

**WHO
MAKES THE
NEWS?**



Nigeria

Global Media Monitoring Project 2010 National Report



Acknowledgements



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GMMP 2010 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2010 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.

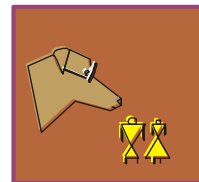


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Preface

The level of women's participation in the news is still worrisome. It is so because of the acute under-representation of women in Nigerian news media, particularly as news subjects, irrespective of the global call for gender equality and equity in all ramifications of national development. A situation where men's views are dominant and women's views are marginalized, or rather excluded, means that women's interests and aspirations cannot and will never gain the attention they deserve in the whole process of national life. It is for this reason that the global call for gender mainstreaming becomes important. The gender and development approach (GAD) places an ethical burden on journalists whose professional dictate compels to have gender sensitivity in the choice of what to cover or report, how to cover or report, the choice of language of delivery and images to be associated with the coverage.

Interestingly, other bodies are joining hands with THE World Association for Christian Communication (WACC) to sing the same song. For instance, *Sunday Vanguard* of February 1, 2009 reports that last year, the International Press Centre, a media resource centre in Lagos, commissioned a report on media coverage of three significant issues: Development, Democratic institutions, and Governance. Using four national newspapers, *The Guardian*, *The Tribune*, *Champion* and *Daily Trust*, the Centre reviewed the coverage of the issues in November and discovered that matters of development attracted, only 28 per cent. Democratic institutional issues got 20 per cent, while governance had 52 per cent. Mobolaji Adebisi who reported the story, quickly appraised the situation of things in Nigeria and recommended a shift in media focus to development so as to reverse the backwardness of the country. Nigeria is a developing nation and her journalists are expected to be guided by the tenets of the development media theory which highlights the inseparable relationship between the media and development. And furthering this relationship is the current emphasis on (GAD) approach to national development, which in other words assures a just and mutually supportive relationship between men and women in the entire process of conceptualizing, planning and implementing sustainable development programmes. Although the federal government in Nigeria had in 2000 ratified and adopted a national policy document on women that encourages the involvement and participation of women in national development on equal basis with men, the non-domestication of the Convention on the elimination of all forms of discrimination against women (CEDAW) remains a major obstacle. Thus, the GAD approach more so questions the ethical obligation of journalists whose professional duty requires to protect the interests of women on equal basis with men, by promoting gender balance in all ramifications of the mass media, including structures, policies and contents.

News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.

Hence, the WACC ought to be commended for its pioneering effort in questioning media role in gender inequalities via the GMMP. The GMMP has remained a platform for change starting from grassroots to policy making circles and was thus recognized by the UN. The Media and Gender Enlightenment Initiative (MEGEIN) which co-ordinated the Project for WACC in Nigeria in 2005 and 2010 is happy to do so and will never relent in its goal to achieve gender sensitivity and gender balanced reporting in Nigeria. In 2005, results of the GMMP obtained in Nigeria include among others.

- * 42 (69%) out of the 61 news presenters were females while 19(31%) were males; 4(5%) of the 75 reporters were females while 71(95%) were males; and out of 248 subjects in the news, 42(17%) were females while 208(83%) were males.
- * A total of ten victims were recorded in the news out of which three were females and seven males.
- * Two females and four males appeared in newspaper photographs.
- * All the five radio reporters recorded were males even as one out of the 63 newspaper reporters was a female.

The 2005 national report had since been presented to Nigeria's former Minister of Information and Communication, Mr John Odey. While the current 2010 national report will be presented to the public at the appropriate time. I am grateful to my colleagues and students who assisted in the monitoring for their high sense of commitment to this project.

Nkem Fab-Ukozor, **Projects' Director, MEGEIN and National Co-ordinator, GMMP.**

A DAY IN THE NEWS IN NIGERIA

Top of the news agenda on the monitoring day were issues concerning the ongoing implementation of the banking reforms in Nigeria. Thus, the Governor of the central bank in the country, Mallam Sanusi Lamido Sanusi was very much in the news. Other items in the news agenda included the political crisis in Anambra State and failure by the jailed chieftain of the Peoples Democratic Party (PDP), Chief Olabode George to secure bail in Court. The aforementioned issues formed the major stories in almost all the mass media in Nigeria, comprising of newspapers, radio and televisions.

It is important to note that women's voices were relatively low, unlike men's voices which dominated the news as news sources and experts. Apart from the issues mentioned above, there were minor stories on crime and a few other stories on development.

It is worrisome to note that development issues did not attract media attention as expected in a developing country like Nigeria. Worse still, the very few that managed to appear did not highlight issues of gender equality or inequality. Women constitute the major targets of all development programmes, and it is unexpected that any good story on development should not carry their views and aspirations without of course ignoring how the programme equally affects men.

The implication of the current emphasis on gender and development requires journalists to increase their coverage of development and also analyse issues therein in terms of how they affect the interests and roles played by both women and men in the society. This is particularly necessary as Nigeria is striving to meet the desirable targets of the millennium development goals.

