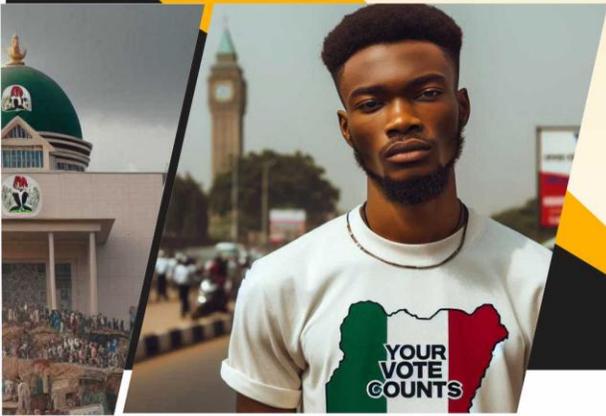


MONTHLY  
REPORT



# BROADCAST MEDIA COVERAGE OF ELECTION-RELATED POLITICS AND DEMOCRATIC GOVERNANCE IN NIGERIA

SEPTEMBER 2024 REPORT



Funded by  
the European Union



**Published in 2024**

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*(September 2024 Report)*

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# FOREWORD

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

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

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

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

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

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

*Dr Akin Akingbulu,  
Executive Director*

## **ACKNOWLEDGEMENTS**

Our organisation has a long history of monitoring media content during Nigeria's elections. Recognising the importance of teamwork in this endeavour, we have established a dedicated media monitoring team made up of dedicated persons who contributed immensely to this report.

We appreciate the remarkable efforts of our media monitors, Aminat Aminu, Babatunde Bakare, Bisola Adeyemo, Ifunanya Ugwumba, Javan Binam, Nurudeen Fasasi, Omotola Badejo and Qudus Adegoke. They diligently tracked the broadcasts and coded them for credible analysis. We would also like to extend our gratitude to the Monitor Supervisor, Zainab Akodu, who ensured prompt data capture and accuracy. We also appreciate the efforts of our Writer/Analyst, Rotimi Akinola, who interpreted the data and provided enriching analyses for this document.

Furthermore, we wish to thank the European Union for their financial support towards our media monitoring activity and the publication of this report.

### ***MANAGEMENT***

# LIST OF ABBREVIATIONS

- BVAS** - Bimodal Voter Accreditation System  
**CEMESO** - Centre for Media and Society  
**CSO** - Civil Society Organisation  
**EU SDGN II** - European Union Support to Democratic Governance in Nigeria Programme Phase Two  
**FBO** - Faith-Based Organisation  
**FM** - Frequency Modulation  
**INEC** - Independent National Electoral Commission  
**IPC** - International Press Council  
**IReV** - INEC Result Viewing portal  
**LCDA** - Local Council Development Area  
**LG** - Local Government  
**LGA** - Local Government Area  
**MDA** - Ministries, Departments and Agencies  
**NBC** - National Broadcasting Commission  
**NGO** - Non-Governmental Organisation  
**NOA** - National Orientation Agency  
**OAP** - On-Air Personality  
**PSG** - Political Support Group  
**PWDs** - Persons With Disabilities  
**REC** - Resident Electoral Commissioner  
**TV** - Television  
**AA** - Action Alliance  
**AAC** - African Action Congress  
**ADC** - African Democratic Congress  
**ADP** - Action Democratic Party  
**APC** - All Progressives Congress  
**APGA** - All Progressives Grand Alliance  
**APM** - Allied Peoples Movement  
**APP** - Action Peoples Party  
**BP** - Boot Party  
**LP** - Labour Party  
**NNPP** - New Nigeria Peoples Party  
**NRM** - National Rescue Movement  
**PDP** - Peoples Democratic Party  
**PRP** - Peoples Redemption Party  
**SDP** - Social Democratic Party  
**YPP** - Young Progressives Party  
**ZLP** - Zenith Labour Party

## DEFINITION OF TERMS

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

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

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

**Broadcast:** Radio or television content.

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

**Campaign activity/strategy:** Tactics and approaches used by political candidates or parties to persuade, mobilise and engage voters during an election campaign, including policy development, message framing, voter outreach, fundraising, media engagement and 'get-out-the-vote' efforts.

**Campaign promise:** A commitment or pledge made by a political candidate or party during an election campaign, outlining their policy goals and intentions if elected.

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

**Candidate:** An individual who is running for public office in an election.

**Citizen participation:** Active involvement of individuals and communities in the political, social and economic life of their society, especially regarding protesting, petitioning, advocating and engaging in public discourse.

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

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

**Election administration:** The process of managing, organising and overseeing all aspects of an electoral process from voter registration and education to vote casting, counting and tabulation.

**Election observers:** Independent individuals or groups who monitor the election process to ensure that it is free, fair and transparent.

**Election officials:** Individuals responsible for managing and overseeing the election process, including the conduct of voting, counting and collation of results. This is the purview of INEC officials.

**Election petition:** A formal complaint or challenge filed by a candidate, political party or voter alleging irregularities, fraud or violations of election laws.

**Embassy:** A diplomatic mission representing the government of one country in another country, responsible for conducting official diplomatic relations, promoting cooperation and providing consular services to citizens of the sending country.

**Extreme/hate speech:** Speech that incites hatred, violence or discrimination against individuals or groups based on their race, religion, gender, political affiliation or other characteristics.

**Faith-based organisation:** A non-governmental organisation centred around religious beliefs, values or practices, often engaging in charitable, social or advocacy work in line with their religious mission.

**Fake news:** False or misleading information presented as news, often intended to deceive or manipulate public opinion.

**Foreign actor:** An individual, organization, or government from another country, potentially influencing or interfering in the domestic affairs, elections, or democratic governance of a target country.

**Government agency:** An organisation or department within a government responsible for carrying out specific functions, providing services or enforcing regulations in a particular area.

**High commission:** A diplomatic mission representing the government of one country in another country, specifically when both countries are members of the British Commonwealth.

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

**Individual actor:** A single stakeholder in the electoral and democratic process.

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

**Interest group:** An organised group of individuals sharing common concerns, goals or objectives, advocating for their interests and influencing public policy and decision-making processes.

**Inter-party conflict:** Disagreements, disputes or competition between different political parties, often arising from ideological, policy or personal differences.

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

**Intra-party conflict:** Disagreements, disputes or competition within a single political party, often arising from ideological, policy or personal differences among its members.

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

**Misinformation:** False, inaccurate, or misleading information spread often with the intent to deceive or manipulate.

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

**Non-governmental organization (NGO):** A non-profit, independent organisation operating outside of government structures, often focused on social, environmental or humanitarian issues, and working to influence public policy, promote awareness or provide services.

**Non-state actors:** Violent individuals or groups who are not affiliated with the government or other official institutions.

**Party agents:** Representatives of political parties who are present at polling units and other stages of the election process to ensure that their party's interests are protected.

**Party chieftains:** High-ranking members or leaders of political parties who hold significant influence and power within the party.

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

**Political party:** Organised group of individuals and supporters sharing common ideological, policy or political goals, participating in the electoral process and governance by contesting elections, advocating for their agenda and holding elected office.

**Political support group (PSG):** An organised group of individuals providing support, resources or assistance to a political candidate, party or cause, often through volunteering, fundraising or campaigning.

**Professional body:** An organisation that represents and regulates a specific profession or occupation.

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

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

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

**Rule of law:** The principle that all individuals, including government officials and politicians, are subject to and accountable under the same laws, which are clear, publicly accessible and enforced fairly.

**Rural area:** Geographical region characterised by low population density and limited infrastructure, often facing unique challenges and opportunities in access to services, economic development and political representation.

**Security agency:** A government agency responsible for maintaining public safety, law enforcement and national security.

**Security:** Reportage and discussions around the safety of the polity, and usually tied to the role of security agencies in the electoral process and broader democratic governance.

**Sociocultural group:** A group of individuals sharing common social, cultural or ethnic backgrounds, often organised around shared values, traditions or identities.

**Source:** An actor quoted or interviewed in a broadcast.

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

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

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

**Transparency and accountability:** Principles ensuring that political institutions, processes and actors are open, honest and responsible to the public through accessible information and mechanisms holding them accountable for their actions, decisions and performance.

**Underage voting:** The act of allowing individuals who are below the legal voting age to vote in an election.

**Urban area:** A densely populated, built-up geographical region with a high concentration of infrastructure, services and economic activities, often serving as political, cultural and

economic hubs and presenting distinct challenges and opportunities in governance, development and social inclusion.

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

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

## EXECUTIVE SUMMARY

As stakeholders prepared for the 2024 off-cycle governorship elections in Edo and Ondo states, the Centre for Media and Society (CEMESO), with funding from EU SDGN II, conducted a comprehensive media monitoring effort to evaluate the coverage of election-related politics and democratic governance by broadcast stations in Nigeria. The analysis in this report focused on radio and television content, aiming to promote adherence to ethical journalism standards, discourage the dissemination of misinformation and encourage the inclusion of underrepresented demographics such as women, youth and PWDs.

During the period under review, radio broadcasts predominantly featured news reports, which constituted 70% of the content, followed by discussion programs (24%) and interviews (6%). Notably, privately owned stations demonstrated a commitment to journalistic balance, achieving this in 97% of their broadcasts, compared to only 7% for government-owned stations. Election administration emerged as the primary topic, accounting for 37.4% of coverage while security issues (10.4%), campaign activities (9.2%) and intra-party conflict (8.7%) were also significant.

Issues concerning women (1.8%), PWDs (0.5%) and youth (0.3%) received minimal attention. The demographic representation in broadcasts was skewed towards adult males from urban areas, with women, youth and PWDs underrepresented.

PDP was the most frequently featured political party, representing 42% of the sources in its category. It was followed by APC at 23% and LP at 11%. INEC was the most referenced government agency, comprising 64% of sources.

Television programming mirrored radio trends, with news reports making up 72% of the content, and discussions and interviews at 20% and 8% respectively. The stations maintained a higher adherence to balance, achieving 83% compliance. However, two instances of inflammatory rhetoric were noted on two privately owned stations.

The thematic focus was similar, with election administration (37.8%) and campaign activities (13%) dominating coverage while issues related to women (1.4%), PWDs (0.4%) and youth (0.2%) were not as prominent. PDP again led in visibility, accounting for 40.4% of sources, followed by APC (34.8%) and LP (10.6%). INEC was the most visible government agency, representing 44.1% of sources, with security agencies closely following at 40.7%.

The analyses indicate a strong focus on election-related content and general democratic governance themes, with significant disparities in representation across gender and demographic lines and a predominance of coverage favouring major political parties and government agencies.

## BACKGROUND

In the build-up to the 2024 off-cycle governorship elections in Edo and Ondo states, CEMESO, with funding from EU SDGN II, continued its media monitoring effort to evaluate the coverage of election-related politics and democratic governance by broadcast stations in the country.

Through its evaluation of the broadcast media, CEMESO aimed to foster adherence to ethical and professional journalism standards while discouraging the spread of misinformation, the use of extreme language, and biased reporting. Additionally, CEMESO sought to promote the inclusion of underrepresented demographics, such as women, youth, and persons with disabilities (PWDs)."

## METHODOLOGY

The initiative focused on relevant programmes broadcast by carefully selected radio and television stations. These stations were chosen based on:

- Audience reach
- Location
- Political programming
- Digital footprint and
- Ownership

A dedicated team, based in Lagos, monitored and analysed content accessed through online and traditional distribution channels. Inaccessible stations were replaced using the criteria stated above, and their data was included in the analyses crafted within the period the stations were accessible.

A total of 1,131 contents from 25 radio and 16 television stations were analysed. The dataset for the period under review comprised 326 contents from the radio stations and 805 contents from the television stations.

The following radio stations were monitored:

- Adaba FM Akure - Ondo state [Privately owned]
- Arewa Radio - Kano state [Privately owned]
- Boss Radio Owerri - Imo state [Privately owned]
- Breeze FM Akure - Ondo state [Privately owned]
- Bridge FM Asaba - Delta state [Privately owned]
- Crest FM Akure - Ondo state [Privately owned]
- Gotel Radio Yola - Adamawa state [Privately owned]

- Grace FM Lokoja - Kogi state [Privately owned]
- Independent Television Radio (ITV Radio) Benin - Edo state [Privately owned]
- Invicta FM - Kaduna state [Privately owned]
- Jay FM Jos - Plateau state [Privately owned]
- Kapital FM (Operated by Federal Radio Corporation of Nigeria, FRCN, Abuja) - Abuja [Government-owned]
- KU FM Benin - Edo state [Privately owned]
- NAS FM Yola - Adamawa state [Privately owned]
- New Cruse FM Ikere-Ekiti - Ekiti state [Privately owned]
- Nigeria Info Port Harcourt - Rivers state [Privately owned]
- Osun State Broadcasting Corporation (OSBC Radio) - Osun state [Government-owned]
- Peoples' FM Yenagoa - Bayelsa state [Privately owned]
- Positive FM (Operated by Federal Radio Corporation of Nigeria, FRCN, Akure) - Ondo state [Government-owned]
- Radio Rivers - Rivers state [Government-owned]
- Sapientia FM Onitsha - Anambra state [Privately owned]
- Speed FM Benin - Edo state [Privately owned]
- Splash FM Ibadan - Oyo state [Privately owned]
- Super FM Benin - Edo state [Privately owned]
- Urban Radio - Enugu state [Privately owned]

The following television stations were monitored:

- Adamawa Television (ATV) Yola - Adamawa [Privately owned]
- Africa Independent Television (AIT) - Network [Privately owned]
- Akwa Ibom Broadcasting Corporation (AKBC TV) - Akwa Ibom [Government owned]
- Anambra Broadcasting Service Television (ABS TV) - Anambra state [Government owned]
- Arise Television (Arise TV) - Network [Privately owned]
- Channels Television (Channels TV) - Network [Privately owned]
- Gotel Television (Gotel TV) Yola - Adamawa [Privately owned]
- Independent Television (ITV) Benin - Edo state [Privately owned]
- Kwara State Television (KSTV) - Kwara state [Government-owned]
- Lagos Television (LTV) - Lagos state [Government-owned]
- Liberty Television (Liberty TV) - Abuja [Privately owned]
- Nigerian Television Authority International (NTAi) - Network [Government owned]
- Ogun Television (OGTV) - Ogun state [Government owned]

- Ondo State Radiovision Corporation (OSRC TV) – Ondo state [Government owned]
- Silverbird Television (STV) - Lagos state [Privately owned]
- Television Continental (TVC News) - Network [Privately owned]

The monitoring endeavour sought to answer the following questions:

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

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

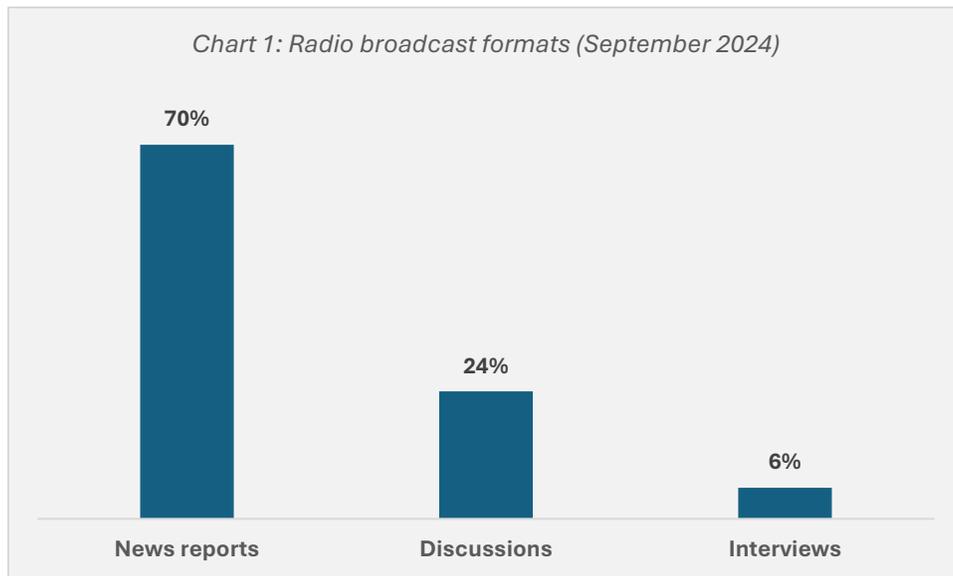
# PART I

## CONTENT OF POLITICAL PROGRAMMES ON RADIO

Broadcasts were systematically monitored across the selected radio stations in September 2024. The resulting analyses are structured into four primary categories: programme typology, thematic emphasis, programme quality and inclusion. A similar presentation format applies to subsequent sections.

### PROGRAMME TYPOLOGY ON RADIO

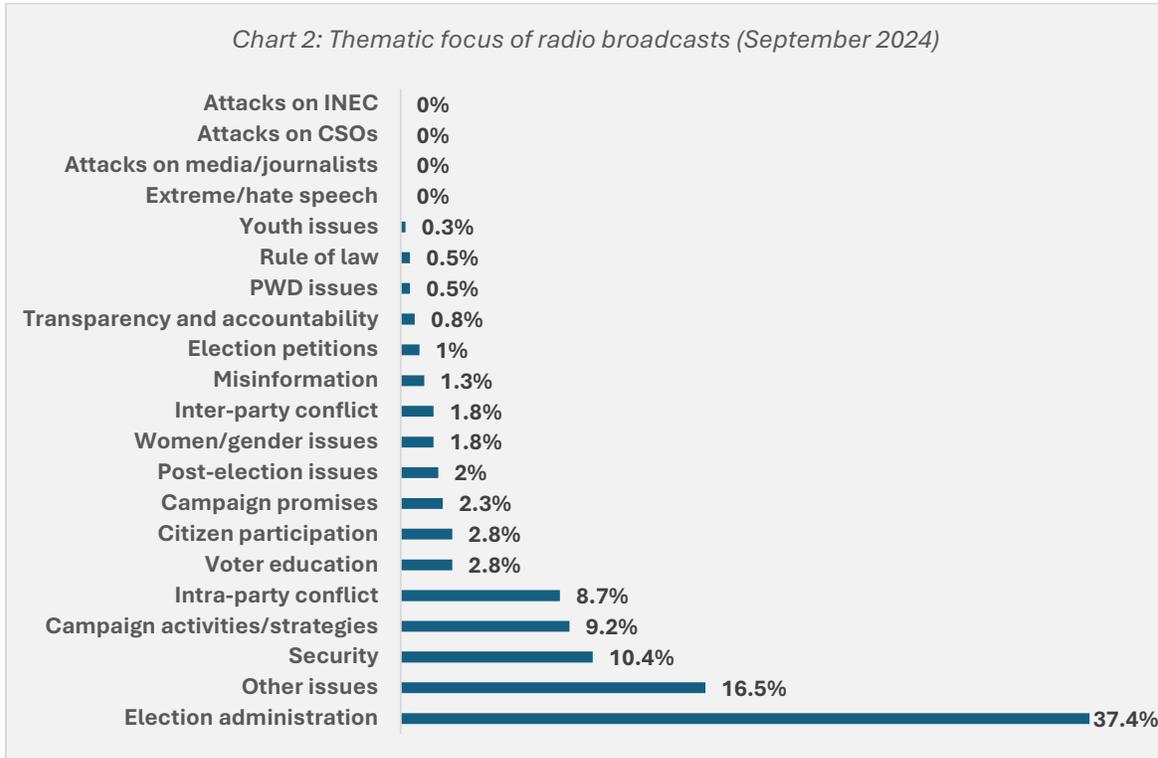
A total of 326 news reports, discussion programmes and interviews were monitored on the selected radio stations.



Out of the contents sampled during the period under review, 229 were packaged as news reports, accounting for, as Chart 1 shows, 70% of the contents. The other radio broadcasts were packaged as discussions (24%; 78 stories) and interviews (6%; 19 stories).

## THEMATIC EMPHASIS ON RADIO

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



Election administration (37.4%; 147 in 393 instances), Chart 2 shows, was the most reported and discussed theme on radio during the period in review. Voter education accounted for 2.8% (11 instances) of the coverage.

- “INEC chairman, Yakubu Mahmood, said the commission has recorded a total of 2.6 million registered voters for Edo state governorship election,” KU FM reported on September 11.
- “INEC announces the commission’s readiness to begin the deployment of election materials for the Edo state,” Invicta FM reported on September 19, focusing on election administration.
- “EFCC, police crackdown on, apprehend three persons over alleged vote buying during Edo gubernatorial election,” Bridge FM reported on September 21. Bridge FM also reported on September 22 that “APC leads as Edo guber poll result collation is underway”.

- “INEC announces Monday Okpebholo as Edo governor-elect as Edo government chief of staff alleges manipulation” by the electoral body, Kapital FM reported on September 23.
- “INEC issues certificate of return to Edo governor-elect Monday Okpebholo,” Positive FM reported on September 26.
- “LP caucus of the House of Reps condemns the outcome of the Edo guber election, expresses concern over vote-buying, voter intimidation, other irregularities,” Kapital FM reported on September 26.
- During the September 21 edition of KU FM programme ‘Dialogue,’ journalists in the studio educated voters on how to cast their votes and advised them to go out en masse to exercise their franchise. The broadcast was focused on voter education.

Whereas security issues represented 10.4% (41 instances) of the coverage, attacks on the media, INEC and CSOs were not featured.

- “INEC has set September 12 for signing of the peace accord ahead of the Edo and Ondo states governorship elections,” Arewa Radio reported on September 2, focusing on election-related security issues.
- In a related instance, “Edo PDP hints on unwillingness to sign peace accord ahead of 2024 guber election, says party has lost faith in police and INEC,” Positive FM reported on September 12.
- “Less than two hours before the signing of the peace accord between contending political parties ahead of the September 21 governorship election, APC says it was not disposed to signing the accord,” Adaba FM reported on September 12.
- “The Inspector-General of Police, Kayode Egbetokun, has announced comprehensive security measures to ensure a peaceful and transparent electoral process for Edo governorship election scheduled for Saturday, September 21, 2024,” Super FM reported on September 20.
- “President Tinubu commends INEC, security agencies for peaceful conduct of Edo guber election, urges party members to remain united and focused,” Kapital FM reported on September 27.

Intra-party conflict received 8.7% (34 instances) of the coverage while inter-party conflict accounted for 1.8% (7 instances) of the attention. Election petitions received 1% (4 instances) of the coverage.

- “PDP has called on FCT minister and former Rivers state governor Nyesom Wike to desist from anti-party activities,” Sapientia FM reported, focusing on internal party wranglings in the PDP.
- “Plateau APC confident of victory in forthcoming LGA election, laments state speaker’s alleged refusal to swear in party members according to court order,” Kapital FM reported on September 3, focusing on a potential conflict in a state chapter of the APC.
- “Enugu LP member Prof. Paul Nnachi files suit seeking to end the tenure of Enugu LP executives, says it is illegal,” Kapital FM reported on September 5.
- “North Central APC says it will appeal Monday’s ruling in the federal high court where its suit for the removal of Ganduje as APC national chairman was dismissed,” OSBC Radio reported on September 9.
- “APC, PDP in war of words over alleged plot to rig forthcoming Edo governorship election,” Gotel Radio reported on September 3, focusing on inter-party conflict.
- In another instance, “APC renews call for the arrest and prosecution of Edo speaker Blessing Agbebaku over alleged involvement in election violence,” Super FM reported on September 3. Agbebaku is a member of the PDP.
- “PDP Campaign Organization in Ondo state has accused governor and APC candidate Lucky Aiyedatiwa of plotting to compromise the upcoming governorship election by employing a private security firm to rig the process,” Gotel Radio reported on September 5.
- “The Federal High Court sitting in Abuja, on Friday, declined to compel INEC to conduct by-election to fill seats of 27 members of the Rivers State House of Assembly who defected to APC. The suit was filed by APP,” Adaba FM reported on September 20.
- In an instance focused on an election petition, “The Court of Appeal in Abuja has dismissed an appeal by Edo PDP aspirants Arthur Esene and Anselm Ojezua seeking to disqualify the party’s governorship candidate Asue Ighodalo,” KU FM reported on September 6.

- “PDP rejects Edo guber election result, seeks legal redress,” Positive FM reported on September 24.

Campaign activities/strategies received 9.2% (36 instances) of the coverage while campaign promises received 2.3% (9 instances) of the coverage.

- “PRP guber candidate Patience Ndidi Key campaigns in Edo, promises better employment and welfare, urges residents to shun biases and vote for a competent candidate,” Positive FM reported on September 11, focusing on campaign activities/strategies and campaign promises.
- In a related instance, “Edo guber election: INEC has called on all political parties to suspend campaign activities after midnight today,” OSBC Radio reported on September 19, focusing on campaign activities/strategies.

