

ELECTION DAY
REPORT



BROADCAST MEDIA COVERAGE OF THE 2024 OFF-CYCLE GOVERNORSHIP ELECTION IN ONDO STATE OF NIGERIA

16-18 NOV 2024 **REPORT**



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By

Centre for Media and Society (CEMESO)
3, Emina Crescent, Off Toyin Street,
Ikeja, Lagos, Nigeria.

Phone:

(+234) 913-427-3950

Emails:

info@cemesong.org; cemeso2004@hotmail.com

Website:

www.cemesong.org

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**BROADCAST MEDIA COVERAGE OF
THE 2024 OFF-CYCLE
GOVERNORSHIP ELECTION IN
ONDO STATE OF NIGERIA**

(16-18 November 2024 Report)

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FOREWORD

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

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

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

Professionally conducted 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, Centre for Media and Society (CEMESO), created a media monitoring initiative, with a well-trained and orientated team. The initiative focused on broadcasting platforms.

This report contains valuable insights and recommendations on the coverage provided by the broadcast media during the election. 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

CEMESO - Centre for Media and Society
BVAS - Bimodal Voter Accreditation System
CDD - Centre for Democracy and Development
CSO - Civil Society Organisation
EU SDGN II - European Union Support to Democratic Governance in Nigeria Programme Phase Two
FM - Frequency Modulation
INEC - Independent National Electoral Commission
IReV - INEC Result Viewing portal
LG - Local Government
LGA - Local Government Area
MDA - Ministries, Departments and Agencies
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 process who is mentioned or used as the source of a broadcast.

Administrative issues: Problems or challenges related to the management and organisation of an election, such as logistical issues, delays or inefficiencies.

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

Ballot papers: The official documents used by voters to cast their votes in an election.

Ballot snatching: The act of forcibly taking away ballot boxes during an election to prevent or disrupt voting or the counting of votes.

Ballot stuffing: The act of illegally adding extra ballot papers to a ballot box to manipulate the outcome of an election.

Biased broadcast: A broadcast that favours or supports a particular candidate, political party or perspective over others.

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

Broadcast: Radio or television content.

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

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

Campaign-like broadcast: A broadcast that resembles a political campaign, often promoting a particular candidate, political party or perspective.

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

Collation of election results: The process of gathering and adding up the results from different polling units and wards to determine the overall outcome of an election.

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

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

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

Election integrity issues: Problems or challenges related to the fairness, transparency and credibility of an election, such as fraud, manipulation or violence.

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: Election-related litigation.

Election result speculation: The act of making unofficial or premature predictions or assumptions about the outcome of an election before the results have been officially announced.

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.

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

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

Imbalanced broadcast: A broadcast that does not provide equal coverage or representation to all candidates, political parties or perspectives.

Important personalities: Individuals who hold significant influence or power within a society, such as religious leaders, traditional rulers, business tycoons or former high-ranking elected officials.

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

Individual actor: A single stakeholder in the electoral process.

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

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

Interview programme: A media content format where journalists or anchor ask questions of an actor or source to gather information or opinion.

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

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

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

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.

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

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

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

Security personnel: Individuals responsible for maintaining law and order and ensuring the safety and security of people and property during an election.

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

Source: An actor quoted or interviewed in a broadcast.

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

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

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

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

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

Vote buying: The act of offering money or other forms of incentives to voters in exchange for their votes in an election.

Vote counting: The process of counting the number of votes cast for each candidate or political party in an election.

Voter accreditation: The process of verifying the identity and eligibility of voters before they are allowed to cast their ballots in an election.

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

Voter intimidation: The use of threats, coercion or other forms of pressure to influence or manipulate the voting behaviour of individuals in an election.

EXECUTIVE SUMMARY

INEC held the Ondo state off-cycle governorship election on November 16, 2024, even as Nigeria's broadcast media reported on and discussed the polls. CEMESO's media monitoring initiative assessed the performance of broadcast media on election day, aiming to gather credible data, promote professionalism and ensure issues-based, hate-free, fair and peaceful elections.

Most of the radio broadcasts were packaged as news, with the conduct of INEC officials being the most discussed administrative issue, accounting for 20.6% of the coverage. Voting (8.4%), voter accreditation (4.9%) and vote counting (1.7%) were also reported and discussed. The conduct of security personnel and voters represented 19.2% and 16.7% of the election administration themes, respectively. The coverage of marginalised groups such as PWDs, women and youth, was minimal at 3.8%, 2.4% and 0.7% respectively.

Vote buying was the most reported and discussed election integrity issue (36%) on radio, followed by malfunctioning INEC election technology (28%) and voter intimidation (19%). Journalists and media workers were the biggest sources of election-day radio broadcasts, comprising 53.7% of the analysed sources, while voters and notable personalities accounted for 6.5% and 10.2% respectively. Radio stations maintained high ethical standards, avoiding speculation on election results, fake news, hate speech and biased reporting. There was no coverage of election-day violence.

Television broadcasts predominantly featured news reports (79%), with discussions and interviews making up 14% and 7% respectively. The conduct of INEC officials was the leading administrative issue, receiving 24.8% of coverage, followed by voter conduct (19.9%) and security personnel actions (14%). The coverage of election material distribution was limited to 4.2%, while the roles of party agents, journalists and observers received minimal attention.

Vote buying was the most covered election integrity issue on television, comprising 56% of the coverage, with voter intimidation (12%) and INEC technology malfunctions (20%) also highlighted. The sources of television broadcasts were diverse, with journalists and media workers representing 35.9% of the sources while public affairs analysts and voters constituted 13.8% and 10.6% of the sources respectively. Similar to radio coverage, there were no reports of election-day violence. However, an instance of election results speculation was observed.

BACKGROUND

The Independent National Electoral Commission (INEC), on November 16, 2024, conducted the Ondo state off-cycle governorship election, declaring winners afterwards.

The Nigerian media covered the process and reported election-related happenings from relevant locations. Closely watched by stakeholders, the broadcast media faced the task of promoting issue-based, hate-free, free, fair and peaceful elections.

To gather and analyse credible data, as well as engage the broadcast media and other stakeholders to engender professionalism in the sector, the Centre for Media and Society set up a media monitoring initiative focused on the performance of the broadcast media on election day.

METHODOLOGY

The broadcast stations were selected based on their location in Ondo state where the off-cycle election was conducted. Reach, audience share, political programming, dedicated election-day reporting and online presence were key requirements for broadcast stations that were not located in the state.

The following radio stations were monitored:

- Adaba FM Akure – Ondo state
- Breeze FM Akure – Ondo state
- Crest FM Akure – Ondo state
- Federal Radio Corporation of Nigeria (FRCN) Akure – Ondo state
- Fresh FM Akure – Ondo state
- Kapital FM (operated by the Federal Radio Corporation of Nigeria, FRCN) – Abuja
- New Cruse FM Ikere-Ekiti – Ekiti state
- Osun State Broadcasting Corporation (OSBC Radio) – Osun state

The following TV stations were monitored:

- African Independent Television (AIT) – Network
- Arise Television (Arise TV) – Network
- Channels Television (Channels TV) – Network
- Independent Television (ITV) – Edo state
- News Central – Network
- Nigerian Television Authority International (NTAi) – Network
- Ondo State Radiovision Corporation (OSRC TV) – Ondo state

- Television Continental (TVC News) – Network

Although the governorship elections were held on November 16, the broadcast media coverage of the event was monitored for three days (16-18 November 2024) to account for the time, typically the days after the polls were closed, it took INEC to declare the results.

A total of 308 contents, across eight radio stations and eight television stations selected for this study, were analysed. Out of this figure, 106 contents were from the selected radio stations while 202 of the contents were from the identified television stations.