THE CONTEXT

The media selection took cognizance of the country's geographical, political and socio-cultural factors. Nigeria is blessed with a land area of 910, 770 sq. km and a population of not less than 150 million. The country has six geo-political zones, with the Federal Capital Territory in Abuja. And the zones are further divided into state capitals for ease of administrative purposes; and in all there are 36 states. Unfortunately, Nigeria is still a developing country and still suffers from several setbacks such as power outage which somehow affected the monitoring.

Nevertheless, Nigeria has two national broadcasting networks namely, Nigerian Television Authority (NTA) and Federal Radio Corporation of Nigeria (FRCN). Additionally, each state of the country has its own television and radio station, and a newspaper. Moreover, there are about fourteen privately owned television stations, eight radio stations and about ten national newspapers. Hence, the following mass media were selected: Television stations included; *Nigerian Television Authority (NTA)*, *African Independent Television (AIT)* and *Channels Television*. While radio stations comprised; *Federal Radio Corporation of Nigeria (FRCN)*, *Broadcasting Corporation of Abia (BCA)*, *Imo Broadcasting Corporation (IBC)* and *Akwa Ibom Broadcasting Corporation (AKBC)*. And the newspapers were; *Daily Independent*, *Vanguard*, *The Guardian*, *The Punch*, *Nigerian Tribune* and *Daily Champion*.

The monitoring exercise was challenging and exciting. The Day in the news was quite laborious, tasking and worthwhile. Of greatest interest is the decision of experts to sacrifice a number of days in the preparation and actual monitoring of women and men representations in the news. Therefore, we salute the courage and commitment of the 14 individuals (mentioned above) who volunteered their services to MEGEIN for the monitoring exercise. Without their support, monitoring 97 news stories and identifying 143 persons as subjects of the news wouldn't have been easy.

TOPICS IN THE NEWS

Some issues were observed to have attracted more media attention than others on the Day. The issues covered by the news media monitored were classified under seven major topic areas as: Politics/government, Economy, Science/health, Crime/violence, celebrity, Arts and Media, sports, and the girl-child (see table 1 and bar Chart below).

Table I: Topics in the news

2010

	Topic	Print	Radio	Television	N
1	Politics and Government	16%	30%	27%	22
2	Economy	16%	22%	33%	21

3	Science and Health	16%	13%	7%	15
4	Social and Legal	39%	22%	20%	34
5	Crime and Violence	6%	4%	7%	6
6	Celebrity, Arts and Media, sports	4%	9%	7%	6
7	The Girl-Child	1%	0%	0%	1
8	Other	0%	0%	0%	1

Table II: Topics in the News by sex of Reporter 2010

Topic	% Female	N – F	% Male	N - M
Politics and Government	32%	6	68%	15
Economy	28%	5	72%	15
Science and Health	56%	7	44%	6
Social and Legal	16%	5	84%	25
Crime and Violence	21%	1	79%	5
Celebrity, Arts and Media, Sports	20%	1	80%	5
The Girl-Child	100%	1	0%	05
Other	0%	0%	0%	0

A closer look at Table II above shows that most of the topic areas were reported more by male reporters than female reporters except in the topic of Science and Health that had coverage by 7 (56%) female reporters as against coverage by 6 (44%) male reporters. Also, the topic of ‘The Girl-Child was covered alone by female reporters and that earned them 100% coverage.

The results further reveal that male reporters dominate the field of reporting because coverage handled by them is more than coverage handled by female reporters both in hard and soft news. For instance, Politics/government as hard news was reported by 68% (15) male reporters as against 32% (6) female reporters. While celebrity, Arts and Media and sports, as soft news was reported by 80% (5) male reporters as against 20% (1) female reporters.

THE NEWS

- * **Overall Presence of Women and Men in the News in Nigeria as News Subjects:**
Media monitoring within the period still disclosed the ugly situation of women invisibility in the news. Data obtained show that a greater percentage of individuals used as subjects in all the topic areas were men. Table III below reveal that men got 86% (122) appearances as news subjects as against women that had 14% (21) appearances (see Table III below).

Table III: Overall Presence of Women and Men as subjects in the news 2010

Topic	Female		Male	
	%	N	%	N
Politics & Government	12%	4	88%	26
Economy	9%	3	91%	28
Science and Health	34%	6	66%	12
Social and Legal	12%	6	88%	43
Crime and Violence	0%	0	100%	6
Celebrity, Arts & Media, Sports	0%	0	100%	7
The Girl-Child	100%	2	0%	0
Other				
Total	14%	21	86%	122

* **Presence of female and male news subjects in Nigeria by Medium-radio, TV and newspapers:**

Table IV below showcases the situation of gender (in)sensitivity by reporters in the choice of sources of news for coverage in the mainstream media (newspapers, radio and television).

Table IV: Sex of news subjects in print, radio and television

2010

Sex	Print		Radio		Television	
	%	N	%	N	%	N
Female	18%	15	17%	4	6%	2
Male	82%	69	83%	19	94%	34

Generally, it is evident from the data above that men are selected in all the news medias news subjects more than women. The male sex appeared 96 (82%) times in the print, 19(83%) times in the radio, and 34 (94%) times in the television as against the female sex which featured 15(18%) times, 4(17%) times and 2(6%) times in the print, radio and television respectively.

