



**GMMP+30**

## **NATIONAL REPORT: NIGERIA**



**GMMP+30**

Global Media  
Monitoring  
Project

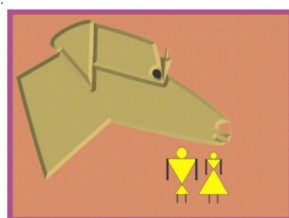
**2025**



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Data for GMMP 2025 were collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grass roots communication groups, university researchers, students, media professionals, journalists' associations, alternative media networks and faith groups.  
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**MEGEIN**

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## **Acknowledgements**

The opportunity to be part of the GMMP exercise was made a reality through our partnership with World Association for Christian Communication (WACC). It is on this ground that, we in Media and Gender Enlightenment Initiative (MEGEIN), are grateful to WACC and GMMP global body for making this partnership a success.

During the run up to the GMMP exercise, the GMMP global leadership engaged in several training activities which aided the actualization of a smooth monitoring outing. For this, we are very grateful for the knowledge gained.

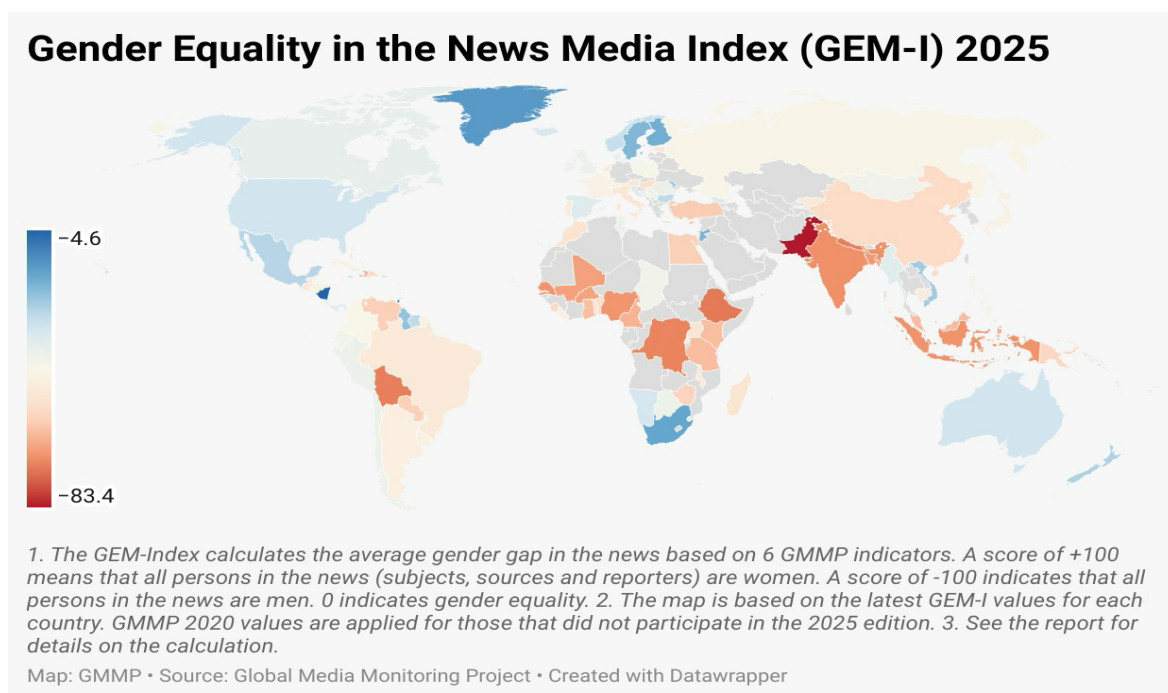
We, in MEGEIN, would like to appreciate the efforts of all media experts and postgraduate students of Imo State University who volunteered for the media monitoring exercise. Your contributions were invaluable and immensely appreciated. Thank you for making yourselves available to us when we call.

To the great members of MEGEIN, we say a big thank you. You were diligent, committed and focused throughout the 2025 GMMP monitoring exercise. May God Almighty bless you all.

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## GEM Index



## PREFACE

The Beijing Declaration and Platform for Action premised that “Women’s empowerment and their full participation on the basis of equality in all spheres of society, including participation in the decision-making process and access to power, are fundamental for the achievement of equality, development and peace” (United Nations, 1995). Specifically, the Declaration in its Section “J” established the following objectives related to women and media: Strategic objective J1. “Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication. Strategic Objective J2. Promote a balanced and nonstereotyped portrayal of women in the media” (United Nations, 1995).

The first global monitoring was sparked by a need for empirical evidence on women’s place, role and participation in the news.<sup>1</sup>The Beijing Platform for Action thereafter enshrined media monitoring as a strategy to achieve strategic objective J1. Non-governmental organizations and media professional associations were encouraged to establish “media watch groups that can monitor the media and consult with the media to ensure that women’s needs and concerns are properly reflected” (para 242a)

The GMMP evolved into the largest and longest-running research and advocacy initiative for gender equality in and through the news media. In five-year spurts since 1995, the GMMP takes a snapshot of key gender equality dimensions in the news. Across thirty years to date,

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<sup>1</sup> Read more in the full text of the Bangkok Declaration, outcome of the 1994 “Women Empowering Communication” conference at which the idea of a GMMP was birthed. <https://whomakesthenews.org/wp-content/uploads/who-makes-the-news/Imported/documents/bangkok%20declaration.pdf>

the GMMP has built the data from over 160 countries, with at least one observation for each variable and country.

The global news media landscape has changed profoundly, yet women's place within it has not. The evolution of women's encounters with the sector across the period has not been as dramatic. The GMMP reveals that, in many ways, the status quo of gross underrepresentation and misrepresentation in content has persisted.

### **Global findings. The highlights**

The global findings are based on 29,935 news articles containing 58,321 people and 26,560 news personnel in 94 countries on the 7<sup>th</sup> global monitoring day, May 6, 2025.

- 1. Thirty years ago, the report of the first GMMP called for a shift in coverage beyond the male-dominated realms of political and economic power. Not only has the hierarchy of “hard news” in legacy media persisted across time, it has also crossed over into digital outlets.**

Digitalization did not bring a radical break from the patriarchal norms of traditional journalism. Instead, it continues to reinforce and amplify a news hierarchy that privileges spheres and issues centred on power, namely, those dominated by men. The challenge is threefold. First, to dismantle the “hard news” bias, second, to integrate more intentionally spaces and issues of greater concern to women, and third, to enable visibility and voice to women present in traditionally male-dominated spaces.

- 2. After a period of slow but steady improvement, progress toward gender parity in the news has flatlined since around 2010, failing to reach 50% in any media type.**

Thirty years after Beijing, women are 26% of those seen, heard, or spoken about in legacy news (29% on news websites). The needle has shifted 9 points in legacy media since 1995, and 4 points in online news during the past 10 years.

Minority groups are five points more likely to be present in digital news than in legacy media. The probability of minority women being featured in the news as the main protagonists or as interviewees is two in a hundred in traditional media (3% for men) and 4% on news websites (5% for men).

- 3. Women's visibility in political and economic news has increased significantly – by 15 points each – over the past three decades.**

The severe underrepresentation noted in 1995 (7% in political news, 10% in economic news) has improved. Women's presence in sports news is abysmal, at only 15% of news subjects and sources.

- 4. The proportion of women providing expert testimony has grown remarkably over the decades, showing the highest increase (+7 points) in digital news since 2015.**

In legacy media, the gender gap in authoritative roles as experts and spokespersons has closed at a slower pace than for persons providing testimony based on popular opinion and personal experience— ordinary roles that require no specialized knowledge.

## **5. Patterns of gender-biased portrayal endure despite decades of change in women's roles in the physical world**

Women have remained about twice as likely as men to be portrayed as victims since 2010. Historically, women were most often portrayed as victims of accidents or poverty. This pattern was overturned in 2025, with “other crime” and “domestic violence” (by intimate partners and family members) becoming the top victim categories.

Women depicted as survivors in legacy media were most likely to have survived “accidents, natural disasters, poverty, and disease” in previous GMMP studies. In 2025, they are most frequently portrayed as domestic violence survivors in equal proportion to accident/disaster survivors.

The over-representation of women as homemakers/parents decreased from 81% in 2000 to 73% in 2025, indicating progress although a persistent journalistic bias toward defining women by domestic roles, despite women's current unprecedented engagement in work outside the home. Underrepresentation in occupations and in positions of power has remained consistent.

The tendency to describe women by their age and physical attributes has also persisted. They have been photographed more often than men (a 7–9-point difference) over the past two decades, with qualitative analysis continuing to show patterns of sexualized portrayal.

## **6. Gender inequality in the news is much more acute than in the lived experience.**

Gender equality in the news, measured by the GEM Index, is moderately correlated with gender indices in other development sectors such as the Gender Social Norms Index. Between 65% to 75% of media gender inequality cannot be explained by reality, indicating the presence of other confounding factors at play that co-mingle to produce the prevailing gendered news narratives.

