

Monitoring of Print & Online Newspapers' Reporting of the 2019 Electoral Process

***(An analysis of trends in reportage of the 2019 electoral
process by 12 print/online newspapers for Jan- March, 2019)***

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1.0 INTRODUCTION

This report covers the outcome of the monitoring of twelve (12) print and online newspapers conducted in the months of January, February and March 2019. The newspapers are ***The Punch, The Guardian, Daily Sun, Vanguard, ThisDay, Nigerian Tribune, The Nation, Leadership, Daily Trust, Blue Print (online version), The Cable*** (published online only) and the **Premium Times** (published online only).

It highlights the findings and analysis of trends in reportage of the 2019 electoral process by the twelve above mentioned print/online newspapers, undertaken as a media content monitoring activity under component 4b of the **European Union Support to Democratic Governance in Nigeria (EU-SDGN)** Project being implemented by the International Press Centre (IPC), Lagos-Nigeria,.

The 24-month media monitoring activity is structured to span three key phases of the electoral/governance process, namely: the pre-election/voter registration phase (8 months); the electoral campaigns/voting phase (6 months) and the post-election/governance phase (10 months).

The purpose is to provide evidence-backed information on state of media performance in the coverage of the on-going electoral

processes and the 2019 elections. The report therefore highlights observed gaps and shortcomings in the monitored reports.

The outcome is expected to be used as tools to engage with journalists, media managers and media gate keepers, including at quarterly media roundtables to be convened as part of the EU-SDGN project, on the need to adhere to professional and ethical standards in the coverage of the electoral process and elections while avoiding hate speech, being conflict sensitive and giving prominence to the issues of citizens, women, youths, persons living with disabilities (PLWDs), etc.

The monitoring exercise also incorporates the documentation of electoral (campaign) promises of presidential candidates as may be reported by the media outlets being monitored in the course of campaign and other activities toward the 2019 elections. The campaign promises shall be collated, documented, printed and widely disseminated.

As a final outcome of the media monitoring activity, 2,000 hard copies of the final report, capturing key highlights from the entire monitoring process shall be published and also made available online.

2.0 SCOPE

The monitoring covers all relevant reports about the political and electoral process published by the newspapers during the three-month period under review.

The categories of issues were:

➤ **Political Parties**

Here, the stories (news, features, interviews, editorials, analysis, etc.) were monitored to determine compliance with regulatory and professional frameworks on covering the political parties, especially in relation to giving equitable media opportunity to diverse sides of the political and electoral equation.

➤ **Aspirants/Candidates**

Here, the stories were monitored to determine access/coverage of campaign activities of aspirants/ candidates across political parties. Candidates in this respect include incumbents as well as new entrants.

Youths and the Electoral Process

Here, the stories were monitored to specifically determine the amount of media access/coverage given to electoral activities involving or about youths.

➤ **Women and the Electoral Process**

Here, the stories were monitored to specifically determine the amount of media access/ coverage given to electoral activities involving or about women.

➤ **People Living with Disabilities (PWDS) and the Electoral Process**

Here, the stories were monitored to specifically determine the amount of media access/coverage given to electoral activities involving or about PWDs.

➤ **The Electoral Management Body (EMB) - INEC**

Here, the stories were monitored on media coverage of the activities of the Independent National Electoral Commission (INEC) as relating to the types of issues reported about the election management body.

➤ **Professionalism**

Here, the stories were monitored to determine their compliance with professional ethics and the code of elections coverage, including issues of hate speech and conflict sensitivity.

➤ **Editorials**

Here, the editorials were monitored to determine the kind and relevance of the electoral issues engaging the attention of the respective media outlets.

➤ **Prominence**

Here, the newspapers were monitored to assess the page location of the various political and electoral stories with a view to determining the importance attached to them.

➤ **Sources**

Here, the reports were monitored to assess the types of sources used.