* **News Sources:** Data in Table V below show that men are mostly sourced for news on all issues ranging from local, national to international rather than women. The data further reveal that the male gender featured on 122 (86%) occasions in news as against the female gender that featured only 21 (14%) times.

Table V: Sex of News Subjects (sources) in local, national and other, and foreign internal

2010

Scope	Female % F		Male % M	
	%	N	%	N
Local	17%	10	83%	45
National	11%	8	89%	64
National and other	19%	1	81%	7
International	15%	1	85%	6
Total	14%	21	86%	122

* **Presence of Female and Male News Subjects in Nigeria by Story Topic:** Available data from table VI below seem to confirm the non-participation of women as subjects of news. Out of the 52 topic areas (see table IV below) women could only out number men as news subjects in just 2 areas namely; ‘Other stories on social or legal issues’ and ‘the girl-child,’ having had 10% (1) and 100% (2) representations respectively.

Table VI: Topics in the news - Details

Topic	Newspaper			Radio			Television		
	Female	Male	N	Female	Male	N	Female	Male	N
Women in political power and decision making	0%	0%	0	0%	0%	0	0%	0%	0
Women electoral candidates (local, regional, national)	0%	0%	0	0%	0%	0	0%	0%	0
Peace, negotiations, treaties (local, regional, national)	0%	0%	0	0%	0%	0	0%	0%	0
Other domestic politics/government/local, regional, national	0%	8%	4	13%	33%	6	14%	0%	1

Global partnerships (international trade and	0%	0%	0	0%	0%	0	14%	13%	2
Foreign/international politics, relations with	0%	4%	2	13%	0%	1	14%	0%	1
National defence, military spending, military	9%	6%	4	0%	0%	0	0%	0%	0
Other stories on politics and government	0%	0%	0	0%	0%	0	0%	0%	0
Economic policies, strategies, models (national	0%	8%	4	0%	7%	1	14%	13%	2
Economic indicators, statistics, business,	0%	4%	2	0%	0%	0	14%	0%	1
Economic crisis, state bailouts of companies,	0%	0%	0	0%	0%	0	0%	0%	0
Poverty, housing, social welfare, aid to those	0%	0%	0	0%	0%	0	0%	0%	0
Women's participation in economic processes	9%	0%	1	0%	0%	0	0%	0%	0
Other labour issues, strikes, trade unions,	0%	0%	0	0%	0%	0	0%	0%	0
Rural economy, agriculture, farming practices	0%	2%	1	0%	7%	1	14%	13%	2
Consumer issues, consumer protection, regulatory bodies	0%	0%	0	0%	0%	0	0%	0%	0
Transport, traffic, roads...	0%	4%	2	13%	13%	3	0%	0%	0
Other stories on the economy (specify)	0%	0%	0	0%	0%	0	0%	0%	0
Science, technology, research, funding, discovery	0%	0%	0	0%	0%	0	0%	0%	0
Medicine, health, hygiene, safety, disability	18%	4%	4	13%	0%	1	0%	0%	0

Topic	Newspaper			Radio			Television		
	Female	Male	N	Female	Male	N	Female	Male	N
HIV and AIDS, incidence, policy, treatment	0%	0%	0	0%	0%	0	0%	0%	0
Other epidemics, Viruses, contagions, influenza	0%	0%	0	0%	0%	0	0%	0%	0
Birth control, fertility, sterilization, amniocentes	9%	0%	1	0%	0%	0	0%	0%	0
Environment, nature, pollution, global warning	9%	6%	4	25%	0%	2	0%	13%	1
Other stories on science or health	0%	0%	0	0%	0%	0	0%	0%	0
Development issues, sustainability, community	0%	13%	6	0%	0%	0	0%	13%	1
Education, child care, nurseries, pre-school	9%	6%	4	0%	13%	2	0%	0%	0
Family relations, inter-generational conflict,	0%	2%	1	0%	0%	0	0%	0%	0
Human rights, women's rights, children's rights	0%	2%	1	0%	0%	0	0%	0%	0
Religion, culture, tradition, controversies,	9%	8%	5	0%	13%	2	0%	0%	0
Migration, refugees, asylum seekers, ethnic	0%	0%	0	0%	0%	0	0%	0%	0
Women's movement, activism, events, demonstrations	0%	0%	0	0%	0%	0	0%	0%	0
Changing gender relations, roles and relationships	0%	0%	0	0%	0%	0	0%	0%	0
Family law, family codes, property law, inheritance	0%	0%	0	0%	0%	0	0%	0%	0

