

**Reporting Impunity:
Report from the Monitoring of Print Media
Coverage of Impunity Issues**



July 2013



Stop Impunity Nigeria

Reporting Impunity:

Report from the Monitoring of Print Media Coverage of Impunity Issues

A Publication of



For the

Stop Impunity Nigeria

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Preface

On May 16, 2013, the Stop Impunity Nigeria (S.I.N.) Project launched a national campaign against impunity. The Campaign is a collaborative effort by a multi-stakeholder group of civil society organizations, religious bodies and a Federal Government agency, aimed at re-orienting Nigerians and promoting new ethical values to free the country from the debilitating effects of impunity.

Given the critical role of the media in such a campaign, the implementing organizations also decided to monitor print media coverage of impunity issues for several months to see how the media was reporting the issues, beginning from June 2013. The broad purpose of the exercise is to provide independent and objective data on media coverage of issues of impunity.

For each month, the project monitors the amount of coverage given to relevant events as well as debates and discourse on issues of impunity; focusing more particularly on the thematic areas of the Stop Impunity Nigeria campaign, namely “Public Finance Management”, “Electoral Process”, “Rule of Law”, as well as “Patriotism, Ethical and Civic Responsibility”.

But the project also monitors the coverage of impunity issues in general as well as the reporting of the activities being carried out by the Stop Impunity Nigeria implementing organizations in the course of the campaign.

The Campaign therefore sought to monitor media coverage of issues of impunity in 10 selected daily newspapers. Specifically, the exercise consisted of the following:

- ◆ Identifying the types of impunity issues that are covered by the selected newspapers.
- ◆ Tracking, analysing and documenting the amount of space given to issues of impunity in the selected newspapers and how comprehensively these issues are reported and analysed.
- ◆ Tracking, analysing and documenting the frequency of media reportage of the thematic focus of Stop Impunity Nigeria Campaign.

- ◆ Tracking, analysing and documenting the pattern of reporting of issues of impunity, such as the prominence given to such issues, and the order in which they are reported relative to other issues and events in the selected newspapers.
- ◆ Reviewing coverage of issues of impunity in the selected newspapers to determine if the issues are getting adequate coverage.
- ◆ Identifying gaps in the coverage of impunity issues and finding ways of addressing them in order to increase and improve media reporting of the issues.
- ◆ Publishing regular reports, which will draw attention to patterns of reporting, the inadequacy or otherwise of analysis, commentaries and news, and provide a framework for increased reporting of issues of impunity in the media.

Media coverage of impunity issues is critically important in the context of the Stop Impunity Nigeria campaign because despite the advancements in information technology, conventional media remains one of the most important tools for public enlightenment. This is because the media has a great capacity to reach masses of people, providing them thereby with information on any issue, and influencing their thought processes and opinions.

The media is obviously, therefore, a very powerful tool in advocacy. The media can set agendas for the public simply by reporting an issue and they can influence public debate by what they choose to cover and the way they frame the issues. The media can also pressure policy-makers or decision-makers and ordinary citizens to act in a certain way. They can also project certain values which people then imbibe.

In particular, the media can play a critical role in raising public awareness and understanding of the issues of impunity which the Stop Impunity Nigeria Campaign is concerned with. In adopting a strategy of co-opting this media capacity, the Campaign is also seeking to build a body of knowledge about how the media actually covers the issues.

But the overriding expectation of the Campaign is that reports of the findings from the monitoring exercise will provide a barometer for the media as an institution as well as individual media organizations, to measure their performance in reporting on issues of impunity and undertake voluntary adjustments to improve the coverage of such issues, as part of their contributions to the campaign against impunity in Nigeria.

We hope that these monthly reports can help to make this a reality.

Edetaen Ojo

Executive Director, Media Rights Agenda

Introduction

This is the second in the series of reports on the monitoring of media reportage of issues of impunity by ten selected newspapers for July 2013. It is a part of an on-going Campaign by four implementing partners and three collaborating organisations to tackle impunity in Nigeria. The reports are presented monthly, the first being that of June 2013.

Tagged ‘Stop Impunity Nigeria (S.I.N.) Campaign’, the implementing partners are Human Development Initiative (HDI), Media Rights Agenda (MRA); Community Life Project (CLP) and Centre for Social Justice (CSJ). The collaborating organisations are Christian Association of Nigeria (CAN), Nigeria Supreme Council for Islamic Affairs (NSCIA), and National Orientation Agency (NOA).

The implementing partners are tackling impunity in four thematic areas: Electoral Processes; Patriotism, Ethical and Civic Responsibility; Public Finance Management; and Rule of Law. This media monitoring exercise monitored and analysed newspaper reportage of impunity in these four thematic areas, media reportage of the S.I.N. Campaign as well as under an omnibus ‘Others’ category.

The exercise identified relevant reports and analyses based on different criteria: these criteria include the number of relevant reports, a breakdown of the number according to newspapers and thematic area. It also monitored the space allocated by each newspaper to reporting identified issues of impunity as well as space allotted to reporting the issues according to the thematic areas.

The exercise also analysed the prominence given identified relevant reports, diversity or otherwise of these reports, the format (types) through which they were reported as well as the use of photographs to accompany the relevant reports.

This report is written in different subheads and presented in narratives, tables and charts to give explanations of the findings as well as present them in graphic details for full comprehension.

Findings

Relevant Reports Published

In July 2013, a total of 414 items were identified as relevant discourses in the ten newspapers monitored covering the different thematic areas. They were analysed for this report.

This month, The Nation newspaper reported the highest number of relevant pieces on impunity; its 88 identified relevant items constitute 21% of the total relevant items on impunity published in July 2013. The Nation was followed in the second place by Daily Trust with 54 relevant items which constitute 13% of the total identified in July.

