**REVIEW OF** **THE MEDIA MONITORING REPORT ON COVERAGE OF 2023 ELECTORAL PROCESS**

By

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**Protocol**

**Preamble**

It is with great pleasure that I present to you today, highlights of the **THE MEDIA MONITORING REPORT ON COVERAGE OF 2023 ELECTORAL PROCESS being on of the** activities being implemented by the International Press Centre (IPC), Lagos-Nigeria under Component 4: Support to Media of the European Union Support to Democratic Governance in Nigeria-Phase 2 (EU-SDGN II) Project.

The report is part of an eighteen-month media monitoring activity entailing the examination of the trends in print/online media coverage of the 2023 electoral/democratic governance process including the reportage of post-election issues, campaigns by candidates/political parties; issues of the elections/voting; and post-election/democratic accountability issues. The monitoring also incorporates fact-checking as well as the documentation of the campaign promises of the presidential candidates.

Apart from giving an overview of the Report, I have been mandated to making inferences on the strengths, shortcomings and gaps in media reportage including drawing attention to the important issues professionalism, inclusivity and conflict-sensitivity. Essentially, I am to

interrogate the report and make suggestions for improved monitoring.

It is hoped that this presentation will stimulate us to discuss how the media can be more professional in the coverage of the 2023 electoral process,

**Parts of the Report:** It’s a seven (7) part report Introduction, Methodology, Scope, Summary of Findings (General Indices), Summary of Findings (Thematic Areas), because the objectives are not there. Statistical findings should show convergence or divergence with qualitative findings. Besides, the qualitative findings should bring out the nuances of the issues, observations/Summary of Trends in Reportage and recommendation. This will form the compass for my presentation.

**Introduction**

It presented the newspapers studied and the period.

**Sample:** Fourteen (14) print and online newspapers were sampled and monitored. They ten (10) - Punch, The Guardian, Daily Sun, Vanguard, ThisDay, Nigerian Tribune, The Nation, Leadership, Daily Trust, and Daily Independent.

Four (4) online newspapers were monitored. They are The Cable, the Premium Times, Eagle Online, and RealNews.

Also monitored were the News Portal (website) and the twitter handle of Nigeria's election management body, the Independent National Electoral Commission (INEC).

**Period studied**

October and November 2022 being part of an eighteen-month media monitoring activity entailing the examination of the trends in print/online media coverage of the 2023 electoral/democratic governance process including the reportage of:

* post-election issues
* campaigns by candidates/political parties
* issues of the elections/voting
* post-election/democratic accountability issues

The monitoring also incorporates fact-checking as well as the documentation of the campaign promises of the presidential candidates

**Methodology:** Employedquantitative and qualitative methods in making daily and weekly input into a data storing system (**what is data storing system? Also, make explicit** daily and weekly input**)** specifically designed for the exercise.

**Researchers:** A ten-member team of trained monitors are involved in the day-to-day assessment of reports in the newspaper under the guidance of a head supervisor and an assistant head monitor.

**ShowComposition of the Research Team as an appendix**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| S/N | Name | Rank if in-house/Designation | Qualification (s) | Telephone | Email |
|  |  |  |  |  |  |

The scope of the monitoring covered three general indices and four thematic areas for all relevant reports that were published and monitored. The relevant reports refer to news item/stories interviews, features, editorials and photographs on politics, the electoral processes and the 2023 elections in concerned print and online media.

The three general indices are:

* The prominence accorded the relevant reports.
* The reporting format (genre) of the relevant reports; and (Reporting format should tell should be more specific on reportorial style)
* The use of sources in the context of diversity of the relevant reports.

The four thematic areas are:

* Professional Coverage - Political Parties;
* Professional Coverage – Conflict Sensitivity including issues of misinformation and disinformation;
* Professional Coverage – Inclusiveness (define this variable – women, young women, youth, PWDs, (slum dwellers, people in hard to reach areas) and related specific issues; and (Coverage of young women)
* Coverage of the Election Management Body (INEC) and related specific issues.

