbers are compared, it shows clearly that female politician did not get enough media publicity in the build up to the elections. In percentage terms, it means that only 3.3% of the total relevant reports monitored had female politicians as the subjects while 43.22% had the men as the subjects. In other words the low reportage of female politicians in the media can only translate not only to low publicity for them but also lessen their chances at the polls. With this low media projection of female politicians, it could reasonably be concluded that female candidates are at a disadvantage in the build up to the elections.

In the forth coming April elections two women would be vying for the governorship seats of Kwara and Plateau States and they are Senator Gbemisola Saraki in Kwara State and Mrs. Pauline Tallen in Plateau State. In addition to this, all the leading political parties in Lagos State, the base of majority of the national newspapers in Nigeria, are fielding women in the deputy governorship position. This is apart from the fact that the party presently in power in the state, the Action Congress of Nigeria (ACN) is also presenting an array of women for legislative positions, including the wife of the ACN national leader, chief (Mrs.) Oluremi Tinubu.

The low reportage of female politicians, many of whom who have ridden the storm to come out for elective offices, means that their chances of being elected is very low. This is deducted from the fact that if they are not heard, the electorate would not be able to weigh their worth and potentials against those of the male politicians.

Political parties (PP) were given enough publicity by the newspapers with a total

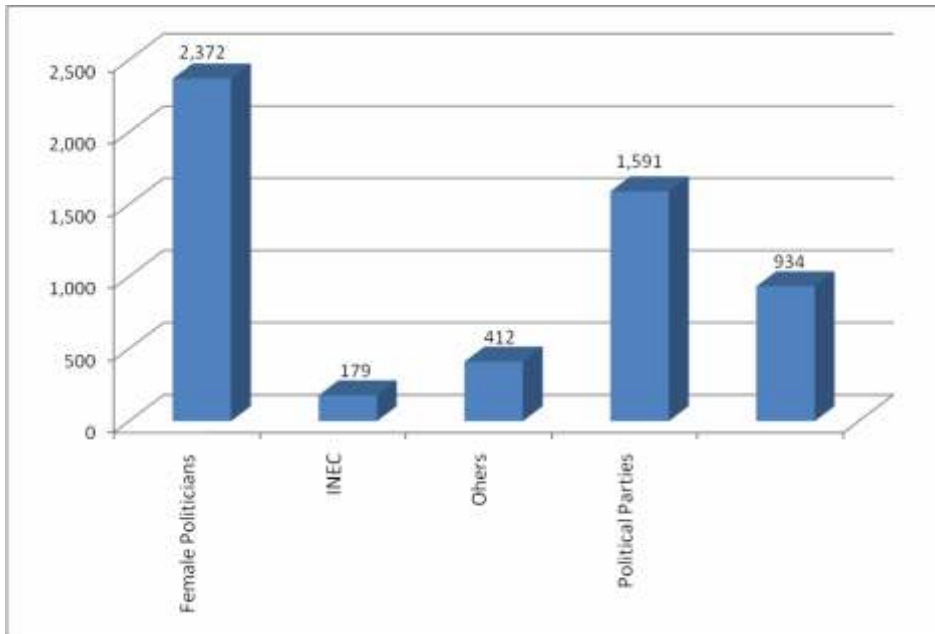
of 934 reports featuring them as subjects. The umpire of the elections, INEC was beaten to the fourth position in the table.

The omnibus 'Others' (OT) subjects, apart from the specific stakeholders were featured the second highest number of times. The 1,591 reports monitored under OT represent approximately 29% of the total relevant items monitored.

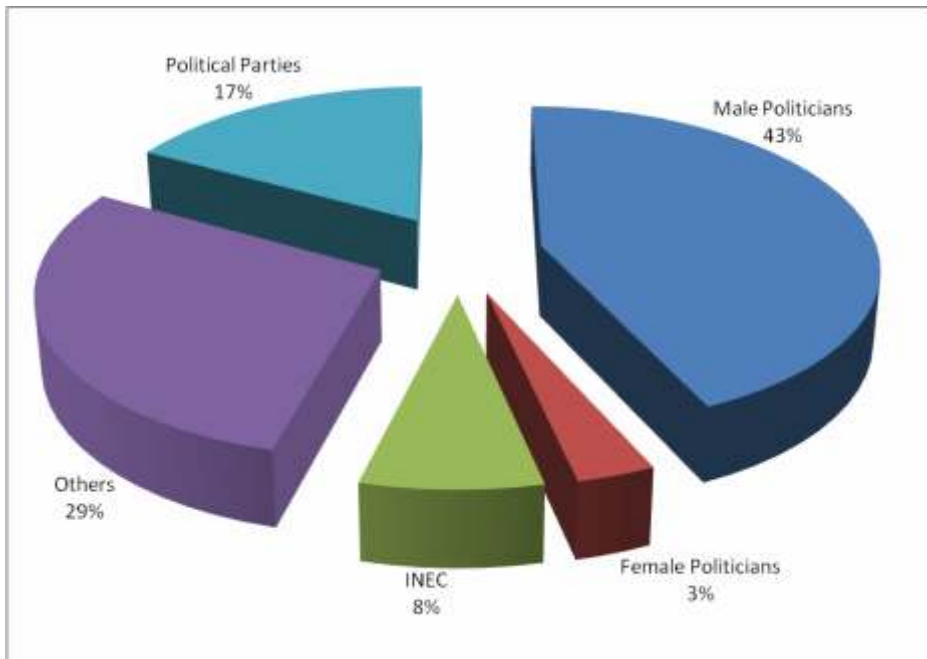
*The table below shows the frequency of reportage of subjects in electoral news items monitored*

S/N	Newspaper	MP	FP	INEC	OT	PP	Total
1.	Daily Champion	324	23	22	337	111	<b>817</b>
2.	Nigerian Newsprint	194	17	-	70	40	<b>321</b>
3.	Announcer Express	76	6	26	56	2	<b>166</b>
4.	Nigerian Horn	105	9	3	80	5	<b>202</b>
5.	Frontline Express	62	7	5	39	28	<b>141</b>
6.	New Nigerian	250	24	47	104	52	<b>477</b>
7.	The Punch	236	7	98	192	138	<b>671</b>
8.	Daily Trust	251	31	58	150	92	<b>582</b>
9.	The Guardian	159	14	62	98	83	<b>416</b>
10.	Leadership	275	8	16	198	67	<b>564</b>
11.	The Moment	10	12	13	41	42	<b>118</b>
12.	Vanguard	128	11	36	158	136	<b>469</b>
13.	Daily Independent	302	10	26	68	138	<b>544</b>
	<b>Total</b>	<b>2,372</b>	<b>179</b>	<b>412</b>	<b>1,591</b>	<b>934</b>	<b>5,488</b>

**Graph showing the frequency of reportage of subjects in electoral news items monitored**



**Graph showing the percentage of reportage of selected stakeholders of the elections monitored in the newspapers**





#### 4. Space Allocation to the Genders in Election-Related Publications

The total space employed by the newspapers to publish reports on male politicians (MP) was very high just as the number of published items identified as relevant to the monitoring was high. Reportage of the 2,372 published items with male politicians as subject were allocated a total of 816.31 pages or 122,729.18 ins<sup>2</sup> space, while the 179 stories which had female politicians (FP) as subjects were allocated just 57.12 pages or 8,683.1 ins<sup>2</sup> space.

The pages allocated to the female politicians represent just 6.4% of the space allocated to their male colleagues.

The highest space allocated to the male politicians by a newspaper for the one month this report covers was 244.82 pages while that of their female counterpart was 11.54 pages. The latter figure though greater than the least space allocation to male politicians (8.89) is less than the second least space allocation to male politicians of 17.33 pages by a newspaper.

Apart from Daily Champion, no other newspaper allocated up to 10 pages to publish news reports on female politicians.

*The table below shows the space allocated to male politicians (MP) and female politicians (FP) against the number of times each was the subject of relevant report in each newspaper*

S/N	Newspaper	MP Stories	MP Space in ins <sup>2</sup>	Space in Pages	FP Stories	FP Space in ins <sup>2</sup>	FP Space in pages
1.	Daily Champion	324	35,560.61	244.82	23	1,676.24	11.54
2.	Nigeria Newsprint	194	8,277.76	51.33	17	964.01	5.98
3.	Announcer Express	76	3,029.67	18.79	6	213.21	1.32
4.	Nigerian Horn	105	4,697.15	30.85	9	590.8	3.9
5.	Frontline Express	62	2,592.42	17.33	7	159.89	1.09
6.	New Nigerian	250	7,564.48	53.27	24	828.47	5.83
7.	The Punch	236	8,647.31	60.9	7	456.34	3.21
8.	Daily Trust	251	5,878.23	32.79	31	864.47	4.82
9.	The Guardian	159	7,457.53	50.73	14	1,066.14	7.25
10.	Leadership	225	12,241.96	66.69	8	537.85	2.93
11.	The Moment	10	1,290.04	8.89	12	491	3.38
12.	Vanguard	128	11,570.05	81.48	11	486.23	3.42
13.	Daily Independent	302	13,921.97	98.04	10	348.55	2.45
	<b>Total:</b>	<b>2,372</b>	<b>122,729.18</b>	<b>816.31</b>	<b>179</b>	<b>8,683.1</b>	<b>57.12</b>

## 5. Gender Objectivity of Election-Related Publications

Almost 400 of the identified relevant reports were favourable (FF) to women politicians. These were stories that though might not have had female politicians as the subjects they contained some comments that could be considered favourable to their political fortune.

However, the number of published items that were not favourable (NF) reports almost knocked off whatever could be considered as the advantage of the other. With 252 news items considered as not favourable to female politicians, the 'gains' of those news reports favourable to female politicians 399 was reduced by 63.16%.

*The table below shows the number of relevant reports that were favourable to female politicians (FF) and the number that were not in their favour (NF) in the newspapers monitored*

S/N	Newspaper	FF	NF
1.	Daily Champion	65	34
2.	Nigeria Newsprint	19	2
3.	Announcer Express	31	27
4.	Nigerian Horn	7	50
5.	Frontline Express	17	4
6.	New Nigerian	33	20
7.	The Punch	19	6
8.	Daily Trust	24	15
9.	The Guardian	15	1
10.	Leadership	24	12
11.	The Moment	15	23
12.	Vanguard	68	18
13.	Daily Independent	62	40
	<b>Total:</b>	<b>399</b>	<b>252</b>

## 6. Gender Prominence of Election-Related Publications

The data gathered as presented in tables show a pattern which is that of marginalization of the female politicians (FP), during the month preceding the Nigerian general elections.

Male politicians/candidates were used on the front page (MP/FP), a total of 253 times while their womenfolk graced this choice page just 11 times, which represents 4.35% of the former.

Even though most Nigerian newspapers usually reserve the back page for sports stories, comments, informed analysis by guest columnists etc, 11 of the 13 relevant comments/informed analysis published on the back page allocated space to male politicians MP/BP.

In all a total of 96 relevant items were on male politicians (MP) and were

published at the back page.

Only seven newspapers published stories of female politicians at the back page (FP/BP). The highest number of news items on female politicians at the back page in a given newspaper was three (3) published by the Nigerian Newsprint and Frontline Express. On the other hand, the highest number of news items on male politicians published at the back page (MP/BP) of 96, is about nine (9) times the total number of female politicians stories on the front page (FP/FP).

In the same vein, the highest number of news items on female politicians published by any newspaper on the front page (FP/FP) of four (4) is a far cry from the least number of news items on male politicians published by one newspaper on the front page (MP/FP) of 11.

*The table below shows the prominence enjoyed by female politicians (FP) and male politicians (MP) in each of the newspapers monitored*

S/N	Newspaper	MP/FP	FP/FP	MP/BP	FP/BP
1.	Daily Champion	33	1	3	<b>1</b>
2.	Nigerian Newsprints	31	1	36	<b>3</b>
3.	Announcer Express	11	-	11	<b>1</b>
4.	Nigerian Horn	29	4	7	<b>2</b>
5.	Frontline Express	11	1	-	-
6.	New Nigerian	21	1	9	<b>3</b>
7.	The Punch	14	-	2	-
8.	Daily Trust	15	-	6	-
9.	The Guardian	13	-	19	<b>2</b>
10.	Leadership	19	-	1	<b>2</b>
11.	The Moment	13	1	1	-
12.	Vanguard	13	1	-	-
13.	Daily Independent	30	1	1	-
	<b>Total:</b>	<b>253</b>	<b>11</b>	<b>96</b>	<b>14</b>

## **7. Situation Report of Election-Related Published Items**

Of the 5,488 relevant items monitored, 504 were stories of Conflict (CF), which is 9.18% of the total. This also translated to the fact that one out of every 10 election related news report monitored was a report of violence.

The probability of the likelihood of increase in violence as time goes on is further accentuated by the high number of reports on possible Conflict (PC) monitored in the newspapers. Possible conflict (PC) reports of 1,121 account for 20.43% of the

total relevant reports monitored.

The sum of both PC and CF reports came to 1,625 news reports or 29.61% of the total relevant stories monitored

*The table below shows the number of news reports on conflict (CF) and news reports on the possibility of conflict (PC) identified in each of the relevant items monitored in the newspapers*

S/N	Newspaper	CF	PC	Total Relevant Items
1.	Daily Champion	69	310	817
2.	Nigerian Newsprint	24	71	321
3.	Announcer Express	12	24	166
4.	Nigerian Horn	-	50	202
5.	Frontline Express	75	3	141
6.	New Nigerian	13	61	477
7.	The Punch	33	155	671
8.	Daily Trust	79	30	582
9.	The Guardian	74	68	416
10.	Leadership	18	85	564
11.	The Moment	8	27	118
12.	Vanguard	56	151	469
13.	Daily Independent	43	126	544
	<b>Total</b>	<b>504</b>	<b>1,121</b>	<b>5,488</b>

## 8. Sources of Election-Related Information

The highest number of specific sources was male politicians (MP); who were sources of 1,387 relevant reports, though non-specific sources or 'Others' (OT) formed more than half of all the sources, with 2,318 items.

Apart from ethnic militia (EM) as source of seven published news reports, female politicians (FP) who were sources of 89 election issues news reports came second to the last on the table.

Civil society groups (CS) were the sources of 260 relevant items; Government officials (GO) were sources of 260 news reports; socio-cultural groups (SCG) were sources of 145 news reports; political parties (PP) were sources of 530 news reports; INEC and its officials were sources of 318 news reports; and the court (TC) were sources for 177 news reports which is a greater number of relevant stories than female politicians.

*The table below shows the sources of the identified relevant news reports monitored in each newspaper*

S/N	Newspaper	FP	CS	GO	MP	SCG	OT	EM	PP	INEC	TC	Total
1.	Daily Champion	17	84	33	244	20	321	-	60	20	18	<b>817</b>
2.	Nigerian Newsprint	11	11	-	89	5	179	-	24	2	-	<b>321</b>
3.	Announcer Express	4	-	3	49	1	56	-	8	1	4	<b>166</b>
4.	Nigerian Horn	7	1	1	44	3	138	1	5	2	-	<b>202</b>
5.	Frontline Express	6	5	5	41	11	39	-	24	7	3	<b>141</b>
6.	New Nigerian	8	19	15	107	4	254	2	35	20	13	<b>477</b>
7.	The Punch	3	33	56	179	12	182	2	56	56	27	<b>671</b>
8.	Daily Trust	5	27	59	179	12	182	2	23	23	70	<b>582</b>
9.	The Guardian	12	13	12	117	39	151	1	57	3	11	<b>416</b>
10.	Leadership	2	23	45	126	13	252	1	53	32	17	<b>564</b>
11.	The Moment	2	1	5	23	-	47	-	35	4	1	<b>118</b>
12.	Vanguard	6	20	14	82	11	175	-	37	120	4	<b>469</b>
13.	Daily Independent	6	18	12	112	19	230	-	113	28	6	<b>544</b>
	<b>Total:</b>	<b>89</b>	<b>260</b>	<b>260</b>	<b>1,387</b>	<b>145</b>	<b>2,318</b>	<b>7</b>	<b>530</b>	<b>318</b>	<b>174</b>	<b>5,488</b>

## **9. Coverage Area of Media Reports of Electoral Issues**

A larger number of election related news items published by the newspapers were sourced from or covered urban areas (UB): they were 4,385, very far ahead of the 700 election-related news items sourced from or covering the rural (RR) areas.

The total number of reports on urban areas of 4,385 represents 79.9% of the 5,488 relevant items monitored while the 700 news reports on rural areas represent just 12.76% of the total.

The total number of rural reports monitored (700) is 15.96% of the total 4,285 urban stories.

A total of 1,682.66 pages were used to publish reports sourced from or covering urban areas while published reports sourced from or covering rural areas occupied 229.19 pages.

The highest space allocated to urban reports was 253.24 pages monitored in the New Nigerian while the highest space allocation to rural stories was Leadership's 76.37 pages.

No newspaper except Frontline Express allocated more pages to rural areas than urban areas, with its 40 rural reports allocated a space of 16.95 pages against the 10.33 pages allocated to its urban stories during the same period.

Though Announcer Express had the same number of news reports on urban and rural areas, it allocated to the former, almost double the space given rural reports, i.e. 31.11 pages for reports on urban area (UB) against 16.22 pages for rural areas (RR).

*The table below shows the number of election reports from the urban (UB) and rural (RR) areas published in each newspaper and the space allocated*

S/N	Newspaper	Total UR Report	UR space in ins <sup>2</sup>	UR space in pages	Total RR Reports	RR space in ins <sup>2</sup>	RR space in Pages
1.	Daily Champion	679	36,172.24	249.03	90	2,707.52	18.64
2.	Nigerian Newsprint	146	7,934.88	49.21	130	4,547.39	28.2
3.	Announcer Express	73	4,831.22	31.11	73	2,518.51	16.22
4.	Nigerian Horn	117	6,728.54	44.19	57	3,291.95	21.62
5.	Frontline Express	42	1,510.46	10.33	40	2,479.33	16.95
6.	Leadership	539	26,047.5	141.89	32	1,4018.86	76.37
7.	Daily Trust	321	24,101.44	134.43	44	2,154.1	12.01
8.	The Guardian	385	131,017.69	211.01	21	591.55	4.02
9.	The Punch	572	30,835.44	217.15	24	441.21	3.11
10.	The Moment	107	6,347.96	36.86	20	605.77	4.18
11.	Vanguard	385	24,488.58	172.45	43	1,041.84	7.34
12.	New Nigerian	433	18,709.76	131.76	44	727.33	5.12
13.	Daily Independent	368	35,960.49	253.24	82	2,188.05	15.41
	<b>Total:</b>	<b>4,385</b>	<b>231,955.3</b>	<b>1,682.66</b>	<b>700</b>	<b>37,313.41</b>	<b>229.19</b>

## 10. Reportage of Political Parties

The 'major' parties namely, the Peoples Democratic Party (PDP), Action Congress of Nigeria (ACN) and the Congress for Progressive Change (CPC) had more favourable attention than the other political parties. The PDP was either the subject of relevant items or mentioned a total number of 2,213 times while the ACN featured 1,334 times.

The CPC, one of the acclaimed big three came below with 518 mentions.

The three are followed by the All Progressive Grand Alliance (APGA) with 449 mentions, the erstwhile major opposition party in the country the All Nigerian Progressive Party (ANPP) had 336 mention and the Labour Party (LP) which recently got a new lease of life through the emergence of a governor under its banner with 143 mention.

The Progressive Peoples Alliance (PPA) which recently lost its only governor (Theodore Orji of Abia State) to the PDP through defection was mentioned 117 times.

All the first six parties in this order, PDP, ACN, CPC, APGA, ANPP and LP received mention in all the newspapers. Two newspaper gave no mention to PPA.

The 'minor' parties received much lesser mention.

The data collated during the monitoring exercise also reveal that CPC received the highest mention from newspapers based the Northern States of Nigeria such as Leadership, Daily Trust and New Nigerian.

The PDP, the ACN, APGA and ANPP received high mention in various newspapers based on the different zones of the country.

*The table below shows the number of times specific political parties were either mentioned or were the subject of the election reports in each newspaper*

S/ N	Newspaper	PDP	ACN	AN PP	CP C	LP C	PR C	APG A	PP N	AP P	ND P	ACP N	AA AD	DF PP	NP P	SDM P	CB C	DP D	ND P	NT P	NC P	J P
1.	Daily Champion	390	249	70	75	61	19	81	1	1	-	2	1	-	-	-	-	-	-	-	-	-
2.	Nigerian Newscprint	140	77	10	4	13	16	67	-	-	-	-	1	2	1	-	-	-	-	-	-	-
3.	Announce-Express	94	74	6	4	9	9	38	-	-	-	-	-	-	-	1	-	-	-	-	-	-
4.	Nigerian Horn	111	45	6	5	3	5	35	-	-	-	2	2	-	-	-	3	-	-	-	-	-
5.	PrimeTime Express	96	76	7	10	3	3	20	-	-	-	-	-	-	-	1	-	2	-	-	-	-
6.	Leadership	203	137	52	100	8	1	4	-	-	-	-	-	-	1	-	-	1	1	-	-	-
7.	Daily Trust	202	137	62	111	9	3	6	-	1	3	2	-	-	-	-	-	1	-	1	-	-
8.	The Punch	131	138	33	47	23	47	115	3	6	-	6	-	-	-	8	-	1	-	-	2	2
9.	The Guardian	153	108	22	31	13	1	10	4	1	-	3	1	-	-	2	-	4	-	2	-	-
10.	The Moment	76	48	13	21	6	1	19	1	-	-	1	-	-	-	-	-	-	-	-	-	-
11.	New Nigerian	301	101	34	64	16	-	7	-	1	-	1	-	-	-	3	-	-	-	-	-	-
12.	Vanguard	173	93	15	37	12	-	35	4	1	-	-	-	2	-	3	-	-	-	-	-	-
13.	Daily Independent	218	131	26	16	7	2	22	2	2	-	3	-	-	-	-	-	11	-	-	-	-
	<b>Total</b>	<b>2,213</b>	<b>1,334</b>	<b>336</b>	<b>518</b>	<b>143</b>	<b>117</b>	<b>449</b>	<b>14</b>	<b>12</b>	<b>3</b>	<b>13</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>17</b>	<b>3</b>	<b>19</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>2</b>



## **Conclusion and Recommendations**

During the month under review, female politicians were under-reported. This situation could have been caused by several factors: one, that journalists did not consider female politicians serious enough subjects and so did not use them much. Another may be that the political parties did not field enough of them to generate substantial media report. It could also be that the female politicians were not as active in the political scene as their male counterparts.

Publishing close to 10% of its electoral reports on the frontpage is commendable because the strategically the most prominent page. But in spite of its strategic prominence it also has its space limitation. It usually constitutes less than 10% of the total space of publication per day.

Whatever the case, it is generally agreed that women are marginalized and all sectors, including political parties and the media must put in motion concrete plans of giving women affirmative action to ensure that female politicians get good publicity in their endeavours to get elected into the various elective position.

Equally marginalized were the 'minor' parties and the rural areas. In the case of minor political parties, media houses cannot do much, but they can generate news stories by visiting the party headquarters and engaging their executives on the parties' manifestoes, plans and activities. Essentially, the parties have to carry out activities in order to get media support.

On the marginalization of reportage of rural areas, the media also needs to do more to report them because it is said that 75% of Nigerians live in the rural areas. It will therefore be necessary to adequately project them.

There were enough published reports to put the security agents on the alert of possible break down of law and order and put them in a position to have prevented the post election violence that wracked some Northern states. Of the 5,488 total relevant published items, 1,625 were violence-related. A total of 1,121 of the reports were considered to be reports that highlight possible conflict while 504 were reports of actual conflicts. But apparently, the security did not do any systematic research to help them determine where to concentrate their efforts hence the unnecessary loss of lives in the post-election violence.

---

## Media Monitoring Report (April 2011)

---

### **Executive Summary of Report of Newspapers Monitoring in April 2011**

A total of 14,103 electoral issues were identified as published in the monitored newspapers during the month. The bulk of them were published in the inside pages: in all, a total of 10,749 of the identified electoral reports were published in the inside pages (IP), representing 76.22% of the total identified electoral issues published. Reports published in the Political Pages (PP), totaled 1,503. In all, a total of 1,219 identified reports were published on the Front Page (FP) representing 8.64% of the total published relevant items.

Female Politicians were the subjects of 273 identified electoral reports published in April, accounting for just 1.94% of the total relevant stories collated and analysed. Male politicians on the other hand, were more visible in the media. They were subjects of over 2,000 relevant items.

The total number of News Reports (NW), which formed the bulk of identified relevant publications, were 9,907, representing 70.25% of the total electoral issues identified as published in April 2011.

A total of 1,281 conflict stories were identified while those which reported potential conflicts were 1,911. These figures are quite staggering particularly with regards to the possibility of conflict (PC). They pointed to the fact that the elections will be crises-ridden and in fact violence broke out in several cities, towns and villages in some Northern states with its attendant carnage.

Female politicians were sources of only 174 published electoral issues whereas others like socio-cultural groups (SCG) were sources of 559 stories; the civil society (CS) was source for 610 stories and the court (TC) was the source of 221 relevant reports. Male politicians were used as sources for newspapers reports more times than female politicians. Newspaper reports were sourced from them [MP] in 3,195 relevant items

A total of 467 of the reports collated and analysed were items favourable to the female politicians, while another 232 reports were unfavourable to them.

The monitoring exercise also analysed reportage of rural areas and compared it to reportage of urban areas. It found that rural areas were largely neglected in media coverage. The total relevant items that covered urban areas were 12,022 while the total reports covering rural areas were 1,110 accounting for 9.23% of the former.

The figures collated and analysed from the 20 newspapers in April show a clear marginalization of female politicians. Male politicians featured on the front page of newspapers 416 times while stories on female politicians published on the front page were just 15, which is a mere 3.6% of the total number of reports on male politicians published on the front pages.

The 'three' big parties, namely, the ruling People's Democratic Party (PDP), the opposition Action Congress of Nigeria (ACN) and the Congress for Progressive Change (CPC) all received generous mention. The erstwhile major opposition party to the PDP, the All Nigeria Peoples Party (ANPP) received the fourth highest mention. The All Progressive Peoples Grand Alliance (APGA), a party with a large followership in certain parts of South-eastern Nigeria received the fifth highest mention. Other minor parties were also mentioned in varying numbers. Of the 'minor' parties, four with prominent backers received fair mention. Leading the pack is the Labour Party (LP), it is followed by (PPN), Progressive Peoples Alliance (PPA), and ACPN.

# **Media Monitoring Report of Newspapers for April 2011**

## **Introduction**

From April 1 to 30, a total of 20 newspapers were monitored in all in various numbers at six media centres across Nigeria. The media centres were located in Lagos in the South-west, Abuja in the North-central, Kaduna in North-west, Gombe in North-east, Port Harcourt in the South-south, and Owerri in South-east. Electoral issues published in the newspapers as News, Feature, Opinions, Pictures, Commentaries, Interview, Editorials and Cartoons were collated and analysed. Advertorials of whatever sort were not monitored.

The newspapers are:

1. Announcer Express
2. Nigeria Newspoint
3. Daily Champion
4. Frontline Express
5. Nigerian Horn
6. People's Daily
7. Next
8. Leadership
9. Daily Trust
10. This Day
11. Vanguard
12. Daily Sun
13. Daily Independent
14. The Tide
15. The Nation
16. Nigerian Tribune
17. The Punch
18. The Guardian
19. New Nigerian
20. The Moment

## **1. Prominence Given to Identified Relevant Items**

April was the month in which the general elections were held in all the states of the federation except for a few cases that were postponed to May. A total of 14,103 electoral issues were identified as published in the monitored newspapers during the month. The Ibadan, south-west, based newspaper, Nigerian Tribune published the highest number of identified relevant reports totalling 1,344, and representing 9.51% of the total relevant items identified and analysed.

Tribune was followed closely by The Punch which published 1,275 reports and then Daily Independent which published 1,215 relevant stories.

A large number of relevant items were published in the inside pages (IP). In all, a total of 10,749 of the identified electoral reports were published in the inside pages (IP), representing 76.22% of the total identified electoral issues published, collated and analysed.

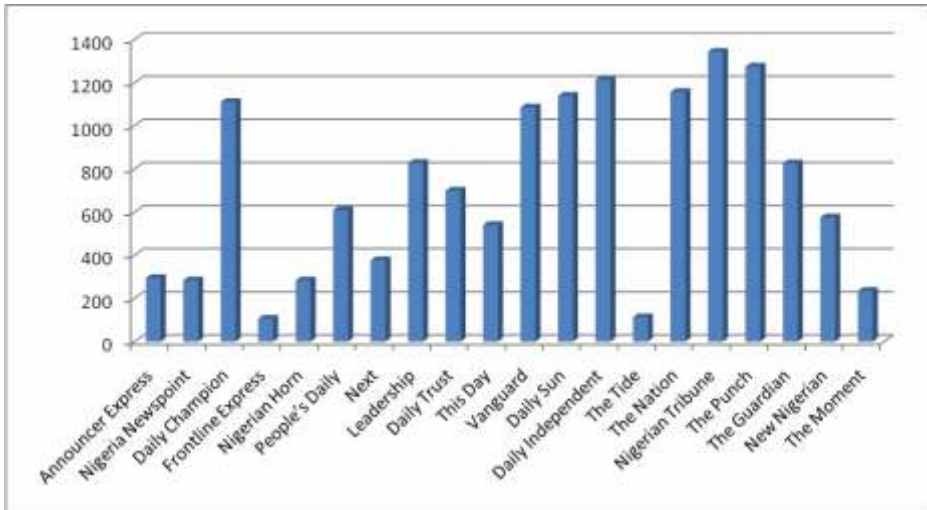
Identified relevant reports published in the Political Pages (PP), totalling 1,503 were the second highest number of stories monitored after those published in the inside page. This number comes to 10.65% of the total stories.

A total of 1,219 identified reports were published on the Front Page (FP) representing 8.64% of the total published relevant items. At the Back Pages (BP), a total of 349 relevant items were published, representing 2.47% .Editorials and informed opinions monitored on the OP-ED page totaled 283.

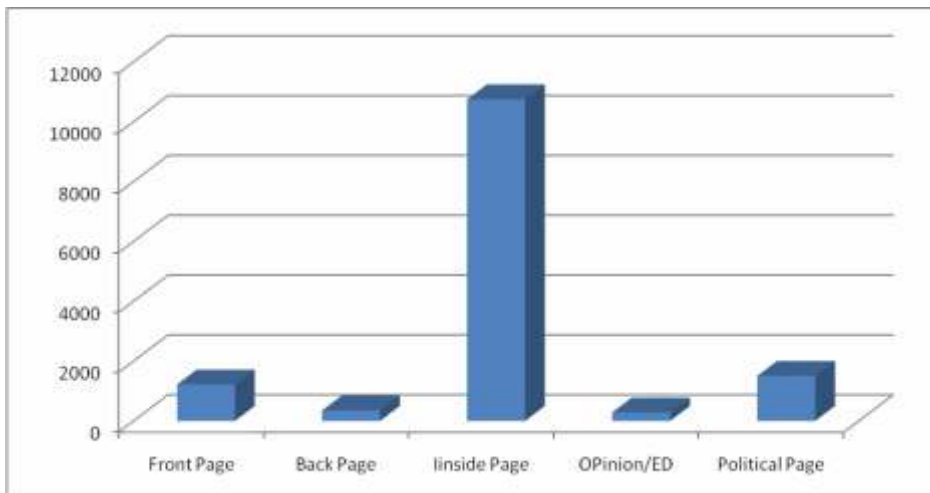
*The table below shows the level of prominence i.e. the placement of identified relevant items published in each of the 20 newspapers monitored in April*

S/N	Newspaper	FP	BP	IP	OP/ED	PP	Total
1	Announcer Express	53	34	182	13	13	<b>295</b>
2	Nigeria Newspoint	39	41	177	15	12	<b>284</b>
3	Daily Champion	97	14	755	26	219	<b>1111</b>
4	Frontline Express	26	4	66	10	-	<b>106</b>
5	Nigerian Horn	38	30	199	8	9	<b>284</b>
6	People's Daily	49	8	412	3	139	<b>611</b>
7	Next	22	6	328	4	17	<b>377</b>
8	Leadership	50	11	732	2	33	<b>828</b>
9	Daily Trust	47	6	533	3	111	<b>700</b>
10	This Day	53	18	389	7	74	<b>541</b>
11	Vanguard	84	-	892	4	106	<b>1086</b>
12	Daily Sun	116	14	886	13	110	<b>1139</b>
13	Daily Independent	91	28	952	10	134	<b>1215</b>
14	The Tide	20	4	75	5	9	<b>113</b>
15	The Nation	109	50	876	81	41	<b>1157</b>
16	Nigerian Tribune	70	2	1166	6	100	<b>1344</b>
17	The Punch	80	29	1139	20	7	<b>1275</b>
18	The Guardian	80	10	567	42	127	<b>826</b>
19	New Nigerian	66	40	295	3	172	<b>576</b>
20	The Moment	29	-	128	8	70	<b>235</b>
<b>Total</b>		<b>1219</b>	<b>349</b>	<b>10,749</b>	<b>283</b>	<b>1,503</b>	<b>14,103</b>

*The chart below shows the frequency of publication of identified relevant items by each of the 20 newspapers monitored in April*



*The chart below shows the level of prominence i.e. the placement of identified relevant items published in each of the 20 newspapers monitored in April*



**1. Subjects of Monitored Publications**

For the monitoring exercise, five stakeholders to the electoral process were sought for in the published relevant items; four specific and one unspecified. These are Female Politicians (FP), Male Politicians (MP), the Independent National Electoral Commission (INEC), Political Parties (PP), and the unspecified 'Others' (OT)

There was no departure from the pattern of newspaper coverage electoral issues in March 2011 in which Female Politicians (FP) were largely pushed to the background and hardly heard of in the media. The newspapers reported more on Male Politicians (MP) and other stakeholders in the electoral processes than on Female Politicians.

Female Politicians were the subjects of 273 identified electoral reports published in April, accounting for just 1.94% of the total relevant stories collated and analysed.

Male politicians (MP) as subjects on the other hand, were more visible in the media, being the subjects of over 2,000 relevant items. In April monitors identified 4,217 reports on electoral issues that had Male Politicians as subjects. One explanation for this may be the fact that more men than women contested the elections.

There were 2,001 were identified relevant items published which had the electoral umpire, INEC, as their subjects. In other words, there is a vast margin between electoral stories generated from Female politician when compared to those generated from INEC; the electoral umpire had the clear majority whereas there were more reports with men as subjects than with INEC as subjects. Published reports with female politicians as subjects constituted 6.47% of total number of relevant stories with men as subjects and 13.64% of those that had INEC as subject.

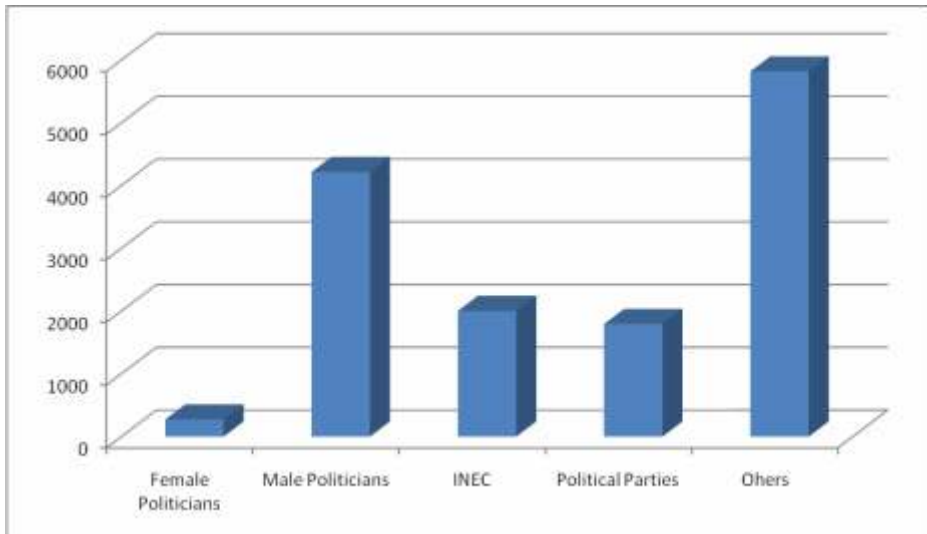
Another of the four specific stakeholders that were monitored, Political Parties (PP) also enjoyed wider coverage by the newspapers than Female Politicians. Political Parties were subjects of a total of 1,793 of the reports on the electoral process that were monitored.