In the third place was Guardian newspaper with 47 relevant items which account for 11% of the total; and closely was Punch newspaper with 46 relevant items and constituting approximately 11% as well. Daily Sun newspaper published 42 relevant items which came to 10% of the total found relevant to the monitoring exercise.

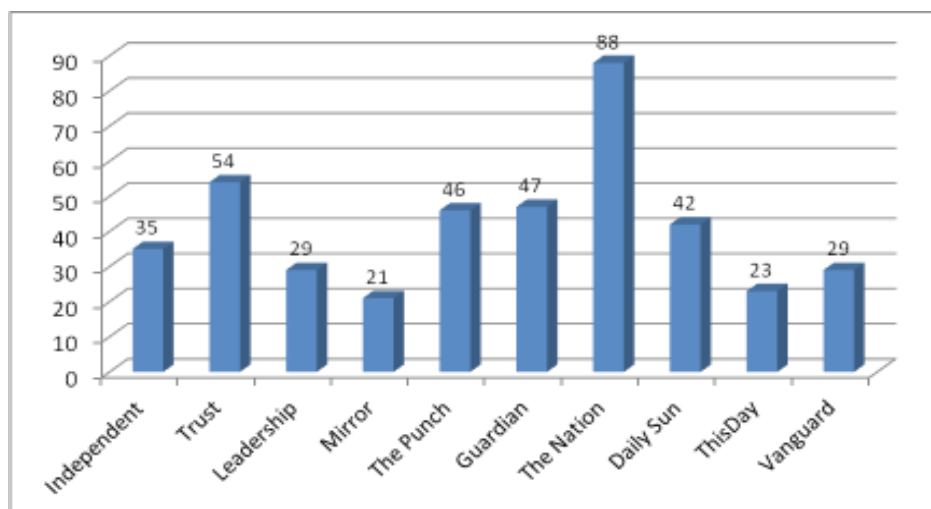
Daily Independent newspaper's 35 relevant items gave it 9% of the total and places it in the sixth position. It was followed in the seventh position by Leadership newspaper with 29 relevant items which amount to 7% of the total relevant items published: Vanguard newspaper also published 29 relevant items, also giving it 7% of the total relevant items on impunity published in July 2013.

ThisDay newspaper's 23 relevant items give it 6% of the total while National Mirror newspaper's 21 relevant items gave it 5% of the total items found relevant to the monitoring exercise.

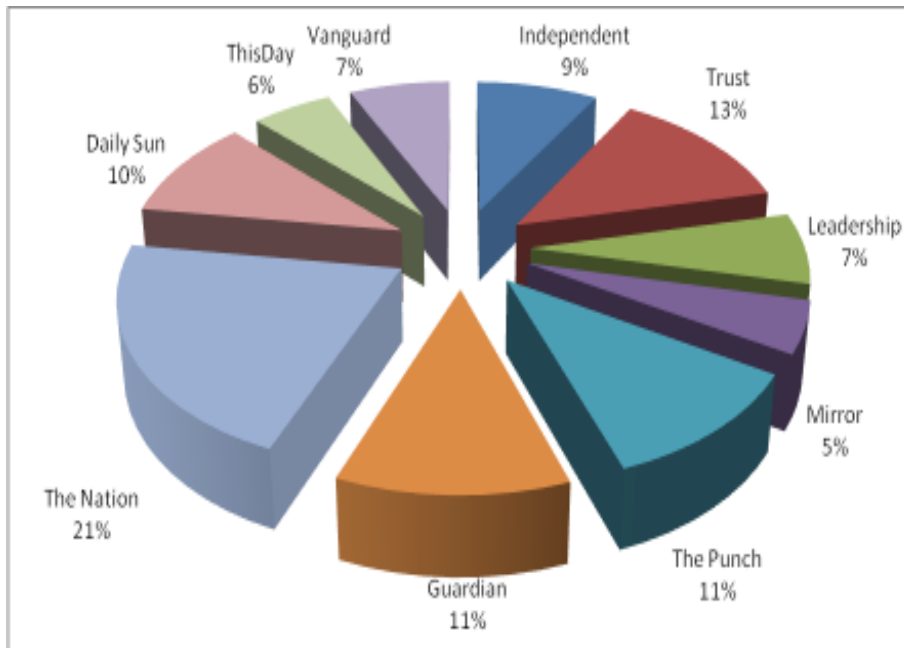
The table below shows the numbers of published relevant items identified and analysed in the ten newspapers in July 2013

S.N	Publication	Electoral Process	S.I.N. Campaign	Patriotism, E & CR	PFM	Rule of Law	Others	Total
1	Independent	0	2	31	1	1	0	35
2	Trust	0	0	30	1	23	0	54
3	Leadership	0	0	20	2	7	0	29
4	Mirror	1	0	11	1	8	0	21
5	The Punch	0	2	30	2	12	0	46
6	Guardian	4	2	20	1	19	1	47
7	The Nation	1	3	25	6	52	1	88
8	Daily Sun	3	3	25	0	10	1	42
9	ThisDay	0	0	11	0	12	0	23
10	Vanguard	0	0	26	0	3	0	29
	Total	8	9	204	8	95	2	414

The graph below shows the numbers of published relevant items identified and analysed in the ten newspapers in July 2013



The chart below shows the percentages of published relevant items identified and analysed in the ten newspapers in July 2013