**Key findings**

*Total relevant reports (Print)*

There were 2,180 editorial items found relevant in the 10 newspapers monitored. Vanguard published the highest number of reports with 295 (13.5%), followed by Leadership, 282 (13%) and Daily Independent, 280 (12.9%). Others are: Daily Sun, 272 (12.5%); The Guardian, 232, (10.7%); The Punch, 190 (8.7%); The Nation, 186 (8.5%); Daily Trust, 164 (7.5%); Nigerian Tribune, 149 (6.8%) and ThisDay, 130 (6%).

*Total relevant reports (Online)*

There were 804 editorial items found relevant in the four online newspapers monitored. RealNews Magazine published the highest with 236 (29.4%) followed by Eagle Online, 225 reports (28%), Premium Times had 181 reports (22.5%) and The Cable, 162 reports (20.1%).

***Prominence of Reports***

*Prominence of reports (Print)*

Out of 2,180 total relevant reports published in the 10 newspapers monitored, 1,631 reports (at 74.8%) were published on the Inside Pages, while 539 reports (24.7%) occupied the Front Page, and 10 report (0.5%) appeared on the Editorial Page.

***Formats of Reports***

*Format of reports (Print)*

There were 1,876 reports, constituting 86% that were published as News in the 10 newspapers, while 104 reports (4.8%) were Interviews. Also published were 80 Features constituting (3.6%) and 72 Photographs (3.3%). Others are Editorials, 28 (1.3%), Cartoons, 19 (0.9%) and Vox Pop, 1(0.1%).

*Format of reports (Online)*

Out of the 804 stories monitored online, 741 stories (92.2%) were published as News, while 25 stories (3%) were published as Features. There were 16 photo News (2%) and 14 stories published as Interviews (1.7%). Others include Videos, 6 (0.75%), Cartoon 1 (0.1%) and Vox Pop, 1 (0.1%). No relevant stories were published as editorials.

***Use of Sources***

*Use of sources (Print)*

A total of 1,401 sources were used in the relevant reports. Most of the sources at 471 (33.6%) were Male Politicians (MP) followed by Male Candidates (MC) at 358 (25.6%) and Political Parties (PP) 267 (19%). Others were INEC, 94 (6.7%); Ethnic Groups (EG), 84 (5.4%); Faith-Based groups (FB), 38 (2.7%) and Youths (YO), 32 (2.3%). The least sources were Female Politicians (FP), 25 (1.8%); Women, 17 (1.2%); Female Candidates (FC) 12 (0.9%) and PWDs, 3 (0.2%).

**I like us to look at this sourcing of news because democracy**

*Use of sources (Online)*

In the online newspapers, a total of 607 sources were tracked. Male Politicians (MP) were the most used sources at 290 (47.6%), followed by Male Candidates (MC) in 169 reports, (27.8%); Political Parties (PP) 53 stories (8.7%) and INEC, 44 stories (7.3%).

Those cited the least were Female Politicians (FP) in 12 stories (2%); Faith-Based group and Ethnic Group in 8 stories (at 1.4%) each; Youths (YO) in 6 stories (0.9%); Female Candidates, 3 stories (0.5%); Women, 2 stories (0.3%) and PWDs in one report at (0.2%)

**5.0. SUMMARY OF FINDINGS (Thematic Areas)**

The summary of findings for the period under review (October 2022) relating to relevant reports across the four thematic areas in the monitored print/online media are as follows:

***Professional Coverage (Political Parties)***

*Volume of coverage Print Newspapers*

In the month of October 2022, sixteen of the eighteen political parties were reported in the print media out of which two parties were reported the most. Across the ten newspapers monitored, the ruling All Progressives Congress (APC) got the highest media reports with 610 reports (40.6%) while the People's Democratic Party (PDP) was reported next with 595 reports (40%). The Labour Party had188 reports (12.5%), and New Nigerian People’s Party (NNPP) got 37 reports (2.5%).