➤ **Reporting Format (Genre)**

Here, the relevant reports were monitored to know the form of reporting, that is, whether reported as news, editorial, features, interview, Letter to the Editor, Photograph, Opinion, etc.

➤ **Campaign Promises**

Here, the reports were monitored to determine and document the campaign promises of the presidential aspirants of the political parties.

3.0 METHODOLOGY

The methodology used in extracting the required information and indices for analysis entailed a number of structured techniques and methodology by trained media monitors tasked with respective tasks and duties. A six member team of trained monitors were involved in day-to-day assessment of reports in the newspaper under the guidance of a head supervisor and a monitoring analyst. Both Quantitative and Qualitative approaches were adopted for the monitoring, with a daily and weekly input into a data storing system specifically designed for the exercise.

➤ The quantitative approach

The quantitative approach entailed the collection and coding of data, the use of a specifically designed media monitoring template and the making of entry into a specially designed data base programme. The coding allows for the capturing of the frequency at which the media reports of each of the given indices in this exercise occurred. The data, within the context of the different indices were then processed and analysed to arrive at specific results which are also represented in graphs, charts and tables in the body of this report.

➤ The qualitative approach

The qualitative approach entailed content analysis of the individual newspapers' reports, photographs, letters, and interviews published within the period under review. The use of the qualitative approach was to engender open debate and discussions with stakeholders on

the thematic focus of the democratic and electoral issues published by the selected media.

➤ **Units of Analysis**

The monitoring exercise involved analysis of media contents devoted to some specific issues in the monitored newspapers. The units of analysis, among others include indices on:

- Prominence of Issues and Reports;
- Sources of News Reports;
- Who and what gets “Mentions” in the Media;
- Types of Reports;
- Thematic Focus, etc.


• **Specific Issues monitored**

The specific issues being monitored under thematic focus include reportage bordering on:

- Issues of Gender (inclusivity/media access);
- Issues of Youth;
- Issues of Persons Living with Disabilities;
- Voting;
- Political Conflict (Violence);
- Election Disputes,

The other specific issues monitored under thematic focus also included reportage in terms of:

- Continuous Voters’ Registration;
- Campaigns;
- Language use;
- Voter and Civic Education;

- Coverage of Independent National Electoral Commission (INEC);
 - Campaign Finance.
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4.0 FINDINGS

4.0.1 Total Relevant Reports

A total of 17,485 reports were found relevant (between January and March, 2019) to the media content monitoring exercise in the 12 newspapers (as falling under the pre-identified thematic focus and specific issues) within the three-month period that this report covers.

For the print monitoring, **The Punch** published the highest number of relevant reports with 1,863 (at 10.63%) followed by **Vanguard** which published 1,854 relevant reports (at 10.6%). **Daily Sun** published 1,843 relevant reports (10.54%); **The Nation** published 1,733 reports (9.9%) and **Nigerian Tribune** published 1,702 (9.71%). **BluePrint** published 1,643 (9.4%).

Others include **Leadership** which published 1,548 reports (8.85%); **The Guardian**, 1,381 relevant reports (8%); **Daily Trust** published 1,316 reports (7.5%); ThisDay, 1,194 (at 6.8%)

For the online monitoring, **Blue Print**, **The Cable** and the **Premium Times** were monitored as online newspapers.

Premium Times published 813 relevant reports (4.65%), while **The Cable** published 595 (3.4%).

The table below shows total number of relevant reports as published by the newspapers

Publications	Total Items	%	
Blueprint	1,643	9.4%	
Daily Sun	1,843	10.54%	
Daily Trust	1,316	7.5%	
Leadership	1,548	8.85%	
Nigerian Tribune	1,702	9.71%	
Premium Times	813	4.65%	
The Cable	595	3.4%	
The Guardian	1,381	8%	
The Nation	1,733	9.9%	
The Punch	1,863	10.65%	
ThisDay	1,194	6.8%	
Vanguard	1,854	10.6%	
Total	17,485	100%	

4.0. THEMATIC FOCUS: A total of 15,579 reports were monitored on all the relevant thematic issues published in the newspapers.