Reportage on Thematic Areas

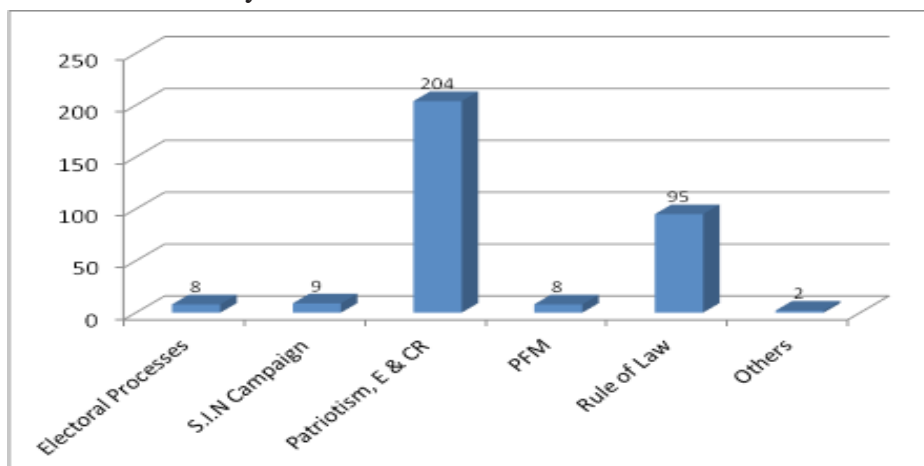
The lion share of published relevant items on issues of impunity were on the thematic area ‘Patriotism, Ethical and Civic Responsibility’: of the total 414 relevant items published on issues of impunity in July, 204 of them or 63% of it were on ‘Patriotism, Ethical and Civic Responsibility’.

The thematic area with the next highest number of reportage was ‘Rule of Law’ with 95 relevant reports constituting 29% of the whole.

The other thematic areas had far less reports than any of the first two: in fact none had as much reports published on it beyond nine (9). Reports on the ‘Stop Impunity Nigeria (S.I.N.) Campaign’ were nine (9) constituting 3%; those on ‘Electoral Processes’ were eight (8) just like those on ‘Public Finance Management’ with both thematic areas each accounting for 2% of the total report.

The omnibus ‘Others’ had two (2) reports accounting for approximately 1% of the total found relevant in July.

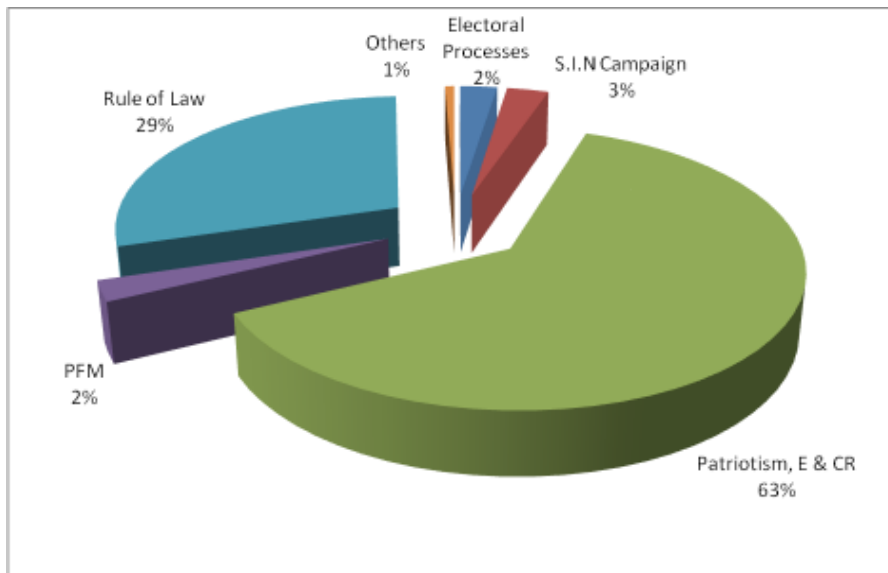
The graph below shows the numbers of published relevant items, according to thematic areas in July 2013



Key

- S.I.N. Campaign** - Stop Impunity Nigeria Campaign
- Patriotism, E & CR** - Patriotism, Ethical and Civic Responsibility
- PFM** - Public Finance Management

The chart below shows the percentages of published relevant items, according to thematic areas in July 2013



Space Allocated by Newspapers

In the month of July 2013, a total of 27,182.23 in² space was used to report identified relevant items by the ten newspapers; with a total of 145 in² space constituting the average newspaper page, this space translates to about 187.5 pages used in all of July 2013 to report issues of impunity by the ten newspapers.

National Mirror newspapers allotted the biggest space to report issues of impunity in July. The newspaper used 4,602.62 in² space to report issues of impunity. That space constitutes 17% of the total space used by all ten newspapers in July. It also translated to a total of about 31.7 pages or an average of one page per day of published materials on issues of impunity.

The Nation newspaper allotted the second biggest space giving issues of impunity 3,992.85 in² space in July. This space translates to about 27.5 pages and gave it 15% of the total space used by all the newspapers.

In third place was The Punch newspaper which allocated 3,695.26 in² space or 25.4 pages giving it 13% of the total space. The Guardian followed closely with 2,894.38 in² space or approximately 20 pages and which gives it 11% of the total space given by the ten newspapers. The Sun newspaper followed in the fifth position with 2,687.66 in² space which comes to about 18.5 pages and which gives it 10% of the total space.