Broadcasts were monitored and coded based on the following categories and subcategories:

- **Programme types** – These were the content formats in which the broadcasts were packaged, with a focus on news reports, discussion programmes and interviews.
- **Thematic focus or issues** - These were the topics that dominated election-day discourse in the context of this report. They are further categorised into administrative and integrity issues. Whereas administrative issues concern election governance, participation and inclusion, integrity issues refer to those capable of undermining the process.
- **Quality of broadcasts** - This concerned the adherence of broadcast stations to high ethical standards bordering the avoidance of election result speculation, fake news, hate speech, imbalanced broadcasts, campaign-like content and biased broadcasts.
- **Sources** - This categorisation addressed the status of the actors that were cited or quoted as content sources for the analysed election-day broadcasts on the selected radio stations during the period in review.
- **Perpetrators of violence** - This section concerned the status of the perpetrators of violence that were featured on the analysed election-day broadcasts on the selected radio stations during the period in review.
- **Victims of violence** - This concerned the status of the victims of violence that were featured on the analysed election-day broadcasts on the selected radio stations.

The monitoring exercise sought to answer the following questions:

- What did the broadcast media talk about?
- Who were the actors the broadcast media gave coverage to?
- What was the quality of reporting in terms of adherence to ethical standards?
- Which perpetrators of election-day violence were visible in the broadcasts?
- Which victims of election-day violence were visible in the broadcasts?

PRESENTATION

The findings are presented in three segments. While the first segment addresses the performance of radio stations in the coverage of election-day politics, the second focuses on a similar evaluation of television stations. The third part of the findings, a merger of the preceding segments, addresses the overall performance of the broadcast media on election day.

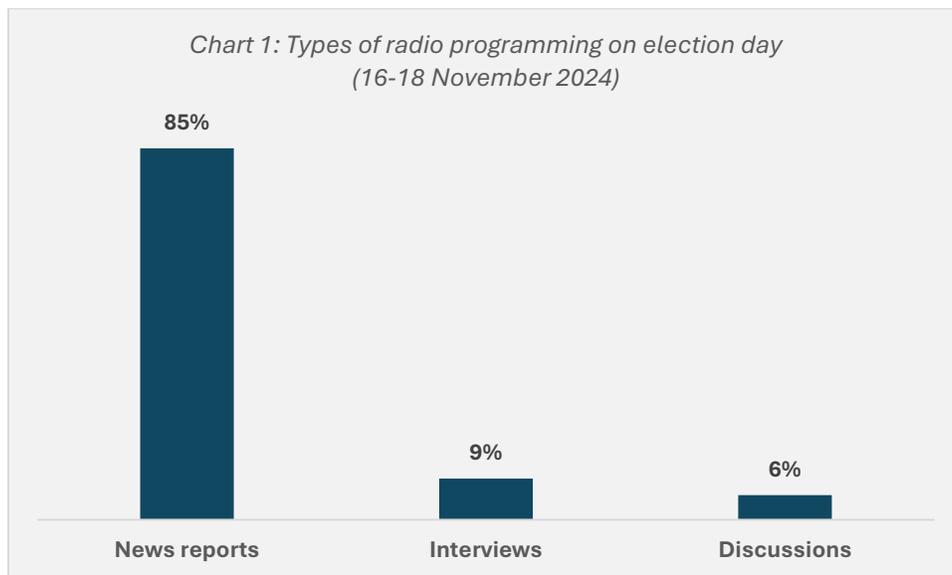
PART I

CONTENT OF ELECTION-DAY PROGRAMMES ON RADIO

Election-day contents were monitored on the selected radio stations from 16-18 November 2024. The findings are presented in this section under the following major headings: programme types, thematic focus, quality of programmes, sources, perpetrators of violence and victims of violence.

PROGRAMME TYPES

A total of 106 news reports, interviews and discussions were monitored on the selected radio stations during the period in review.



Out of 106 contents analysed in this section, 90 were news reports. These, as shown in chart 1, represented 85% of the contents analysed. Interviews and discussions accounted for 9% (10 reports) and 6% (6 reports) of the contents respectively.

THEMATIC FOCUS

Thematic focus concerns identified topics or issues that dominated the monitored radio broadcasts. The themes are subdivided into administrative issues and integrity issues. Whereas administrative issues concern election governance, participation and inclusion, integrity issues refer to those capable of undermining the process.

Administrative issues

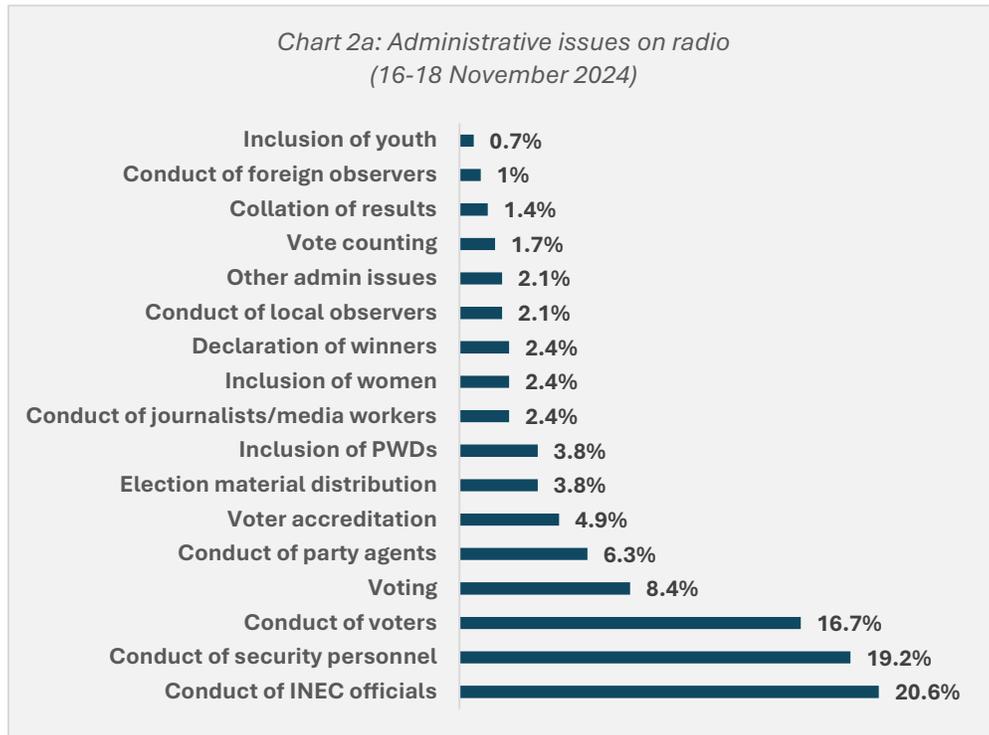


Chart 2a shows that the conduct of INEC officials received the highest share of coverage at 20.6% (59 in 287 instances), while the distribution of election materials accounted for 3.8% (11 instances).

- On election day (November 16), Adaba FM reported INEC officials addressing voters at Igbara Oke Ward 2 Unit 5. According to the report, the officials told voters that voting would begin by 8:30 am and end by 2:30 pm and that priority would be given to elderly and pregnant voters. The report was focused on the conduct of INEC officials.
- Also on election day, Adaba FM featured the executive director of the Centre for Media and Society (CEMESO) Dr Akin Akingbulu who spoke extensively on the conduct of the electoral body. He observed the prompt deployment of BVAS, as well as the conduct of security agencies, the media, election observers and voters, saying that there was general improvement in the conduct of the polls.
- “Lawmakers describe election as most peaceful in the state, commend INEC on job well done,” Breeze FM reported on November election day.

- During the election-day edition of Adaba FM's 'Periscope,' PDP governorship candidate Agboola Ajayi stated that INEC had compromised the process by "converting BVAS into a rigging tool," adding that the system enabled vote buying. He also called for the resignation of the INEC chairman..
- OSBC Radio reported on November 16 that "A legal practitioner, Mr Omolade Adedolapo, said that INEC should consult the military to protect and secure voters and INEC officials during the distribution of election materials." The report partly focused on the distribution of election materials.

Voting, voter accreditation and vote counting received 8.4% (24 instances), 4.9% (14 instances) and 1.7% (5 instances) of the coverage respectively while the collation of results accounted for 1.4% (4 instances) of the coverage.