## **7. Women's share as reporters in stories published in newspapers and aired on television and radio has risen and stagnated in spurts since 1995.**

Globally, the proportion of women as reporters in legacy media rose 6 points from 2000 to 2005, stalling at 37% for 10 years until 2015, rising 3 points again between 2015 to 2020, and gaining just two points in the past five years. The regions approach and consistently fail to achieve parity, except for the Pacific and the Caribbean, exactly at equality, and North America just a single point below. The findings suggest most news systems are willing to absorb a certain proportion of female labor in the reporter role, but not to cede to full numerical gender equality.

In legacy news media, the gender gap in political reporting has narrowed the fastest (+13 points in 25 years) – outside the sports beat – yet it remains the topic least reported by women. For the first time in 25 years, women now constitute a majority (52%) of science and health

reporters. The new tracking of sports news reveals a severely low proportion of female reporters (17%).

Women's share as reporters in national and international stories has seen significant long-term growth (+18 and +16 points, respectively).

#### **8. The sex of the journalist influences the gender lens in stories**

The gender lens has historically been found to be sharper in articles by women reporters. Across three decades, a consistent 5–6-point gender gap has existed in source selection, where female reporters feature more female sources than their male colleagues. This gap is even wider (9 points) in digital news. The gender-lens gap between female and male journalists is largest on the indicator regarding women's centrality in the news. The difference is just 1-2 points on other indicators measuring news quality from a gender perspective, but that it exists is an important finding.

#### **9. Gender-based violence is a blind spot in the news. When GBV makes the news, however, the gender lens in reporting is sharper than in stories on all other topics.**

Less than 2% of stories cover gender-based violence. This low count is at odds with the serious nature of GBV affecting one in three women and girls worldwide.

Stories on gender-based violence produced by female journalists are more likely to raise gender (in)equality issues than those by men.

While the gender lens is sharper in GBV stories compared to other major topics, there remains enormous room for improvement if news media are to participate in creating a society in which GBV is understood as deviant, criminal, and a violation of fundamental human rights.

#### **10. The bulk of news stories remains deficient in the GMMP dimensions of quality from a gender perspective**

The proportion of news stories that clearly challenge gender stereotypes rose from 3% (2005) to 6% (2010) but declined and has remained stagnant at 3-4% since 2015. This indicates an entrenchment of stereotypes in reporting and a consistent journalistic failure to produce content that disrupts stereotypical narratives.

The regional comparisons show significant variations. North American news is exceptional, clearly challenging gender stereotypes in 19% of stories, in sharp contrast to Middle Eastern news, where only 1% overturn simplistic narratives about the roles, attributes, and capabilities of people based on gender.

Gender stereotypes are most prevalent in stories about politics and the economy, both spheres where men are the majority power holders. Over time, challenging stereotypes remains largely confined to topics in which it is safer to challenge the skewed gender power relations status quo. These are celebrity/arts/media, and social/legal news. GBV stories challenge gender stereotypes more than any other news, at 17%. While commendable, this level is insufficient to transform the harmful norms that perpetuate such violence.



The likelihood of news stories to cite human rights or gender equality frameworks has fluctuated modestly, hovering between 7% and 11% over the 15 years that this indicator has been measured. A human rights lens is absent in approximately 9 out of 10 stories.

Online stories are less likely to integrate a human rights lens than those published in legacy media, but the probability of women being the central protagonists in a news story is higher in digital news (15%, compared to 10% in traditional news).

In all story topics except for GBV news, the sex of the reporter matters slightly for the integration of a gender lens. 3% of stories by women clearly challenge gender stereotypes, compared to 2% of those by men. 12% of stories by women highlight gender (in)equality issues, compared to 10% for men. 8% of articles by women adopt a human rights framing, compared to 7% of those by men. In the case of GBV stories, for instance, female reporters are more than 10 points more likely to call attention to gender inequality than those by men.

**The GMMP message in 2025, thirty years post-Beijing, is a global news industry whose progress towards gender equality has reached a crossroads.**

The almost standstill pace of change in the past 15 years points to a need for a radical shift in strategies by all actors in the news ecosystem to break the inertia. Under the current conditions and with the current tools, remarkable change towards gender equality is unlikely.

The negative impacts of digitalization on the news industry and gender relations online as a whole will undoubtedly make the task of securing women's rights in and through digital news more complex.

## **National Context**

Nigeria is a multi-lingual nation with over 250 ethnic groups and over 500 dialects. The country is rich in cultural heritage and diverse religion. It is home to over 250 million people (National Population Commission, 2024). Nigeria is the most populous black nation on earth and the largest country in Africa with large economic prospects. Between 2008-2015, the Nigerian economy was the fastest growing economy in Africa.

Due to religious differences and cultural ideologies, the level of education in the country differ from region to region. The region of the country with Christian belief tend to provide more access to education for women compared to other regions with different faiths. This situation seems to have created differences in the level of gender equality in the country.

In 2023, according to the United Nations Development Programme (UNDP), Nigeria ranked 171 in Gender Inequality Index (GII). This situation was made obvious from the UNDP GII analysis of women in parliament which showed a 3.6% seat occupied by women. This means that about 96% of the seats in parliament were occupied by men. In the area of education and labour force, there seem to be high improvement in gender equality matters. The analysis by percentage showed a ratio of 42.4%: 57.8% in education, and 80.7%: 84.5% in labour force for women and men respectively. This implies that men are still favourably placed in both education and labour force.

The Federal Government in Nigeria had in the year 2000 ratified and adopted a national policy document on women that gave support to the 1979 Convention on the Elimination of all forms of Discrimination Against Women (CEDAW) and the Affirmative Action of 1995. President Goodluck Jonathan's administration provided a 35% affirmative action for women in politics across the country. This policy gave a big boost in the fight for gender equality for women in politics. But this was short lived by the coming to power by subsequent governments in 2015. Little wonder why the 2023 UNDP GII ranked Nigeria 171 position. A very poor result.

The Media and Gender Enlightenment Initiative (MEGEIN) has been part of the GMMP outing for two decades. The national coordinator for GMMP Nigeria, Prof Nkem Fab-Ukozor actively coordinated GMMP in 2005 for which a national report was published. She has continued to diligently coordinate GMMP under the auspices of NGO MEGEIN. Media monitoring was done in 2010, 2015, 2020 and currently 2025. So far, the GMMP exercise has been and will continue to be a wonderful experience.

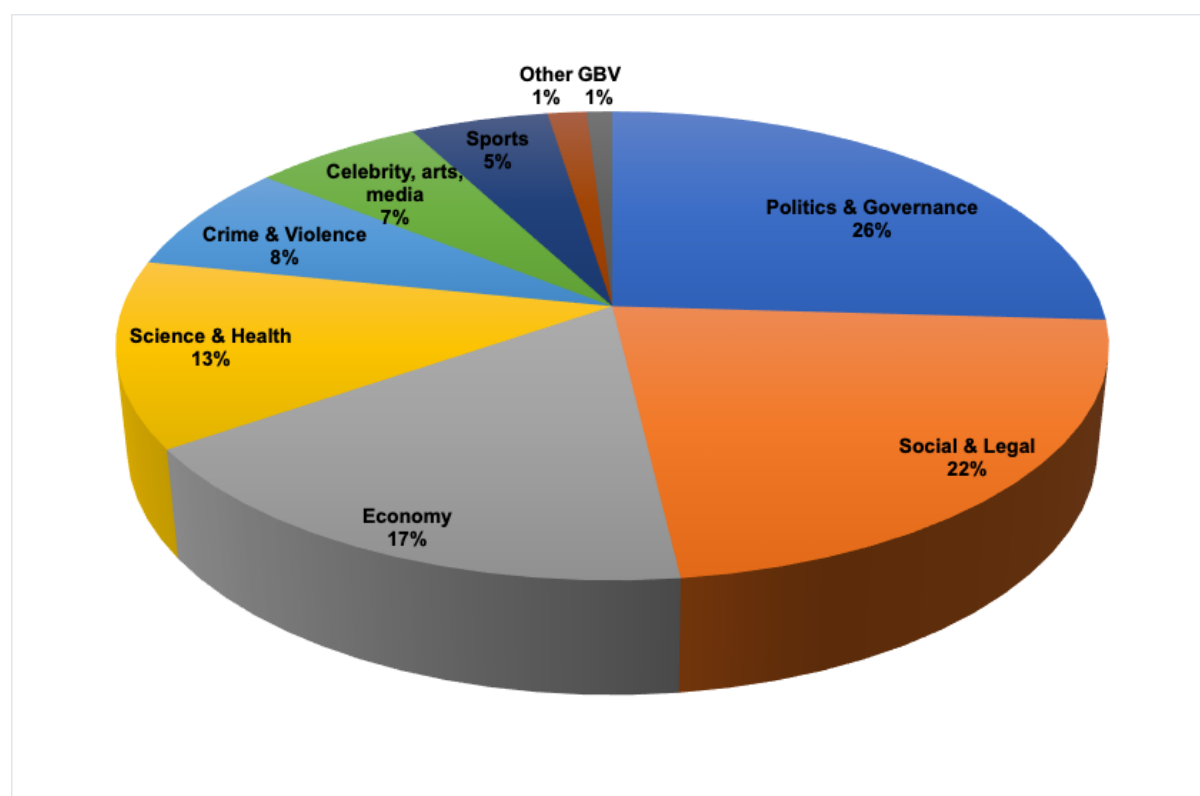
## REGIONAL CONTEXT – AFRICA

The Global Media Monitoring Project (GMMP) 2025 research on gender in the news was conducted on 6 May 2025 across 20 countries in sub-Saharan Africa. The monitoring captured news content across print, radio, television, and internet-based platforms, providing a snapshot of the regional news agenda on the monitoring day.