The following are analysed below:

4.1 Outcomes on coverage of Political Parties

i. Mentions

Between January and March, 2019, the ruling All Progressives Congress (**APC**) got the highest number of mentions at 2,765 times (54.43%), followed by the People's Democratic Party (**PDP**) which got 1,735 mentions (at 34.15%).

Other political parties were not equally covered. Some of these include:

- **Social Democratic Party (SDP)** got 107 mentions (2%);
- **All Progressives Grand Alliance (APGA)** also got 84 mentions (at 1.64%).
- **African Democratic Congress (ADC)** got 69 mentions (at 1.36%)
- **Allied Congress Party of Nigeria** got 46 mentions (1%);
- **Young Progressives Party (YPP)** also got 42 mentions (0.83%)
- **Allied People's Movement (APM)** got 40 mentions (at 0.8%)

ii. Frequency of mentions in the newspapers (Jan-March, 2019)

The Nation had the highest number of mentions on the activities of the **All Progressives Party (APC)** with 377 reports. This was followed by **Daily Sun** newspapers with 301 mentions.

On mentions from the activities of the **People's Democratic Party (PDP)**, **Vanguard** had the highest mention with **199** reports

while **ThisDay** and **Nigerian Tribune** were next with 191 mentions;

On mentions relating to the **Social Democratic Party** (SDP), **The Punch** had the highest with 18 mentions each;

On mentions relating to the **All Progressives Grand Alliance** (APGA), **Vanguard** had the highest with 14 mentions respectively.

Nigerian Tribune reported **African Democratic Congress** (ADC) the most with 31 mentions.

(Please see the table below for other political parties' mentions)

Media	Blue Print	Daily Sun	Daily Trust	Leadership	Nigerian Tribune	Premium Times	The Cable	The Guardian	The Nation	The Punch	ThisDay	Vanguard	Total
African Democratic Congress	3	2	2	1	31	0	0	4	5	14	1	6	69
All grand alliance party	0	0	0	0	0	0	0	0	0	0	0	1	1
All Progressive Congress	228	301	206	284	230	109	92	174	377	278	188	298	2765
All Progressive Grand Alliance	11	12	8	9	6	2	0	3	7	7	5	14	84

Alliance for a United Nigeria	0	0	0	0	0	0	0	0	0	0	0	0	0
Alliance For Democracy	0	2	0	4	5	0	0	0	2	0	1	2	16
Alliance For New Nigeria	1	1	0	1	1	0	0	1	2	3	0	0	10
Allied Congress Party Of Nigeria	5	3	4	4	3	5	2	3	1	7	6	3	46
Allied People's Movement	0	7	0	0	23	1	0	0	3	4	2	0	40
Better Nigeria Progressive Party	0	0	0	0	0	0	0	0	0	1	1	0	2
Democratic Peoples Party	0	0	0	2	0	0	0	0	0	0	0	1	3
Freedom and Justice Party	1	0	1	3	1	0	0	0	0	0	0	0	6
Fresh Democratic Party	0	1	0	1	0	0	0	0	0	3	0	0	5

Grassroots Development Party of Nigeria	0	0	0	1	0	0	0	2	0	1	0	1	5
Independent Democrats	0	1	0	0	1	0	0	0	0	0	0	0	2
Kowa Party	0	1	1	1	0	0	0	1	0	1	0	0	5
Labour Party	2	1	0	1	2	1	1	0	0	2	3	10	23
Mass Action Joint Alliance	0	1	0	0	0	0	0	0	1	2	0	0	4
Masses Movement of Nigeria	0	0	0	1	0	0	0	0	0	0	0	0	1
Mega Party of Nigeria	0	0	0	0	0	1	0	0	0	0	0	0	1
National Conscience Party	0	1	0	0	0	0	0	0	0	0	0	1	2
National Democratic Liberty Party	0	0	0	1	0	0	0	0	0	0	0	0	1
National Rescue Movement	2	0	2	0	3	0	0	0	0	0	0	0	7