Other personalities and stakeholders who could not be grouped among the four specific stakeholders formed the greatest percentage of subjects referred to as 'Others.' Published relevant items with subjects from this unspecified category numbered 5,819. This number constitutes 42.3% of the total relevant stories collated and analysed.

*The table below shows the number of times monitored stakeholders in the electoral process featured as subjects of published relevant items.*

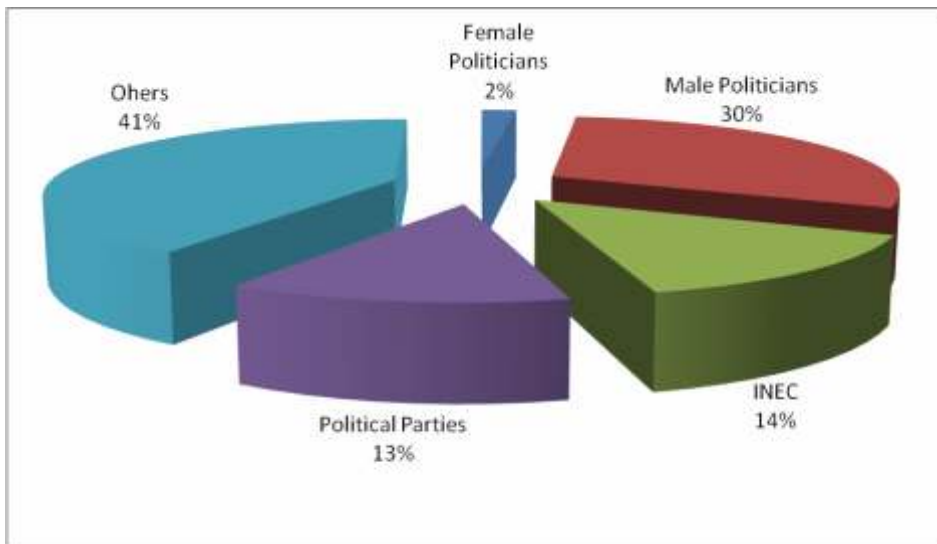
S/N	Newspaper	FP	MP	INEC	PT	OT	Total
1.	Announcer Express	13	90	16	25	151	<b>295</b>
2.	Nigeria Newspoint	17	102	15	20	130	<b>284</b>
3.	Daily Champion	16	270	126	65	634	<b>1111</b>
4.	Frontline Express	2	40	8	11	45	<b>106</b>
5.	Nigerian Horn	7	100	25	15	137	<b>284</b>
6.	People's Daily	5	153	112	101	240	<b>611</b>
7.	Next	7	113	67	41	145	<b>373</b>
8.	Leadership	11	231	189	93	304	<b>828</b>
9.	Daily Trust	10	161	112	970	320	<b>700</b>
10.	This Day	8	172	104	75	182	<b>541</b>
11.	Vanguard	29	373	87	104	403	<b>1086</b>
12.	Daily Sun	37	381	164	218	339	<b>1139</b>
13.	Daily Independent	23	404	135	206	447	<b>1215</b>
14.	The Tide	2	26	20	19	46	<b>113</b>
15.	The Nation	19	318	154	162	501	<b>1157</b>
16.	Nigerian Tribune	21	486	179	111	547	<b>1344</b>
17.	The Punch	19	314	245	106	591	<b>1275</b>
18.	The Guardian	12	256	104	113	341	<b>826</b>
19.	New Nigerian	9	144	113	84	226	<b>576</b>
20.	The Moment	6	83	23	33	90	<b>235</b>
<b>Total</b>		<b>273</b>	<b>4,217</b>	<b>2,001</b>	<b>1,793</b>	<b>5,819</b>	<b>14,103</b>

*The chart below shows the number of times monitored stakeholders in the electoral process featured as subjects of published relevant items.*





*The graph below shows the percentage of times monitored stakeholders in the electoral process featured as subjects of published relevant items.*



### **1. Format of Publication of Identified relevant Items**

Monitors were trained to lookout for six publication formats that were used to publish identified electoral reports namely, News Reports (NW), Feature (FE), Opinions (OP) Pictures (PI), Commentaries (CM) and Interviews (IN). Pictures that were published as standalone news were considered as relevant items whereas where they accompany written stories, they are not considered or collated in the Picture category but analysed as part of the news report, feature, or interview etc.

The total number of News Reports (NW), which formed the bulk of identified relevant publications, were 9,907, representing 70.25% of the total reports.

A total of 1,119 features (FE) stories were identified during the month while 876 items identified as opinion (OP). The newspapers also made generous use of pictures (PI), with 1,047 relevant items published in this format.

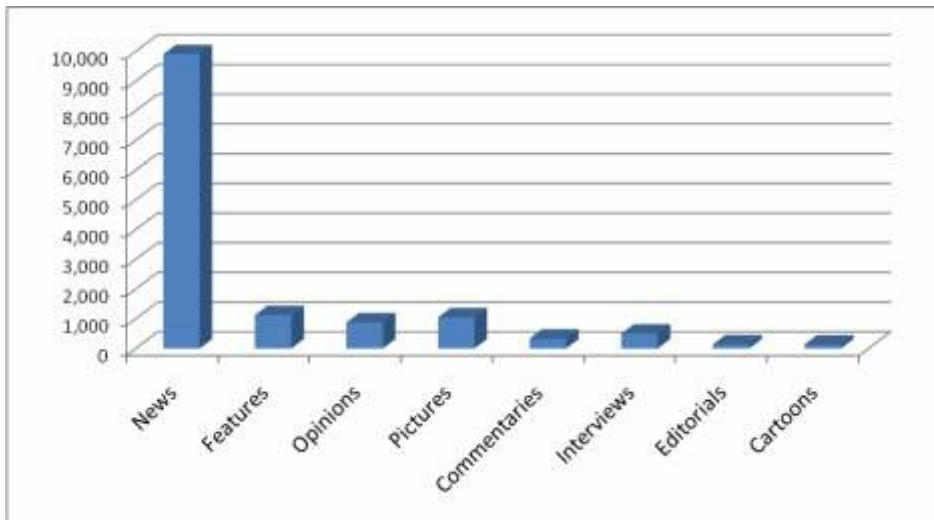
Total number of interviews (IN) was 497 while commentaries (CM) totaled 332. Relevant items that were cartoons (CA) were 129 while editorials(ED) monitored totaled 136.

Nigerian Newspoint had the highest number of editorials which totaled 14.

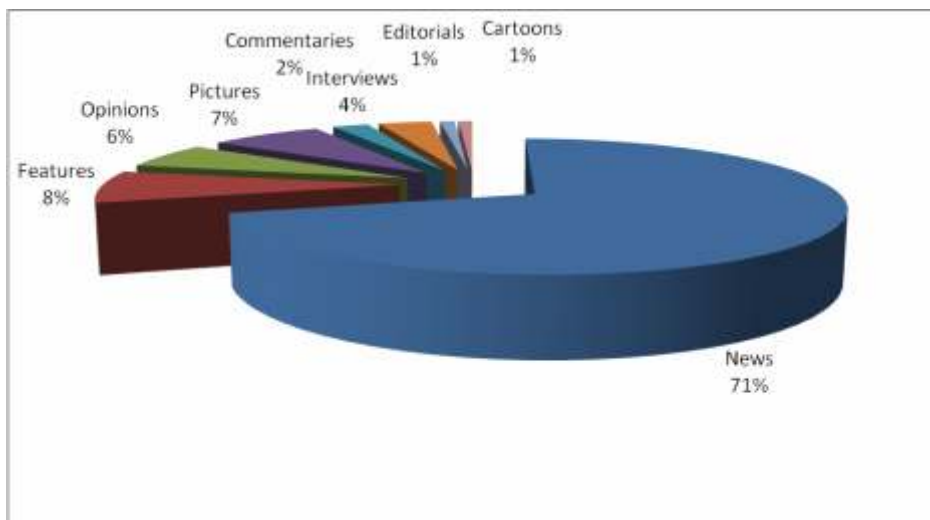
*The table below shows the frequency of use of various formats to publish identified electoral reports monitored in the newspapers*

S/N	Newspaper	NW	FE	OP	PI	CM	IN	ED	CA	Total
1.	Announcer Express	206	13	35	25	6	3	6	1	<b>295</b>
2.	Nigeria Newspoint	193	33	25	7	7	5	14	-	<b>284</b>
3.	Daily Champion	758	119	46	77	19	67	11	14	<b>1,111</b>
4.	Frontline Express	71	15	5	4	1	2	8	-	<b>106</b>
5.	Nigerian Horn	124	77	37	14	16	9	7	-	<b>284</b>
6.	People's Daily	493	40	45	8	1	14	7	3	<b>611</b>
7.	Next	306	34	16	8	-	4	3	2	<b>373</b>
8.	Leadership	678	45	55	24	-	22	2	2	<b>828</b>
9.	Daily Trust	607	28	28	5	1	26	4	1	<b>700</b>
10.	This Day	353	88	48	17	3	25	6	1	<b>541</b>
11.	Vanguard	571	128	17	273	47	24	3	23	<b>1,086</b>
12.	Daily Sun	833	101	45	52	30	57	5	16	<b>1,139</b>
13.	Daily Independent	853	128	7	108	44	64	10	1	<b>1,215</b>
14.	The Tide	87	9	6	8	2	-	1	-	<b>113</b>
15.	The Nation	841	44	147	49	27	18	13	18	<b>1,157</b>
16.	Nigerian Tribune	1009	36	80	118	18	65	8	10	<b>1,344</b>
17.	The Punch	963	36	34	154	53	13	6	16	<b>1,275</b>
18.	The Guardian	528	56	76	39	45	57	8	17	<b>826</b>
19.	New Nigerian	369	52	97	42	6	9	1	-	<b>576</b>
20.	The Moment	124	37	23	15	6	13	13	4	<b>235</b>
<b>Total</b>		<b>9,907</b>	<b>1,119</b>	<b>876</b>	<b>1,047</b>	<b>332</b>	<b>497</b>	<b>136</b>	<b>129</b>	<b>14,103</b>

*The chart below shows the frequency of use of various formats to publish identified electoral reports monitored in the newspapers*



*The graph below shows the percentage of use of various formats to publish identified electoral reports monitored in the newspapers*



#### **4. Space Allocated to Male and Female Politicians**

A total of 1, 475.43 pages were used for stories which had MP as the subject, a far cry from the 72.87 pages allocated to reports which had Female Politicians subjects. These pages used for publishing of stories favourable to Female Politicians is just 4.93% or approximately 5% of those favourable to Male Politicians.

The highest number of space allocated to Female Politicians by a single newspaper was 12.25 pages by the Daily Sun newspapers. Again this far cry when compared with the largest space allocated by a newspaper to stories favourable to male politicians. Daily Champion newspapers which gave the biggest space gave 296.88 pages to them.

The least space allocated to Male Politicians was 9.5 pages while the least given to Female Politicians was less than a page: a negligible 0.05 page.

*The table below shows the space allocated to the male politician (MP) and the female politician by each newspaper in April*

S/ N	Newspaper	MP Stories	MP Space in in <sup>2</sup>	MP Space in Pages	FP Stories	FP Space in in <sup>2</sup>	FP Space in Pages	FP as % of MP
1.	Announcer Express	90	4,456.99	28.7	13	504.26	3.25	14.44
2.	Nigeria Newspoint	102	3,817.23	23.67	17	779.07	4.83	16.67
3.	Daily Champion	270	43,122.34	296.88	16	1,417	9.76	5.93
4.	Frontline Express	40	1,397.12	9.5	2	36.71	.25	0.05
5.	Nigerian Horn	100	4,976.19	36.68	7	373.12	2.45	7
6.	People's Daily	153	16,097.06	87.73	5	539.65	2.94	3.27
7.	Next	113	5,560.1	30.34	7	259.48	1.42	6.19
8.	Leadership	231	7255	39.49	11	494.91	2.7	4.76
9.	Daily Trust	161	5,982.85	33.34	10	369.32	2.05	6.21
10	This Day	172	10,134.33	65.16	8	353.82	2.27	4.65
11	Vanguard	373	22,759.81	160.3	29	897.79	6.32	7.77
12	Daily Sun	381	2,789.87	19.37	37	1,764.49	12.25	9.71
13	Daily Independent	404	15,640.05	110.14	23	658.68	4.64	5.69
14	The Tide	26	1,441.34	11.16	2	186.68	1.45	7.69
15	The Nation	318	11,986.27	82.66	19	542.15	3.74	5.97
16	Nigerian Tribune	486	18,701.54	125.83	21	689.94	4.64	4.32
17	The Punch	314	12,651.86	89.1	19	148.15	1.04	6.05
18	The Guardian	256	23,173.51	157.64	12	542.15	3.69	4.69
19	New Nigerian	144	6,773.08	47.7	9	363.83	2.56	6.25
20	The Moment	83	2,908.46	20.04	6	97.29	0.67	7.23
	<b>Total</b>	<b>4,217</b>	<b>202,923.46</b>	<b>1,475.43</b>	<b>273</b>	<b>11,018.69</b>	<b>72.87</b>	<b>4.93</b>

## 1. Situation Report of Published Relevant Items

One of the monitored issue was conflict and so the exercise considered situations of the published items to identify reports which reported situations are conflict or those that report potential conflict situations. A total of 1,281 conflict stories were identified while those which reported potential conflicts were 1,911. These figures are quite staggering particularly with possible conflict (PC) stories towering above reports on Conflict with as much as 630. The same scenario was recorded in monitoring of newspaper reports in March.

*The table below shows the number of election reports that were on conflict (CF) and those that indicated the possibilities of conflicts as reported by the newspapers monitored*

S/N	Newspaper	CF	PC
2.	Announcer Express	33	75
3.	Nigeria Newpoint	29	70
4.	Daily Champion	142	278
5.	Frontline Express	10	51
6.	Nigerian Horn	5	110
7.	People's Daily	35	58
8.	Next	15	39
9.	Leadership	67	70
10.	Daily Trust	57	51
11.	This Day	36	58
12.	Vanguard	-	201
13.	Daily Sun	301	226
14.	Daily Independent	149	209
15.	The Tide	4	16
16.	The Nation	71	69
17.	Nigerian Tribune	81	66
18.	The Punch	117	127
19.	The Guardian	51	49
20.	New Nigerian	62	54
	The Moment	26	34
<b>Total</b>		<b>1,281</b>	<b>1,911</b>

## 1. Sources of Monitored Items

Of the selected stakeholders to the election which the newspapers reported and which exercise monitored, female politicians (FP) were used or consulted the least number of times as sources of newspapers' reports. They were sources of only 174 published electoral issues whereas others like socio-cultural groups (SCG) were sources of 559 stories; the civil society (CS) was source for 610 stories and the court (TC) was the source of 221 relevant reports.

Male politicians (MP) were the electoral stakeholders used as sources for newspapers' reports the second highest number of times. Newspaper reports were sourced from them [MP] in 3,195 relevant items, next to the unspecified 'Others' source, that is, stakeholders who did not fall into any of the specified stakeholders being monitored as sources.

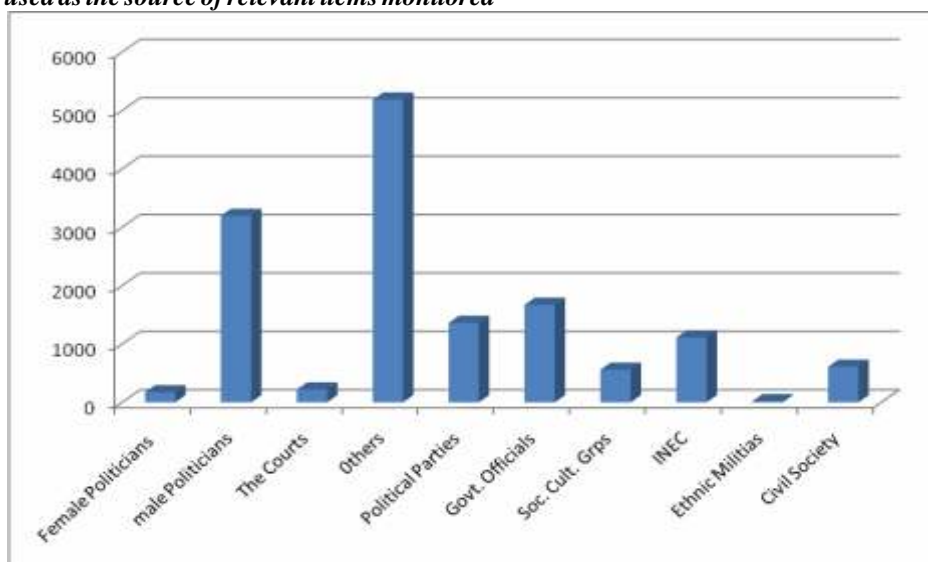
Political parties (PP) were the sources of 1,361 reports. Government officials accounted for 1,669 of sources of relevant reports monitored. Ethnic Militias (EM) were the sources of 19 stories while INEC, like Male Politicians also received generous attention as it was the source of 1,111 election-related reports.

The highest number of reports in which Female Politicians were sources, the Punch's eight (8) is quite incomparable to The Nigerian Tribune's 293 reports which was the highest number of items which had Male Politicians as sources.

*The table below shows the different specific sources and the number of times each was used as the source of relevant items monitored*

S/ N	Newspaper	FP	MP	TC	OT	PP	GO	SCG	INEC	EM	CS	Total
1.	Announcer Express	9	80	9	144	16	7	8	5	1	16	<b>295</b>
2.	Nigeria Newpoint	17	51	6	171	23	2	6	4	1	3	<b>284</b>
3.	Daily Champion	17	258	11	529	63	85	24	44	-	80	<b>1111</b>
4.	Frontline Express	3	22	1	61	6	6	2	4	-	1	<b>106</b>
5.	Nigerian Horn	12	64	6	136	14	21	16	8	-	7	<b>284</b>
6.	People's Daily	4	131	11	201	55	107	20	52	1	29	<b>611</b>
7.	Next	3	89	14	110	37	46	9	41	1	27	<b>373</b>
8.	Leadership	8	205	17	229	80	106	32	86	1	55	<b>828</b>
9.	Daily Trust	5	160	10	223	57	96	17	86	-	46	<b>700</b>
10.	This Day	7	134	17	208	59	49	12	25	1	29	<b>541</b>
11.	Vanguard	5	602	3	201	101	8	11	132	-	21	<b>1086</b>
12.	Daily Sun	18	267	16	446	162	44	31	117	-	29	<b>1139</b>
13.	Daily Independent	16	315	5	591	139	17	33	149	2	24	<b>1215</b>
14.	The Tide	-	14	2	48	14	14	4	17	-	8	<b>113</b>
15.	The Nation	11	244	22	599	64	120	35	42	1	19	<b>1157</b>
16.	Nigerian Tribune	12	293	12	172	119	554	33	72	6	71	<b>1344</b>
17.	The Punch	18	145	22		119	179	15	76	1	72	<b>1275</b>
18.	The Guardian	9	143	27	352	84	88	12	49	3	59	<b>826</b>
19.	New Nigerian	5	83	9	124	116	115	59	96	-	4	<b>576</b>
20.	The Moment	6	42	1	129	23	5	-	14	-	10	<b>235</b>
<b>Total</b>		<b>174</b>	<b>3,195</b>	<b>221</b>	<b>5,184</b>	<b>1,361</b>	<b>1,669</b>	<b>559</b>	<b>1,111</b>	<b>19</b>	<b>610</b>	<b>14,103</b>

*The chart below shows the different specific sources and the number of times each was used as the source of relevant items monitored*



## 1. Gender Objectivity

A total of 467 of the reports collated and analysed were items favourable to the female politicians, though the number of relevant reports not favourable to the female politicians was also on the high side, that is, 232 published reports.

Of significance is the high figure of FF reports against the low number of NF monitored in the Northern based newspaper, New Nigerian which published eight female favourable reports and one (1) not favourable.

The Guardian, The Moment and Daily Sun published no reports that were unfavourable to female politicians.

*Table below shows the number of reports considered favourable to the female politician (FF) and those that were not favourable (NF) monitored in each newspaper*

S/N	Newspaper	FF	NF
1.	Announcer Express	24	20
2.	Nigeria Newspoint	20	21
213.	Daily Champion	36	17
4.	Frontline Express	2	3
5.	Nigerian Horn	31	12
6.	People's Daily	11	9
7.	Next	13	3
8.	Leadership	20	8
9.	Daily Trust	7	8
10.	This Day	26	8
11.	Vanguard	83	11
12.	Daily Sun	37	-
13.	Daily Independent	61	94
14.	The Tide	9	1
15.	The Nation	20	12
16.	Nigerian Tribune	11	6
17.	The Punch	22	9
18.	The Guardian	13	-
19.	New Nigerian	15	1
20.	The Moment	6	-
<b>Total</b>		<b>467</b>	<b>232</b>

## 1. Area of Coverage of Report

The monitoring exercise also analysed reportage of rural areas and compared it to reportage of urban areas. The total relevant items that covered urban areas were 12,022 while the total reports covering rural areas were 1,110 accounting for 9.23% of the former.

The total number of pages used to publish reports covering urban areas was

3,007.8 pages while the total pages allocated to publish reports covering rural areas was 433.03pages which is 14.4% of the former.

Though most of the newspapers monitored did not give much attention to coverage of the rural areas, one of them stood out as it gave more space to it than reports covering urban areas. The newspaper, the Daily Champion used 232.34pages for reports on rural areas as against 189.28pages it allocated to stories covering urban areas. This figure is 53.65% of the total pages allocated to reports on rural areas by all the newspapers.

The second highest space allocation to urban reports was that of the Daily Independent which used 26.2 pages.

The highest number of pages allocated to reports covering urban areas by a single newspaper was 312.26 pages by The Daily Sun while the least number of pages allocated by a single newspaper was that of Frontline Express which was 21.59 pages. The least number of pages allocated to reports covering rural areas on the other hand is a negligible 1.86 pages by The Guardian.

From the foregoing, the rural areas were equally marginalized in the coverage of the 2011 elections by the print media monitored in the month of April 2011.

*The table below shows the coverage of urban areas (UB) and rural areas (RR) in terms of the number of publications as well as space and pages allocated to publish them.*

S/N	Newspaper	UB Reports	UB Space in in <sup>2</sup>	UB Space in pages	RR Reports	RR Space in in <sup>2</sup>	RR Space in pages	RR as % of UB
1.	Announcer Express	217	11,047.68	71.15	76	2,438.45	15.7	35.02
2.	Nigeria Newpoint	176	9,064.20	56.21	82	2,459.72	15.25	46.59
3.	Daily Champion	879	27,492.82	189.28	116	33,747.68	232.34	13.2
4.	Frontline Express	75	3,157.14	21.59	17	708.22	4.84	22.67
5.	Nigerian Horn	96	4,576.09	30.06	49	1,490.14	9.79	51.04
6.	People's Daily	578	2,5271.2	140.02	33	972.72	5.3	5.7
7.	Next	357	26,139.97	142.46	20	1,472.17	8.02	5.6
8.	Leadership	800	27,107.57	147.73	28	880.14	4.8	3.5
9.	Daily Trust	662	24,119.4	134.53	38	821.23	4.58	5.74
10.	This Day	518	28,789.95	185.11	24	772.18	5.3	4.6
11.	Vanguard	1,006	34,189.75	240.8	80	3,554.45	25.03	7.9
12.	Daily Sun	1,053	44,965.03	312.26	108	2,169.13	15.06	10.26
13.	Daily Independent	1,054	36,482.76	256.92	161	3,720	26.2	15.28



14.	The Tide	93	4,356.74	33.75	20	568.01	4.4	21.5
15.	The Nation	1,100	22,073	152.23	27	1,310.18	9.03	2.45
16.	Nigerian Tribune	996	36,407.93	244.96	59	2,280.5	15.34	5.92
17.	The Punch	951	28,861.74	203.05	50	1,365.77	9.62	5.26
18.	The Guardian	667	31,166.52	212.03	23	273.85	1.86	3.45
19.	New Nigerian	558	22,369.51	157.53	18	1,555.32	10.95	3.2
20.	The Moment	186	8,011.46	55.21	49	1,395.76	9.62	26.3
<b>Total</b>		<b>12,022</b>	<b>371,543.8</b>	<b>3007.86</b>	<b>1,110</b>	<b>66,236.12</b>	<b>433.03</b>	<b>17.83</b> %

### Gender Prominence

The figures collated and analysed show a clear marginalization of female politicians as seen in earlier tables. Male politicians featured on the front page (MP/FP) 416 times while stories on female politicians published on the front page (FP/FP) were just 15, which is a mere 3.6% of the total number of reports on male politicians published on the front pages.

Relevant reports on female politicians published at the back page (FP/BP) were also very small in comparison with those of male politicians published on the same page, (MP/BP). Only eight (8) reports on female politicians were published at the back page; 15 reports on male politicians were published at the back page.

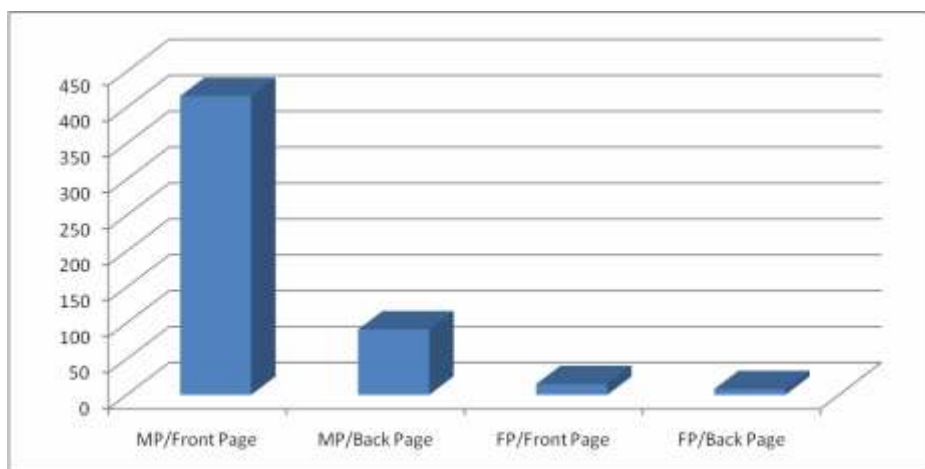
The Nation, with a publisher whose wife was contesting a senatorial seat did not publish any report on female politician at the back page during the period under review.

*The table below shows the prominence enjoyed by the female politician (FP) and the male politician (MP) i.e. the placement of relevant reports on each in choice pages in the different newspapers monitored*

S/N	Newspaper	MP/FP	MP/BP	FP/FP	FP/BP
1.	Announcer Express	10	15	2	-
2.	Nigeria Newpoint	14	17	1	2
3.	Daily Champion	34	2	3	-
4.	Frontline Express	20	1	1	-
5.	Nigerian Horn	14	12	-	1
6.	People's Daily	13	1	-	-
7.	Next	13	1	-	-
8.	Leadership	13	1	-	1
9.	Daily Trust	18	1	-	-
10.	This Day	28	5	1	1
11.	Vanguard	44	-	1	-

12.	Daily Sun	49	7	3	-
13.	Daily Independent	25	12	-	1
14.	The Tide	9	2	2	-
15.	The Nation	37	7	-	-
16.	Nigerian Tribune	20	1	-	-
17.	The Punch	17	4	2	1
18.	The Guardian	8	4	-	-
19.	New Nigerian	21	7	-	1
20.	The Moment	9	1	-	-
<b>Total</b>		<b>416</b>	<b>91</b>	<b>15</b>	<b>8</b>

*The chart below shows graphically the placement of publications on male (MP) and female (FP) politicians on the front (FP) and back (BP) pages*



### **Political Parties Mentioned**

The 'three' big parties, namely the ruling People's Democratic Party (PDP), the opposition parties including Action Congress of Nigeria (ACN) and the Congress for Progressive Change (CPC) all received generous mention. The ACN got 2,737 mentions, the CPC received 1,992 mentions and the ruling party at the federal level, the PDP got the lion's share of 4,322.

The PDP's total mention of 4,322 is 57.96% of the number of mention received by the ACN and 120% of the mention received by the CPC.

The erstwhile major opposition party to the PDP, the All Nigeria Peoples Party (ANPP) received the fourth highest mention of 718. Like the 'big' three mentioned above, it also received mention in all the newspapers monitored during the period.

The All Progressive Peoples Grand Alliance (APGA), a party with a large

followership in certain parts of South-eastern Nigeria received the fifth highest mention of 566. It got the highest number of mention from Daily Champion owned by businessman from that region. Two other newspapers, namely the Announcer Express and the Nigerian Horn also gave the party generous reportage.

Of the 'minor' parties, four with prominent backers received fair mention. Leading the pack is the Labour Party (LP), which though not a new party, recently last year received flesh with the emergence of its flagbearer in the 2007 election, Dr. Olusegun Mimiko as the governor of Ondo State via the election tribunal.

The other parties reported in the newspapers are (PPN), Progressive Peoples Alliance (PPA) and the ACPN. The PPN is linked with the out-going Governor of Ogun State, Otunba Gbenga Daniel who floated the party two months before the elections following a rift with his former party, the PDP while the PPA is the child of former Abia State governor who formed it shortly before the 2007 general elections after breaking away from the PDP. The PPA later won the governorship seat of Abia State in the elections.

The ACPN, like the PPA is a relatively new party. The septuagenarian, Dr. Olusola Saraki, popularly referred to as the strongman of Kwara State politics, came up with ACPN to back his daughter, Senator Gbemisola Saraki's gubernatorial ambition following the incumbent governor's refusal to have her partake in the PDP's primaries on the ground that the seat was not a monopoly of the Saraki family. The governor, Dr. Bukola Saraki is a biological son of Dr. Olusola Saraki.

Thus only the frontline parties and those with political big-wigs as backers received coverage from the newspapers.

*The table below shows the frequency of mention of various political parties by the newspapers monitored*

S/N	Newspaper	PDP	ACN	CPC	ANPP	LP	APGA	PP N	PP A	NC P	SD MP	NT P	DP P	ACP N	AP	FRE SH	NP P	MP PP	NR P	DP N	NP P
1.	Announcer Express	139	58	4	6	5	62	-	17	-	-	-	-	-	1	-	-	-	1	1	1
2.	Nigeria Newspoint	143	73	6	8	2	73	-	16	-	4	-	-	-	-	-	-	-	1	-	1
3.	Daily Champion	419	275	128	76	58	75	1	-	7	11	6	-	-	7	--	2	-	-	-	-
4.	Frontline Express	54	11	8	4	3	27	-	-	-	2	-	-	-	-	-	-	-	-	-	-
5.	Nigerian Horn	109	71	9	6	2	61	-	-	-	2	-	-	-	-	-	-	-	-	-	-
6.	People's Daily	183	49	119	44	13	1	-	2	-	-	-	-	1	-	-	-	-	-	-	-
7.	Next	110	88	47	25	11	13	-	-	-	-	-	-	1	-	-	-	-	-	-	-
8.	Leadership	197	127	128	59	-	5	2	-	-	1	-	-	-	-	-	-	-	-	-	-
9.	Daily Trust	171	111	149	43	15	15	-	-	1	-	-	-	-	-	-	-	-	-	-	-
10.	This Day	160	108	67	18	11	43	-	1	-	1	-	-	1	1	-	-	-	-	-	-
11.	Vanguard	53	21	23	10	5	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
12.	Daily Sun	510	215	319	86	10	3	6	2	-	2	-	-	-	3	-	-	-	-	-	-
13.	Daily Independent	365	185	312	18	-	16	1	5	-	-	-	1	-	-	-	-	-	-	-	-
14.	The Tide	38	5	20	5	1	9	--	-	-	1	-	-	-	-	1	-	-	-	-	-
15.	The Nation	381	375	154	81	80	46	-	8	2	-	1	9	10	-	-	-	-	-	-	-
16.	Nigerian Tribune	466	304	156	70	52	20	1	1	3	-	4	14	13	-	2	-	-	-	-	-
17.	The Punch	329	276	123	56	65	46	25	8	2	5	2	8	13	-	-	-	-	-	-	-
18.	The Guardian	295	223	98	58	40	35	14	4	4	5	-	11	8	-	-	-	-	-	-	-
19.	New Nigerian	172	88	93	35	7	6	1	-	-	1	1	4	7	2	-	-	-	-	-	-
20.	The Moment	79	73	29	10	1	10	-	10	-	-	-	-	-	-	4	-	-	-	-	-
<b>Total</b>		<b>4,322</b>	<b>2,736</b>	<b>1,992</b>	<b>718</b>	<b>381</b>	<b>566</b>	<b>43</b>	<b>66</b>	<b>19</b>	<b>35</b>	<b>14</b>	<b>47</b>	<b>53</b>	<b>13</b>	<b>8</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>1</b>	<b>2</b>

## **Conclusions and Recommendations**

In April 2011, the general elections were literally in the air and so it was not surprising that electoral news were published in such high number. Election-related news received enough attention in the newspapers monitored. The monitoring of published electoral issues in 20 newspapers showed that a total of 14,103 electoral issues were identified. The bulk of these: 10,749 items were published in the inside pages, representing 76.22%. Another 1,503 reports were published in the Political Pages. A total of 1,219 identified reports, representing 8.64% of the total published relevant items, were published on the Front Page. Considering that the front page of an average Nigerian newspaper is sometimes less than 5% of the whole newspaper itself, publishing close to 10% of the total electoral issues identified on the front page is commendable.

The total number of News Reports (NW), which formed the bulk of identified relevant publications, were 9,907, representing 70.25% of the total reports. This is also commendable because it means that a bulk of the relevant published items were published as news which has the connotation that these items were presentations of events which happened in the not distant past and so fresh; and that the information presented are relevant, the elections were in the air and people needed to catch the latest news; these news stories are also getting specialized and localized and so readers know stories they can identify with; in reading newspapers, readers also know that it is from news reports that they can also get something unusual that has happened. These and other key elements of newsworthiness give electoral reports in news report format the needed prominence that they deserve.

The figures collated and analysed show a clear marginalization of female politicians as seen in earlier tables. In terms of the number of items on female politicians that were published, the number of times they were subjects of identified items, the times the news was sourced from them and the space/pages allocated to them as well as the number of news items that were not favourable to them.

Female Politicians were the subjects of 273 identified electoral reports published in April, accounting for just 1.94% of the total relevant stories collated and analysed. Male politicians (MP) as subjects on the other hand, were more visible in the media, being the subjects of 4,217 relevant items.

Of the selected stakeholders to the election which the newspapers reported and which exercise monitored, female politicians (FP) were used or consulted the least number of times as sources of newspapers' reports. They were sources of only 174 published electoral issues whereas other stakeholders like socio-cultural groups (SCG) were sources of 559 stories; the civil society (CS) was source for

610 stories and the court (TC) was the source of 221 relevant reports.

Male politicians (MP) were the electoral stakeholders used as sources for newspapers' reports the second highest number of times. Newspaper reports were sourced from them [MP] in 3,195 relevant items, next to the unspecified 'Others' source, that is, stakeholders who did not fall into any of the specified stakeholders being monitored as sources.

Again, a total of 467 of the reports collated and analysed were items favourable to the female politicians, while 232 others were not favourable to them.

In terms of prominence, male politician again received more prominence than female politicians. Male politicians featured on the front page 416 times while stories on female politicians published on the front page (FP/FP) were just 15, which is a mere 3.6% of the total number of reports on male politicians published on the front pages.

All the analyses above show clearly that female politicians did not get as good media coverage and publicity as the men, not even 50% of what the men got. One explanation for this state of affairs may be that the number of women who contested for political positions were much less than the number of men who contested. In fact less than 30% of elective positions were contested by women. The other unlikely reason is that the newspapers chose to give lesser media publicity to female politicians.

Whatever may be the reasons, there is the need for affirmative action on the part of the political parties and the media on female politicians. While the political parties need to give a good percentage of representation to female politicians, the media also need to put reporters on the field to generate an agreed percentage of reports on female politicians. It has to be a joint effort.

The monitoring exercise also monitored reports of conflicts and of situations that could degenerate into conflict from the tone of each relevant report. It was found that a total of 1,281 conflict stories were identified while those which reported potential conflicts were 1,911. These figures are quite high particularly because it is a pointer to the fact that crises may brake out as a result of the election. When the violence that broke out in certain parts of Northern Nigeria following the Presidential election is taken into consideration, it could be rightly said that the media had given enough indications. It is then incumbent on the security agencies to rise up to the challenge. Again, it could be safely deduced that if the security agencies had read the newspapers to ascertain the likelihood of violence, they would have been able to prevent or even stop the violence that trailed the Presidential election in April.