Across all media platforms, the news agenda was dominated by “hard news” topics, primarily within three broad categories: Politics and Governance, Economy, and Social and Legal issues. This distribution was largely consistent across legacy media and digital platforms. However, internet-based news demonstrated an even stronger emphasis on Politics and Governance compared to print, radio, and television.

Of the nine news categories monitored, Politics and Governance accounted for the largest share of coverage, representing 36% of all news stories online. This concentration highlights the continued dominance of political content in the regional news agenda.

**Fig 1. Overall distribution of issues in the news**



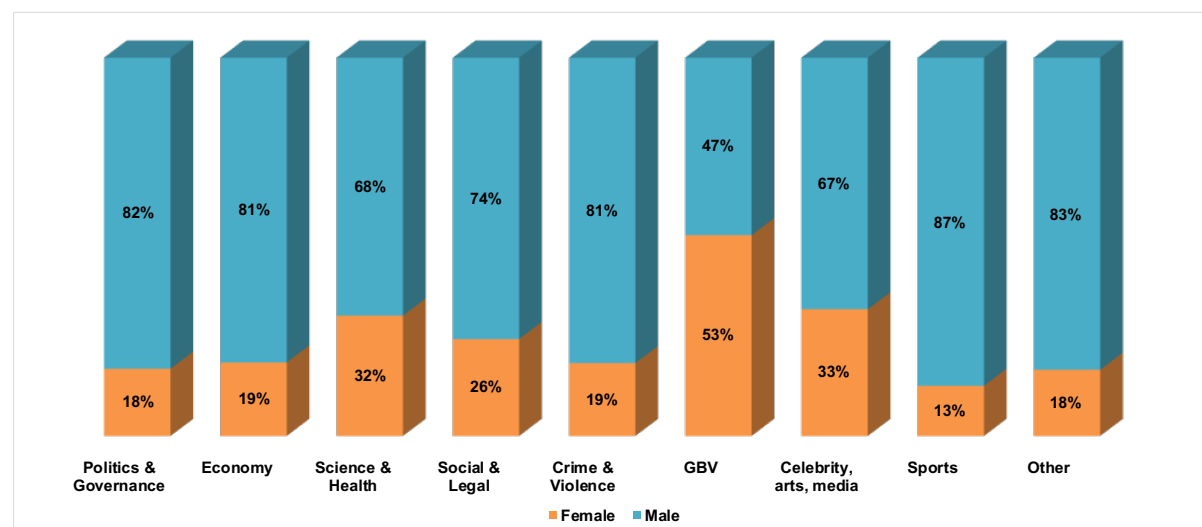
### Gender Representation in the News

Women constitute 23% of all people who are seen, heard, or spoken about in the news in Africa, falling below the global average of 26% in 2025. This indicates a gender gap in news representation across the region.

The only news topic in which women outnumber men as news sources is gender-based violence (GBV), where women account for 53% of those featured. While this reflects women’s centrality as subjects of GBV reporting, it also underscores a pattern in which women’s visibility in the news is closely linked to experiences of victimisation rather than authority or expertise.

Women are also more visible in news stories categorised as “softer beats,” particularly Science and Health, as well as Celebrity, Arts, and Media. In contrast, women remain significantly underrepresented in hard news areas such as politics, economics, and security, where news agendas are more closely associated with power, decision-making, and influence.

**Fig 2. Source distribution by topic**



## Occupation of people represented in the news

The occupational distribution of news subjects reflects whose voices and perspectives dominate the news agenda. In 2025, the most visible occupational groups in the news are politicians or members of Parliament (25%) and government employees, public servants, and spokespersons (20%). These are positions associated with decision-making and institutional power. Within these highly visible categories, women are underrepresented, constituting only 17% of politicians and 23% of government employees appearing in the news.

Women’s visibility in the news is concentrated in occupational categories that are either marginal to the news agenda or reinforce traditional gender roles. Women account for 61% of news subjects identified as homemakers or parents, compared to 39% of men, despite this category representing only 1% of all people featured in the news. Women also make up a higher proportion of news subjects among students, pupils, and schoolchildren (54%), a group that receives limited overall coverage. Near parity is observed in categories such as celebrities, artists, actors, writers, singers, health workers, and villagers or residents, although these groups are not among the most frequently featured in news content.

In contrast, women are least visible in occupational groups linked to authority, security, and moral leadership. Only 5% of news subjects identified as police or military personnel are women, and women similarly account for just 5% of religious figures appearing in the news. Women’s representation in science and technology professions also remains low, reflecting persistent gender gaps in the visibility of women in sectors central to innovation and development.

**Fig 3. Highlights of occupations featured in the news**

Most visible people in the news		Most visible women in the news		Least visible women in the news	
	%		%		%
Politician/ member of parliament,	25	Homemaker/parent	61	Police/ military etc	5
Government employee, public servant, spokesperson	20	Student/pupil/schoolchild	54	Religious figure	5
		Celebrity, artist, actor, writer, singer, TV personality	50	Science and technology professional	11

### Key Trends

- News content continues to be dominated by men, who are more likely to appear as authoritative sources and thus shape the news agenda.
- Women's presence in the news is most pronounced in caregiving and domestic roles, reinforcing gender stereotypes, despite these roles accounting for a very small share of overall news subjects.
- Women are least visible in security-related occupations and as religious leaders, underscoring structural barriers to women's participation and recognition in positions of power and influence.

### Gender lens of stories by sex of reporter

Women journalists in African news are fewer than men regardless of the platform. Online media however has the most worrying trend as women reporters make up the lowest numbers at just 20% of reporters.

Across the categories monitored however, women reporters in African news are more likely than male reporters to feature women as news subjects. For example, in Politics and Governance, stories reported by women feature women as news subjects in 32% of cases, compared to 25% when the reporter is male. A similar pattern is evident in Sports, where women reporters include women as news subjects in 41% of stories, compared to 20% in stories reported by men.

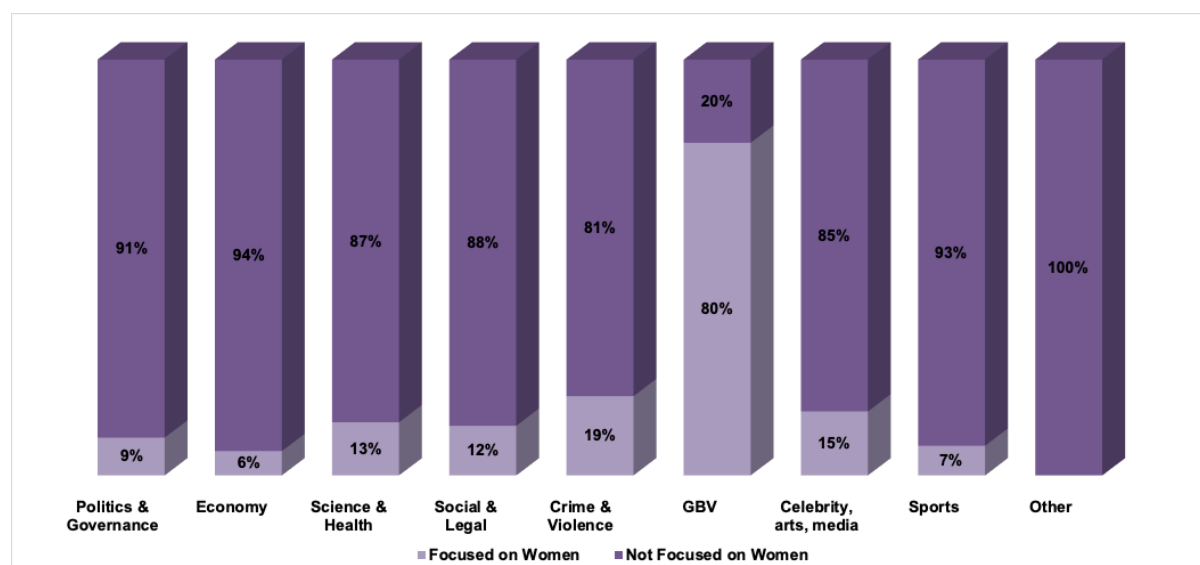
Despite this difference, men continue to dominate as news subjects regardless of the sex of the reporter. Even when women report on Politics and Governance, men still account for the majority of news subjects (68%). This suggests that the presence of women journalists alone does not substantially change sourcing patterns which are predominantly male.

An exception to this pattern is observed in coverage of Gender-Based Violence (GBV). In this category, women constitute the majority of news subjects irrespective of the reporter's sex: 56% when the reporter is female and 55% when the reporter is male. While this reflects women's centrality in GBV reporting, it also reinforces women's presence in the news in contexts of victimisation rather than leadership, expertise, or decision-making.