**Why do we have this outlook?**

The volume of reportage on other political parties are as follows: Accord Party had 4 reports (0.3%); Action Alliance, 3 reports (0.2%); Action Democratic Party 4 reports, (0.3%); African Action Congress 3 reports (0.2%); All Progressives Grand Alliance, 9 reports (0.6%); Allied Peoples Movement, 3 reports (0.2%); National Rescue Movement, 3 reports (0.2%); Peoples Redemption Party, 5 reports (0.33); Zenith Labour Party, 6 reports (0.4%); African Democratic Congress (ADC), 12 reports (0.8%); Social Democratic Party (SDP), 10 reports (0.7%), and Young Progressives Party, 9 reports (0.6%).

Volume of coverage Online Newspapers **(There is no difference with the Print Newspapers)**

For the online media, eleven political parties received coverage. Of these, two parties were most reported.

* While the All Progressives Congress (APC) got the most reports with 237 news items (38%), the People's Democratic Party (PDP) was next with 216 reports (34.7%), and the Labour Party (LP) having 119 reports (19%).
* Others include the New Nigerian People’s Party (NNPP) which had 14 reports (2.3%); Action Peoples’ Party with 2 reports (0.3%); African Action Congress, 7 reports (1.1%); African Democratic Congress, 7 report (1.1%); All Progressives Grand Alliance, 5 reports (0.8%); Peoples Redemption Party, 5 reports (0.8%); Social Democratic Party, 6 reports (0.96%), and Young Progressives Party, 1 (0.8%).

Prominence of coverage (Print)

In terms of the prominence of the coverage of the political parties by the newspapers in the context of whether the stories on them were published on the front page or the other pages, the findings revealed the following:

* PDP was reported the highest on the front page, having been featured in 256 reports (42.8%) with Daily Independent featuring PDP on the front page in 38 reports, followed by Vanguard in 35 reports and Nigerian Tribune, 34 reports.

The Nation and Leadership each featured PDP in 27 reports, the Punch had 25 reports, ThisDay had 21 reports, Daily Sun had 19 reports, Daily Trust had 16 reports while the Guardian had 14 front page reports on PDP.

* APC had the second highest reportage on the front page with 241 reports (40.3%) with Vanguard having 37 front page reports on the party, followed by Leadership with 28 reports and each of The Nation and Nigerian Tribune 27 reports respectively. ThisDay and Daily Independent each featured the party on the front page with 22 reports, while The Punch and Daily Sun each had 21 front page reports. Daily Trust and The Guardian also each had 18 front page reports on APC.
* Labour Party had 83 front page reports (13.9%) with Vanguard reporting Labour party with 15 front page stories, followed by Daily Sun with 14 reports; The Guardian, 13 reports; Daily Independent, 13 reports; The Punch, 10 reports; Daily Trust 5 reports; Nigerian Tribune, 5 reports; Leadership, 4 reports and ThisDay, 3 reports. The Nation had only 1 front page report on Labour party.
* NNPP got 10 stories on the front page at 1.7% with Daily Trust reporting the party on the front page with 6 stories, followed by Leadership, 2 stories and each of Daily Independent and Vanguard having one front page report on NNPP respectively.
* SDP was reported twice (0.3%) on the front page by Leadership; ADC was reported twice on the front page (0.3%), by each of The Guardian and Nigerian Tribune while PRP was reported once (0.2%) on the front page by the Daily Trust; AAC was reported once on the front page (0.2%) by Leadership while ZLP and ADC were featured once on the front page by Nigerian Tribune (0.2%).

**What is responsible for this outlook and what is the way forward?**

Political and electoral issues covered (Print)

* Out of the 1,719 relevant reports by the 10 newspapers, 977 stories (56.8%) focused on Campaigns, followed by 312 (18%) on Intra-party Disputes; 132 (7.7%) on Inter-party disputes and 2 (0.1%) on Party conventions.
* Party Primaries had 41reports (2.4%), while other stories relating to party affairs were 255 (14.8%).

*5.1.5. Political and electoral Issues covered (Online)*

* From the online media, political and electoral issues appeared in 669 stories with 440 stories (65.8%) focused on Campaigns; Issues of Internal Disputes had 103 stories (15.4%); Inter-party Disputes had 27 stories (4.1%); party primaries had 41 stories (2.4%) while Other relevant stories were 87 (13%).