- Adaba FM journalist Oluwaseun Adebolu reported from Ifedore and Idanre local government areas where he said voting commenced at about 8:30 am in Igbara Oke and Egbiji, as voters were already at the polling units by 7 am to get accredited and vote.
- CEMESO's Dr Akin Akingbulu told Adaba FM that Journalists must have access to collation centres across the state to enhance factually accurate reportage.

Declaration of winners received 2.4% (7 instances) of the coverage.

- "INEC declares Governor Lucky Aiyedatiwa of APC the winner of the 2024 Ondo gubernatorial election," Breeze FM reported on November 17. New Cruse, OSBC Radio and Kapital FM aired similar reports on the same day.

The conduct of security personnel was the second most reported and discussed issue, receiving 19.2% (55 instances) of the coverage. This was followed by the conduct of voters at 16.7% (48 instances).

- Voters were ready to exercise their franchise in Owo where the police, DSS, NSCDC and the military provided security, Sunkanmi of Adaba FM reported on election day, focusing on the conduct of voters and security personnel.
- "The police were on ground in all the polling units visited and checked my luggage" in the exercise of their duty, Patience Ibeh, an Adaba FM journalist, reported from Ese Odo and Irele on November 16.

The conduct of party agents accounted for 6.3% (18 instances) of the coverage while the conduct of journalists/media workers received 2.4% (7 instances) of the coverage.

- There was some commotion at Iyometa Ward 2 Unit 001 where voters expelled party agents who came to campaign at the polling unit, Fresh FM reported on November 16.

The conduct of local and foreign observers received 2.1% (6 instances) and 1% (3 instances) of the coverage respectively.

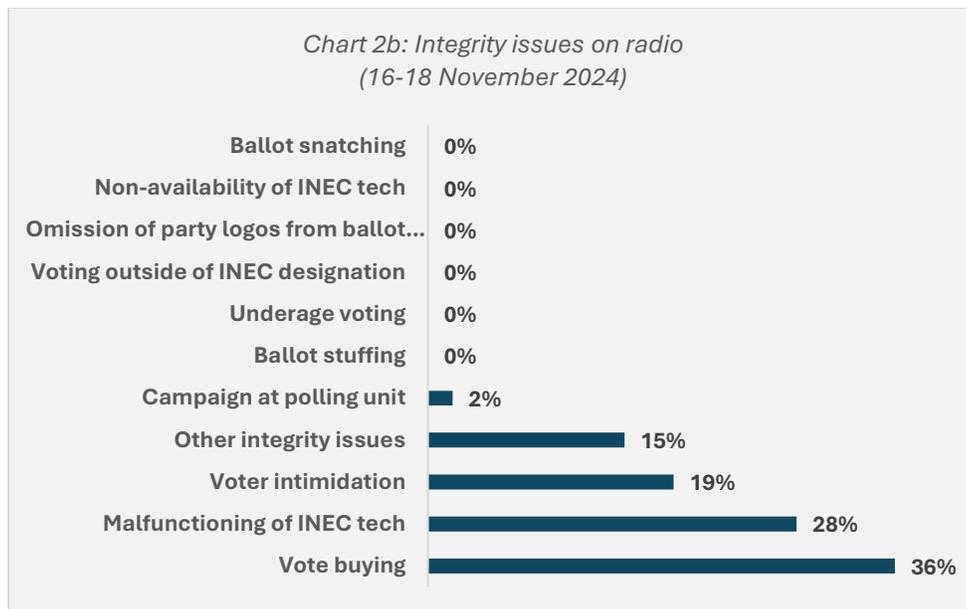
- Accredited election observers arrived early to monitor the process at Alade, Idanre local government area, Breeze FM reported on election day.

Whereas the inclusion of PWDs accounted for 3.8% (11 instances) of the coverage, women and youth inclusion received 2.4% (7 instances) and 0.7% (2 instances) of the coverage respectively.

- On November 16, Kapital FM's Olufisoye Adenitan reported from Akure-North and South local government areas that no interpreter or special voting materials like magnifying glasses were provided for PWDs.
- Breeze FM reported on the same day that women, the elderly and PWD voters were accorded priority at Unit 2 Ward 4 in Oyin Akoko West area.

Other administrative issues received 2.1% (6 instances) of the coverage.

Integrity issues



According to Chart 2b, vote buying was the most reported and discussed integrity issue, accounting for 36% (19 instances) of the coverage.

- Fresh FM reported on November 18 that voters displayed their ballot papers in the voting cubicle to some party agents. This practice is believed to facilitate vote buying.
- During the November 17 edition of Kapital FM's 'Ondo Mandate,' the director of Strategies Africa Election Integrity Initiatives, Emmanuel Emije, and political analyst Austine Aigbe noted that there was a need to address vote buying and other electoral malpractices.
- Barrister Omolade told OSBC Radio on November 16 that it was difficult to prosecute voter buyers and sellers as INEC had no mandate to execute such judicial action. He urged the government to introduce mobile election courts to prosecute electoral crimes.
- On election day, OSBC Radio reported instances of concealed vote buying in some parts of the state.

Malfunctioning of INEC technology was next, receiving 28% (15 instances) of the attention.

- Crest FM reported cases of BVAS malfunctioning in Irele local government area on election day.
- BVAS could not capture the faces of some elderly voters in Ondo West local government area, OSBC Radio reported on November 16.
- Former Ondo governor Olusegun Mimiko came out with the old voter's card, which could not be read by BVAS, New Cruse reported on November 16.

Voter intimidation, regardless of its occurrence, received 19% (10 instances) of the coverage while campaign at polling unit accounted for 2% (1 instance) of the coverage.

- No voter intimidation was reported when the ZLP governorship candidate voted, New Cruse reported on election day.

Other integrity issues received 15% (8 instances) of the coverage. The other integrity issues identified in the chart were not featured.

QUALITY OF ELECTION-DAY BROADCASTS ON RADIO

This section examines how radio stations adhere to high ethical standards, particularly in avoiding election result speculation, fake news, hate speech, imbalance broadcasts, campaign-like content and biased reporting.



The radio stations avoided all the pitfalls identified in Chart 3.

SOURCES OF ELECTION-DAY BROADCASTS ON RADIO

This section concerns the status of the actors that were used as sources for the analysed election-day broadcasts on the selected radio stations during the period in review.

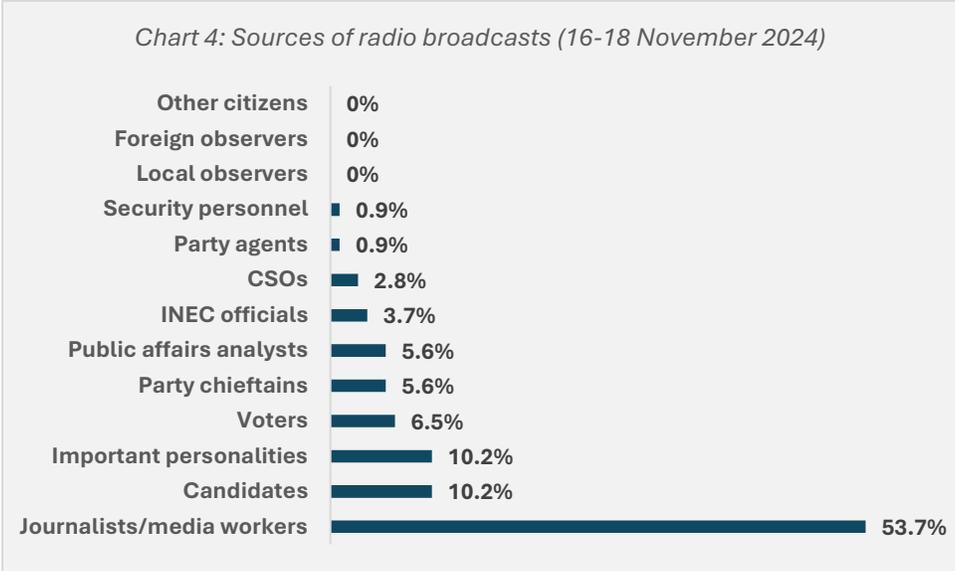


Chart 4 shows that journalists/media workers who reported live from various polling units and discussed election-related issues in-studio accounted for 53.7% (58 in 108 instances) of the sources analysed in this section.