## Gender stereotypes in news reporting

Stories that focus specifically on women remain limited, accounting for just 11% of all news coverage. Where women-focused stories do appear, they are most prevalent in reporting on Gender-Based Violence (GBV), where women are central as subjects.

**Fig 4. Distribution of stories that focused on women within specific issues**



GBV stories are also the least likely to contain gender stereotypes, with only 1% reinforcing stereotypical portrayals. Notably, these stories challenge gender stereotypes in 46% of cases. This contrasts sharply with other news categories, where stereotypical representations are more common. Gender stereotypes are present in 27% of Politics and Government stories, 24% of Social and Legal stories, and 17% of Economy-related coverage.

Despite these variations across topics, African news content continues to reproduce gendered assumptions, particularly through references to women's family roles. Women's family status is mentioned in 8% of news stories, compared to just 2% for men, reinforcing traditional gender norms and expectations.

## Reporting on Gender-Based Violence

In coverage of Gender-Based Violence (GBV), forms of violence occurring in intimate or private spaces are more likely to be framed through gender stereotypes. Stories reported in legacy media show gender stereotypes in 67% of cases, while 50% of online GBV stories reflect stereotypical portrayals. This contrasts sharply with reporting on intimate partner violence against men and gender-diverse persons, where all monitored stories (100%) contain gender stereotypes.

Conversely, GBV that occurs in more visible public or digital spaces is less likely to be reported through a stereotypical lens. No gender stereotypes were identified in stories on sexual harassment or technology-facilitated GBV. These patterns suggest

that newsroom narratives continue to rely on traditional gender norms when reporting on violence in private spaces, while emerging and publicly visible forms of GBV are more likely to be framed in ways that avoid stereotypical assumptions.

## **Conclusion**

Monitoring of the news in Africa on the monitoring day shows a persistence of gender gaps in news representation particularly in hard news. Women's voices, experiences and expertise continues to play a limited role in shaping public discourse. Women's visibility remains concentrated in stereotypical roles and narratives of victimisation, rather than in positions of authority. Transforming these patterns requires deliberate and sustained action by news organisations, media regulators, journalism training institutions, and policy actors. Deliberate news room policies and investment in gender-sensitive journalism is necessary to translate commitments to practice.

## EXECUTIVE SUMMARY

Nigeria is the most populous black nation on earth and the largest country in Africa with large economic prospects. Between 2008-2015, the Nigerian economy was the fastest growing economy in Africa. Due to religious differences and cultural ideologies, the level of education in the country differ from region to region.

In 2023, according to the United Nations Development Programme (UNDP), Nigeria ranked 171 in Gender Inequality Index (GII). The Federal Government in Nigeria had in the year 2000 ratified and adopted a national policy document on women that gave support to the 1979 Convention on the Elimination of all forms of Discrimination Against Women (CEDAW) and the Affirmative Action of 1995. President Goodluck Jonathan's administration provided a 35% affirmative action for women in politics across the country. This policy gave a big boost in the fight for gender equality for women in politics. But this was short lived by the coming to power by subsequent governments in 2015. Little wonder why the 2023 UNDP GII ranked Nigeria 171 position. A very poor result.

The GMMP exercise took place on May 6<sup>th</sup>, 2025. Several issues were already in the media before the D-day. Some of these issues, because of their sensitive nature remained/ reappeared in an elaborate form in the media on the day of the media monitoring exercise. Prominent on the media were political issues cutting across the 36 states of the federation.

The media platforms selected for this study were picked due to their wide coverage and reach, popularity and patronage. They have national outlook and are widely read and watched. It is only in the case of radio that some of the stations do not have national reach. But Radio Nigeria (FRCN) has a national reach, outlook and listenership.

In communicating result from data analysis on topics in the news, it was revealed that out of the nine (9) topics raised for media monitoring, politics and government, and social and legal issues were more prominent. In expanded view, politics and government, economy, social and legal, and crime and violence were the major dominant issues covered in the news on May 6<sup>th</sup> of the media monitoring day. The issue of gender based violence was not given the attention needed in the media, even though it was treated as a separate issue in this year's media monitoring project. This implies that social and legal, and politics and government were the prominent issue in the news.

On the issue of news subject and sources by sex, analysis revealed that there was more male representation as news subject on all aspects of the topics covered by the media. In most cases the margin of difference is above 40%-50% between the number of stories where men are represented as subject as against women. This indicates gross under-representation of women as news subjects in media coverage. Further analysis indicated that in all media platforms, women were represented poorly. However, in television and radio, women were given more coverage compared to other platforms. Even at that, such representation is still very low, below 36% in radio and television. Analysis of data also revealed that women are only given prominence at national level. At international and sub-regional levels, women are grossly under-represented in the media.

Analysis of data on journalists and reporters, indicated that women served more as presenters in radio and television in media coverage. This implies that women are more prominent in news presentation on television and radio stations. However, on the print media platform, men are more represented as reporters in the news.

Overall, on the average, there were less than 20% of stories that indicated gender



equality, human right and policy. This implies that issues of gender equality are given very poor media attention in the country. For instance, apart from the topic in politics and government, there are no mention of gender equality/human right and policy stories on television. This is worrisome. There were few cases of gender equality, human right and policy on radio and print media platform. In a whole, they are not up to 20%.

In respect to whether issues of gender equality/inequality are raised by reporters, analysis of data revealed that there was no mention of gender equality among female reporters. However, the male reporters presented few case of gender equality in politics, economy and celebrity. This implies that male reporters are more likely to raise issues of gender inequality in their reports than female reporters.

## **A DAY IN THE NEWS IN (NIGERIA)**

The GMMP exercise took place on May 6<sup>th</sup>, 2025, with the usual non-publicity of the date of the exercise except for the national coordinators awareness of it. Several issues were already in the media before the D-day. Some of these issues, because of their sensitive nature remained/ reappeared in an elaborate form in the media on the day of the media monitoring exercise.

Prominent on the media were political issues cutting across the 36 states of the federation. The Rivers State crisis was still fresh and to be attended to by the Senate Chamber of the country. The Senate, on its own, had a strong case between the Senate President and Senator Natasha from Kogi State. At State level, the issues of defection of Governors from one party to another was agog in the media. APC appears to be the party of choice for the governors.

Away from politics is the issue of insecurity bedeviling the nation. Bandits, Boko Haram terrorists, and kidnappers were busy terrorizing the nation. The issues of insecurity were everywhere in the media.

Education got its own attention in the media as JAMB released the result of thousands of students who wrote their University/tertiary institution entry exam. This became a big news because majority of the students who sat for the exam obtained low grades. The irregularities that followed the exercise made the exam result a national affair.

Another issue in the news was the case involving Senator Natasha and Senate President, God'swill Akpabio. This case started as a political matter and later turned to sexual harassment/intimidation case after Senator Natasha was suspended. The case was later taken to court by Senator Natasha, which made it difficult to discuss thoroughly in the media for fear of media trial or contempt of court.

Other issues in the media were cases of fraud in government, contract racketeering, national student loans programme and relocation of internally displaced persons, flood and insecurity matter.

## THE CONTEXT

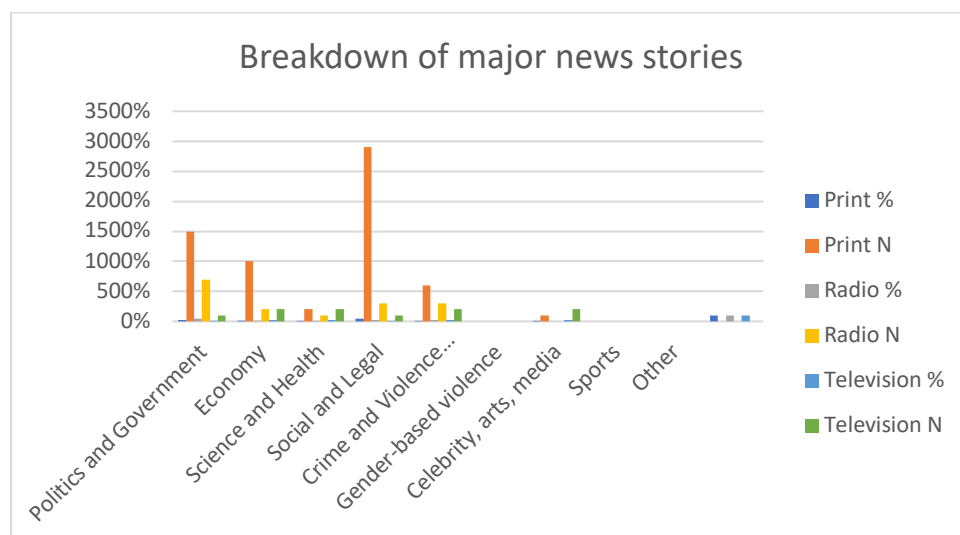
Nigeria is a country with a rich media band. Although when compared to some of the big western countries, the media landscape is still growing. There are over 120 national, regional and sub-regional newspapers in Nigeria (Squirrel AR, 2024) and over 740 broadcast stations in the country (National Broadcasting Commission, 2023: Channels Television, 2023). Most of these media houses have their online presence on the internet, with some new platforms operating solely as online media platform. The aforementioned presentations position Nigeria as a media rich nation.