Citizen participation, a general democratic governance issue largely driven by anti-government protests, accounted for 2.8% (11 instances) of the coverage. Another democratic governance theme, transparency and accountability, received 0.8% (3 instances) of the coverage while the rule of law received 0.5% (2 instances) of the coverage.

- “A federal high court sitting in Abuja has ruled that 10 persons involved in the ‘End Bad Governance in Nigeria’ protest be remanded in Kuje Correctional Centre,” Sapientia FM reported on September 3, focusing on citizen participation.
- “Court grants N10 million bail to arrested ‘End Bad Governance in Nigeria’ protesters,” Positive FM reported on September 11.
- While analysing the Edo state governorship election on the September 18 edition of Peoples FM discussion programme ‘Neighbourhood Watch,’ guest Shehu Sani said the authorities should prosecute eligible voters who refuse to vote. A caller said that the judiciary should be held responsible for the voting process in Nigeria. The session was focused on the rule of law in the context of elections.

Women/gender, PWD and youth issues accounted for 1.8% (7 instances), 0.5% (2 instances) and 0.3% (1 instance) of the coverage respectively.

- “Ifeyinwa Ighodalo, wife of Edo PDP governorship candidate, has urged women to actively participate in the electoral process to enthrone competent leadership in the state,” Super FM reported on September 3, focusing on women’s issues.

- Pro-PWD organisation TAF Africa “has called on INEC and security agencies to ensure the protection of PWDs in the electoral process,” Super FM reported on September 20, focusing on PWD issues.
- During the September 16 edition of Crest FM programme ‘The Platform,’ the Lucky Boy Youth Movement spokesperson, Yomi Oyekan, said the movement was backing Ondo Governor Lucky Aiyedatiwa’s election bid. The session was focused on youth issues.

Whereas misinformation formed 1.3% (5 instances) of the reportage and discourse on radio, extreme/hate speech was not featured.

- “Ahead of Edo state governorship election, INEC has issued a stern warning against the spread of misinformation on the electoral process,” Urban Radio reported on September 6.
- During a discussion segment of the September 18 edition of Super FM programme ‘What The Honourable Has To Say,’ Edo ADC governorship candidate Osarenren Derek Izedonmwun denied collapsing his campaign structure into another political party ahead of the governorship election in the state.

Other issues received 16.5% (65 instances) of the coverage.

## **QUALITY OF RADIO PROGRAMMES — BALANCE**

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

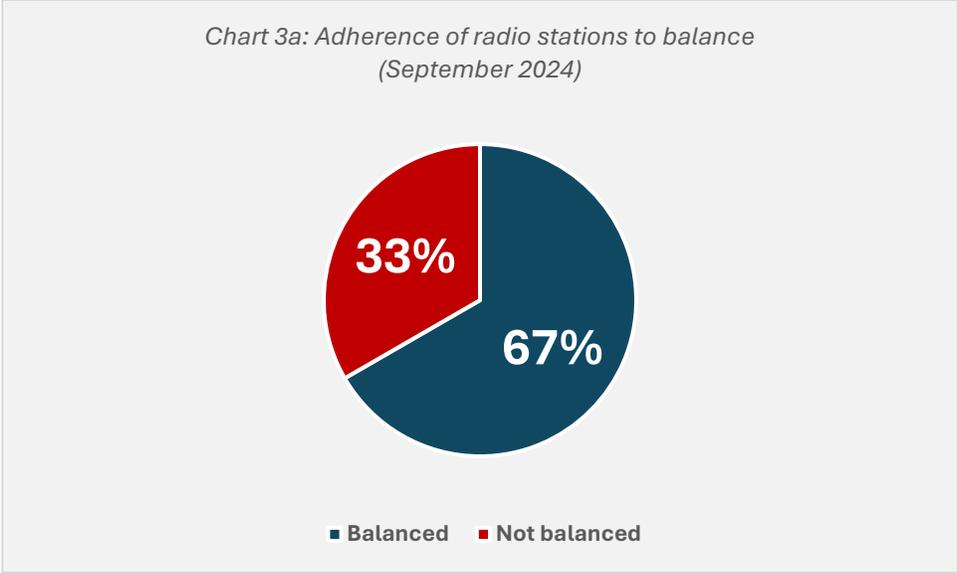


Chart 3a shows that 67% (30 in 45 stories) of sampled radio broadcasts were balanced while 33% (15 stories) were not.

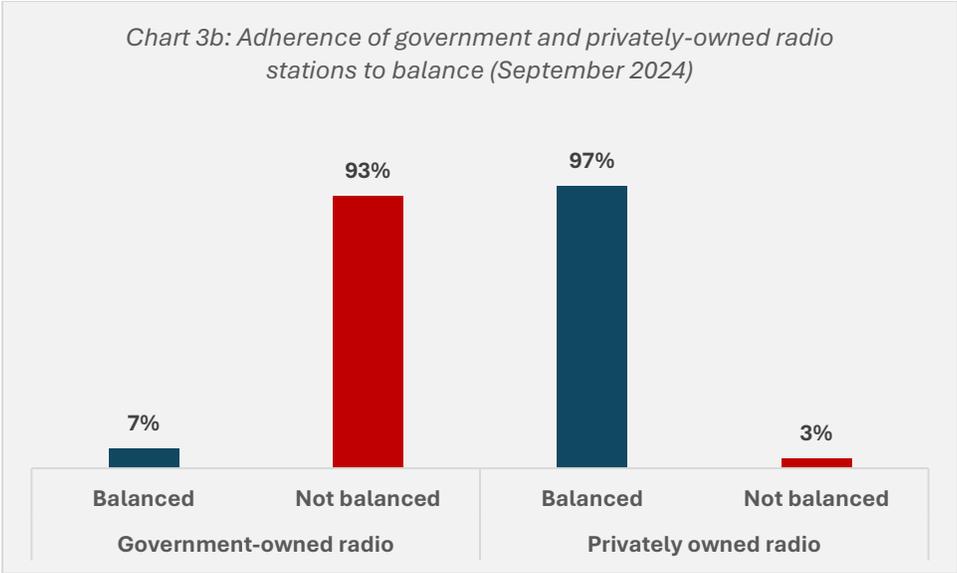


Chart 3b shows that only 7% (1 in 15 stories) of the broadcasts from government-owned radio stations were balanced while 93% (14 stories) were not. The case was different for privately-owned radio stations as they adhered to balance in 97% (29 in 30 stories) and fell short in 3% (1 story) of their broadcasts.

**QUALITY OF RADIO PROGRAMMES — LANGUAGE**

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

noted incidents involved not only the media and its sources using provocative language but also those who actively opposed such rhetoric.

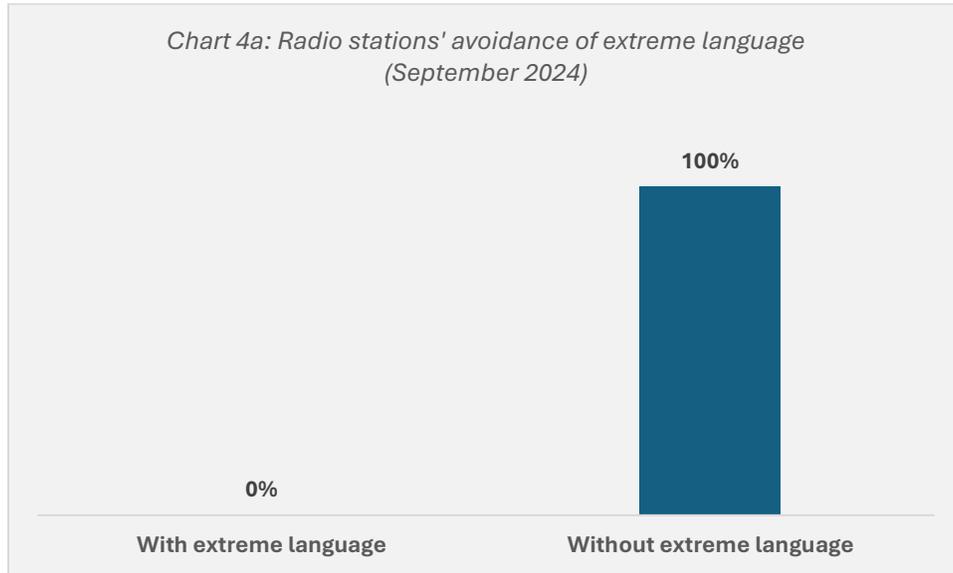


Chart 4a shows that the radio stations avoided extreme language in 100% (326 stories) of their programmes.

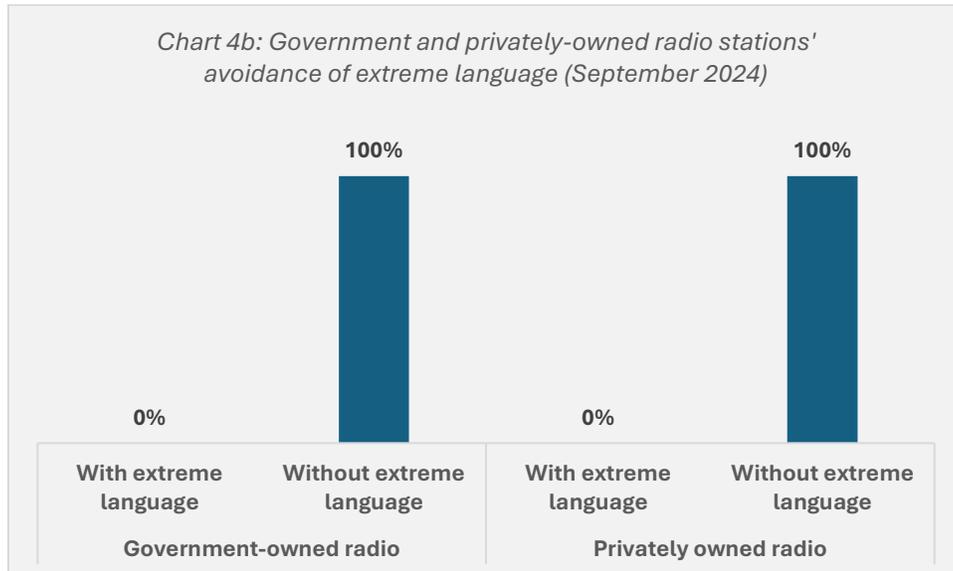


Chart 4b reveals that all 69 (100%) stories from government-owned stations and 257 (100%) stories) from privately-owned stations contained no inflammatory rhetoric.

## VISIBILITY OF INDIVIDUAL ACTORS ON RADIO

### INCLUSION: VISIBILITY OF UNDER-REPRESENTED DEMOGRAPHICS ON RADIO

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

#### PWDs

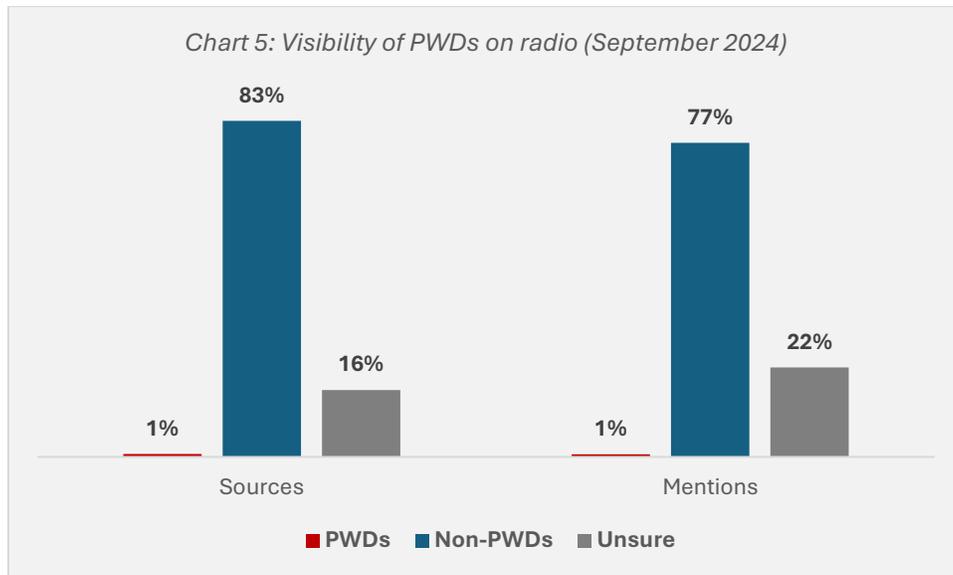


Chart 5 shows that PWD actors accounted for 1% (2 in 279 instances) of the sources and 1% (1 in 159 instances) of the mentions in this category while non-PWDs represented 83% (231 instances) of the sources and 77% (123 instances) of the mentions. The PWD status of the sources in 46 instances (16%) and the mentions in 35 instances (22%) was indeterminate. The data reflects the previously noted low level of coverage dedicated to PWD issues, which was 0.5% (2 out of 393 instances) as shown in Chart 2.

- “Widow Association in Gokana and PWDs are calling on the CTC chairman of Gokana local government area, Kenneth Bede, to contest in the October 2024 chairmanship election as they drum up support for him and also appreciate him for the inclusion and participation of PWDs,” Nigeria Info reported on September 12, using PWD actors as sources.
- TAF Africa “has called on INEC and security agencies to ensure the protection of PWDs in the electoral process,” Super FM reported on September 20, mentioning PWDs.
- In another instance in which PWDs were mentioned, “Voter commends INEC for putting PWDs into consideration at all polling units,” KU FM reported on September 21, the day INEC conducted the Edo 2024 off-cycle governorship election.

## Women

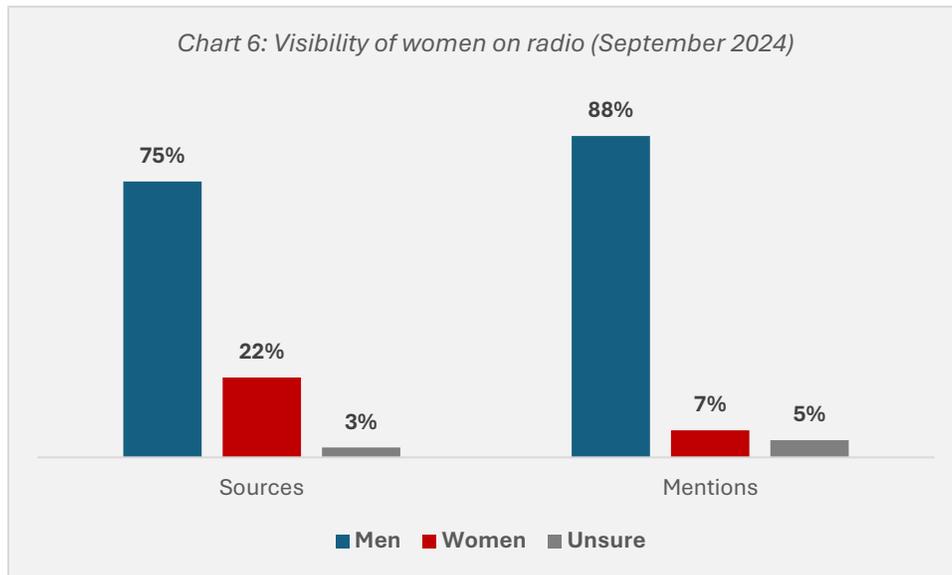


Chart 6 shows that women comprised 22% of the sources (57 out of 261 instances) and 7% of the mentions (11 out of 149 instances). In contrast, men accounted for 75% of the sources (197 instances) and 88% of the mentions (131 instances). The data indicates that women were less visible than their male counterparts, emphasising the previously noted low level of coverage dedicated to women's issues (1.8%; 7 out of 393 instances) as shown in Chart 2.

- During the September 5 edition of Kapital FM programme 'The Platform,' guest and barrister Kemi Okeyedo advocated for diaspora voting and decried alleged disruption of elections by "some party agents". The session provided an instance in which a woman was the source of an election-related radio broadcast during the period under review.
- "PRP guber candidate Patience Ndidi Key campaigns in Edo, promises better employment and welfare, urges residents to shun biases and vote for a competent candidate," Positive FM reported on September 11, using Ndidi Key, a female governorship candidate in the Ondo election, as the source.
- "More women seen in most of the polling units," KU FM reported on Edo governorship election day, mentioning women.
- During a September 19 interview on Invicta FM's 'Spot On,' 31-year-old Kaduna PDP women leader candidate Mrs Godiya Ayuba Lolo said that she had been actively involved in politics for a while and was ready to turn the narrative in favour of women and youth in politics, adding that her manifesto focused on inclusion. The interview

presented an instance in which women were featured in terms of sources and mentions.

## Youth

The African Youth Charter<sup>1</sup> defines youth as individuals aged between 15 and 35. This report adopted the same age bracket. However, individuals older than 35 were also considered youth if they represented a youth group or initiative. Those younger than 15 are categorised as children.

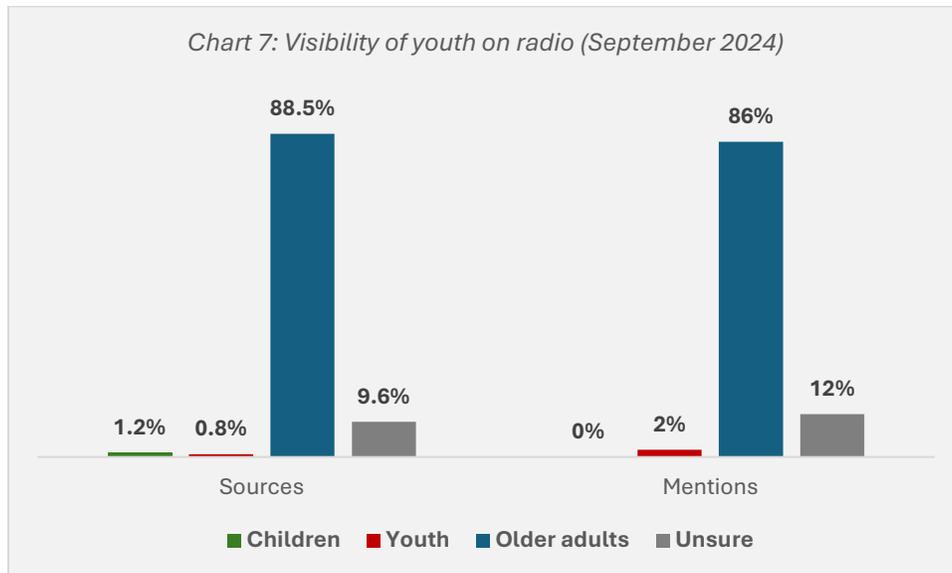


Chart 7 shows that youth represented 0.8% of the sources (2 out of 260 instances) and 2% of the mentions (4 out of 204 instances). Older adults, on the other hand, constituted 88.5% of the sources (230 instances) and 86% of the mentions (176 instances). Children represented 1.2% of the sources (3 instances) and were not mentioned at all. The age group of some sources (9.6%; 25 instances) and mentions (12%; 24 instances) remained indeterminate. The data highlights the low visibility of youth actors, reflecting the previously noted minimal coverage (0.3%; 1 out of 393 instances) dedicated to youth issues, as shown in Chart 2.

- “Youth president and secretaries from Ogweben Mandoni Local Government Area of Rivers state have thrown their weight behind the candidacy of Kingsley Ogo in the October 5 local government election in the state,” Nigeria Info reported on September 5, using youth as the source.
- During a September 17 interview on Crest FM programme ‘Oro Oselu,’ an Ondo APC youth leader identified as Professor Lawal spoke about President Tinubu’s administration, saying that the president was a good leader who loved people. He also said that APC was one family and would resolve its issues in-house before the

2024 off-cycle governorship election in the state. The interview presented another instance of a youth serving as the source of a radio broadcast.

- During a discussion segment of the September 13 edition of Crest FM's 'Oro Oselu,' Barrister Olutayo Babalayo, a pioneer youth leader of the APC in Ondo state, commented on the recent appointments made by Governor Aiyedatiwa. He emphasised that these appointments were not motivated by the upcoming elections, noting that similar actions occurred during the PDP's administration. He also addressed the forthcoming gubernatorial election, asserting that there was no real opposition. In response, Leye Igbagbo, a PDP member, criticised the appointments, stating that a reasonable leader would not make such decisions. He accused the APC of shifting blame and expressed confidence that the people of the state were aware of the truth and knew who to support during the election. Youth were mentioned in the broadcast.

## STATUS OF INDIVIDUAL ACTORS FEATURED ON RADIO

This section examines the social status of the individuals used as sources and mentioned in the broadcasts on the selected radio stations during the period under review.

Aspirants/candidates, political office holders, other politicians and their spouses occupy the political side of this section while journalists/on-air-personalities (OAPs), public intellectuals/commentators, religious leaders, traditional rulers and other citizens occupy its public side.

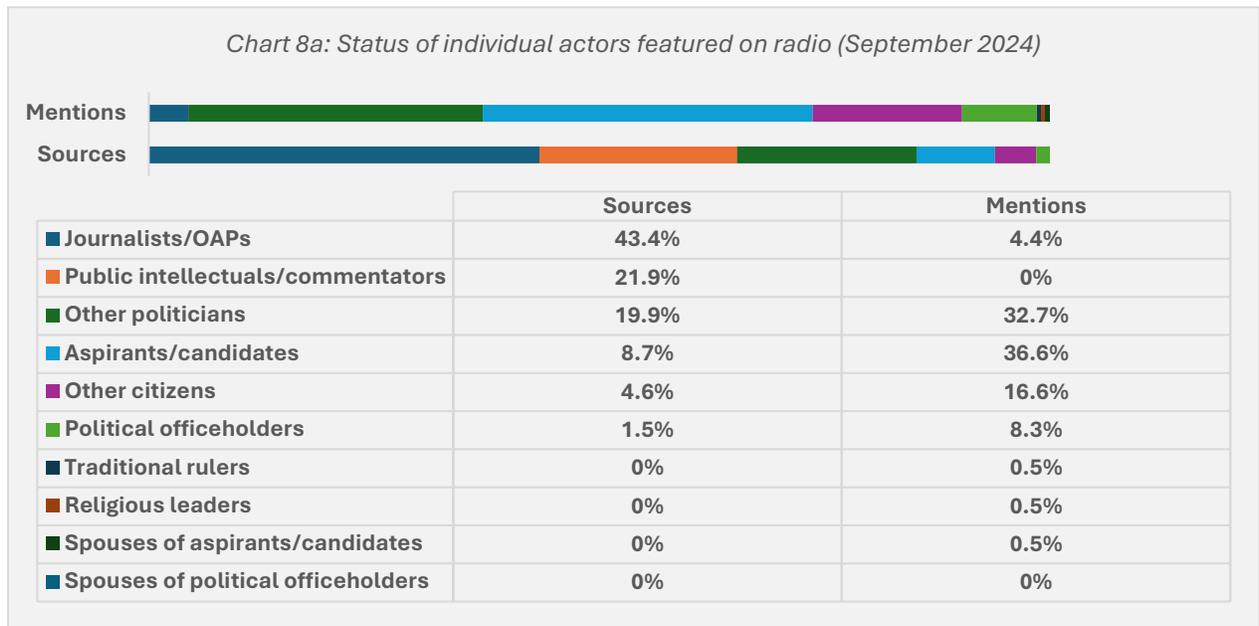


Chart 8a shows that journalists/OAPs accounted for 43.4% (85 in 196 instances) of the sources and 4.4% (9 in 205 instances) of the mentions while public

intellectuals/commentators represented 21.9% (43 instances) of the sources but received no mention.

Aspirants/candidates accounted for 8.7% (17 instances) of the sources and 36.6% (75 instances) of the mentions while political officeholders represented 1.5% (3 instances) of the sources and 8.3% (17 instances) of the mentions. Other politicians made up 19.9% (39 instances) of the sources and 32.7% (67 instances) of the mentions. The spouses of aspirants/candidates represented 0.5% (1 instance) of the mentions but were not used as sources. The spouses of political officeholders were not featured.

Traditional rulers and religious leaders each accounted for 0.5% (1 instance) of the mentions but were not used as sources. Other citizens constituted 4.6% (9 instances) of the sources and 16.6% (34 instances) of the mentions.

Given that politicians play a significant role in elections, the visibility of political officeholders, aspirants, candidates and other politicians was also examined. The results are displayed in Chart 8b.