 ***Professional Coverage (Conflict Sensitivity*)**

*Professional Coverage - Conflict Sensitivity* *(Print)*

In terms of the extent of compliance with the principles of conflict-sensitive reporting of the electoral processes, particularly as enshrined in the frameworks governing media coverage of elections including the Nigerian Media Code of Election Coverage, there were no issues of hate speech and disinformation in the monitored reports in the ten newspapers.

However, elements of sensational headline and non-conflict sensitivity were discovered in some of the reports as follows:

* The headlines of reports published by **five** newspapers namely: ThisDay (Front page, Oct 25, 2022), Nigerian Tribune (Front Page, Oct 25, 2022), Daily Independent (Front Page, Oct. 25, 2022), Leadership (pg 23, Oct 25, 2022) and Vanguard (pg 12, Oct, 25, 2022) and online versions of The Punch, Daily Sun and Daily Trust.

Here are the snapshot of the headlines (Turn to critical incident analysis)

*Professional Coverage - Conflict Sensitivity* *(Online)*

In the online media, there were also no reports that qualified as hate speech or disinformation. **This should be sustained – In this gathering we should discuss how to sustain this!**

However, two headlines published by each of The Cable and the Eagle Online of October 24, 2022, respectively were sensational and therefore non-conflict sensitive.

**Professional Coverage (Inclusivity)**

*Volume of inclusive issues (Print)*

Out of the 2,180 stories monitored in the ten newspapers, issues relating to Youths, Women and People-With-Disabilities featured in only 86 stories, representing 3.9% of total relevant stories.

* The breakdown shows that Youths had 41 of the reports, representing 1.9%, women, 32 reports, representing 1.8% and PWDs, 5 representing 0.22%. **Why is this so?**
* In terms of quantum of inclusive reports across the ten newspapers, Leadership had 31 stories at (36%). The Guardian published 16 (18.6%), Daily independent, 11 (12.8%), The Nation, 6, (7%), The Punch, 8 (9.3%) Daily Sun, Daily Trust, Nigerian Tribune, and Vanguard each published 3 reports (3.5%), while ThisDay published 2 (2.3%)

 *Volume of media inclusive issues (Online)* ***(The same with the print)***

* In the online media monitored, out of the 623 relevant stories, 13 were on issues relating to Youths, Women and PWDs representing 2.1% of the total relevant stories.
* There were 9 stories on Youths, representing 1.4%, 3 stories on women, representing 0.5% and 1 report on PWDs representing 0.2%.
* In terms of quantum of inclusive reports across the online newspapers, Real news magazine had 7 stories, followed by Premium Times which published 5 stories and each of The Cable and Eagle Online published one story.

*Prominence of Inclusive reports (Print)*

Only 86 stories (out of 2,180) were published on Women, Youths and PWDs in October. Of these 86 stories, 25 were featured on the front pages.

* In respect of gender, The Punch had 4 reports on women, the Guardian, 3: Daily Trust featured 2 while Vanguard had two photo reports on its front page.

**What is responsible for this?**

* In respect of Youths, The Guardian, Leadership and The Nation newspapers had 4 front page stories respectively.
* In respect of PWDs, Daily Trust, Daily Sun, The Guardian, and Vanguard had 4 front page stories respectively.

\*Prominence was not monitored in the Online newspapers in October (Justify)

 **Coverage of the Election Management Body (EMB) – INE**

*Coverage of Specific Topics and others on INEC (Print).*

225 reports were published by the ten newspapers on INEC around the specific topics of Electoral reforms, Civic/Voter Education, PVC Collection, Election Conduct, Election Security, Electoral Accountability and other general ones.

Out of the 225 reports, 52 (23%) were on Civic/Voter Education; 49 (21.8%) were on Election Conduct; 33 (14.7%) were on Election Reform; 29 (21.9%) on Election Security and 20 (8.8%) on Electoral Accountability. 35 stories (15.3%) focused on other t issues around INEC’s activities.