The media platforms selected for this study were picked due to their wide coverage and reach, popularity and patronage. They have national outlook and are widely read and watched. It is only in the case of radio that some of the stations do not have national reach. But Radio Nigeria (FRCN) has a national reach, outlook and listenership. It is a network station for the country. Based on the forgoing, the following media house/platforms were selected: Newspapers (The Punch, This Day, Vanguard, The Nation, Daily Sun and The Guardian); Television (Arise TV, Channels TV and NTA News); Internet (Sahara Reporters, Legiting, PM News and Daily Post); and Radio (Hot FM, Manland FM Lagos and Radio Nigeria).

All staff of MEGEIN participated in the media monitoring exercise. Luckily, the least ranked staff of MEGEIN is a Ph.D holder, the rest are Professors or Associate Professors. However, due to the serious nature of the GMMP, volunteer participants were called to support the smooth execution of the monitoring and coding. We got help from media practitioners and postgraduate students currently doing their Masters and Ph.D programme in the Faculty of Communication and Media Studies in Imo State University, Owerri.

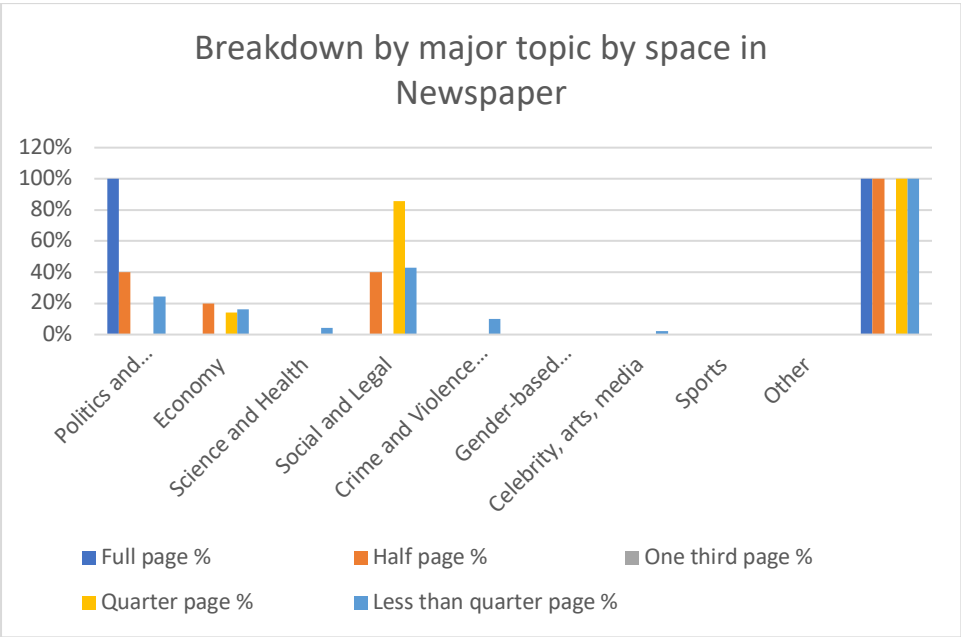
## TOPICS IN THE NEWS

### Breakdown of major news topics (Data 4)



Analysis of data from the table and chart above revealed that politics and government, economy, social and legal, and crime and violence were the major dominant issues covered in the news on May 6<sup>th</sup> of the media monitoring day. Out of the nine (9) topics raised, politics and government, and social and legal issues were more prominent. The issue of gender based violence was not given the attention need in the media, even though it was treated as a separate issue in this year's media monitoring project. This implies that social and legal, and

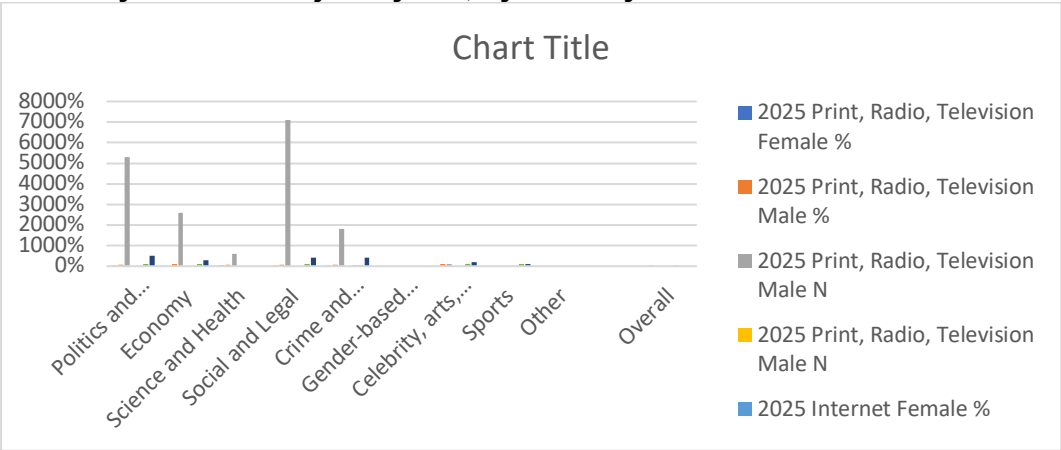
politics and government were the prominent issue in the news.



Further analysis indicated that the topic in politics and government was not only given prominence by coverage but also depth of coverage. The stories on politics and government were given full page coverage in most cases. This shows that political matters are more prominent at national level because of the interest at stake in the political climate of the country.

NEWS SUBJECTS AND SOURCES

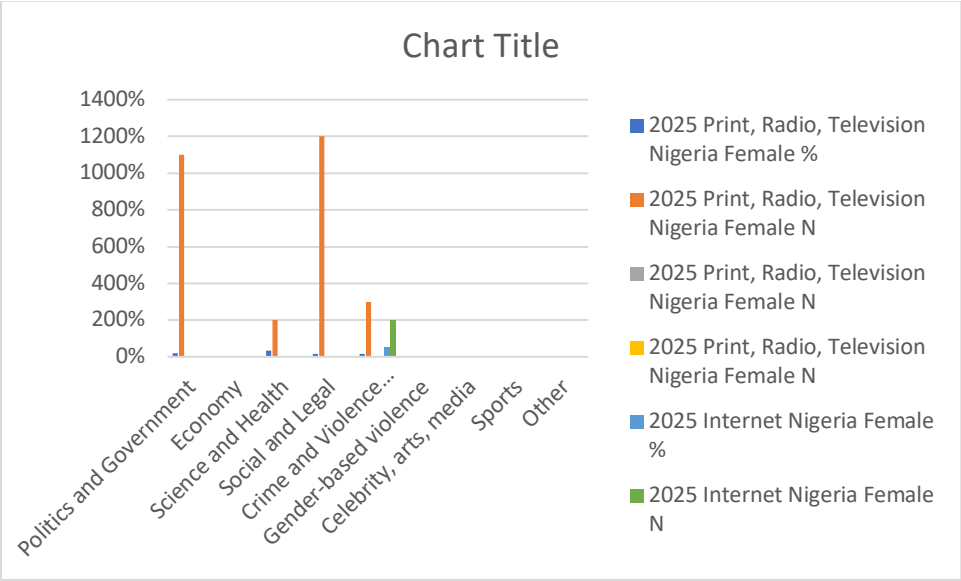
Summary of News subject by sex, by GMMP year



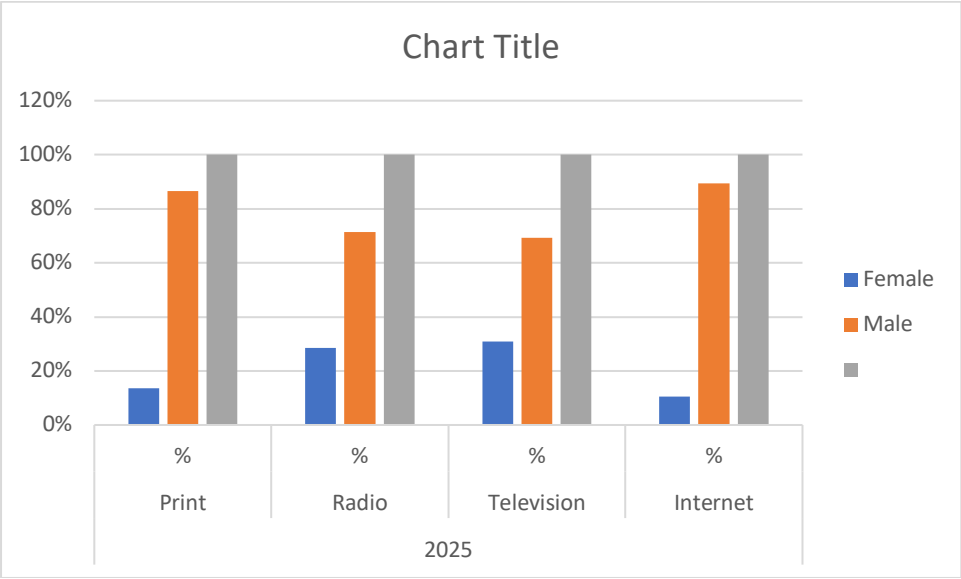
On the issue of news subject by sex, analysis revealed that there was more male representation as news subject on all aspects of the topics covered by the media. In most cases the margin of difference is above 40%-50% between the number of stories where men are represented as subject as against women.