Legal system, judicial system, legislation	9%	6%	4	0%	0%	0	0%	0%	0
Other stories on social or legal issues	9%	0%	1	13%	0%	1	0%	0%	0
Non-violent crime, bribery, theft, drug-dealing	0%	4%	2	13%	0%	1	0%	13%	1
Violent crime, murder, abduction, kidnapping	0%	2%	1	0%	0%	0	0%	0%	0
Gender-based violence, femicide, harassment	0%	0%	0	0%	0%	0	0%	0%	0
Child abuse, sexual violence against children	0%	0%	0	0%	0%	0	0%	0%	0
War, civil war, terrorism, state-based violence	0%	2%	1	0%	0%	0	0%	0%	0
Riots, demonstrations, Public disorder	0%	0%	0	0%	0%	0	0%	0%	0
Disaster, accident, famine, earthquake, flood	0%	0%	0	0%	0%	0	0%	0%	0
Other stories on crime and violence	0%	0%	0	0%	0%	0	0%	0%	0
Celebrity news, births, marriages, deaths, obituaries	0%	2%	1	0%	0%	0	0%	0%	0
Arts, entertainment, leisure, cinema, theatre	0%	2%	1	0%	0%	0	0%	0%	0
Media, including new media (computers)	0%	2%	1	0%	0%	0	0%	0%	0
Beauty contests, models, fashion, beauty aids	0%	0%	0	0%	0%	0	0%	0%	0
Sports, events, players, facilities, training	0%	0%	0	0%	13%	2	14%	0%	1
Other stories on celebrities arts, media,	0%	0%	0	0%	0%	0	0%	0%	0
News about the girl-child, including cultural	9%	0%	1	0%	0%	0	0%	0%	0
Other subject: use only if none of the above	0%	0%	0	0%	0%	0	0%	0%	0
Total			59			23			15

* **Who are the newsmakers?** An analysis of female and male news subjects in relation to position/occupation shows that news media organs in Nigeria at best, serve as a reflection of the entire Nigerian society where men hold sway in virtually every aspect of our institutions. Inasmuch as women and men who are politicians, government officials, presidents, ministers, political leaders, or government employees, public servants, bureaucrats, diplomats, among others are those who form the major news makers in the country, there seems to be gender imbalance in the news media concerning the portrayal of female and male news subjects. Table VII below shows that in the “government official, politician...” category, male news subjects had 86% (52) appearances as against female news subjects at 14% (9). Also, in the “government employee, public servant...” category men equally had 87%(17) appearances as news subjects as against women news subjects at 13% (3). In all, the overall result shows that the number of males portrayed as news subjects is greater than the number of females, except in the category of “business person, executive, manager...” where women had 67% (2) appearances as against men at 33% (1).

Table VII: Position or Occupation of News Subjects by sex

Position or Occupation	Female	%F	Male	%M
	2010 N		2010 N	
Royalty, ruling monarch, deposed monarch, etc	0%	0	100%	3
Government official, politician, president, government	14%	9	86%	52
Government employee, public servant, bureaucrats	13%	3	87%	17
Police, military, paramilitary group, militia, prison officer etc	0%	0	100%	6
Academic expert, education professional, teacher.	0%	0	100%	4
Health or social service professional, doctor, etc	0%	0	100%	2
Science or technology professional, engineer, etc	0%	0	100%	1
Media professional, journalist, video or film marker etc.	0%	0	100%	1

Lawyer, judge, magistrate, legal advocate, legal etc	0%	0	100%	6
Business person, executive, manager, entrepreneur	67%	2	33%	1
Office or service worker, non-management work	0%	0	0%	0
Tradesperson, artisan, labourer, truck driver, etc	0%	0	0%	0
Agriculture, mining, fishing, forestry worker, etc	0%	0	100%	2
Religious figure, priest, monk, rabbi, mullah, etc	0%	0	100%	4
Activist or worker in civil society organization, etc	19%	2	81%	10
Sex worker, prostitute...	0%	0	0%	0
Celebrity, artist, actor, writer, singer, radio or TV...	0%	0	100%	1
Sportsperson, athlete, player, coach, referee...	0%	0	100%	4
Student, pupil, school child	50%	1	50%	1
Homemaker, parent, either female or male, Cod	100%	1	0%	0
Child, young person (up to 18 years) Code this only if no other occupation is given.	0%	0	0%	0
Villager or resident engaged in unspecified occupation.	0%	0	0%	0
Retired person, pensioner. etc	0%	0	0%	0
Criminal, suspect, etc	0%	0	100%	2
Unemployed, Code this only if no other occupation.	0%	0	0%	0
Other. Use only as a last resort (specify the occupation.	0%	0	100%	1
Total	14%	18	86%	118

Function of Female and Male News Subjects: Again, men's participation in the news dominates women's participation. Table VIII below shows that men's participation as subjects of news stories stand at 90% (48) as against women's participation which stand at 10% (6). Data contained in the table also reveal that men's voices dominate as spokespersons, experts or commentators and as people who give personal experiences. Meanwhile, it is interesting to observe that women's voices are beginning to come to parity in participating as eye witnesses or as people who give popular opinion having had 75% (3) and 100% (1) participation respectively as against men at 25% (1) and 0% (0).