Voters accounted for 6.5% of the sources.

Important personalities accounted for 10.2% (11 instances) of the sources while public affairs analysts represented 5.6% (6 instances) of the sources.

Candidates, party chieftains and party agents accounted for 10.2% (11 instances), 5.6% (6 instances) and 0.9% (1 instance) of the sources respectively. INEC officials and security personnel represented 3.7% (4 instances) and 0.9% (1 instance) of the sources respectively.

CSOs represented 2.8% (3 instances) of the sources.

PERPETRATORS OF VIOLENCE FEATURED IN ELECTION-DAY BROADCASTS ON RADIO

This section concerns the status of the perpetrators of violence that were featured in the analysed election-day broadcasts on the selected radio stations during the period in review.

*Chart 5: Perpetrators of violence featured on radio
(16-18 November 2024)*

Non-state actors	0%
Voters	0%
CSOs	0%
Journalists/media workers	0%
Important personalities	0%
Party chieftains	0%
Foreign observers	0%
Local observers	0%
Security personnel	0%
INEC officials	0%
Candidates	0%
Party agents	0%

None of the actors identified in Chart 5 was featured in the context of this section.

VICTIMS OF VIOLENCE FEATURED IN ELECTION-DAY BROADCASTS ON RADIO

This section concerns the status of the victims of violence that were featured in the analysed election-day broadcasts on the selected radio stations.

Chart 6: Victims of violence featured on radio
(16-18 November 2024)

Voters	0%
CSOs	0%
Journalists/media workers	0%
Important personalities	0%
Party chieftains	0%
Foreign observers	0%
Local observers	0%
Security personnel	0%
INEC officials	0%
Party agents	0%
Candidates	0%

None of the potential victims of election-day violence identified in Chart 6 were featured in the context of this section.

SUMMARY OF FINDINGS

Most of the broadcasts analysed in the context of the Ondo election were news reports (85%, or 90 reports), with the conduct of INEC officials (20.6%) emerging as the most reported and discussed administrative issues. The distribution of election materials received only 3.8%.

Other significant administrative issues included voting (8.4%), voter accreditation (4.9%) and vote counting (1.7%). The conduct of security personnel and voters accounted for 19.2% and 16.7% of themes respectively.

PWD, women and youth inclusion accounted for 3.8%, 2.4% and 0.7% of the administrative issues respectively.

The radio broadcasts were also analysed for election integrity issues, with vote buying (36%) being the most reported and discussed. This was followed by malfunctioning INEC technology (28%) and voter intimidation (19%).

Journalists/media workers were the primary sources of the radio broadcasts, making up 53.7% of the analysed sources, while voters and important personalities accounted for 6.5% and 10.2% of the sources respectively.

The radio stations adhered to high ethical standards as they avoided instances of election result speculation, fake news, hate speech, imbalance broadcasts, campaign-like content and biased broadcasts.

No reports of, or discussions on, election-day violence was observed.

PART II

CONTENT OF ELECTION-DAY PROGRAMMES ON TV

Election-day contents were monitored on selected television stations from 16-18 November 2024. The findings are presented in this section under the following main headings: programme types, thematic focus, quality of programmes, sources, perpetrators of violence and victims of violence.

PROGRAMME TYPES

A total of 202 stories were monitored on nine television stations during the period in review. The contents were grouped under news reports, discussions and interview programmes.

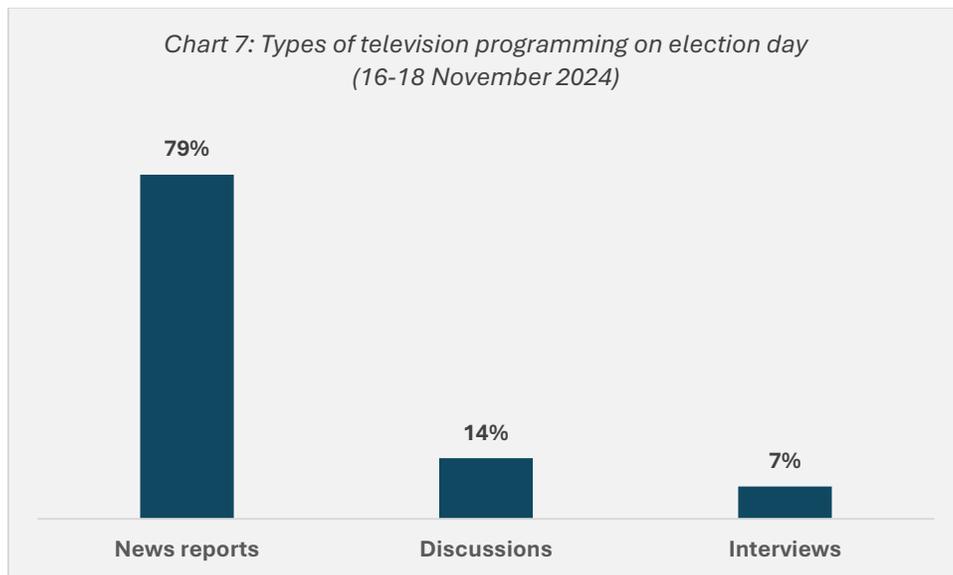
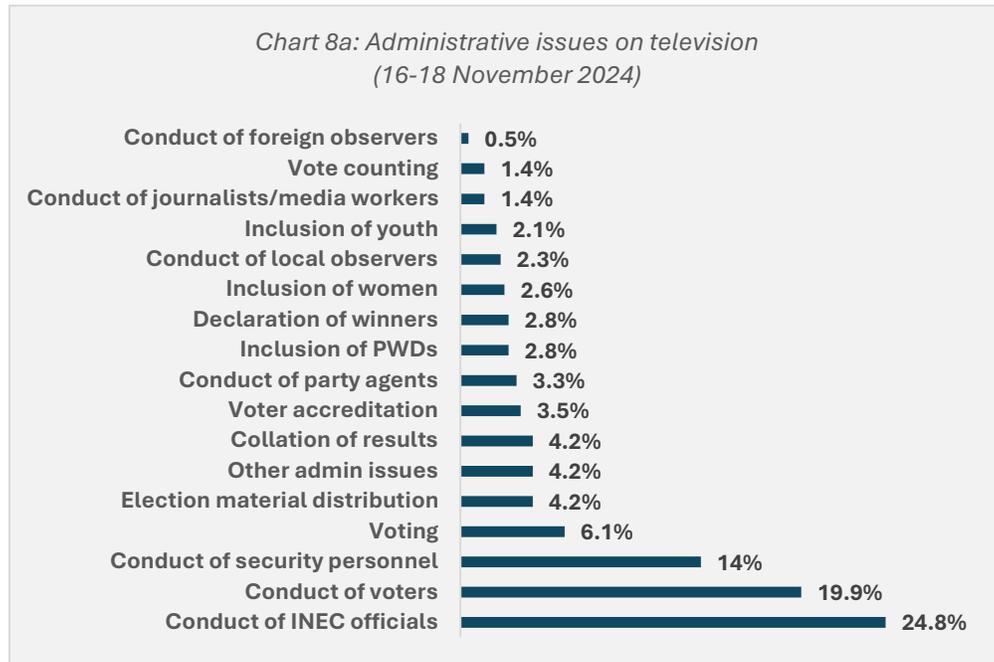


Chart 7 shows that 79% (159 in 202 programmes) of the television broadcasts were packaged as news reports while 14% (28 programmes) and 7% (15 programmes) of the reports were respectively packaged as discussions and interviews.

THEMATIC FOCUS

Thematic focus concerns the topics or issues that dominated the monitored television broadcasts. These topics are divided further into administrative issues and integrity issues. Administrative issues concern election governance, participation and inclusion while integrity issues refer to those capable of undermining the electoral process.

Administrative issues



According to Chart 8a, the conduct of INEC officials (24.8%; 106 in 428 instances) was the most discussed administrative issue on television, with the distribution of election materials receiving 4.2% (18 instances) of the coverage.