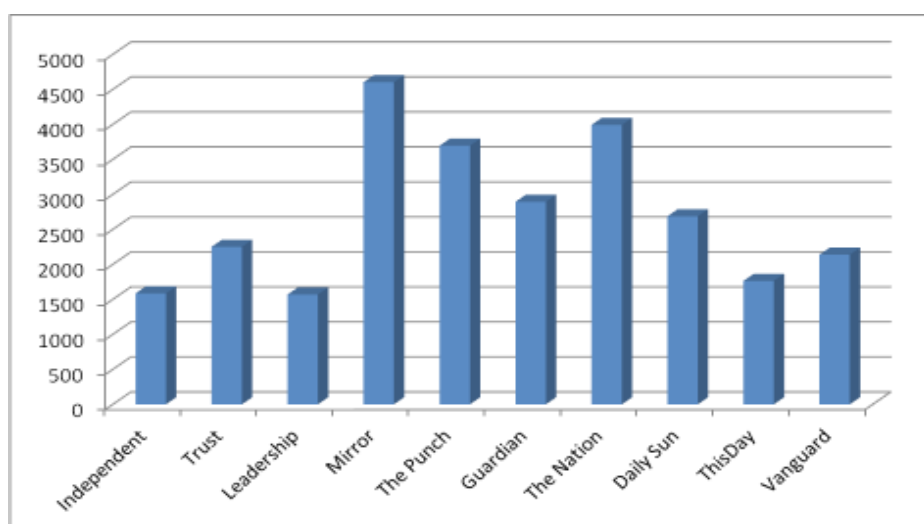
Daily Trust assigned the sixth biggest space with 2,250.99 in² space or about 15.5 pages and 8% of the total space allotted by all ten newspapers. In seventh place was Vanguard with 2,138.44 in² space or about 14.7 pages which also accounted for approximately 8% of the total space.

In the last three positions were ThisDay, Daily Independent and Leadership which all allocated 6% each to the total space allotted by the ten newspapers. ThisDay's 1,764.13 in² space amounted to about 12 pages; Daily Independent's 1,585.93 in² space amounted to approximately 11 pages while Leadership's 1,569.95 in² space also amounted to approximately 11 pages.

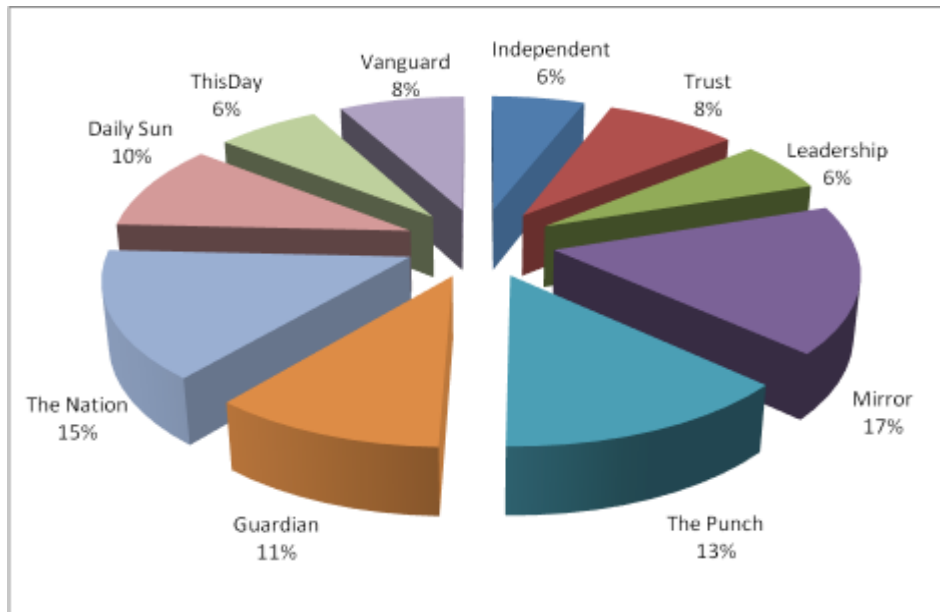
The table below shows the amount of space (in² space) allocated by each newspaper to the thematic areas in July 2013

S.N	Publications	Electoral Processes	Others	Patriotism, E & CR	PFM	Rule of Law	S.I.N. Campaign	Total
1	Independent	0	0	1474.2131	18.45	69.75	23.52	1,585.93
2	Trust	0	0	1060.99	30.96	1159.04	0	2,250.99
3	Leadership	0	0	973.87	151.9	444.18	0	1,569.95
4	Mirror	43.2	0	441.617	463.558	3654.253	0	4,602.62
5	The Punch	0	0	2507.05	117.1	959.71	111.4	3,695.26
6	Guardian	333.81	3.38	846.19	152.72	1381.22	177.06	2,894.38
7	The Nation	33.08	11.5	1362.182	260.22	2143.64	182.23	3,992.85
8	Daily Sun	136.228	29.016	1644.0538	0	627.986	250.384	2,687.66
9	ThisDay	0	0	564.28	0	1199.856	0	1,764.13
10	Vanguard	0	0	2060.07	0	78.37	0	2,138.44
	Total	546.31	43.89	12,934.9	1,194.9	11,718.0	744.59	27,182.23

The chart below shows the amount of space (in² space) allocated by each newspaper in July 2013



The chart below shows the percentages of the amount of space allocated by each newspaper to publishing issues of impunity in July 2013



Space Allocated to Thematic Areas

The newspapers allotted the biggest space to impunity issues on the thematic area 'Patriotism, Civic and Ethical Responsibilities' giving issues on this thematic area 12,934.9 in² space which comes to about 89 pages and account for 48% of the total space given the thematic areas. This means an average of three pages of relevant pieces were published daily on this thematic area.

The thematic area that got the second biggest space was 'Rule of Law' which was given 11,718 in² space which accounted for 43% of the total space given to the thematic areas and amounted to approximately 81 pages and about 2.6 pages of relevant items daily on this thematic area.