The monitoring exercise also analysed reportage of rural areas and compared it to reportage of urban areas and found that coverage of rural areas was low in spite of the population of Nigerians that dwell in rural areas. The total relevant items that covered urban areas were 12,022 while the total reports covering rural areas were 1,110 accounting for 9.23% of the former. One explanation for the low coverage of rural areas can be attributed to the fact that small towns and villages are very many in Nigeria and no media house will have enough hands to cover all of them.

The 'three' big parties, namely the ruling People's Democratic Party (PDP); the opposition parties Action Congress of Nigeria (ACN) and the Congress for Progressive Change (CPC) all received generous mention. The erstwhile major opposition party, the All Nigeria Peoples Party (ANPP) received the fourth highest mention, the All Progressive Peoples Grand Alliance (APGA), received the fifth highest mention while other 'minor' parties were also mentioned including Labour Party (LP), PPN, Progressive Peoples Alliance (PPA) and the ACPN. The 'big three' parties obviously generated more activities that were reported. In fact, a lot of Nigerians did not know the names of some of the parties. There are 63 political parties registered to participate in the elections.

## **Executive Summary of Report of Television Monitoring in April 2011**

For the project, nine television stations could be monitored in various numbers at the six centres. This was due to factors such as the closure of project offices for about two weeks in some centres as a result of the post-election violence; poor reception and other technical challenges in others. The programmes from which electoral issues were monitored in the stations monitored included News, commentaries, discussion programme, interviews, features, documentaries, and analyses. Advertisements were not monitored.

The total number of relevant items collated and analysed were 2,023, with Channels TV airing 970 relevant items, the highest number by a TV station. This number accounts for approximately 48% of the total relevant items broadcast by all the TV stations.

A total of 1,017 electoral issues covered by the TV stations were highlighted in the stations' main news bulletins and also read in the news, in full. Highlighted items in the electronic media are equivalent to the front page in the print media.

News reports or hard news, formed the bulk of identified relevant items aired by the nine monitored TV stations. The stations broadcast a combined total of 1,744 news reports which made up 86.2% of all aired electoral issues identified and monitored. Almost half of the figure was monitored on Channels Television. Its 865 news reports represent 49.6% of all relevant items monitored as news. The number of aired relevant items aired as hard news means that they are considered important because the news bulletins are usually broadcast at prime times when more people can have the time to watch.

Data on duration collated from the relevant TV programmes and analysed show the stations gave very low visibility to the female politicians during the period under review. There were 26 reports on female politicians which is quite insignificant when compared with the 521 broadcasts on male politicians.

Male politicians as subjects of aired electoral issues identified during the month enjoyed the highest number of coverage than all the other monitored stakeholders including the umpire of the election, INEC. A total of 521 broadcast reports had male politicians as subjects. This number amounts to 25.75% which is over a quarter of the total number of relevant reports broadcast by all nine TV stations.

In sharp contrast, female politicians were subjects of just 26 aired relevant stories, i.e. 1.3% of the total election reports identified, collated and analysed. Political parties i.e. (PP) also enjoyed more visibility than female politicians as it was the subject of 93 stories, which is 4.6% of the total election issues monitored.

Just as male politicians enjoyed higher visibility in the sheer number of aired items on them so also they were allocated the bulk of the air time that significantly



dwarfs that allocated to air monitored items on female politicians. Male politicians were allocated a whopping 31hrs.30mins.56secs while items on female politicians were aired in just 1hr. 50mins.7secs by all the nine TV stations. Forty-four (44) relevant TV reports were favourable to female politicians while four others were not.

The bulk of the total relevant broadcasts collated and analysed, totaling 1,771, were sourced from the urban area (UB). The figure is 87.5% of all the identified electoral issues identified and monitored during the period. On the other hand, the 184 relevant reports covering rural areas (RR) represent just 9.1% of the total 2,023 electoral broadcasts identified and monitored in the stations.

A total of 249 relevant items monitored were reports of conflict, while 259 showed possibility of conflict. The sum of relevant reports showing possibility of conflict and those of conflicts totaled 504 and is approximately 25% of the total relevant broadcasts monitored on the stations. It can safely be said that this reflects the magnitude of the violence that erupted in some Northern parts of the country shortly before the declaration of the winner of the presidential election held on April 16, 2011. Television stations located in the south-east and the south-west gave extensive coverage to the mayhem.

Sound bites (sound clips of subjects of broadcasts) were used in a total of 1,435 relevant reports while actualities (video clips of subjects of broadcasts) were used in a total of 411 stories.

Both actuality and sound bite were used together in a total of 477 reports. When the two are used together to convey a message in the electronic media, they add more credibility and a human angle to such report. They make a report more vivid. All the stations monitored used them together in varying degrees.

## **Media Monitoring of Television Reports for April 2011**

### **Introduction**

For the project, nine television stations could be monitored in various numbers at the six centres. This was due to factors such as the closure of project officers for about two weeks in some centres as a result of the post-election violence; poor reception and other technical challenges in others. The programmes from which electoral issues were monitored in the stations monitored included News, commentaries, discussion programme, interviews, features, documentaries, and analyses. Advertisements were not monitored.

The following television stations were monitored as follows:

### **Owerri Centre**

1. Orient TV, Owerri

### **Gombe Centre**

2. Gombe TV (GMTV), Gombe
3. Nigeria Television Authority (NTA) Gombe

### **Port Harcourt Centre**

4. Nigeria Television Authority (NTA) Port Harcourt
5. Silverbird
6. Rivers TV

### **Lagos Centre**

7. Nigeria Television Authority (NTA) 2 Channel 5
8. Channels TV
9. Lagos TV (LTV) 8, Lagos

### **1. Prominence Given to Aired Relevant Items**

The total number of relevant items collated and analysed were 2,023, with Channels TV airing 970 relevant items, the highest number by a TV station. This number account for approximately 48% of the total relevant items broadcast by all the TV stations. Channels TV was followed closely by NTA Channel 5's 326 relevant items, Channels Television also had the highest number of reports under 'main items' (MI). Totaling 479 in all, the figure represents 23.67% of the total relevant items monitored in all the stations and 49.4% of the total relevant items monitored on the station, (Channels).

A total of 1,017 electoral issues covered by the TV stations were highlighted in the stations' main news bulletins and also read in the news. The highlighted items in the electronic media are equivalent to the front page in the print media. These highlighted items form the news that the stations broadcast as news summary

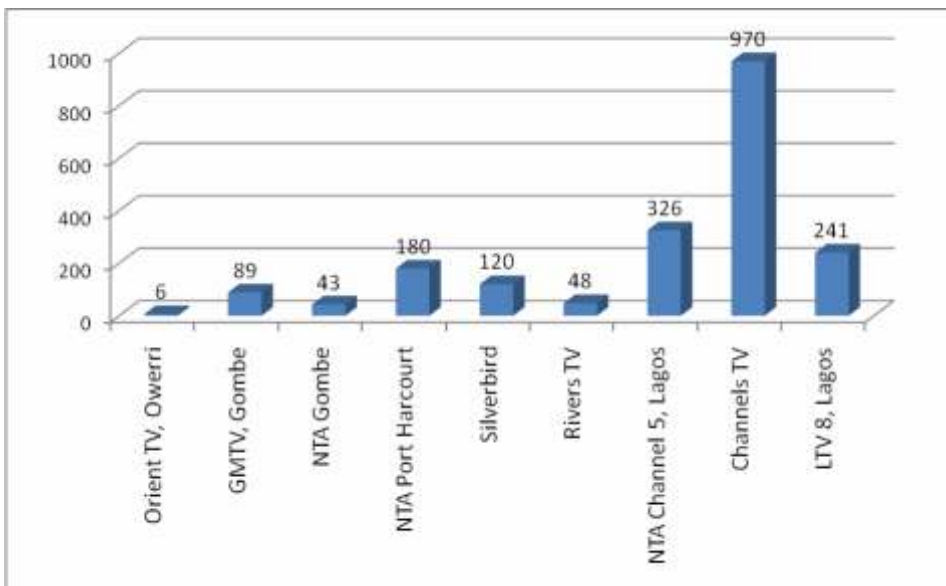
every hour. This figure represents 50.3% of the total relevant items monitored in all the stations. In other words, the TV stations gave good prominence to electoral issues that they covered and reported.

All the stations save three, namely Orient TV, Owerri, GMTV Gombe and NTA Gombe had higher number of stories monitored under highlighted items than those aired only in the body of the news bulletins categorized here as 'Others' (OT).

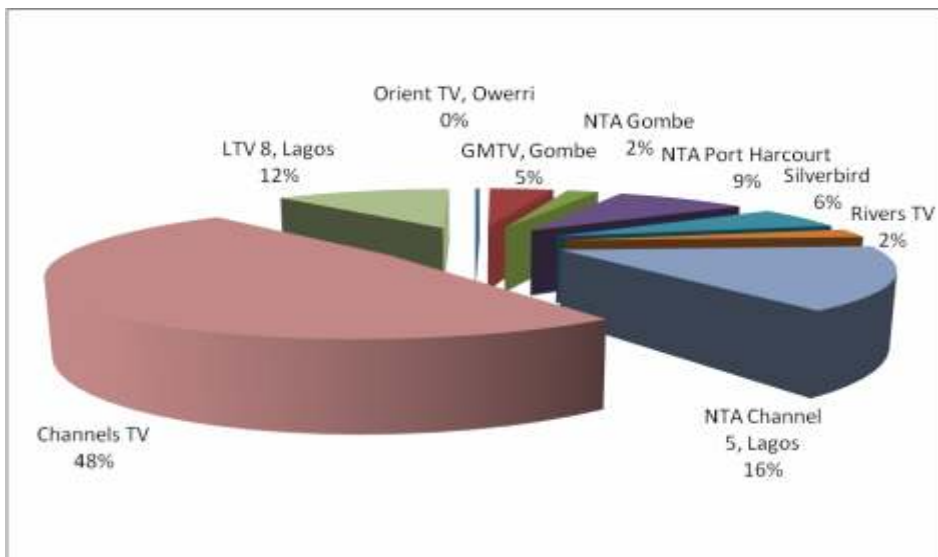
*The table below shows the prominence given each relevant item in the station monitored*

S/No.	TV Station	MI	OT	Total
1.	Orient TV, Owerri	1	5	6
2.	GMTV, Gombe	26	63	89
3.	NTA Gombe	15	28	43
4.	NTA Port Harcourt	120	60	180
5.	Silverbird	70	50	120
6.	Rivers TV	38	10	48
7.	NTA Channel 5, Lagos	137	189	326
8.	Channels TV	491	479	970
9.	LTV 8, Lagos	119	122	241
<b>Total</b>		<b>1,017</b>	<b>1,006</b>	<b>2,023</b>

*The chart below shows the number of electoral issues identified as aired by the TV stations monitored in April 2011*



*The graph below shows the percentage of electoral issues identified as aired by the TV stations monitored in April 2011*



### **1. Subjects of Monitored Stakeholders**

Male politicians (MP) as subjects of aired electoral issues identified during the month enjoyed the highest number of coverage than all the other monitored stakeholders including the umpire of the election, INEC. A total of 521 broadcast reports had male politicians as subjects. This number amounts to 25.75% which is over a quarter of the total number of relevant reports broadcast by all nine TV stations.

In sharp contrast, female politicians, (FP) were subjects of just 26 aired relevant stories, i.e. 1.3% of the total election reports identified, collated and analysed. Political parties i.e. (PP) also enjoyed more visibility than female politicians as it was the subject of 93 stories, which is 4.6% of the total election issues monitored.

Government officials (GO) were subjects of eight aired reports, all monitored on the Federal Government owned station, NTA Channel 5, Lagos.

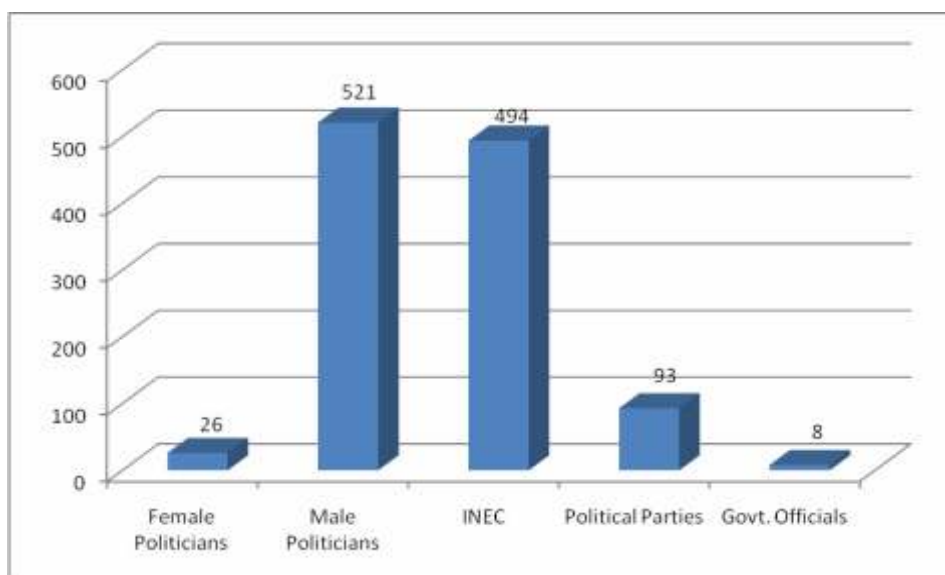
Channels TV, which broadcast the highest number of relevant items with male politicians as subjects equally, had the highest number of aired relevant items with female politicians (FP) as subjects. However its 14 stories with female politicians as subjects are quite negligible compared with that of the 295 reports with male politicians as subjects.

Three stations, namely Orient TV, Owerri; NTA, Gombe and LTV8, Lagos had no female politician as the subject of any their election-related broadcast reports.

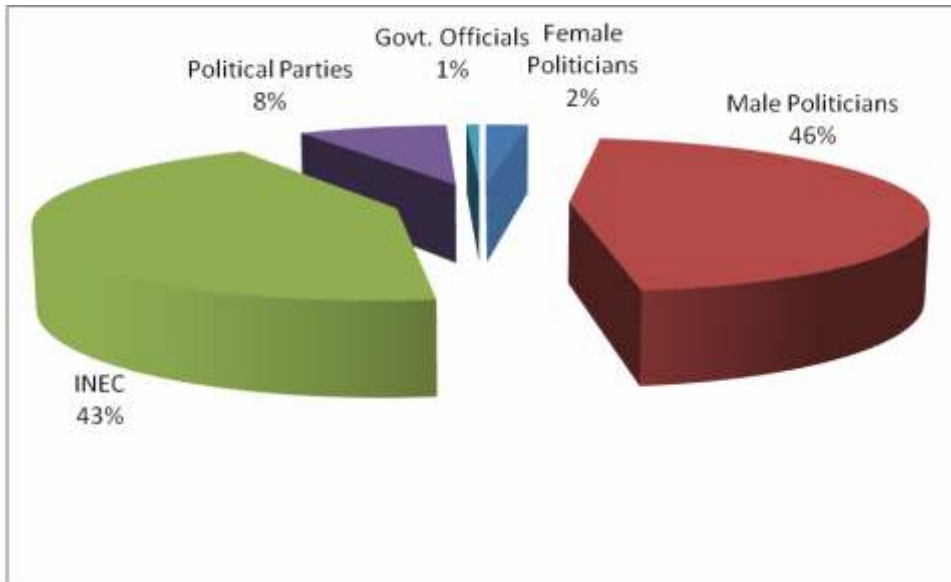
*The table below shows the number of times each stakeholder in the election was the subject of the relevant reports aired in each television stations monitored*

S/No.	TV Station	FP	MP	INEC	PP	GO	Total
1.	Orient TV, Owerri	-	3	-	-	-	<b>6</b>
2.	GMTV, Gombe	2	9	35	2	-	<b>89</b>
3.	NTA Gombe	-	4	20	-	-	<b>43</b>
4.	NTA Port Harcourt	4	44	35	37	-	<b>180</b>
5.	Silverbird	4	34	39	18	-	<b>120</b>
6.	Rivers TV	1	19	5	1	-	<b>48</b>
7.	NTA Channel 5, Lagos	1	59	71	16	8	<b>326</b>
8.	Channels TV	14	295	169	108	-	<b>970</b>
9.	LTV 8, Lagos	-	54	70	384	-	<b>241</b>
<b>Total</b>		<b>26</b>	<b>521</b>	<b>494</b>	<b>93</b>	<b>8</b>	<b>2,023</b>

*The chart below shows the frequency of reportage of selected stakeholders to aired reports on the 2011 general elections*



*The graph below shows the percentage of reportage of selected stakeholders to aired reports on the 2011 general elections*



### **1. Format of Broadcast of Identified Relevant Items**

News reports (NW) or hard news, formed the bulk of identified relevant items aired by the nine monitored TV stations. The stations broadcast a combined total of 1,744, news reports which made up 86.2% of all aired electoral issues identified and monitored. Almost half of the figure was monitored on Channels Television. Its 865 news reports represent 49.6% of all relevant items monitored as news. The number of aired relevant items aired as hard news means that they are considered important because the news bulletins are usually broadcast at prime times when more people can have the time to watch.

All the stations broadcast the bulk of the identified electoral issues as news reports.

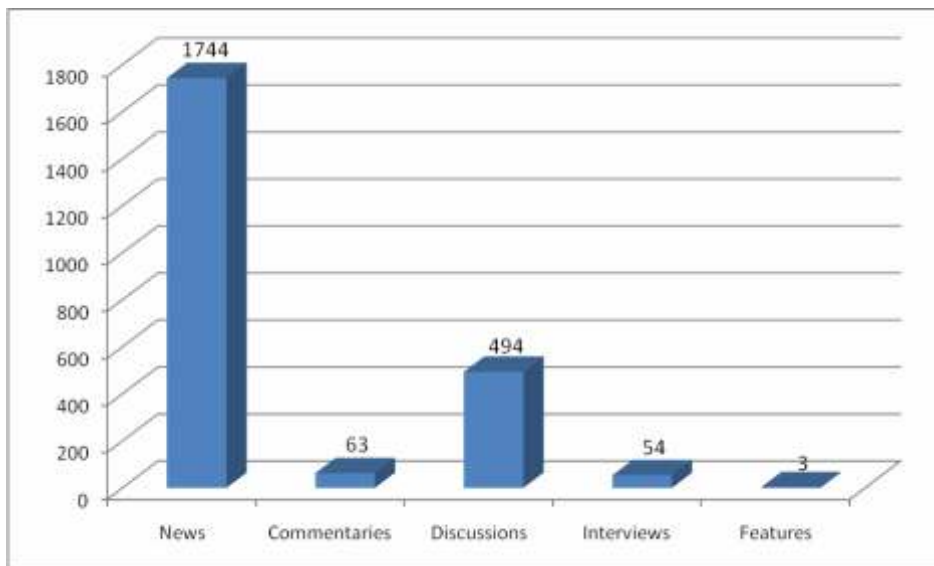
Sixty-three (63) relevant issues were aired as commentaries (CM) while 54 were interviews (IN).

The stations also made use of discussion (DSC) programmes in the broadcast of electoral issues that were collated and analysed. Four hundred and ninety-four (494) identified items were discussion programmes while only three (3) were features. The two stations which had features monitored on them are both government owned: NTA Channel 5 Lagos, a Federal Government owned station and LTV8 owned by the Lagos State Government.

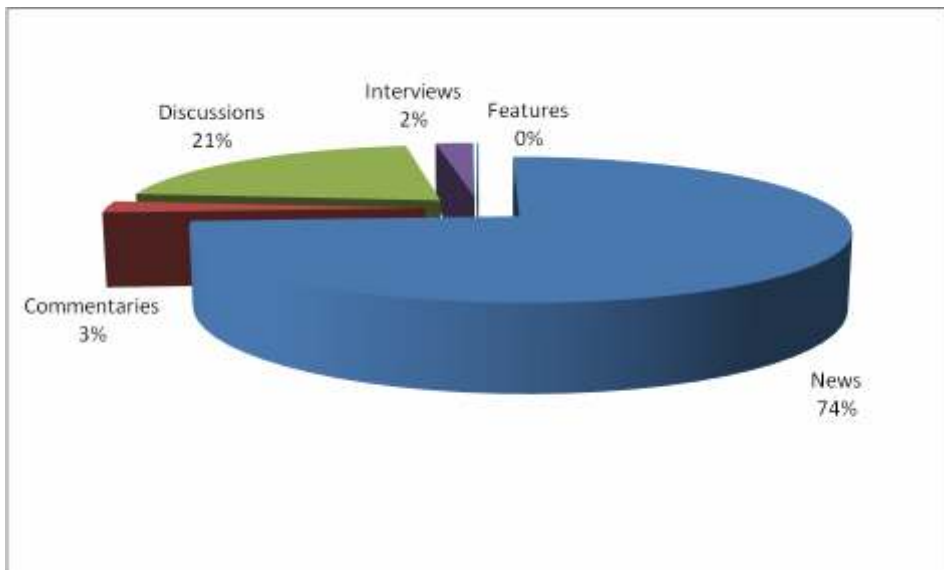
*The table below shows the broadcast formats used for the different relevant items monitored in each television station*

S/No.	TV Station	NW	CM	DSC	IN	FE	Total
1.	Orient TV, Owerri	6	-	-	-	-	<b>6</b>
2.	GMTV, Gombe	88	-	1	-	-	<b>89</b>
3.	NTA Gombe	41	-	-	2	-	<b>43</b>
4.	NTA Port Harcourt	170	6	-	4	-	<b>180</b>
5.	Silverbird	108	7	2	3	-	<b>120</b>
6.	Rivers TV	48	-	-	-	-	<b>48</b>
7.	NTA Channel 5, Lagos	283	24	12	5	2	<b>326</b>
8.	Channels TV	865	13	72	20	-	<b>970</b>
9.	LTV 8, Lagos	135	13	72	20	1	<b>241</b>
<b>Total</b>		<b>1744</b>	<b>63</b>	<b>494</b>	<b>54</b>	<b>3</b>	<b>2,023</b>

*The chart below shows the frequency of use of different broadcast format for identified relevant items aired by the monitored TV stations*



*The chart below shows the frequency of use of different broadcast format for identified relevant items aired by the monitored TV stations*



### **1. Time Allocation to Monitored Broadcasts**

Data on duration collated from the relevant TV programmes and analysed show the stations gave very low visibility to the female politicians (FP) during the period under review. There were 26 reports on female politicians which is quite insignificant when compared with the 521 broadcasts on male politicians.

Just as male politicians enjoyed higher visibility in the sheer number of aired items on them so also they were allocated the bulk of the air time that significantly dwarfs that allocated to air monitored items on female politicians. Male politicians were allocated a whopping 31hrs.30mins.56secs while items on female politicians were aired in just 1hr. 50mins.7secs by all the nine TV stations.

Channels TV used 15hrs. 35mins.5secs to broadcast identified relevant items on male politicians. This made it the station which devoted the highest time to air identified broadcasts on male politicians. The station also used the highest duration: 1hr. 24mins. 22secs to broadcast its relevant electoral issues on female politicians which is less than 10% of the time duration used to air relevant items on male politicians.

No station allocated less than 1min. to stories on male politicians, the least being



NTA Gombe's 4mins. 1sec. but the least time allocated to identified aired reports on female politicians was 15secs by Rivers TV.

*The table below shows the time allocated to male politician (MP), female politician (FP) and the no. of times each was featured in each station as subject of relevant items*

S/N	TV Station	MP Stories	MP Time in secs	MP Time in hr: min: secs	FP Stories	FP Time in secs	FP Time in hr: min: secs
1.	Orient TV, Owerri	3	72	00:01:12	-	-	-
2.	GMTV, Gombe	9	902	00:15:02	2	130	00:02:10
3.	NTA Gombe	4	241	00:04:01	-	-	-
4.	NTA Port Harcourt	44	5,970	01:39:10	4	620	00:10:20
5.	Silverbird	34	3,850	01:04:10	4	450	00:07:30
6.	Rivers TV	19	385	00:06:25	1	15	00:00:15
7.	NTA Channel 5, Lagos	59	18,152	00:05:32	1	330	00:05:30
8.	Channels TV	295	56,105	15:35:05	14	5,062	01:24:22
9.	LTV 8, Lagos	54	27,779	07:42:59	-	-	-
<b>Total</b>		<b>521</b>	<b>113,456</b>	<b>31:30:56</b>	<b>26</b>	<b>6,607</b>	<b>01:50:07</b>

### **1. Gender Objectivity of Identified Relevant Broadcasts**

Forty-four (44) relevant stories were favourable to female politicians (FF) while four others were not with Channels TV broadcasting the highest number of 17. It was closely followed by NTA Channel 5 and LTV 8 each of which broadcast seven (7) items apiece, that were favourable to female politicians.

Four identified broadcast items in all were not favourable to female politicians; three (3) were aired by Orient TV, Owerri and one (1) by GMTV, Gombe.

*The table below shows the number of favourable mention of female politicians (FP) by the stations monitored*

S/No.	TV Station	FF	NF
1.	Orient TV, Owerri	3	3
2.	GMTV, Gombe	4	1
3.	NTA Gombe	1	-
4.	NTA Port Harcourt	-	-
5.	Silverbird	-	-
6.	Rivers TV	1	-
7.	NTA Channel 5, Lagos	7	-
8.	Channels TV	17	-
9.	LTV 8, Lagos	7	-
<b>Total</b>		<b>44</b>	<b>4</b>

### **1. Dateline of Broadcast Relevant Items**

The bulk of the total relevant broadcasts collated and analysed, totaling 1,771, were sourced from the urban area (UB). The figure is 87.5% of all the identified electoral issues identified and monitored during the period. On the other hand, the 184 relevant reports covering rural areas (RR) represent just 9.1% of the total 2,023 electoral broadcasts identified and monitored in the stations.

Media coverage of rural areas, like female politicians, is very low, not only in term of coverage but also in the time allocated to broadcast reports covering rural areas. Relevant reports covering urban areas were broadcast with a time duration of 174 hours 15minutes 59seconds which translates to over seven days of continuous broadcast while stories with rural area dateline did not enjoy a time allocation of up to a quarter of a day.

Though Channels TV aired the highest number of relevant reports, the duration of 59mins 2secs that the station gave to reports on rural areas is less than the 2hrs 4mins 15 secs. that GMTV Gombe gave its 44 stories on rural areas.

The highest number of reports on urban areas, from Channels TV (836) is far greater than the highest number of reports on rural areas (53), aired by the same station. In the same vein, the highest time allocated to reports on urban areas of 77hrs 15mins 54secs is approximately 37 times more than the highest time allocated rural reports of 2hrs 4mins 15secs.

*The table below shows the number of stories from the Urban Areas (UB) and those from the Rural Areas (RR) and the duration given to each by the stations monitored*

S/N	TV Station	UB Reports	UB Time in sec.	UB Time in hr: min: sec.	RR Reports	RR Time in sec.	RR Time in hr: min: sec.
1.	Orient TV, Owerri	3	251	00:04:11	-	-	-
2.	GMTV, Gombe	45	5,871	01:37:51	44	3,063	00:51:03
3.	NTA Gombe	29	1,505	00:25:05	14	7,455	02:04:15
4.	NTA Port Harcourt	142	8,058	02:14:18	38	3,125	00:52:05
5.	Silverbird TV	100	7,110	01:58:30	20	2,105	00:35:05
6.	Rivers TV	48	935	00:15:35	-	-	-
7.	NTA Channel 5, Lagos	314	178,243	49:30:43	12	1,421	00:23:41
8.	Channels TV	836	278,154	77:15:54	53	3,542	00:59:02
9.	LTV 8, Lagos	244	147,232	40:53:52	3	136	00:02:16
<b>Total</b>		<b>1,771</b>	<b>627,359</b>	<b>174:15:59</b>	<b>184</b>	<b>20,847</b>	<b>05:47:27</b>

## **1. Situation Report**

A total of 249 relevant items monitored were reports of conflict, while 259 showed possibility of conflict. The sum of relevant reports showing possibility of conflict and those of conflicts totaled 504 and is approximately 25% of the total relevant broadcasts monitored on the stations. It can safely be said that this reflects the magnitude of the violence that erupted in some Northern parts of the country shortly before the declaration of the winner of the presidential election held on April 16, 2011. Television stations located in the south-east and the south-west gave extensive coverage to the mayhem.

Channels Television had the highest number of reports on conflict, its 62 stories accounting for 25.31% of the total conflict stories. The station also had the highest number of possible conflict stories. This number is 56.31% of the total items indicating possible conflict that were monitored in all the stations.

*The table below shows identified relevant broadcasts on conflict (CF) and reports indicating possible conflict (PC) aired by the stations monitored*

S/No.	TV Station	CF	PC
1.	Orient TV, Owerri	-	-
2.	GMTV, Gombe	4	-
3.	NTA Gombe	2	-
4.	NTA Port Harcourt	40	22
5.	Silverbird	58	10
6.	Rivers TV	6	1
7.	NTA Channel 5, Lagos	35	1
8.	Channels TV	62	146
9.	LTV 8, Lagos	38	59
<b>Total</b>		<b>245</b>	<b>259</b>

### **1. Actuality And Soundbite on Relevant Broadcasts**

Sound bites (sound clips of subjects of broadcasts) were used in a total of 1,435 relevant reports while actualities (video clips of subjects of broadcasts) were used in a total of 411 stories.

Both actuality and sound bite were used together in a total of 477 reports. When the two are used together to convey a message in the electronic media, they add more credibility and a human angle to such report. They make a report more vivid. All the stations monitored used them together in varying degrees.

Both NTA Port Harcourt and Silverbird Television used them for all the electoral issues monitored on them

*The table below shows the frequency of use of actuality and soundbite in each of the stations monitored*

S/N	TV Station	Sound Bite	No Sound Bite	Actuality	No Actuality	S/Bite & Actuality
1.	Orient TV, Owerri	2	4	4	2	2
2.	GMTV, Gombe	44	45	80	9	36
3.	NTA Gombe	31	12	39	4	8
4.	NTA Port Harcourt	180	-	180	-	180
5.	Silverbird	120	-	120	-	120
6.	Rivers TV	24	24	25	23	1
7.	NTA Channel 5, Lagos	274	52	281	45	7
8.	Channels TV	618	352	711	259	93
9.	LTV 8, Lagos	142	99	172	69	30
<b>Total</b>		<b>1,435</b>	<b>588</b>	<b>1,612</b>	<b>411</b>	<b>477</b>

## **1. Political Parties Mentioned**

The three 'big' political parties received attention more than the 'minor' ones; the Peoples' Democratic Party (PDP) leading the group with 388. The Action Congress of Nigeria (ACN) received greater number of mention than the Congress for Progressive Change (CPC), believed to have had wider spread than the former before the commencement of the elections even though it came up as a child of circumstance following the breakup of the erstwhile major opposition party, the All Nigeria Peoples' Party (ANPP). The ACN was mentioned 234 times against CPC's 191 times. On the other hand, the ANPP was mentioned just 65 times.

The Labour Party, LP, which recently received a boost with the emergence of a governor under its platform through the judiciary, got mentioned 61 times. Two other 'new' parties, namely, the ACPN and the PPN were mentioned 24 and 22 times respectively. The ACPN was mentioned by just one television station while PPN was mentioned by three stations. Their being given such attention might be related to the connection with prominent political godfather in their respective 'home base'. The ACPN has its 'base' in Kwara State under the leadership of renowned politician, Second Republic Senate President, Dr. Sola Saraki whose daughter, Gbemisola was the party's gubernatorial flagbearer while Gov Gbenga Daniel of Ogun State floated the PPN to actualize his ambition of fielding his godson who was 'rejected' by his party, the PDP.

Channels Television and NTA Channel 5 mentioned more of the 'smaller' parties than any other station monitored.

*This table shows the frequency of mention of each political party that was reported by the television station monitored*

S/N O	Television station	PDP	ACN	CPC	AP GA	AN PP	LP	SD MP	FD P	PP N	NT P	AL M	DP P	MP PP	AP	AD C	FP N	AL P	NC P	AC PN	FRE SH	AD
1.	Orient TV	2	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2.	GMTV Gombe	9	1	3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3.	NTA Gombe	4	1	1	-	3	-	1	=	-	-	-	-	-	-	-	-	-	-	-	-	-
4.	NTA P.H.	60	10	32	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5.	Silverbird TV	21	13	30	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6.	Rivers TV	12	3	7	2	-	5	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-
7.	NTA Channel 5	32	17	24	5	13	7	1	-	2	1	6	3	1	3	1	2	1	1	-	-	-
8	Channels Television	214	125	83	42	82	26	1	1	19	-	-	20	-	4	6	-	2	6	24	3	6
9.	LTV 8	34	65	11	3	4	9	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Total</b>	<b>388</b>	<b>234</b>	<b>191</b>	<b>65</b>	<b>61</b>	<b>47</b>	<b>3</b>	<b>5</b>	<b>22</b>	<b>1</b>	<b>6</b>	<b>25</b>	<b>1</b>	<b>7</b>	<b>7</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>24</b>	<b>3</b>	<b>6</b>

## **Conclusions and Recommendations**

The total number of relevant items collated and analysed were 2,023, with Channels TV airing 970 relevant items, the highest number by a TV station. This number account for approximately 48% of the total relevant items broadcast by all the TV stations.

A total of 1,017 electoral issues covered by the TV stations were highlighted in the stations' main news bulletins and also read in the news. The highlighted items in the electronic media are equivalent to the front page in the print media.

News reports (NW) or hard news, formed the bulk of identified relevant items aired by the nine monitored TV stations. The stations broadcast a combined total of 1,744, news reports which made up 86.2% of all aired electoral issues identified and monitored. The number of aired relevant items aired as hard news means that they are considered important because the news bulletins are usually broadcast at prime times when more people can have the time to watch. It is a good development which the stations should be encouraged to do. It can aid voters in making informed choices at the polling station on election days.

Data on duration collated from the relevant TV programmes and analysed show the stations gave very low visibility to the female politicians (FP) during the period under review. There were 26 reports on female politicians which is quite insignificant when compared with the 521 broadcasts on male politicians.

Male politicians (MP) as subjects of aired electoral issues identified during the month enjoyed the highest number of coverage than all the other monitored stakeholders, reportage on five stakeholders were monitored. A total of 521 broadcast reports had male politicians as subjects. This number amounts to 25.75% which is over a quarter of the total relevant reports broadcast by all nine TV stations.

In sharp contrast, female politicians, were subjects of just 26 aired relevant stories, i.e. 1.3% of the total election reports identified, collated and analysed.

Just as male politicians enjoyed higher visibility in the sheer number of aired items on them so also they were allocated the bulk of the air time that significantly dwarfs that allocated to air monitored items on female politicians. Male politicians were allocated a whopping 31hrs.30mins.56secs while items on female politicians were aired in just 1hr. 50mins.7secs by all the nine TV stations.

Forty-four (44) relevant stories were favourable to female politicians (FF) while four others were not.

The low media coverage given to female politicians call for concerted efforts to address the lapses noticed: there is the need for affirmative action on the part of the political parties and the media to project female politicians more than has been done. While the political parties need to give a good percentage of representation to female politicians, the media also need to put more reporters on the field to generate an agreed percentage of reports on female politicians.

The bulk of the total relevant broadcasts collated and analysed, totaling 1,771, were sourced from the urban area. The figure is 87.5% of all the identified electoral issues identified and monitored during the period. On the other hand, the 184 relevant reports covering rural areas represent just 9.1% of the total 2,023 electoral broadcasts identified and monitored in the stations.

A total of 249 relevant items monitored were reports of conflict, while 259 showed possibility of conflict. The sum of relevant reports showing possibility of conflict and those of conflicts totaled 504 and is approximately 25% of the total relevant broadcasts monitored on the stations. It can safely be said that this reflects the magnitude of the violence that erupted in some Northern parts of the country shortly before the declaration of the winner of the presidential election held on April 16, 2011. Television stations located in the south-east and the south-west gave extensive coverage to the mayhem. It was then incumbent on the security agencies, if they were alive to their duties, to rise up to the challenge. Again, it could be safely deduced that if the security agencies had read the newspapers to ascertain the likelihood of violence, they would have been able to prevent or even stop the violence that trailed the Presidential election in April.

