Monitoring Rural Poverty Reporting

A report of one-month survey of six newspapers reportage of rural poverty issues in Nigeria

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COUNTRY PROFILE / ORGANIZATIONAL BRIEFS

· **Country and media industry profile**

Nigeria: The **Federal Republic of Nigeria** is a constitutional republic comprising 36 states and a Federal Capital Territory, Abuja. The country is located in West Africa and shares land borders with the Republic of Benin in the west, Chad and Cameroon in the east, and Niger in the north. Its coast in the south lies on the Gulf of Guinea on the Atlantic Ocean.

Nigeria was colonised by the British between the late nineteenth and early twentieth century but became independent in 1960. Her first period of democratic rule – called the fist republic - was terminated by the military in 1966. The country subsequently fought a three year civil war to stop the secession of the Easter part as the Republic of Biafra. The second republic between 1979 and 1983 was short lived following the return to power of the military. The consequent period of prolonged military rule ended in 1999 when elections ushered in democratic rule under a new constitution.

Revered as the giant of Africa on the account of her population and resources, Nigeria is the most populous country in Africa and the seventh most populous in the world with an estimated population of about 165 million people. As a culturally diverse country, Nigeria has over 500 ethnic groups the largest of which include the Hausa/Fulani, the Igbo, the Yoruba, the Ijaws, and the Kanuri etc. The prominent religions include Islam and Christianity.

Resource-wise, Nigeria has vast deposits of liquid and solid minerals with oil accounting for about ninety percent (90%) of her external revenue. Nigeria is a member of both the Commonwealth of Nations, and the African Union and is listed among the "Next Eleven" economies.

Nigeria's media industry has recorded major landmarks since the Missionary, Henry Townsend, established the first newspaper called "Iwe iroyin" in 1859 and the first television station in Africa called 'Western Television' was established by Chief Obafemi Awolowo in the then Western region in 1959.

Media development statistics in the country reveals that over the past 20 years, the media industry in Nigeria has greatly expanded such that now, the nation boasts of over 200 government-owned broadcast stations, 120 private broadcast stations and over 40 daily newspapers and weekly magazines.

The Nigerian Constitution obligates the media to monitor governance and hold the government accountable to the people in accordance with the directive principles and policy of the state, which defines the primary purpose of governance as the welfare and security of the people. The extent to which the Nigerian media has met this constitutional expectation has always been a contentious issue with some analysts believing that media performance in this regard has been hampered by poor attention to citizen-driven development reporting.

The latter has continuously raised the stake for engagement, advocacy and capacity building to ensure that as the fourth estate of the realm, the media disseminates useful information to the society, sensitizes citizens on rights and responsibilities and promotes accountability and transparency for the goal of good governance and sustainable democratic development.

· About IPC

The International Press Centre - lPC, Lagos-Nigeria is registered with the Corporate Affairs Commission, through trusteeship, as a non-governmental and independent media resource centre.

It was established in 1999 as a component of the Media-for-Democracy (MFD) In Nigeria project initiated by the International Federation of Journalists (IFJ) in partnership with Article 19 (the International Freedom of Expression group), Reporters San Frontiers (Reporters Without Borders), West African Journalists Association (WAJA) and three Nigerian media groups: Media Rights Agenda (MRA), Independent Journalism Center (IJC) and Journalists for Democratic Rights (JODER).

The organization builds the capacity of Journalists for effective engagement with developmental issues and access to the media by marginalized groups; IPC also advocates freedom of expression, access to information, media independence and pluralism in Nigeria and Africa.

IPC's mission derives from the need to strengthen the media to fulfill its traditional and constitutional obligation of monitoring governance, serving as the society's watchdog and promoting democratic values.

Since its inception, IPC has demonstrated strong leadership in promoting development-focused media reporting of governance and politics; conflict sensitive journalism; journalists' rights and media independence; citizens' right to information; advocacy for neglected voices and publication of research-based media resource books.

· About WACC

The World Association for Christian Communication (WACC) is an international organization that promotes communication as a basic human right, essential to people's dignity and community. WACC works with all those denied the right to communicate because of status, identity, or gender. It advocates full access to information and communication, and promotes open and diverse media. WACC strengthens networks of communicators to advance peace, understanding and justice.

WACC's Communication and Poverty Program is concerned about the quality and quantity of mainstream news media reporting on poverty issues. As powerful institutions which shape the public's understanding, perception and engagement with their world, the mass media can play a vital role in poverty reduction. Effective media coverage of poverty issues from ground-breaking news articles to hard-hitting human stories can raise the level and quality of public debate on poverty reduction, with

implications for positive change in public policy. Yet pro-poor groups have found that the market-driven context within which media outlets operate call for continued efforts to engage and sensitize media professionals on the need for quantity and quality poverty reporting.