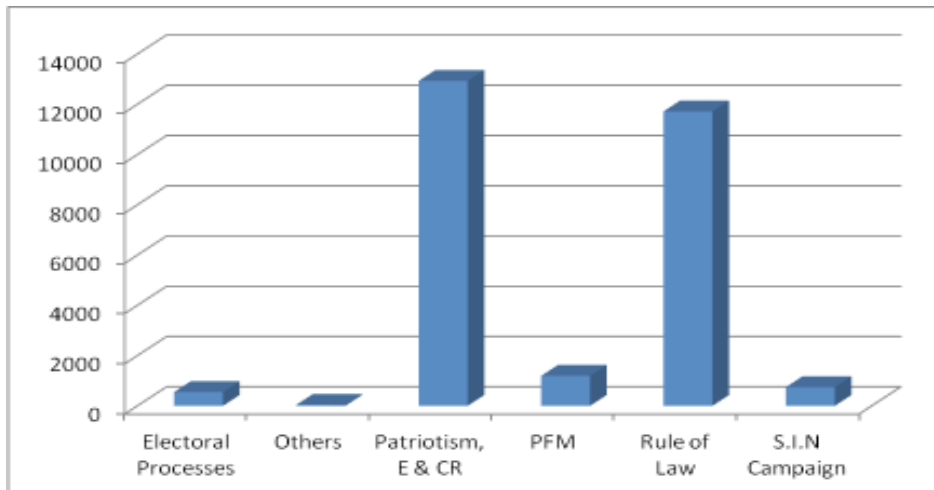
Coming a far third were issues on 'Public Finance Management' which were given 1,194.9 in² space. This space gives it 4% of the total space for the thematic areas and amount to about 8.3 newspaper pages of relevant pieces found in the whole of July.

In the fourth place were reports on the 'Stop Impunity Nigeria' (S.I.N.) Campaign which were allotted 744.59 in² space, accounting for 3% of the total space and amounting to about 5 pages of newspaper materials in July.

Reports on the thematic area 'Electoral processes' were allotted 546.31 in² space which translates to 3.7 newspaper pages and amounting to 2% of the total space.

In the last place were reports on the omnibus 'Others' which were given 43.89 in² space and amount to less than 1% of the total space and less than one newspaper page as well.

The chart below shows the amount of space (in² space) allocated to the thematic areas by newspapers in July 2013



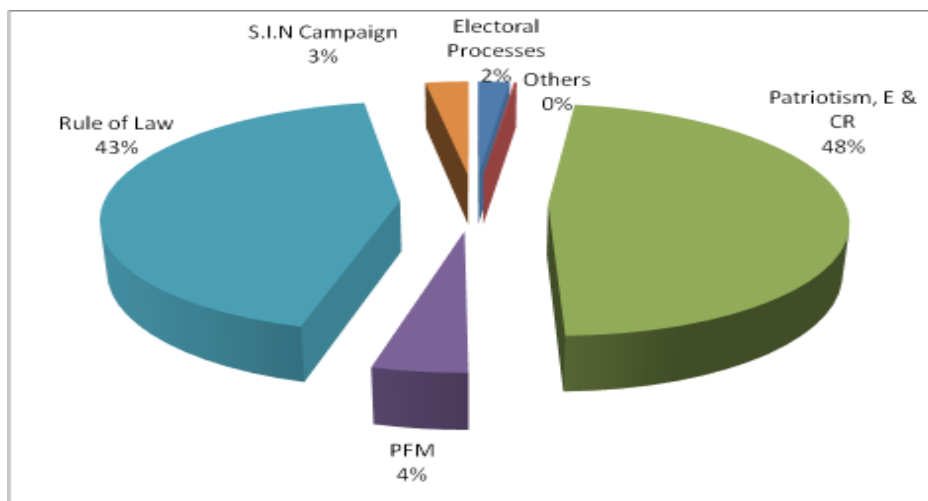
Key

S.I.N. Campaign - Stop Impunity Nigeria Campaign

Patriotism, E & CR - Patriotism, Ethical and Civic Responsibility

PFM - Public Finance Management

The chart below shows the percentages of the amount of space allocated to the thematic areas the newspapers in July 2013



Page Prominence

Majority of the reported relevant reports (82%) were tucked inside the pages of the newspapers monitored.

A total of 226 relevant reports which constituted 55% of the total relevant items for the month were reported as 'Major Inside Page'. Additionally, another 144 which constituted 27% of the total were reported as 'Minor Inside Page' reports. The relevant inside page pieces came to a total of 340 of the total 414 items and constituted 82% of the total relevant items identified.

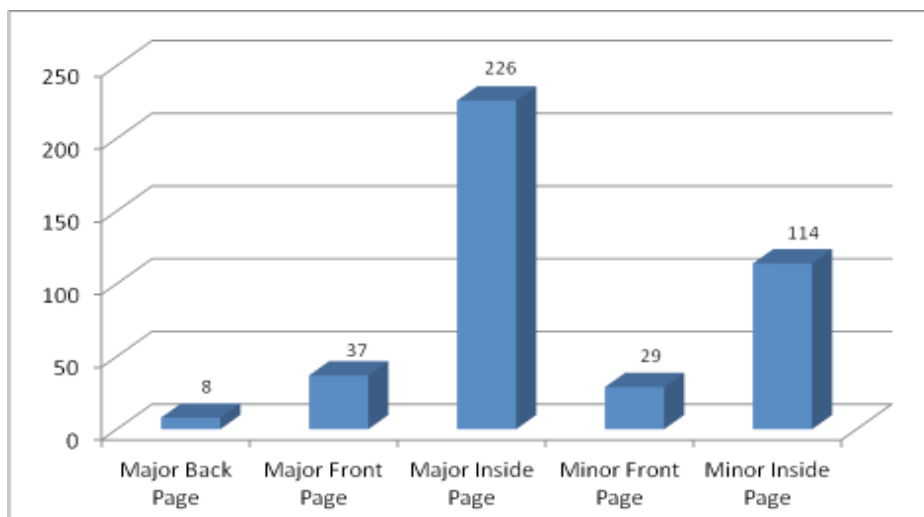
A total of 66 relevant items or 16% of the total relevant items were reported in the front pages. Of this number, 37 of them or 9% of the total relevant items were reported as 'Major Front Page' reports while 29 or 7% were reported as 'Minor Front Page' reports.