Sound bites (sound clips of subjects of broadcasts) were used in a total of 1,435 relevant reports while actualities (video clips of subjects of broadcasts) were used in a total of 411 stories.

Both actuality and sound bite were used together in a total of 477 reports. When the two are used together to convey a message in the electronic media, they add more credibility and a human angle to such report. They make a report more vivid. All the stations monitored used them together in varying degrees. More sound bites and actualities mean better credibility for the news



## **Executive Summary of Report of Radio Monitoring in April 2011**

This report covers the analyses of electoral issues monitored in selected programmes of 15 radio stations in April 2011. Programmes broadcast on Sundays and election days were not monitored. In the stations, hard news, commentaries, discussion programme, interviews, features, documentaries, and analyses were monitored for the broadcast of electoral issues which were collated and analysed. No advertisement of any sort was monitored during the exercise.

A total of 1,645 broadcast items were found relevant to the monitoring exercise this month. Of this figure, a total of 631 or 38.35% of the total identified relevant broadcasts received very good prominence. The majority, 1,014 items, were aired only in the main news bulletins, this is the norm in broadcasting.

Male politicians enjoyed the most generous attention of all the specific electoral stakeholders that were monitored in this exercise. Male politicians (MP) were subjects of a total number of 387 election-related news items monitored while female politicians (FP) were subjects of only 40 monitored news items. The 387 broadcast reports which had male politicians as their subject represent 23.53% of the total 1,645 relevant reports analysed in all the station monitored, whereas the 40 stories which had the female politicians (FP) as subjects came to just 2.43% of the total relevant stories monitored and 10.34% of the total number of stories (387) which featured men as the subject. Male politicians also dominated the air in terms of the time allocated to air relevant items on male politicians, enjoying 22 hrs 43 mins 35 secs while the female politicians were allocated 2 hrs, 46 mins 38 secs airtime in the relevant items monitored.

Seventy-one relevant report were in favour (FF) of the female politicians while 40 were not.

All the radio stations made use of news reports (NW) more than any other news format. All the 15 radio stations combined aired 1,368 relevant items as news reports. Thus making it 83.16% of the total relevant stories were monitored as news.

Election-related broadcasts covered mostly issues which took place in urban areas. There were a total of 1,328 broadcast which covered urban areas while stories with dateline in the rural setting were monitored just 174 in number. The total 1,328 stories covering urban areas took 80.73% while the election issues from the rural areas amounted to 10.58% of the total reports.

There were a total of 291 reports of potential conflict broadcast by the radio

stations monitored and 231 broadcast of actual conflict.

A total of 592 reports had sound bite, in other words, approximately 40% of the total relevant stories monitored had sound bite while 1,053 other did not have sound bites. Sound bites are the sound clips that are used to bring the human angle to broadcast wherein the subject or source of the broadcast speaks.

Government Officials (GO) formed the bulk of specific sources from which identified relevant broadcasts were sourced. They were sources of 352 relevant reports, while sources other than the specific stakeholders that is, the generic “Others” (OT) were sources of 520 relevant broadcasts.

Female politicians (FP) were equally ignored in this area as only 31 of them were used as sources. This figure represents approximately 2% of the total relevant items, whereas male politicians (MP) were sources of 304 reports which translate to 18.48% of the total electoral issues monitored.

Three major political parties dominated relevant items that were broadcast by the monitored radio stations. These are the Peoples Democratic Party (PDP) – 520 times; Action Congress of Nigeria (ACN) – 215 times and Congress for Progressive Change (CPC) – 193 times.

The erstwhile major opposition party, the All Nigeria Peoples Party (ANPP) was reported 91 times while the fast rising All Progressive Grand Alliance (APGA) was mentioned 64 times. The others that could be called minor parties were led by the Labour Party with 20 mentions while the rest followed far behind with between three (3) and one (1) mentions.

# **Monitoring of Media (Radio) Coverage of the 2011 General Elections**

## **Introduction**

This report covers the analyses of electoral issues monitored in programmes of 15 selected radio stations in April 2011. It covers from April 1 to April 30. Programmes broadcast on Sundays and election days were not monitored.

In the stations, hard news, commentaries, discussion programme, interviews, features, documentaries, and analyseses were monitored for the broadcast of electoral issues which were collated and analysed. No advertisement of any sort was monitored during the exercise.

Fifteen radio stations were monitored in the six media centres as follows:

### **Lagos centre**

1. Metro FM, Lagos
2. Eko FM, Lagos

### **Kaduna Centre**

3. Federal Radio Corporation of Nigeria (FRCN) Kaduna
4. Kaduna State Media Corporation, Kaduna

### **Owerri Centre**

5. Orient FM, Owerri
6. Heartland FM, Owerri

### **Gombe Centre**

7. Radio Gotel, Yola
8. Gombe Media Corporation, Gombe

### **Port Harcourt Centre**

9. Radio Rivers, Port Harcourt
10. Rhythm 93.7 FM
11. Treasure 98.5 FM

### **Abuja Centre**

12. Hot FM 100.5

## **1. Prominence given Identified relevant Items**

A total of 1,645 broadcast items were found relevant to the monitoring exercise this month. Of this figure, a total of 631 or 38.35% of the total identified relevant broadcasts received very good prominence: they were read in the highlights of the major news bulletins and then in the main news. It means broadcasts on the 2011

General Elections were considered very important to receive such prominence. The rest 1,014 were aired only in the main news bulletins. Highlights read during major news bulletins are usually the news read every hour thereafter as summary of the news.

Metro FM, Lagos gave prominence to the highest number of relevant items. The station highlighted more election-related news stories than other radio stations monitored. Metro FM is an arm of the Federal Radio Corporation of Nigeria (FRCN) and operates in Lagos. The station aired a total of 129 identified items that were read as news highlight and then in the major news. The highlighted news by Metro FM represent 7.8% of the total relevant items monitored and analysed in all 15 radio stations and 36.34% of the broadcast news items identified as relevant in the station. The station also aired the highest number of relevant item. A total of 355 electoral broadcasts were aired by the station during the period.

Another government owned radio station monitored during the exercise, Gombe Media Corporation (owned by the Gombe State government) aired the second highest number of election-related news items. Its 234 relevant items gave it the second position after Metro FM.

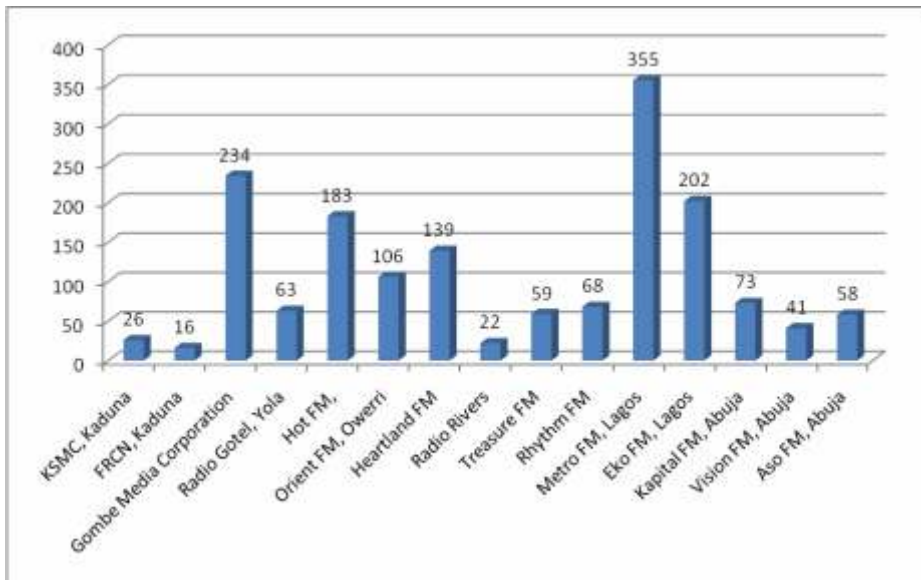
Eko FM, owned by the Lagos State government, broadcast the second highest number of identified relevant items that were read as news highlights and again read in the major news bulletins. Eko FM aired 106 of its 202 relevant items in the news highlight and then in the main news bulletins. Its highlighted items represent 52.48% of its total news items identified as relevant to the monitoring project.

Monitoring at the North-west centre in Kaduna witnessed low relevant items as a result of disruption of the monitoring exercise following the crises in the city after the announcement of the Presidential result of April 16. As a result of the crises, only 26 news items were monitored on Kaduna State Media Corporation (KSMC radio). Of the 26 identified relevant news items, 19 were first read as news highlight representing 73.08% of its total relevant items. The total relevant items identified on FRCN Kaduna were 16 with 10 of them read in the highlight representing 62.5% of its total relevant items.

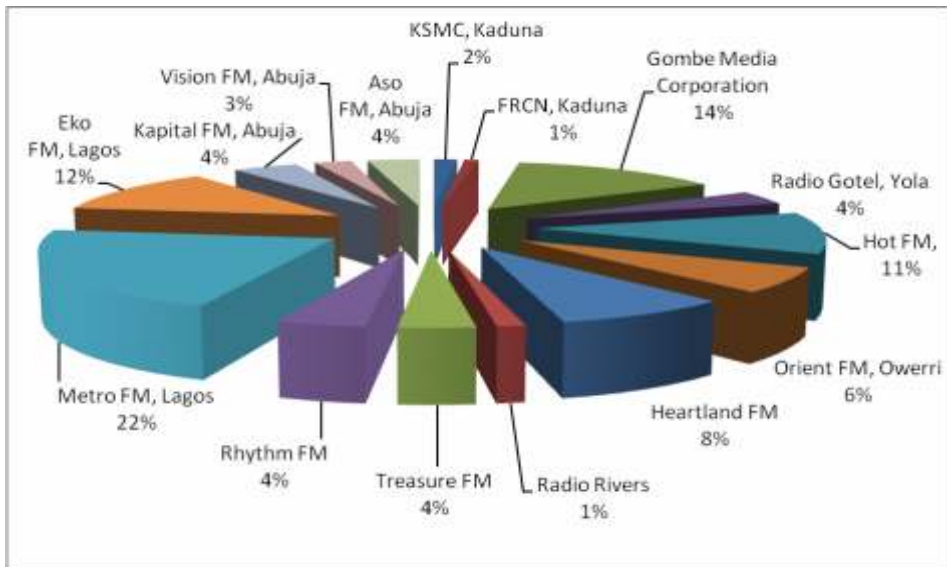
*The table below shows the total number of election-related news stories aired by the stations and those that were highlighted and still read in the main news*

S/N	Radio Stations	Highlighted News	Others	Total
1	KSMC, Kaduna	19	7	<b>26</b>
2	FRCN, Kaduna	10	6	<b>16</b>
3	Gombe Media Corporation	62	172	<b>234</b>
4	Radio Gotel, Yola	26	37	<b>63</b>
5	Hot FM,	48	135	<b>183</b>
6	Orient FM, Owerri	45	61	<b>106</b>
7	Heartland FM	30	109	<b>139</b>
8	Radio Rivers	20	2	<b>22</b>
9	Treasure FM	31	28	<b>59</b>
10	Rhythm FM	56	12	<b>68</b>
11	Metro FM, Lagos	129	226	<b>355</b>
12	Eko FM, Lagos	106	96	<b>202</b>
13	Kapital FM, Abuja	13	60	<b>73</b>
14	Vision FM, Abuja	11	30	<b>41</b>
15	Aso FM, Abuja	25	33	<b>58</b>
	<b>Total</b>	<b>631</b>	<b>1,014</b>	<b>1,645</b>

*A chart showing the number of electoral issues identified as aired by the radio stations monitored in April 2011*



*A graph showing the percentage of electoral issues identified as aired by the radio stations monitored in April 2011*



## **2. Subjects Reported by the Radio Stations**

Male politicians (MP) were subjects of a total number of 387 election-related news items monitored while female politicians (FP) were subjects of only 40 monitored news items. Male politicians (MP) enjoyed the most generous attention of all the specific electoral stakeholders that were monitored in this exercise. The 387 broadcast reports which had male politicians (MP) as the subject represent 23.53% of the total 1,645 relevant reports monitored in all the station monitored, whereas the 40 stories which had the female politicians (FP) as subjects came to just 2.43% of the total relevant stories monitored and 10.34% of the total number of stories (387) which featured men as the subject.

Other specific stakeholders such as INEC and political party (PP) enjoyed wider media attention than female politicians. INEC was the subject of 316 relevant reports while political parties were subjects of 117 relevant items.

The omnibus (non-specific) subject, “Others” (OT) featured the highest number of times as subjects. The 785 items monitored under this category represent 47.72% of the total relevant reports monitored.

All the stations had higher number of stories with male politicians (MP) as subjects than stories with female politicians as subjects.

It is however striking that Gombe Media Corporation based in the North-eastern

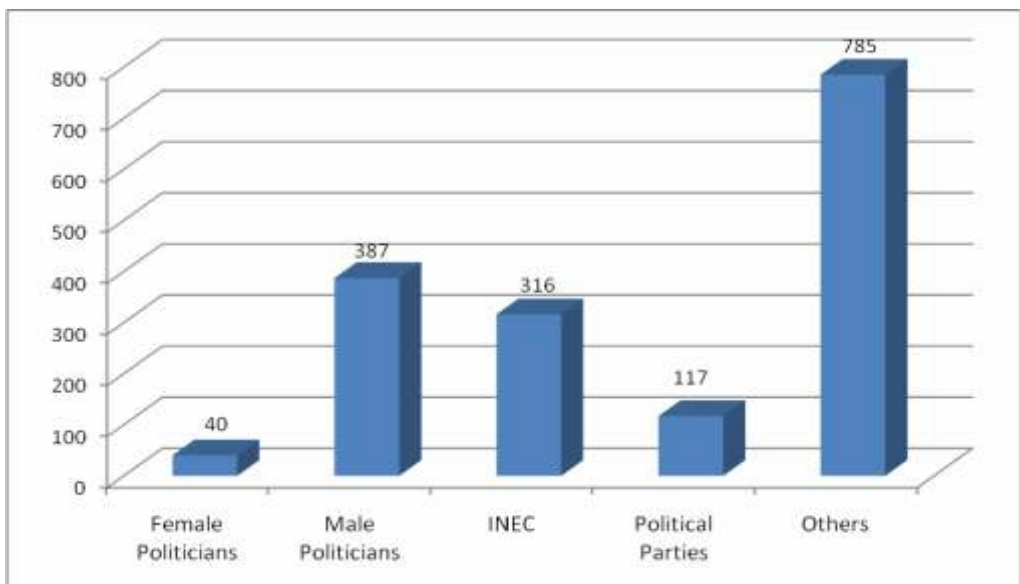
state of Gombe, believed to be traditionally opposed to women visibility, had the highest number of stories which had female politicians as subjects (22) while the urban based Metro FM, Lagos recorded the highest number of reports which had male politicians as subjects.

Seven (7) stations did not feature the female politician (FP) as the subject of any report.

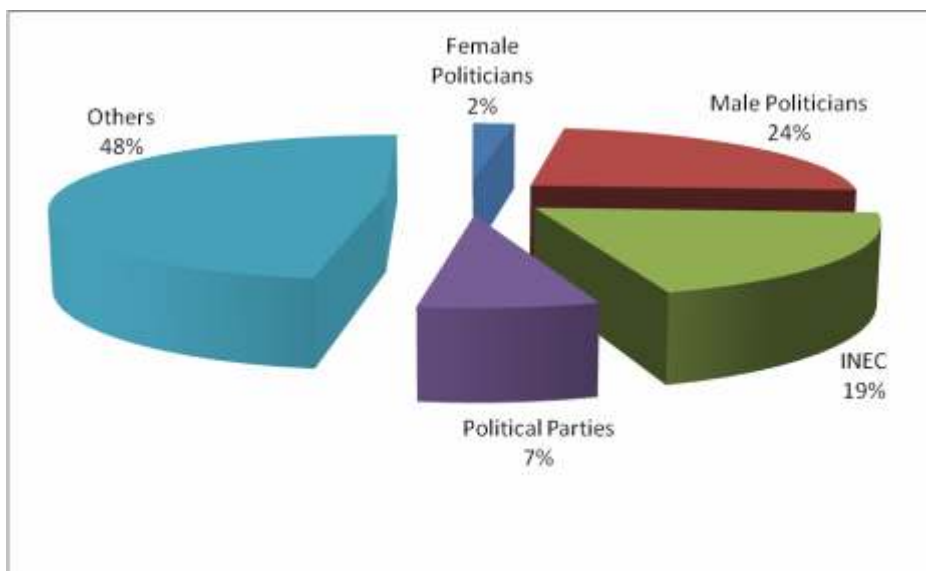
*The table below shows the number of times each of the stakeholders in the elections were subjects of relevant reports monitored in each radio station*

S/N	Radio Station	FP	MP	INEC	PP	OT	Total
1.	KSMC kaduna	1	3	5	3	14	<b>26</b>
2.	FRCN Kaduna	-	3	1	1	11	<b>16</b>
3.	Gombe Media Corporation	12	56	56	32	68	<b>234</b>
4.	Radio Gotel, Yola	1	19	8	1	34	<b>63</b>
5.	Hot FM 100.5	6	33	15	17	112	<b>183</b>
6.	Heartland FM	-	31	8	-	100	<b>139</b>
7.	Orient FM	-	18	10	7	71	<b>106</b>
8.	Radio Rivers	-	13	2	1	6	<b>22</b>
9.	Treasure FM 98.5	-	18	10	5	26	<b>59</b>
10.	Rhythm FM 93.7	1	25	10	5	27	<b>68</b>
11.	Metro FM	3	73	90	19	170	<b>355</b>
12.	Eko EM	-	27	51	3	121	<b>202</b>
13.	Capital FM, Abuja	4	35	25	5	4	<b>73</b>
14.	Vision FM	-	18	6	8	9	<b>41</b>
15.	Aso FM	2	15	19	10	12	<b>58</b>
	<b>Total:</b>	<b>40</b>	<b>387</b>	<b>316</b>	<b>117</b>	<b>785</b>	<b>1,645</b>

*The chart below shows the frequency of reportage of selected electoral stakeholders by radio stations in April 2011*



*The graph below shows the percentage of reportage of selected electoral stakeholders*



### **3. Broadcast Format Used to air Monitored Items**

All the radio stations made use of news reports (NW) more than any other news format. All the 15 radio stations combined aired 1,368 relevant items as news reports. Thus making it 83.16% of the total relevant stories were monitored as news.

Twenty-seven (27) reports were commentaries (CM); 48 were discussion programme (DSC) and 66 were interviews (IN).

Eighty-three (83) relevant reports were features in the case of radio, documentary (DC) while 46 were analysis (AN).

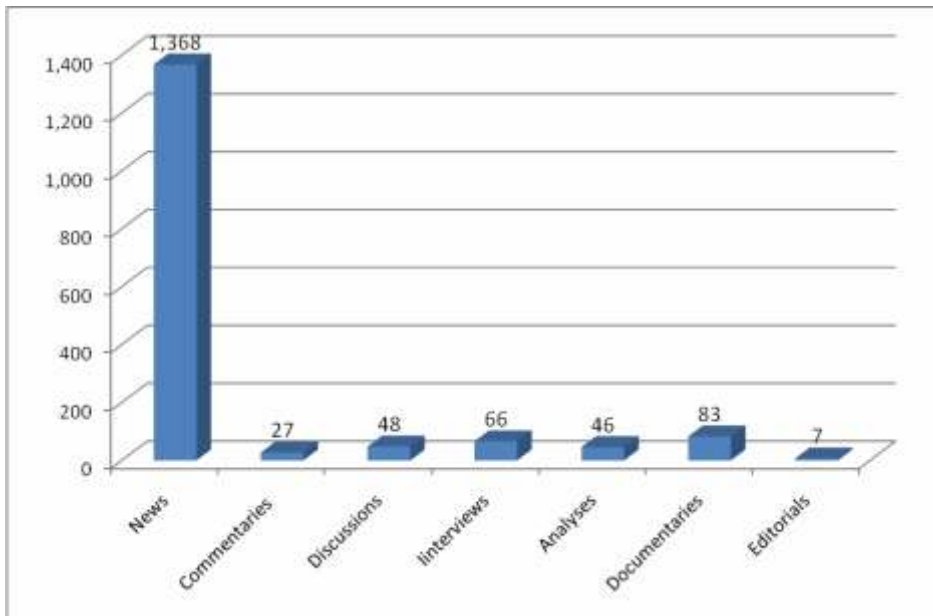
Eko FM also had 7 reports under editorial which were review of newspaper editorials.



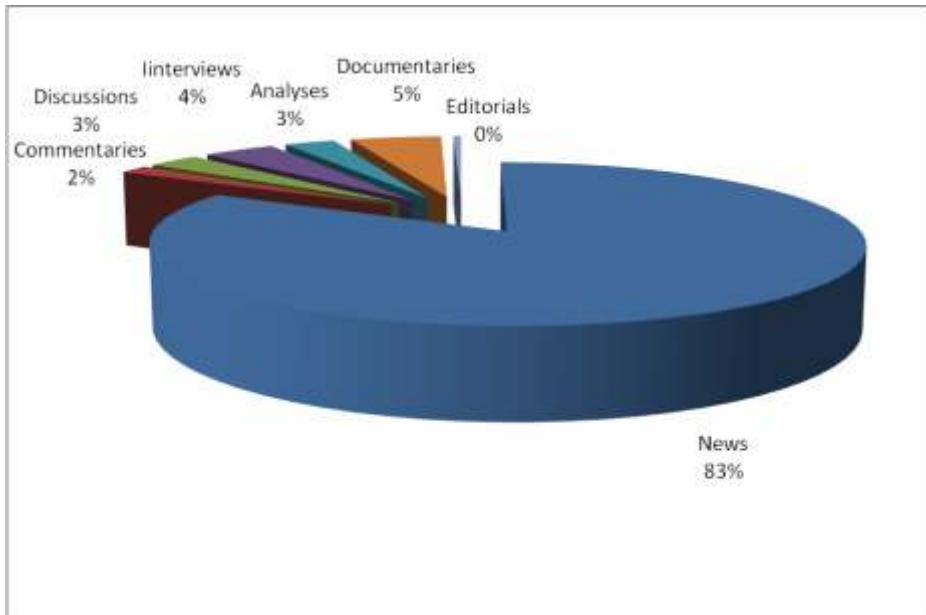
*Table below shows the broadcast formats used to air the different relevant items monitored in each radio station*

S/N	Radio Station	NW	CM	DSC	IN	AN	DC	ED	Total
1.	KSMC, Kaduna	26	-	-	-	-	-	-	26
2.	FRCN, Kaduna	13	-	-	3	-	-	-	16
3.	Gombe Media Corp.	120	-	-	40	38	36	-	234
4.	Radio Gotel, Yola	54	1	-	3	5	-	-	63
5.	Hot FM	176	-	-	-	-	7	-	183
6.	Orient FM	101	3	-	-	-	2	-	106
7.	Heartland FM	133	3	-	-	2	1	-	139
8.	Radio Rivers	22	-	-	-	-	-	-	22
9.	Treasure FM	59	-	-	-	-	-	-	59
10.	Rhythm FM	68	-	-	-	-	-	-	68
11.	Metro FM	300	10	23	11	-	11	-	355
12.	Eko FM	179	4	10	1	-	1	7	202
13.	Capital FM	55	4	7	-	1	6	-	73
14.	Vision FM	24	2	3	5	-	7	-	41
15.	Aso FM	38	-	5	3	-	12	-	58
<b>Total</b>		<b>1,368</b>	<b>27</b>	<b>48</b>	<b>66</b>	<b>46</b>	<b>83</b>	<b>7</b>	<b>1,645</b>

*The chart below shows the frequency of use of different broadcast formats for airing relevant items by the stations monitored*



*The graph below shows the percentage of use of different broadcast formats for airing relevant items by the stations monitored*



#### **4. Time Allocated to Relevant Broadcasts**

The same pattern of visibility for the male politicians (MP) as recorded under the topic subject above is replicated here.

Male politicians (MP) dominated the air, enjoying 22 hrs 43 mins 35 secs while the female politicians were allocated 2 hrs, 46 mins 38 secs airtime in the relevant items monitored.

Three of the eight (8) radio stations that had stories on female politicians, i.e. Rhythms FM, Radio Gotel and KSMC, Kaduna allocated less than one minute airtime to female politicians during the month. The male politicians (MP), in sharp contrast were allocated over six (6) hours of airtime by a radio station, i.e. the Gombe Media Corporation. Radio Gotel allocated 10 secs, Rhythm FM 18 secs and KSMC Kaduna 52 secs to female politicians.

It is instructive to note that even Metro FM and Eko FM, two Lagos based radio stations ignored the female politicians in their coverage of election issues even though the South West had quite a number of female politicians fielded in the elections.

Gombe Media Corporation which gave the highest airtime to broadcast relevant

items on male politicians also allocated the highest time to broadcast identified relevant items on female politicians. The station devoted 02hrs 26mins 32secs to air items on female politicians.

*Table below shows the duration used by each radio station to broadcast identified items favourable to male politicians (MP) as a group and female politicians (FP)*

S/N	Radio Station	MP Stories	MP Time in Secs	MP Time in Hr: Min: Sec	FP Stories	FP Time in Secs	FP Time in Hr: Min: secs
1.	KSMC Kaduna	3	71	00:11:11	1	52	00:00:52
2.	FRCN Kaduna	3	87	00:01:27	-	-	-
3.	Gombe Media Corporation	56	22,843	06:03:18	22	8,792	02:26:32
4.	Radio Gotel, Yola	19	402	00:06:42	1	10	00:00:10
5.	Hot FM	33	5,117	01:25:17	6	670	00:11:10
6.	Heartland FM	31	2,106	00:35:06	-	-	-
7.	Orient Rivers	18	2,286	00:38:06	-	-	-
8.	Radio Rivers	13	303	00:05:05	-	-	-
9.	Treasure FM	18	2,306	00:38:26	-	-	-
10.	Rhythm FM	25	1,812	00:30:12	1	18	00:00:18
11.	Metro FM	73	16,500	04:35:00	3	130	00:02:10
12.	Eko FM	27	5,501	01:31:41	-	-	-
13.	Capital FM, Abuja	35	7,615	02:06:55	4	231	00:03:51
14.	Vision FM	18	8,134	02:15:34	-	-	-
15.	ASO FM	15	6,732	01:52:32	2	95	00:01:35
<b>Total</b>		<b>387</b>	<b>81,815</b>	<b>22:43:35</b>	<b>40</b>	<b>9,998</b>	<b>02:46:38</b>

## 5. Area of Coverage of relevant Items

Election-related broadcasts covered mostly issues which took place in urban areas. There were a total of 1,328 broadcast which covered urban areas while stories with dateline in the rural setting were monitored just 174 in number.

The total 1,328 stories covering urban areas took 80.73% of the total 1,645 relevant reports monitored while the 174 election issues from the rural areas amounted to 10.58% of this.

Gombe Media Corporation aired the highest number of reports covering rural areas. Totaling 69, the figure represents 39.66% of the total reports covering rural areas monitored in all the stations.

*The table below shows the number of relevant items covering urban (UB) and rural areas (RR) broadcast on each radio station and the duration allocated*

S/N	Radio Station	No. of UB Stories	UB Duration in Secs	UB Duration in Hr: Min: Secs	No. of RR Stories	RR Duration in Secs	RR Time in Hr: Min: Secs
1.	KSMC Kaduna	26	1,024	00:17:24	-	-	-
2.	FRCN Kaduna	16	762	00:12:42	-	-	-
3.	Gombe Media Corporation	165	6,827	18:00:27	69	33,965	09:26:02
4.	Radio Gotel, Yola	46	1,470	00:24:30	17	330	00:05:30
5.	Hot FM	173	36,470	10:07:50	10	554	00:09:14
6.	Orient FM	90	9,162	02:32:42	11	922	00:15:22
7.	Heartland FM	73	6,630	01:50:30	10	525	00:08:45
8.	Radio River	22	557	00:09:17	-	-	-
9.	Treasure FM 98.5	42	5,945	01:39:05	17	3,204	00:53:24
10.	Rhythm FM 93.7	54	4,381	01:13:01	14	1,481	00:24:41
11.	Metro FM	291	164,995	45:49:55	5	5,320	01:28:40
12.	Eko FM, Lagos	177	46,904	13:01:44	3	87	00:01:27
13.	Capital FM, Abuja	68	22,567	06:16:07	4	1,306	00:21:46
14.	Vivison FM	32	12,650	03:30:50	9	5,330	01:28:50
15.	Aso FM	53	15,654	04:20:54	5	1,176	00:19:36
	<b>Total:</b>	<b>1,328</b>	<b>393,998</b>	<b>109:26:38</b>	<b>174</b>	<b>54,200</b>	<b>15:03:20</b>

## 6. Situation Report

The table reflects the crises that preceded the commencement of the elections in scattered locations and those that erupted in the North shortly after the presidential elections.

There were a total of 291 reports of potential conflict (PC) broadcast by the radio stations monitored and 231 broadcast of actual conflict (CF). The North West with Kaduna as the melting point reflected in the table. The two radio stations monitored at the Kaduna Media Centre had few reports and in this table only one conflict story and two possible conflict (PC) stories were monitored in each indicating a disruption of activities in the area.

*The table below shows the number of times conflict (CF) stories and those reporting possibility of conflict' (CF) were monitored in each station*

S/N	Station	CF	PC
1.	KSMC Kaduna	1	2
2.	FRCN Kaduna	1	2
3.	Gombe Media Corporation	51	38
4.	Radio Gotel, Yola	2	26
5.	Hot FM	50	45
6.	Orient FM	7	18
7.	Heartland FM	9	34
8.	Radio Rivers	6	1
9.	Treasure FM	9	3
10.	Rhythm FM 93.7	23	5
11.	Metro FM	19	13
12.	Eko FM	37	2
13.	Capital FM	5	27
14.	Vision FM	8	-
15.	Aso FM	3	-
	<b>Total:</b>	<b>231</b>	<b>291</b>

## 7. Gender Objectivity of Analysed Broadcasts

Seventy-one relevant report were in favour (FF) of the female politicians while 40 were not.

Of significance is the 28 reports which were in favour of female politicians monitored on Gombe Media Corporation. Though this is almost knocked off by the 13 not favourable (NF) reports monitored on the station, it nonetheless speaks of the disposition of a station based in the North East towards the female gender in politics

*The table below shows the number of reports favourable female politicians (FF) even though the gender might not necessarily be the source or subject of the reports*

S/N	Radio Station	FF	NF
1.	KSMC Kaduna	1	-
2.	FRCN Kaduna	-	-
3.	Gombe Media Corporation	28	13
4.	Radio Gotel, Yola	1	16
5.	Hot FM	14	6
6.	Orient FM	2	-
7.	Heartland FM	8	1
8.	Radio Rivers	-	-
9.	Treasure FM	2	2
10.	Rhythm FM	2	-
11.	Metro FM,Lagos	5	2
12.	Eko FM, Lagos	2	-
13.	Capital FM, Abuja	4	-
14.	Vision FM, Abuja	-	-
15.	Aso FM, Abuja	2	-
	<b>Total:</b>	<b>71</b>	<b>40</b>

## 8. Use of Sound Bite for Relevant Broadcasts

Sound bites spice broadcasts in the elections media, particularly the radio by providing sound clips of the subject of a report.

The table shows that a total of 592 reports had sound bite i.e. 'Yes' (Y), in other words, approximately 40% of the total relevant stories monitored had sound bite while 1,053 other did not have sound bites.

Gombe Media Corporation had the highest number of broadcasts accompanied with sound bites with 158 of its broadcasts accompanied with sound bites followed by Metro FM which had the second highest number of sound bites though in percentage term, it comes lamely behind.

In percentage term, Radio Rivers' 21 stories with sound bite tops the list with 95.45%. it is closely followed by the FRCN, Kaduna with 81.25%.

*The table below shows the number of relevant radio broadcasts accompanied with sound bites by the monitored stations*

S/N	Radio Station	Y	N	Total	% of Y/Total
1.	KSMC Kaduna	13	13	26	<b>50</b>
2.	FRCN Kaduna	13	3	16	<b>81.25</b>
3.	Gombe Media Corporation	158	76	234	<b>67.52</b>
4.	Radio Gotel, Yola	1	62	63	<b>1.59</b>
5.	Hot FM	48	135	183	<b>26.23</b>
6.	Orient FM	26	80	106	<b>24.53</b>
7.	Heartland FM	26	113	139	<b>18.71</b>
8.	Radio Rivers	21	1	22	<b>95.45</b>
9.	Treasure FM	49	10	59	<b>83.05</b>
10.	Rhythm FM	22	46	68	<b>32.35</b>
11.	Metro FM	155	200	355	<b>43.66</b>
12.	Eko FM	21	181	202	<b>10.4</b>
13.	Capital FM, Abuja	15	58	73	<b>20.55</b>
14.	Vision FM, Abuja	13	28 41	31.7	<b>15.</b>
15.	Aso FM, Abuja	11	47	58	<b>8.97</b>
<b>Total</b>		<b>592</b>	<b>1,053</b>	<b>1,645</b>	<b>35.99</b>

## 9. Sources of Identified Relevant Broadcasts

Government Officials (GO) formed the bulk of specific sources from which identified relevant broadcasts were sourced. They were sources of 352 relevant reports, while sources other than the specific stakeholders that is, the generic "Others" (OT) were sources of 520 relevant broadcasts.

Female politicians (FP) were equally ignored in this area as only 31 of them were used as sources. This figure represents approximately 2% of the total relevant

items, whereas male politicians (MP) were sources of 304 reports which translate to 18.48% of the total electoral issues monitored.

INEC was the source of 222 election stories monitored, while political parties (PP) were sources of 103 reports.

Other sources and the number of times they were sources of relevant broadcasts were:

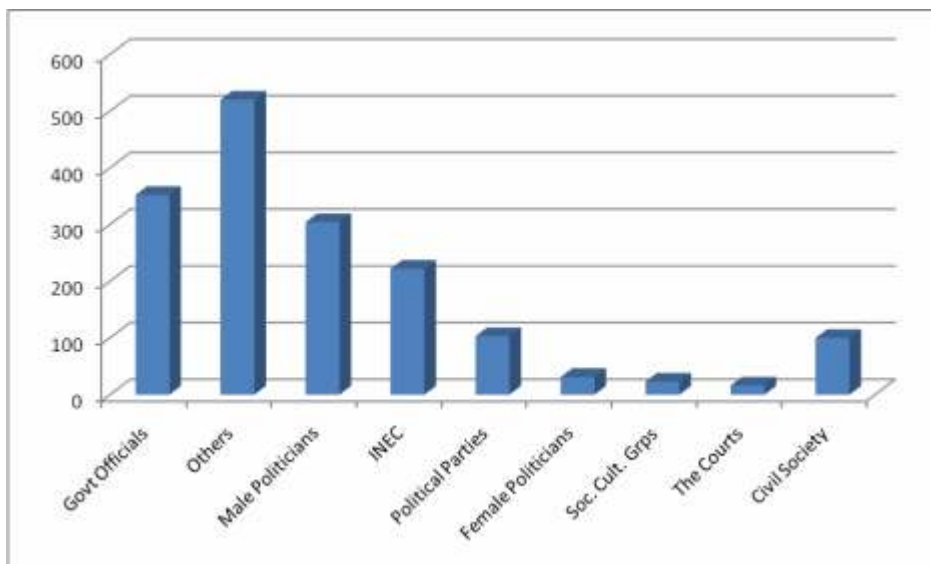
- (i) Civil society group (CS) sources of 100 reports
- (ii) The Court (CT), sources of 16 stories
- (iii) Socio cultural group (SCG), source of 23 stories

Two state radio stations led with the highest number of government officials (GO) as sources and they were Metro FM Lagos (Federal Government Station) with 78 followed by Eko FM (Lagos State Government Station) with 67.