This indicates gross under-representation of women as news subjects in media coverage.

Breakdown of women in the news in major topics

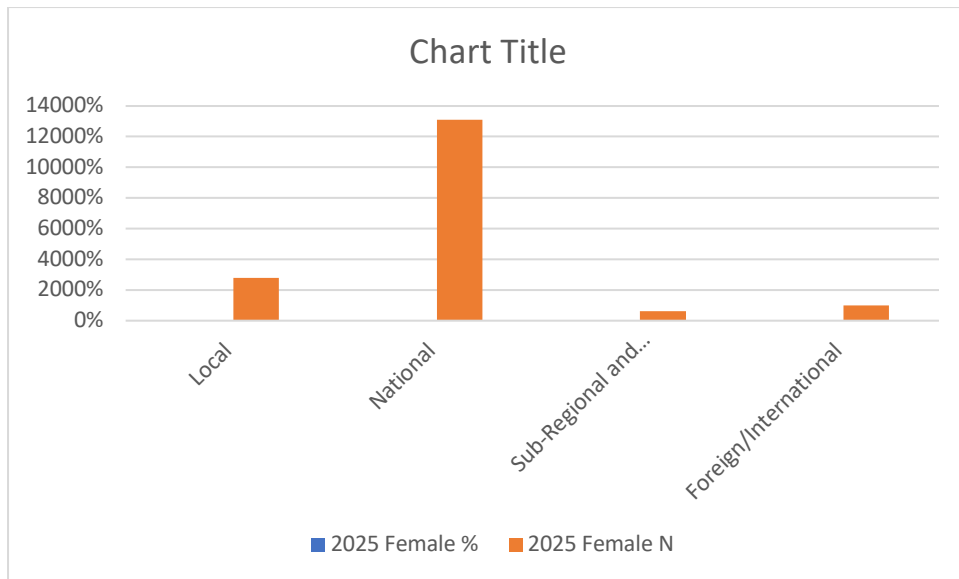


Breakdown by sex of all medium



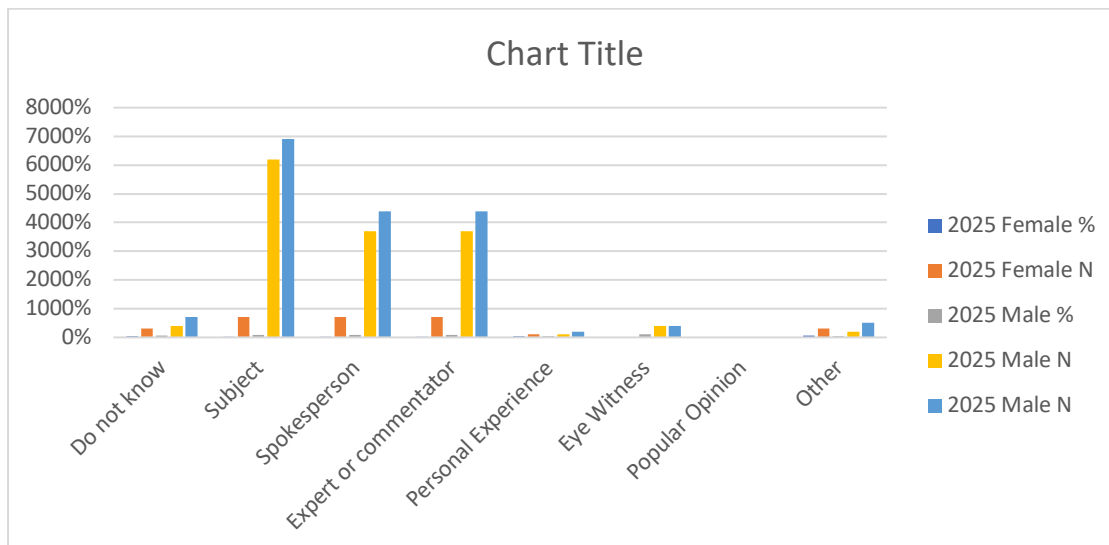
The chart above indicated that in all media platforms, women were represented poorly. However, in television and radio, women were given more coverage compared to other platform. Even at that, such representation is still very low, below 36% in radio and television.

Breakdown by Sex Local, National, Sub-regional/regional, Internet news



This chart revealed that women are only given prominence at national level. At international and sub-regional levels, women are grossly under-represented in the media.

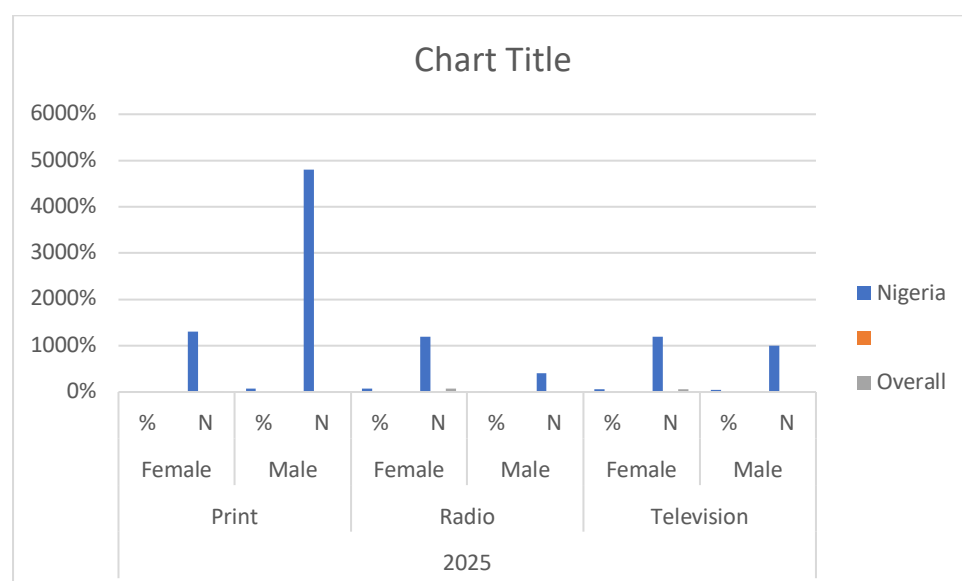
#### Breakdown by sex and function



The analysis of data on the function of news subject in the stories revealed that men featured more prominently as subjects, spokespersons and experts in the news. Women also functioned in these categories but their occurrence very poor. This showed that women did not feature in personal experiences and eye witness accounts despite what they pass through in the society.

# JOURNALISTS AND REPORTERS

## Breakdown of reporters & presenters by country



Analysis of data indicated that women served more as presenters in radio and television in media coverage. This implies that women are more prominent in news presentation on television and radio stations. However, on the print media platform, men are more represented as reporters in the news.

## Breakdown of Reporters in domestic & foreign stories, by sex

Nigeria				
Options	Female		Male	
	N	%	N	%
Local	1	7	7	15
National	12	82	37	77
Sub-Region	0	0	3	6
Foreign/International	2	13	1	2
Total		100		100

Further analysis revealed that women report more national and international stories. This may be related to the fact the television is more likely to cover national stories and foreign news. Since women are more on television and radio platforms, they are likely to be on national and foreign scene.

## JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING

Breakdown by major topics by reference to gender equality/human rights/policy (Data 11)

Options	Country								
Options	Print			Radio			Television		
	Yes	No		Yes	No		Yes	No	
	%	%	N	%	%	N	%	%	N
Politics and Government	21	79	14	20	80	5	100	0	1
Economy	10	90	10	0	0	0	0	100	2
Science and health	0	100	1	0	0	0	0	100	2
Social and Legal	7	93	28	100	0	1	0	100	1
Crime and violence	0	100	5	50	50	2	0	100	2
Gender based violence	0	0	0	0	0	0	0	0	0
Celebrity, Arts	0	100	1	0	0	0	0	100	2
Sports	0	0	0	0	0	0	0	0	0
Others	0	0	0	0	0	0	0	0	0
Total									

Overall, on the average, there were less than 20% of stories that indicated gender equality, human right and policy. This implies that issues of gender equality are given very poor media attention in the country. For instance, apart from topics in politics and government, there are no mention of gender equality/human right and policy stories on television. This is worrisome. There were few cases of gender equality, human right and policy on radio and print media platform. In a whole, they are not up to 20%

**Breakdown by major topics by sex of reporters by reference to gender equality/human right/policy (Data 13)**

Options	Female			Male		
	Yes	No		Yes	No	
	%	%	N	%	%	N
Politics and Government	33	67	6	25	75	12
Economy	0	100	7	14	86	7
Science and health	0	100	3	0	100	2
Social and Legal	11	89	9	5	95	21
Crime and violence	20	80	5	0	100	7
Gender based violence	0	0	0	0	0	0
Celebrity, Arts	0	100	2	0	100	3
Sports	0	0	0	0	0	0
Others	0	0	0	0	0	0
Total						
Overall	11%			8%		

The analysis of data indicated that women are more favorably represented in the media as reporters more than men. Although thus overall representation of women is 11%, it is still higher than that of men which is 7%.