Table VIII: News subjects Function in news story by sex

2010

Function in News Story	Female % F		Male % M	
	2010	N	2010	N
Subject: the story is about this person, or about something	10%	6	90%	48
Spokesperson: the person represents, or speaks on behalf	12%	8	88%	57
Expert or Commentator: the person provides additional information	18%	2	82%	10
Personal experience: the person provides opinion or	15%	1	85%	4
Eye witness: the person gives testimony or comment	75%	3	25%	1
Popular opinion: the person's opinion is assumed to reflect	100%	1	0%	0
Other: use only as a last resort (describe the function	0%	0	0%	0
NA: Use this where you are coding a secondary source	0%	0	0%	0
Total	14%	21	86%	120

* **Constructing 'Victims' in the news:** Perhaps, another area where women are getting to close the gap is in the number of subjects that are victims. Data contained in table IX show that 7 (68%) men were recorded as victims, while 3(32%) women were recorded as victims.

Table IX: News subjects who are portrayed as victims, by sex

Victim Type	% Female		% Male	
	%	N	%	N
Victim of an accident, natural disaster, poverty, disease	0%	0	100%	3
Victim of domestic violence (by husband/wife/partner	100%	1	0%	0
Victim of non-domestic sexual violence or abuse,	0%	0	0%	0

Victim of other crime, robbery, assault, murder	0%	0	100%	2
Victim of violation based on religion, tradition, cultural	0%	0	100%	1
Victim of war, terrorism, vigilantism, state-based violence	0%	0	0%	0
Victim of discrimination based on gender, race, ethnicity	100%	1	0%	0
Other victim: Describe in 'comments' section of coding	50%	1	50%	1
Total	32%	3	68%	7

* **Identity and Family Status in the news:** Out of the 21 female news subjects identified by family status, 6(25%) had their family status mentioned, while the family status of 15(75%) was not mentioned. In the case of males, the family status of 7(6%) was mentioned, while that of 114 (93%) was not mentioned (see table X below). The table clearly shows that a very small number of both females and males were identified by family status, though the number of males not identified by family status which stand at 114 (93%) are greater than the number of females not identified by family status which stand at 15(75%).

Table X: News subjects who are identified by Family Status by sex

2010

Whether identified by family status	% Female		% Male	
	2010	N	2010	N
No	75%	15	93%	114
Yes	25%	6	6%	7

Table XI: News subjects who are identified by family status, by sex of reporter

Year	2010		2010		N
	Female		Male		
Sex of reporter/announcer	Female		Male		
Sex of news subject	Female	Male	Female	Male	N
No	33%	100%	60%	94%	51
Yes	67%	0%	40%	6%	7

A closer look at table XI containing the data showing the sex of reporter/announcer that mention the identity of family status of news subjects reveals that family status does not matter much. What endures most to them as far as the introduction or identification of a news subject is concerned is the office she or he occupies. This is because there's not much difference between the number of news subjects identified or not identified whether by female reporters/announcers or male reporters/announcers. For instance, male news subjects who were not identified by female reporters/announcers stand at 100%, while male news subjects who were also not identified by male reporters/announcers stand at 94%.

Images in the news

Table XII: News subjects appearing in photographs

2010

Whether photographed	Female		Male	
	%	N	%	N
No	67%	10	96%	66
Yes	33%	5	4%	3

The media monitoring was extended to the examination of the images of female and male news subjects with particular reference to the use of their photographs in the news. The table above showcases the outcome of the monitoring in this regard. The results show a little bit of gender balance in the sense that 5 females were photographed while 3 males were also photographed, though the number of males not photographed outnumber the number of females not photographed at 66 and 10 occurrences respectively.

WHO DELIVERS THE NEWS?

- * **Overall Presenters:** Details of the findings on women and men news presenters in Nigerian broadcasting media are presented in the table below.

Table XIII: Presenters in broadcasting, by sex.

2010

	%	N
Female	40%	15
Male	60%	23

Date contained in the table above show that male news presenters outnumber female news presenters. Therefore, the question as to “who delivers the news?” seeks to ascertain the gender spread among news presenters in the Nigerian mass media which is clearly male dominated.

- * **Age of presenters and reporters:** Data contained in the table below show that 8 (31%) female announcers in Nigerian television fall under the age bracket of 50-64 years, followed by 4 (80%) who are under the age range of 65 years and above, and then 2 (100%) under the age bracket of 19-34 years. There is another category of announcers clearly marked ‘Do not know’ whose age could not be discerned and the number is 1 (100%).
- * In the case of **female reporters**, the table shows that the age range of 9 (14%) also marked ‘Do not know’ could not be discerned, and they formed the majority. Their range is followed by those under the age bracket of 35-49 years, which are 2 (100%).

Table XIV: Age of television Announcers and Reporters, by sex

2010

Age of announcers	% F	N
Do not know	100%	1
12 years or under	0%	0
13 – 18	0%	0
19 – 34	100%	2
35 – 49	0%	0
50 – 64	31%	8
65 years or more	80%	4

Table XV:

2010

Age of reporters	% F	N
Do not know	14%	9
12 years or under	0%	0
13 – 18	0%	0
19 – 34	0%	0
35 – 49	100%	2
50 – 64	0%	0
65 years or more	0%	0

Announcers

Announcers by medium type, by sex

2010

Media Type	% F	% M	N
Radio	33%	67%	3
Television	47%	53%	15
Total	44%	56%	18

Data contained in the table above show that there are more of male announcers than females in both radio and television stations in Nigeria. The gender disparity is very obvious in the radio, unlike in the television where women are striving to close the gap. For the radio stations studied, 67% of the announcers were males while 33% were females. And in the television stations studied, 53% of the announcers were males, while 47% were females.