To this end, WACC's Communication and Poverty Program supports civil society-centred media monitoring on poverty-related issues. The monitoring findings are applied as empirical evidence for public and media awareness of and response to gaps in mainstream media coverage of issues affecting the poor.

PREFACE

The overriding purpose of the media monitoring survey of six major national newspapers in Nigeria is to use the outcomes and findings as baseline information on the state of media reportage of rural poverty in Nigeria and work towards bridging any identified capacity gaps.

As a country report, the findings are also to be used as an advocacy material/working document to build the capacity of the Nigerian media to mainstream poverty concerns into news content and engage media stakeholders on the imperative of increasing citizens' voice in media reports so as to serve as catalysts of change and policy shift by relevant institutional stakeholders – state and non-state.

The immediate interventions to be carried out following the release of this report include a roundtable with editors on mainstreaming poverty concerns into editorial content and a workshop for journalists on reporting poverty issues.

Apart from the direct participants in the proposed roundtable and workshop, the target beneficiaries of the publication will also include other editors and reporters, journalism and mass communication students as well as researchers interested in the Nigerian media coverage of development issues.

IPC looks forward to feedbacks from those who may have course to make use of the publication, which is a component of the project on "Monitoring & strengthening the capacity of the media to report and mainstream rural poverty issues" by the International Press Centre (IPC), Nigeria.

The project is supported by the Communication and Poverty Program of the World Association For Christian Communication (WACC), Toronto, Canada.

LANRE AROGUNDADE

Director, IPC/Head, Project team

ACKNOWLEDGEMENT

Executive Summary

This report covers the outcome of an extensive survey and monitoring of the coverage of poverty issues by six Nigerian national newspapers, The Punch, The Guardian, Vanguard, Thisday, Sun, and The Nation for the month of April 2013.

The newspapers were selected because they shared the common features of national circulation, independent ownership and similar operational conditions, with Lagos as their headquarters. Though circulation statistics fluctuates, and is not the same as sales figure, it is estimated that the daily circulation figure of the selected newspapers, possibly range between 70,000 copies on the lower limit and 125,000 on the upper limit.

Since all the newspapers are national in orientation, the indices that were used for their monitoring could serve as a gauge of the Nigerian print media's reporting of rural poverty.

The first chapter of the report is the introduction. It provides deep insight on the conception of the project, the character of the selected newspapers and the monitoring exercise. The introduction also situates the rationale for the monitoring within the context of observations about the Nigerian media performance on development reporting in general and poverty reporting in particular.

The second chapter focuses on the methodology of the newspapers' monitoring with brief explanations on the indicators that were monitored such as space allocation, prominence (placement) of the reports, the fourteen subject issues and the genre (or context) of the reports.

Chapter three of the report contains the main findings of the monitoring exercise. The chapter also provides details of the analysis as well as graphical representation of the findings. In focus here are indices such as total newspaper space, total news space on poverty reportage, percentage representation of relevant space on poverty reporting, total number of reports on poverty issues, the genre (context) of the reports, the location of the stories (page placement), gender character of the reports, functions of the story and how the story identifies the person(s) involved. The chapter also details the analysis of findings for the respective media on the number of quoted voices per report, the tone of the story in relation to poverty/the poor, analysis of who the story said was responsible for the problem, whether or not the reports challenged stereotypes about the poor, the balance and the dominant voices that served as sources in the reports.

Chapter four offers a comparative analysis of the key indices from outcomes of the media monitoring exercise. Highlights of the analysis of some of these key indices include the following:

Prominence (Placement)
- Most of the reports by the six newspapers were located on the inside pages
- The **Punch** gave the most prominence as it had two (2) picture stories on its front page and published two (2) editorials.

The Total News Space
- **The Punch** have the highest space content of stories/reportages on rural poverty issues with a total representative percentage of 6.8% of its total news/report content page.
- **ThisDay** came next with a total representative percentage of 5.8% of its total news/report content page.

Comparison of genre: News vs. Features/Investigation
- **Daily Sun** had the highest number of poverty issues that were reported as features/investigations. It had had 32 features/investigative reports out of a total of 67 reports, representing 47.8% of its reports on poverty issues.
- **ThisDay** newspaper came next. The paper had eighteen (18) features/investigative reports out of a total of twenty seven (27) reports, however with a higher percentage of 63 as it had fewer reports on poverty issues compared with Daily Sun.