**Breakdown of Stories with women as a central focus by topic (Data 40)**

Options	Nigeria	
	Yes	
	%	N
Politics and Government	38	3
Economy	13	1
Science and health	13	1
Social and Legal	0	0
Crime and violence	25	2
Gender based violence	0	0
Celebrity, Arts	13	1
Sports	0	0
Others	0	0
Total	100	



Analysis of data indicated that out of nine (9) topics raised in the cause of analysis, women were center of focus on two major topics which are politics and government, and crime and violence. other areas where women were made reference to are economy, science and health and celebrity and arts. The major areas of focus are politics and crime and violence.

**Breakdown of Stories where issues of gender equality/inequality are raised by sex of reporters (Data 43)**

Options	Female				Male			
	Yes	No			Yes	No		
	%	%	Not Appli.	N	%	%	Not Appli.	N
Politics and Government	0	0	0	0	13	60	27	15
Economy	0	100	0	5	20	80	0	5
Science and health	0	50	50	2	0	0	0	0
Social and Legal	0	100	0	7	5	90	5	21
Crime and violence	0	100	0	1	0	83	17	6
Gender based violence	0	0	0	0	0	0	0	0
Celebrity, Arts	0	0	0	0	0	100	0	1
Sports	0	0	0	0	0	0	0	0
Others	0	0	0	0	0	0	0	0
Total								

In respect to whether issues of gender equality/inequality are raised by reporters, analysis of data revealed that there was no mention of gender equality among female reporters. However, the male reporters presented few cases of gender equality in politics, economy and celebrity. This implies that male reporters are more likely to raise issues of gender inequality in their reports than female reporters.

## FOCUS ON GENDER BASED VIOLENCE

The stories on gender based violence contained in the spreadsheet data (71-79) were non-existent in some area, while in some other aspects they were less than 12 stories, hence, they were not analysed. This is based on the instruction given by the GMMP global Coordinator.

## SUMMARY

Nigeria is a multi-lingual nation with over 250 ethnic groups and over 500 dialects. The country is rich in cultural heritage and diverse religion. It is home to over 250 million people (National Population Commission, 2024). Nigeria is the most populous black nation on earth and the largest country in Africa with large economic prospects. Between 2008-2015, the Nigerian economy was the fastest growing economy in Africa. Due to religious differences and cultural ideologies, the level of education in the country differ from region to region. The region of the country with Christian belief tend to provide more access to education for women compared to other regions with different faiths. This situation seems to have created differences in the level of gender equality in the country.

In 2023, according to the United Nations Development Programme (UNDP), Nigeria ranked 171 in Gender Inequality Index (GII). This situation was made obvious from the UNDP GII analysis of women in parliament which showed a 3.6% seat occupied by women. This means that about 96% of the seats in parliament were occupied by men. In the area of education and labour force, there seem to be high improvement in gender equality matters. The analysis by percentage showed a ratio of 42.4%: 57.8% in education, and 80.7%: 84.5% in labour force for women and men respectively. This implies that men are still favourably placed in both education and labour force.

The Federal Government in Nigeria had in the year 2000 ratified and adopted a national policy document on women that gave support to the 1979 Convention on the Elimination of all forms of Discrimination Against Women (CEDAW) and the Affirmative Action of 1995. President Goodluck Jonathan's administration provided a 35% affirmative action for women in politics across the country. This policy gave a big boost in the fight for gender equality for women in politics. But this was short lived by the coming to power by subsequent governments in 2015. Little wonder why the 2023 UNDP GII ranked Nigeria 171 position. A very poor result.

MEGEIN has been part of the GMMP outing for two decades. The national coordinator for GMMP Nigeria, Prof Nkem Fab-Ukozor actively coordinated GMMP in 2005 for which a national report was published. She has continued to diligently coordinate GMMP under the NGO MEGEIN. Media monitoring was done in 2010, 2015, 2020 and currently 2025. So far, the GMMP exercise has been and will continue to be a wonderful experience.

The GMMP exercise took place on May 6<sup>th</sup>, 2025, with the usual non-publicity of the data of the exercise except for the national coordinators awareness of it. Several issues were already in the media before the D-day. Some of these issues, because of their sensitive nature remained/ reappeared in an elaborate form the media on the day of the media monitoring exercise.

Prominent on the media were political issues cutting across the 36 states of the federation. The Rivers State crisis was still fresh and to be attended to by the Senate Chamber of country. The Senate, on its own, had a strong case between the Senate President and Senator Natasha from Kogi State. At State level, the issues of defection of Governors from one party to another was agog in the media. APC appears to be the party of choice for the governors.

Away from politic is the issue of insecurity bedeviling the nation. Bandits, Boko Haram terrorist, and kidnappers were busy terrorizing the nation. The issues of insecurity were everywhere in the media. Education got its own attention in the media as JAMB released the result of thousands of students who wrote their University/tertiary institution entry exam. This became a big news because majority of the students who sat for the exam obtained low

grades. The irregularities that followed the exercise made the exam result a national affair.

Another issue in the news was the case involving Senator Natasha and Senate President, God'swill Akpabio. This case started as a political matter and later turned to sexual harassment/intimidation case after Senator Natasha was suspended. The case was later taken to court by Senator Natasha, which made it difficult to discuss thoroughly in the media for fear of media trial or contempt of court. Other issues in the media were cases of fraud in government, contract racketeering, national student loans programme and relocation of internally displaced persons from flood and insecurity matter.

Nigeria is a country with a rich media band. Although when compared to some of the big western countries, the media landscape is still growing. There are over 120 national, regional and sub-regional newspapers in Nigeria (Squirrel AR, 2024) and over 740 broadcast stations in the country (National Broadcasting Commission, 2023; Channels Television, 2023). Most of these media houses have their online presence on the internet, with some new platforms operating solely as online media platform.

The media platforms selected for this study were picked due to their wide coverage and reach, popularity and patronage. They have national outlook and are widely read and watched. It is only in the case of radio that some of the stations do not have national reach. But Radio Nigeria (FRCN) has a national reach, outlook and listenership. It is a network station for the country. Based on the forgoing, the following media house/platforms were selected: Newspapers (The Punch, This Day, Vanguard, The Nation, Daily Sun and The Guardian); Television (Arise TV, Channels TV and NTA News); Internet (Sahara Reporters, Legiting, PM News and Daily Post); and Radio (Hot FM, Manland FM Lagos and Radio Nigeria).

In communicating result from data analysis on topics in the news, it was revealed that out of the nine (9) topics raised for media monitoring, politics and government, and social and legal issues were more prominent. In expanded view, politics and government, economy, social and legal, and crime and violence were the major dominant issues covered in the news on May 6<sup>th</sup> of the media monitoring day. The issue of gender based violence was not given the attention needed in the media, even though it was treated as a separate issue in this year's media monitoring project. This implies that social and legal, and politics and government were the prominent issue in the news.

Further analysis indicated that the topics in politics and government were not only given prominence by frequency of coverage but also by depth of coverage. The stories on politics and government were given full page coverage in most cases. This showed that political matters are more prominent at national level because of the interest at stake in the political climate of the country.

On the issue of news subject by sex, analysis revealed that there was more male representation as news subject on all aspects of the topics covered by the media. In most cases the margin of difference is above 40%-50% between the number of stories where men are represented as subject as against women. This indicates gross under-representation of women as news subjects in media coverage.

Further analysis indicated that in all media platforms, women were represented poorly. However, in television and radio, women were given more coverage compared to other platforms. Even at that, such representation is still very low, below 36% in radio and television. Analysis of data also revealed that women are only given prominence at national level. At international and sub-regional levels, women are grossly under-represented in the media.

The analysis of data on the function of news subject in the stories revealed that men featured more prominently as subjects, spokespersons and experts in the news. Women also functioned in these categories but their occurrence was very poor. This showed that women

did not feature in personal experiences and eye witness accounts despite what they pass through in the society on daily bases.

Analysis of data, in respect to journalists and reporters, indicated that women served more as presenters in radio and television in media coverage. This implies that women are more prominent in news presentation on television and radio stations. However, on the print media platform, men are more represented as reporters in the news.

Further analysis revealed that women report more national and international stories. This may be related to the fact the television is more likely to cover national stories and foreign news. Since women are more on television and radio platforms, they are likely to be on national and foreign scene.

Overall, on the average, there were less than 20% of stories that indicated gender equality, human right and policy. This implies that issues of gender equality are given very poor media attention in the country. For instance, apart from the topic in politics and government, there are no mentions of gender equality/human right and policy stories on television. This is worrisome. There were few cases of gender equality, human right and policy on radio and print media platform. In a whole, they are not up to 20%.