- According to an election-day report by NTAi, PDP governorship candidate Agboola Ajayi said that the system was not working and there were lots of complaints everywhere. He also alleged that INEC compromised the process, describing the development as “very shameful and embarrassing.”
- However, on November 18, INEC’s former director of voter education and publicity Nick Dasang told NTAi’s ‘Good Morning Nigeria’ that the Ondo election witnessed significant improvements over the Edo exercise in terms of early opening of polls, logistics, professional conduct of INEC and security agency officials, and the seamless performance of BVAS and IReV. He added that INEC was on the journey of earning trust with stakeholders and should remain on that trajectory of excellence.

The conduct of voters received 19.9% (85 instances) of the coverage while the conduct of security personnel accounted for 14% (60 instances) of the coverage.

- On November 16, NTAi reported an INEC official saying that security agencies were told not to interfere with the electoral process but rather to prevent external interference.

- Oluwakemi, an NTAi journalist reporting from Ward 5 Unit 19 of Alagbaka, said that voters turned out well as accreditation and voting started early.
- The chairman of the Ondo state inter-party agents, Prince Adesanya Olaoluwa, said that the good people of the state had chosen who they wanted and that he was satisfied with the result of the election.

The conduct of party agents and the conduct of journalists/media workers accounted for 3.3% (14 instances) and 1.4% (6 instances) of the coverage respectively.

- Ariyo, a party agent, told AIT on election day that party agents were ready but were yet to see a commendable voter turnout in his polling unit.
- On November 17, an NTAi correspondent identified as Jude said that party agents disagreed with INEC over the collation process as parties awaited results from three local governments.

The conduct of local observers received 2.3% (10 instances) of the coverage while the conduct of foreign observers accounted for 0.5% (2 instances) of the coverage.

- During the election-day edition of the OSRC TV programme 'Ondo Decides 2024,' CDD West Africa election analyst Mrs Seun Awojulegbe said that election observers were crucial to the credibility of the electoral process. She said that there were no EFCC officials at the polling unit she visited in the morning and that journalists were doing a good job.
- On November 16, a local election observer told NTAi that voting did not start at 8 am in Akure South because of logistics, adding that the turnout was low in Unit 25.

Whereas voting and collation of results received 6.1% (26 instances) and 4.2% (18 instances) of the coverage respectively, voter accreditation and vote counting received 3.5% (15 instances) and 1.4% (6 instances) of the coverage respectively.

- "INEC national commissioner Prof. Kunle Ajayi says state collation will be expedited without break," Channels TV reported on November 16.
- Saheed Aribisala of OSRC TV reported from a polling unit on election day, providing details of the voting process at Idoani. A voter commended INEC for the smooth accreditation process and for arriving early to the polling unit.

The declaration of winners accounted for 2.8% (12 instances) of the coverage.

- “INEC declares Governor Lucky Aiyedatiwa of APC the winner of the 2024 gubernatorial election; the governor appreciates the people and promises better governance in the future as opposition reserves comment,” ITV reported on November 17.

The inclusion of PWDs, women and youth received 2.8% (12 instances), 2.6% (11 instances) and 2.1% (9 instances) of the coverage respectively.

- “YIAGA commends INEC for provision of materials for PWDs,” TVC News reported on election day.
- INEC prioritised elderly voters and members of the PWD community in Kiribo, Ese-Odo, Ondo South, NTAi reported on election day. A young voter told the television station that “everyone is exercising their civic responsibility”.
- “Electoral process: TAF Africa wants priority given to PWDs,” OSRC TV reported on November 18.

Other administrative issues accounted for 4.2% (18 instances) of the coverage.

Integrity issues

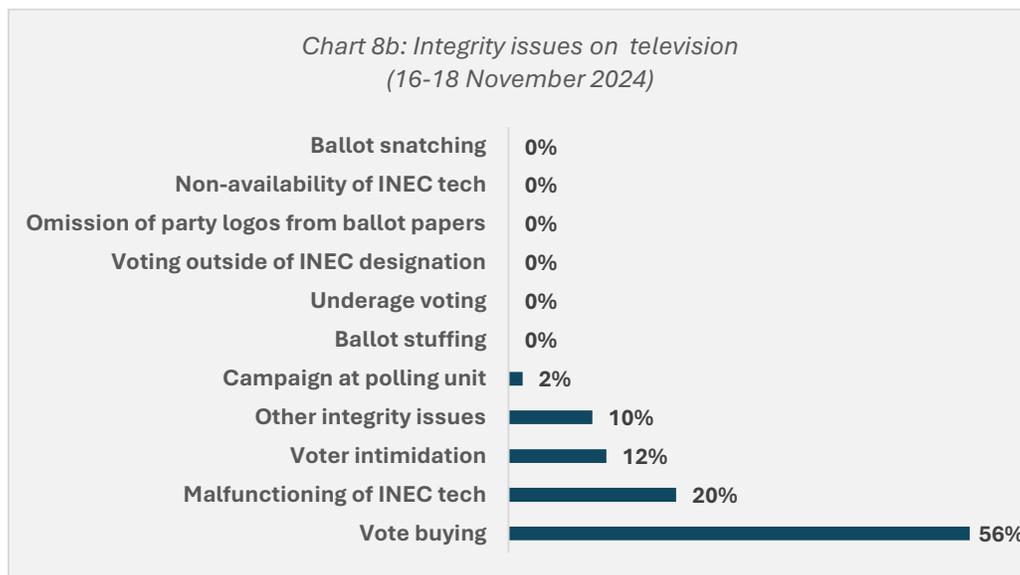


Chart 8b shows that vote buying (56%; 33 in 59 instances) was the most reported integrity issue on television during the electioneering period, with voter intimidation accounting for 12% (7 instances) of the reportage and discourse.

- Vote buying was alleged in several polling units in Kirobo, TVC News reported on election day.
- TVC News also reported on election day that the SDP governorship candidate and an election observer alleged vote buying at Olaleye Quarters in Okitipupa.
- “Suspected vote buying in Akure, the Ondo state capital,” News Central reported on November 17.
- “YIAGA Africa, TAF Africa call for enhanced ballot secrecy, urge political parties to desist from vote buying,” AIT reported on November 17.

Malfunctioning of INEC technology accounted for 20% (12 instances) of coverage while campaigning at polling unit received 2% (1 instance) of the coverage.

- On election day, a voter spoke to News Central about malfunctioning BVAS in Unit 4 Ward 2 of Ese Odo local government area.
- There was no instance of BVAS malfunctioning in Ilaje local government area, TVC News reported on election day.
- TVC News also reported that the operation of BVAS was slow in Kiribo.

Other integrity issues accounted for 10% (6 instances) of the coverage. The other integrity issues identified in the chart were not featured.

QUALITY OF ELECTION-DAY BROADCASTS ON TELEVISION

This section examines how television stations adhered to high ethical standards, particularly in avoiding election result speculation, fake news, hate speech, imbalanced broadcasts, campaign-like content and biased reporting.

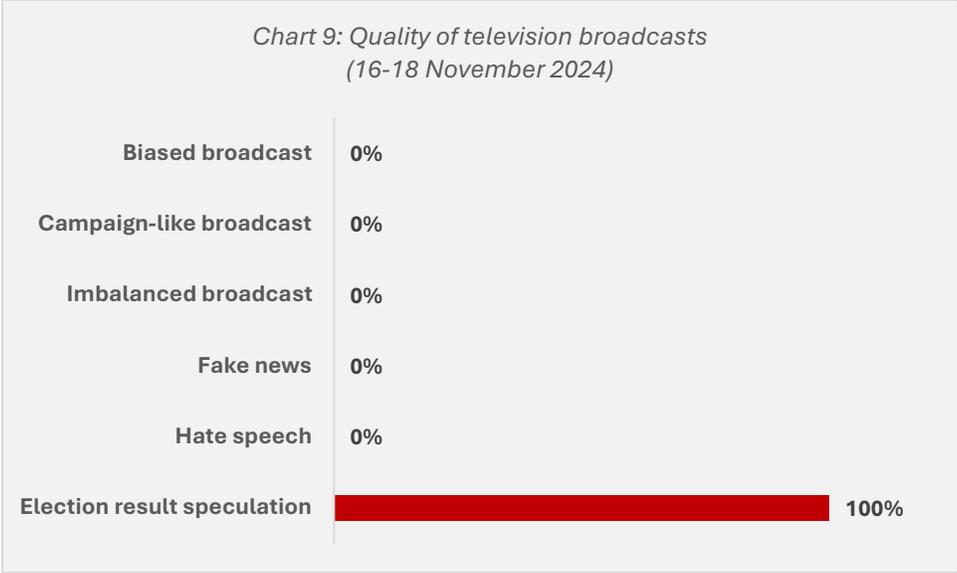


Chart 9 shows that 100% (1 instance) of the report applicable to this section concerned election result speculation, which was noted on AIT.