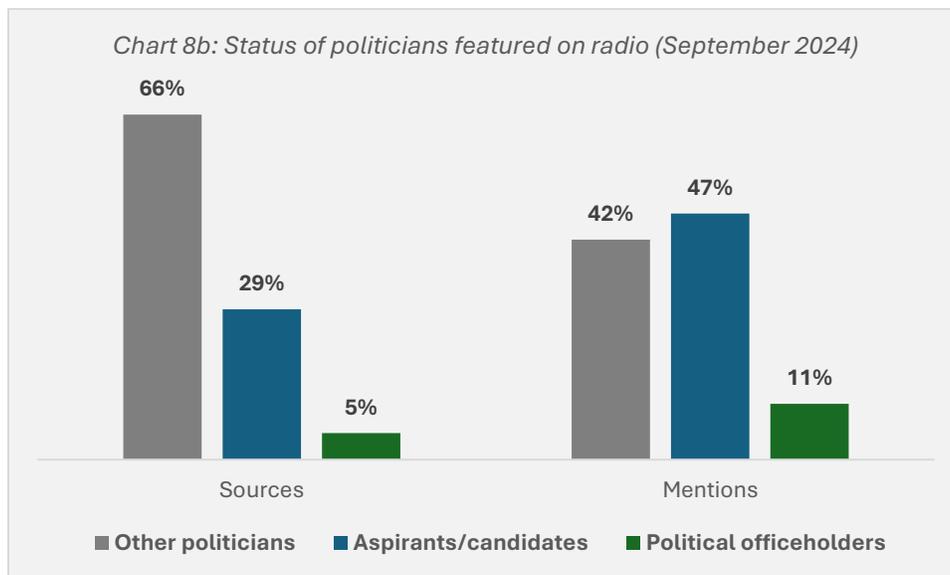
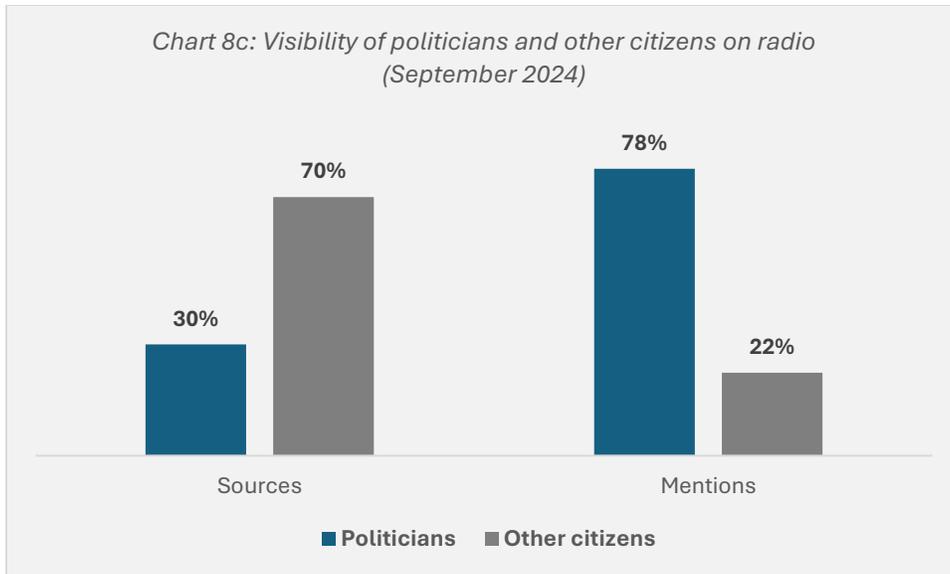


Chart 8b shows that aspirants/candidates made up 29% (17 in 59 instances) of the sources and 47% (75 in 159 instances) of the mentions while political officeholders accounted for 5% (3 instances) of the sources and 11% (17 instances) of the mentions. Other politicians constituted 66% (39 instances) of the sources and 42% (67 instances) of the mentions.

The visibility of politicians was compared to that of non-politicians and analysed.



According to Chart 8c, politicians constituted 30% (59 in 196 instances) of the sources and 78% (159 in 205 instances) of the mentions while other citizens accounted for 70% (137 instances) of the sources and 22% (46 instances) of the mentions. The chart indicates that the individuals on the 'public side' were more prominent than those on the 'political' side in terms of sources, the reverse being the case in the context of mentions.

## GEOGRAPHICAL DISTRIBUTION OF ACTORS ON RADIO

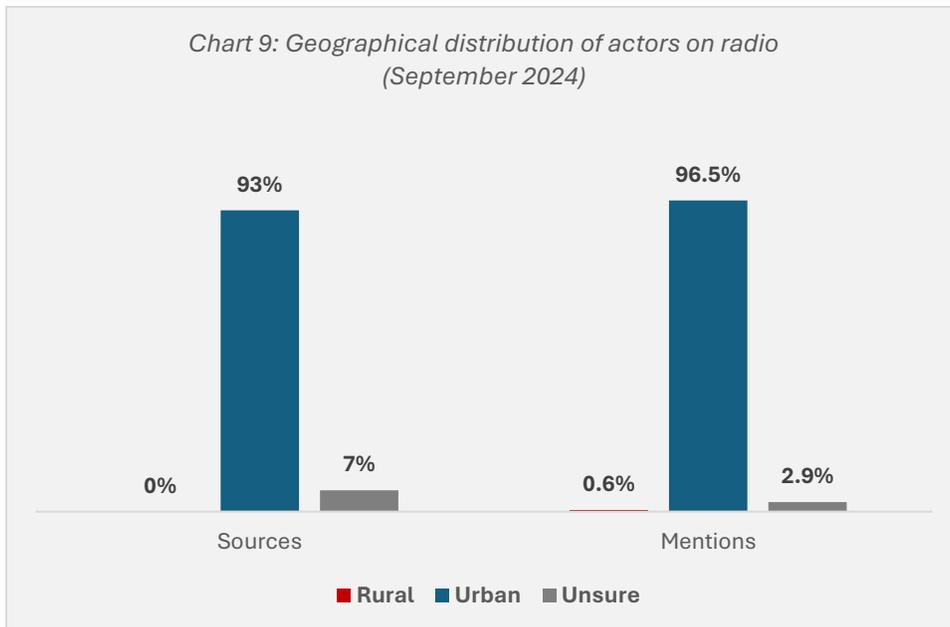


Chart 9 indicates that actors from urban areas dominated radio coverage during the reviewed period, representing 93% of the sources (239 out of 256 instances) and 96.5% of the mentions (164 out of 170 instances). Rural actors accounted for 0.6% (1 instance) of the

mentions but were not used as sources. In some cases, the location of the sources (7%; 17 instances) and mentions (2.9%; 5 instances) could not be identified.

## VISIBILITY OF CORPORATE ACTORS ON RADIO

The corporate actors include political parties, government agencies, interest groups and foreign entities.

### POLITICAL PARTIES

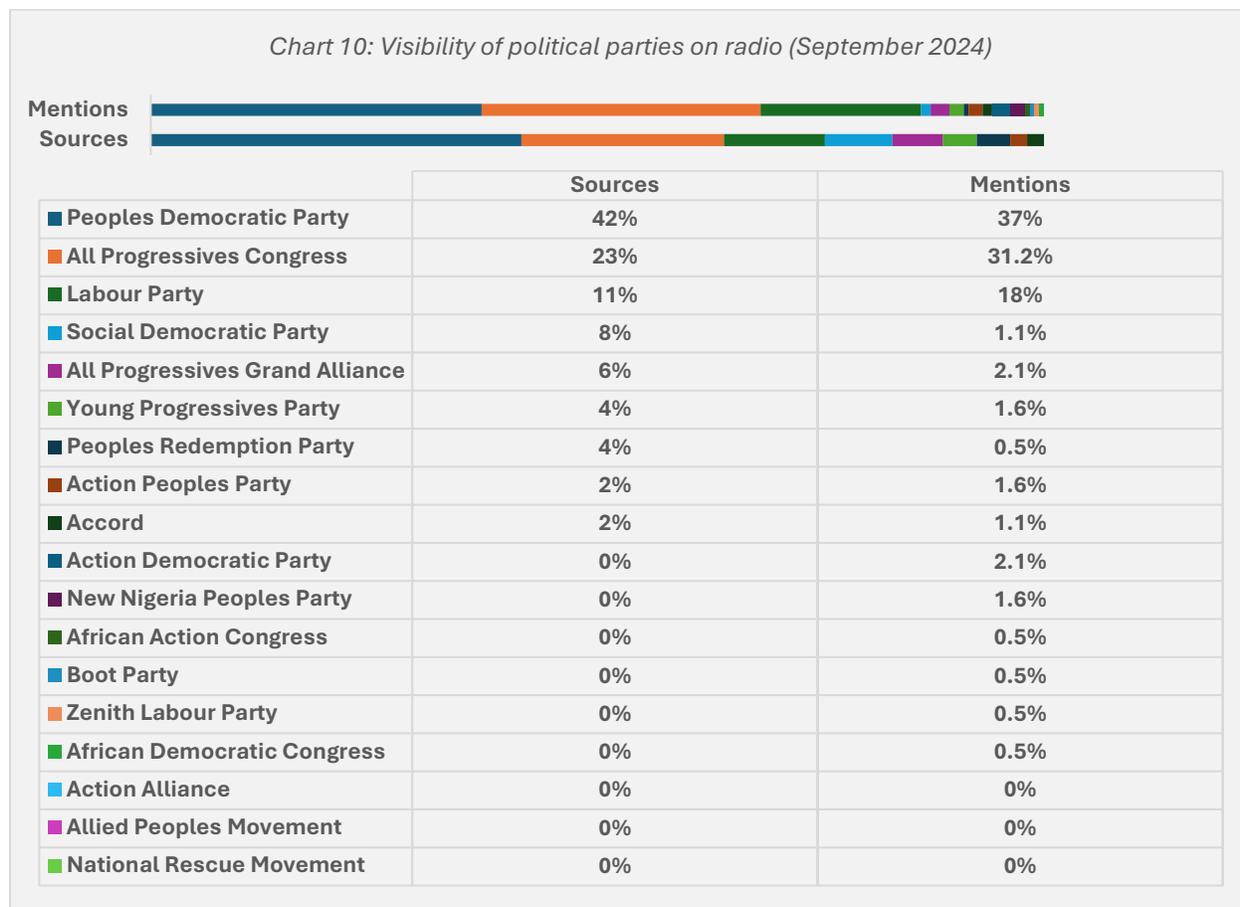


Chart 10 shows that Peoples Democratic Party (PDP) was the most visible political party, accounting for 42% (22 in 53 instances) of the sources and 37% (70 in 189 instances) of the mentions.

- “PDP has officially rejected the result of the governorship election in Edo state as announced by INEC; the national chairman of the party called on concerned citizens to equally reject the outcome of the election,” Speed FM reported on September 24, using PDP as the source.
- In an instance in which the party was mentioned, “PDP refuses to sign peace accord ahead of Edo gubernatorial election,” Urban Radio reported on September 12.

All Progressives Congress (APC) made up 23% (12 instances) of the sources and 31.2% (59 instances) of the mentions while Labour Party (LP) represented 11% (6 instances) of the sources and 18% (34 instances) of the mentions.

- “APC to inaugurate The Progressive Institute, a thinktank resource centre that offers training on leadership, governance and voter education,” Kapital FM reported on September 6, featuring APC.
- “INEC declares APC guber candidate Monday Okpebholo winner of 2024 Edo governorship election,” Bridge FM reported on September 23.

Social Democratic Party (SDP) comprised 8% (4 instances) of the sources and 1.1% (2 instances) of the mentions while All Progressives Grand Alliance (APGA) made up 6% (3 instances) of the sources and 2.1% (4 instances) of mentions.

Young Progressives Party (YPP) and Peoples Redemption Party (PRP) each accounted for 4% (2 instances) of the sources, as well as 1.6% (3 instances) and 0.5% (1 instance) of the mentions respectively.

Also, Action Peoples Party (APP) and Accord each comprised 2% (1 instance) of the sources, as well as 1.6% (3 instances) and 1.1% (2 instances) of the mentions respectively.

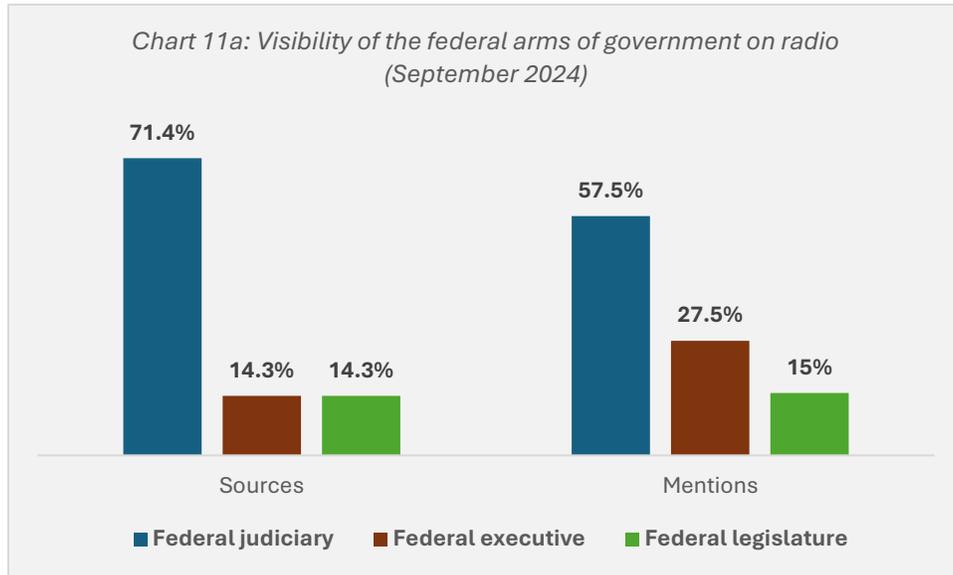
Action Democratic Party (ADP) constituted 2.1% (4 instances) of the mentions but was not used as a source. The same was true for African Action Congress (AAC), Boot Party (BP), Zenith Labour Party (ZLP) and African Democratic Congress (ADC), each of which represented 0.5% (1 instance) of the mentions.

Action Alliance (AA), Allied Peoples Movement (APM) and National Rescue Movement (NRM) were not featured.

## **GOVERNMENT**

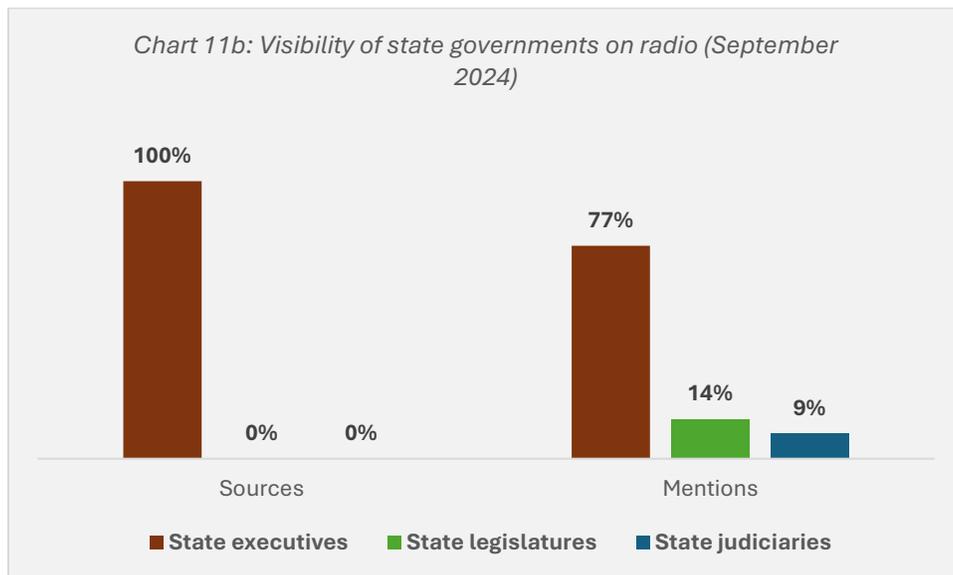
This section examines the visibility of the federal and state arms of government — the executive, the judiciary, and the legislature. It also assesses the visibility of local council development areas (LCDAs) and local government areas (LGAs) compared with that of the higher levels of government.

## Federal government



The federal judiciary, as Chart 11a shows, comprised 71.4% (5 in 7 instances) of the sources and 57.5% (23 in 40 instances) of the mentions, making it the most featured actor in this subsection. The federal executive and the federal legislature each constituted 14.3% (1 instance) of the sources, as well as 27.5% (11 instances) and 15% (6 instances) of the mentions respectively.

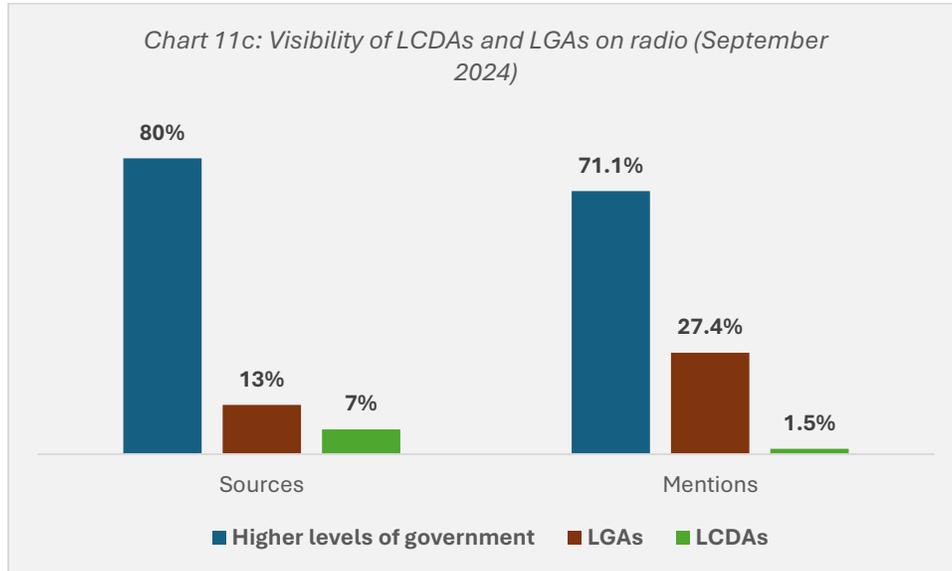
## State governments



State executives, Chart 11b shows, accounted for 100% (5 instances) of the sources and 77% (43 in 56 instances) of the mentions. State legislatures and state judiciaries made up 14% (8 instances) and 9% (5 instances) of the mentions but were not used as sources.

## Local governments

This subsection compares the visibility of local council development areas (LCDAs) and local government areas (LGAs) with that of the higher levels of government (the state and federal levels).



The higher levels of government, Chart 11c shows, dominated this subsection by accounting for 80% (12 in 15 instances) of the sources and 71.1% (96 instances) of the mentions. LGAs made up 13% (2 instances) of the sources and 27.4% (37 instances) of the mentions while LCDAs represented 7% (1 instance) of the sources and 1.5% (2 instances) of the mentions.

## GOVERNMENT AGENCIES

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

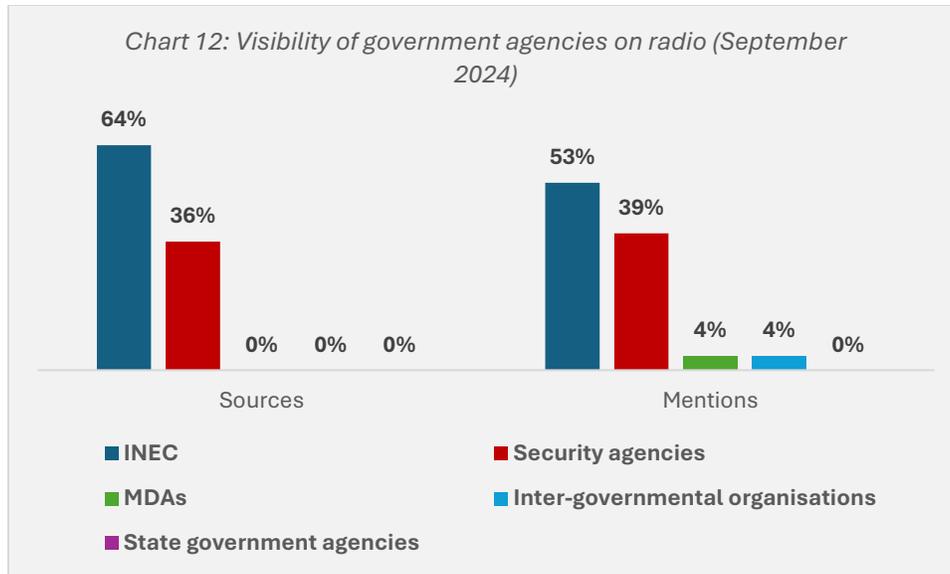


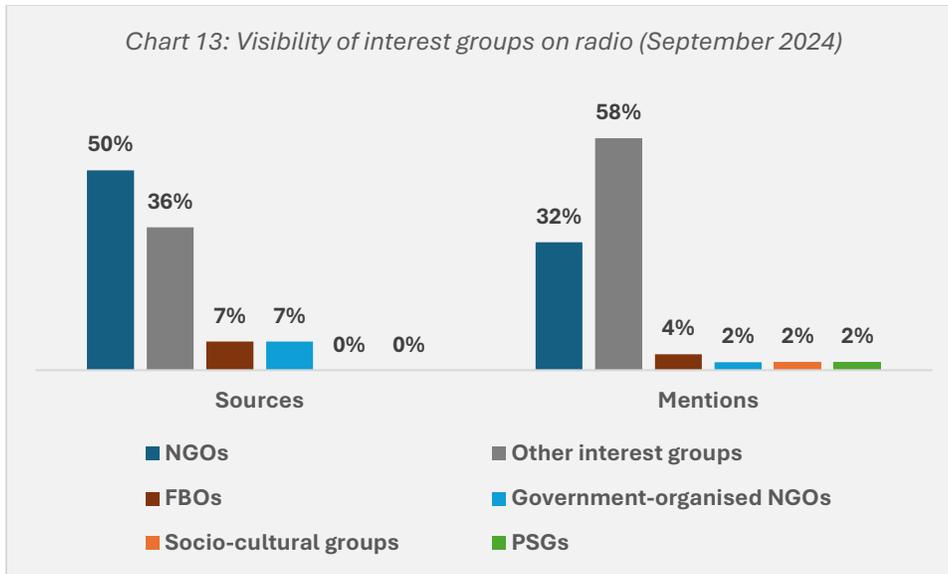
Chart 12 shows that INEC was the most visible actor in this category, accounting for 64% (21 in 33 instances) of the sources and 53% (89 in 168 instances) of the mentions.

Security agencies constituted 36% (12 instances) of the sources and 39% (65 instances) of the mentions. MDAs and intergovernmental agencies each accounted for 4% (7 instances) of the mentions but were not used as sources. State government agencies were not featured.

- “NBC national director Mrs Gloria Makinde has urged the media journalists in Edo State to ensure professionalism in their reportage,” Speed FM reported on September 21, featuring an MDA.
- “IGP says police will provide level playing field for parties in forthcoming Edo guber election,” Positive FM reported on September 13, featuring a security agency.

## INTEREST GROUPS

This section examines the visibility of corporate actors such as non-governmental organisations (NGOs) that play critical roles in the electoral process and democratic governance. It also assesses the visibility of faith-based organisations (FBOs), sociocultural groups, government-organised NGOs, and political support groups (PSGs).

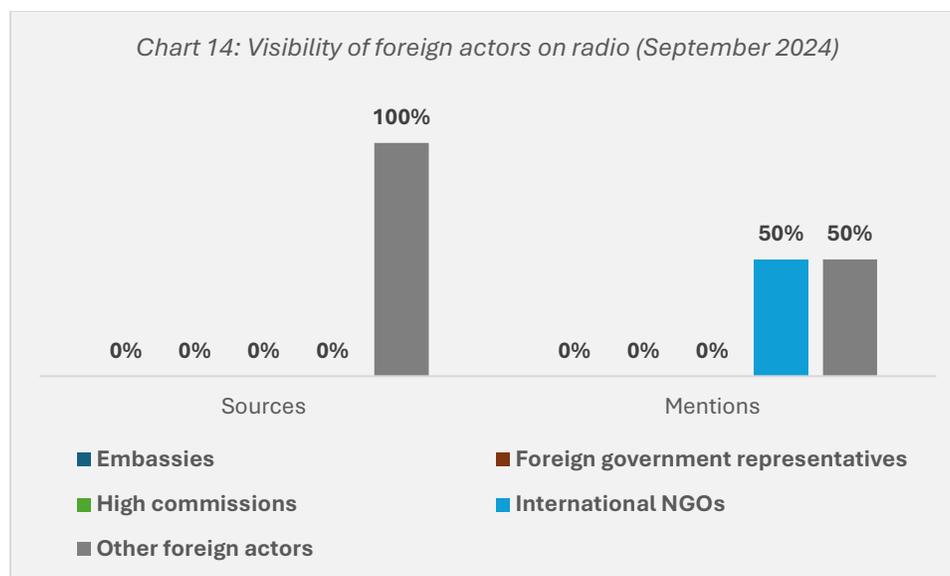


According to Chart 13, NGOs accounted for 50% (7 in 14 instances) of the sources and 32% (16 in 50 instances) of the mentions. FBOs and government-organised NGOs each comprised 7% (1 instance) of the sources, as well as 4% (2 instances) and 2% (1 instance) of the mentions respectively. PSGs and sociocultural groups each made up 2% (1 instance) of the mentions but were not used as sources. Other interest groups constituted 36% (5 instances) of the sources and 58% (29 instances) of the mentions. Professional bodies form the bulk of these uncategorised interest groups and will be so categorised in subsequent reports.