The Scope of the Reports
- The **Nation** newspaper was found to have the highest scope of its reports focusing on local rural issues/areas with a percentage of 32.1%.
- **Vanguard** newspaper was found to have the highest scope of its reports focusing on local urban issues/areas with a percentage of 77%.

Tone of story with regard to poverty/the poor
- **The PUNCH** newspaper had the highest number of most sympathetic reports with 267 out of a total of 279 reports (representing 96%) having tones sympathetic to poverty issues and the cause and concerns of the poor.
- The **NATION** was the newspaper with the second highest number of most sympathetic reports. It had 95 reports out of a total of 109 reports (representing 87%) having tones sympathetic to poverty issues and the cause and concerns of the poor.

The concluding fifth chapter draws from the analysis of the findings to make far reaching recommendations on measures to improve media coverage and reportage of rural poverty issues. The major recommendations are that:

✓ Journalists should be urgently sensitized to interpret their social responsibility as including raising awareness on poverty issues and therefore should use their reporting to influence needed policy changes and reforms especially as it concerns local rural poverty, which is the most prevalent.

✓ Journalists and media establishments should be engaged and mentored towards making rural poverty reporting an indispensable component of development reporting.

- ✓ Media institutions should be convinced of the need to consider poverty in general and rural poverty in particular as specialized area of reporting that requires special desks and constant capacity building.

- ✓ Media and journalistic capacity should be built on the tools and methodologies of mainstreaming poverty concerns into media reportage of development issues. Media institutions should be encouraged to adopt editorial policies and frameworks that espouse the eradication of poverty.

- ✓ The media and civil society platforms working on the eradication of rural poverty should embrace mutually beneficial partnership such that the CSOs can serve as credible sources and contacts for the media while the media can in turn give greater attention to their issues.

- ✓ Journalists should do more of 'issues behind the news' reporting, to bring to the front burner, ideas that will encourage government and other institutional stakeholders to be more responsive and responsible to the challenge of eradicating poverty.

- ✓ Funding organizations should give more and deliberate support to NGOs working on building the capacity of the media towards incorporating poverty reporting into their professional and ethical obligations.

- ✓ Funding organizations should continue to assist media support groups with resources for periodic media assessment, research and survey on coverage of rural poverty issues the outcomes of which are needed for the design of intervention programs.

- ✓ Media organizations should be encouraged to develop internal monitoring mechanisms of their editorial performance on the reporting of poverty issues in general and local rural poverty issues in particular.

CHAPTER ONE

Introduction

The purpose of the project on "Monitoring & strengthening the capacity of the media to report and mainstream rural poverty issues" is to build the capacity of the Nigerian media to positively engage with poverty concerns in reporting.

The monitoring component of the project is expected to provide baseline information for the development of a media capacity building intervention programme aimed at bridging identified capacity gaps in media reportages of rural poverty issues. The findings are also meant to create a template for engaging media stakeholders on the imperative of increasing citizens' voice in media reports as catalysts of policy change by relevant stakeholders.

This report derives from a one-month media monitoring of reportage and coverage of rural poverty issues by six top Nigerian newspapers.

The Punch **()** is a daily national newspaper described as Nigeria's most widely read. For three consecutive years (2009-2012), the newspaper won the DAME Newspaper of the Year award. The Punch prides itself as being guided by the principles of factual, balanced and fair reporting and commentaries. Published in Lagos, the newspaper was founded in 1973.

The Guardian **(http://www.ngrguardiannews.com)** is a daily national newspaper published in Lagos, Nigeria. *The Guardian* is described as "Nigeria's most respected newspaper", while it prides itself as the *flagship* of the Nigerian press. **E**stablished in 1983, *The Guardian* was a pioneer in introducing high-quality journalism to Nigeria with thoughtful editorial content. Its reportage is said to be guided by conscience, nurtured by truth.

Vanguard **(http://www.vanguardngr.com)** is a daily national newspaper published in Lagos, Nigeria. Established in 1984, *Vanguard* is one of the leading newspapers in the country. The newspaper cherishes being acknowledged as the most entertaining, refreshing, authoritative, and reader friendly newspaper in the country with a reportage that aims to serve the people through unflinching commitment to free enterprise, the rule of law and good governance.

Thisday **(http://www.thisdaylive.com)** is a daily national newspaper published by Leaders & Company Ltd in Lagos and Abuja since January 22, 1995. The newspaper thrives on robust business and political reporting as well as the breaking of big news stories. *Thisday* rates itself as a high profile newspaper that appeals to both young and old because of its straightforward news reporting, strong editorial content, lifestyle features and business coverage.