SOURCES OF ELECTION-DAY BROADCASTS ON TELEVISION

This section concerns the status of the sources that were cited or quoted as content sources for the analysed election-day broadcasts on the selected television stations in this report.

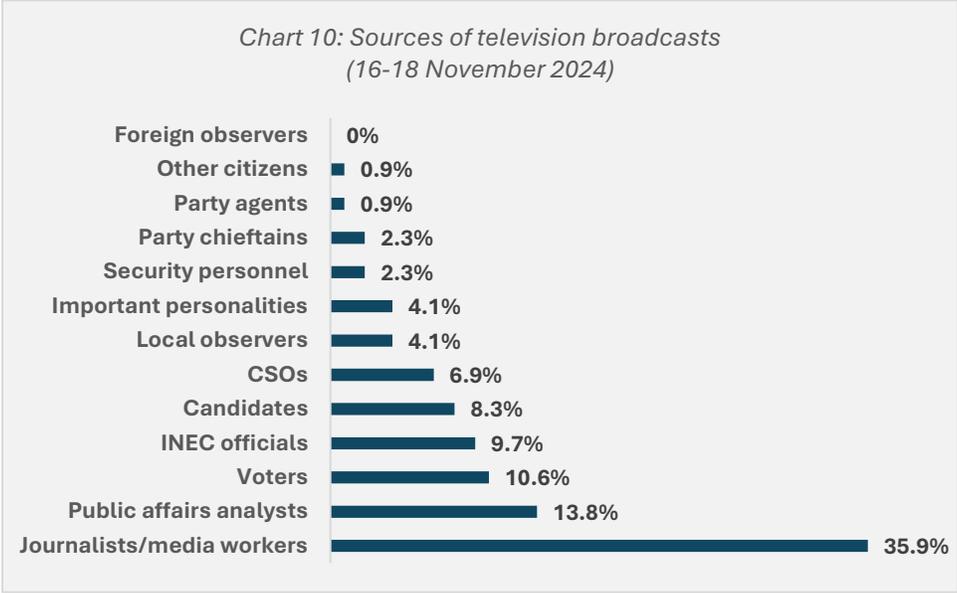


Chart 10 shows that journalists and other media workers, who reported live from various polling units and discussed election-related issues in-studio, represented 35.9% (78 in 217 instances) of the sources used in this section.

Public affairs analysts accounted for 13.8% (30 instances) of the sources while important personalities represented 4.1% (9 instances). Voters represented 10.6% (23 instances) of the sources.

Candidates represented 8.3% (18 instances) of the sources while party chieftains and party agents accounted for 2.3% (5 instances) and 0.9% (2 instances) respectively.

INEC officials represented 9.7% (21 instances) of the sources while security personnel accounted for 2.3% (5 instances).

Whereas CSOs accounted for 6.9% (15 instances) of the sources, local observers represented 4.1% (9 instances). Foreign observers were not featured.

Other citizens represented 0.9% (2 instances) of the sources.

PERPETRATORS OF VIOLENCE FEATURED IN ELECTION-DAY BROADCASTS ON TELEVISION

This section concerns the status of the perpetrators of violence that were featured on the analysed election-day broadcasts on the selected television stations in the context of this research.

*Chart 11: Perpetrators of violence featured on television
(16-18 November 2024)*

Non-state actors	0%
Voters	0%
CSOs	0%
Journalists/media workers	0%
Important personalities	0%
Party chieftains	0%
Foreign observers	0%
Local observers	0%
Security personnel	0%
INEC officials	0%
Party agents	0%
Candidates	0%

Chart 11 shows that none of the potential perpetrators of election-day violence were featured on television during the period under review.

VICTIMS OF VIOLENCE FEATURED IN ELECTION-DAY BROADCASTS ON TELEVISION

This section concerns the status of the victims of violence that were featured on the analysed election-day broadcasts on the selected television stations.

Chart 12: Victims of election-day violence featured on television (16-18 November 2024)

Voters	0%
CSOs	0%
Important personalities	0%
Party chieftains	0%
Foreign observers	0%
Local observers	0%
Security personnel	0%
INEC officials	0%
Party agents	0%
Candidates	0%
Journalists/media workers	0%

Chart 12 shows that none of the potential victims of election-day violence were featured on television during the period under review.

SUMMARY OF FINDINGS

The analysis reveals that a significant majority of television broadcasts, 79%, were presented as news reports. Discussions and interviews constituted a smaller portion, accounting for 14% and 7% respectively.

The only instance related to the ethical quality of the broadcasts involved election result speculation, indicating a critical area for improvement among broadcasters to maintain public trust.

The conduct of INEC officials was the most prominent administrative issue, receiving 24.8% of the coverage. Other notable topics covered were voter conduct (19.9%) and the actions of security personnel (14%). Coverage of election material distribution was minimal at 4.2%. The roles of party agents, journalists, local observers and foreign observers received limited attention, with coverage percentages ranging from 0.5% to 3.3%. Voting and result collation processes were also reported, receiving 6.1% and 4.2% respectively.

Vote buying was identified as the most significant integrity issue, comprising 56% of the coverage. Other integrity concerns were voter intimidation (12%) and INEC technology

malfunctions (20%). Campaign activities at polling units were minimally reported, accounting for only 2% of the coverage.

The sources of the broadcasts were diverse, with journalists and media workers making up 35.9% of the sources. Public affairs analysts and voters contributed 13.8% and 10.6% respectively. Other sources included candidates, INEC officials and civil society organisations, with varying degrees of representation.

There were no reports of election-day violence.

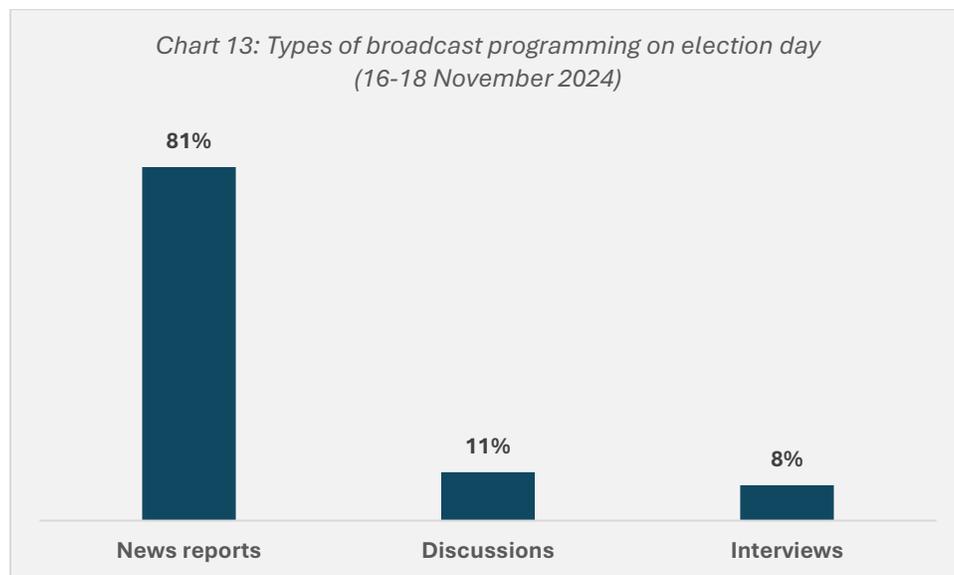
PART III

CONTENT OF ELECTION-DAY PROGRAMMES ON RADIO AND TELEVISION

Election-day contents were monitored on selected radio and television stations from 16-18 November 2024. The findings are presented in this section under the following main headings: programme types, thematic focus, quality of programmes, sources, perpetrators of violence and victims of violence.