- “The immediate past president of the Pentecostal Fellowship of Nigeria, Reverend Dr Felix Onibude, has told Edo voters that ‘prayers do not count; go out and cast your votes,’” Super FM reported on September 5, featuring an FBO.
- Yunusa Tanko, the National Coordinator of the Obidient Group Worldwide, announced that a formal registration process for current and prospective members of the movement would be launched soon,” Bridge FM reported on September 9, featuring a PSG.
- “CEMESO, IPC engage journalists on achieving credible polls through issue-based reporting during Ondo guber election as police assure of adequate security,” Positive FM reported on September 12, featuring two NGOs, CEMESO and IPC.

## FOREIGN ACTORS

This section examines the visibility of foreign actors such as embassies, high commissions, international non-governmental organisations (international NGOs) and foreign government representatives.



International NGOs, according to Chart 14, accounted for 50% (1 in 2 instances) of the mentions in this category. They were, however, not used as sources. Uncategorised foreign actors constituted 100% (1 instance) of the sources and half (1 instance) of the mentions. The other actors identified in the chart were not featured.

## SUMMARY OF FINDINGS

The analysis of the content for September 2024 revealed that news reports were the most prevalent format in radio broadcasts, comprising 70% of the content, followed by discussion programmes at 24% and interviews at 6%. The radio stations adhered to the journalistic pillar of balance in 67% of the applicable broadcasts. Government-owned radio stations achieved balance in only 7% of their broadcasts as against the 97% from privately owned stations. There were no instances of extreme language.

Election administration was the most reported and discussed issue, accounting for 37.4% of the thematic focus areas. Security (10.4%), campaign activities/strategies (9.2%) and intra-party conflict (8.7%) also received significant coverage as the Edo and Ondo 2024 off-cycle governorship elections approached. Women’s (1.8%), PWD (0.5%) and youth (0.3%) issues were seldom featured.

Most of the individuals quoted and mentioned in the broadcasts were adult males from urban areas as women (22% of sources; 7% of mentions) youth (0.8% of sources; 2% of mentions) and PWDs (1% sources; 1% mentions) were not as visible.

PDP was the most visible political party, accounting for 42% of the sources and 37% of the mentions in its category. APC followed with 23% of the sources and 31.2% of the mentions while LP comprised 11% of the sources and 18% of the mentions.

INEC (64% sources; 53% mentions) was more prominent than the other government agencies combined as security agencies made up 36% of the sources and 39% of the mentions.

LCDAs and LGAs were not as visible as the higher levels of government, which accounted for four out of every five sources and 71.1% of the mentions in the relevant category. NGOs (50% sources; 32% mentions) and uncategorised interest groups were more prominent than the other actors in their category. Foreign actors were rarely featured, with international NGOs accounting for half of the mentions in that section.

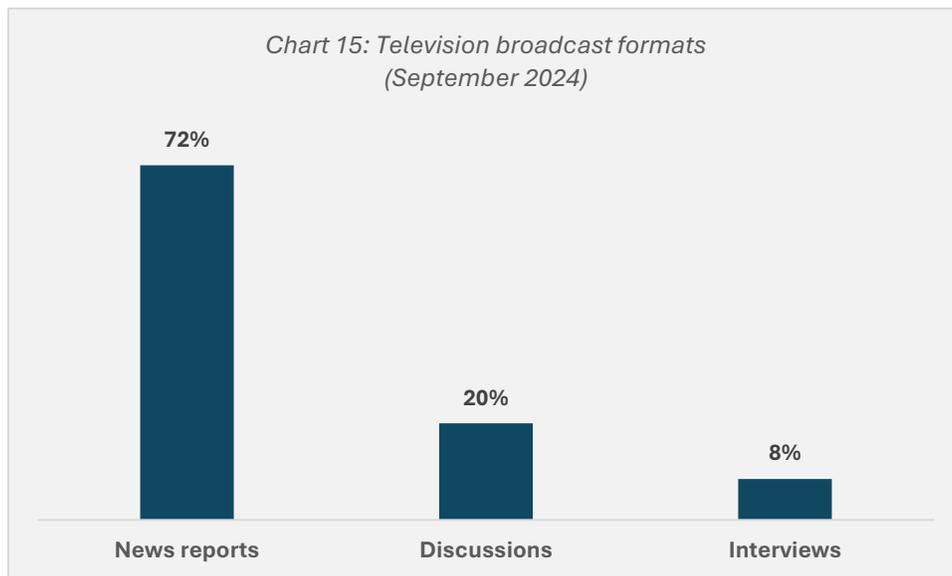
# PART II

## CONTENT OF POLITICAL PROGRAMMES ON TELEVISION

Relevant broadcasts were monitored on selected television stations in September 2024. The findings are presented below.

### PROGRAMME TYPOLOGY ON TELEVISION

A total of 805 news reports, discussion programmes and interviews were monitored on the selected television stations.



Out of the contents analysed during the period under review, 580 were packaged as news reports. These, according to Chart 15, constituted 72% of the contents. The remaining television broadcasts were aired in the discussion (20%; 158 stories) and interview (8%; 67 stories) formats.

### THEMATIC EMPHASIS ON TELEVISION

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

Chart 16: Thematic focus of television broadcasts (September 2024)

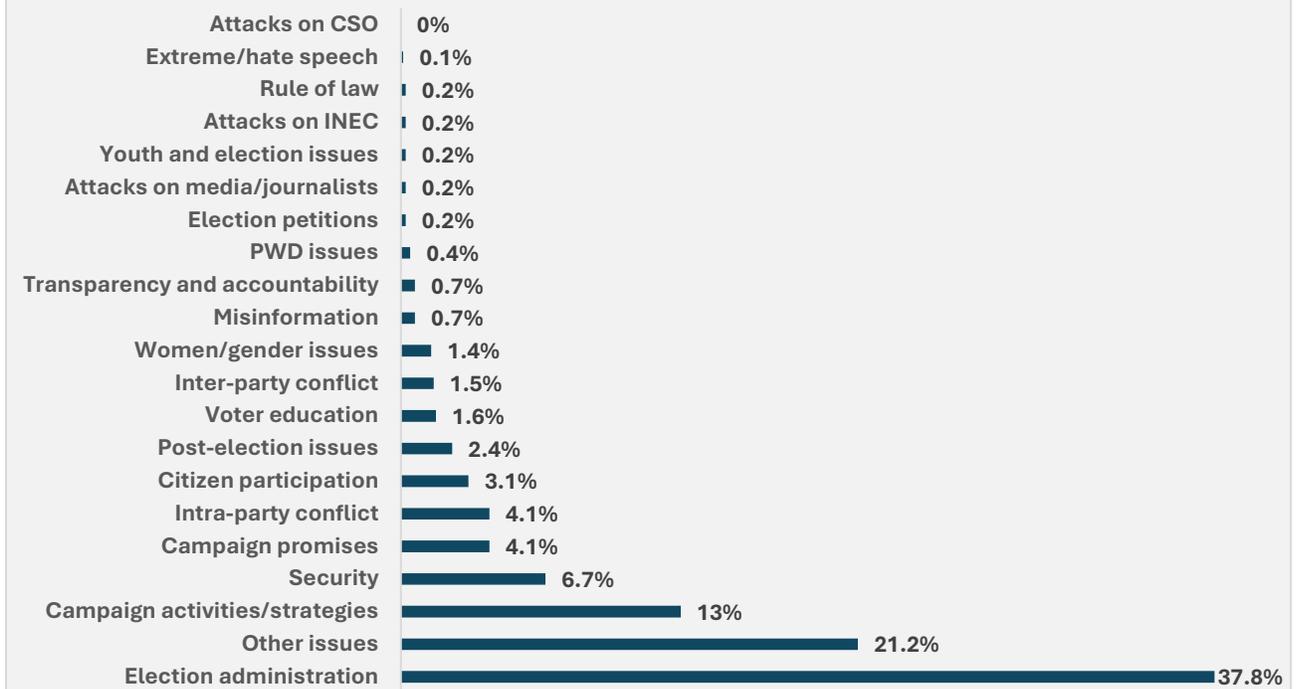


Chart 16 shows that election administration accounted for 37.8% (349 in 923 instances) of the themes, making it the most covered topic on television during the period under review. Voter education was not as visible at 1.6% (15 instances) of the coverage.

- “INEC has said that political parties taking part in the Edo governorship election are expected to sign a peace accord for a hitch-free poll,” Gotel TV reported on September 1, focusing on election administration.
- “IPAC proposes single-day election, asserts that staggered election not cost effective, adds that INEC chairman should no longer be appointed by the executive but rather through an advertised selection process,” Channels TV reported on September 2.
- “Edo guber: INEC assures of conducting election with highest standards,” NTA reported on September 6.
- AIT reported on September 23 that “INEC declares APC candidate Monday Okphebolo winner of the September 21 governorship election in the state with a total of 291,667 votes; the PDP candidate Asue Ighodalo received 247,274 votes; and LP’s Olumide Akpata received 22,763 votes”.

- “PDP rejects Edo governorship election results,” TVC News reported on September 23.
- “Edo LP candidate Olumide Akpata alleges that the election was not credible, shades PDP for engaging in alleged vote-buying,” Channels TV reported on September 23.
- During the September 4 edition of ITV programme ‘This Morning on ITV,’ Osahon Uwoghiren, Edo state coordinator of the National Orientation Agency (NOA), spoke on the agency’s civic responsibility in educating voters. The discussion was focused on voter education.
- In another instance, “Edo governorship election: Edo CSO holds sensitisation rally in Ekpoma,” ITV reported on September 17.
- “Lagos State Independent Electoral Commission (LASIEC) takes voter education to Somolu and Bariga,” LTV reported on September 19.

Campaign activities/strategies and campaign promises comprised 13% (120 instances) and 4.1% (38 instances) of the coverage respectively.

- “Edo 2024 election: Peter Obi drums support for LP guber candidate Olumide Akpata,” ITV reported on September 10.
- “Edo guber poll: PDP campaign council presents solar-powered streetlights to residents of Egor LGA,” ITV reported on September 19.
- “Edo APC candidate Monday Okphebolo concludes campaigns across 100 wards in 18 local government areas with optimism,” AIT reported on September 19, focusing on campaign activities/strategies. AIT also reported on the same day that “PDP candidate Asue Ighodalo solicits votes from traders, civil servants, pensioners as Edo goes to the polls”.
- “Edo PDP takes campaign to Etsako east and central LGAs, promises better use of marine economy,” Channels TV reported on September 4, focusing on campaign promises.
- “Edo APC candidate Monday Okphebolo has promised to address educational deficits in the state by hiring over 5,000 teachers if elected as governor,” Gotel TV reported on September 18, focusing on campaign promises.

Intra-party conflict received 4.1% (38 instances) of the coverage while inter-party conflict received 1.5% (14 instances) of the attention. Election petitions accounted for 0.2% (2 instances) of the coverage.

- “Bayelsa Governor Douye Diri confident PDP party crises will be resolved during state congresses,” AIT reported on September 2, focusing on the intra-party crisis.
- “APGA chieftain Chekwas Okorie calls for sanction of Governor Charles Soludo, others over anti-party activities,” Channels TV reported on September 4.
- “Edwin Clark calls for Wike’s arrest over threat to PDP states,” Channels TV reported on September 5.
- “2027: LP withdraws automatic tickets for Peter Obi and Alex Otti, says stakeholders’ meeting was an illegal gathering,” Channels TV reported on September 9.
- “Ondo PDP has accused APC of planning to cause violence during the Ondo state governorship election,” Gotel TV reported on September 5, focusing on inter-party conflict.
- “Edo guber election: PDP wants IGP to stop alleged violent attacks by APC, calls for release of detained members,” ITV reported on September 9.
- “PDP’s Sam Anyawu says he would appeal Supreme Court judgment over Imo guber election, if possible,” Channels TV reported on September 2, focusing on election petitions.
- “Court stops INEC from releasing voter register to Rivers State Independent Electoral Commission (RSIEC),” Channels TV reported on September 30, focusing on election petitions.

Security issues made up 6.7% (62 instances) of the coverage while attacks on media/journalists and attacks on INEC each constituted 0.2% (2 instances) of the thematic focus areas.

- “35,000 police officers and 800 other security personnel deployed for Edo guber election,” Channels TV reported on September 10, focusing on election-related security issues.

- “Chief of Defence Staff commits to peaceful polls in Edo as Governor Obaseki laments intimidation of citizens by police,” Channels TV reported on September 18.
- “IGP orders restriction of movement from 6 am to 6 pm on Edo guber election day,” LTV reported on September 20
- “Enugu poll: NSCDC deploys 984 personnel ahead of local government election,” KSTV reported on September 20.
- “Suspected political thugs attack TVC News crew covering Edo state governorship election in Irrua, Esan Central,” TVC News reported on September 19, focusing on attacks on media/journalists.
- In an instance concerning attacks on INEC, “Edo election 2024: Soldiers repel attack on Oredo INEC collation centre by suspected thugs,” ITV reported on September 20.

Citizen participation accounted for 3.1% (29 instances) of the coverage. Transparency and accountability received 0.7% (6 instances) of the coverage while the rule of law made up 0.2% (2 instances) of the coverage.

- “Groups protest in Taraba, Adamawa against bad governance,” Channels TV reported on September 1, focusing on citizen participation.
- During the September 2 edition of AIT programme ‘Democracy Today,’ lawyer Deji Adeyanju criticised the government for charging ‘End Bad Governance in Nigeria’ protesters with treason.
- “NBA set to offer free legal representation to ‘End Bad Governance in Nigeria’ protesters,” Channels TV reported on September 4.
- “PDP supporters protest arrest of PDP members as Obaseki accuses APC of alleged intimidation, collusion with police,” Channels TV reported on September 10.
- “Edo election 2024: PDP members in Akoko-Edo protest against alleged plans of Kogi Governor Ododo to work for a major party in Igarra,” ITV reported on September 20.
- In an instance focused on transparency and accountability, “LG autonomy: Group calls for accountability on allocations from local government chairmen,” ITV reported on September 2.

- Kano APC chastises NNPP leader Rabiu Kwankwaso for alleging a lack of transparency in FG's distribution of food palliatives, OSRC TV reported on September 10.
- Focusing on the rule of law, Channels TV reported on September 2 that "Amnesty International says the trial of protesters is a mockery of the rule of law".
- Also, "Ondo guber: Abuja high court orders INEC to accept Nehemiah, Awude as LP candidates," KSTV reported on September 27.

Whereas women's and PWD issues comprised 1.4% (13 instances) and 0.4% (4 instances) of the coverage respectively, youth issues accounted for 0.2% (2 instances) of the coverage.

- "Adamawa deputy governor Kaletapwa Farauta has praised Governor Ahmadu Fintiri for surpassing 35% affirmative action benchmark for women's inclusion in governance," ATV reported on September 2, focusing on women's issues.
- "United Nations charges media to advocate gender inclusiveness in leadership and governance," LTV reported on September 6.
- "Women group advocates for improved representation of women in public offices as women representation in National Assembly falls by 19%," AIT reported on September 11.
- "Ondo governorship election: Advocacy group encourages voter participation among PWDs," OSRC TV reported on September 4, focusing on PWD issues.
- "An NGO, TAF Africa, has announced its collaboration with INEC to ensure that PWDs can vote without hindrance in the Ondo state governorship election, Mr. Adeolu Kilanko, program manager of the organisation, said," Gotel TV reported on September 5.
- "Edo PDP candidate Asue Ighodalo promises reforms for youth development as the campaign train moves to Iselu in Igoh local government area," AIT reported on September 9.
- "NYSC director-general Brigadier General YD Ahmed has appealed for maximum security for all Corps members and NYSC officials who would work as electoral officers in the Edo state gubernatorial election," AIT reported on September 20, focusing on youth issues.

Misinformation and extreme/hate speech made up 0.7% (6 instances) and 0.1% (1 instance) of the coverage respectively.

- “Edo election: INEC warns media against misleading news, says it has completed all processes regarding election materials,” OGTV reported on September 6, focusing on election-related misinformation.
- “Ahead of Edo guber election, INEC says it has put measures in place to curb the spread of fake news, misinformation and disinformation,” LTV reported on September 6.
- During a September 13 interview on Arise TV’s ‘Arise Primetime,’ Edo APC chairman Jarret Tenebe said the “chairman of the PDP has a diarrhoea of the mouth and because he is failing, he wants to drag someone with him”. This represented an instance in which election-related extreme/hate speech was deployed on television during the period under review.

Other issues constituted 21.2% (196 instances) of the coverage.

## QUALITY OF PROGRAMMES ON TELEVISION — BALANCE

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

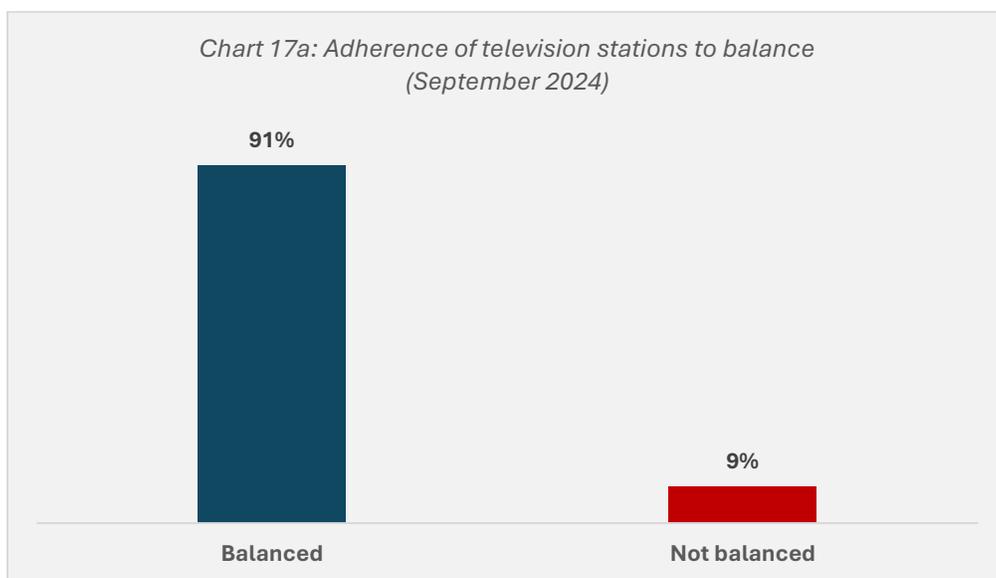


Chart 17a shows that 91% (206 in 227 stories) of sampled television broadcasts were balanced while 9% (21 stories) were not.

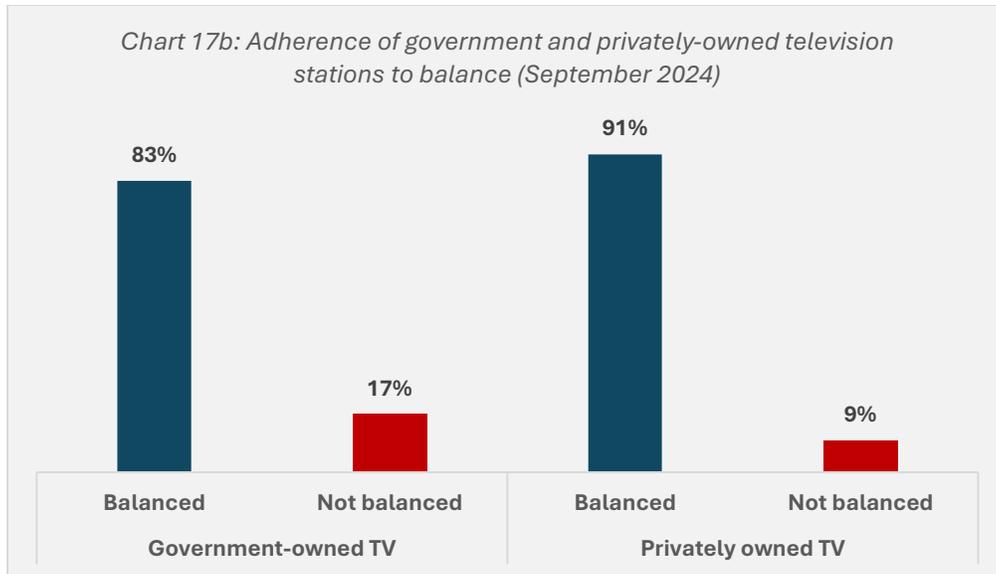


Chart 17b shows that 83% (5 in 6 stories) of the broadcasts from government-owned television stations were balanced while 17% (1 story) were not. Also, 91% (201 in 221 stories) of the broadcasts from privately-owned television stations were balanced while 9% (20 stories) were not.

## QUALITY OF PROGRAMMES ON TELEVISION — LANGUAGE

The selected television stations were examined for adherence to wholesome language in their programmes. The recorded incidents involved not only the media and its sources using provocative language but also those who actively opposed inflammatory rhetoric.

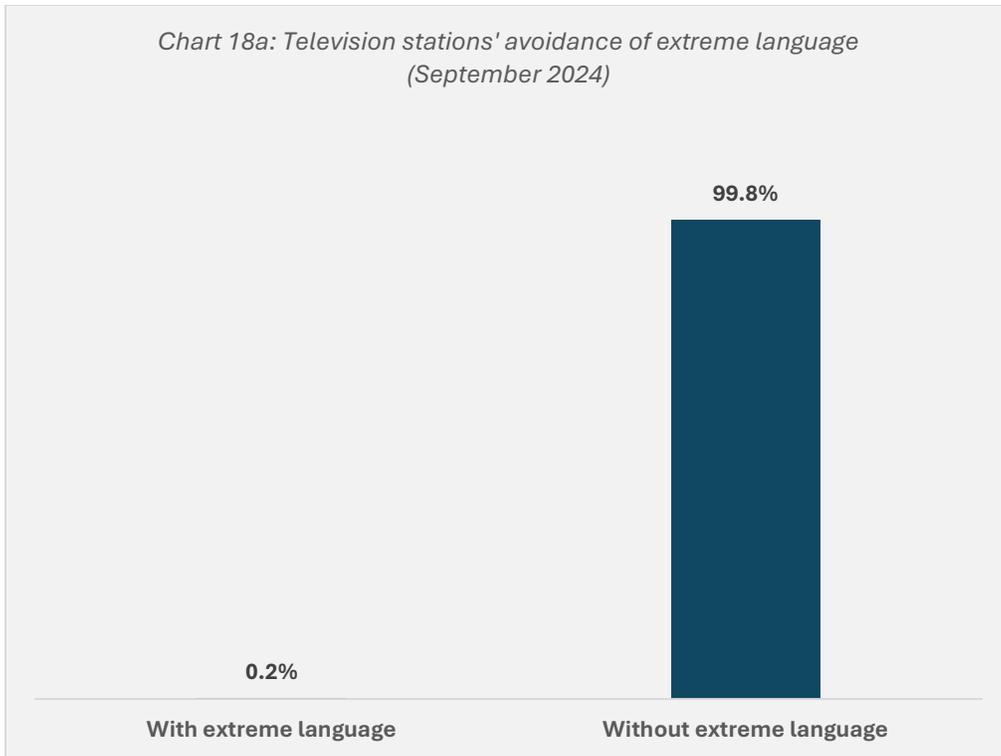


Chart 18a shows that the television stations avoided extreme language in 99.8% (803 in 805 stories) of their programmes and fell short in 0.2% (2 stories).