*Coverage of Specific Topics and others on INEC (Online).*

In respect of the four Online newspapers, 33 stories (42.9%) were about INEC’s activities on Civic/Voter Education, followed by another 12 stories (15.6%) on electoral accountability; 10 stories (13%) on Election Reform; 9 stories (11.7%) on Election Conduct; each of Election Security and PVC Collection received attention in 3 stories (3.9%) while there were 7 (9%) on other general issues.

*INEC’s Activities on Twitter*

* General indices

In the month of October, a total of 257 tweets were tracked on INEC’s verified twitter handle. These tweets generated a total of 7,458 Retweets, 15,808 Comments, and 4,849 Likes. In visuals, INEC’s tweets were accompanied with 463 pictures and 11 videos within the period.

* Specific issues

Out of the 257 tweets monitored on INEC’s twitter handle, 214 of them (83.3%) focused on Civic/Voter Education, followed by 12 tweets (4.7%) focusing on election Security. 9 tweets (3.5%) focused on Election Conduct while PWDs and PVC issues each came up in 7 tweets (at 2.7%), and tweets on women and youths were 4 each at 1,6%.

* Sources used in INEC’s Tweets

Out of a total number of 144 sources, members of the civil society organisations were the most used on INEC’s twitter handle at 54 tweets (37.5%) followed by another 36 tweets (25%) where INEC Chairman was the sole source.

Resident Electoral Commissioners were sources in 28 tweets (19.4%) while the National Electoral Commissioners were also sources in 23 tweets (16%). Other sources were women who were used as sources in 2 tweets (1.4%), and International Development Agencies used as a source only in one tweet.

**6.0 OBSERVATIONS/SUMMARY OF TRENDS IN REPORTAGE**

The following observations are arising from the findings on trends in the reportage of the 2023 electoral issues by the 14 print/online newspapers and INEC website/twitter platform for the period October 2022. However, the observations are just pointers for possible intervention as may be applicable for Media stakeholders, civil society, academic, research or related stakeholders’ engagement.

***Trends in sources in relation to gender/under-represented groups.***

* In the print newspapers it was observed that the voices of female/women and other under-represented groups were the least projected as indicated by the findings where only 25 Female Politicians representing 1.8%; 17 Women representing 1.2%, 12 Female Candidates at 0.9% and 3 PWDs at 0.2% were captured as sources out of a total of 1,401 sources across the ten newspapers. The disparity is clearer when compared with the indicators showing that 471 Male Politicians (33.6%) and 358 Male Candidates at 25.6% account for more than half of the total sources.
* It was observed that enough prominence was not given to the topics of women, youths and PWDS, as they were not sufficiently projected on the front page of the print newspapers.
* In the Online newspapers, it was also observed that female/women and other under-represented groups were poorly projected where 12 Female Politicians at 2%, 3 Female Candidates at 0.5%; 2 Women at 0.3%, 6 Youths at 0.9% and 1 PWDs at 0.2% were captured as sources out of 607 were 290 Male Politicians at 47.6% and 169 Male Candidates at 27.8%) were cited as sources.

***Trends in professional coverage of political parties***

* It was observed across the ten newspapers monitored that two of the political parties were reported the most. While All Progressives Congress (APC) got the highest media reports with 610 reports (40.6%), the People's Democratic Party (PDP) was reported next with 595 reports (40%). The closest to the two were The Labour Party with 188 reports (12.5%), and New Nigerian People’s Party (NNPP) with 37 reports (2.5%).
* In terms of prominence, it was observed that the PDP was reported the highest on the front page, having featured in 256 reports (42.8%) with Daily Independent featuring PDP on the front page in 38 reports, followed by Vanguard in 35 reports and Nigerian Tribune, 34 reports.

On the other hand, APC had the second highest reportage on the front page with 241 reports (40.3%) with Vanguard having 37 front page reports, followed by Leadership with 28 reports and each of The Nation and Nigerian Tribune in 27 reports respectively.