The remainder eight reports which constitute a paltry 2% were reported as 'Major Back Page' reports

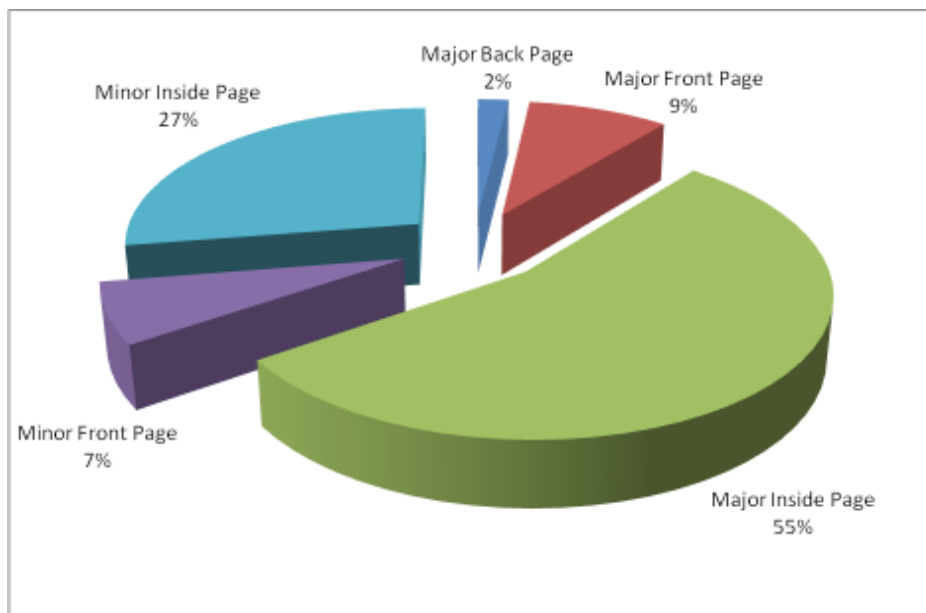
The table below shows the prominence given to publishing identified relevant items by the ten newspapers in July 2013

S.N	Publications	Major Back Page	Major Front Page	Major Inside Page	Minor Front Page	Minor Inside Page	Total
1	Independent	0	5	18	0	12	35
2	Trust	2	2	29	7	14	54
3	Leadership	1	2	9	4	13	29
4	Mirror	1	1	10	3	6	21
5	The Punch	1	1	27	5	12	46
6	Guardian	2	6	21	5	13	47
7	The Nation	0	10	49	4	25	88
8	Daily Sun	1	9	28	1	3	42
9	ThisDay	0	0	20	0	3	23
10	Vanguard	0	1	15	0	13	29
	Total	8	37	226	29	114	414

The chart below shows the prominence given to publishing identified relevant items by the ten newspapers in July 2013



The chart below shows the percentages of the prominence given to publishing identified relevant items by the ten newspapers in July 2013



Type of Reports

The majority of the identified relevant items were published as 'News Reports', a total of 272 of the total 414 which constitute 66% were published in this category.

Another 56 identified relevant items which constitute 13% were published as 'Features' stories by the newspapers while 34 of them were 'Editorials' and they constitute 8% of the total relevant reports published.

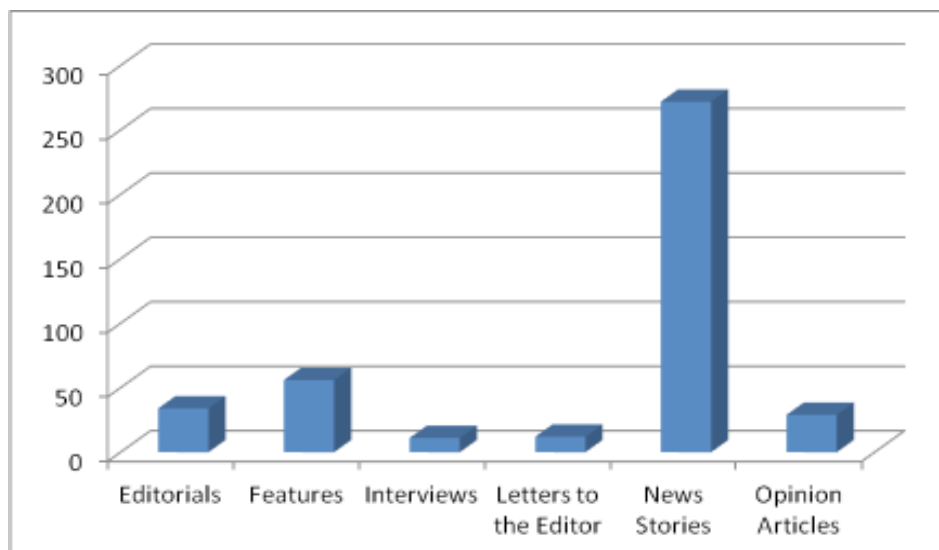
A total of 29 opinion articles were identified as relevant to the issues being monitored and they constitute 7% while there were 12 letters to the editor which dwelt on issues of impunity. These represent 3%.