New Nigeria People Party	0	1	0	1	1	0	0	0	0	0	0	0	3
Nigeria Community Movement Party	0	0	0	1	1	0	0	0	0	0	0	0	2
Nigeria Peoples' Congress	0	1	0	0	0	0	0	0	0	0	0	0	1
Nigerian Democratic Congress Party	0	0	0	0	0	0	0	0	1	1	0	0	2
People Party of Nigeria	1	1	0	0	0	0	0	0	0	0	0	0	2
Peoples Democratic Party	151	184	139	146	191	77	83	115	137	191	122	199	1735
Peoples Progressive Party	0	1	1	1	0	0	0	0	0	0	0	0	3
Peoples Redemption Party	0	0	4	2	0	0	0	0	0	2	0	1	9
Peoples Trust	6	3	2	5	5	0	0	1	5	8	6	2	43
Progressive Peoples' Alliance	1	0	1	1	0	0	0	0	0	0	0	1	4

Restoration Party of Nigeria	0	0	1	0	0	0	0	0	0	0	0	0	1
Social Democratic Party	8	8	14	10	14	9	1	5	3	18	5	12	107
United Democratic Party	0	0	0	0	0	0	0	2	0	1	0	0	3
United Progressive Party	1	0	0	1	0	0	0	1	1	2	0	0	6
Unity Party of Nigeria	0	0	0	0	0	0	0	0	0	0	0	1	1
Young Progressive Party	3	3	4	1	2	1	3	7	3	6	1	8	42
Young Democratic Party	0	0	0	1	0	1	0	0	0	0	0	1	3
Zenith Labour Party	0	1	0	2	8	0	0	0	1	1	0	2	15

Political party Mentions, Jan., Feb. and, March, 2019

4.2. Political Conflict

There were 463 reports on political conflicts, accounting for 3.07% of identified relevant reports.

4.3. Election Disputes:

There were 1,083 reports (at 7.2%) published on **Electoral Disputes**.

4.4. Campaigns:

A total of 3,804 reports were published on campaigns by **political parties' Candidates** in the build up to the 2019 presidential elections. This represents 25.23%.

4.5. Conflict Sensitivity

- **Language use:** A couple of media reports were quite insensitive particularly in cases of reports that should have gone unreported. Some of these are highlighted below:
- **Headline: “If Buhari wins, we’ll cripple economy” (BluePrint, Feb. 14, 2019)**

The excerpt from the **BluePrint** newspaper runs thus:

...The Niger Delta Avengers Thursday threatened to cripple Nigeria’s economy if President Muhammadu Buhari is re-elected tomorrow. (see <https://www.blueprint.ng/if-buhari-wins-well-cripple-economy/>)

Same was found in **The Punch** (Oct. 9, 2018)

- **Headline: “Nigeria’ll choose between lifeless candidate and job provider in 2019—Atiku” 2018**

The excerpt:

“...The choice before Nigerians in 2019 is a simple one. Nigerians have a choice of electing a “lively” candidate with a record of providing 50,000 jobs to Nigerians in his private capacity versus the lifelessness (apologies to President Donald Trump) of a

candidate under whom Nigeria lost 11 million jobs and became the world headquarters for extreme poverty...”

(see <https://punchng.com/nigeriansll-choose-between-lifeless-candidate-and-job-provider-in-2019-atiku/>)

- **Hate speech**

No evidence of hate speech was observed in the monitored reports

4.6. Youths and the Electoral Process

Number of relevant items

69 items (0.46%) were published on Youths out of 15,079 reports monitored on thematic issues.

i. Mentions

At 4.06%, Youths got 61 mentions.

ii. Use as sources

The perspectives of youths as sources were few with **Youths** constituting 1.04% or 154 instances.