Analysis of data indicated that out of nine (9) topics raised in the cause of analysis, women were center of focus on two major topics which are politics and government, and crime and violence. Other areas where women were made reference to are economy, science and health, and celebrity and arts. The major areas of focus are politics and crime and violence.

In respect to whether issues of gender equality/inequality are raised by reporters, analysis of data revealed that there was no mention of gender equality among female reporters. However, the male reporters presented few case of gender equality in politics, economy and celebrity. This implies that male reporters are more likely to raise issues of gender inequality in their reports than female reporters.

## CONCLUSIONS

From the foregoing presentation of data and analysis, it is safe to conclude that the representation of women in the media is very low. Women constitute above 40-50% of the work force in the country and are visible in almost all sectors of the economy. Yet, they do not constitute up to 30% of news sources nor were they able to serve as subjects of the news in reasonable percentage. The under representation of women in the media continued to be a worrisome situation in the country. However, it is important to state that women were gainfully represented as news presenters on radio and television in over 40% of the stories analyzed far above the male presentation in the media. But the print media showed that men serve as reporters than women.

In the issue of gender inequality, there were less than 18% of stories on this issue, indicating little presentation of inequality cases on media platforms. Data analyzed in this respect showed that there was no mention of inequality cases on television. This shows that mainstream broadcast media do not report issues of gender inequality as a thing of priority. One worrisome aspect of the finding of the study is that women reporters did not cover cases of gender inequality in their stories. One may ask, who should project the issue of gender inequality in a country like Nigeria if not women? It is therefore important to state that the women in the media should join forces to project issues of inequality in the country as a way of fighting the menace

## **RECOMMENDATIONS AND ACTION PLAN 2026-2030**

Based on the findings of this project, it is imperative to recommend as follows;

1. Given that the findings of data analysis on topics in the news revealed that out of the nine (9) topics raised for media monitoring, politics and government, and social and legal issues were more prominent, it is recommended that media practitioners must pay attention to other issues of importance in their media coverage. The over presentation of political matters at national level is affecting the attention that should be given to issues of gender equality in all sectors of the country.
2. On the issue of news subject and sources by sex, analysis revealed that there was more male representation as news subject on all aspects of the topics covered by the media. It is therefore recommended that media practitioners should pay more attention should pay more attention to women as sources of news as a way of creating more representations of women in the media.
3. Analysis of data on journalists and reporters indicated that women served more as presenters in radio and television in media coverage. It is recommended that this same situation should be replicated on print and internet space. Women should be encouraged to man several beats as collectors and processors of new stories from these areas. Women should be assigned to interesting areas such as politics, court and technology.
4. Given that less than 20% of the stories analyzed were on gender inequalities, it is recommended that media practitioners be re-sensitized to understand the importance of gender equality in the Nigeria system, so that such knowledge can reflect in the coverage of news stories in the country. This will be a good way to fight gender inequality in the country.

## **Action Plan (2026-2030)**

1. The government needs to make a renewed national policy statement on their need for women to be gainfully represented in the media space. This can be achieved through advocacy visit to the relevant government bodies (the Ministry of Information and Ministry of Women Affairs). This will help draw government attention to this area of need in the fight for gender equality in Nigeria.
2. Non-governmental Organizations and various pressure groups for gender communications need to continue creating awareness on all media platforms for gender equality in all sectors of the country.
3. There should be sensitization programme for women to also speak up and believe in themselves in the scheme of things. This sensitization programme or project should target young women and girls to help reset their minds on what is achievable in the country.
4. Key players of industries and employers of labour should also be reached on the need for gender equality in the workspace. This will go a long way to bridge the gap seen in the gender inequality index in Nigeria.

## Annex 1. Methodology

### Methodology

Over a full 24-hour cycle, thousands of volunteers from the Pacific to the Caribbean monitored their news media, adding their countries' voices to this important pulse-check on gender representation in the news media. The seventh edition of the GMMP was marked by many firsts, highlighting the enhancements introduced to this study over the years. Marking a first for the GMMP, 2025 relied entirely on electronic data capture, with no handwritten forms used; coding sheets were submitted to the technical team either directly through the platform or using the spreadsheet version of the familiar coding template. This was also the first time that the majority of the online data capture was done by in-country teams, who were responsible for over 12,000 entries. Another first was the prominence of internet news items, which surpassed radio entries at the global level and in six of the eight regions, reflecting the ongoing shift toward digital news sources.

Despite these evolutions, the fundamental GMMP methodology has remained consistent over the decades, preserving the comparability of findings across survey rounds.

### How the monitoring took place

The GMMP monitoring day brought together a vast global network of volunteers, all committed to answering the question, *how is gender portrayed on an ordinary news day?* The GMMP country networks, ranging from university research teams to media advocacy groups, brought with them deep expertise in local media ecosystems, ensuring that the data captured was contextually grounded, accurately capturing the nuances of news coverage across the world. In some regions, collaboration crossed borders; teams in Latin America and Asia supported neighbouring countries with data entry, ensuring that knowledge and effort were shared wherever needed.

In the lead-up to the monitoring day, the WACC team and regional coordinators ran a series of training sessions on the GMMP methodology. Country teams received refresher training on the sampling methodology and monitoring procedures, along with an introduction to the updated topic breakdowns. Teams had a choice of two monitoring options: full monitoring, which provided a detailed view of gender representation across news media, or short monitoring, which captured only the key GMMP indicators.

The training sessions also covered the use of the GMMP's custom data capture platform, which has been used since 2015. Available in English, French, and Spanish, the platform serves as the central system for consolidating responses from country teams after the monitoring day. On the monitoring day itself, teams carry out the initial data capture offline, as discussion and reflection are a key part of the monitoring process. These collaborative sessions allow teams to review findings, compare interpretations and ensure consistency. To maintain accuracy, radio and television bulletins were recorded, and copies of digital and print media were collected for reference.

The GMMP questions capture quantitative data on four key dimensions of each news item: i) About the story: the topic, story placement and scope; ii) About the people in the story - subjects and sources; iii) About the news personnel - announcers, presenters and reporters - in the story; and, iv) The quality of the story from a gender perspectives -gender stereotypes, women's centrality, rights- and gender equality angles. Country teams can also include up to three additional questions about the people in the story, to explore concerns of specific national interest. Additionally, teams provide qualitative context to aid interpretation, describing the news agenda on the monitoring day, their reasons for selecting particular media outlets, and key features of their national media system. Teams also conduct a structured

qualitative analysis following the GMMP's standard framework, complementing the quantitative data with insights that help explain patterns and trends in gender representation in the media.

While teams were not limited in the number of outlets they could monitor, guidance was provided on the recommended minimum through the GMMP media bands chart. The media bands system, first introduced in 2005, was designed to promote a more balanced distribution of data and to provide each country with guidance on the minimum number of media outlets to monitor. The bands were determined by the overall number of each type of media in each country. Over the years, desktop research has formed the basis for compiling these numbers, which were then validated with country teams. For this edition, many of the media research databases previously relied upon were outdated, prompting us to turn inward and draw on historical GMMP databases as a reference for nationally relevant outlets. This list was reviewed and confirmed by country and regional coordinators.

In several countries, the number of media outlets relevant to this study has declined since 2020, reflecting shifts in the media landscape. Subsequently, the number of media bands was reduced; for instance, broadcast media bands were scaled down from five to three. For internet news, countries were ranked according to internet usage rates published by the International Telecommunication Union (ITU) and grouped into corresponding media bands.

## **Conclusion**

From classrooms and offices to shared virtual spaces, the GMMP network turned a single ordinary news day into a globally representative snapshot of gender in the media. This achievement would not have been possible without the dedication of thousands of volunteers, whose careful and diligent monitoring of media outlets worldwide sustains this important tradition of media monitoring.

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## Annex 2. List of Monitors

[national team to complete this]

The list of participants are;

1. Prof Nkem Fab-Ukozor	-	NK 001
2. Dr Alexander Onyebuchi	-	AC 002
3. Dr Fabian Okalla	-	NF 003
4. Dr Ifeoma Ojjahor-Umenze	-	IO 004
5. Dr Emeka Etumnu	-	EE 005
6. Dr Gloria Owums-Owuamalam	-	OG 013
7. Mr Victor Obi	-	VK 006
8. Mr Chika Akwari	-	AC 007
9. Mrs Ifeoma Ofurum	-	IC 008
10. Mr Amby Uneze	-	AN 009
11. Mrs Nwakaego Ohaegbulam	-	NO 010
12. Mrs Chisolum Nwokenna	-	CN 011
13. Mrs Ugonna Agu	-	UA 012
14. Mr Julian Chijioke	-	JC 014
15. Mrs Vincent Ahanotu	-	UV 015
16. Rev Allwell Harrison	-	AU 016
17. Mr Benedict Onyeukwu	-	BL 017
18. Mrs Vera Anukam	-	AV 018
19. Mr Christian Emmanuel	-	EC 019
20. Mr Ejiogu Paul	-	PE 020
21. Mrs Onyerinmaopara Chiamaka	-	OC 021
22. Mrs Cynthia Onyebuchi	-	CO 022



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