The closest to the two was Labour Party, which had 83 front page reports (13.9%) with Vanguard reporting Labour party with 15 front page stories, followed by Daily Sun with 14 reports; The Guardian, 13 reports; Daily Independent, 13 reports; The Punch, 10 reports; Daily Trust 5 reports; Nigerian Tribune, 5 reports; Leadership, 4 reports; ThisDay, 3 reports and The Nation 1 front page report.

* For the online newspapers, two political parties were also most reported.

While the All Progressives Congress (APC) had the most reports with 237 news items (38%), the People's Democratic Party (PDP) was next with 216 reports (34.7%), and the Labour Party (LP) having 119 reports (19%).

***Trends on political issues reported***

* In the context of public interest, it is commendable that campaign issues were dominant in the relevant reports in the print and online newspapers monitored. Out of the 1,719 reports on political activities by the 10 newspapers, 977 stories (56.8%) focused on Campaigns. This was followed by a smaller percentage by stories relating to Intra-party Disputes, 312 (18%); Inter-party Disputes, 132 stories (7.7%) and Party convention, 2 (0.1%). Party Primaries had 41reports (2.4%), while other stories relating to party affairs was 255 (14.8%).
* Out of the 669 stories by the four online newspapers, 440 stories (65.8%) focused on Campaigns. This was followed by Internal Disputes, 103 stories (15.4%); Inter-party Disputes, 27 stories (4.1%); party primaries, 41 stories (2.4%) while Other relevant stories were 87 (13%).

 ***Trend in Professional Coverage (Conflict Sensitivity*)**

* It was observed that headlines that were considered sensational and non-conflict sensitive were published in 5 out of the 10 newspapers on October 25. Same headlines were published in two of the monitored online newspapers.
* Interestingly, the 5 newspapers and 2 online media published almost the same headline which contained words that have potentials to cause conflict as relating to the statement by the Edo State Candidate on the possible chaos should APC wins the elections. **The implication of using such headlines is that some maybe believe that the concerned newspapers have motives.**
* **It is commendable that no reports that can be categorised as disinformation, misinformation and hate speech were published by the monitored print and online newspapers during the period under review.**

 ***Trend in Professional Coverage (Inclusivity)***

* It was observed that there is a wide gap in engendering inclusive coverage. Out of the 2,180 stories monitored in the ten newspapers, issues relating to youth, women and People-With-Disabilities featured in only 86 stories, representing 3.9% of total relevant storiess with coverage on Youths in 41 reports, representing 1.9%, coverage of women in 32 representing 1.8% and coverage of PWDs in 5 reports, representing 0.22%.
* In terms of quantum of inclusive reports across the ten newspapers, Leadership had 31 stories at (36%). The Guardian published 16 (18.6%), Daily independent, 11 (12.8%), The Nation, 6, (7%), The Punch, 8 (9.3%) Daily Sun, Daily Trust, Nigerian Tribune, and Vanguard each published 3 reports (3.5%), while ThisDay published 2 (2.3%)