4.5 Women and the Electoral Process

55 items out 15,079, constituting 0.36% of the total reports were published on women issues.

i. Mentions

At 3.25%, Women got 483 mentions.

ii. Women as Sources

A total of 14,848 persons were recorded as sources speaking in the identified relevant reports within the period. (Sources are the persons who were either directly quoted or indirectly paraphrased or referenced in the relevant reports that were analysed).

Of the total sources, **women** made only 3.25% of people whose voices were heard in the news as their voices and perspectives were captured in **483** of the relevant editorial items monitored.

In contrast, men's perspectives were captured in 13,134 reports or 88.46%, thereby dominating as sources of news reports.

iii. Portrayal

No negative portrayal was recorded.

- **4.6. People Living with Disabilities (PWDS) and the Electoral Process**

- There were 21 relevant editorial reports published on PLWDs out of 15,079 items monitored, representing 0.14%.

i. Mentions

Apart from 21 relevant stories published on them, PLWDs got 5 more mentions between Jan and March, 2019.

ii. Use as Sources

The perspectives of PLWDs as sources were also few. Only 16 **Male PLWDs** constituting 0.1% and, 1 Female PWLDs at (0.01%) were used as sources.

4.7. The Electoral Management Body (EMB) - INEC

i. Summary of findings

A total of 2,532 reports were published on the **Independent National Electoral Commission (INEC)**, out of 15,079 items monitored. Reports on Nigeria's elections ombudsman, represented 16.8%.

i. Mentions

At 32.34%, INEC got 486 mentions out of 1,503 total mentions allotted to Men, Women, PLWDs, Youths and INEC.

ii. INEC: Use as source

INEC officials were sources in 1,060 reports (at 7.14%) of all the stakeholders whom the media consulted for information.

Other findings around INEC **include:**

- **Continuous Voters' Registration:**

This was not reported at all. INEC had declared registration closed earlier before this period under review.

The chat below shows the number of relevant items published on each of the thematic Focus areas

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	Print	Sun	Trust	Ship	Tribune	Times	e	Guardian	on	ch		d	
Gender (Women)	7	5	5	5	3	0	0	10	4	7	3	6	55
Youth	4	3	14	7	8	2	2	4	13	4	5	3	69
PLWDs	5	1	1	3	1	1	4	4	0	0	0	1	21
Political Conflict	35	48	25	37	58	23	20	30	66	52	26	43	463
Election Disputes	72	113	57	79	122	55	46	93	127	121	58	140	1083
Campaigns	172	564	310	290	456	128	93	214	487	352	312	426	3804
Voter and Civic Education	0	10	5	6	1	2	1	4	4	41	2	6	82
Continuous Voters Registration	0	0	0	0	0	0	0	0	0	0	0	0	0
Permanent Voters Card	2	8	17	1	6	3	0	1	8	2	9	5	62
INEC	150	232	131	212	287	84	85	279	283	389	155	245	2532
Campaign Finance	7	2	5	4	2	3	3	1	3	3	2	2	37
Voting	56	78	8	9	32	34	21	21	58	26	8	17	368

Others	756	645	573	548	614	313	229	551	512	650	460	652	6503
Total	1266	1709	1151	1201	1590	648	504	1212	1565	1647	1040	1546	15,079

Civic and Voter Education:

There were also 82 reports on **Civic and Voter Education** out of 15,079 reports on all thematic issues, (representing 0.54%); while **Permanent Voters’ Cards (PVCs)** had 62 reports (at 0.4%).

Campaign Finance:

There were 37 reports focused on **Campaign Finance** (at 0.25%).

Voting:

368 reports (2.44%) were published on voting.

iv. Others:

A total of 6,503 items were monitored under the category of “Others” (at 43.13%). These refer to other relevant issues on democracy and election which did not fall under any of the thematic focus issues relevant to this monitoring exercise.