PROGRAMME TYPES

A total of 308 stories were analysed across eight radio and eight television stations during the period in review. The contents were grouped under news reports, discussions and interview programmes.

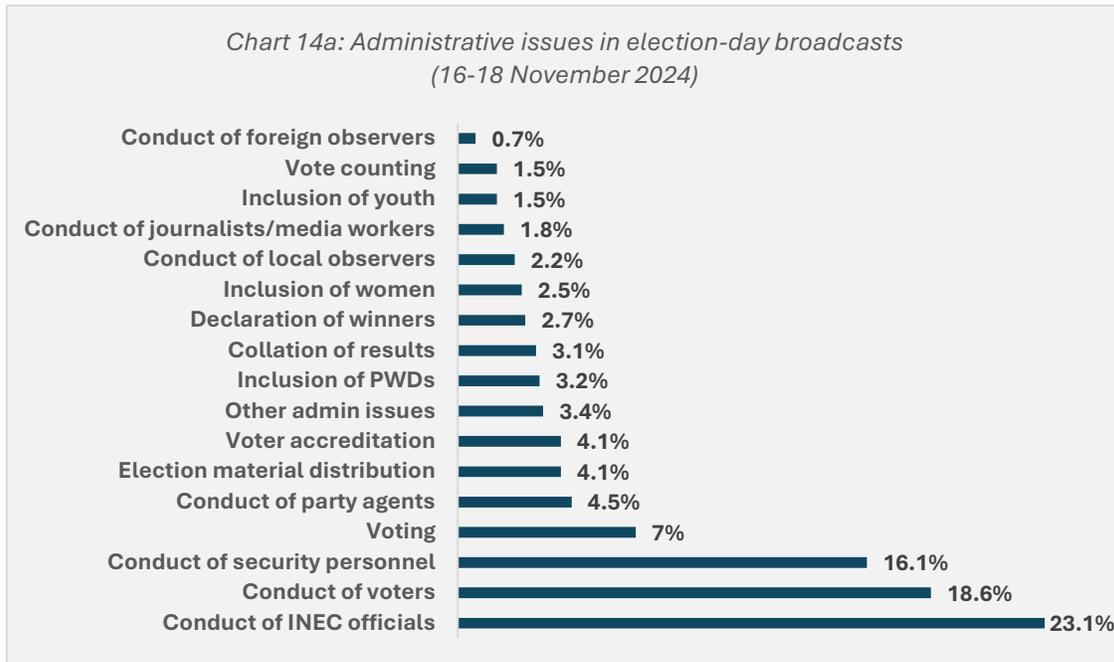


Out of the 308 contents analysed, 249 were news reports. These, as shown in Chart 13, represented 81% of the programmes. The chart also shows that 11% (34 stories) of these contents were discussion programmes while 8% (25 stories) of the contents were packaged as interviews.

THEMATIC FOCUS

Thematic focus concerns the topics or issues that dominated the monitored broadcasts. The topics are divided further into administrative issues and integrity issues. Administrative issues concern election governance, participation and inclusion while integrity issues refer to those capable of undermining the electoral process.

Administrative issues



According to Chart 14a, the conduct of INEC officials (23.1%; 165 in 715 instances) was the most reported and discussed administrative issue on radio and television during the period under review, with the distribution of election materials receiving 4.1% (29 instances) of the coverage.

The conduct of voters received 18.6% (133 instances) of the coverage while the conduct of security personnel accounted for 16.1% (115 instances). The conduct of party agents received 4.5% (32 instances).

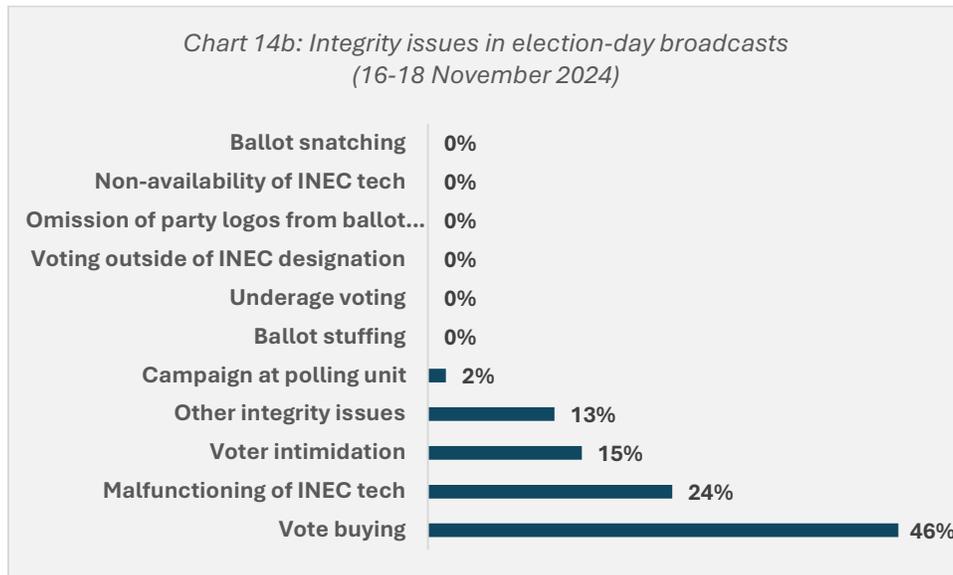
The conduct of local observers and the conduct of foreign observers accounted for 2.2% (16 instances) and 0.7% (5 instances) of the coverage respectively. The conduct of journalists/media workers received 1.8% (13 instances).

Whereas voting received 7% (50 instances) of the coverage, voter accreditation and vote counting received 4.1% (29 instances) and 1.5% (11 instances) respectively. The collation of results accounted for 3.1% (22 instances) while the declaration of winners was featured in 2.7% (19 instances) of the election-day broadcasts.

The inclusion of PWDs, women and youth received 3.2% (23 instances), 2.5% (18 instances) and 1.5% (11 instances) of the coverage respectively.

Other administrative issues accounted for 3.4% (24 instances) of the coverage.

Integrity issues

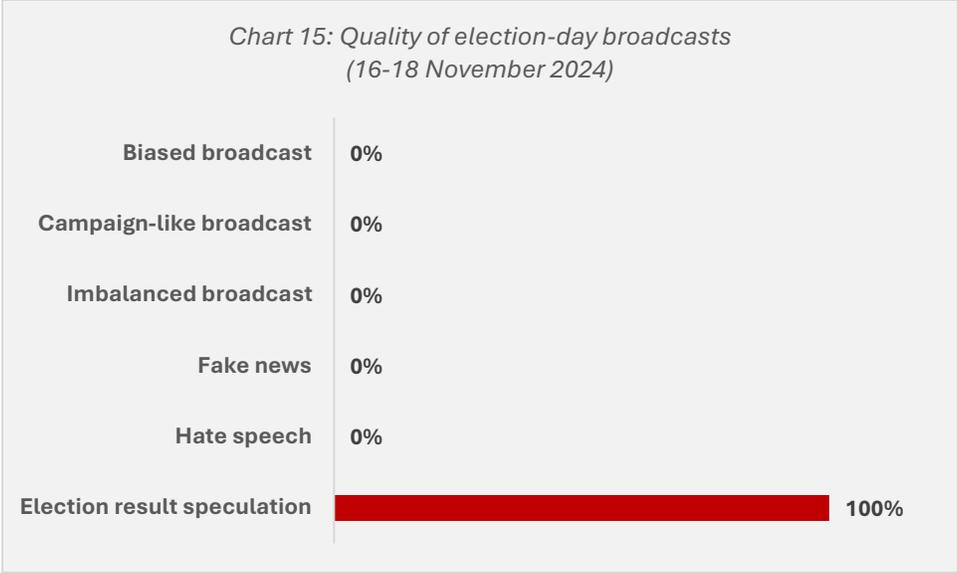


Vote buying, as shown in Chart 14b, was the most reported and discussed integrity issue, receiving 46% (52 in 112 instances) of the coverage. Voter intimidation received 15% (17 instances). Malfunctioning of INEC technology accounted for 24% (27 instances) respectively, while other integrity issues received 13% (13 instances).