*The table below shows the number of times each stakeholder in the election was used as a source of broadcasts by the radio stations monitored.*

S/N	Radio Station	GO	OT	MP	INEC	PP	FP	SCG	TC	CS	Total
1.	KSMC Kaduna	3	6	7	6	2	1	1	-	-	26
2.	FRCN Kaduna	4	7	1	4	-	-	-	-	-	16
3.	Gombe Media Corporation	43	97	46	7	28	13	-	-	-	234
4.	Radio Gotel, Yola	2	33	17	8	2	-	-	-	1	63
5.	Hot FM	43	35	34	15	22	7	-	4	22	193
6.	Orient FM	27	35	22	15	1	2	1	-	3	106
7.	Heartland FM	32	31	26	25	5	2	3	1	11	139
8.	Radio Rivers	-	13	6	2	1	-	-	-	-	22
9.	Treasure FM	-	27	19	11	1	-	1	-	-	59
10.	Rhythm FM	7	40	15	-	3	1	1	1	-	68
11.	Metro FM	78	127	49	62	17	-	8	3	11	355
12.	Eko FM	67	67	19	22	8	2	-	2	14	202
13.	Capital FM, Abuja	17	-	20	15	13	4	-	3	1	73
14.	Vision FM, Abuja	15	2	-	15	-	-	6	-	3	41
15.	Aso FM, Abuja	14	-	23	15	-	1	-	2	3	58
	<b>Total:</b>	<b>352</b>	<b>520</b>	<b>304</b>	<b>222</b>	<b>103</b>	<b>31</b>	<b>23</b>	<b>16</b>	<b>100</b>	<b>1,645</b>

*The chart below shows the frequency of different stakeholders as sources of electoral broadcasts on the radio stations monitored*



#### **10. Political Parties reported in Radio Broadcasts**

Three major political parties dominated relevant items that were broadcast by the monitored radio stations. These are the Peoples Democratic Party (PDP) – 520 times; Action Congress of Nigeria (ACN) – 215 times and Congress for Progressive Change (CPC) – 193 times.

The erstwhile major opposition party, the All Nigeria Peoples Party (ANPP) was reported 91 times while the fast rising All Progressive Grand Alliance (APGA) at least in the South-eastern states was mentioned 64 times. The others that could be called minor parties were led by the Labour Party with 20 mentions while the rest followed far behind with between three (3) and one (1) mentions.



S/ N	Radio Station	Political Parties Mentioned																		
		PDP	ACN	CPC	APGA	ANP	LP	AP	SD MP	NC	RP	FP	ND	DP	PP	PP	NT	PF	DF	A
1.	KSMC, Kaduna	1	3	5	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2.	FRCN, Kaduna	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3.	Gombe Media Corporation	158	12	33	-	28	-	3	-	-	-	-	-	-	-	-	-	-	-	-
4.	Radio Gotel, Yola	8	4	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5.	Hot FM	45	18	8	24	15	9	-	2	1	1	-	-	-	-	-	-	-	-	-
6.	Orient FM	18	4	3	6	2	1	-	-	-	-	1	1	-	-	-	-	-	-	-
7.	Heartland FM	25	14	4	5	3	2	-	1	-	-	-	1	-	3	1	-	-	-	-
8.	Radio Rivers	8	1	3	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9.	Treasure FM	13	9	6	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
10.	Rhythm FM	9	5	4	6	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11.	Metro FM	43	26	17	6	10	8	1	-	1	-	-	-	-	-	1	-	1	-	3
12.	Eko FM	16	17	4	2	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-
13.	Capital FM	115	68	75	15	24	6	-	-	-	-	-	-	-	-	-	-	-	-	-
14.	Vision FM	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15.	Aso FM	57	32	24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>		<b>520</b>	<b>215</b>	<b>193</b>	<b>64</b>	<b>91</b>	<b>20</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>

## **Conclusions and Recommendations**

Of the total of 1,645 broadcast items were found relevant to the monitoring exercise this month. Of this figure, a total of 631 or 38.35% of the total identified relevant broadcasts received very good prominence; they were read in the highlights of the news bulletins and then in the main news bulletins. More than half of the identified relevant items monitored and analysed were considered very important and given high visibility. It shows the importance news editors of radio stations placed on broadcasts on the 2011 General Elections.

Female politicians were not given enough media publicity, not as much, not even 50%, as was given male politicians. Looking at the number of mention, the duration of time use to air items as on them, sources and subjects of relevant items, female politicians were relegated. Male politicians enjoyed more generous attention in all aspects than female politicians.

Male politicians were subjects of a total number of 387 election-related news items monitored while female politicians were subjects of only 40 monitored news items. The 387 broadcast reports which had male politicians (MP) as the subject represent 23.53% of the total 1,645 relevant reports monitored in all the station monitored, whereas the 40 stories which had the female politicians (FP) as subjects came to just 2.43% of the total relevant stories monitored and 10.34% of the total number of stories (387) which featured men as the subject.

Male politicians enjoyed 22 hrs 43 mins 35 secs airtime duration while the female politicians were allocated 2 hrs, 46 mins 38 secs airtime in the relevant items monitored. Again, seventy-one relevant radio broadcasts were in favour of the female politicians while 40 were not.

Female politicians were equally ignored as sources for relevant news as only 31 of them were used as sources. This figure represents approximately 2% of the total relevant items, whereas male politicians were sources of 304 reports which translate to 18.48% of the total electoral issues monitored.

All the indicators monitored show that female politicians did not get as good media coverage and publicity as the men; they did not even get 50% of what the men got. Various explanations could be adduced for this situation. The number of women who contested for elective positions was not as much as the number of men who contested. In fact less than 30% of elective positions were contested by women. The other reason may be that the radio did not consider it important to give enough media coverage to female politicians.

The low media coverage given to female politicians call for concerted efforts to address the lapses noticed: there is the need for affirmative action on the part of

the political parties and the media to project female politicians more than has been done. While the political parties need to give a good percentage of representation to female politicians, the media also need to put more reporters on the field to generate an agreed percentage of reports on female politicians.

All the radio stations made use of news reports more than any other broadcast format. All the 15 radio stations combined aired 1,368 relevant items as news reports. Thus making it 83.16% of the total relevant stories were monitored as news. What it means is that identified relevant items were presentations of events which happened in the immediate past and so were still fresh reports; and that the information presented were relevant and timely, the elections were in the air and people needed to catch the latest news on the elections. These news stories are also getting specialized and localized and so readers know stories they can identify with. These and other key elements of newsworthiness give electoral reports in news report format the needed prominence that they deserve.

Collated and analysed data showed that election-related broadcasts covered mostly issues which took place in urban areas. There were a total of 1,328 broadcast which covered urban areas while stories with dateline in the rural setting were monitored just 174 in number. The total 1,328 stories covering urban areas took 80.73% of the total 1,645 relevant reports monitored while the 174 election issues from the rural areas amounted to 10.58% of this. One explanation for the low coverage of rural areas can be attributed to the fact that small towns and villages are very many in Nigeria and no media house will have enough hands to cover all of them.

There were a total of 291 reports of potential conflict broadcast by the radio stations monitored and 231 broadcast of actual conflict. From the figures, it could be rightly concluded that the media gave enough indications of likely violence. It was then incumbent on the security agencies, if they were alive to their duties, to rise up to the challenge. Again, it could be safely deduced that if the security agencies had read the newspapers to ascertain the likelihood of violence, they would have been able to prevent or even stop the violence that trailed the Presidential election in April.

A total of 592 reports or approximately 40% of the total relevant stories monitored had sound bite while 1,053 other did not have sound bites. Majority of the reports were not spiced with the necessary sound clips. The cause may be varied including reporters not having the right gadgets to record, or the time available for airing the news etc.

Three major political parties dominated relevant items that were broadcast by the monitored radio stations. These are the Peoples Democratic Party (PDP), Action

Congress of Nigeria (ACN), and Congress for Progressive Change (CPC). They were followed by the All Nigeria Peoples Party (ANPP), All Progressive Grand Alliance (APGA), Labour Party and others.

The 'big three' parties obviously generated more activities that were reported. In fact, a lot of Nigerians did not know the names of some of the parties. There are 63 political parties registered to participate in the elections.

---

## Media Monitoring Report (May 2011)

---

### **Executive Summary of the Monitoring of Newspapers in May 2011**

In May 2011 majority of the elections had been conducted and winners declared except for a few places where the elections were either postponed or inconclusive and for which there were re-run or mop-up elections. During the month, a total of 20 newspapers were monitored in various numbers in the six media centres where the monitoring was carried out. In all, a total of 7,903 published items were identified to be relevant to the monitoring exercise. Six Lagos newspapers led the pack in publishing the highest numbers of identified relevant items.

A great number of the identified relevant items 71.83%, were published in the inside pages while 9% of the total relevant items were published in the most prominent page, front page.

As subjects of the identified relevant items, male politicians were used most as subjects of identified relevant items, out of the four (4) specific stakeholders monitored. Male politicians were used as the subject of a total of 2,567 relevant stories or 32.48% of all the total electoral news items identified as published in May 2011 by the 20 newspapers monitored.

Female politicians on the other hand were not that fairly treated. They were subjects of just 130 identified relevant news items or 1.64% of the total relevant reports monitored and 5.06% of total number of relevant items for which male politicians were subjects.

More than 60% of all the identified relevant items monitored were published as hard news (NW). There were a total of 5,060 relevant reports published as hard news representing 64.93% of all total relevant items monitored.

The non-specific source 'Others' (OT) was used the most as sources of identified relevant items.

Male politicians were the sources of the second highest number of published electoral issues identified and analysed. The total reports of 1,969 in which male

politicians were used as sources represent approximately a quarter (24.91%) of the total relevant items monitored.

Female politicians were sources of just 65 relevant stories or a paltry 0.82% of the total relevant election issues identified as published

A total of 858.28 pages were used to publish identified relevant items favourable to male politicians while 50.78 pages were used to publish identified relevant items favourable to female politicians.

Out of the 7,903 relevant items monitored, the dateline of 6,093 of it were on urban (UB) areas, which in percentage term translates to 77.09% of the former.

The 503 reports identified relevant covering rural areas (RR) is just 1.9% of the 6,093 covering urban areas.

There were only seven published items on female politicians published in the front page, it represents 5.4% of the total 130 published stories on female politicians that were analyzed.

All the newspapers had reports that were favourable to women politicians. A total of 287 identified relevant reports were favourable while 191 were not favourable to female politicians.

There were a total of 554 reports of Conflict (CF). That conflict reports were this high is a reflection of the sporadic outbursts of violence that continued even to middle of the Month of May following the presidential election.

As found in previous monitoring exercises, the big three (3), namely the Peoples Democratic Party (PDP), Action Congress of Nigeria (ACN) and the Congress for Progressive Change (CPC) were each mentioned more than the other political parties.

# **Report of Media Monitoring of Newspapers in May 2011**

## **Introduction**

In May 2011 majority of the elections had been conducted and winners declared except for a few places where the elections were either postponed or inconclusive and for which there were re-run or mop-up elections. During the month, a total of 20 newspapers were monitored in various numbers in the six media centres where the monitoring was carried out. In all, a total of 7,903 published items were identified to be relevant to the monitoring exercise. Six Lagos newspapers led the pack in publishing the highest numbers of identified relevant items.

A great number of the identified relevant items 71.83%, were published in the inside pages. In the most prominent pages, front page, 9% of the total relevant items were published.

## **1. Number of Relevant Items Published by the Newspapers**

The Lagos-based Daily Sun newspaper published the highest number of relevant items, a total of 1,205 items published by the medium were found relevant to the monitoring. This represents 15.25% of all relevant stories monitored and analysed in all the 20 newspapers.

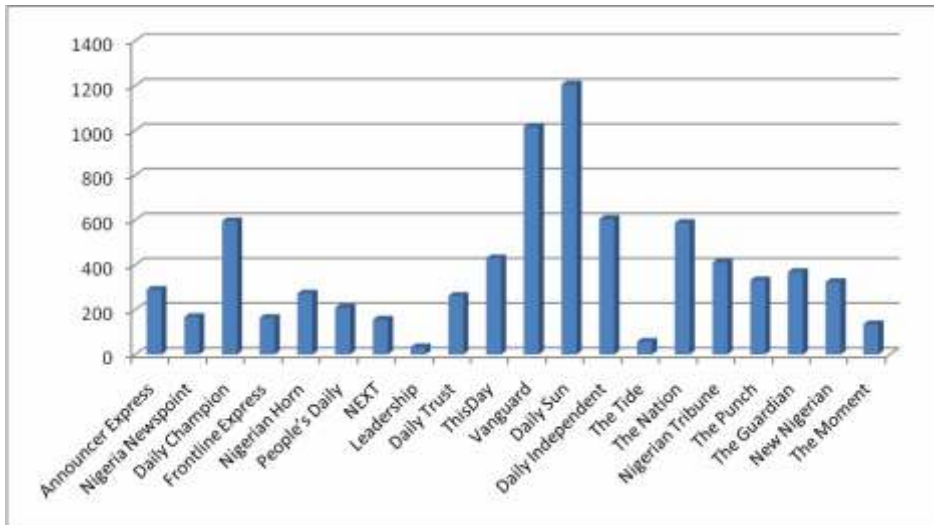
Following on the heels of Daily Sun newspaper was another Lagos-based newspaper, Vanguard from which a total of 1,016 relevant items were identified and analysed. This number account for 12.85% of all 7,903 relevant items identified and monitored. In the third place was Daily Independent, also published in Lagos with 605 relevant items which represent 7.65% of the total.

The newspaper that published the fourth highest number of relevant items was also based in Lagos like the first three before it: Daily Champion published 595 relevant items that amount to 7.52% of the total identified published relevant items. The Nation, also based in Lagos published the fifth highest number of relevant items. A total of 587 relevant items were published by the medium which account for 7.42% of the total relevant items.

ThisDay newspaper published 429 relevant items while the Ibadan-based Nigerian Tribune published 411. The Guardian published 368 items; The Punch published 331; while New Nigerian published 323 relevant items.

The rest papers published various numbers of relevant items but lesser than all newspapers that have been mentioned above.

*The chart below shows the frequency of publication of relevant items by the monitored newspapers in May 2011*



### **1. Prominence Given to Identified Relevant Items**

A great number of the reports were published in the inside pages (IP). A total of 5,677, relevant items published in the inside pages represent 71.83% of all the relevant reports monitored.

The total number of relevant reports identified in the front pages (FP) was 697 while relevant stories published on the back pages (BP) were 222 in all. The total relevant items published in the front pages represent approximately 9% while those published in the back pages account for approximately 3% of the total relevant items identified in May.

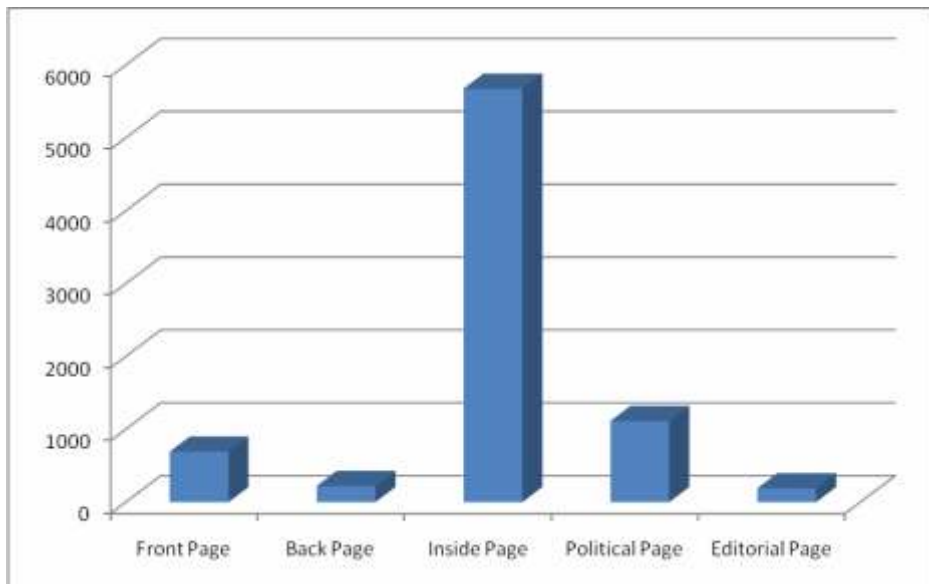
Relevant reports identified in the political pages (PP) were 1,116 in all. This figure is the second highest after that of stories monitored in the inside pages (IP). It is 14.12% of the total relevant reports monitored in the newspapers. There were 191 relevant items published in the editorial pages (EP).



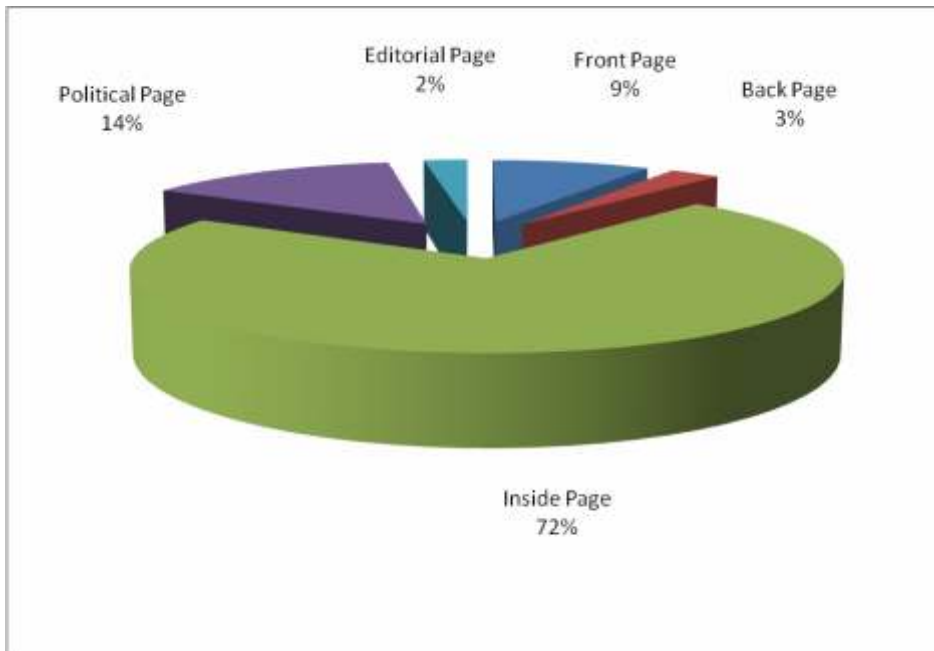
*The table below shows the number of relevant items published by the newspapers monitored and the prominence given the items.*

S/N	Newspaper	FP	BP	IP	PP	EP	Total
1.	Announcer Express	60	46	151	18	14	<b>289</b>
2.	Nigeria Newspoint	37	27	86	6	11	<b>167</b>
3.	Daily Champion	55	13	352	158	17	<b>595</b>
4.	Frontline Express	59	4	93	-	7	<b>163</b>
5.	Nigerian Horn	62	92	151	15	2	<b>272</b>
6.	People's Daily	12	4	144	42	-	<b>209</b>
7.	NEXT	10	-	140	3	2	<b>155</b>
8.	Leadership	26	3	263	33	-	<b>32</b>
9.	Daily Trust	15	3	178	64	1	<b>261</b>
10.	ThisDay	34	14	282	106	4	<b>429</b>
11.	Vanguard	84	-	822	106	4	<b>1,016</b>
12.	Daily Sun	91	28	942	134	10	<b>1,205</b>
13.	Daily Independent	17	7	516	56	9	<b>605</b>
14.	The Tide	10	2	37	5	3	<b>57</b>
15.	The Nation	22	10	465	41	49	<b>587</b>
16.	Nigerian Tribune	18	-	340	42	11	<b>411</b>
17.	The Punch	19	4	260	37	11	<b>331</b>
18.	The Guardian	30	3	228	93	14	<b>368</b>
19.	New Nigerian	21	12	151	139	-	<b>323</b>
20.	The Moment	15	-	76	41	3	<b>135</b>
<b>Total</b>		<b>694</b>	<b>222</b>	<b>5,677</b>	<b>1,115</b>	<b>191</b>	<b>7,903</b>

*The chart below shows the page-placement of identified relevant items in May 2011*



*The graph below shows the percentage of the page-placement of identified relevant items in May 2011*



### **1. Subjects of Identified Relevant Items**

Four specific and one general unspecified electoral stakeholders were monitored for the project: these are female politicians (FP), male politicians (MP), the Independent National Electoral Commission (INEC), political parties (PP), and the general unspecified “Others” (OT).

As subjects of the identified relevant items, male politicians were used most as subjects of identified relevant items, out of the four (4) specific stakeholders monitored. Male politicians were used as the subject of a total of 2,567 relevant stories or 32.48% of all the total electoral news items identified as published in May 2011 by the 20 newspapers monitored. Male politicians were used the highest number of times by the Daily Sun which used them as subjects of a total of 404 items or 15.74% of all the reports which had male politicians as subject.

Female politicians on the other hand were not that fairly treated. They were subjects of just 130 identified relevant news items or 1.64% of the total relevant reports monitored and 5.06% of total number of relevant items for which male politicians were subjects. Female politicians were used as subjects of relevant items by Daily Sun the highest number of times: they were subjects of 23 relevant items published by the Daily Sun.

Female politicians were used the least number of times as subjects of relevant

stories in the Nigerian Horn and the Nigerian Tide which both had them as subject in one published item each. Male politicians were used the least number as the subject of relevant reports in the Nigerian Tide which used them in 13 relevant reports.

Political parties featured as the subject in the third highest number of relevant items. Stories in which political parties were subject totaled 1,190 which amount to 15.06% of the total relevant stories monitored.

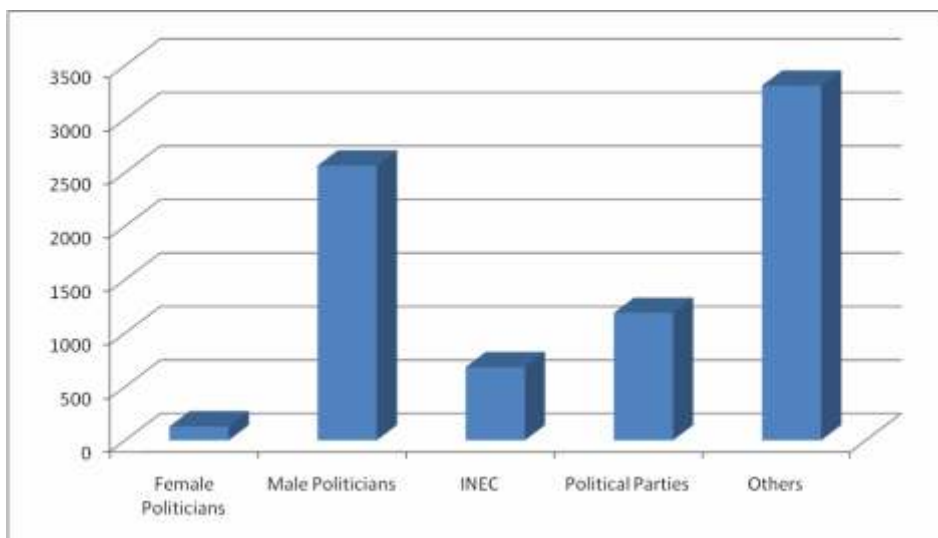
The nation's election umpire, the Independent National Electoral Commission (INEC) was the subject of 684 election stories

The general unspecified 'Others' stakeholder was used most, of the five stakeholders as subject. It was subject of 3,131 relevant stories and account for 39.61% of the total relevant items.

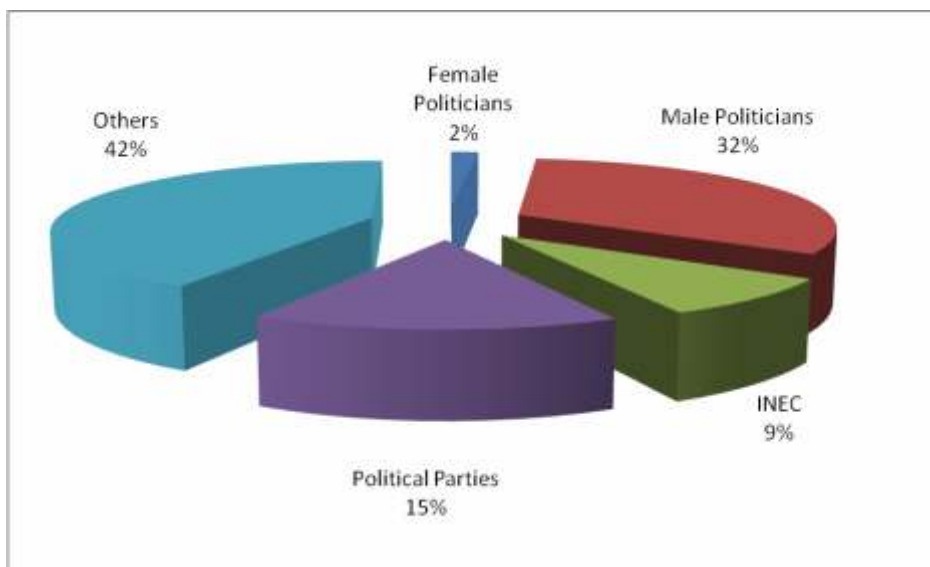
*The table below shows the number of items each stakeholder in the elections was the subject of election issues monitored*

S/N	Newspaper	FP	MP	INEC	PP'	OT	Total
1.	Announcer Express	7	122	8	16	136	289
2.	Nigeria Newspoint	5	46	11	13	92	167
3.	Daily Champion	4	134	22	22	443	595
4.	Frontline Express	2	80	12	8	61	163
5.	Nigerian Horn	1	107	12	16	136	272
6.	People's Daily	4	54	31	45	75	209
7.	Next	3	51	18	22	61	155
8.	Leadership	3	87	52	62	121	325
9.	Daily Trust	2	67	26	47	119	261
10.	Thisday	6	129	23	82	189	429
11.	Vanguard	20	373	96	194	333	1,016
12.	Daily Sun	23	404	135	206	237	1,205
13.	Daily Independent	16	264	59	107	179	605
14.	The Tide	1	13	10	9	24	57
15.	The Nation	7	184	31	90	275	587
16.	Nigerian Tribune	4	158	29	68	182	411
17.	The Punch	6	69	46	63	147	331
18.	The Guardian	5	94	26	44	199	368
19.	New Nigerian	9	108	45	41	97	323
20.	The Moment	2	33	12	13	75	135
<b>Total</b>		<b>130</b>	<b>2,567</b>	<b>684</b>	<b>1,190</b>	<b>3,313</b>	<b>7,903</b>

*The chart below shows the frequency of use of various stakeholders in the elections as subjects of electoral issues published by the newspapers*



*The chart below shows the percentage of use of various stakeholders in the elections as subjects of electoral issues published by the newspapers*



### **1. Format of Publication of Relevant Items**

More than 60% of all the identified relevant items monitored were published as hard news (NW). There were a total of 5,060 relevant reports published as hard news representing 64.93% of all total relevant items monitored.

Total relevant items that were published as features (FE) were 792 in all or 10.02% of all relevant reports monitored.

Opinions articles (OP) came to 533 which amount to 6.74% of all the relevant items monitored. Stand alone pictures (PI) that tell a story on their own without accompanying either news, feature etc were also generously used. A total of 564 pictures, which account for 7.14% of total relevant items were identified and monitored.

Informed opinion i.e. commentaries and analyses (CM) collated totaled 335 which is 4.24% of all relevant reports.

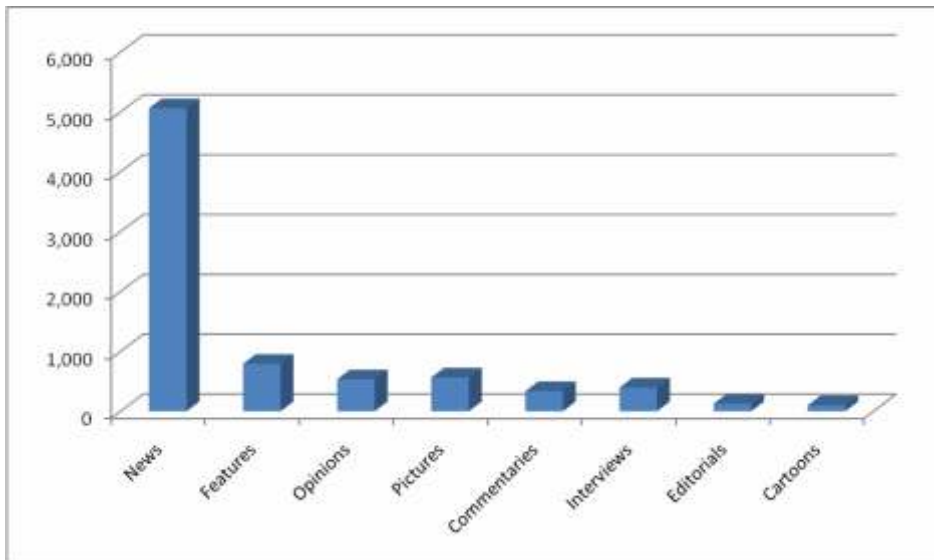
Relevant items monitored that were interviews (IN) were 395 in all or approx 5% of the total relevant items monitored.

Newspaper editorial (ED) that were on electoral issues that were collated and analysed were 125 in all while a total of 99 cartoons (CA) were found relevant to the project and analysed.

*The table below shows the frequency of use of different newspaper publishing formats in reporting the relevant reports identified in each newspaper*

S/N	Newspaper	NW	FE	OP	PI	CM	IN	ED	CA	Total
1.	Announcer Express	207	4	29	25	17	-	7	-	289
2.	Nigeria Newswpoint	116	19	7	9	5	4	8	-	167
3.	Daily Chyampion	396	45	20	24	32	54	13	11	595
4.	Frontline Express	97	27	15	7	7	3	7	-	163
5.	Nigerian Horn	89	77	26	33	27	7	13	-	272
6.	People's Daily	166	14	16	3	-	10	-	-	209
7.	Next	127	8	8	-	-	4	4	4	155
8.	Leadership	252	23	30	-	-	16	1	3	325
9.	Daily Trust	198	15	21	1	3	16	3	4	261
10.	Thisday	231	60	57	5	37	24	9	6	429
11.	Vanguard	501	128	17	273	47	24	3	23	1,016
12.	Daily Sun	843	128	7	108	44	64	10	1	1,205
13.	Daily Independent	415	78	21	18	17	41	3	12	605
14.	The Tide	41	4	3	4	1	1	1	2	57
15.	The Nation	393	21	84	18	22	24	10	15	587
16.	Nigerian Tribune	277	22	58	4	23	20	6	1	411
17.	The Punch	229	21	40	10	13	10	5	3	331
18.	The Guardian	193	20	43	5	25	63	7	12	368
19.	New Nigerian	218	63	21	3	13	75	-	-	323
20.	The Moment	71	15	10	15	2	5	15	2	135
<b>Total</b>		<b>5,060</b>	<b>792</b>	<b>533</b>	<b>564</b>	<b>335</b>	<b>395</b>	<b>125</b>	<b>99</b>	<b>7,703</b>

*The chart below shows the frequency of use of different newspaper publishing formats in reporting the relevant reports identified in each newspaper*



### **1. Sources of Identified Published Items**

Nine specific sources were sought for in the exercise and they are female politicians (FP), male politicians (MP), The Courts (TC), political parties (PP), government officials (GO), socio-cultural groups (SCG), the Independent National Electoral Commission (INEC), ethnic militias (EM) and civil society (CS). All other sources that do not fall into any of these groups is classified as 'Others' (OT)

The non-specific source 'Others' (OT) was used the most as sources of identified relevant items.

Male politicians were the sources of the second highest number of published electoral issues identified and analysed. The total reports of 1,969 in which male politicians were used as sources represent approximately a quarter (24.91%) of the total relevant items monitored.

In sharp contrast, female politicians were marginalized in the terms of the number of relevant items they were used as subject. Female politicians were sources of just 65 relevant stories or a paltry 0.82% of the total relevant election issues identified as published, while it represents a negligible 3.3% of the total stories in which male politicians were used as sources.

Politician Parties were also the source of more reports than those in which female

politicians were the sources. Political parties were sources for 11.35% of the relevant items monitored.

The political parties were more visible than the umpire of the electoral process INEC which was the source of 518 relevant issues. Socio-cultural groups were sources of 196 relevant reports while civil society was the source of 328 stories.

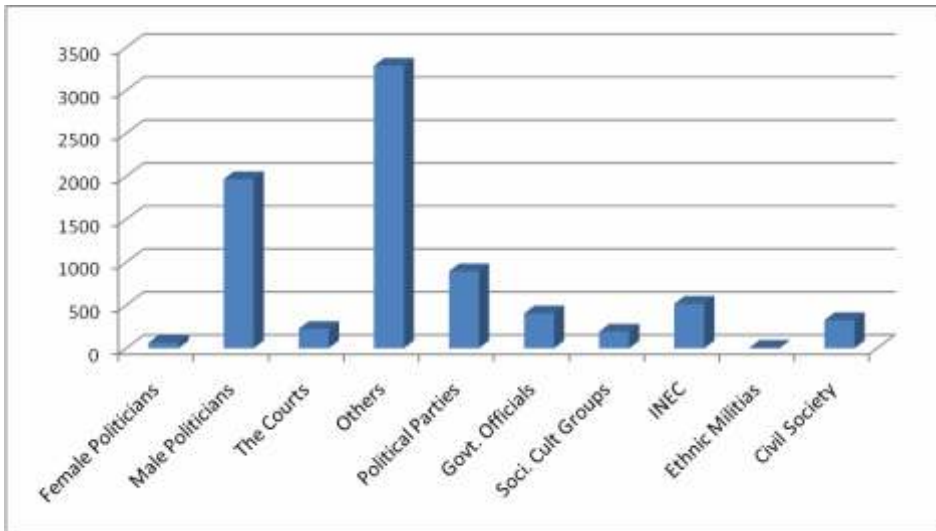
Government Officials were the sources of 407 relevant reports while ethnic militias (EM) were sources of just seven (7) relevant items. Thus civil society groups were more vocal on the election issues than either socio-cultural groups or ethnic militias.

The courts were the sources of 227 relevant reports.

*The table below shows the frequency of use of different stakeholders as sources of the relevant items identified in each newspaper*

S/N	Newspaper	FP	MP	TC	OT	PP	GO	SCG	INE C	EM	CS	Total
1.	Announcer Express	1	56	3	170	10	10	13	7	-	19	<b>289</b>
2.	Nigeria Newspoint	23	6	106	13	8	2	4	-	4	167	<b>3.</b>
3.	Daily Champion	5	125	15	302	40	41	22	13	-	32	<b>595</b>
4.	Frontline Express	3	31	2	93	14	1	5	7	-	7	<b>163</b>
5.	Nigerian Horn	2	38	1	161	16	15	13	15	-	11	<b>272</b>
6.	People's Daily	2	47	19	62	30	13	9	17	-	10	<b>209</b>
7.	Next	-	33	15	48	20	18	2	17	-	2	<b>155</b>
8.	Leadership	1	72	17	96	41	36	13	25	-	24	<b>325</b>
9.	Daily Trust	1	60	16	86	35	23	7	24	-	9	<b>261</b>
10.	Thisday	4	67	14	229	41	38	6	4	1	25	<b>429</b>
11.	Vanguard	5	532	3	201	101	9	11	132	1	21	<b>1,016</b>
12.	Daily Sun	16	315	5	515	129	17	33	149	2	24	<b>1,205</b>
13.	Daily Independent	3	175	8	223	129	22	16	19	-	10	<b>605</b>
14.	The Tide	-	7	1	24	7	3	4	7	-	4	<b>57</b>
15.	The Nation	4	102	28	283	73	40	6	15	-	36	<b>587</b>
16.	Nigerian Tribune	4	73	22	189	40	36	7	14	1	25	<b>411</b>
17.	The Punch	3	42	13	153	49	24	11	14	-	21	<b>331</b>
18.	The Guardian	2	69	23	157	40	33	5	14	2	23	<b>368</b>
19.	New Nigerian	7	84	10	134	48	15	-	16	-	9	<b>323</b>
20.	The Moment	1	18	5	57	21	5	11	5	-	12	<b>135</b>
<b>Total</b>		<b>65</b>	<b>1,969</b>	<b>227</b>	<b>3,289</b>	<b>897</b>	<b>407</b>	<b>196</b>	<b>519</b>	<b>7</b>	<b>328</b>	<b>7,903</b>

*The chart below shows the frequency of use of different stakeholders as sources of the published relevant items identified in newspapers monitored*



### **1. Space Allocation to Male and Female Politicians**

Just as female politicians got much less coverage in terms of the number of times they were either the subjects or sources of relevant items, so also were they marginalized in terms of the space that was used to publish the relevant items favourable to them.

A total of 858.28 pages were used to publish identified relevant items favourable to male politicians while 50.78 pages were used to publish identified relevant items favourable to female politicians.