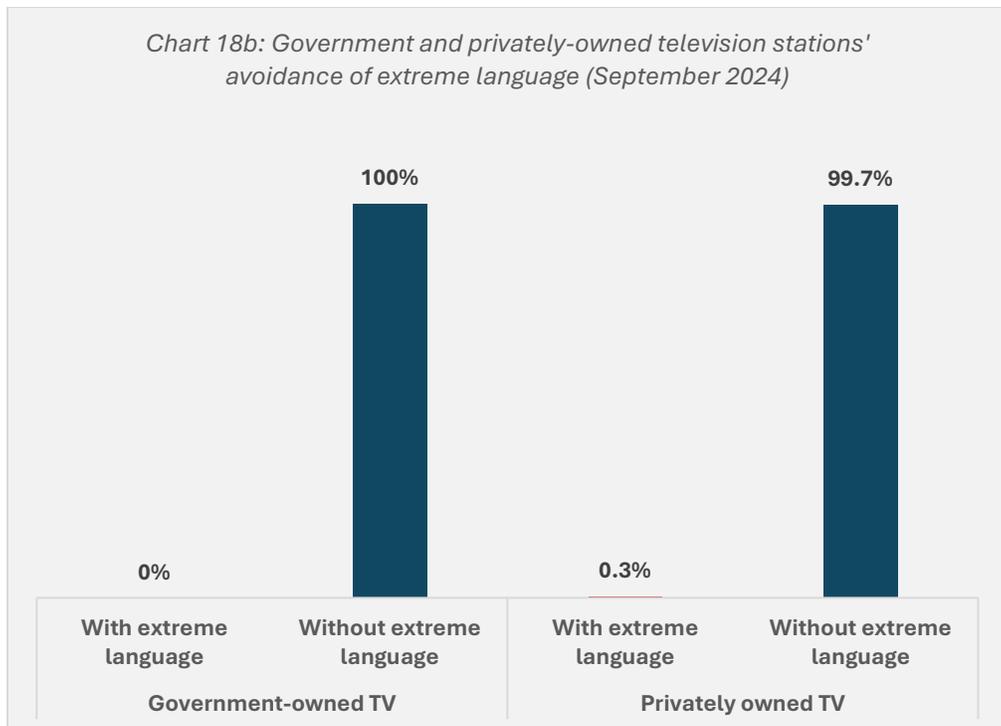


Chart 18b shows that 100% (192 stories) of the broadcasts from government-owned stations were free of extreme language. In contrast, 99.7% (611 in 613 stories) of the broadcasts from privately owned television stations were free from potentially harmful rhetoric while 0.3% (2 stories) were not.

- During a September 13 interview on Arise TV's 'Arise Primetime,' Edo APC chairman Jarret Tenebe said the "chairman of the PDP has a diarrhoea of the mouth and because he is failing, he wants to drag someone with him". This represented an instance in which extreme language was used on television.
- During the September 16 edition of ITV programme 'This Morning on ITV,' PDP campaigner Shedrack Udugbai said the Edo APC guber candidate's intellectual capability "is close to that of a moron". The anchor immediately cautioned Udugbai, stating that such extreme rhetoric was inappropriate for television.

**VISIBILITY OF INDIVIDUAL ACTORS ON TELEVISION**

**INCLUSION: VISIBILITY OF UNDER-REPRESENTED DEMOGRAPHICS ON TELEVISION**

This section assesses the visibility of vulnerable groups on television during the period in review, with a focus on gender, age and disability.

**PWDs**

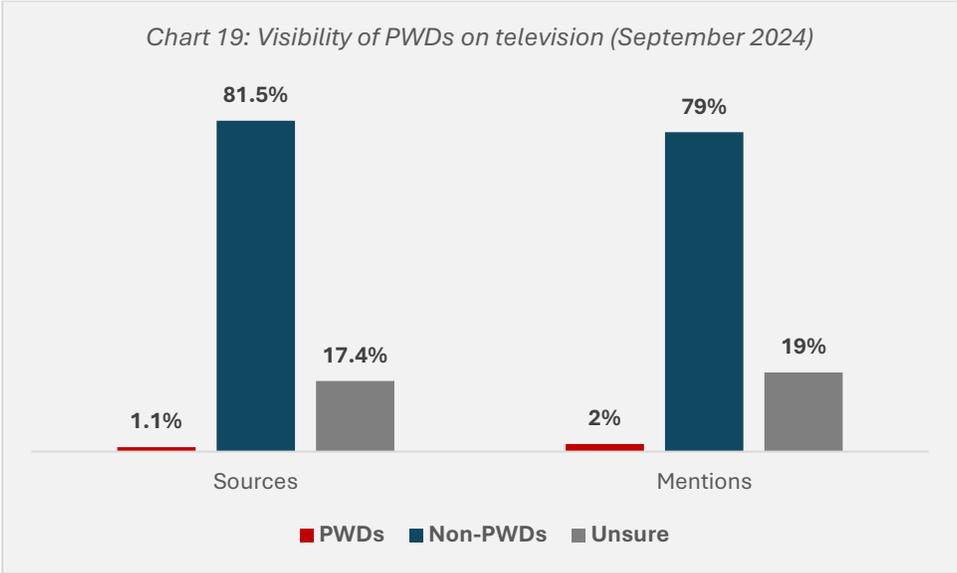
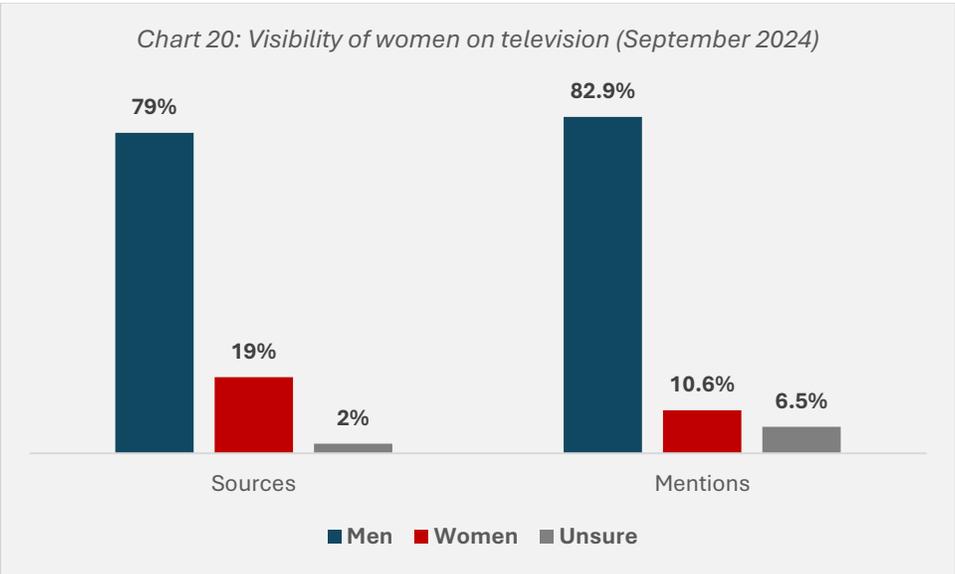


Chart 19 shows that PWD actors comprised 1.1% (8 out of 725 instances) of the sources and 2% (10 out of 529 instances) of the mentions in this category. In contrast, non-PWD actors represented 81.5% (591 instances) of the sources and 79% (416 instances) of the mentions. In some cases, the PWD status of the sources (17.4%; 126 instances) and the mentions (19%;

103 instances) was indeterminate. This data reflects the previously noted low level of coverage (0.4%; 4 out of 923 instances) accorded to PWD issues as illustrated in Chart 16.

- “TAF Africa has announced its collaboration with INEC to ensure that PWDs can vote without hindrance in the Ondo state governorship election, Mr Adeolu Kilanko, program manager of the organisation, said,” Gotel TV reported on September 5.
- “About 10 PWDs have cast their ballot,” NTA reported on September 21 (Edo election day), featuring PWDs.
- On September 21, a visually impaired male voter in Unit 5, Esan South, Edo Central told NTA that the Edo election “is peaceful and the environment is friendly”.

**Women**



According to Chart 20, women made up 19% (104 out of 555 instances) of the sources and 10.6% (44 out of 414 instances) of the mentions, while men comprised 79% (438 instances) of the sources and 82.9% (343 instances) of the mentions. The gender of the sources in 13 instances (2%) and the mentions in 27 instances (6.5%) remained indeterminate. The data indicates that female actors were less visible compared to their male counterparts and reflects the previously noted low level of coverage (1.4%; 13 out of 923 instances) dedicated to women's issues as shown in Chart 16.

- “Lagos lawmaker Kafilat Ogbara advocates for more gender inclusivity in politics,” LTV reported on September 18, using a woman as the source.
- During the September 16 edition of ITV programme ‘This Morning on ITV,’ APC chieftain Deaconess Maryam Jibrin Obokhale and analyst Dr Elizabeth Ojugo

discussed the quality of candidates campaigning for the governorship office in Edo state. Both sources are women.

- During the September 30 edition of ITV programme ‘This Morning on ITV,’ Edo PRP governorship candidate Patience Ndidi Key spoke about the gains and failures of the election and its impact on Nigeria’s democracy. She also decried vote buying. The discussion provided an instance of a woman serving as the source of a television broadcast during the period in review.
- In an instance in which women were mentioned, “Ondo governorship poll: Idanre women rally for Aiyedatiwa ahead of the November 16 gubernatorial election,” OSRC TV reported on September 13.
- Also, APC governorship candidate Monday Okphebolo promises support for market women as party wraps up ward-to-ward rally with Owan East and West of Edo state,” AIT reported on September 13.

## Youth

The African Youth Charter<sup>1</sup> categorises individuals aged between 15 and 35 as youth. This report adopted the same age bracket. However, individuals older than 35 were also considered youth if they represented a youth group or initiative. Those younger than 15 are categorised as children.

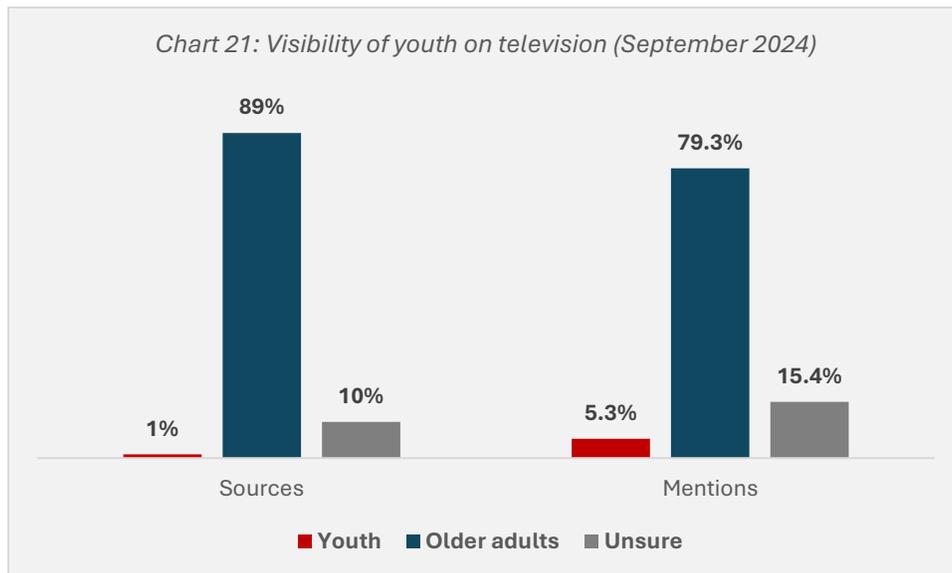


Chart 21 shows that youth accounted for 1% (6 out of 573 instances) of the sources and 5.3% (22 out of 415 instances) of the mentions. In contrast, older adults comprised 89% (510 instances) of the sources and 79.3% (329 instances) of the mentions. The age group of 10% of the sources (57 instances) and 15.4% of the mentions (64 instances) remained

indeterminate. This data highlights the limited visibility of youth actors, reflecting the previously noted low level of coverage (0.2%; 2 out of 923 instances) dedicated to youth and election issues as illustrated in Chart 16.

- “Edo 2024 election: Youth urged to support APC candidate Monday Okpebholo for development,” ITV reported on September 11, featuring youth.
- “Catholic youth endorse Edo PDP candidate Asue Ighodalo, say he has capacity to take state to greater heights,” Arise TV reported on September 19.
- “Kwara LG election: Youth organisation canvasses peaceful, credible polls,” KSTV reported on September 20.

### STATUS OF INDIVIDUAL ACTORS FEATURED ON TELEVISION

This section focuses on the social status of the individual actors given attention in relevant broadcasts on the selected television stations during the period in review. Aspirants/candidates, political office holders and other politicians occupy the political side of this categorisation while journalists/on-air-personalities (OAPs), public intellectuals/commentators, religious leaders and traditional rulers occupy the public side. The spouses of political aspirants/candidates and the spouses of political office holders are also included.

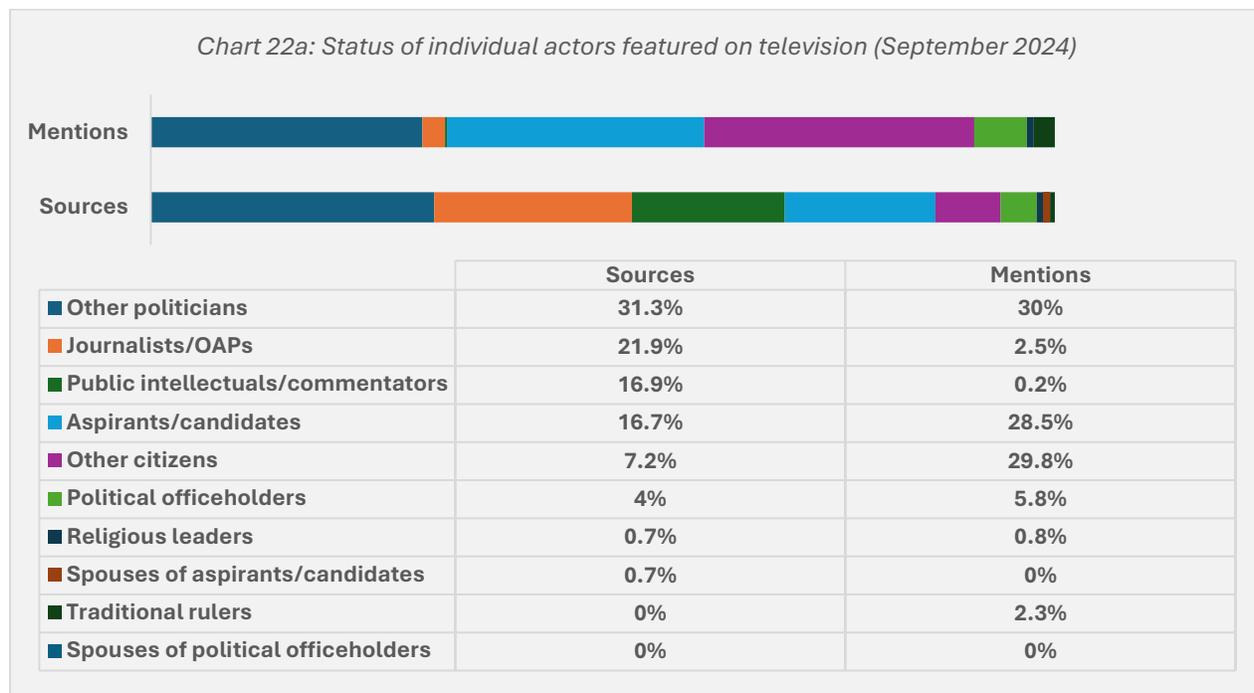


Chart 22a shows aspirants/candidates constituted 16.7% (67 in 402 instances) of the sources and 28.5% (147 in 516 instances) of the mentions while political officeholders accounted for

4% (16 instances) of the sources and 5.8% (30 instances) of the mentions. Other politicians, many of whom were party chieftains (subsequent reports will address this categorisation), represented 31.3% (126 instances) of the sources and 30% (155 instances) of the mentions. The spouses of aspirants/candidates comprised 0.7% (3 instances) of the sources but were not mentioned. The spouses of political officeholders were not featured.

Journalists/OAPs represented 21.9% (88 instances) of the sources and 2.5% (13 instances) of the mentions while public intellectuals/commentators made up 16.9% (68 instances) of the sources and 0.2% (1 instance) of the mentions.

Religious leaders represented 0.7% (3 instances) of the sources and 0.8% (4 instances) of the mentions while traditional rulers made up 0.5% (2 instances) of the sources and 2.3% (12 instances) of the mentions.

Other citizens represented 7.2% (29 instances) of the sources and 29.8% (154 instances) of the mentions.

Since politicians are major players in elections, the comparative visibility of political office holders, aspirants/candidates and other politicians was analysed. The findings are presented in Chart 22b.

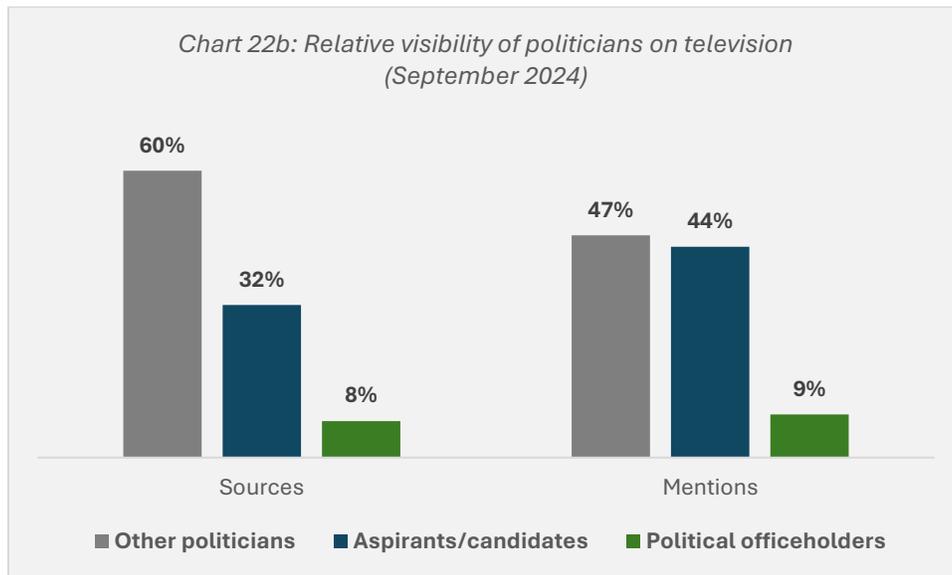
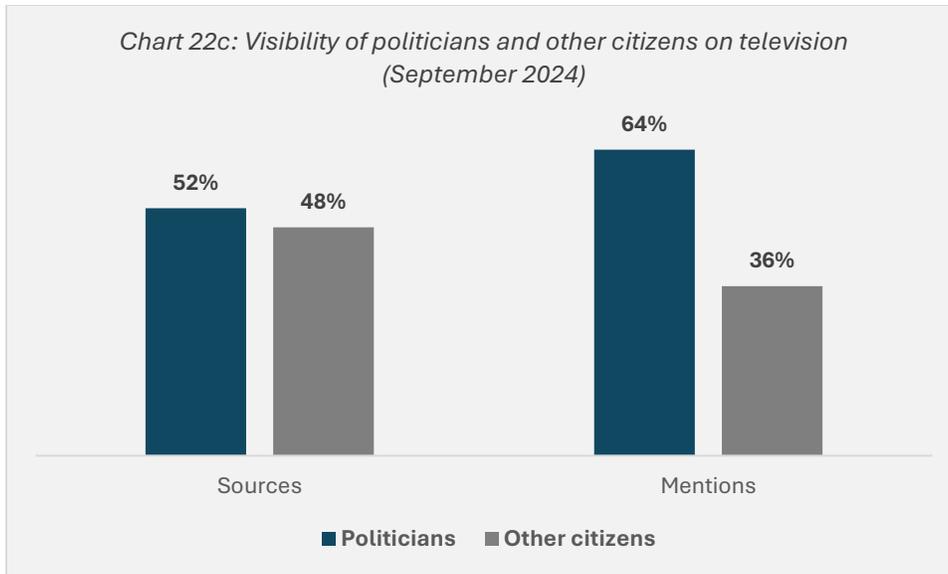
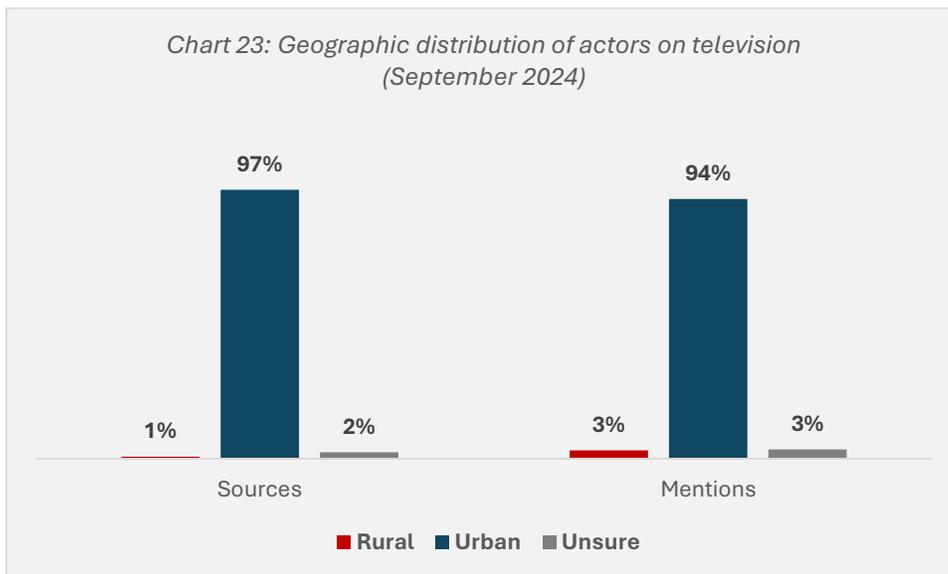


Chart 22b shows that aspirants/candidates constituted 32% (67 in 209 instances) of the sources and 44% (147 in 332 instances) of the mentions while political officeholders comprised 8% (16 instances) of the sources and 9% (30 instances) of the mentions. Other politicians accounted for 60% (126 instances) of the sources and 47% (155 instances) of the mentions.



According to Chart 22c, politicians represented 52% (209 in 402 instances) of the sources and 64% (332 in 516 instances) of the mentions while other citizens comprised 48% (193 instances) of the sources and 36% (184 instances) of the mentions.

### **GEOGRAPHIC DISTRIBUTION OF ACTORS ON TELEVISION**

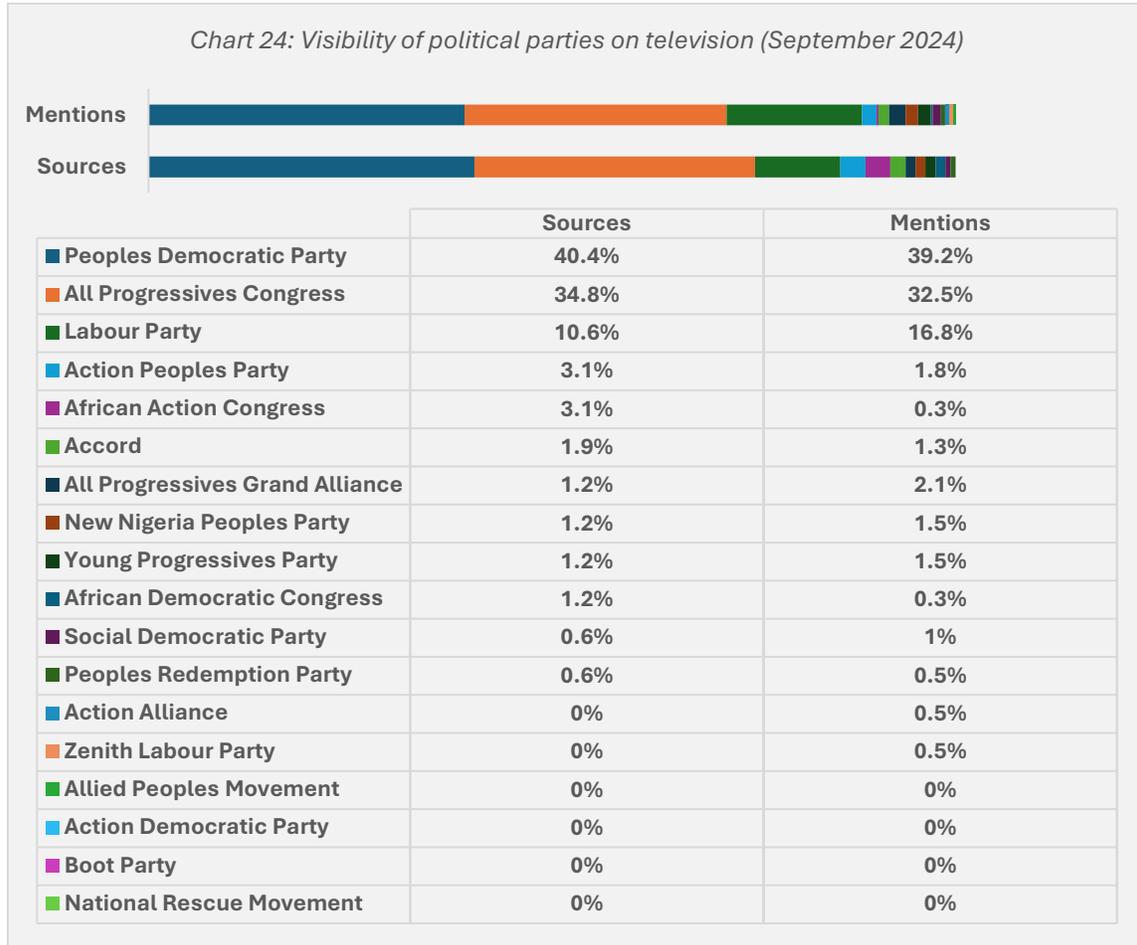


According to Chart 23, actors from rural locations constituted 1% (4 in 514 instances) of the sources and 3% (9 in 264 instances) of the mentions while those from urban locations accounted for 97% (498 instances) of the sources and 94% (247 instances) of the mentions. The location of some sources (2%; 12 instances) and mentions (3%; 9 instances) was indeterminate.