**Trends in coverage of the Election Management Body (EMB) - INEC**

* Whilst it is commendable that the INEC website has lots of relevant resources and information on the 2023 electoral process, it was observed that the INEC website @ <https://www.inecnigeria.org/> was not as interactive as it should be. For example, there was no active chatbot and no live streaming plug-ins that connected, linked or streamed social media live posts or discussions to the website.
* As would be expected, stories on civic/voter education were dominant on coverage of INEC. Out of the 255 reports on INEC activities as reported in the media, 52 stories (23%) were on Civic/Voter Education; 49 stories (21.8%) were on Election Conduct; 33 stories (14.7%) were on Election Reform; 29 stories (21.9%) focused on Election Security while 20 stories (8.8%) were published on Electoral Accountability on the conduct of election while 35 stories (15.3%) focused on other important issues around INEC’s activities.
* Meanwhile, on the general indices in terms of stories on INEC twitter handle, a total of 257 tweets were tracked on its verified twitter handle, which generated a total of 7,458 Retweets, 15,808 Comments, and 4,849 Likes.
* The specific issues of the tweets centered on civic voter education with 214 tweet (83.3%). This was followed by 12 tweets (4.7%) focusing on election Security, 9 tweets (3.5%) focused on Election Conduct. PWDs and PVC issues each came up in 7 tweets (at 2.7%) and tweets on women and youths were 4 each at 1,6%.
* In terms of the sources, members of the civil society organisations were the most-used as in INEC’s twitter handle at 54 tweets (37.5%) followed by another 36 tweets (25%) where INEC Chairman was the sole source. While the Resident Electoral Commissioners were sources in 28 tweets (19.4%), the National Electoral Commissioners were sources in 23 tweets (16%). Other sources were women who were used as sources in 2 tweets (1.4%), and International Development Agencies used as a source only in one tweet.
* It was observed that INEC News Portal did not feature updates as expected as portal contained only four news items in October 2022. The stories focused on INEC’s concern about election security, use of technology, fight against false information and voters’ register
* There’s the need for more editorial input in the post like captioning and tagging of photographs, news items, etc.
* It is commendable that the monitored print and online newspapers factored the voter’s interest into their reporting of the activities of INEC by according the highest priority to civic/voter education, election conduct and election security.
* It is commendable that INEC factored public and voters’ interest to its social media engagements by

**7.0 RECOMMENDATIONS**

Following the above observations on the monitoring of the reports in the 14 print/online newspapers in October 2022, the following are recommended:

**MEDIA**

* The print and online newspapers should consciously include and engage more women, female politicians and under-represented groups as voices/sources in election reporting; additionally prominence should be given to their issues by being made headline stories and regularly featured on the front pages;
* The print and online newspapers should not make the headlines and front pages the exclusive preserve of just two political parties but should strive to give the other parties and candidates same opportunity in line with the requirements of equal or equitable access in the Electoral Act 2022 and the Nigerian Media Coe of Election Coverage (revised edition 2022).
* The print and online newspapers should avoid being used or being seen as instruments of settling political personal scores by political gladiators by refraining from using abusive words by candidates against their opponents in their reports, desisting from sensational, inciting and misleading headlines.
* The print and online newspapers should accord priority to issues of public interest in their electoral reports and adhere strictly to the facts of electoral issues in line with the professional and ethical requirements of factual accuracy.
* The print and online newspapers should strive to comply with the frameworks governing the media coverage of elections including the Electoral Act, 2022 and the Nigerian Media Code of Election Coverage (revised edition 2022).
* The print and online newspapers should avoid falling into the trap of disinformation and misinformation by doing real time fact-checking of claims by politicians and exercising the discipline of verification.

**INEC**

* The menus on the INEC website should be regularly updated so that outdated information like news items and policies pertaining to previous elections, which are irrelevant or have been overtaken by the provisions of the new electoral Act are expunged, except in such cases where such are stored in sections clearly identified as archival materials.
* The INEC news menu @ <https://inecnews.com/> should be populated with more real-time news items.
* INEC should step up its engagement with the electorates in terms of information dissemination, especially on its twitter handles.

**Critique and Suggestions for Improvemen**

**Strengths**

It is an independent, non-partisan and comprehensive studyon newspaper is focused onmedia studies and elections: and the findings would provide direction for the practice of journalism during 2023 elections aimed at deepening Nigerian democracy. The results will be used for evidence-based engagements with NPAN, INEC, political parties/candidates and media and by extension maximize the potentials of media reportage for peace-building, conflict and diversity management during elections; promotion of national integration; and deepening of Nigerian democracy.

Also, the results should be disseminated to other key publics within and outside Nigeria (professional associations, political parties and pro-democracy interest groups) via serialized reports, policy briefs, conference papers, media-round table (as were are doing today) and publications.

**Introduction –**

**Weakness/Recommendations:** It says nothing about the population of the study. Also, the justification for the choice of the 14 print and online newspapers is missing (All Media and product Survey [AMPS]) and online analytic tools may provide useful insights in this regard.