The space allocated to male politicians in terms of square inches (ins<sup>2</sup>) was 128,391.2 ins<sup>2</sup> space while 7,607.50 ins<sup>2</sup> space was allocated to female politicians.



*The table below shows the space allocated to relevant publications on male politicians and female politicians by the different newspaper monitored*

S/N	Newspaper	MP Stories	MP Space in ins <sup>2</sup>	MP Space in Pages	FP Stories	FP Space in ins <sup>2</sup>	FP Space in Pages	FP Stories as % of MP
1.	Announcer Express	122	4895.33	31.53	7	369.42	2.38	5.74
2.	Nigeria Newpoint	46	2,647.61	16.72	5	153.13	0.95	10.9
3.	Daily Champion	124	14,354.59	98.83	4	1405.13	9.67	3.25
4.	Frontline Express	80	4376.92	29.65	2	1,846.2	12.62	2.5
5.	Nigerian Horn	107	6,378.2	28.49	1	57.75	0.38	0.9
6.	People's Daily	54	2,301.61	12.54	4	210.78	1.15	7.41
7.	Next	51	2,811.9	15.35	3	105.1	0.57	5.88
8.	Leadership	87	3,826.38	20.84	3	137.95	0.75	3.45
9.	Daily Trust	67	3,287.72	18.33	4	93.9	0.52	5.97
10.	Thisday	67	5,764.4	37.06	4	400.19	2.57	Approx 6
11.	Vanguard	373	19,851.41	139.8	20	716.59	5.05	5.36
12.	Daily Sun	404	14,891.37	103.42	23	621.54	4.32	5.69
13.	Daily Independent	264	4,391.83	32.34	16	342.42	2.41	6.06
14.	The Tide	13	7,214.41	71.37	1	81.33	0.63	7.69
15.	The Nation	102	6,613.75	45.61	4	191.08	1.32	3.92
16.	Nigerian Tribune	73	7582.94	51.02	4	123.4	0.83	5.5
17.	The Punch	42	2048.27	14.42	3	172.4	1.24	7.1
18.	The Guardian	69	5,350.35	36.4	2	245	Appox.1	2.9
19.	New Nigerian	108	5,470.34	38.52	9	300.85	2.12	8.33
20.	The Moment	33	2,371.38	16.34	2	43.42	0.3	6.06
<b>Total</b>		<b>2,567</b>	<b>128,391.2</b>	<b>858.28</b>	<b>130</b>	<b>7,607.50</b>	<b>50.78</b>	<b>5.06</b>

### **1. Dateline of Published Relevant Items**

Identified relevant items on electoral issued published by the 20 newspapers in May 2011 and emanating from the urban areas (UB) formed a large chunk of relevant items.

Out of the 7,903 relevant items monitored, the dateline of 6,093 of it was the urban (UB) area, which in percentage term translates to 77.09% of the former.

The 503 relevant reports identified as covering rural areas (RR) is just 1.9% of the 6,093 those covering urban areas.

In the area of the space allocation, the urban area is also far ahead of the rural area. The total space allocation of 115.47 pages used to publish reports covering rural areas pale into insignificance when compared to the 3,010.35 pages used to publish relevant reports covering urban areas. The former is a mere 3.83% of the latter.

The highest number of reports on rural areas was published in the Daily Sun (161) with the highest space allocation of approximately 24 pages.

The least number of reports covering urban areas was by the Nigeria Horn (96) while the least number of stories covering rural areas was by the Daily Trust which published just one (1) in May 2011. The least space allocated to reports covering rural area was 0.07 of a page monitored in the Punch, which had two (2) reports covering rural areas.

*The table below shows the frequency of coverage of rural and urban areas for electoral issues published by each newspaper*

S/N	Newspaper	UB Reports	UB Space in in <sup>2</sup>	UB Space in Pages	RR Reports	RR Space in in <sup>2</sup>	RR Space in Pages	RR Reports AS % of UB EPTS
1.	Announcer Express	236	12,292.9	79.17	53	1,312.4	3.45	2.2.46
2.	Nigeria Nespoint	136	7,218.97	44.77	31	1,296.82	8.04	22.79
3.	Daily Champion	124	16,929.19	116.55	4	1,198.62	8.25	3.23
4.	Frontline Express	92	4,336.92	29.65	35	1,846.2	12.62	38.04
5.	Nigerian Horn	46	1,550.16	10.18	14	689.28	4.53	30.43
6.	People's Daily	203	8,201.57	44.7	6	107.95	0.59	2.96
7.	Next	154	9,285.77	50.66	4	225.33	1.23	2.59
8.	Leadership	319	12,947.41	70.53	6	310.74	1.7	1.9
9.	Daily Trust	260	11,156.39	62.23	1	14	0.08	0.38
10.	Thisday	328	14,622.92	94.02	-	-	-	-
11.	Vanguard	966	28,268.94	199.07	50	2,891.27	20.36	5.18
12.	Daily Sun	1,044	35,061.21	243.48	161	3,450.68	23.96	5.18
13.	Daily Independent	549	7,163.32	50.45	56	1,154.48	8.13	10.2
14.	The tide	47	2,470.44	19.14	10	252.69	1.96	21.28
15.	The Nation	298	15,731.51	108.49	2	37.84	0.26	0.4
16.	Nigerian Tribune	337	14,733.48	99.13	4	198.48	1.36	1.19

17.	The Punch	291	9,920.43	19.86	2	9.3	0.07	0.69
18.	The Guardian	260	120,309.8	818.43	9	245	1.67	3.46
19.	New Nigerian	303	19,064.69	134.26	20	565.58	3.98	6.6
20.	The Moment	100	5,162.8	35.58	35	1,169.36	8.23	35
	<b>Total</b>	<b>6,093</b>	<b>350,428.82</b>	<b>3,010.35</b>	<b>503</b>	<b>16,777.54</b>	<b>115.47</b>	<b>1.9</b>

## 1. Gender Prominence

The page of news reports determine their prominence and in newspapers, the first page is the most prominent followed by the back page and then the inside pages, depending on the desire of the individual reader. A total of 265 out of the 2,567 identified stories favourable to male politicians were published on the front page (MP/FP). This translates to 10.32% of total relevant reports which had male politicians as subject.

Identified relevant stories favourable to male politicians also graced the back pages. Ninety-seven (97) reports favourable to male politicians were published at the back page (MP/BP). The sum of MP/BP and MP/FP ( $265 + 97 = 362$ ) translates to 4.6% of the total relevant reports and 14.10% of the total reports which had male politicians as subjects.

All the newspapers published reports with male politicians as subject on their front pages and only four (NEXT, Leadership, Nigerian Tribune and the Punch) did not have reports on male politicians on their back pages.

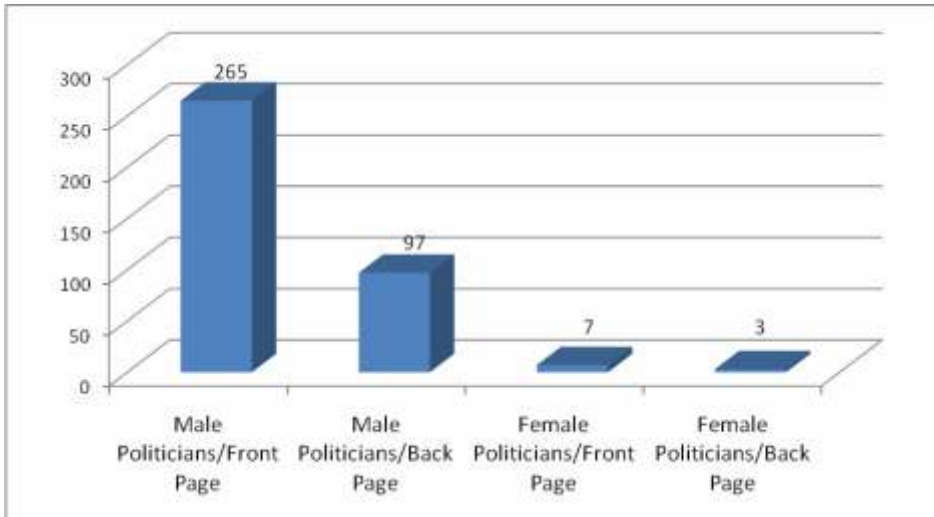
Only six (6) newspaper published reports on female politicians at the front page (FP/FP) and they were Nigerian Newspoint, Daily Champion, Frontline Express and Next. Daily Independent and the Nigerian Tide also published stories on female politicians on their front pages. There were only seven published items on female politicians published in the front page, it represents 5.4% of the total 130 published stories on female politicians that were analyzed.

Two (2) newspapers, namely Announcer Express and the Nation thought it fitting to grace the back page with stories favourable to female politicians (FP/BP). There were only three (3) back page stories on female politicians and they represent just 2.31% of all the published reports that were favourable to female politicians.

*The table below shows the placement of reports on male and female politicians which translates to the prominence they were given*

S/N	Newspaper	MP/FP	MP/BP	FP/FP	FP/BP
1.	Announcer Express	25	19	-	2
2.	Nigeria Newspoint	15	11	1	-
3.	Daily Champion	6	2	1	-
4.	Frontline Express	42	4	1	-
5.	Nigerian Horn	33	19	-	-
6.	People's Daily	4	2	-	-
7.	Next	6	-	1	-
8.	Leadership	4	2	-	-
9.	Daily Trust	9	-	-	-
10.	Thisday	12	6	-	-
11.	Vanguard	32	2	-	-
12.	Daily Sun	23	9	-	-
13.	Daily Independent	21	4	2	-
14.	The Tide	4	1	1	-
15.	The Nation	4	5	-	1
16.	Nigerian Tribune	6	-	-	-
17.	The Punch	6	-	-	-
18.	The Guardian	2	1	-	-
19.	New Nigerian	5	9	-	-
20.	The Moment	4	1	-	-
<b>Total</b>		<b>265</b>	<b>97</b>	<b>7</b>	<b>3</b>

*The chart below shows the prominence given published reports on male and female politicians*



## 1. Gender Objectivity of Relevant Publications

All the newspapers had reports that were favourable to women politicians. A total of 287 identified relevant reports were favourable while 191 were not favourable to female politicians. Vanguard newspapers published the highest with 83 favourable to female politicians.

*The table below shows the frequency of publication of relevant reports that were either favourable (FF) or unfavourable (NF) to female politicians.*

S/N	Newspaper	FF	NF
1.	Announcer Express	15	1
2.	Nigeria Newpoint	11	12
3.	Daily Champion	6	3
4.	Frontline Express	1	2
5.	Nigerian Horn	30	7
6.	People's Daily	5	2
7.	Next	7	7
8.	Leadership	13	1
9.	Daily Trust	7	-
10.	Thisday	4	1
11.	Vanguard	83	11
12.	Daily Sun	61	84
13.	Daily Independent	10	-
14.	The Tide	4	1
15.	The Nation	8	1
16.	Nigerian Tribune	5	-
17.	The Punch	4	-
18.	The Guardian	9	-
19.	New Nigerian	9	58
20.	The Moment	2	-
<b>Total</b>		<b>287</b>	<b>191</b>

## 1. Situation Report of Published Reports

There were a total of 554 reports of Conflict (CF). That conflict reports were this high is a reflection of the sporadic outbursts of violence that continued even to middle of the Month of May following the presidential election.

The number of published relevant items which pointed to the possibility of conflict (PC) was equally high; almost double the number of reports on conflict. This was so because of the threat issued from different quarters, warning of plans to cause violence with veiled reference to the dissatisfaction of a segment of the country to the result of the presidential election.

*The table below shows the situation report as monitored in the different newspapers.*

S/N	Newspaper	CF	PC
1.	Announcer Express	38	63
2.	Nigeria Newpoint	17	22
3.	Daily Champion	51	48
4.	Frontline Express	17	62
5.	Nigerian Horn	3	118
6.	People's Daily	2	21
7.	Next	13	21
8.	Leadership	11	42
9.	Daily Trust	13	32
10.	Thisday	36	5
11.	Vanguard	-	131
12.	Daily Sun	139	209
13.	Daily Independent	6	46
14.	The Tide	2	8
15.	The Nation	44	11
16.	Nigerian Tribune	50	8
17.	The Punch	69	4
18.	The Guardian	24	92
19.	New Nigerian	14	40
20.	The Moment	5	18
<b>Total</b>		<b>554</b>	<b>1,081</b>

### **1. Political Parties Mentioned in Relevant Reports**

As found in previous monitoring exercises, the big three (3), namely the Peoples Democratic Party (PDP), Action Congress of Nigeria (ACN) and the Congress for Progressive Change (CPC) were each mentioned more than the other political parties with the PDP mentioned 2,394 times; ACN was mentioned 1,243 times and CPC was mentioned 714 times.

The All Progressive Grand Alliance (APGA), which has presence in the south-eastern states had generous mention too. The party was mentioned 629 times.

Three of the parties which can be referred to as 'minor' and which had hitherto been receiving fair mention receded to the background. The parties are the Progressive Peoples Alliance (PPA), Accord Party and ACPN.

The Democratic Peoples Party (DPP), on which platform, another former governor, Alhaji Attahiru Bafarawa contested the presidential race was mentioned 35 times.

Various other parties received publicity in varying numbers as shown in the table.



## **Conclusions and Recommendations**

In all, a total of 7,903 items were identified as published by 20 newspapers in May 2011 found to be relevant to the monitoring exercise, this translates to an average of 395.15 items per newspaper. Considering that the pages of Nigerian newspapers are segmented and have such specialized sections as Business/Economy, Style, Metro, Religion, Sports, Entertainment, Foreign etc, it is commendable that a newspaper publishes an average of 395.15 election related items in one month. This also translates to an average of 13.17 items per day per newspaper.

There were a total of 5,060 relevant reports published as hard news representing 64.93% of all total relevant items monitored. The total number of relevant reports identified in the front pages were 697 which account for 13.77% of the total number of items that were published as hard news and 9% of the total published items identified as relevant.

Again, considering that in an average newspaper, the front page constitutes less than 5% of the total pages used per day, it is commendable that the newspapers published as much electoral related issues during the month. It means that the newspapers considered the elections to be very important.

The monitoring found that Male politicians were used as the subject of a total of 2,567 relevant stories or 32.48% of all the total electoral news items identified as published.

Female politicians on the other hand were used as subjects of just identified relevant news items or 1.64% of the total relevant reports monitored and 5.06% of total number of relevant items for which male politicians were subjects. In fact of the five stakeholders which the monitoring considered, female politicians were used the least as subjects of identified relevant items.

As sources of published relevant items, male politicians were the sources of 1,969 items which represent approximately a quarter (24.91%) of the total relevant items monitored. In sharp contrast, female politicians were marginalized in the terms of the number of relevant items they were used as subject as they were sources of just 65 relevant stories or a paltry 0.82% of the total relevant election issues identified as published. This also represents a negligible 3.3% of the total stories in which male politicians were used as sources.

From the preceding three paragraphs, female politicians were highly marginalized as they were not projected enough by the newspapers. It was clear the newspapers did not take any proactive steps to address this issue as it was also



the patten in March and April. There is therefore the need for all to take affirmative action to address this continuing lapse.

To make matters worse, the number of identified items that were considered favourable to female politicians were 287 while 191 were not favourable to female politicians.

Just as female politicians were marginalised in terms of media publicity, so also were the rural areas. Out of the 7,903 relevant items monitored, a total of 6,093 of it either covered or were sourced from urban areas, which in percentage term translates to 77.09% of the total. On the other hand, only 503 relevant reports were identified as covering rural areas or just 1.9% of the 6,093 covering urban areas. There is also the need to beam more media lights on rural areas as the population of rural areas constitute a large percentage of the Nigerian population. There were a total of 554 reports of Conflict which is high. The number of published relevant items which pointed to the possibility of conflict was equally high; almost double the number of reports on conflict. This was so because of the threat issued from different quarters, warning of plans to cause violence with veiled reference to the dissatisfaction of a segment of the country to the result of the presidential election. The security agencies should also as a matter of national assignment monitor the media for possible break out of violence and thereby be able to take proactive steps to curtail it.

As found in previous monitoring exercises, the big three (3), namely the Peoples Democratic Party (PDP), Action Congress of Nigeria (ACN) and the Congress for Progressive Change (CPC) were each mentioned more than the other political parties. The 'minor' parties were virtually pushed to the media archives as they were not reported.

The newspapers also need to do more to project the minor political parties as Nigerians were aware of just a few of the 63 political parties. The media has the traditional role of informing and educating people and it is only through the media, performing these traditional roles that Nigerians can be better informed. In spite of whatever shortcoming the media may have in terms of personnel, it could draw up a time table with which to reach out to the 'minor' political parties to get their views, even if about their manifestoes and plans for the electorates.

## **Executive Summary of Report of Media Monitoring of Television in May 2011**

In May 2011, the month preceding the Nigerian general elections, a total of 11 television stations were monitored. A total of 814 relevant broadcasts were recorded and analysed in all the stations with Channels Television airing the highest number of relevant items. Its 370 relevant broadcasts account for 45.45% of the total relevant broadcast identified in all 11 TV stations monitored.

Only four (4) stations seemed to have continued broadcast of election issues after the conclusion of the presidential election on April 26, 2011 and they were Channels TV, NTA 2 Channel 5, Lagos, NTA Port Harcourt and LTV Lagos. The others seemed to have gone to rest as few relevant items were aired by these stations even though a number of candidates had gone to the tribunal to challenge the victory of their opponents.

Over 311 relevant reports were highlighted in their main news bulletins while 503 relevant broadcasts were included in other segments of programmes.

Political parties as one category of stakeholders were subjects of the highest number of stories above all the specific stakeholders. The different political parties were subject of a total of 183 reports or 22.48% of the total relevant items aired.

Male politicians were subjects of the second highest number of relevant reports out of all the specific stakeholders; being subjects of 189 stories or 17.08% of the total relevant stories aired.

Female politicians on the other hand, did not receive much media focus as they were subjects of 43 items or 5.28% of all relevant reports.

Over 90% of the relevant items aired, that is, 761 out of 814 were aired as news reports. The total 761 stories accounted for 93.49% of all total relevant reports.

The total time allocated to the 139 stories on male politicians was 5 hours 12 minutes 42 seconds, which translates to an average of 2 minutes 15 seconds per report on male politician.

Female politicians, as in the previous month did not enjoy such much attention as they were allocated just 55 minutes 27 seconds which gives an average time allocation of 1 minute 13 seconds per report on female politicians.

Government officials are closely followed by male politicians (MP) who were the

sources of 105 stories which account for 12.9% of the total relevant stories. In sharp contrast female politicians (FP) was the source of 18 relevant items which is just 2.21% of the total relevant reports.

The number of relevant items sourced from urban areas was far greater than those sourced from rural areas. The impression given is that political activities as related to the April 2011 general election were mainly concentrated in urban areas. Only 20 items were sourced from rural areas while a whopping 730 stories were sourced from urban areas.

Five (5) stations aired no relevant items favourable to female politicians report while the six (6) which aired reports favourable to female politicians, aired a sum total of 20 reports in all.

Forty-five (45) reports were coverage of conflicts while 29 items were on situations that were potential conflict. The sum of reports on conflicts and those of potential conflict which totaled 74 represents 9.09% of all the relevant items monitored.

As was the case in previous monitoring exercises, the three big parties, namely the Peoples Democratic Party (PDP), Action Congress of Nigeria (ACN) and the Congress for Progressive Change (CPC) were each mentioned more than the other political parties. PDP was mentioned 211 times; ACN was mentioned 113 times and CPC was mentioned 98 times.

# Report of Media Monitoring of Television in May 2011

## 1. Frequency of Reports by Monitored Radio Stations

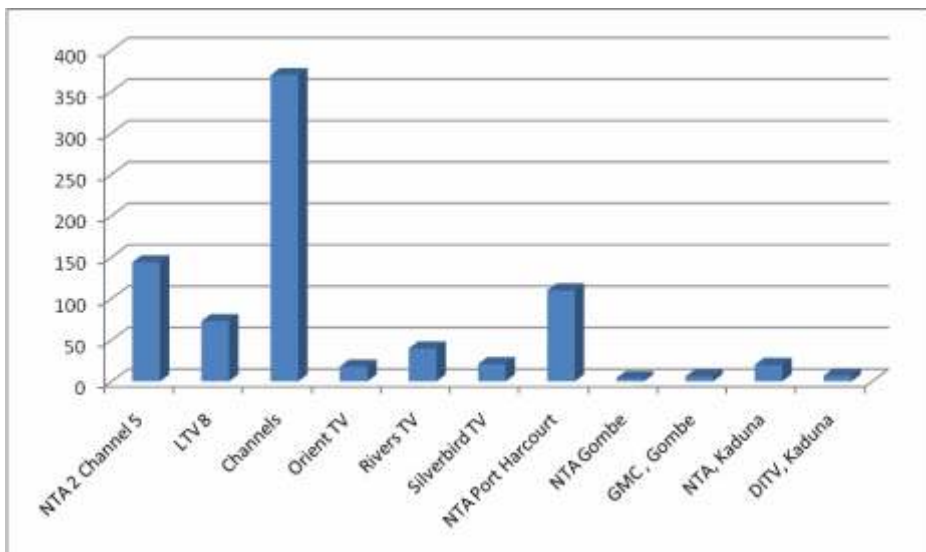
In May 2011, the month preceding the Nigerian general elections, a total of 11 television stations were monitored. A total of 814 relevant broadcasts were recorded and analysed in all the stations with Channels Television airing the highest number of relevant items. Its 370 relevant broadcasts account for 45.45% of the total relevant broadcast identified in all 11 TV stations monitored.

The Lagos-based federal government-owned NTA 2 Channel 5 aired the second highest number of relevant items with 144 which account for 17.69% of the total relevant broadcasts. Following on its heels was NTA Port Harcourt which aired 110 relevant items and which account for 13.51% of the total relevant items.

Lagos Television (LTV) aired 73 relevant items to place it in the fourth position and accounting for approximately 9% of the total relevant items aired in May.

The rest stations aired less than 50 items as follows: Rivers TV – 40; Silverbird TV – 21; NTA Kaduna – 20; Orient TV – 19; DITV Kaduna – 7; GMC Gombe – 6; and NTA Gombe – 4.

*The graph below shows the frequency of broadcast of electoral issues by each television station monitored in May 2011.*



## 1. Prominence Given Relevant Broadcasts

Only four (4) stations seemed to have continued broadcast of election issues after the conclusion of the presidential election on April 26, 2011 and they were Channels TV, NTA 2 Channel 5, Lagos, NTA Port Harcourt and LTV Lagos. The others seemed to have gone to rest as few relevant items were aired by these stations even though a number of candidates had gone to the tribunal to challenge the victory of their opponents.

Over 311 relevant reports were highlighted in their main news bulletins while 503 relevant broadcasts were included in other segments of programmes.

With the number of its total items making up 45.45% of the total relevant items monitored, Channels TV also had the highest number of relevant items highlighted in its news bulletins.

*The table below shows the prominence enjoyed by election issues aired in each television station monitored.*

S/No.	Station	Highlighted	Not Highlighted	Total
1.	NTA 2 Channel 5	25	119	<b>144</b>
2.	LTV 8	31	42	<b>73</b>
3.	Channels	137	23	<b>370</b>
4.	Orient TV	6	13	<b>18</b>
5.	Rivers TV	34	6	<b>40</b>
6.	Silverbird TV	3	18	<b>21</b>
7.	NTA Port Harcourt	60	50	<b>110</b>
8.	NTA Gombe	3	1	<b>4</b>
9.	GMC , Gombe	2	4	<b>6</b>
10.	NTA, Kaduna	9	11	<b>20</b>
11.	DITV, Kaduna	1	6	<b>7</b>
<b>Total</b>		<b>311</b>	<b>503</b>	<b>814</b>

## 1. Subjects of Identified Relevant Broadcasts

Four specific and one general unspecified electoral stakeholders were monitored for the project: the four specific subjects are female politicians (FP), male politicians (MP), the Independent National Electoral Commission (INEC), political parties (PP), and the general unspecified category, "Others" (OT).

Political parties as one category of stakeholders were subjects of the highest number of stories above all the specific stakeholders. The different political parties were subject of a total of 183 reports or 22.48% of the total relevant items aired.

Male politicians were subjects of the second highest number of relevant reports out of all the specific stakeholders; being subjects of 189 stories or 17.08% of the total relevant stories aired.

Female politicians on the other hand, did not receive much media focus as they were subjects of 43 items or 5.28% of all relevant reports.

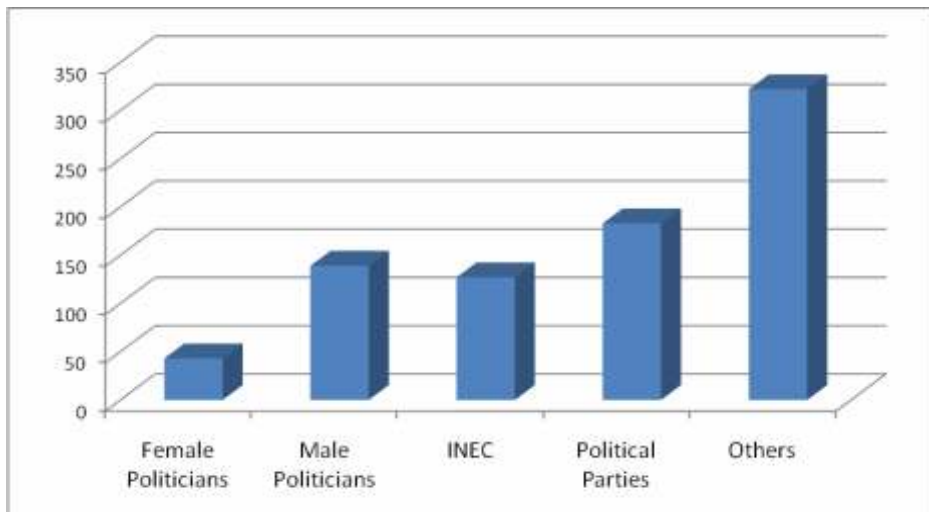
It is significant to note that four (4) stations had no relevant reports which had female politicians as subject whereas only NTA Gombe had no report with male politicians as subject.

The election umpire, INEC was the subject of the third highest number of election reports monitored out of the specific stakeholders, while non-specific stakeholder i.e. 'Others' formed the bulk of subjects. They were subjects of 322 relevant reports or 39.56% of all relevant items monitored.

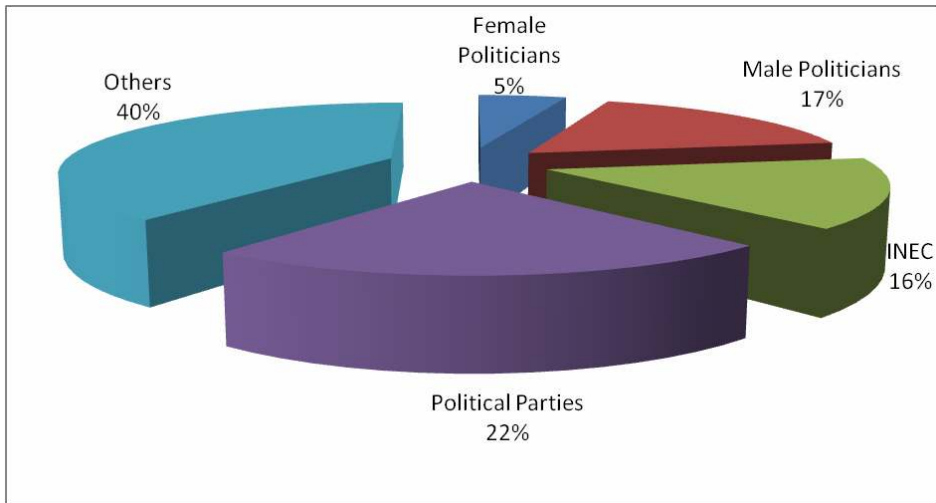
*The table below shows the frequency of use of each stakeholder in the election process as subject of aired electoral issues.*

S/No.	Station	FP	MP	INEC	PP	OT	Total
1.	NTA 2 Channel 5	7	13	28	15	81	144
2.	LTV 8	-	10	10	29	24	43
3.	Channels	29	53	45	110	133	370
4.	Orient	-	5	1	-	13	19
5.	Rivers TV	1	15	3	1	20	40
6.	Silverbird TV	-	13	2	1	5	21
7.	NTA P.H.	3	23	24	26	34	110
8.	Nta, Gombe	-	-	1	-	3	4
9.	GNC Gombe	2	2	1	-	1	6
10.	NTA, Kaduna	1	4	11	-	4	20
11.	DITV, Kaduna	-	1	1	1	4	7
<b>Total</b>		<b>43</b>	<b>139</b>	<b>127</b>	<b>183</b>	<b>322</b>	<b>814</b>

*The chart below shows the frequency of use of different stakeholders in the election process as subject of aired electoral issues.*



*The chart below shows the percentage of use of different stakeholders in the election process as subject of aired electoral issues.*



### **1. Broadcast Formats Used for Relevant Items**

Six broadcast formats were sought for that were used for airing identified relevant items and these are: News (NW), Features (FE), Opinion (OP), Discussions (DSC), Commentaries (CM) and Interviews (IN).

Over 90% of the relevant items aired, that is, 761 out of 814 were aired as news reports. The total 761 stories accounted for 93.49% of all total relevant reports.

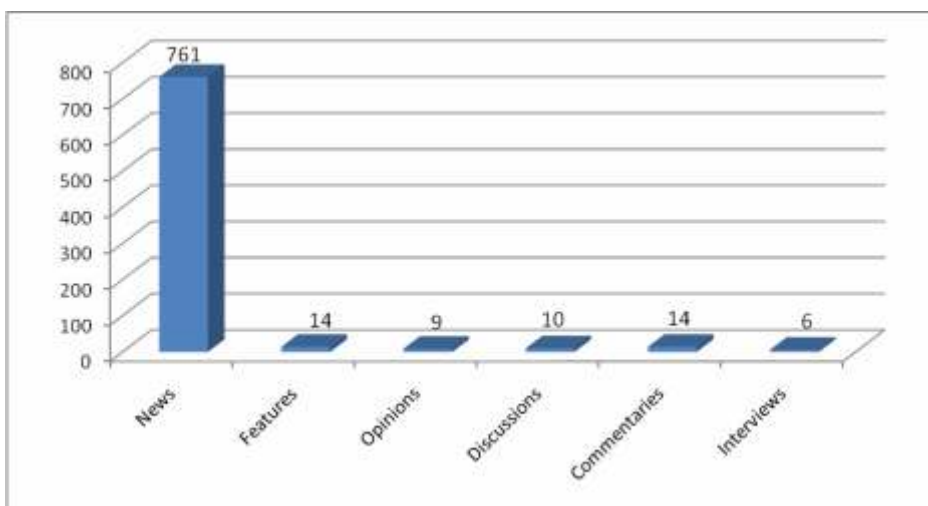
The rest five formats had less than 7% relevant items: Fourteen (14) of the reports were features and another 14 were commentaries/analysis, while 10 were discussion programmes.

Nine (9) relevant items were opinion e.g. vox pop while the rest six (6) were interviews.

*The table below shows frequency of use of the different formats for airing identified relevant items by each station monitored.*

S/N	Station	NW	FE	OP	DSC	CM	IN	Total
1.	NTA 2	129	7	-	7	1	-	<b>144</b>
2.	LTV 8	63	-	4	-	4	2	<b>73</b>
3.	Channels	354	7	-	3	3	-	<b>370</b>
4.	Orient	19	-	-	-	-	-	<b>19</b>
5.	Rivers TV	40	-	-	-	-	-	<b>40</b>
6.	Siverbird TV	21	-	-	-	-	-	<b>21</b>
7.	NTA P.H.	100	-	-	-	6	4	<b>110</b>
8.	NTA Gombe	4	-	-	-	-	-	<b>4</b>
9.	GMC Gombe	6	-	-	-	-	-	<b>6</b>
10.	NTA, Kaduna	17	-	3	-	-	-	<b>20</b>
11.	DITV, Kaduna	5	-	2	-	-	-	<b>7</b>
<b>Total</b>		<b>761</b>	<b>14</b>	<b>9</b>	<b>10</b>	<b>14</b>	<b>6</b>	<b>814</b>

*The chart below shows frequency of use of the different formats for airing identified relevant items by each station monitored.*



### **1. Time Allocation to Male and Female Politicians**

The total time allocated to the 139 stories on male politicians was 5 hours 12 minutes 42 seconds, which translates to an average of 2 minutes 15 seconds per report on male politician.

Female politicians, as in the previous month did not enjoy such much attention as they were allocated just 55 minutes 27 seconds which gives an average time allocation of 1 minute 13 seconds per report on female politicians.



*The table below shows the duration allocated to stories that had the male politicians as subject and reports that had the female politicians as subject.*

S/N	TV Station	MP Stories	MP Time in Secs	MP Time in Hr: Min: Secs	FP Stories	FP time in Secs	FP Time in Hr: Min: Secs
1.	NTA 2	13	1,386	00:23:06	7	355	00:05:55
2.	LTV 8	10	794	00:13:14	-	-	-
3.	Channes	53	9,976	02:46:16	29	2,221	00:37:01
4.	Orient	5	233	00:03:53	-	-	-
5.	Rivers TV	15	351	00:05:51	1	61	00:00:61
6.	Silverbird TV	13	291	00:04:51	-	-	-
7.	NTA P.H.	23	4,891	01:21:31	3	321	00:05:21
8.	NTA Gombe	-	-	-	-	-	-
9.	GMC Gombe	2	719	00:11:51	2	360	00:06:00
10.	NTA Kaduna	4	81	00:40:00	1	-	-
11.	DITV, Kaduna	1	40	00:00:40	-	79	00:00:09
<b>Total</b>		<b>139</b>	<b>18,762</b>	<b>05:12:42</b>	<b>143</b>	<b>3,327</b>	<b>00:55:27</b>

## **1. Sources of Identified Relevant Broadcasts**

Government officials (GO) among specific stakeholders were the sources of the highest number of relevant reports being the peg for 121 stories.

Government officials are closely followed by male politicians (MP) who were the sources of 105 stories which account for 12.9% of the total relevant stories. In sharp contrast female politicians (FP) was the source of 18 relevant items which is just 2.21% of the total relevant reports.

The courts (TC) were the sources of 81 reports just as the civil society groups (CSG) were the sources of the same 18 number of stories.

Political parties (PP) as a body were the sources of 97 reports, while INEC was the source of 65 relevant items.

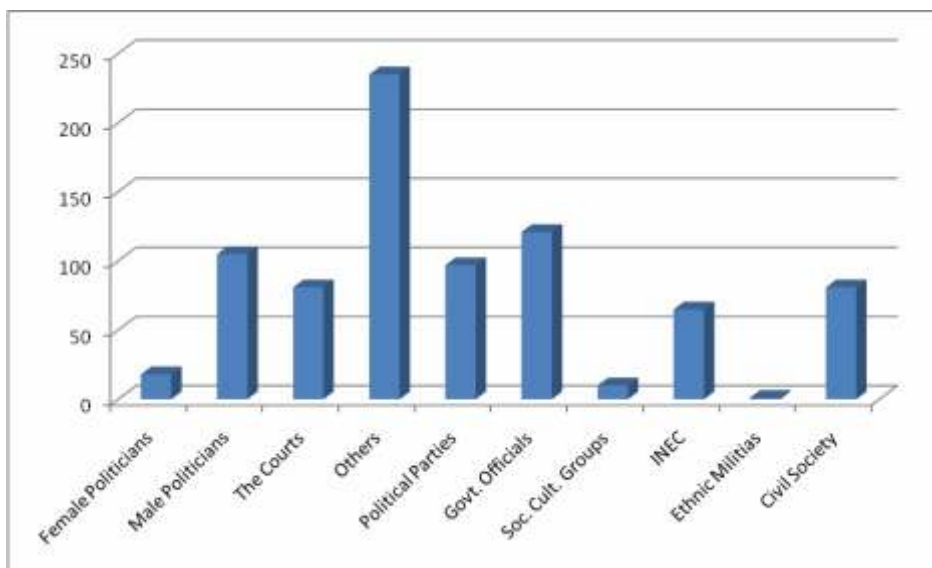
Socio-cultural groups (SCG) as a body were the sources of 10 relevant reports while the ethnic militias (EM) were the source of just one report.

However, the unspecified sources, 'Others' (OT) were the sources of the highest number of relevant reports. A total of 235 relevant items were sourced from the unspecified 'Others'; the figure represents 28.9% of all the relevant items identified as aired in May 2011 by the 11 TV stations.