The table below shows the number of the different sources used for identified relevant items

	Male	Female	Male Youth	Female Youth	Male Youth with Disability	Female Youth with Disability	INEC	Total
Blue	1415	39	6	0	2	1	102	1565

Print								
Daily Sun	1443	43	17	0	2	0	81	1586
Daily Trust	959	40	20	1	2	0	75	1097
Leadership	1176	52	12	0	1	0	85	1326
Nigerian Tribune	1274	49	8	1	1	0	111	1444
Premium Times	666	25	4	1	1	0	58	755
The Cable	486	15	0	0	1	0	59	561
The Guardian	894	38	9	2	2	0	83	1028
The Nation	1264	40	24	0	3	0	86	1417
The Punch	1291	72	17	0	1	0	150	1531
ThisDay	873	15	7	1	0	0	64	960
Vanguard	1393	55	24	0	0	0	106	1578
Total	13134	483	148	6	16	1	1060	14848

4.8 Placement/Page Prominence

i. Location of relevant items

Of the 17,485 relevant reports identified and analysed, a total of 13,779 reports (79%) were published on the **Inside Pages**. Another 1,549 reports, (8.85%) were published on the **Front Pages** while 127 reports were published on the **Back Pages** (accounting for 0.7%) and 167 reports (0.95%) were published as **Editorials**.

- Placement in **Online newspapers**

Placement in Online newspapers was established from whether the reports were published as **‘Top Story or Inside Story’**. While 926 reports were published as **Top Stories** (at 5.2%); 938 reports were published as **Inside Stories**, representing 5.36%.

The table below shows the degree of prominence given to identified relevant reports

Publication / Page Prominence Reports

	Front Page	Inside page	Back Page	Editorial	Top Story	Inside Story	Total
BluePrint	11	820	0	1	286	525	1,643
Daily Sun	192	1,620	21	10	0	0	1,843
Daily Trust	112	1,172	15	14	0	3	1,316
Leadership	91	1,432	14	11	0	0	1,548
Nigerian Tribune	193	1,481	11	17	0	0	1,702
Premium Times	9	198	0	0	326	280	813
The Cable	3	150	0	0	313	129	595
The Guardian	139	1,214	0	28	0	0	1,381
The Nation	240	1,451	21	21	0	0	1,733
The Punch	236	1,584	14	29	0	0	1,863
ThisDay	128	1,011	23	31	0	1	1,194
Vanguard	195	1,646	8	5	0	0	1,854
Total	1,549	13,779	127	167	926	938	17,485

4.9. Report Formats

Out of 17,485 total reports identified as relevant and monitored, 14,007 reports were published as **News** (at 80.1%).

Another 966 reports were published as **Features** at (5.52%). There were 124 **Editorials** at (0.7%); while 951 reports were **Opinion articles** at (5.43%).

Another 163 reports were **Letters to the Editor** (0.93%); and 446 were **photographs** (2.6%).

Others include 110 reports published as **Cartoons** (0.62%); 59 as **Vox Pops** (0.33%) while 635 **Interviews** were published at (3.63%).

24 **Videos** were found relevant within the period, representing 0.13%.

The table below shows the reportage of identified relevant items according to the format of publication

Publication/Report Type
Reports

#	News	Features	Editorial	Opinion Articles	Letter to Editor	Photographs	Cartoon	Vox Pop	Interview	Video	Total
BluePrint	1512	33	11	38	3	10	0	0	24	12	1643
Daily Sun	1352	52	10	170	12	43	3	6	195	0	1843
Daily Trust	1035	67	13	87	27	43	18	5	21	0	1316
Leadership	1255	129	15	62	0	46	6	0	35	0	1548