* Presence of women and men as announcers in domestic and foreign stories:

Table XVI: Television and Radio Announcers in domestic and foreign stories by sex.

Media Type	2010			
	% Female	N	% Male	N
Local	50%	1	50%	1
National	42%	5	58%	7
National and other	50%	1	50%	1
Foreign/International	50%	1	50%	1
Total	44%	8	56%	10

Details of the findings in the table above show that there is gender difference in job delivery here. Both female and male announcers play equal roles in announcing of stories whether domestic or foreign, though there are more of male announcers than females. In local stories, there were both 50% female and male announcers for the radio and television stations studied. It was only in national stories, that there were 58% male announcers against 42% female announcers.

* Presence of women and men as announcers in major news topics

It is interesting to discover from the television and radio stations studied that though there are more male announcers than females in the stations, that more of the females played key roles as announcers for an important topic area as 'politics and government', and had 60% output against males at 40%. They equally worked hard to close the gap with male announcers in another major topic area as 'economy' by both sexes having equal output of (50%) in announcing of the stories.

Table XVII: Television and Radio Announcers in major story topics, by sex

2010

Story Topic	% F	N	% M	N
Politics and Government	60%	3	40%	2
Economy	50%	1	50%	1
Science and Health	50%	1	50%	1
Social and Legal	0%	0	100%	3
Crime and violence	0%	0	100%	1
Celebrity, Arts & Media, sports	100%	1	0%	0
The Girl-Child	0%	0	0%	0
Total	44%	8	56%	10

- * **Reporters:** The question: “who delivers the news?” in terms of reporting also seeks to ascertain the gender spread among news reporters in the Nigerian mass media (radio, TV and newspapers). Put in another way, it asks “how many women and men are news reporters?” This question is pertinent because it brings out facts on who the key players in the media houses are. The news reporter for instance, is a stronger gatekeeper than the news presenter. He or she is actually the first gatekeeper who decides what is reported in the field as news. The news presenter simply reads out the final report without adding or subtracting from it. (see table XVIII below)

Table XVIII: Television, Radio and Newspapers Reporters, by sex

Media Type	2010			
	Female		Male	
	%	N	%	N
Print	19%	11	81%	48
Radio	44%	7	56%	9
Television	0%	0	0%	0
Total	26%	18	74%	57

A closer look at the table above shows acute gender imbalance in the print media. Male reporters were 81% while female reporters took the back seat at 19%. The gender difference in radio was not much, though male reporters were still more in number than female reporters at 56% and 44% respectively. Unfortunately, there was no reporter in the television stations studied on the monitoring day.

- * **Domestic and international news in Nigeria by female and male reporters:** There is no serious gender difference existing in the scope of stories reported by male and female reporters, the fact is that there are more male reporters in the field than female reporters. Overall result shows that out of 57 male reporters, 30 (74%) covered local issues, 19 (71%) covered national issues, 6 (100%) covered national and other issues, while 2(63%) covered foreign/international issues. Similarly, out of 18 female reporters 9 (26%), 8 (29%), 0 (0%) and 1 (37%) respectively covered the different scopes ranging from local, national, national and other to foreign/international issues (see table below).

Table XIX: Reporters in domestic and foreign stories, by sex

Scope of story	2010			
	% F	N	% M	N
Local	26%	9	74%	30
National	29%	8	71%	19
National and other	0%	0	100%	6
Foreign/International	37%	1	63%	2
Total	26%	18	74%	57

- * **Major story topics in Nigeria by female and male reporters:** Data contained in the table below show that both male and female reporters cover issues in all the seven major topic areas, except in ‘Celebrity, Arts and Media, Sports’ where female reporters had no story, and in ‘the girl-child’ where male reporters had no story. Further findings reveal that 31% of the female reporters reported on ‘politics and government’, 16% covered issues on ‘economy’, 58% reported on science and health issues, 19% reported on social and legal issues, 27% had reports on ‘crime and violence’, none of them had report on ‘celebrity, arts and media and sports’ as earlier stated, while 100% covered issues on ‘the girl-child’. For the male reporters, 69% reported on ‘politics and government’, 84% covered issues on ‘economy’, 42% had reports on ‘science and health’ issues, 81% reported on ‘social and legal issues, 73% covered issues on ‘crime and violence’, 100% covered issues on celebrity, arts and media, and sports, and none of them had report on the ‘girl-child’, (see table below)

Table XXI: Reporters, by sex on major topics

Reporters on major topics	% F	N	% M	N
Politics and Government	31%	3	69%	9
Economy	16%	2	84%	12
Science and Health	58%	6	42%	5
Social and Legal	19%	5	81%	22
Crime and violence	27%	1	73%	4

Celebrity, Arts & Media, sports	0%	0	100%	5
The Girl-Child	100%	1	0%	0
Total	26%	18	74%	57

* **Reporters and news Sources:** Data contained in the table below show that more female reporters work on stories with female subjects than stories with male subjects. They also show that more male reporters work on stories with male subjects than stories with female subjects. Hence, 40% of the female reporters reported stories with female subjects, while 28% covered stories with male subjects. In the same vein, 72% of the male reporters had stories with male subjects, while 60% covered stories with female subjects (see table below).