*The table below shows the frequency of use of the different stakeholders in the electoral process as sources of relevant items.*

S/N	Station	FP	MP	TC	OT	PP	GO	SCG	INEC	EM	CS	Total
1.	NTA 2	2	18	14	59	2	23	-	17	-	9	<b>144</b>
2.	LTV 8	2	6	3	14	16	15	-	7	-	10	<b>73</b>
3.	Channels	-	41	58	96	67	57	-	16	-	35	<b>370</b>
4.	Orient TV	-	9	-	5	0	4	-	1	-	-	<b>19</b>
5.	Rivers TV	1	15	-	15	1	-	1	4	-	3	<b>20</b>
6.	Siverbird TV	-	6	-	12	1	-	-	2	-	-	<b>21</b>
7.	NTA P.H.	12	10	5	24	10	7	8	10	1	23	<b>110</b>
8.	NTA, Gombe	-	-	-	-	-	4	-	-	-	-	<b>4</b>
9.	GMC Gombe	-	-	-	-	-	6	-	-	-	-	<b>6</b>
10.	NTA, Kaduna	1	-	1	5	-	4	-	8	-	1	<b>7</b>
11.	DITV	-	-	-	5	-	1	1	-	-	-	<b>7</b>
<b>Total</b>		<b>18</b>	<b>105</b>	<b>81</b>	<b>235</b>	<b>97</b>	<b>121</b>	<b>10</b>	<b>65</b>	<b>1</b>	<b>81</b>	<b>814</b>

*The chart below shows the frequency of use of the different stakeholders in the electoral process as sources of relevant items.*



### **1. Dateline of Relevant Broadcasts**

The number of relevant items sourced from urban areas (UB) was far greater than those sourced from rural areas (RR). The impression given is that political activities as related to the April 2011 general election were mainly concentrated in urban areas. Only 20 items were sourced from rural areas while a whopping 730

stories were sourced from urban areas.

The time allocated to air reports on urban areas was equally much greater than the duration used in airing stories on rural areas.

A total of 35 hours 34 minutes 42 seconds was allocated to stories on urban areas while a negligible 1 hour 4 minutes 24 seconds, just 3.01% of the former was used for stories on rural areas.

Only four (4) stations, namely Orient TV, Rivers TV, NTA Port Harcourt, and NTA, Gombe aired reports from rural areas with NTA Gombe allocating the highest time allocation of 34 minutes 44 seconds to them.

The highest time allocated to stories on urban areas by one station was that of NTA 2 Channel 5, Lagos of 17 hours 47 minutes 20 seconds while the highest time allocated to rural areas by one station was 34 minutes 44 seconds by NTA, Gombe.

*The table below shows the time allocated to urban reports and rural reports in each television station monitored.*

S/N	Station	UB Reports	UB Time in Secs	UB time in Hr: Min: Secs	RR Reports	RR Time in Secs	RR Time in Hr: Min: Secs
1.	NTA 2 Channel 5	121	64,040	17:47:28	-	-	-
2.	LTV 8	69	17,399	04:49:59	-	-	-
3.	Channels	354	38,717	10:45:17	5	1,417	00:28:37
4.	Orient TV	8	163	00:02:43	4	291	00:23:37
5.	Rivers TV	40	921	00:15:21	-	-	-
6.	Silverbird TV	21	563	00:09:23	-	-	-
7.	NTA P.H.	91	5,147	01:25:47	19	2,084	00:34:44
8.	NTA, Gombe	3	163	00:03:43	1	72	00:01:12
9.	GMC, Gombe	6	718	00:11:59	-	-	-
10.	NTA, Kaduna	9	195	00:03:15	-	-	-
11.	DITV, Kaduna	8	155	00:02:05	-	-	-
	<b>Total</b>	<b>730</b>	<b>128,182</b>	<b>35:34:42</b>	<b>20</b>	<b>3,864</b>	<b>01:04:24</b>

### **1. Actuality and Sound Bite**

The total number of sound bite used was 561 while 629 reports had actuality.

Channels had the highest number of sound bite and the highest number of actuality.

Only NTA Port Harcourt had both sound bite and actuality for all the relevant items the station aired.

Table above shows the number of times each station used sound bite and actuality to spice relevant items.

S/N	TV Station	Sound Bite		Actuality	
		Y	N	Y	N
1.	NTA 2	114	30	100	14
2.	LTV 8	43	30	52	24
3.	Channels	217	153	286	84
4.	Orient TV	5	14	5	14
5.	Rivers TV	26	14	29	11
6.	Silverbird TV	18	3	16	5
7.	NTA P.H.	110	-	110	-
8.	NTA Gombe	3	1	3	2
9.	GMC Gombe	3	3	3	3
10.	NTA Kaduna	16	4	20	-
11.	DITV Kaduna	6	2	6	2
<b>Total</b>		<b>561</b>	<b>254</b>	<b>629</b>	<b>186</b>

## 9. Gender Objectivity

Five (5) stations aired no relevant items favourable to female politicians (FF) report while the six (6) which aired reports favourable to female politicians, aired a sum total of 20 reports in all.

There were no reports that were not favourable (NF) to female politicians.

NTA 2 Channel 5 and LTV 8, Lagos aired the highest number of reports favourable to female politicians.

*The table below shows the number of reports that were favourable (FF) to the female politician (FP) in each station.*

S/No.	Station	FF	NF
1.	NTA 2 Channel 5	6	-
2.	LTV 8	6	-
3.	Channels	4	-
4.	Orient TV	-	-
5.	Rivers TV	1	-
6.	Silverbird TV	-	-
7.	NTA Port Harcourt	-	-
8.	NTA Gombe	-	-
9.	GMC Gombe	2	-
10.	NTA Kaduna	1-	-
11.	DITV Kaduna	-	-
<b>Total:</b>		<b>20</b>	<b>-</b>

## 10. Situation Report

Forty-five (45) reports were coverage of conflicts (CF) while 29 items were on situations that were potential conflict (PC).

The sum of reports on conflicts and those of potential conflict which totaled 74 represents 9.09% of all the relevant items monitored.

S/No.	Station	CF	PC
1.	NTA 2 Channel 5	3	1
2.	LTV 8	7	1
3.	Channels	12	4
4.	Orient TV	11	-
5.	Rivers TV	2	1
6.	Silverbird TV	6	1
7.	NTA Port Harcourt	12	15
8.	NTA, Gombe	1	-
9.	GMC, Gombe	-	-
10.	NTA, Kaduna	-	-
11.	DITV, Kaduna	1	-
	<b>Total:</b>	<b>45</b>	<b>23</b>

## 10 PARTY

As was the case in previous monitoring exercises, the three big parties, namely the Peoples Democratic Party (PDP), Action Congress of Nigeria (ACN) and the Congress for Progressive Change (CPC) were each mentioned more than the other political parties. PDP was mentioned 211 times; ACN was mentioned 113 times and CPC was mentioned 98 times.

The All Progressive Grand Alliance (APGA), with presence in the south-east was mentioned 38 times.

Labour Party (LP) was mentioned 16 times and the one time major opposition party in the country, the All Nigeria Peoples Party (ANPP) was mentioned 21 times.

The minor parties were largely ignored.

*The table below shows the frequency of mention of each political party in relevant broadcasts by each of the television stations monitored.*

S/N	Station	PDP	ACN	CPC	ANPP	LP	APGA	PPN	NTP	DPP	AP
1	NTA2	33	12	5	2	4	7	-	1	-	1
2	LTV 8	12	23	7	3	1	-	-	-	-	-
3	Channels	115	45	59	15	11	3	-	-	6	-
4	Orient	1	-	-	-	-	-	-	-	-	-
5	Rivers TV	14	7	7	-	-	13	-	-	-	-
6	Silverbird TV	8	1	3	1	-	-	-	-	-	-
7	NTA P.H.	25	24	13	-	-	14	-	-	-	-
8	NTA Gombe	-	-	-	-	-	-	-	-	-	-
9	GMC Gombe	1	1	-	-	-	1	-	-	-	-
10	NTA Kaduna	2	-	-	-	-	-	1	-	-	-
11	DITV Kaduna	-	-	-	-	-	-	-	-	-	-
<b>Total</b>		<b>211</b>	<b>113</b>	<b>94</b>	<b>21</b>	<b>16</b>	<b>38</b>	<b>1</b>	<b>1</b>	<b>6</b>	<b>1</b>

## Conclusions and Recommendations

In May 2011, the month preceding the Nigerian general elections, a total of 11 television stations were monitored. A total of 814 relevant broadcasts were recorded and analysed in all the stations.

Only four (4) stations seemed to continue to broadcast of electoral issues after the conclusion of the presidential election on April 26, 2011 and they were Channels TV, NTA 2 Channel 5, Lagos, NTA Port Harcourt and LTV Lagos. The others, it seemed went to sleep. This was in spite of number of instances where candidates went to the press vowing to take their cases to the election petition tribunals to challenge the victory of their opponents.

Over 90% of the relevant items aired, that is, 761 out of 814 were aired as news reports. The total 761 stories accounted for 93.49% of all total relevant reports. Hard news are like hot cakes to audiences in television programmes. It is the favourite of decision makers in all spheres of life as they monitor the news to keep themselves abreast of the latest happenings as these may affect the fortunes of their companies in several ways. It therefore means that electoral news received good publicity from the television stations.

Over 311 relevant reports were highlighted in their main news bulletins while 503

relevant broadcasts were included in other segments of programmes. The highlighted items amount to 38.20% of the total relevant broadcasts. This is a commendable percentage.

Political parties as one category of stakeholders were subjects of the highest number of stories above all the specific stakeholders. Male politicians were subjects of the second highest number of relevant reports out of all the specific stakeholders; being subjects of 189 stories or 17.08% of the total relevant stories aired. Female politicians on the other hand, did not receive much media focus as they were subjects of 43 items or 5.28% of all relevant reports.

The total time allocated to the 139 stories on male politicians was 5 hours 12 minutes 42 seconds, which translates to an average of 2 minutes 15 seconds per report on male politician.

Female politicians, as in the previous month did not enjoy such much attention as they were allocated just 55 minutes 27 seconds which gives an average time allocation of 1 minute 13 seconds per report on female politicians.

As sources of relevant broadcasts, male politicians were the sources of 105 stories which account for 12.9% of the total relevant stories. In sharp contrast female politicians were sources of 18 relevant items which is just 2.21% of the total relevant reports.

Five (5) stations aired no relevant items favourable to female politicians report while the six (6) which aired reports favourable to female politicians, aired a sum total of 20 reports in all.

The foregoing analyses graphically shows how female politicians are relegated. There is therefore the need for television stations to take affirmative action to address these lapses which were also noticed in April 2011.

The number of relevant items sourced from urban areas was far greater than those sourced from rural areas. The impression given is that political activities as related to the April 2011 general election were mainly concentrated in urban areas. Only 20 items were sourced from rural areas while a whooping 730 stories were sourced from urban areas.

There is also the need for affirmative action on the part of television houses to better cover the rural areas, to beam more media lights on rural areas as the population of rural areas constitute a large percentage of the Nigerian population.

Forty-five (45) reports were coverage of conflicts while 29 items were on situations that were potential conflict. The sum of reports on conflicts and those of potential conflict which totaled 74 represents 9.09% of all the relevant items monitored.

As was the case in previous monitoring exercises, the three big parties, namely the Peoples Democratic Party (PDP), Action Congress of Nigeria (ACN) and the Congress for Progressive Change (CPC) were each mentioned more than the other political parties. PDP was mentioned 211 times; ACN was mentioned 113 times and CPC was mentioned 98 times.

The television stations also need to do more to project the minor political parties as Nigerians were not aware of all the 63 political parties. The media has the traditional role of informing and educating people and it is only through the media, performing these traditional roles that Nigerians can be better informed. In spite of whatever shortcoming the media may have in terms of personnel, it could draw up a time table with which to reach out to the 'minor' political parties to get their views, even if about their manifestoes and plans for the electorates.



## **Executive Summary of the Media Monitoring of Radio Stations in May 2011**

Fourteen (14) radio stations monitored in May 2011 from which a total of 896 relevant items were identified as aired in May 2011. Hot FM, Owerri aired the highest number of 197 items which represents approximately 22% of the total.

The monitoring of broadcast of electoral issues on radio shows that 364 aired items, about 40% of the total relevant items were highlighted in the major news bulletins while the remaining reports (534) were not given such prominence. Highlighted news items are usually read in summary as highlights and then read in full in the news bulletins. They also form the contents of news summaries that read by the stations every hour. The non-highlighted news items are only read in main news bulletins.

Of the five subjects that were monitored, the general unspecified category, "Others" was used the highest number of times as subject of identified relevant items. It was used in 490 instances as subject, accounting for 54.68% of the total relevant broadcasts that were monitored.

Of the four (4) specific subjects monitored, male politicians were the subjects of the highest number of relevant reports. The 245 aired relevant reports with male politicians as subject represent over a quarter ( $\frac{1}{4}$ ) or 27.34% of the total relevant stories.

Female politicians on the other hand were subjects of the least number of relevant items; they were subjects of just 11 items, a number far lower than the rest. This means that female politicians were subjects of 1.22% of the total relevant items.

The total time allocated to air relevant items on male politicians was 7 hours 1 minute 23 seconds. Heartland FM the highest time of 49 minutes 50 seconds to male politicians which translates to 10.6% of the total time allocation.

The usual pattern that had been recorded in the previous reports is replicated this month as male politicians (MP) were sources of the second highest number of stories out of all the specific sources, coming second after government official (GO).

Similarly, female politicians (FP) remained largely unheard being sources of only nine (9) relevant reports

Identified relevant broadcasts that were not favourable to the female politicians were 132 aired on only two radio stations, namely Heartland FM and Treasure FM, both located in the South East Zone. Twenty-three (23) aired reports were favourable to the female politicians, which translates to 17.42% of broadcasts that were unfavourable to female politicians.

Almost all the radio stations concentrated on the use of the news (NW) reports format in the transmission of election-related issues during the period. Eight hundred and twenty-one (821) reports or 91.63% relevant items were aired as news.

Stories of conflict (CF) in respect of the general elections identified in the broadcasts of May 2011 totaled 118 while those that could lead to conflict i.e. possible conflict (PC) totaled 80 in all.

The 'big three' parties: the Peoples Democratic Party (PDP), Action Congress of Nigeria (ACN), and the Congress for Progressive Change (CPC) continued to dominate the political milieu. The ruling party, the Peoples Democratic Party (PDP) received the highest mention of 166, while the emerging major opposition party, Action Congress of Nigeria (ACN) was mentioned 101 times.

The Congress for Progressive Change (CPC) which had hitherto demonstrated that it had the muscle to upstage the one time major opposition party; the All Nigeria Peoples Party (ANPP) was mentioned 60 times.

## Report of Media Monitoring of Radio Stations in May 2011

### 1. Frequency of Reports by Monitored Radio Stations

A total of 896 relevant items were identified as broadcast in the 14 radio stations monitored in May 2011 with Hot FM, Owerri broadcasting the highest number of 197 items which represents approximately 22% of the total.

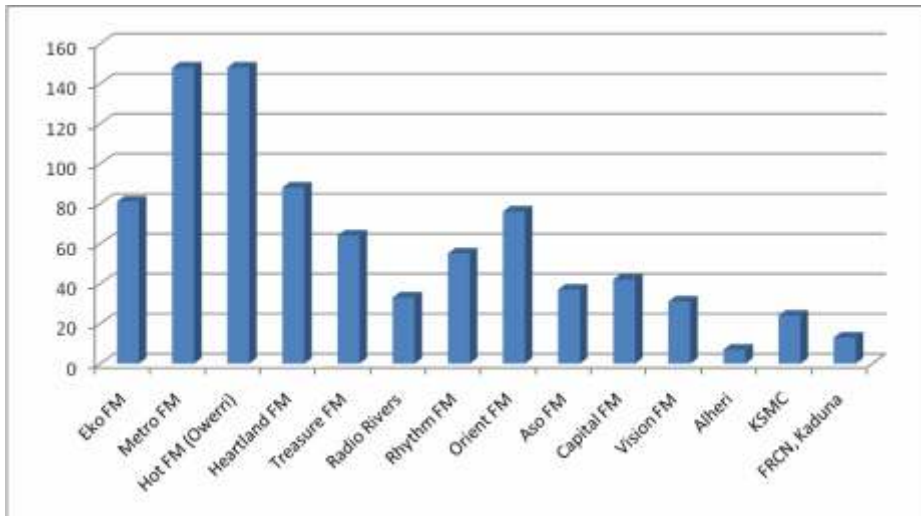
The Federal government-owned Metro FM aired the second highest number with 148 items which account for 16.52% of the total broadcast relevant items.

Heartland FM broadcast the third highest number with 88 items which account for 9.82% of the total broadcast relevant items. Lagos State-owned Eko FM aired the fourth highest number of relevant items with 81 relevant items in May 2011 which account for 9% of the total identified relevant broadcasts.

On Orient FM which broadcast the fifth highest number of relevant items, a total of 76 relevant items were identified as aired during the period which came to 8.42% of the total identified relevant broadcasts. Treasure FM aired 64 relevant items that put it in the sixth position.

The rest stations aired various numbers of electoral related reports.

*The chart below shows the frequency of broadcast of identified relevant item in each of the radio station monitored.*



## 1. Prominence of Broadcast Relevant Items

The monitoring of broadcast of electoral issues on radio shows that 364 aired items, about 40% of the total relevant items were highlighted in the major news bulletins while the remaining reports (534) were not given such prominence. Highlighted news items are usually read in summary as highlights and then read in full in the news bulletins. They also form the contents of news summaries that read by the stations every hour. The non-highlighted news items are only read in main news bulletins.

Metro FM, the FRCN station in Lagos had the highest number of stories highlighted in the main items. Its 90 highlighted stories represent 29.86% of all reports highlighted in the main items. The closest to the station were Treasure FM and Hot FM which highlighted 52 and 51 broadcast items respectively. Orient FM had 38 highlighted news items.

*The table below shows the prominence (highlighted) given to identified relevant item in each of the radio station monitored.*

S/N	Station	Highlighted	Non-Highlighted	Total
1.	Eko FM	25	56	81
2.	Metro FM	90	58	148
3.	Hot FM (Owerri)	51	58	148
4.	Heartland FM	14	74	88
5.	Treasure FM	52	12	64
6.	Radio Rivers	14	19	33
7.	Rhythm FM	27	28	55
8.	Orient FM	38	38	76
9.	Aso FM	12	25	37
10.	Capital FM	7	35	42
11.	Vision FM	7	24	31
12.	Alheri	4	3	7
13.	KSMC	14	10	24
14.	FRCN, Kaduna	7	6	13
	<b>Total</b>	<b>362</b>	<b>534</b>	<b>896</b>

## 1. Subjects of Identified Relevant Broadcasts

Four specific and one general unspecified electoral stakeholders were monitored for the project: the four specific subjects are female politicians (FP), male politicians (MP), the Independent National Electoral Commission (INEC), political parties (PP), and the general unspecified category, "Others" (OT).

The general unspecified category, "Others" was used the highest number of times as subject of identified relevant items. It was used in 490 instances as subject, accounting for 54.68% of the total relevant broadcasts that were monitored.

Of the four (4) specific subjects monitored, male politicians were the subjects of the highest number of relevant reports. The 245 aired relevant reports with male politicians as subject represent over a quarter (¼) or 27.34% of the total relevant stories.

The electoral umpire, INEC was subject of 87 items while political parties were subjects of 63 items.

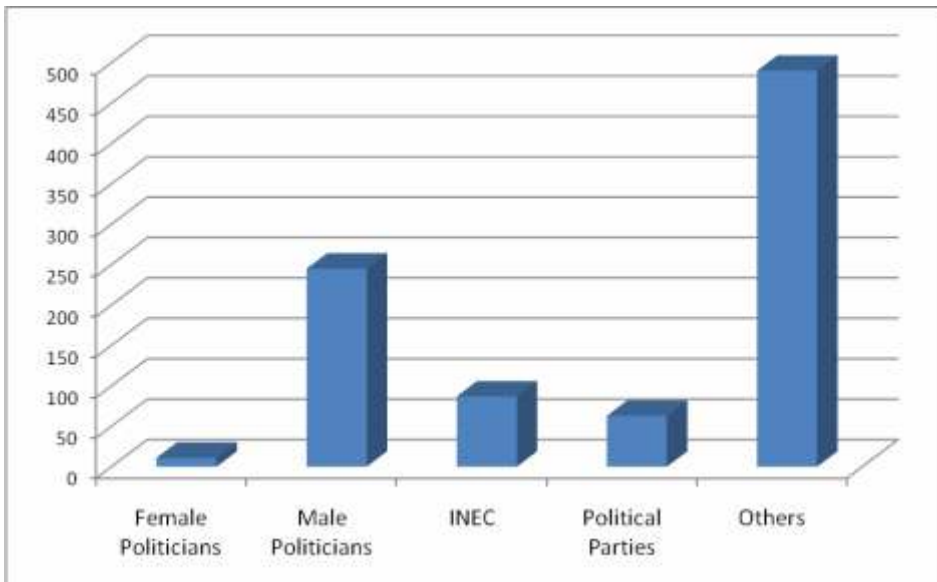
Female politicians on the other hand were subjects of the least number of relevant items; they were subjects of just 11 items, a number far lower than the rest. This means that female politicians were subjects of 1.22% of the total relevant items.

Hot FM and Capital FM aired the highest number of stories in which the female politicians were subjects with just three (3) items each.

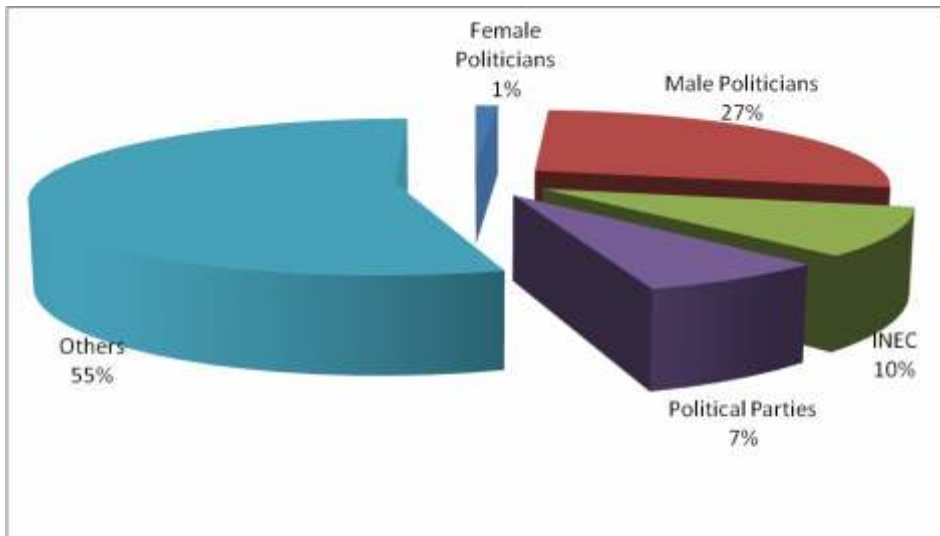
*The table below shows the frequency of use of the monitored stakeholders as subjects identified aired items*

S/N	Station	FP	MP	INEC	PP	OT	Total
1.	Eko FM	-	13	10	8	50	81
2.	Metro FM	-	30	24	8	86	148
3.	Hot FM	3	40	9	12	133	197
4.	Heartland FM	-	38	4	2	44	88
5.	Treasure FM	1	24	9	4	26	64
6.	Radio Rivers	-	12	7	11	3	33
7.	Rhythm FM	-	17	9	4	25	55
8.	Orient FM	-	23	-	1	52	76
9.	Aso FM	2	15	5	-	15	37
10.	Capital FM	3	13	4	5	17	42
11.	Vision FM	1	11	3	5	11	31
12.	Alhero	-	2	-	-	5	7
13.	KSMC	-	3	2	3	16	24
14.	FRCN, Kaduna	1	4	1	-	7	13
	<b>Total:</b>	<b>11</b>	<b>245</b>	<b>87</b>	<b>63</b>	<b>490</b>	<b>896</b>

*The chart below shows the frequency of use of the monitored stakeholders as subjects identified aired items*



*The chart below shows the percentage of use of the monitored stakeholders as subjects identified aired items*



## 1. Time Allocated to Air Relevant Items on Male and Female Politicians

The total time allocated to air relevant items on male politicians was 7 hours 1 minute 23 seconds. Heartland FM the highest time of 49 minutes 50 seconds to male politicians which translates to 10.6% of the total time allocation.

On the other hand however, the total time allocated to air items on female politicians was 11 minutes 16 seconds with the highest time by one station being 3 minutes 23 seconds monitored on Hot FM.

The least time allocated to male politicians by one station was 1 min 21 seconds used by FRCN, Kaduna. The same station also allocated the least time of 9 seconds to female politicians.

*The table below shows the amount of time used to air stories in which female politicians (FP) were subjects and that of reports in which male politicians (MP) were subject in each television station.*

S/N	Station	FP Stories	FP Time in Secs	FP Time in Hr. Min. Sec	MP Stories	MP Time in Secs	MP Time in Hr. Min. Sec
1.	Eko FM	-	-	-	13	842	00:14:02
2.	Metro FM	-	-	-	30	1,982	00:33:02
3.	Hot FM	3	203	00:03:23	40	2,485	00:41:25
4.	Heartland FM	-	-	-	38	2,990	00:49:50
5.	Treasure FM	1	189	00:03:09	24	1,756	00:24:16
6.	Radio Rivers	-	-	-	12	2,021	00:33:41
7.	Rhythm FM	-	-	-	17	2,264	00:37:44
8.	Orient FM	-	-	-	23	2,221	00:37:01
9.	Aso FM	2	98	00:01:38	15	4,832	01:20:32
10.	Capital FM	3	132	00:02:12	13	2,331	00:38:51
11.	Vision FM	1	45	00:03:45	11	331	00:05:31
12.	Alheri	-	-	-	2	3,845	01:04:05
13.	KSMC	-	-	-	3	207	00:03:27
14.	FRCN, Kaduna	1	9	00:00:09	4	81	00:01:2
<b>Total</b>		<b>11</b>	<b>676</b>	<b>00:11:16</b>	<b>245</b>	<b>28,188</b>	<b>07:01:23</b>

## 1. Format of Broadcast of Identified Relevant Items

Almost all the radio stations concentrated on the use of the news (NW) reports format in the transmission of election-related issues during the period. Eight hundred and twenty-one (821) reports or 91.63% relevant items were news, 28 were commentaries (CM) and 17 were discussion programmes (DSC).

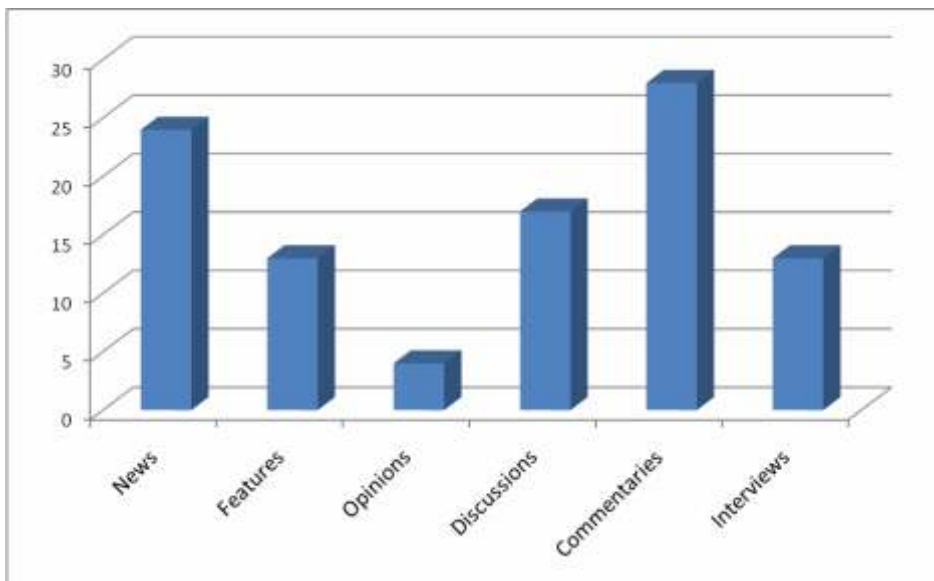
Only 13 reports were interviews and they were aired by just four (4) stations namely Aso FM, Capital FM, Vision FM and Alheri.

Two stations aired vox pop (OP) on election issues and they were Alheri and KSMC, both located in Kaduna. Each had two opinion (OP) programmes monitored on them.

*The table below shows the frequency of use of different broadcast formats to air identified relevant item on each station.*

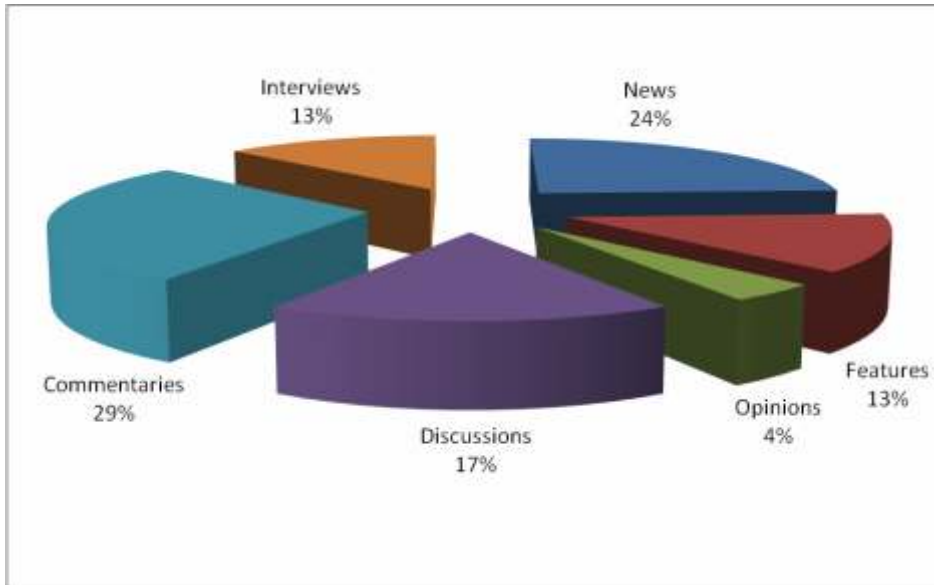
S/N	Station	NW	FE	OP	DSC	CM	IN	Total
1.	Eko FM	76	-	-	1	4	-	81
2.	Metro FM	127	4	-	2	15	-	148
3.	Hot FM	197	-	-	-	-	-	197
4.	Heartland FM	83	-	-	-	5	-	88
5.	Treasure FM	64	-	-	-	-	-	64
6.	Radio Rivers	33	-	-	-	-	-	33
7.	Rhythm FM	55	-	-	-	-	-	55
8.	Orient FM	71	4	-	-	1	-	76
9.	Aso FM	27	2	-	3	-	5	37
10.	Capital FM	28	-	-	7	2	5	42
11.	Vision FM	21	3	-	4	1	2	31
12.	Alheri	4	-	2	-	-	1	7
13.	KSMC	22	-	2	-	-	-	24
14.	FRCN	-	-	-	-	-	-	13
<b>Total</b>		<b>24</b>	<b>13</b>	<b>4</b>	<b>17</b>	<b>28</b>	<b>13</b>	<b>896</b>

*The chart below shows the frequency of use of different broadcast formats to air identified relevant items.*





*The chart below shows the percentage of use of different broadcast formats to air identified relevant items.*



## **1. Situation Report**

Stories of conflict (CF) in respect of election issues identified in the broadcasts of May 2011 totaled 118 while those that could lead to conflict i.e. possible conflict (PC) totaled 80 in all.

The figures reflect the depth of the violence that followed the presidential election of April 26, 2011. The violence recorded in certain parts of the North was the subject of reports in radio stations located in the South as the table shows. Stations in the North could not operate at full capacity in the early weeks of May, 2011.

*The table below shows the situation report as monitored in each radio station during the period*

S/No.	Station	CF	PC
1.	Eko FM	10	6
2.	Metro FM	21	1
3.	Hot FM	42	25
4.	Heartland FM	2	14
5.	Treasure FM	21	4
6.	Radio Rivers	-	9
7.	Rhythm FM	8	2
8.	Orient FM	3	3
9.	Aso FM	3	4
10.	Capital FM	3	7
11.	Vision FM	-	3
12.	Alheri	-	-
13.	KSMC	4	1
14.	FRCN	1	1
<b>Total</b>		<b>118</b>	<b>80</b>

### **1. Sources of Identified Relevant Broadcasts**

The usual pattern that had been recorded in the previous reports is replicated this month as male politicians (MP) were sources of the second highest number of stories out of all the specific sources, coming second after government official (GO).

Similarly, female politicians (FP) remained largely unheard being sources of only nine (9) relevant reports

The political parties even showed more dominance being sources for 51 relevant broadcasts; a figure higher than that of female politicians.

INEC was the source of a total of 87 stories while the civil society groups (CS) were sources of 61 stories.

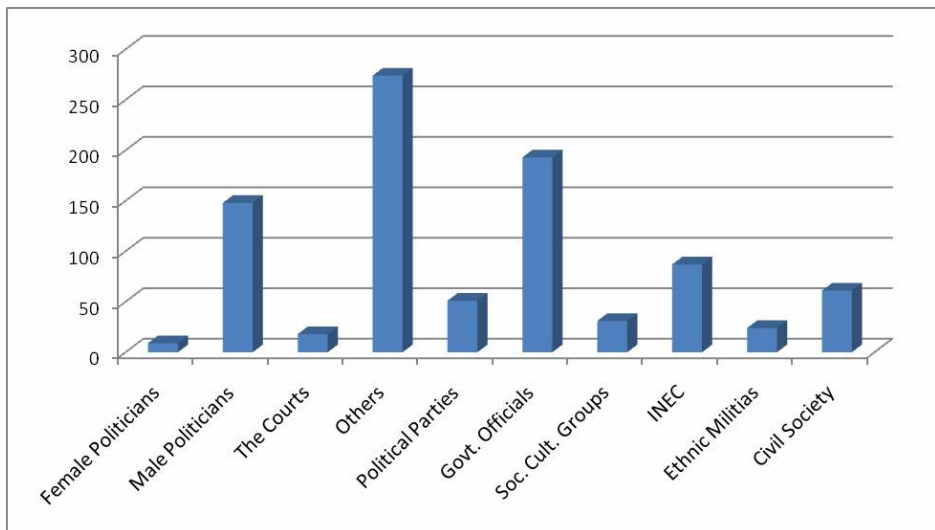
The courts (TC) were the sources of 18 relevant items.

The ethnic militias (EM) which seemed to have been silent during the election apparently woke up after the conclusion of the polls; they were sources of 24 reports while socio-cultural groups (SCG) were sources of 31 relevant items.

*The table below shows the number of times each stakeholder in the election process was the source of relevant items in each of the station monitored.*

S/N	Station	FP	MP	TC	OT	PP	GO	SCG	INEC	EM	CS	Total
1.	Eko FM	2	6	2	20	6	24	2	10	-	9	81
2.	Metro FM	-	-	5	38	6	42	4	11	23	12	148
3.	Hot FM	3	25	5	48	21	48	9	21	1	16	187
4.	Heartland FM	-	10	-	24	2	22	7	9	-	14	88
5.	Treasure FM	1	21	-	37	3	-	1	-	-	1	64
6.	Radio Rivers	-	9	-	8	5	3	2	6	-	-	33
7.	Rhythm FM	-	18	-	26	1	-	1	9	-	-	55
8.	Orient FM	1	20	-	40	1	9	-	4	-	1	76
9.	Aso FM	1	16	2	-	-	9	-	6	-	3	37
10.	Capital FM	-	14	3	12	-	11	-	2	-	-	42
11.	Vision FM	-	-	-	7	-	13	3	5	-	3	31
12.	Alheri	-	2	-	3	2	-	-	-	-	-	7
13.	KSMC	-	-	1	8	3	8	2	-	-	2	24
14.	FRCN	1	-	-	3	1	4	-	4	-	-	13
	<b>Total</b>	<b>9</b>	<b>148</b>	<b>18</b>	<b>274</b>	<b>51</b>	<b>193</b>	<b>31</b>	<b>87</b>	<b>24</b>	<b>61</b>	<b>896</b>

*The table below shows the number of times each stakeholder in the election process was the source of relevant items in each of the station monitored.*



## 1. Gender Objectivity of Relevant Broadcasts

Identified relevant broadcasts that were not favourable to the female politicians were 132 aired on only two radio stations, namely Heartland FM and Treasure FM, both located in the South East Zone. The political tussle and consequent war of words, etc, over who won the Anambra Central Senatorial seat between two political heavyweights, namely, a former governor of the State, Dr. Chris Ngige and erstwhile Information Minister, Professor (Mrs.) Dora Akunyili could have accounted for this.