***Daily Sun* (http://sunnewsonline.com**) is a national newspaper incorporated on March 29, 2001 and published in <u>Lagos</u>. It is described as the highest selling newspaper in Nigeria with a target audience of young adults in the 18 to 45 year age bracket and the upper middle economic class. The paper crowns itself as Nigeria's king of tabloid and the voice of the nation with attempts to offer quality information similar in format to the popular Sun newspaper of the United Kingdom.

***The Nation* (<u>http://thenationonlineng.net</u>**) is a daily national newspaper which started publishing in 2006 in <u>Lagos</u>, <u>Nigeria</u>. According to a 2009, survey it was the second most read newspaper in Nigeria. The paper acclaims itself as standing for truth in defence of freedom with the mission to provide the general public with information they need to be free and self-governing in a democratic society. Its target audience include the business and political elite, the affluent, the educated and the upwardly mobile.

In deciding to monitor the aforementioned newspapers, IPC took into account various insinuations and perceptions in some quarters that the Nigerian media was not doing enough of development and citizens-driven reporting, especially in relation to poverty issues. IPC also considered allegations that the media was fast becoming a tool in the hands of politicians, who get favourable media mention besides playing up issues of political bickering between political opponents, rather *than reporting developmental issues that have direct impact on the citizens.*

The monitoring exercise therefore sought to verify the allegations through critical analysis of the findings. Thus, the idea was not just to identify the gaps but also explore ways of overcoming whatever the challenges are, that hinder the media from performing its statutory obligations to the citizen. The intervention that the reports aims to provide includes building the capacity of journalist to set development agenda by ensuring that poverty issues are mainstreamed into state and national development policies. The report will also be used to engage media stakeholders on how to improve media reportage of rural poverty issues with the ultimate aim of contributing to poverty reduction.

The six newspapers were independently monitored for their reportages of poverty issues for the month of April, 2013. The monitoring covered twenty two (22) working days during which certain important elements of coverage rural poverty issues were examined and analyzed.

CHAPTER TWO

Methodology

The monitoring was done through a survey of all reports in the six selected newspapers for twenty two working days in the month of April, 2013. It entailed the identification of the relevant reports that are poverty related based on highlighted subject issues. The issues were then analyzed according to certain key reporting elements. These elements were further empirically analyzed using certain key reporting indices and indicators.

Three media monitoring/research experts with the requisite monitoring and analytical skills were contracted to conduct the monitoring exercise, in addition to a supervisory media monitor/research expert and a research analyst.

Prior to the commencement of the monitoring, some codes were developed by IPC and WACC for easy collation, processing and analysis of data. In-house trainings were subsequently conducted for the media monitors for the purpose of understanding and making use of the codes.

The indices and indicators that were used include the following:

· **The dimensioning of the news space content**
This was calculated according to the page size of the respective newspapers as indicated in the following table:

2.1.

S/N	PUBLICATION	HEIGHT (Inches)	WIDTH (Inches)	PAGE SIZE (Inches^2)
1.	Punch	13.5	10	135
2.	Guardian	14.5	10.2	148
3.	Vanguard	14.5	10	145
4.	Sun	13.5	9.5	128
5.	Thisday	14.5	10.2	148
6.	Nation	13.5	10.2	138

■ **Prominence (Placement)**
This looked at the placement of the story (i.e. the identified relevant subject issue) on the front page, the editorial page, the inside page or the back page. News stories published on the front page are regarded as strategic because it means the editors consider them more important than other news stories. These front page news items also receive more attention from readers than others. Issues on the editorial pages are also of significance as they indicate the direction of the editorial policy of the newspaper.

- **Subject issues**
  The issues that were monitored were those addressing different subject heads
  including:

  - ✓   Credit: Lack of/inadequate access to credit
  - ✓   Education: Lack of education, low education, illiteracy...
  - ✓   Employment: Unstable employment, unemployment...
  - ✓   Exclusion: Isolation, marginalization, social exclusion....
  - ✓   Food: Hunger, famine...
  - ✓   Health: Inadequate health care, lack of access to care, disease ...
  - ✓   Housing: Precarious living conditions, homelessness...
  - ✓   Infrastructure: Poor infrastructure (roads, telecommunications...)
  - ✓   Land rights: Lack of land tenure, ownership....
  - ✓   Mental issues: Mental health issues, depression....
  - ✓   Sanitation: Poor sanitation...
  - ✓   Water: Inadequate access to clean water...
  - ✓   Poverty in general, concrete issues unspecified.
  - ✓   Other stories on poverty.

- **The Genre (or context) of the reports**
  This was monitored in the respective newspapers under the categories of News, Features, Investigations, Interviews, Article (columns), Editorial, Opinion (Letters to the editor), Cartoon, Photograph and others.