Nigerian Tribune	1370	63	12	76	39	38	7	10	87	0	1702
Premium Times	735	11	9	32	0	1	0	0	18	7	813
The Cable	564	3	1	4	0	15	0	2	1	5	595
The Guardian	992	191	9	67	14	32	43	0	33	0	1381
The Nation	1346	97	11	141	33	60	11	0	34	0	1733
The Punch	1507	119	12	59	13	47	13	1	92	0	1863
ThisDay	865	79	15	123	22	57	0	0	33	0	1194
Vanguard	1474	122	6	92	0	54	9	35	62	0	1854
Total	14,007	966	124	951	163	446	110	59	635	24	17,485

Comparative Analysis of Findings Generated between September-December (2018) and January-March (2019)

Total relevant reports

In the period between **September-December, 2018**, a total of 16,403 relevant reports were identified and analysed. The statistics increased to 17,485 stories during the period of **January-March, 2019**.

Performance of the newspapers in both periods

In the period of **September-December, 2018**, **Vanguard** published the highest number of 1,961 stories (**12%**) out of 16,403 reports, while **The Punch** published the highest number of 1,863 relevant reports (**10.63%**) out of 17,485 stories monitored during the period of **January-March, 2019**.

Coverage of Political Parties

In reporting political parties **The Nation** and **Vanguard** reported APC and PDP the most between September 2018 and March, 2019. While, **The Nation** had the highest number of **883** mentions (**7.14%**) for the **All Progressives Party (APC)**, **Vanguard** had the highest of **534** mentions (**4.3%**) for the **People's Democratic Party (PDP)** in both periods.

All the 91 **Political Parties** got a total of **12,387** mentions in both periods.

Political Conflict

Of all the **12,443** thematic issues monitored between September-December, 2018, **494** reports (**4%**) focused on political conflict, and majority of these (89 reports at 18%) published in **Vanguard**.

Whereas of **15,079** reports monitored between January-March, 2019, reports on Political Conflicts rose to 463 (**3.07%**). Of these, **The Nation** published the highest with 66 reports (14%).

Election Disputes

Between September-December, 2018, **687** reports (**5.52%**) focused on disputes arising from primary elections, majority of them (100 reports at **14.6%**) published in **The Punch**; where as between January-March, 2019, reports on Election Disputes rose to 1,083 (**7.2%**). Of these, **Vanguard** published the highest with 140 reports (13%).

Campaigns

Of all the **12,443** thematic issues monitored, **6,143** media stories between September-December, 2018 were more on campaigns (**at 49.37%**). Of these, **The Nation** published the highest with **722** (11.75%).

15,079 reports were monitored on thematic issues between **January-March**, 2019. As many candidates withdrew from the race towards the election, media reports on Campaigns during the period came down to 3,804 (**25.23%**). **Of these, Daily Sun** published the highest with **564** reports (**14.83%**).

Youths

Between September-December, 2018, 109 reports (**0.9%**) of all media reports on thematic issues focused on **Youths**. These figures reduced to 69 (**0.46%**) in the period between January-March, 2019.

Of these, **Daily Trust** published the highest on **Youths** in both periods with 16 reports (15%) and 14 reports (20.3%).

Women Issues

Of all the **12,443** thematic issues monitored between September-December, 2018, **118** reports (**0.95%**) focused on women issues.

Whereas of **15,079** reports monitored between January-March, 2019, reports on dropped to 55 (**0.36%**). **The Guardian** published the highest on women in both periods with 30 reports.

People Living with Disabilities (PWDS)

In the period of September-December, 2018, 33 reports (0.27%) of media reports focused on PWDs. Of these, The Guardian published highest with 7.

Between January-March, 2019, reports on PWDs reduced to 21 (0.14%).

Blueprint published the highest with 5 reports.

The Electoral Management Body (EMB) - INEC

904 reports (7.27%) of all media stories focused on **INEC** in the period between September-December, 2018, and these rose to 2,532 (**16.8%**) between January-March, 2019. **The Punch** published the highest stories on **INEC** in both periods.