Selection of News Subjects (sex of source) by female and male reporters

2010

Sex of Source	% F	N	% M	N
Female	40%	4	60%	7
Male	28%	8	72%	23
Other: transgender, transsexual	0%	0	0%	0
NA: Use this where	0%	2	0%	11
Total	31%	14	69%	42

SUMMARY AND CONCLUSIONS

The results of GMMP 2010 show that gender inequality still persists in Nigerian mass media. Women's participation in the news is relatively low compared with men's participation. Majority of the news subjects for all the news media studied were men. In 2005, 17% were female news subjects, while 83% were male news subjects. While in 2010, 14% were female news subjects, while 86% were male news subjects. The situation has become worrisome because the trend observed from both results is that male reporters report more of stories with male news subjects, while female reporters report more of stories with female news subjects. The import is that issues concerning women will continue to witness less media coverage, except there is a gender balance in the number of reporters in the country's media. This will also work as against access of women to the media, recognizing that male reporters who dominate the media industry do not seem to be interested in the views of female news subjects or in female topical areas such as 'the girl-child'. For instance, data from GMMP 2010 revealed that no male reporter reported on issues concerning the girl-child.

However, it is important to point out an improvement in the score card of female reporters in Nigeria. While the GMMP 2005 national result showed that female reporters were just 4(5%) out of the 75 reporters recorded, and had very few or no reports in the seven major topic areas including 'celebrity, arts, media and sports', 'crime and violence', 'economy', 'other', 'politics and government', 'science and health', 'social and legal', the GMMP 2010 national result showed an increase of female reporters who actually had good number of reports in all major topic areas except in celebrity, arts and media, and sports. And even went ahead of male reporters in 'science and health' by reporting 58% of the stories, with male reporters reporting 42%.

Contrary to expectations, there seems to be a drop in the number of female news presenters. While GMMP 2005 national result showed female dominance in news presentation, GMMP 2010 national result showed male dominance in all aspects of news delivery including presentation, announcing and reporting. This development is not a healthy one. But, the way out is to redress the imbalance by having more females move into the news media as reporters, announcers and presenters.

Result obtained in Nigeria include among others:

- * Top of the news agenda were on-going implementation of the banking reforms in the country, political crisis in Anambra state, and failure by the jailed chieftain of the Peoples Democratic Party (PDP), Chief Olabode George to secure bail in court.
- * 15(40%) out of the 38 news presenters were females, while 23(60%) were males. 44% of the announcers were females, while 56% were males. And 18(26%) out of the 75 reporters recorded were females, while 57(74%) were males.
- * There is no serious gender difference existing in the scope of stories reported by female and male reporters, except that males reporters did not report any story on the 'girl-child', and female reporters did not report any story on 'celebrity, arts and media, and sports'.
- * However, it is important to note that more female reporters worked on stories with female subjects than stories with male subjects. In the same vein, more male reporters worked on stories with male subjects than stories with female subjects.
- * 21 (14%) out of the news subjects were females, while 122 (86%) were males.

THE NEXT FIVE YEARS

The Global Media Monitoring Project (GMMP) is an activity that takes place every five years. It was carried out in 1995, 2000, 2005 and 2010. The 2010 edition focused on gender coverage and news representation pattern in the past five years. With specific reference to Nigeria, as in other parts of the world, representation of women in news coverage is largely low. The pattern has not changed greatly from what obtained in the past fifteen years. The 2010 study showed the huge gender imbalance in the number of reporters in the Nigerian media, with men making up a greater percentage of reporters. The study further showed how this male domination of the reporting job led to insufficient or low representation of women in news coverage. This simply means that there is a need for a change in the trend of gender news representation to give more attention and priority to issues that affect women.

Some of the stories monitored during the 2010 Global Media Monitoring Project in Nigeria exhibited gender balance and sensitivity, though they are very few in number. However, this observation shows that things can be

done right in respect of improved representation of women in the news. To ensure that an improvement will be recorded in the next five years, there is need for making input in the media to foster professionalism in news coverage and gender sensitivity in news representation. To this end, certain strategies could be adopted in making the correctional input required to right the wrongs that lead to gender imbalance and insensitivity in journalism practice in Nigeria.

Development of Monitoring Skills

The 2010 global Media Monitoring Project in Nigeria showed a low representation of women in news coverage. A close monitoring of the media could lead to an early detection of this trend and suggestion of corrective measures to call attention to effectively represent women in the news. Against this backdrop, there is need to train media practitioners on how to monitor media content with a view to detecting gender insensitivity and imbalance in news presentation and working on how to correct the observed trend. The strategies and guides used by the Global Media Monitoring Project could be made available to media houses to encourage in-house monitors that will detect any gender imbalance in media content.