## VISIBILITY OF CORPORATE ACTORS ON TELEVISION

The corporate actors include political parties, governments and their government agencies, interest groups and foreign actors.

### POLITICAL PARTIES



Peoples Democratic Party (PDP), Chart 24 shows, was the most featured political party in this category, comprising 40.4% (65 in 161 instances) of the sources and 39.2% (152 in 388 instances) of the mentions.

- During a September 30 interview on Channels TV's 'Politics Today,' PDP chieftain Segun Sowunmi expressed disappointment at the intra-party conflict in his party and decried what he called the ineptitude of the APC government. The interview provided an instance of a television broadcast featuring both political parties during the period in review.

- “Adamawa PDP chairman comments on the national leadership tussle, says Umar Damagun is the most qualified to serve as chairman presently,” Channels TV reported on September 27, featuring PDP.
- Edo election aftermath: PDP members decry alleged violation of electoral guidelines, call for declaration of Asue Ighodalo as governor-elect,” ITV reported on September 26.

All Progressives Congress (APC) constituted 34.8% (56 instances) of the sources and 32.5% (126 instances) of the mentions while Labour Party (LP) represented 10.6% (17 instances) of the sources and 16.8% (65 instances) of the mentions.

- Kaduna’s “Governor Uba Sani flags off APC campaign ahead of LGA election, promises rural revitalisation,” Channels TV reported on September 30. APC was featured in the report.
- During a September 25 interview on Channels TV’s ‘Politics Today,’ Edo LP guber candidate Olumide Akpata said that the governorship election was flawed, adding that there was a high level of vote buying during the September 21 exercise. LP was featured in the interview.

Action Peoples Party (APP) and African Action Congress (AAC) each represented 3.1% (5 instances) of the sources, as well as 1.8% (7 instances) and 0.3% (1 instance) of the mentions respectively. Accord accounted for 1.9% (3 instances) of the sources and 1.3% (5 instances) of the mentions.

All Progressives Grand Alliance (APGA) accounted for 1.2% (2 instances) of the sources, and so did New Nigeria Peoples Party (NNPP), Young Progressives Party (YPP) and African Democratic Congress (ADC). APGA and ADC represented 2.1% (8 instances) and 0.3% (1 instance) of the mentions respectively while NNPP and YPP each comprised 1.5% (6 instances) of the mentions.

Social Democratic Party (SDP) and Peoples Redemption Party (PRP) each represented 0.6% (1 instance) of the sources, as well as 1% (4 instances) and 0.5% (2 instances) of the mentions respectively.

The other actors identified in the chart were not featured.

## **GOVERNMENT**

This section focuses on the visibility of the federal and state arms of government — the executive, the judiciary and the legislature — in relevant television programmes during the period under review. It also compares the visibility of local council development areas (LCDAs) and local government areas (LGAs) with that of the higher levels of government.

## Federal government

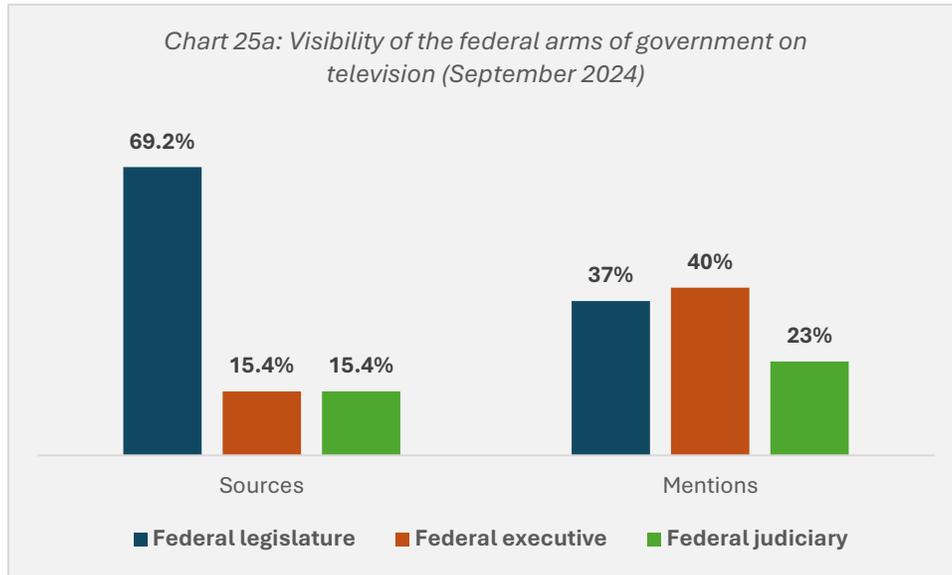
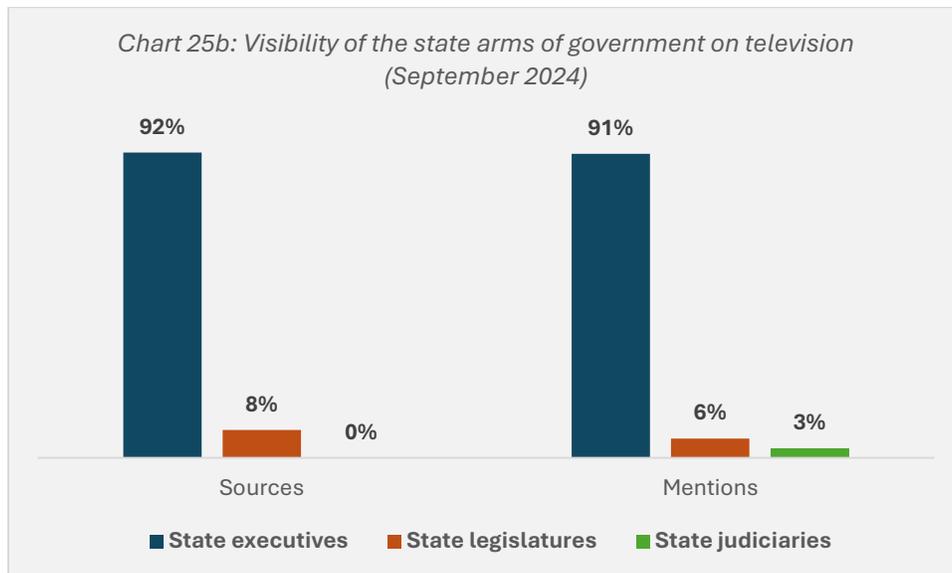


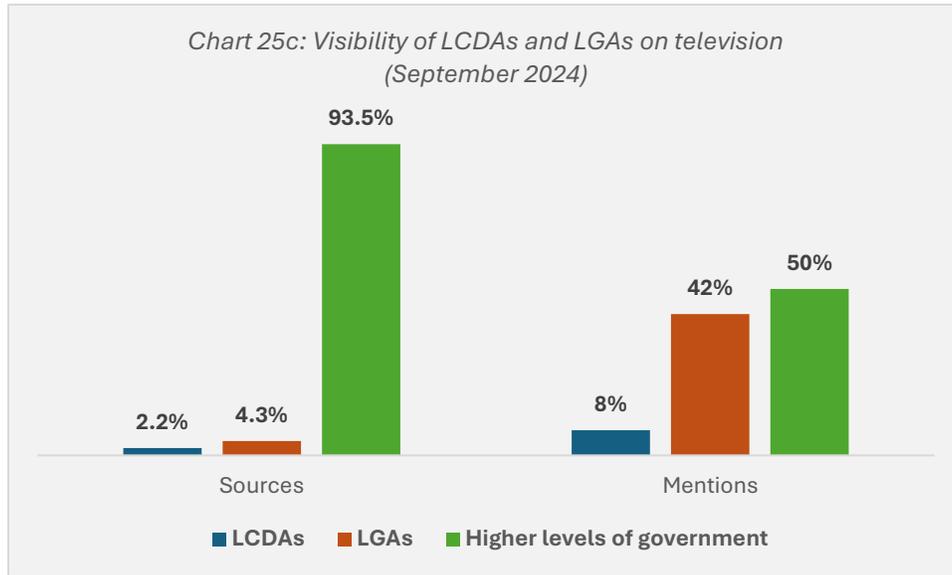
Chart 25a shows that the federal legislature made up 69.2% (18 in 26 instances) of the sources and 37% (46 in 124 instances) of the mentions. The federal executive and the federal judiciary each accounted for 15.4% (4 instances) of the sources, as well as 40% (50 instances) and 23% (28 instances) of the mentions.

## State governments



According to Chart 25b, state executives made up 92% (55 in 60 instances) of the sources and 91% (94 in 103 instances) of the mentions, making them the most featured actors in this subsection. State legislatures constituted 8% (5 instances) of the sources and 6% (6 instances) of the mentions. State judiciaries represented 3% (3 instances) of the mentions but were not used as sources.

## LCDAs and LGAs



According to Chart 25c, LCDAs comprised 2.2% (2 in 92 instances) of the sources and 8% (11 in 104 instances) of the mentions while LGAs constituted 4.3% (4 instances) of the sources and 42% (62 instances) of the mentions. The higher levels of government received the most attention, accounting for 93.5% (86 instances) of the sources and 50% (73 instances) of the mentions.

## GOVERNMENT AGENCIES

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

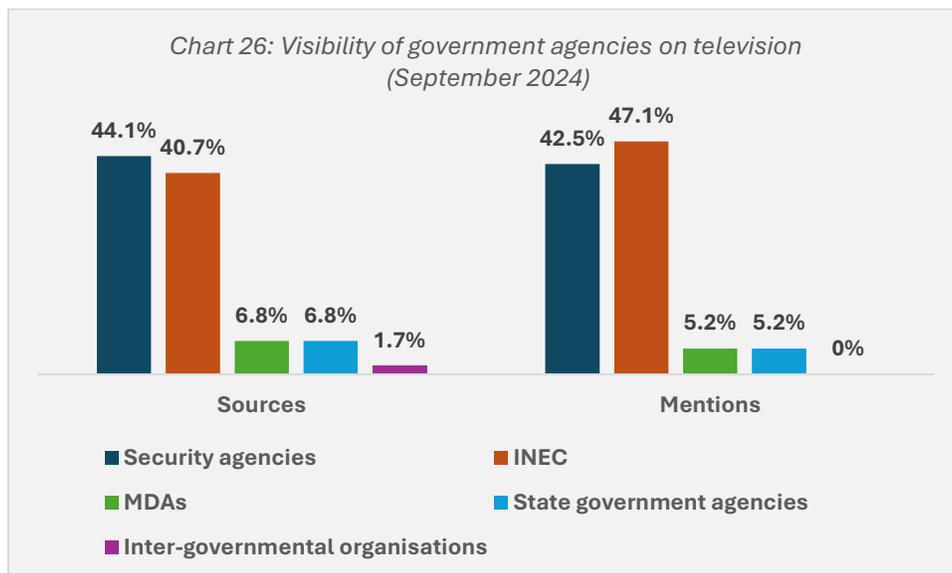
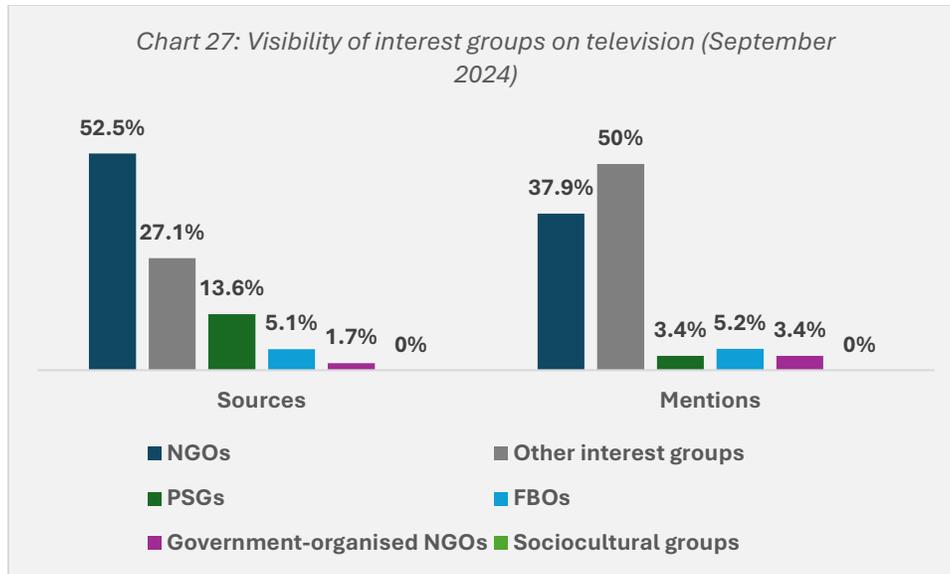


Chart 26 shows that INEC accounted for 44.1% (26 in 59 instances) of the sources and 42.5% (130 in 306 instances) of the mentions while security agencies constituted 40.7% (24 instances) of the sources and 47.1% (144 instances) of the mentions. Whereas MDAs and state government agencies enjoyed the same level of visibility at 6.8% (4 instances) of the sources and 5.2% (16 instances) of the mentions, intergovernmental organisations accounted for 1.7% (1 instance) of the sources but received no mention.

- “INEC distributes sensitive materials to 18 LGAs in Edo state,” AIT reported on September 19, featuring INEC.
- During the September 4 edition of ITV programme ‘This Morning on ITV,’ the Edo state coordinator of the National Orientation Agency (NOA) Osahon Uwoghiren spoke about the government agency’s civic responsibility in educating voters.
- “Edo 2024 election: NBC broadcast monitoring team visits management of ITV and ITV Radio,” ITV reported on September 20, featuring a government agency.
- Party politics: Governor Obaseki set to meet IGP on arrest and harassment of Edo PDP members,” ITV reported on September 10, featuring the police, a security agency.
- In a related instance, “Governor Obaseki faults police over arrest of the Esan West local government chairman,” AIT reported on September 11.
- Also, “Edo poll: Police Service Commission (PSC) officials arrive Benin to monitor police conduct,” OSRC TV reported on September 19.

## **INTEREST GROUPS**

This section addresses the visibility of corporate actors such as non-governmental organisations (NGOs) that play critical roles in the election process. It also addresses the visibility of faith-based organisations (FBOs), sociocultural groups, government-organised NGOs and political support groups (PSGs).



According to Chart 27, NGOs constituted 52.5% (31 in 59 instances) of the sources and 37.9% (22 in 58 instances) of the mentions while PSGs made up 13.6% (8 instances) of the sources and 3.4% (2 instances) of the mentions. FBOs represented 5.1% (3 instances) of the sources and 5.2% (3 instances) of the mentions while government-organised NGOs accounted for 1.7% (1 instance) of the sources and 3.4% (2 instances) of the mentions. Sociocultural groups were not featured.

- “EDO 2024: Muslim coalition group holds rally in support of APC governorship candidate,” ITV reported on September 2, featuring an Islamic FBO.
- “Ahead of Edo 2024: CAN holds prayer session for peaceful poll,” ITV reported on September 19, featuring the Christian Association of Nigeria, an FBO.
- “Electoral reform: YIAGA, other CSOs want INEC unbundled, creation of electoral offences commission, auditing of voters register and measures to enhance electoral integrity to curb voter apathy,” ITV reported on September 26, featuring YIAGA, an NGO.
- “Obidients begin membership drive in the Northwest,” Channels TV reported on September 30, featuring the Obidient Movement, a PSG.

## FOREIGN ACTORS

This section concerns the visibility of foreign actors such as embassies, high commissions, international NGOs and foreign government representatives in the television broadcasts.

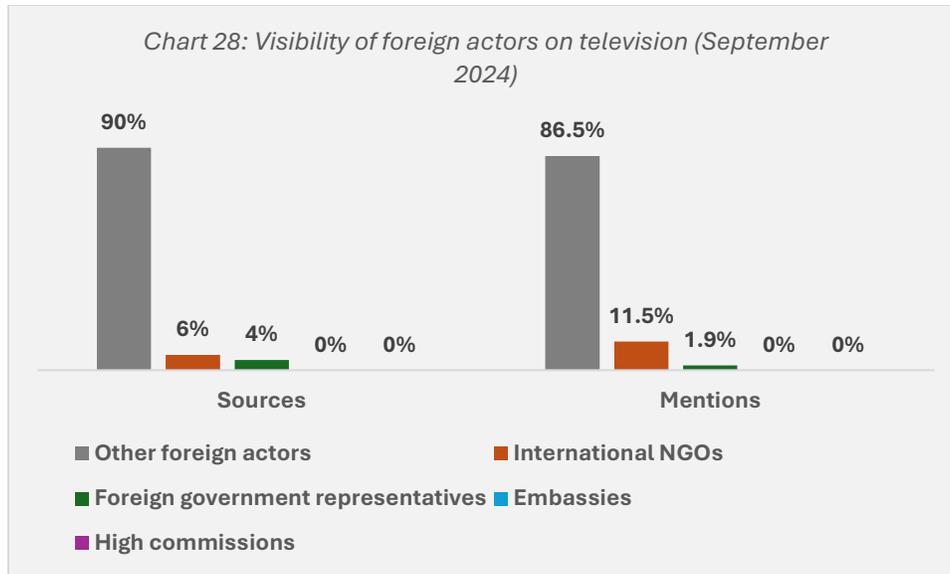


Chart 28 shows that uncategorised foreign actors, with 90% (44 in 49 instances) of the sources and 86.5% (45 in 52 instances) of the mentions, were the most visible actors in this category. International NGOs accounted for 6% (3 instances) of the sources and 11.5% (6 instances) of the mentions while foreign government representatives received 4% (2 instances) of the sources and 1.9% (1 instance) of the mentions. Embassies and high commissions were not featured.

- “UN Women advocates for more opportunities in governance,” ITV reported on September 6, featuring United Nations Women, a foreign actor.
- “US ambassador to Nigeria commends Edo people on peaceful election, commends Governor Obaseki’s appeal for peace, urges aggrieved parties to follow legal procedures for redress,” Channels TV reported on September 26, featuring a foreign government representative.

## SUMMARY OF FINDINGS

News reports comprised 72% of the television programmes analysed during the period under review while discussions and interviews made up 20% and 8% of the program types respectively. The television stations adhered to the principle of balance 83% of the time. However, two instances of inflammatory rhetoric were recorded on Arise TV and ITV, two privately-owned stations. These instances represented 0.2% of the total programmes and 0.3% of the programmes aired by privately-owned stations.

Women’s, PWD and youth issues accounted for only 1.4%, 0.4% and 0.2% of the themes, most of which were focused on election administration (37.8%) and campaign activities/strategies (13%). Security issues accounted for 6.7% of the coverage while

campaign promises and intra-party conflict each comprised 4.1% of the themes. Women (19% sources; 10.6% mentions), youth (1% sources; 5.3% mentions) and PWDs (1.1% sources; 2% mentions) were not as visible as adult males and non-PWD actors.

PDP (40.4% sources; 39.2% mentions) was the most visible political party, ranking ahead of APC (34.8% sources; 32.5% mentions) and LP (10.6% sources; 16.8% mentions).

INEC accounted for 44.1% of the sources and 42.5% of the mentions in the government agency category while security agencies represented 40.7% of the sources and 47.1% of the mentions.

LCDAs (2.2% sources; 8% mentions) and LGAs (4.3% sources; 42% mentions) were not as visible as the higher levels of government (93.5% sources; 50% mentions) in the government category, while NGOs (52.5% sources; 50% mentions) were more visible than all other interest groups combined.

Uncategorised foreign actors (90% sources; and 86.5% mentions) received more coverage than international NGOs (6% sources; 11.5% mentions) and foreign government representatives (4% sources; 1.9% mentions). Embassies and high commissions were not featured.

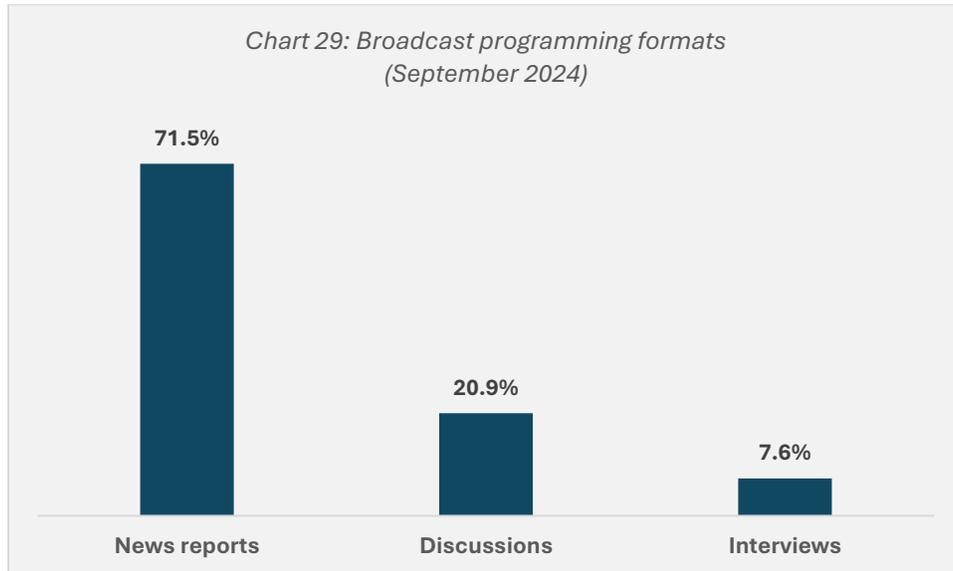
# PART III

## COMBINED REPORT ON RADIO AND TELEVISION BROADCASTS

A total of 1131 contents from 25 radio and 16 television stations were analysed. The dataset for the period under review comprised 326 contents from the radio stations and 805 contents from the television stations.

### PROGRAMME TYPOLOGY

News reports, discussion programmes and interviews were monitored on the selected radio and television stations.

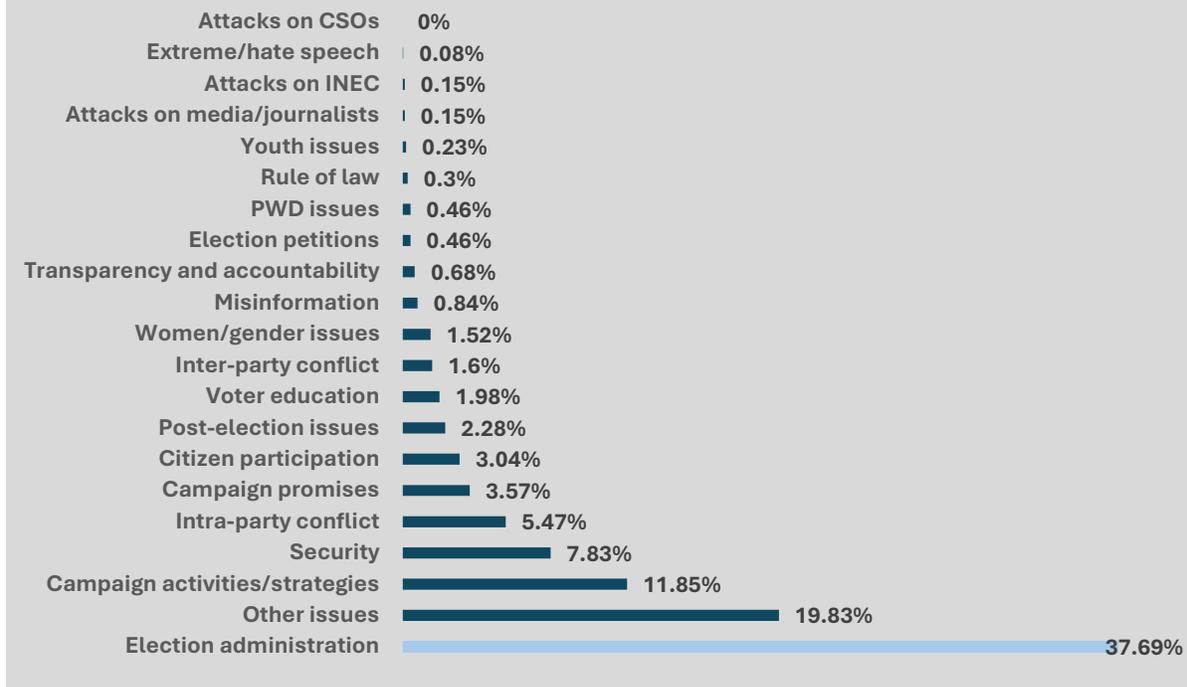


Out of the contents analysed during the period in review, 809 were packaged as news reports, comprising, as Chart 29 shows, 71.5% of the contents. The remaining radio and television broadcasts were packaged as discussions (20.9%; 236 stories) and interviews (7.6%; 86 stories).