Location of relevant items

In the period between September-December, 2018, total reports monitored was 16,403. Of these, 1,581 (**9.62%**) of media reports was published on the **Front Pages**; 12,148 reports (74.06%) on the **Inside Pages**; 115 reports (**0.7%**) on the **Back Pages**.

In January-March, 2019, 1,549 reports (8.86%) of all stories were on the Front Pages; 13,779 (**78.8%**) on the **Inside Pages**; 127 reports (**0.73%**) were on the Back Pages.

For both periods, only 304 (0.95%) of all reports were featured on the Editorial Pages.

Reports' genre

In the period between September-December, 2018, 13,077 reports (**79.72%**) of all stories were published as **News**; 923 reports (5.63%) as **Features** and 77 reports (0.47%) as **Editorials**.

Between January-March, 2019, 14,007 reports (80.1%) were **News**; 966 reports (5.52%) as **Features** and 124 reports (0.7%) as **Editorials**.

- Monitoring of campaign promises

The campaign promises by President Buhari were documented below. They were derived from **The Nation, The Punch, Daily Sun, Daily Trust, Vanguard, This Day, Leadership** and **Nigerian Tribune** newspapers between January and February, 2019. These promises were found on Front page, Thisday, January 17, 2019; page 12, Daily Sun Newspaper, Thursday, January 31, 2019; page 9, Nigerian Tribune of January 17, 2019; and Front page, Vanguard Newspaper, February 09, 2019.

The promises are:

1. To engage one million N-power graduates and skill up 10 million Nigerians in partnership with the private sector.
2. To expand the school feeding programme from 9.3m to 15 million children, creating 300,000 extra jobs for food vendors and farmers.
3. To complete the Ibadan/Kano phase of the Lagos/Kano rail link.
4. To complete the Port Harcourt/Maiduguri line.
5. To complete the Itakpa/Warri link to Abuja, through Lokoja.
6. To complete the Second Niger Bridge and the East West Road connecting Warri, Delta State, to Oron, Akwa Ibom State, through Kaiama and Port Harcourt in Bayelsa and Rivers State.
7. To establish a peoples Moni bank.

8. To institutionalize the giving of soft loans of up to 1million naira to small traders, artisans and commercial drivers.
9. To increase the beneficiaries of trader Moni, market Moni and farmer Moni from 2.3 million to 10million.
10. To create more room for inclusion in government by achieving 35% in female appointments.
11. To give more access to youths as aides of cabinet members and through opportunities for appointments in board and agencies.
12. To introduce special mentoring programme in governance with young graduates working with ministers and other appointees.
13. To reinterpret the education curriculum through coding, robotics, animations and design thinking.
14. Retraining of all teachers in public primary and secondary schools to deliver digital literacy.
15. Remodelling and equipping of 10,000 schools per year.
16. To complete the 365 road projects under construction in all parts of the federation.
17. Provision of infrastructure and rebuilding the economy.
18. To sustaining the anti-insurgency war and curb insecurity.
19. To fight corruption and revamp the economy.
20. To develop 6 industrial Parks in each of the geopolitical zones.
21. To establish 109 Special Production and Processing Centres (SPPCs) across each senatorial district of Nigeria.
22. To develop the Special Economic zone to quickly concretize our made in Nigeria for export (MINE) plan.
23. To expand the social investment program so as to eradicate poverty.
24. To ensure completion of Manbilla Dam and Bridge.

25. To ensure the construction of the Makurdi Taraba Borno rail project.
26. To complete the bridges across the stretch of River Benue in Ibi local government area.
27. To continue to pursue agricultural policy by ensuring that fertilisers are made available at all the local government areas across the country, for easy access by farmers.
28. To resuscitate the Ajaokuta Steel Company.
29. To ensure the completion of the on-going Zungeru Hydro Power project.
30. To include persons of integrity in the cabinet.