Twenty-three (23) aired reports were favourable to the female politicians, which translates to 17.42% of broadcasts that were unfavourable to female politicians. Unlike broadcasts which were unfavourable to female politicians which were aired on two (2) stations, six (6) stations aired stories that were favourable to female politicians.

*The table below shows the frequency of broadcast of stories that were favourable to the female politicians (FF) and those that were not (NF) as broadcast in each radio station.*

S/No.	Station	FF	NF
1.	Eko FM	-	-
2.	Metro FM	1	-
3.	Hot FM	9	-
4.	Heartland FM	8	80
5.	Treasure FM	1	52
6.	Radio Rivers	-	-
7.	Rhythm FM	1	1
8.	Orient FM	-	-
9.	Aso FM	2	-
10.	Capital FM	-	-
11.	Vision FM	-	-
12.	Alheri	-	-
13.	KSMC	-	-
14.	FRCN	1	-
<b>Total</b>		<b>23</b>	<b>132</b>

## 1. Use of Sound Bites for Relevant Broadcasts

Sound bite was generously used as there were a total of 272 relevant broadcasts that were accompanied with sound bite and they made up 30.36% of the total 896 relevant items.

Metro FM, Lagos had more sound bite than any other radio stations. It is followed closely by Rhythm FM. All relevant reports on Radio Rivers were accompanied with sound bite.

Eleven (11) stations had a greater number of relevant stories without sound bite. The stations were Eko FM, Metro FM, Hot Fm, Heartland FM, Treasure and Orient FM. Others were Aso FM, Capital FM, Vision FM, Alheri and KSMC, Kaduna.

In addition to Radio Rivers where all its relevant broadcasts were accompanied by soundbite, only Rhythm FM had more relevant broadcasts accompanied with sound bite: 46 had sound bites while nine (9) had no sound bites.

*The table below shows the number of stories that had sound bite (Y) and those without sound bite (N).*

S/No.	Television Station	Sound Bite	No Sound Bite
1.	Eko FM	21	60
2.	Metro FM, Lagos	58	90
3.	Hot FM, Owerri	19	178
4.	Heartland FM	10	78
5.	Treasure FM	18	46
6.	Radio Rivers	33	-
7.	Rhythm FM	46	9
8.	Orient FM	31	45
9.	Aso FM	7	30
10.	Capital FM	11	31
11.	Vision FM	1	30
12.	Alheri	3	4
13.	KSMC	5	19
14.	FRCN, Kaduna	9	4
<b>Total</b>		<b>272</b>	<b>624</b>

## **1. Political Parties Mentioned in Relevant Broadcasts**

The 'big three' parties: the Peoples Democratic Party (PDP), Action Congress of Nigeria (ACN), and the Congress for Progressive Change (CPC) continued to dominate the political milieu. The ruling party, the Peoples Democratic Party (PDP) received the highest mention of 166, while the emerging major opposition party, Action Congress of Nigeria (ACN) was mentioned 101 times.

The Congress for Progressive Change (CPC) which had hitherto demonstrated that it had the muscle to upstage the one time major opposition party; the All Nigeria Peoples Party (ANPP) was mentioned 60 times.

Even the All Progressive Grand Alliance (APGA), which controls one state (in the South East), was mentioned 46 times, while the ANPP, which was the major opposition party in the ending dispensation had 41 mentions.

The Labour Party (LP), going by previous reports seems set to make a mark in the emerging political landscape. It received 13 mentions.

The other 'minor' parties were largely ignored.

*The table below shows the number of times each of the political parties was mentioned in each of the station.*

S/ N	Station	PD P	AC N	CP C	AN PP	LP	AP GA	P PN	PP A	AP	SD MP	N TP	DPP	ACP N	A D	AD C	NP P	DF PF	NR P	DP N	FP N	
1.	Eko FM	13	10	1	3	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
2.	Metro FM	14	12	3	2	1	5	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
3.	Hot FM	28	10	10	5	2	10	-	2	-	-	-	2	-	-	1	-	-	-	-	-	1
4.	Heartl and FM	7	1	-	-	2	10	-	2	1	-	-	-	-	-	-	-	1	-	-	-	-
5.	Treasure FM	7	4	4	6	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6.	Radio Rivers	10	10	2	-	3	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7.	Rhythm FM	13	9	6	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8.	Orient FM	13	9	6	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9.	Aso FM	33	19	15	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10.	Capital FM	21	13	11	7	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11.	Vision FM	11	9	5	7	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12.	Alheri	2	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13.	KSMC	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
14.	FRCN	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Total</b>	<b>166</b>	<b>101</b>	<b>60</b>	<b>14</b>	<b>13</b>	<b>46</b>	<b>-</b>	<b>4</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1</b>

## Conclusions and Recommendations

Fourteen (14) radio stations monitored in May 2011 from which a total of 896 relevant items were identified as aired in May 2011. Hot FM, Owerri aired the highest number of 197 items which represents approximately 22% of the total.

The monitoring of broadcast of electoral issues on radio shows that 364 aired items, about 40% of the total relevant items were highlighted in the major news bulletins while the remaining reports (534) were not given such prominence. Highlighted news items are usually read in summary as highlights and then read in full in the news bulletins. They also form the contents of news summaries that read by the stations every hour. The non-highlighted news items are only read in

main news bulletins.

With 40% of news on electoral issues read in highlights of major news bulletins means that the radio stations considered these news items as very important hence their being highlighted. This is commendable.

Almost all the radio stations concentrated on the use of the news (NW) reports format in the transmission of election-related issues during the period. Eight hundred and twenty-one (821) reports or 91.63% relevant items were aired as news. Again, this is commendable because a lot of Nigerians listen to news in order to keep themselves abreast of the happenings around them. It therefore means that news reports on the 2011 general elections were given the best publicity by the radio stations.

Of the four (4) specific subjects monitored, male politicians were the subjects of the highest number of relevant reports. The 245 aired relevant reports with male politicians as subject represent over a quarter ( $\frac{1}{4}$ ) or 27.34% of the total relevant stories.

Female politicians on the other hand were subjects of the least number of relevant items; they were subjects of just 11 items, a number far lower than the rest. This means that female politicians were subjects of 1.22% of the total relevant items.

The total time allocated to air relevant items on male politicians was 7 hours 1 minute 23 seconds. Heartland FM the highest time of 49 minutes 50 seconds to male politicians which translates to 10.6% of the total time allocation.

The usual pattern that had been recorded in the previous reports is replicated this month as male politicians (MP) were sources of the second highest number of stories out of all the specific sources, coming second after government official (GO).

Similarly, female politicians (FP) remained largely unheard being sources of only nine (9) relevant reports

Again, identified relevant broadcasts that were not favourable to the female politicians were 132 aired on only two radio stations, namely Heartland FM and Treasure FM, both located in the South East Zone. Twenty-three (23) aired reports were favourable to the female politicians, which translates to 17.42% of broadcasts that were unfavourable to female politicians.

The forgoing analyses show a gross marginalisation of female politicians. There is

therefore the need for all to take affirmative action to address these lapses which were also noticed in April 2011.

Stories of conflict (CF) in respect of the general elections identified in the broadcasts of May 2011 totaled 118 while those that could lead to conflict i.e. possible conflict (PC) totaled 80 in all. The security agencies could learn a lesson or two from the outcome as it gives them a picture of what to expect. They should also as a matter of national assignment monitor the media to get direction on areas where there are possibilities of break out of violence and thereby be able to take proactive steps to curtail it.

The 'big three' parties: the Peoples Democratic Party (PDP), Action Congress of Nigeria (ACN), and the Congress for Progressive Change (CPC) continued to dominate the political milieu. The ruling party, the Peoples Democratic Party (PDP) received the highest mention of 166, while the emerging major opposition party, Action Congress of Nigeria (ACN) was mentioned 101 times. The Congress for Progressive Change (CPC) was mentioned 60 times.

The radio stations also need to do more to project the minor political parties as Nigerians were not aware of all the 63 political parties. The media has the traditional role of informing and educating people and it is only through the media, performing these traditional roles that Nigerians can be better informed. In spite of whatever shortcoming the media may have in terms of personnel, it could draw up a time table with which to reach out to the 'minor' political parties to get their views, even if about their manifestoes and plans for the electorates.



### 1. Frequency of Reports by Monitored Radio Stations

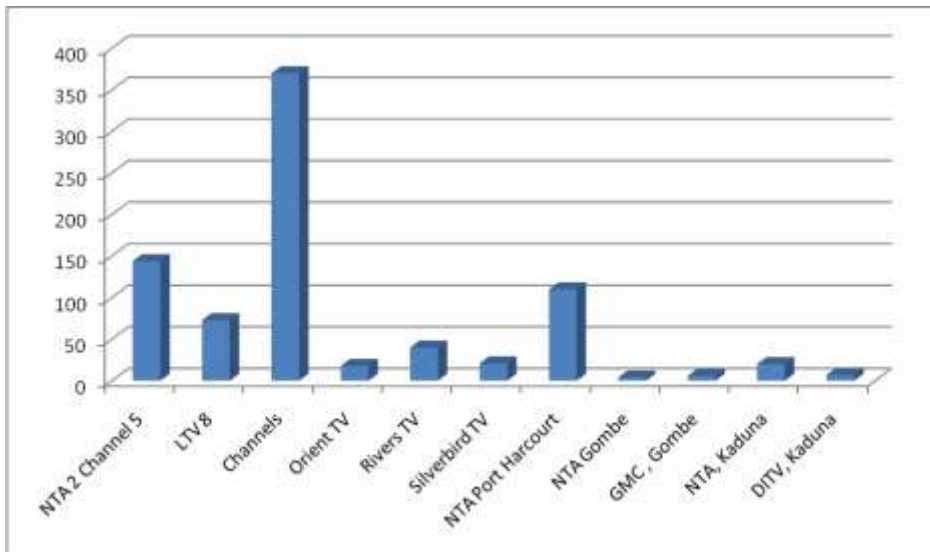
In May 2011, the month preceding the Nigerian general elections, a total of 11 television stations were monitored. A total of 814 relevant broadcasts were recorded and analysed in all the stations with Channels Television airing the highest number of relevant items. Its 370 relevant broadcasts account for 45.45% of the total relevant broadcast identified in all 11 TV stations monitored.

The Lagos-based federal government-owned NTA 2 Channel 5 aired the second highest number of relevant items with 144 which account for 17.69% of the total relevant broadcasts. Following on its heels was NTA Port Harcourt which aired 110 relevant items and which account for 13.51% of the total relevant items.

Lagos Television (LTV) aired 73 relevant items to place it in the fourth position and accounting for approximately 9% of the total relevant items aired in May.

The rest stations aired less than 50 items as follows: Rivers TV – 40; Silverbird TV – 21; NTA Kaduna – 20; Orient TV – 19; DITV Kaduna – 7; GMC Gombe – 6; and NTA Gombe – 4.

*The graph below shows the frequency of broadcast of electoral issues by each television station monitored in May 2011.*



### 1. Prominence Given Relevant Broadcasts

Only four (4) stations seemed to have continued broadcast of election issues after the conclusion of the presidential election on April 26, 2011 and they

were Channels TV, NTA 2 Channel 5, Lagos, NTA Port Harcourt and LTV Lagos. The others seemed to have gone to rest as few relevant items were aired by these stations even though a number of candidates had gone to the tribunal to challenge the victory of their opponents.

Over 311 relevant reports were highlighted in their main news bulletins while 503 relevant broadcasts were included in other segments of programmes.

With the number of its total items making up 45.45% of the total relevant items monitored, Channels TV also had the highest number of relevant items highlighted in its news bulletins.

*The table below shows the prominence enjoyed by election issues aired in each television station monitored.*

S/No.	Station	Highlighted	Not Highlighted	Total
1.	NTA 2 Channel 5	25	119	<b>144</b>
2.	LTV 8	31	42	<b>73</b>
3.	Channels	137	23	<b>370</b>
4.	Orient TV	6	13	<b>18</b>
5.	Rivers TV	34	6	<b>40</b>
6.	Silverbird TV	3	18	<b>21</b>
7.	NTA Port Harcourt	60	50	<b>110</b>
8.	NTA Gombe	3	1	<b>4</b>
9.	GMC , Gombe	2	4	<b>6</b>
10.	NTA, Kaduna	9	11	<b>20</b>
11.	DITV, Kaduna	1	6	<b>7</b>
<b>Total</b>		<b>311</b>	<b>503</b>	<b>814</b>

### **1. Subjects of Identified Relevant Broadcasts**

Four specific and one general unspecified electoral stakeholders were monitored for the project: the four specific subjects are female politicians (FP), male politicians (MP), the Independent National Electoral Commission (INEC), political parties (PP), and the general unspecified category, “Others” (OT).

Political parties as one category of stakeholders were subjects of the highest number of stories above all the specific stakeholders. The different political parties were subject of a total of 183 reports or 22.48% of the total relevant items aired.

Male politicians were subjects of the second highest number of relevant reports out of all the specific stakeholders; being subjects of 189 stories or 17.08% of the total relevant stories aired.

Female politicians on the other hand, did not receive much media focus as they were subjects of 43 items or 5.28% of all relevant reports.

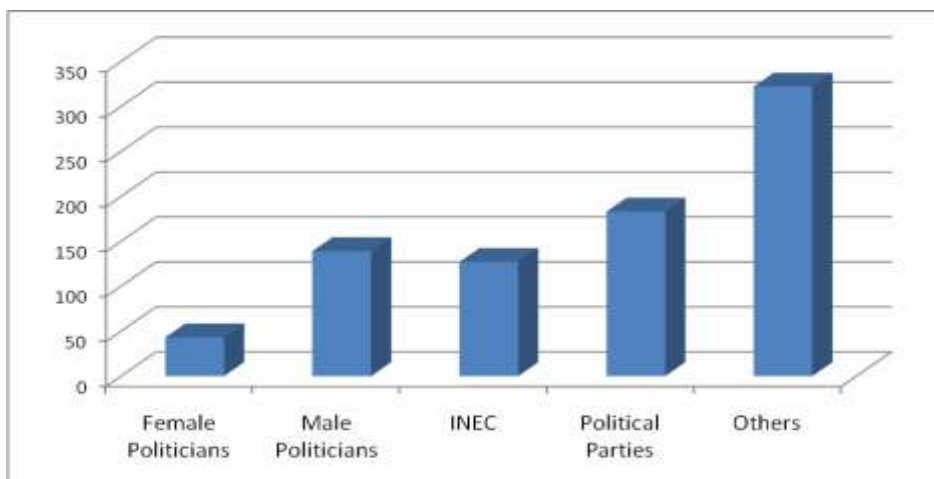
It is significant to note that four (4) stations had no relevant reports which had female politicians as subject whereas only NTA Gombe had no report with male politicians as subject.

The election umpire, INEC was the subject of the third highest number of election reports monitored out of the specific stakeholders, while non-specific stakeholder i.e. 'Others' formed the bulk of subjects. They were subjects of 322 relevant reports or 39.56% of all relevant items monitored.

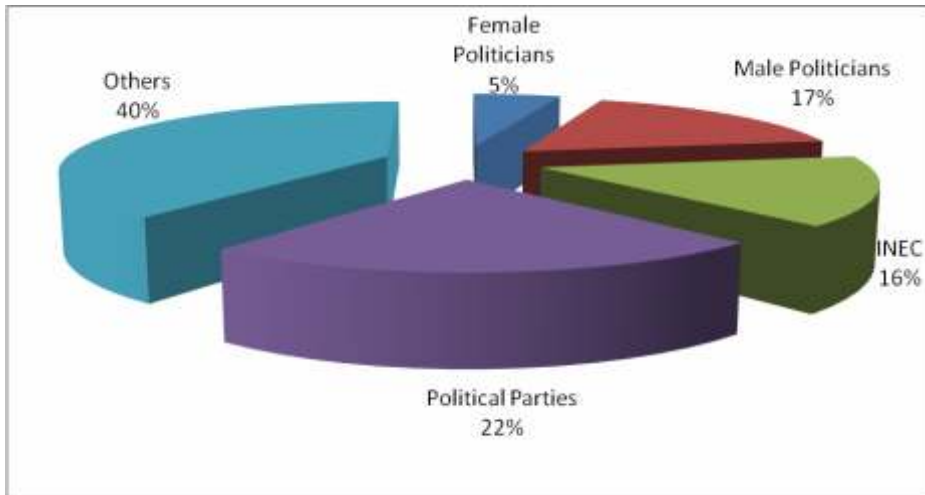
*The table below shows the frequency of use of each stakeholder in the election process as subject of aired electoral issues.*

S/No.	Station	FP	MP	INEC	PP	OT	Total
1.	NTA 2 Channel 5	7	13	28	15	81	144
2.	LTV 8	-	10	10	29	24	43
3.	Channels	29	53	45	110	133	370
4.	Orient	-	5	1	-	13	19
5.	Rivers TV	1	15	3	1	20	40
6.	Silverbird TV	-	13	2	1	5	21
7.	NTA P.H.	3	23	24	26	34	110
8.	Nta, Gombe	-	-	1	-	3	4
9.	GNC Gombe	2	2	1	-	1	6
10.	NTA, Kaduna	1	4	11	-	4	20
11.	DITV, Kaduna	-	1	1	1	4	7
<b>Total</b>		<b>43</b>	<b>139</b>	<b>127</b>	<b>183</b>	<b>322</b>	<b>814</b>

*The chart below shows the frequency of use of different stakeholders in the election process as subject of aired electoral issues.*



*The chart below shows the percentage of use of different stakeholders in the election process as subject of aired electoral issues.*



### **1. Broadcast Formats Used for Relevant Items**

Six broadcast formats were sought for that were used for airing identified relevant items and these are: News (NW), Features (FE), Opinion (OP), Discussions (DSC), Commentaries (CM) and Interviews (IN).

Over 90% of the relevant items aired, that is, 761 out of 814 were aired as news reports. The total 761 stories accounted for 93.49% of all total relevant reports.

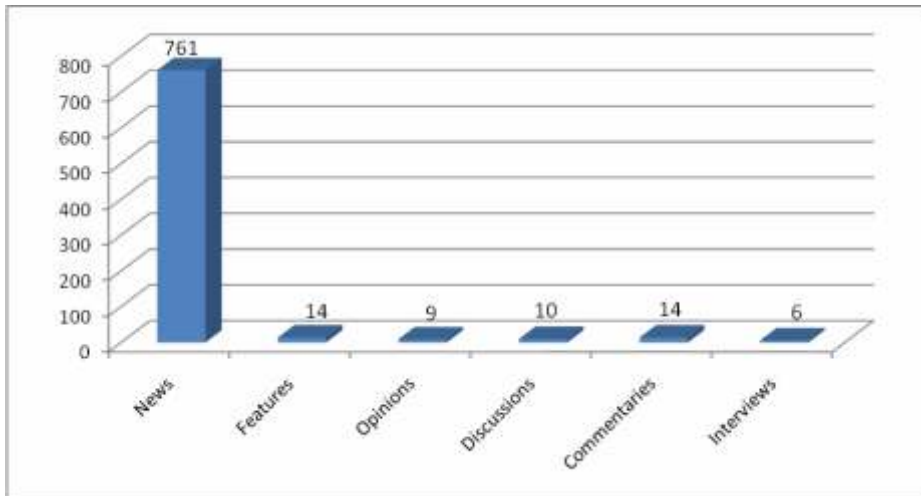
The rest five formats had less than 7% relevant items: Fourteen (14) of the reports were features and another 14 were commentaries/analysis, while 10 were discussion programmes.

Nine (9) relevant items were opinion e.g. vox pop while the rest six (6) were interviews.

*The table below shows frequency of use of the different formats for airing identified relevant items by each station monitored.*

S/N	Station	NW	FE	OP	DSC	CM	IN	Total
1.	NTA 2	129	7	-	7	1	-	<b>144</b>
2.	LTV 8	63	-	4	-	4	2	<b>73</b>
3.	Channels	354	7	-	3	3	-	<b>370</b>
4.	Orient	19	-	-	-	-	-	<b>19</b>
5.	Rivers TV	40	-	-	-	-	-	<b>40</b>
6.	Siverbird TV	21	-	-	-	-	-	<b>21</b>
7.	NTA P.H.	100	-	-	-	6	4	<b>110</b>
8.	NTA Gombe	4	-	-	-	-	-	<b>4</b>
9.	GMC Gombe	6	-	-	-	-	-	<b>6</b>
10.	NTA, Kaduna	17	-	3	-	-	-	<b>20</b>
11.	DITV, Kaduna	5	-	2	-	-	-	<b>7</b>
<b>Total</b>		<b>761</b>	<b>14</b>	<b>9</b>	<b>10</b>	<b>14</b>	<b>6</b>	<b>814</b>

*The chart below shows frequency of use of the different formats for airing identified relevant items by each station monitored.*



### **1. Time Allocation to Male and Female Politicians**

The total time allocated to the 139 stories on male politicians was 5 hours 12 minutes 42 seconds, which translates to an average of 2 minutes 15 seconds per report on male politician.

Female politicians, as in the previous month did not enjoy such much attention as they were allocated just 55 minutes 27 seconds which gives an average time allocation of 1 minute 13 seconds per report on female politicians.

*The table below shows the duration allocated to stories that had the male politicians as subject and reports that had the female politicians as subject.*

S/N	TV Station	MP Stories	MP Time in Secs	MP Time in		FP Stories	FP time in Secs	FP Time in	
				Hr:	Min:			Hr:	Min:
1.	NTA 2	13	1,386	00:23:06		7	355	00:05:55	
2.	LTV 8	10	794	00:13:14		-	-	-	
3.	Channes	53	9,976	02:46:16		29	2,221	00:37:01	
4.	Orient	5	233	00:03:53		-	-	-	
5.	Rivers TV	15	351	00:05:51		1	61	00:00:61	
6.	Silverbird TV	13	291	00:04:51		-	-	-	
7.	NTA P.H.	23	4,891	01:21:31		3	321	00:05:21	
8.	NTA Gombe	-	-	-		-	-	-	
9.	GMC Gombe	2	719	00:11:51		2	360	00:06:00	
10.	NTA Kaduna	4	81	00:40:00		1	-	-	
11.	DITV, Kaduna	1	40	00:00:40		-	79	00:00:09	
<b>Total</b>		<b>139</b>	<b>18,762</b>	<b>05:12:42</b>		<b>143</b>	<b>3,327</b>	<b>00:55:27</b>	

## **1. Sources of Identified Relevant Broadcasts**

Government officials (GO) among specific stakeholders were the sources of the highest number of relevant reports being the peg for 121 stories.

Government officials are closely followed by male politicians (MP) who were the sources of 105 stories which account for 12.9% of the total relevant stories. In sharp contrast female politicians (FP) was the source of 18 relevant items which is just 2.21% of the total relevant reports.

The courts (TC) were the sources of 81 reports just as the civil society groups (CSG) were the sources of the same 18 number of stories.

Political parties (PP) as a body were the sources of 97 reports, while INEC was the source of 65 relevant items.

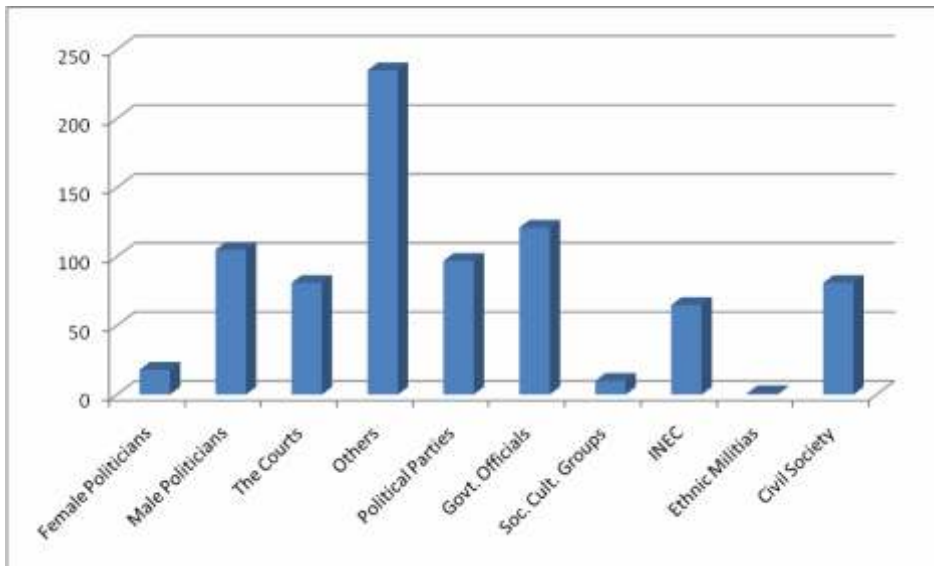
Socio-cultural groups (SCG) as a body were the sources of 10 relevant reports while the ethnic militias (EM) were the source of just one report.

However, the unspecified sources, 'Others' (OT) were the sources of the highest number of relevant reports. A total of 235 relevant items were sourced from the unspecified 'Others'; the figure represents 28.9% of all the relevant items identified as aired in May 2011 by the 11 TV stations.

*The table below shows the frequency of use of the different stakeholders in the electoral process as sources of relevant items.*

S/N	Station	FP	MP	TC	OT	PP	GO	SCG	INEC	EM	CS	Total
1.	NTA 2	2	18	14	59	2	23	-	17	-	9	<b>144</b>
2.	LTV 8	2	6	3	14	16	15	-	7	-	10	<b>73</b>
3.	Channels	-	41	58	96	67	57	-	16	-	35	<b>370</b>
4.	Orient TV	-	9	-	5	0	4	-	1	-	-	<b>19</b>
5.	Rivers TV	1	15	-	15	1	-	1	4	-	3	<b>20</b>
6.	Siverbird TV	-	6	-	12	1	-	-	2	-	-	<b>21</b>
7.	NTA P.H.	12	10	5	24	10	7	8	10	1	23	<b>110</b>
8.	NTA, Gombe	-	-	-	-	-	4	-	-	-	-	<b>4</b>
9.	GMC Gombe	-	-	-	-	-	6	-	-	-	-	<b>6</b>
10.	NTA, Kaduna	1	-	1	5	-	4	-	8	-	1	<b>7</b>
11.	DITV	-	-	-	5	-	1	1	-	-	-	<b>7</b>
	<b>Total</b>	<b>18</b>	<b>105</b>	<b>81</b>	<b>235</b>	<b>97</b>	<b>121</b>	<b>10</b>	<b>65</b>	<b>1</b>	<b>81</b>	<b>814</b>

*The chart below shows the frequency of use of the different stakeholders in the electoral process as sources of relevant items.*



### **1. Dateline of Relevant Broadcasts**

The number of relevant items sourced from urban areas (UB) was far greater than those sourced from rural areas (RR). The impression given is that political activities as related to the April 2011 general election were mainly concentrated in urban areas. Only 20 items were sourced from rural areas while a whopping 730

stories were sourced from urban areas.

The time allocated to air reports on urban areas was equally much greater than the duration used in airing stories on rural areas.

A total of 35 hours 34 minutes 42 seconds was allocated to stories on urban areas while a negligible 1 hour 4 minutes 24 seconds, just 3.01% of the former was used for stories on rural areas.

Only four (4) stations, namely Orient TV, Rivers TV, NTA Port Harcourt, and NTA, Gombe aired reports from rural areas with NTA Gombe allocating the highest time allocation of 34 minutes 44 seconds to them.

The highest time allocated to stories on urban areas by one station was that of NTA 2 Channel 5, Lagos of 17 hours 47 minutes 20 seconds while the highest time allocated to rural areas by one station was 34 minutes 44 seconds by NTA, Gombe.

*The table below shows the time allocated to urban reports and rural reports in each television station monitored.*

S/N	Station	UB Reports	UB Time in Secs	UB time in Hr: Min: Secs	RR Reports	RR Time in Secs	RR Time in Hr: Min: Secs
1.	NTA 2 Channel 5	121	64,040	17:47:28	-	-	-
2.	LTV 8	69	17,399	04:49:59	-	-	-
3.	Channels	354	38,717	10:45:17	5	1,417	00:28:37
4.	Orient TV	8	163	00:02:43	4	291	00:23:37
5.	Rivers TV	40	921	00:15:21	-	-	-
6.	Silverbird TV	21	563	00:09:23	-	-	-
7.	NTA P.H.	91	5,147	01:25:47	19	2,084	00:34:44
8.	NTA, Gombe	3	163	00:03:43	1	72	00:01:12
9.	GMC, Gombe	6	718	00:11:59	-	-	-
10.	NTA, Kaduna	9	195	00:03:15	-	-	-
11.	DITV, Kaduna	8	155	00:02:05	-	-	-
<b>Total</b>		<b>730</b>	<b>128,182</b>	<b>35:34:42</b>	<b>20</b>	<b>3,864</b>	<b>01:04:24</b>

## 1. Actuality and Sound Bite

The total number of sound bite used was 561 while 629 reports had actuality.

Channels had the highest number of sound bite and the highest number of



actuality.

Only NTA Port Harcourt had both sound bite and actuality for all the relevant items the station aired.

Table above shows the number of times each station used sound bite and actuality to spice relevant items.

S/N	TV Station	Sound Bite		Actuality	
		Y	N	Y	N
1.	NTA 2	114	30	100	14
2.	LTV 8	43	30	52	24
3.	Channels	217	153	286	84
4.	Orient TV	5	14	5	14
5.	Rivers TV	26	14	29	11
6.	Silverbird TV	18	3	16	5
7.	NTA P.H.	110	-	110	-
8.	NTA Gombe	3	1	3	2
9.	GMC Gombe	3	3	3	3
10.	NTA Kaduna	16	4	20	-
11.	DITV Kaduna	6	2	6	2
<b>Total</b>		<b>561</b>	<b>254</b>	<b>629</b>	<b>186</b>

## 9. Gender Objectivity

Five (5) stations aired no relevant items favourable to female politicians (FF) report while the six (6) which aired reports favourable to female politicians, aired a sum total of 20 reports in all.

There were no reports that were not favourable (NF) to female politicians.

NTA 2 Channel 5 and LTV 8, Lagos aired the highest number of reports favourable to female politicians.

*The table below shows the number of reports that were favourable (FF) to the female politician (FP) in each station.*

S/No.	Station	FF	NF
1.	NTA 2 Channel 5	6	-
2.	LTV 8	6	-
3.	Channels	4	-
4.	Orient TV	-	-
5.	Rivers TV	1	-
6.	Silverbird TV	-	-
7.	NTA Port Harcourt	-	-
8.	NTA Gombe	-	-
9.	GMC Gombe	2	-
10.	NTA Kaduna	1-	-
11.	DITV Kaduna	-	-
	<b>Total:</b>	<b>20</b>	<b>-</b>

## **10 PARTY**

As was the case in previous monitoring exercises, the three big parties, namely the Peoples Democratic Party (PDP), Action Congress of Nigeria (ACN) and the Congress for Progressive Change (CPC) were each mentioned more than the other political parties. PDP was mentioned 211 times; ACN was mentioned 113 times and CPC was mentioned 98 times.

The All Progressive Grand Alliance (APGA), with presence in the south-east was mentioned 38 times.

Labour Party (LP) was mentioned 16 times and the one time major opposition party in the country, the All Nigeria Peoples Party (ANPP) was mentioned 21 times.

The minor parties were largely ignored.

*The table below shows the frequency of mention of each political party in relevant broadcasts by each of the television stations monitored.*

S/N	Station	PDP	ACN	CPC	ANPP	LP	APGA	PPN	NTP	DPP	AP
1	NTA2	33	12	5	2	4	7	-	1	-	1
2	LTV 8	12	23	7	3	1	-	-	-	-	-
3	Channels	115	45	59	15	11	3	-	-	6	-
4	Orient	1	-	-	-	-	-	-	-	-	-
5	Rivers TV	14	7	7	-	-	13	-	-	-	-
6	Silverbird TV	8	1	3	1	-	-	-	-	-	-
7	NTA P.H.	25	24	13	-	-	14	-	-	-	-
8	NTA Gombe	-	-	-	-	-	-	--	-	-	-
9	GMC Gombe	1	1	-	-	-	1	-	-	-	-
10	NTA Kaduna	2	-	-	-	-	-	1	-	-	-
11	DITV Kaduna	-	-	-	-	-	-	-	-	-	-
<b>Total</b>		<b>211</b>	<b>113</b>	<b>94</b>	<b>21</b>	<b>16</b>	<b>38</b>	<b>1</b>	<b>1</b>	<b>6</b>	<b>1</b>

## Conclusions and Recommendations

In May 2011, the month preceding the Nigerian general elections, a total of 11 television stations were monitored. A total of 814 relevant broadcasts were recorded and analysed in all the stations.

Only four (4) stations seemed to continue to broadcast of electoral issues after the conclusion of the presidential election on April 26, 2011 and they were Channels TV, NTA 2 Channel 5, Lagos, NTA Port Harcourt and LTV Lagos. The others, it seemed went to sleep. This was in spite of number of instances where candidates went to the press vowing to take their cases to the election petition tribunals to challenge the victory of their opponents.

Over 90% of the relevant items aired, that is, 761 out of 814 were aired as news reports. The total 761 stories accounted for 93.49% of all total relevant reports. Hard news are like hot cakes to audiences in television programmes. It is the favourite of decision makers in all spheres of life as they monitor the news to keep themselves abreast of the latest happenings as these may affect the fortunes of their companies in several ways. It therefore means that electoral news received good publicity from the television stations.

Over 311 relevant reports were highlighted in their main news bulletins while 503 relevant broadcasts were included in other segments of programmes. The highlighted items amount to 38.20% of the total relevant broadcasts. This is a commendable percentage.

Political parties as one category of stakeholders were subjects of the highest number of stories above all the specific stakeholders. Male politicians were subjects of the second highest number of relevant reports out of all the specific stakeholders; being subjects of 189 stories or 17.08% of the total relevant stories aired. Female politicians on the other hand, did not receive much media focus as they were subjects of 43 items or 5.28% of all relevant reports.

The total time allocated to the 139 stories on male politicians was 5 hours 12 minutes 42 seconds, which translates to an average of 2 minutes 15 seconds per report on male politician.

Female politicians, as in the previous month did not enjoy such much attention as they were allocated just 55 minutes 27 seconds which gives an average time allocation of 1 minute 13 seconds per report on female politicians.

As sources of relevant broadcasts, male politicians were the sources of 105 stories which account for 12.9% of the total relevant stories. In sharp contrast female politicians were sources of 18 relevant items which is just 2.21% of the total relevant reports.

Five (5) stations aired no relevant items favourable to female politicians report while the six (6) which aired reports favourable to female politicians, aired a sum total of 20 reports in all.

The foregoing analyses graphically shows how female politicians are relegated. There is therefore the need for television stations to take affirmative action to address these lapses which were also noticed in April 2011.

The number of relevant items sourced from urban areas was far greater than those sourced from rural areas. The impression given is that political activities as related to the April 2011 general election were mainly concentrated in urban areas. Only 20 items were sourced from rural areas while a whooping 730 stories were sourced from urban areas.

There is also the need for affirmative action on the part of television houses to better cover the rural areas, to beam more media lights on rural areas as the population of rural areas constitute a large percentage of the Nigerian population.

Forty-five (45) reports were coverage of conflicts while 29 items were on situations that were potential conflict. The sum of reports on conflicts and those of potential conflict which totaled 74 represents 9.09% of all the relevant items monitored.

As was the case in previous monitoring exercises, the three big parties, namely the Peoples Democratic Party (PDP), Action Congress of Nigeria (ACN) and the Congress for Progressive Change (CPC) were each mentioned more than the other political parties. PDP was mentioned 211 times; ACN was mentioned 113 times and CPC was mentioned 98 times.

The television stations also need to do more to project the minor political parties as Nigerians were not aware of all the 63 political parties. The media has the traditional role of informing and educating people and it is only through the media, performing these traditional roles that Nigerians can be better informed. In spite of whatever shortcoming the media may have in terms of personnel, it could draw up a time table with which to reach out to the 'minor' political parties to get their views, even if about their manifestoes and plans for the electorates.