**Period studied**

**Weakness/Recommendations:** Why this period? (Is it from the campaign flag-off day if that is the situation, it should extend the when the campaign closes). What about the period of the party primaries, which is the foundation?Perhaps, explaining theeighteen-month may help clear these posers.

**Methodology:** Employedquantitative and qualitative methods in making daily and weekly input into a data storing system (**what is data storing system?[ This shows that there should be a section on operational definition of terms]. Also, make explicit** daily and weekly input **)** specifically designed for the exercise.

***The qualitative approach (should have critical incident analysis and a few excerpts). The critical incident analysis will reveal the*** reportorial style and framing. IPC can also further turn “Here are the snapshot of the headlines” to critical incident analysis

 ***To make for aptness of such results. It may adopt Atlas Ti or Nivivo for anlaysis to make for aptness in the presentation of results.***

The qualitative approach entailed content analysis of the relevant newspaper reports (news, interviews, features, editorials and photographs) published within the period under review. The use of the qualitative approach is to engender open debate and discussions with stakeholders on the thematic focus of the democratic and electoral issues published by the selected media.

**Strengths-** Content categories were explicitly mentioned in the report

**Weaknesses/Recommendations**

Method of data Analysis: tables and charts were done with what and what version? Eg.

Data obtained from the study were analysed, using triangulation (i.e., using a quantitative and qualitative approach). Quantitative data gathered from content analysis were analysed using Microsoft Excel version Office 365; and presented using simple frequency table, percentages, infographics and charts. While data gathered from critical qualitative interpretive analysis i.e. excerpts of critical incidents from the XYZ purposively sampled stories and participatory session were descriptively analysed and used to complement data from CA.

Excerpts should be included…

Acquire software (***Atlas Ti or Nivivo) qualitative data analysis***

***Train staff accordingly***

***Sub-national level – people in the hard-to-reach areas***

***Have a gender desk***

Content analysis (CA) of XYZ media reports (actual elements of the content categories). Similarly, the participatory stakeholders’ townhall meeting involving the ruralites will enable us to get the view of the lectorate on campaign promises.

**Researchers:** A ten-member team of trained (how long and on what?) monitors are involved in the day-to-day assessment of reports in the newspaper under the guidance of a head supervisor and an assistant head monitor. Is the training on coding and validation of findings? Again, this is a critical document and it is important to know those involved in producing the report. So, **Show the composition of the research team as an appendix**

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| --- | --- | --- | --- | --- | --- |
| S/N | Name | Rank if in-house/Designation | Qualification (s) | Telephone | Email |
| 1. |  |  |  |  |  |

Summary of Findings General Indices) and Summary of Findings (Thematic Areas). If the objectives the study were clearly stated. Findings from the secondary method would have been used to complement those of the primary method. So, statistical findings should show convergence or divergence with qualitative findings. Besides, the qualitative findings should bring out the nuances of the issues.

**Others**

Can IPC produce a trend analysis of findings over the years?

**On the dissemination of Findings:**  Disseminate findings via policy briefs to INEC for engagement with the legislators, donors/development partners, Political parties/candidates, pro-democracy interest groups and executive briefs for media owners/managers should be explored; or else we are talking to ourselves excluding those publics whose activities impact on election reportage.

**Data Interpretation** (Why are these results like this? What has been the trend over the years? Why is there a shift or why has there been a shift?

How Covid-19 impacted delivery of campaign promises positively or negatively should also be brought to the fore

As noted, the monitoring also included the documentation of presidential campaign promises. - What about accountability of election promises of parties). Excellent what recommendations are tied to these for improvement?

May partner with academics in communication and media studies to improve the quality of the report.

**Summary and Conclusion**

These above are some imperatives for improving the media monitoring of election reportage and optimizing media reportage of elections for improved outcomes. So, against the backdrop that in this elections period, media reportage must be done holistically. It is hoped that this presentation will stimulate add value to the report and; provide direction for the practice of journalism in order to deepen democracy in Nigeria. As such, I have no doubt that these eminent media professionals in this hall will help improve the content of this Report for better media coverage of 2023 general elections.

*I thank you for listening.*