There were 11 interviews identified as relevant to the issues of impunity published by the newspapers in July and that number also approximated to 3% of the total items identified as relevant to the monitoring.

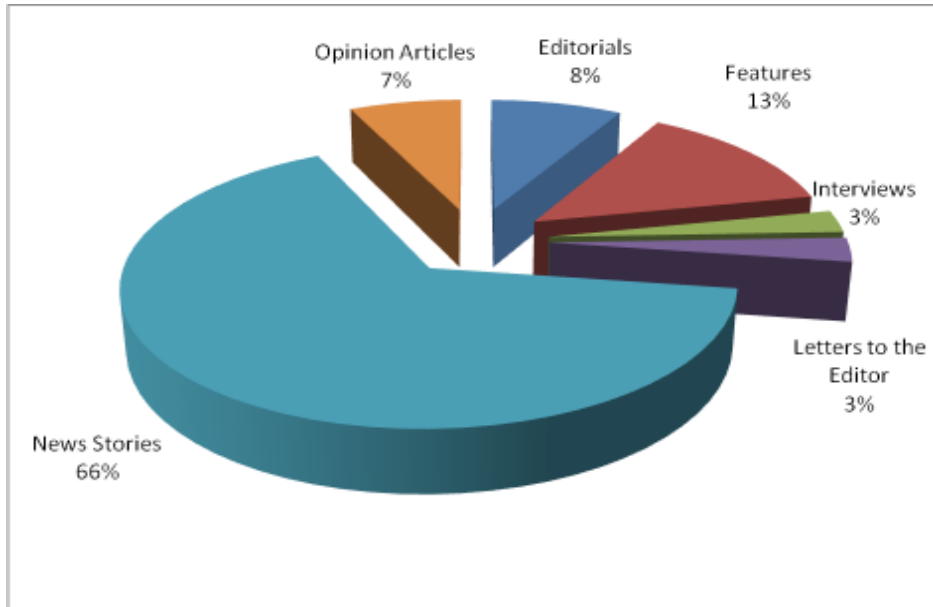
The table below shows the numbers of articles on the different types of reports

S.N	Publications	Editorial	Features	Interviews	Letters to the Editor	News Stories	Opinion Articles	Total
1	Independent	3	0	1	2	25	4	35
2	Trust	0	6	1	0	44	3	54
3	Leadership	0	5	1	0	22	1	29
4	Mirror	2	4	1	0	14	0	21
5	The Punch	2	15	3	0	22	4	46
6	Guardian	4	3	1	2	35	2	47
7	The Nation	15	14	1	6	42	10	88
8	Daily Sun	3	5	2	1	27	4	42
9	ThisDay	4	4	0	0	15	0	23
10	Vanguard	1	0	0	1	26	1	29
	Total	34	56	11	12	272	29	414

The chart below shows the numbers of articles on the different types of reports



The chart below shows the percentages of articles on the different types of reports



Diversity

The majority of the identified relevant items published in July were discovered to lack diversity of sources that makes a news report balanced. A total of 177 or 43% of the total were found to be “Not Diverse”.

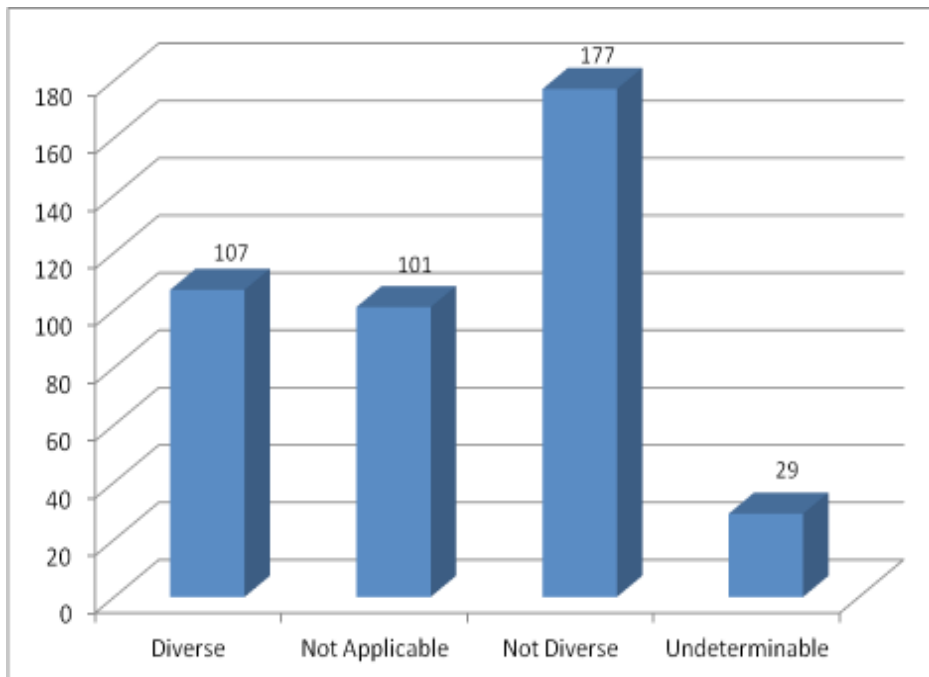
Those found to be diverse were 107 and they constitute 26% of the total while for 101 of the relevant items or 24%, the rule of diversity did not apply.