### THEMATIC EMPHASIS

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

Chart 30: Thematic focus of broadcasts (September 2024)



According to Chart 30, election administration accounted for 37.69% (496 in 1316 instances) of the coverage, making it the most reported and discussed theme in the broadcast media during the period under review. Voter education received 1.98% (26 instances) of the coverage.

Campaign activities/strategies comprised 11.85% (156 instances) of the coverage while campaign promises received 3.57% (47 instances) of the coverage.

Intra-party conflict and inter-party conflict received 5.47% (72 instances) and 1.6% (21 instances) of the coverage respectively while election petitions made up 0.46% (6 instances) of the coverage.

Security issues accounted for 7.83% (103 instances) of the coverage while attacks on media/journalists and attacks on INEC each represented 0.15% (2 instances) of the coverage. Attacks on CSOs were not featured.

Citizen participation represented 3.04% (40 instances) of the coverage. Transparency and accountability received 0.68% (9 instances) of the coverage while the rule of law received 0.3% (4 instances) of the coverage.

Whereas women/gender issues comprised 1.52% (20 instances) of the coverage, PWD and youth issues accounted for 0.46% (6 instances) and 0.23% (3 instances) of the coverage respectively.

Misinformation made up 0.84% (11 instances) of the coverage while extreme/hate speech received 0.08% (1 instance) of the coverage. Other issues represented 19.83% (261 instances) of the coverage.

## QUALITY OF PROGRAMMES — BALANCE

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

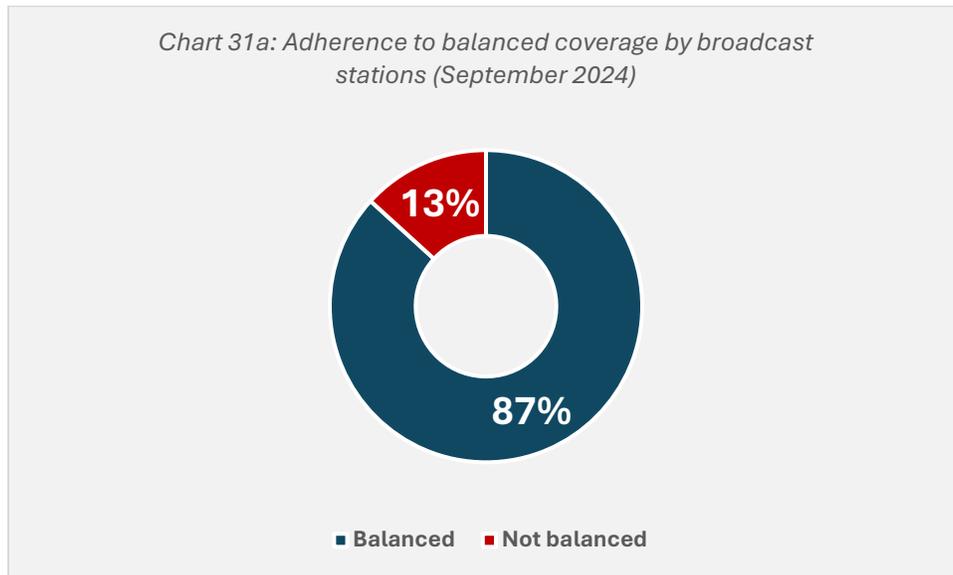


Chart 31a shows that 87% (236 in 272 applicable stories) of the sampled broadcasts were balanced while 13% (36 stories) were not.

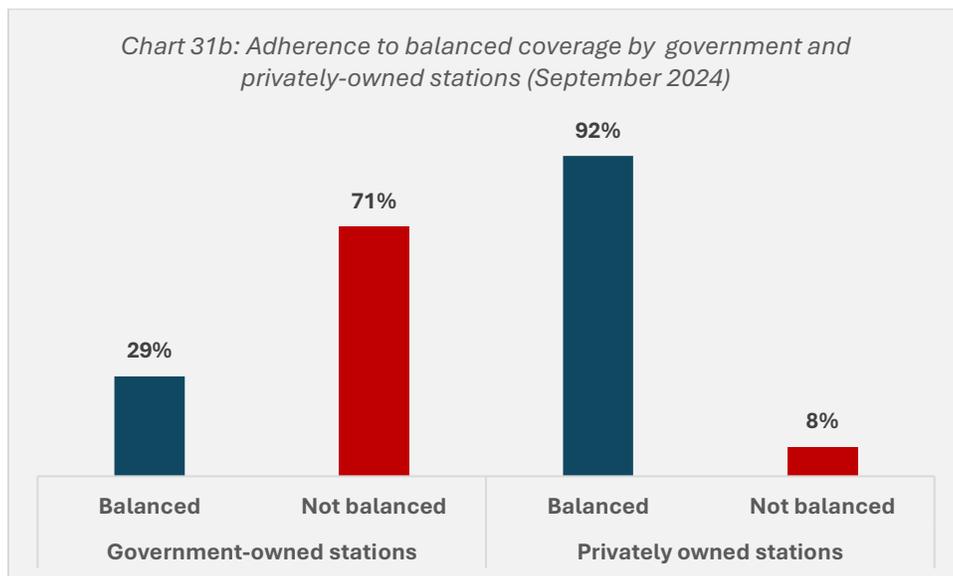


Chart 31b shows that only 29% (6 in 21 stories) of the broadcasts from government-owned stations were balanced while 71% (15 stories) were not. In contrast, 92% (230 in 251 stories) of the broadcasts from privately-owned stations were balanced while 8% (21 stories) were not. In other words, privately-owned stations performed better than their government-owned counterparts in the context of balance.

### QUALITY OF PROGRAMMES — LANGUAGE

Extreme language can incite hatred, prejudice and/or violence towards specific individuals or groups within society. The selected radio and television stations were examined for adherence to wholesome language and avoidance of extreme speech in their election-related programming. The incidents captured instances of provocative media coverage and counteractions against inflammatory rhetoric.

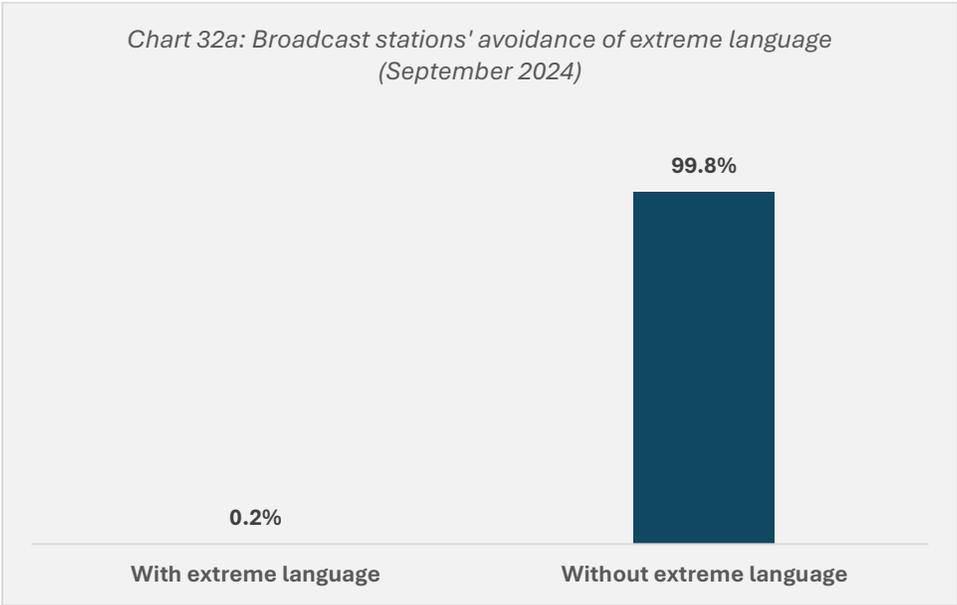


Chart 32a shows that the broadcast stations avoided extreme language in 99.8% (1129 in 1131 stories) but fell short in 0.2% (2 stories) of their programmes.

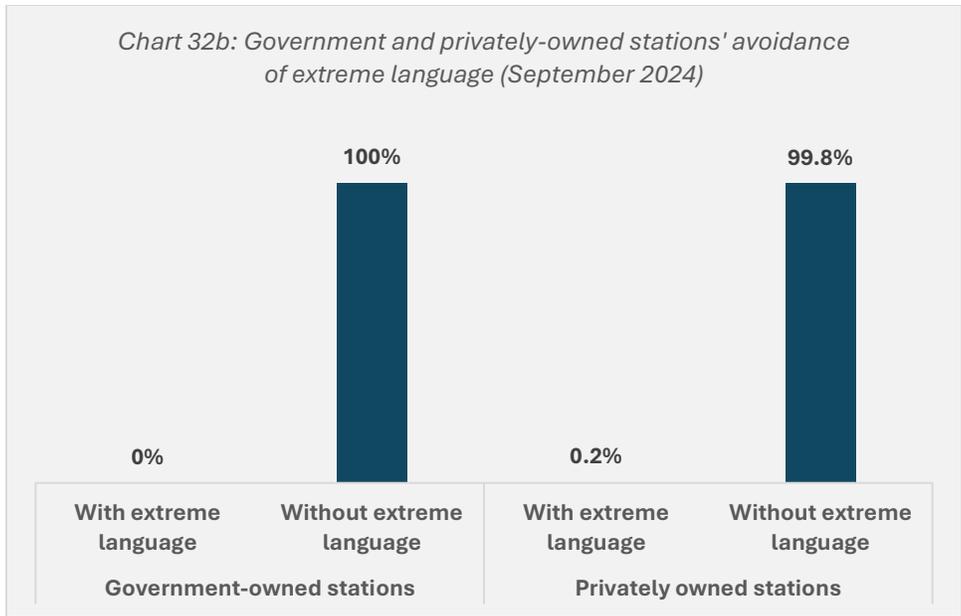


Chart 32b shows that 100% (261 stories) of the programmes from government-owned stations were free of extreme language. In contrast, 99.8% (868 in 870 stories) of the programmes from privately-owned stations contained no unwholesome language but the same could not be said for 0.2% (2 stories) of the programmes.

**VISIBILITY OF INDIVIDUAL ACTORS**

**INCLUSION: VISIBILITY OF UNDER-REPRESENTED DEMOGRAPHICS**

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

**PWDs**

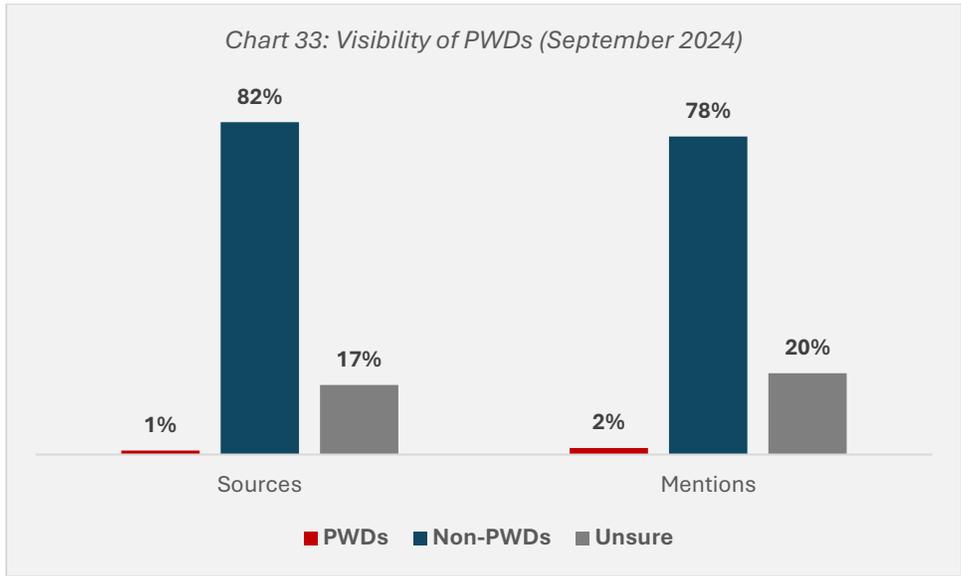
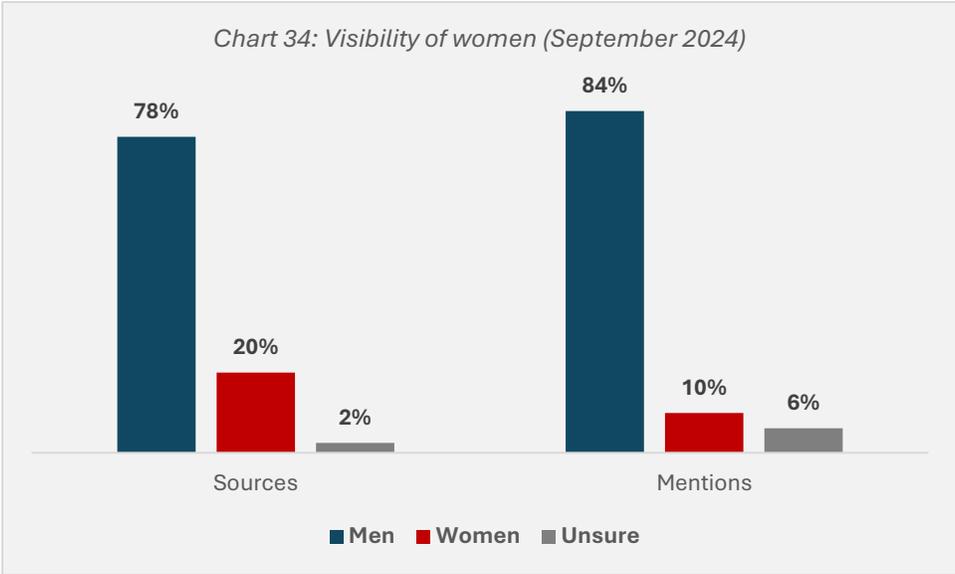


Chart 33 shows that PWDs made up 1% (10 in 1004 instances) of the sources and 2% (11 in 688 instances) of the mentions. In contrast, non-PWD actors accounted for 82% (822 instances) of the sources and 78% (539 instances) of the mentions. In some cases, the PWD status of the sources (17%; 172 instances) and the mentions (20%; 138 instances) was indeterminate. The data reflects the low coverage (0.46%; 6 out of 1316 instances) of PWD issues as previously noted in Chart 30.

**Women**



Women, Chart 34 shows, comprised 20% of the sources (161 out of 816 instances) and 10% of the mentions (55 out of 563 instances) while men accounted for 78% of the sources (635 instances) and 84% of the mentions (474 instances). In some cases, the gender of the sources (2%; 20 instances) and the mentions (6%; 34 instances) remained indeterminate. The data indicates that women were not as visible as men, reflecting the limited coverage (1.52%; 20 out of 1316 instances) dedicated to women's issues as previously highlighted in Chart 30.

**Youth**

The African Youth Charter<sup>1</sup> categorises individuals aged between 15 and 35 as youth. This report adopted the same age bracket. However, individuals older than 35 were also considered youth if they represented a youth group or initiative. Those younger than 15 are categorised as children.

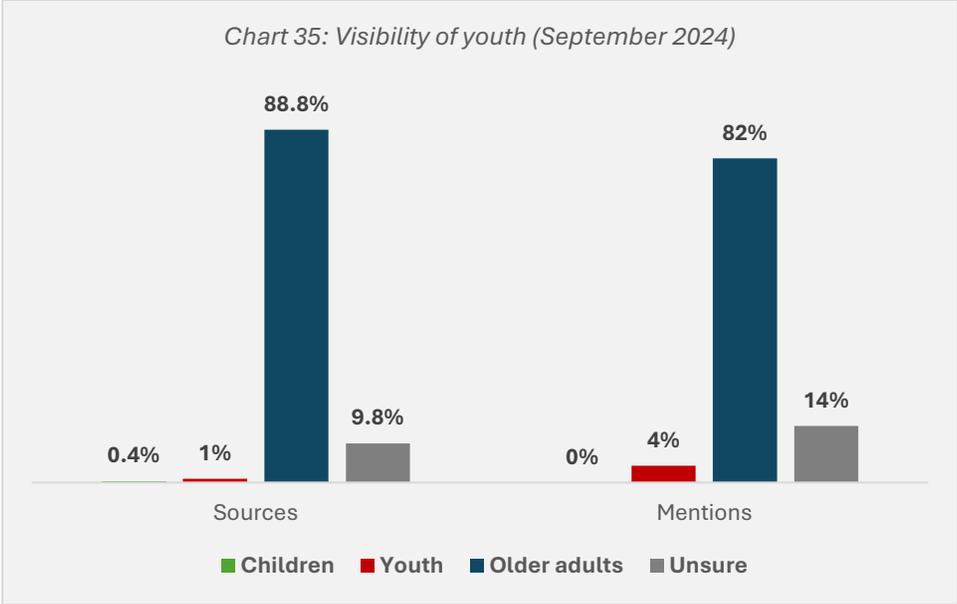
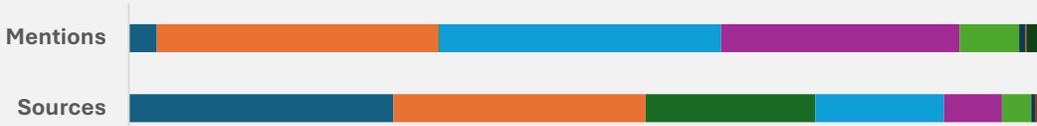


Chart 35 shows that youth constituted 1% of the sources (8 out of 833 instances) and 4% of the mentions (26 out of 619 instances) in this category. Older adults accounted for a significant 88.8% of the sources (740 instances) and 82% of the mentions (505 instances). Child actors represented a mere 0.4% of the sources (3 instances) and were not mentioned at all. Additionally, the age group of 9.8% of the sources (82 instances) and 145 of the mentions (88 instances) was indeterminate. The limited visibility of youth actors reflects the overall minimal coverage (0.23%; 3 out of 1316 instances) dedicated to youth as previously indicated in Chart 30.

**STATUS OF INDIVIDUAL ACTORS**

This section of the report deals with the social status of the individual actors featured in the broadcasts during the period in review. Whereas aspirants/candidates, political officeholders and other politicians occupy the ‘political side’ of this segment, journalists/on-air personalities (OAPs), public intellectuals/commentators, religious leaders, and traditional rulers, coded as ‘other citizens’ in Chart 36c, occupy its ‘public side’. The visibility of the spouses of politicians was also analysed.

Chart 36a: Status of individual actors (September 2024)



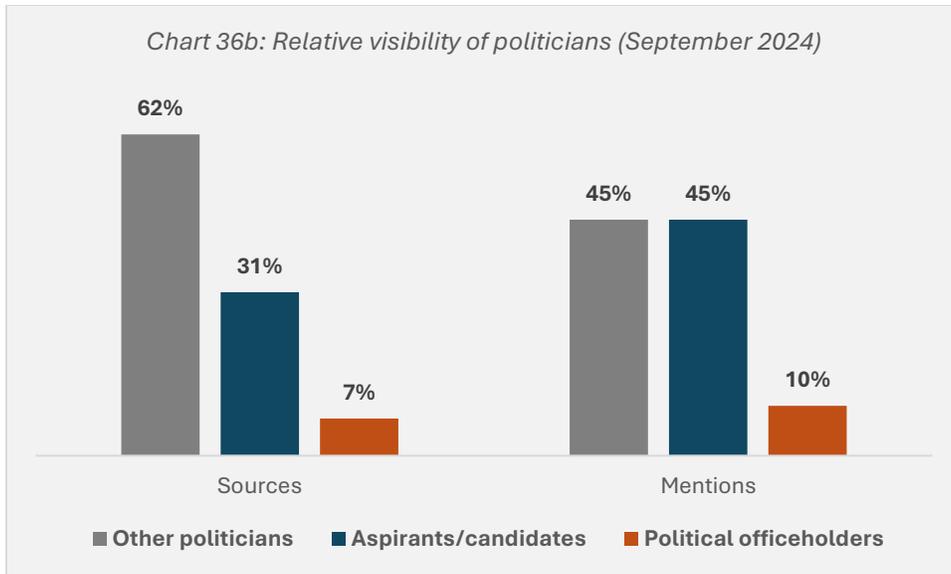
	Sources	Mentions
Journalists/OAPs	28.9%	3.1%
Other politicians	27.6%	30.8%
Public intellectuals/commentators	18.6%	0.1%
Aspirants/candidates	14%	30.8%
Other citizens	6.4%	26.1%
Political officeholders	3.2%	6.5%
Religious leaders	0.5%	0.7%
Spouses of aspirants/candidates	0.5%	0.1%
Traditional rulers	0.3%	1.8%
Spouses of political officeholders	0%	0%

Journalists/OAPs, Chart 36a shows, represented 28.9% (173 in 598 instances) of the sources and 3.1% (22 in 721 instances) of the mentions while public intellectuals/commentators accounted for 18.6% (111 instances) of the sources and 0.1% (1 instance) of the mentions.

Whereas aspirants/candidates comprised 14% (84 instances) of the sources and 30.8% (222 instances) of the mentions, political officeholders represented 3.2% (19 instances) of the sources and 6.5% (47 instances) of the mentions. Other politicians accounted for 27.6% (165 instances) of the sources and 30.8% (222 instances) of the mentions.

Religious leaders made up 0.5% (3 instances) of the sources and 0.7% (5 instances) of the mentions while traditional rulers accounted for 0.3% (2 instances) of the sources and 1.8% (13 instances) of the mentions.

Other citizens constituted 6.4% (38 instances) of the sources and 26.1% (188 instances) of the mentions.



According to Chart 36b, aspirants/candidates made up 31% (84 in 268 instances) of the sources and 45% (222 in 491 instances) of the mentions while political officeholders constituted 7% (19 instances) of the sources and 10% (47 instances) of the mentions. Other politicians accounted for 62% (165 instances) of the sources and 45% (222 instances) of the mentions.

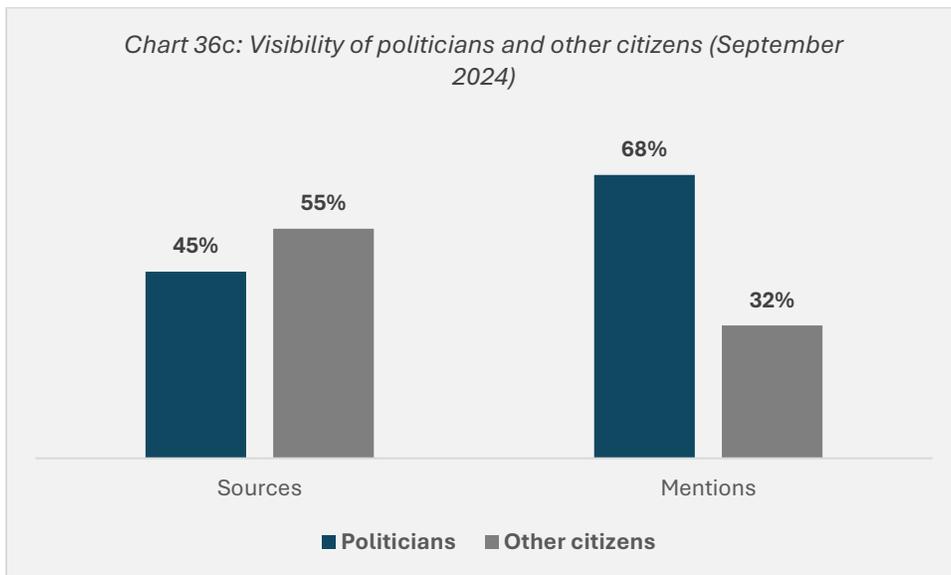


Chart 36c shows that politicians comprised 45% (268 in 598 instances) of the sources and 68% (491 in 721 instances) of the mentions while other citizens received 55% (330 instances) of the sources and 32% (230 instances) of the mentions. The data indicates that other citizens were more visible as sources than politicians, but the opposite was true in terms of mentions.