The other issues identified in the chart were not featured.

QUALITY OF ELECTION-DAY BROADCASTS

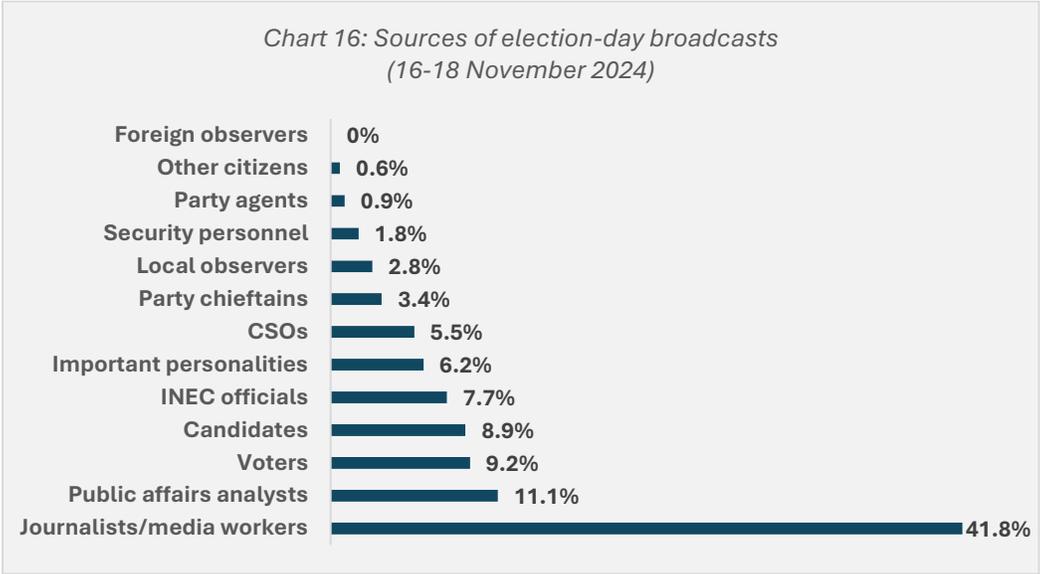
This section examines how broadcast stations adhered to high ethical standards, particularly in avoiding election result speculation, fake news, hate speech, imbalanced broadcasts, campaign-like content and biased reporting.



One television broadcast featured an instance of election result speculation. This, as shown in Chart 15, represented 100% of the reports sampled for this category.

SOURCES OF ELECTION-DAY BROADCASTS

This section concerns the status of the individuals used as content sources for the analysed election-day broadcasts on the selected radio and television stations in the context of this research.



Journalists/media, as shown in Chart 16, received the most attention in this category as they represented 41.8% (136 in 325 instances) of the sources. Public affairs analysts accounted for 11.1% (36 instances).

Whereas voters and important personalities accounted for 9.2% (30 instances) and 6.2% (20 instances) of the sources, INEC officials and security personnel represented 7.7% (25 instances) and 1.8% (6 instances) respectively.

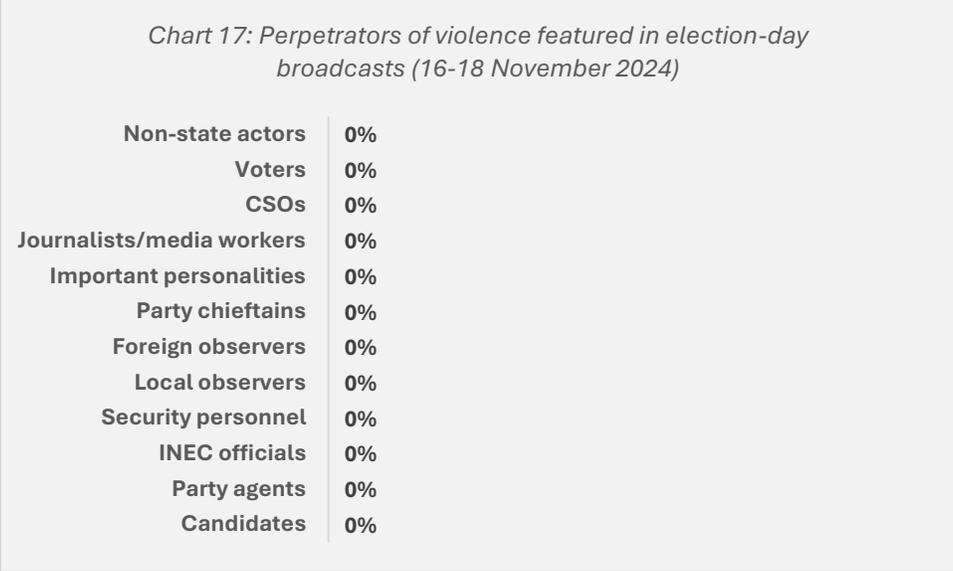
CSOs and local observers accounted for 5.5% (18 instances) and 2.8% (9 instances) of the sources. Foreign observers were not featured.

Candidates, party chieftains and party agents accounted for 8.9% (29 instances), 3.4% (11 instances) and 0.9% (3 instances) of the sources respectively.

Other citizens represented 0.6% (2 instances) of the sources.

PERPETRATORS OF VIOLENCE FEATURED IN ELECTION-DAY BROADCASTS

This section concerns the status of the perpetrators of violence that were featured on the analysed election-day broadcasts on the selected radio and television stations in the context of this research.



According to Chart 17, none of the potential perpetrators of election-day violence identified in the chart were featured in this section.

VICTIMS OF VIOLENCE FEATURED IN ELECTION-DAY BROADCASTS

This section concerns the status of the victims of violence that were featured on the analysed election-day broadcasts on the selected radio and television stations during the period in review.

Chart 18: Victims of violence featured in election-day broadcasts
(16-18 November 2024)

Voters	0%
CSOs	0%
Important personalities	0%
Party chieftains	0%
Foreign observers	0%
Local observers	0%
Security personnel	0%
INEC officials	0%
Party agents	0%
Candidates	0%
Journalists/media workers	0%

Chart 18 shows that none of the potential victims of election-day violence identified in the chart were featured in this section.

SUMMARY OF FINDINGS

News reports constituted 81% of the election-day programmes sampled and analysed during the period in review, while discussion programs and interviews made up 11% and 8% of the contents respectively.

The conduct of INEC officials was the most frequently reported and discussed administrative issue, accounting for 23.1% of the coverage. Other significant themes included the conduct of voters (18.6%) and security personnel (16.1%). The distribution of election materials received 4.1%, while the actions of party agents, local observers and foreign observers garnered 4.5%, 2.2% and 0.7% of the coverage of administrative issues respectively. Coverage of voting processes, voter accreditation and vote counting were also noted, with voting alone receiving 7% (50 instances).

Vote buying (46%) was the most reported and discussed election integrity issue. Voter intimidation and malfunctioning INEC technology were also discussed, receiving 15% and 24% of the coverage respectively.

Journalists/media workers were the most cited, representing 41.8% of the sources. Public affairs analysts contributed 11.1%, while voters and important personalities accounted for 9.2% and 6.2% respectively. INEC officials and security personnel were less frequently cited, at 7.7% and 1.8%. CSOs and local observers made up 5.5% and 2.8% of the sources.

CEMESO head office:

3, Emina Crescent, Off Toyin Street,
Ikeja, Lagos, Nigeria.

Phone:

(+234) 913-427-3950

Emails:

info@cemesong.org; cemeso2004@hotmail.com

Website:

www.cemesong.org

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