For the rest 29 relevant pieces which constitute 7%, their diversity was undeterminable.

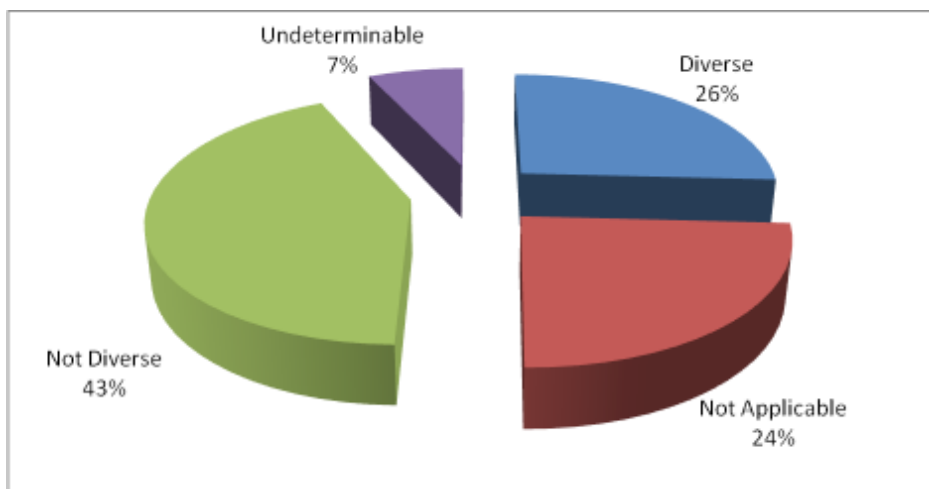
The table below shows the level of diversity of relevant items

SN	Publications	Diverse	Not Appli- cable	Not Diverse	Undeter- minable	Total
1	Independent	16	2	17	0	35
2	Trust	16	21	14	3	54
3	Leadership	4	8	17	0	29
4	Mirror	5	5	11	0	21
5	The Punch	11	13	22	0	46
6	Guardian	7	13	19	8	47
7	The Nation	37	17	30	4	88
8	Daily Sun	7	19	8	8	42
9	ThisDay	4	2	14	3	23
10	Vanguard	0	1	25	3	29
	Total	107	101	177	29	414

The chart below shows the level of diversity of relevant items



The chart below shows the percentages of diversity of relevant items



Photographs and Illustrations

A total of 287 photographs and illustrations were published to accompany the relevant reports. Both the nation and Daily Sun newspapers published 64 photographs apiece, sharing the first position as the newspapers that used the highest number of photographs.

The Punch followed with 43 photographs and The Guardian with 37 photographs. Daily trust published 25 photographs while Leadership and ThisDay newspapers both published 16 photographs apiece. National Mirror published eight photographs while Daily Independent and Vanguard newspapers both published 7 photographs apiece.

Photographs are necessary to show the parties involved, illustrate the story being told and help point out the issue, persons or situations being reported as captured by the lens of the camera man and sometimes to break the monotony of the report.

The table below shows the numbers of photographs published

Ser. No.	Publication	Total
1.	Daily Independent	7
2.	Daily Trust	25
3.	Leadership	16
4.	National Mirror	8
5.	Punch	43
6.	The Guardian	37
7.	The Nation	64
8.	Daily Sun	64
9.	Thisday	16
10.	Vanguard	7
	Total	287

Observations and Recommendations

There were nine reports of the ‘Stop Impunity (S.I.N.) Campaign’ which constituted 3% of the total reports for the July 2013. The word ‘impunity’ is becoming registered in the minds and vocabulary of Nigerians as the media begins to highlight the issue and report on it.

A total of about 187.5 newspaper pages were used to publish identified relevant items on impunity by the ten newspapers in July. This translates to an average of three newspaper pages of materials on issues of impunity published daily.

With an average of three newspaper-page reports on issues of impunity coming out daily, it can be said that the media is in a way setting the agenda for public discourse with issues of impunity in the menu.

Majority of the identified relevant items, 340 editorial items which constitute 82% of the total reports were tucked inside the pages of the newspapers monitored. In other words, 82% of the relevant reports did not get the highlight and visibility that front page reports get in newspapers.

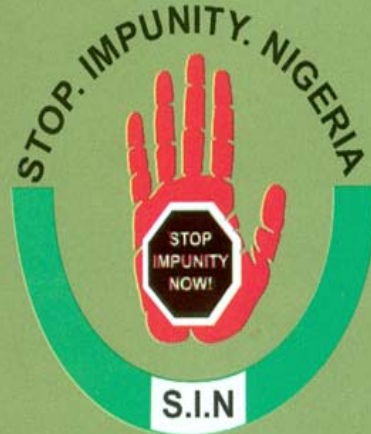
Only 66 relevant items or 16% of the total relevant items were reported in the front pages and got the highlight and visibility that front page reports get.

Reportage on issues of impunity deserves better visibility than it is currently getting. More reports of impunity should be given front page prominence so that members of the public who cannot afford to buy newspapers can at least glean them from media agenda menu on the front pages and the issues of impunity also get more public input.

Though most of the identified relevant items did not get front page visibility, they were reported as news story, a total of 272 items which constitute 66% of the total were published in this category thereby giving them relevance and prominence in another form.

A total of 177 identified relevant reports were not diverse in their sources and so did not present fair reportage.

Issues of impunity are most often controversial issues; the media will therefore do well to ensure that as much of their reports that deserve diversity of source are given the necessary diversity to make them fair and balanced.



Stop Impunity Nigeria

IMPLEMENTING NGOS



Community Life Project

PARTNERS



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NATIONAL ORIENTATION AGENCY



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