# GEOGRAPHICAL DISTRIBUTION OF ACTORS

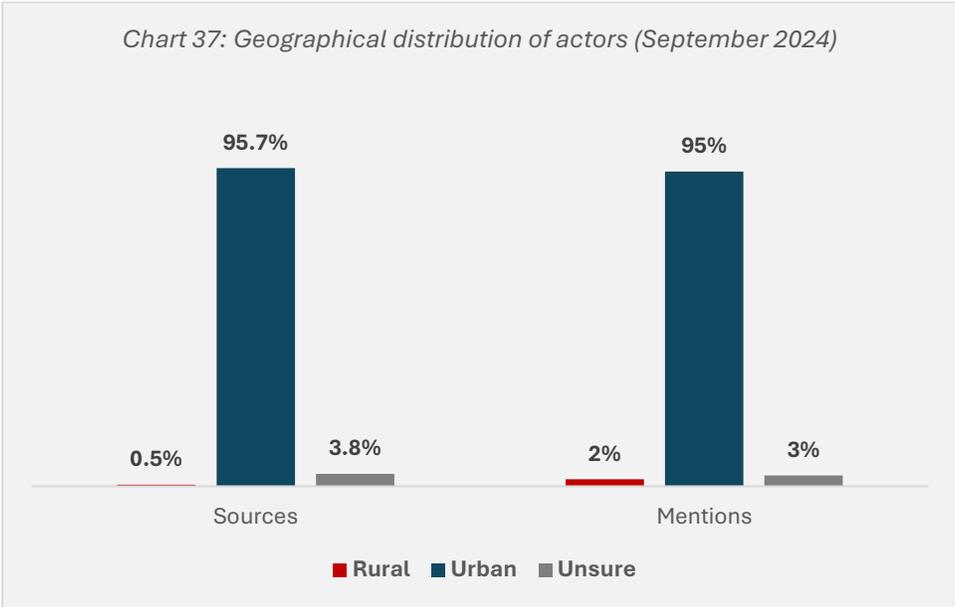


Chart 37 shows that actors from urban areas represented 95.7% (737 in 770 instances) of the sources and 95% (411 in 434 instances) of the mentions while those acting from rural areas comprised 0.5% (4 instances) of the sources and 2% (9 instances) of the mentions. The location of 3.8% of the sources ( 29 instances) and 3% of the mentions (14 instances) was indeterminate.

## VISIBILITY OF CORPORATE ACTORS

The corporate actors include political parties, government and government agencies, interest groups and foreign actors.

## POLITICAL PARTIES

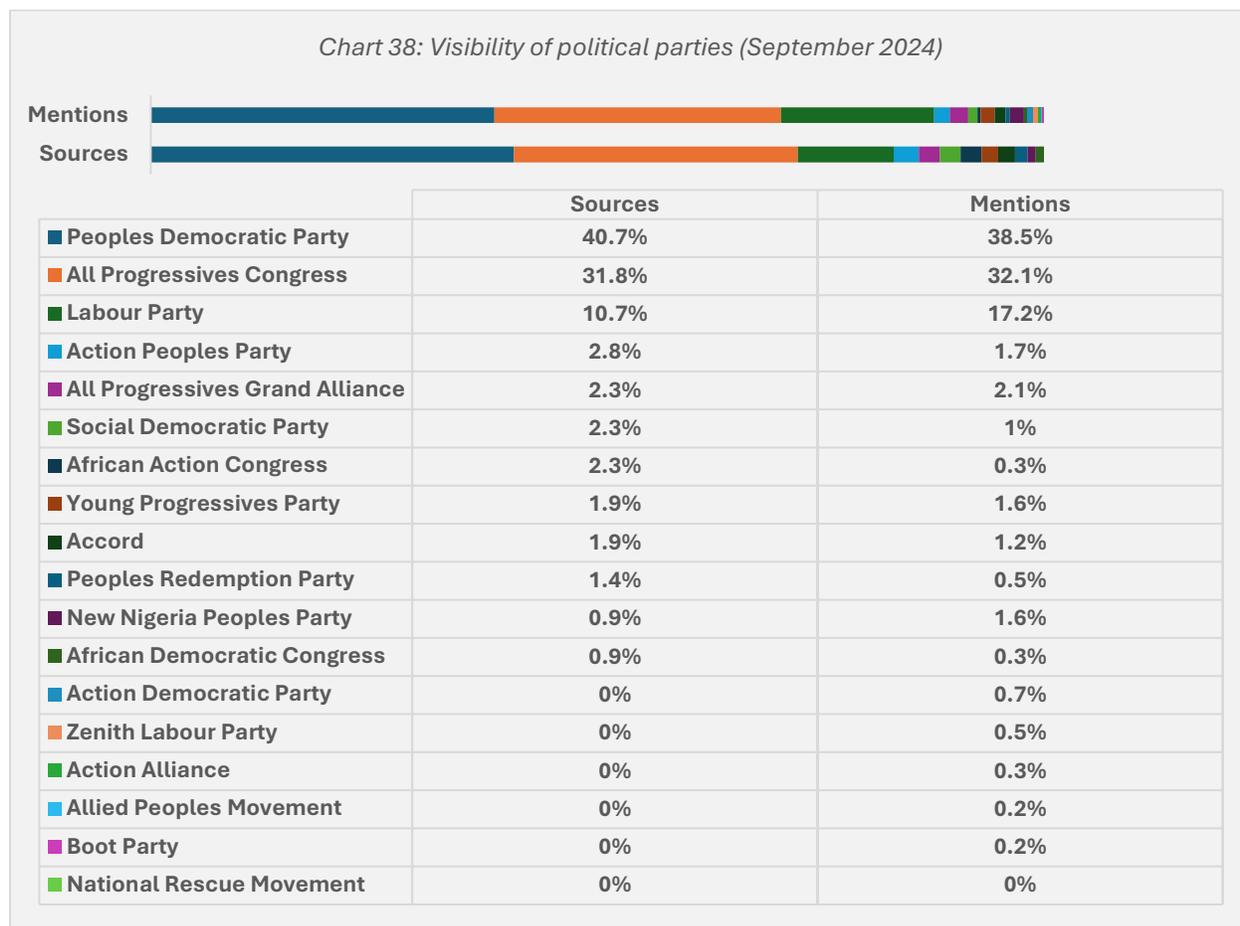


Chart 38 shows that National Rescue Movement (NRM) was the only political party that was not featured in the broadcasts sampled during the period in review.

Peoples Democratic Party (PDP) was the most visible actor in this category, accounting for 40.7% (87 in 214 instances) of the sources and 38.5% (222 in 577 instances) of the mentions. All Progressives Congress (APC) represented 31.8% (68 instances) of the sources and 32.1% (185 instances) of the mentions while Labour Party (LP) comprised 10.7% (23 instances) of the sources and 17.2% (99 instances) of the mentions.

Actions Peoples Party (APP) constituted 2.8% (6 instances) of the sources and 1.7% (10 instances) of the mentions.

All Progressives Grand Alliance (APGA), Social Democratic Party (SDP) and African Action Congress (AAC) each accounted for 2.3% (5 instances) of the sources, as well as 2.1% (12 instances), 1% (6 instances) and 0.3% (2 instances) of the mentions respectively.

Similarly, Young Progressives Party (YPP) and Accord each comprised 1.9% (4 instances) of the sources, as well as 1.6% (9 instances) and 1.2% (7 instances) of the mentions respectively.

Peoples Redemption Party (PRP) accounted for 1.4% (3 instances) of the sources and 0.5% (3 instances) of the mentions.

New Nigeria Peoples Party (NNPP) and African Democratic Congress (ADC) each made up 0.9% (2 instances) of the sources, as well as 1.6% (9 instances) and 0.3% (2 instances) of the mentions respectively.

Whereas Action Democratic Party (ADP) and Zenith Labour Party (ZLP) accounted for 0.5% (3 instances) and 0.3% (2 instances) of the mentions respectively, Allied Peoples Movement (APM) and Boot Party (BP) each comprised 0.2% (1 instance) of the mentions. None of these four political parties was used as a source.

### GOVERNMENT

This section focuses on the visibility of the federal and state arms of government — the executive, the judiciary, and the legislature — in the broadcasts during the period under review. It also compares the visibility of local council development areas (LCDAs) and local government areas (LGAs) with that of the higher levels of government.

#### Federal government

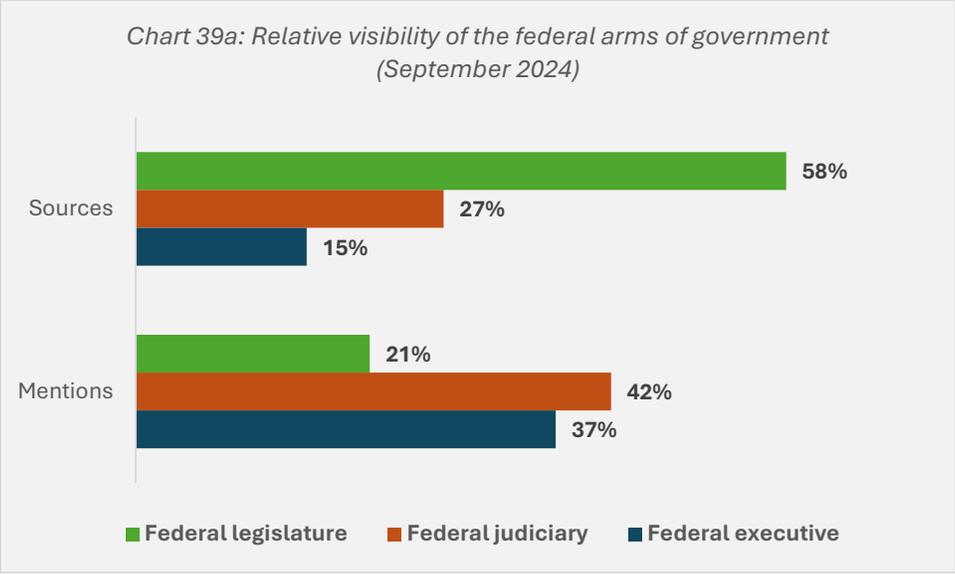


Chart 39a shows that the federal legislature made up 58% (19 in 33 instances) of the sources and 21% (34 in 164 instances) of the mentions while the federal judiciary accounted for 27% (9 instances) of the sources and 42% (69 instances) of the mentions. The federal executive made up 15% (5 instances) of the sources and 37% (61 instances) of the mentions.

## State governments

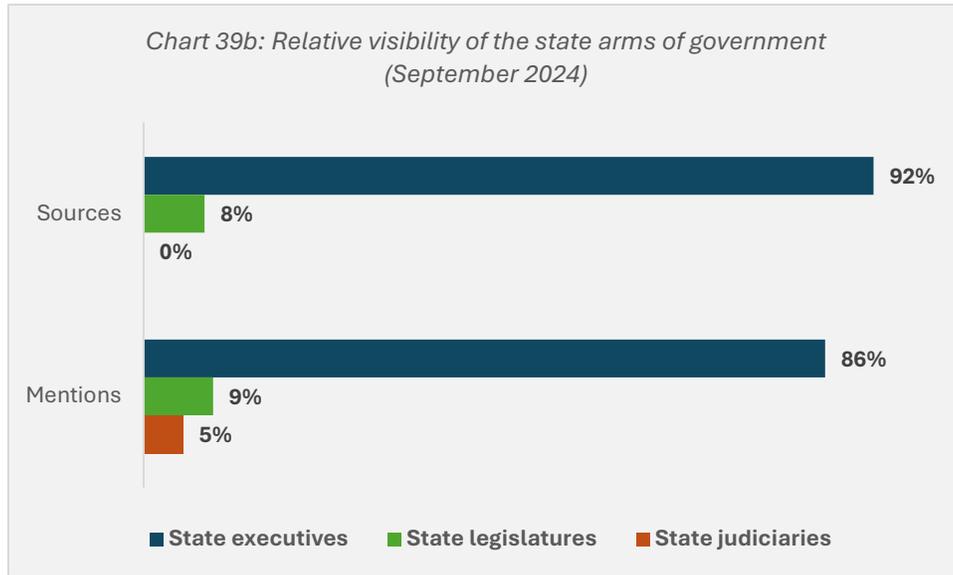


Chart 39b shows that state executives represented 92% (60 in 65 instances) of the sources and 86% (137 in 159 instances) of the mentions. State legislatures comprised 8% (5 instances) of the sources and 9% (14 instances) of the mentions. State judiciaries constituted 5% (8 instances) of the mentions but were not used as sources.

## LCDAs and LGAs

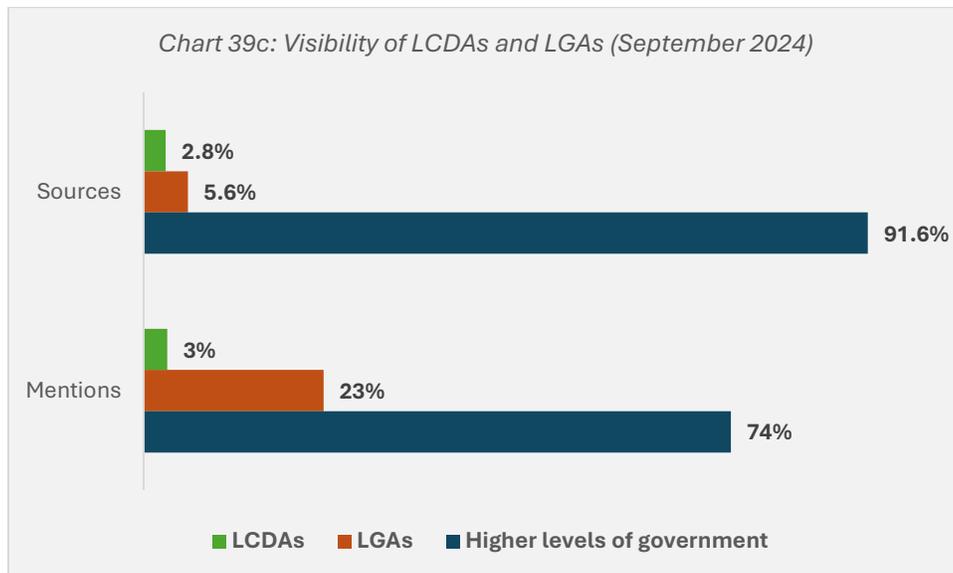
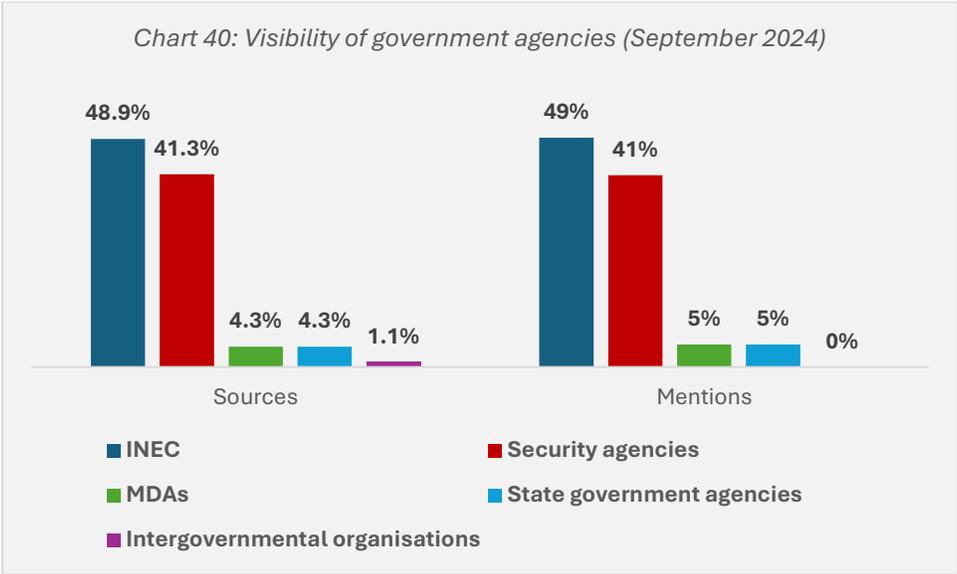


Chart 39c shows that LCDAs constituted 2.8% (3 in 107 instances) of the sources and 3% (13 in 435 instances) of the mentions while LGAs represented 5.6% (6 instances) and 23% (99 instances) of the mentions. The higher levels of government dominated this subcategory with 91.6% (98 instances) of the sources and 74% (323 instances) of the mentions.

## GOVERNMENT AGENCIES

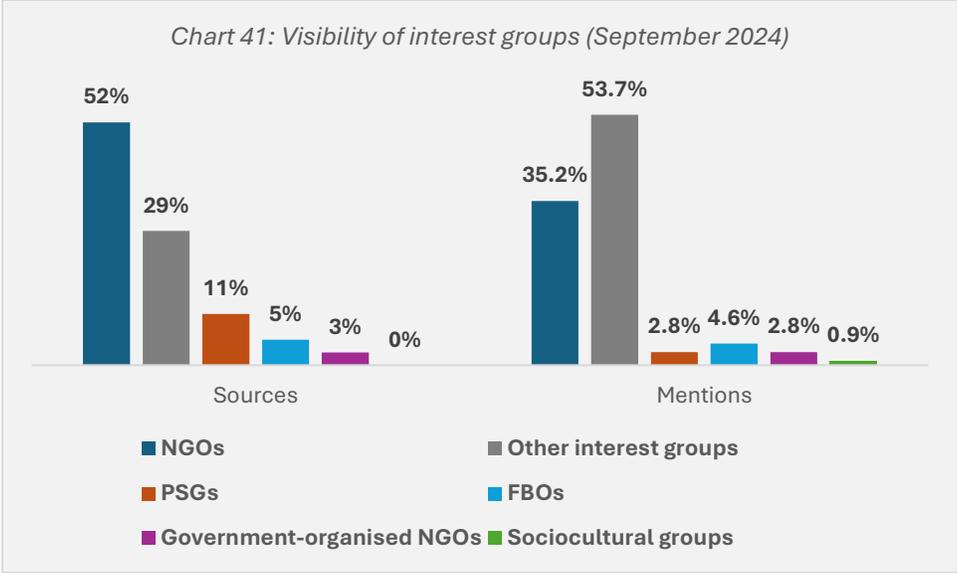
This section assesses the visibility of government agencies such as the Independent National Electoral Commission (INEC) and security agencies, which conduct and safeguard the elections, state government agencies and intergovernmental organisations. The visibility of ministries, departments and agencies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



INEC, Chart 40 shows, constituted 48.9% (45 in 92 instances) of the sources and 49% (233 in 474 instances) of the mentions, making the electoral body the most featured actors in this category. Security agencies made up 41.3% (38 instances) of the sources and 41% (195 instances) of the mentions. MDAs and state government agencies each accounted for 4.3% (4 instances) of the sources and 5% (23 instances) of the mentions. Intergovernmental organisations represented 1.1% (1 instance) of the sources but received no mention.

## INTEREST GROUPS

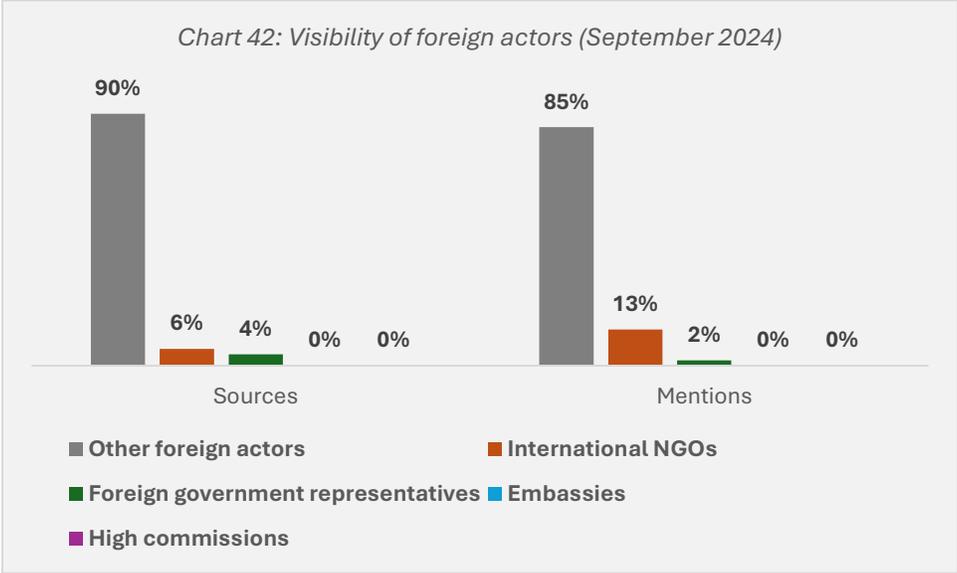
This section addresses the visibility of corporate actors such as non-governmental organisations (NGOs) that play critical roles in the election process. It also addresses the visibility of faith-based organisations (FBOs), sociocultural groups, government-organised NGOs and political support groups (PSGs).



According to Chart 41, NGOs received 52% (38 in 73 instances) of the sources and 35.2% (38 in 108 instances) of the mentions while PSGs accounted for 11% (8 instances) of the sources and 2.8% (3 instances) of the mentions. FBOs received 5% (4 instances) of the sources and 4.6% (5 instances) of the mentions. Government-organised NGOs accounted for 3% (2 instances) of the sources and 2.8% (3 instances) of the mentions. Sociocultural groups made up 0.9% (1 instance) of the mentions but were not used as sources.

**FOREIGN ACTORS**

Foreign actors such as embassies, high commissions, international NGOs and foreign government representatives play crucial roles in nurturing democracies. Their visibility is analysed in the chart below.



According to Chart 42, international NGOs comprised 6% (3 in 50 instances) of the sources and 13% (7 in 54 instances) of the mentions while foreign government representatives received 4% (2 instances) of the sources and 2% (1 instance) of the mentions. Other foreign actors constituted 90% (45 instances) of the sources and 85% (46 instances) of the mentions. Embassies and high commissions were not featured.

## SUMMARY OF FINDINGS

The analysis of the content during the review period revealed that news reports dominated the sampled broadcasts, comprising 71.5% of the content, while discussion programmes accounted for 20.9% and interviews made up 7.6%. Although the stations maintained a principle of balance 87% of the time, two instances of extreme language were noted on ITV, a privately-owned station. The instance affected 0.2% of all programmes analysed during the period under review.

Election administration (37.69%), campaign activities/strategies (11.85%), security issues (7.83%) and intra-party conflict (5.47%) were the most reported and discussed topics, indicating the direction of political coverage as stakeholders prepared for the off-cycle governorship elections in Edo and Ondo states. Inclusion-related themes were not as widely covered as women's, PWD and youth issues accounted for 1.52%, 0.46% and 0.23% of the coverage respectively.

Moreover, women represented 20% of the sources and 11.1% of the mentions, while men garnered more focus in gender-related discussions. Youth accounted for 3.5% of the sources and 14% of the mentions, and PWDs were mentioned in only 1.3% of instances, indicating their lower visibility compared to older adults and non-PWD actors.

In terms of political party coverage, the APC received the most attention, with 44.3% of the sources and 39.3% of the mentions, followed by the PDP at 25.6% of the sources and 31.2% of the mentions and the LP at 13.6% of the sources and 12.5% of the mentions. LCDAs (2% sources; 1% mentions) and LGAs (7% sources; 16% mentions) were less visible than higher levels of government, which accounted for 91% of the sources and 83% of the mentions.

Security agencies were more prominent in their category, with 61.9% of the sources and 52.2% of the mentions, compared to INEC, which had 25.4% of the sources and 32.9% of the mentions. Both corporate actors received more attention than other government agencies combined, indicating a focus on safety in the political environment during the review period.

NGOs were more visible than FBOs, PSGs and sociocultural organisations, with NGOs accounting for 40.4% of the sources and 19.7% of the mentions. However, uncategorized interest groups, many of which were professional bodies, had a higher mention rate (47%) despite representing 31.6% of the sources.

International NGOs received significant attention, with 63% of the sources and 19% of the mentions, followed by embassies with 25% of the sources and 26% of the mentions, and foreign government representatives with 13% of the sources and 39% of the mentions. High commissions accounted for only 16% of the mentions in the foreign actors' category.

## **REFERENCE**

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

[https://au.int/sites/default/files/treaties/7789-treaty-0033\\_-\\_african\\_youth\\_charter\\_e.pdf](https://au.int/sites/default/files/treaties/7789-treaty-0033_-_african_youth_charter_e.pdf)

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