Development of Critical Analysis Skill

This simply entails media education on how to critically analyse media content to discover when news coverage is gender-biased or gender insensitive. Media practitioners, in-house monitors and stakeholders don't just need skills on how to monitor media content. The audience also needs critical analysis skills to be able to assess media content and to make observations for correctional purposes.

Advocacy Work

This emphasizes the need for women-oriented Non-Governmental Organisations, Media activists and concerned civil society groups to make use of both the results of 2005 and 2010 Global Media Monitoring Project in Nigeria to push for change in media coverage patterns to reflect gender balance and sensitivity. The advocacy work could be in the area of policy changes in respect of balanced representation of women and men in the news, employment of male and female reporters, and other policies that will give women more access to the media and representation in the news. The data provided by this project could serve as a persuasive tool in the process of lobbying media owners, media practitioners and other stakeholders to facilitate the gender-sensitive change in news coverage.

Sensitization and Training of Media Personnel

Media practitioners need to be sensitized on the trend in media representation of women in Nigeria. When media owners and practitioners are effectively sensitized, they will appreciate the need to ensure that people being employed as journalists would have undergone training in the area of gender-sensitivity in news coverage. The sensitization exercise could be backed up by seminars and workshops on how to ensure balanced gender representation in news coverage. The advocacy groups media and gender activists could use data provided in both the 2005 and 2010 Global Media Monitoring Project in Nigeria to lobby journalism training schools with a view to ensuring that courses that will provide knowledge on gender-sensitive journalism practice will be included in the school curriculum, where they are lacking. Courses on ethics, news selection, news values, media and society, are among those that can foster gender-sensitive news coverage in Nigeria. New approaches in teaching these courses, such as using the result of global Media Monitoring Project in the past fifteen years to back-up lectures, could be adopted.

Policy Initiatives

There is need for media managers and editorial board members to revisit their organizations with a view to injecting policies that will facilitate gender sensitive and balanced news coverage. Any policy-guide for achieving this aim should be backed-up with close monitoring to ensure adherence to implementation. For instance, an organization can say at least 40% of its news stories in a day or a newscast, as the case may be, should have women as people in the news. This should be properly monitored to ensure that reporters and other gatekeepers adhere to it. Media policy changes can go a long way in bringing about the desired balanced representation of women and men in the media.

Continued Monitoring at National and Regional Levels

This is saying that monitoring of media content should continue at both the national and regional levels without waiting for five years to elapse before the next Global Media Monitoring Project kicks off. Continued monitoring of media content will help in finding out whether the findings of the 2010 report are not changing towards a more balanced gender news representation. The skills and guides used in the 2010 project could be used in constant monitoring of the media at both national and regional levels to ensure consistency and a more professional journalism practice that is gender-sensitive.

It is expected that the implementation of these strategies would improve the coverage pattern in the Nigerian media to reflect gender sensitivity and balance. The position and impact of women in the society is vital. To this end, they should not be denied media access or coverage. One would expect then that the next Global Media Monitoring Project in 2015 will reflect a more balanced, sensitive and professional news representation of men and women in the Nigeria.

Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, and radio and television newscast to monitor base on the national media density. This was done to ensure that global results would reliably reflect the distribution of the world's news media, while respecting the need to balance results from smaller countries with those of larger countries. The numbers and selection of media outlets monitored in each country reflects the density and diversity –audience, ownership, language –of media in each country.

Efforts were made to ensure a uniform understanding and application of the methodology across the world. Clear instructions on how to code were provided. Some regional and national coordinators benefited from face-to-face or virtual training while others and the broader global teams of volunteer developed skills in monitoring through online self-administered tutorials. In one region, national coordinators were trained by the regional coordinator via teleconference. In some countries national coordinators provided advance training to volunteer monitoring groups.

In each country monitors coded the important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages defined as the pages devoted to national, international and, in some cases, regional news- were coded. Internet news was included for the first time in the global monitoring on a pilot basis in a few countries selected on the basis of the importance of the internet as a news source for local news consumers.

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media monitoring Africa (MMA) in south Africa was responsible for the quantitative analysis.

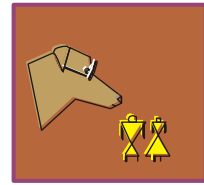
An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report who makes the News? The Global Media Monitoring Project 2010.

Annex 2.List of Monitors

1. Nkem Fab-Ukozor- National Co-ordinator,
2. Levi Chinaka Nwodu - Deputy National Co-ordinator,
3. Ifeanyi Onah - National co-ordinating Secretary.
4. Ilobi Fab Ukozor (Ph.D),
5. Ojel Anidi,
6. Okalla Fabian,
7. Gideon Ekeke,
8. Idoroyen Akpan (Ph.D),
9. Somto Sharon,
10. Ikeyi John,
11. Venatus Agbanu,
12. Stella Ukagba,
13. Ben Odigbo
14. Tony Ohanele.

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