- **The total news space**
  This includes the total newspaper content page, less all advertorials.

- **The Space allocated for the different subject issues**
  This was calculated in square inches to determine the actual space used to report the issues of the subjects being monitored by each of the newspapers.

- **The scope of the reports**
  This was monitored to situate the geographical coverage of the reports. The indices used include: Do not know or Not Applicable, Local rural, Local peri-urban, Local urban, National, Regional and International.

Other indices monitored included reports classified as:
- Reference to poverty-related legislation or policy
- Images (ratio of women to men in the image).
- Sex
- **Socio-economic Class**
- Age (only if stated)
- Occupation or position
- Function in the news story: issues and persons referred in the story.
- How does the story identify the person?
- Is the person directly quoted?
- Is there a photograph of the person in the story?

- What is the tone of the story with regard to poverty/the poor?
- Who does the story say is responsible for the creation of the problem?
- Does the story clearly challenge stereotypes about the poor?
- Does this story warrant further analysis?

- **Sources of the reports in relation to dominant voice by class specification**
  This involves noting sources that were the dominant voice in the report, such as Government executives (Presidency sources, Federal MDAs, State Government, Local Govt), Politicians, Experts, Civil society, The masses, etc.

- **Source of the report in terms of its information channel**
  This looked at the report in terms of whether it was from Press briefings/Conferences; Press releases/statements; Special reports/Investigations; Media coverage of an event and Interviews.

CHAPTER THREE

Report Findings

1.   OUTCOMES AND INDICES FROM PUNCH NEWSPAPERS

**Summary of findings on key indices for the period of monitoring
(Mondays to Fridays of April 2013)**

- Total newspaper space: 131,965 inch sq
- Total news space on poverty reportage: 8939 inch sq.
- Percentage representation of relevant space on poverty reporting (approx): 6.8%

Total no. of reports on poverty issues: **279**

Genre (context) of the reports
- No. of reports as News: 217
- No. of reports as Features: 9
- No. of reports from Investigations: 8
- No. of reports as Interviews: 2
- No. of reports as Article (columnist):   1
- Editorial report: 2
- Opinion (Letters to the editor):   8
- Cartoons: 12
- Photographs: 20

3.1.1.
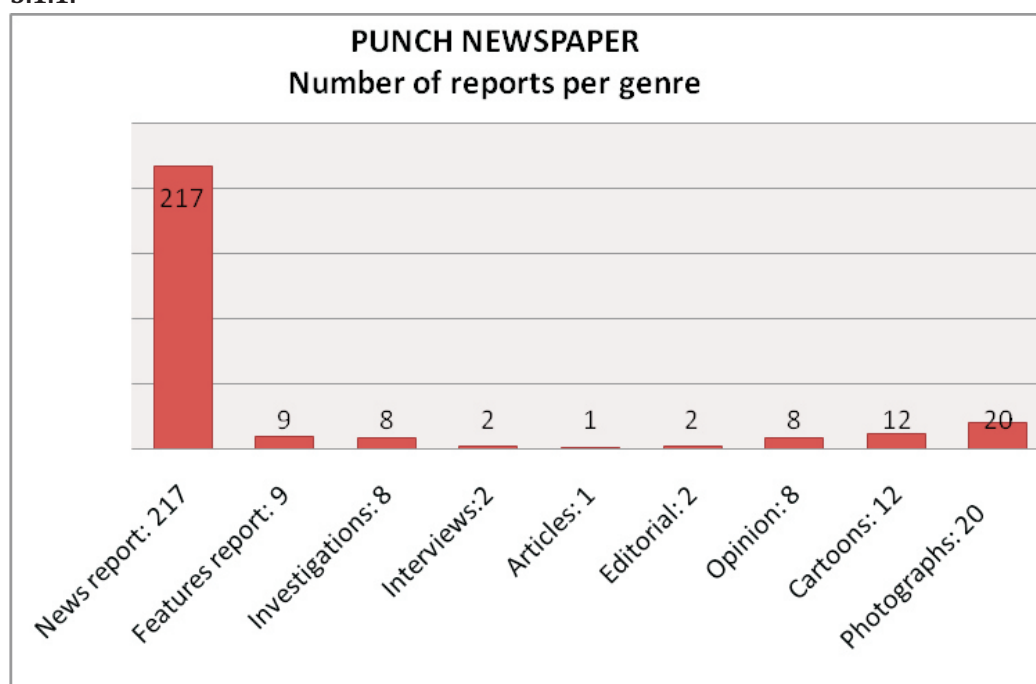
Placement of stories:

- Front page: 2 (pictures)
- Inside page: 277
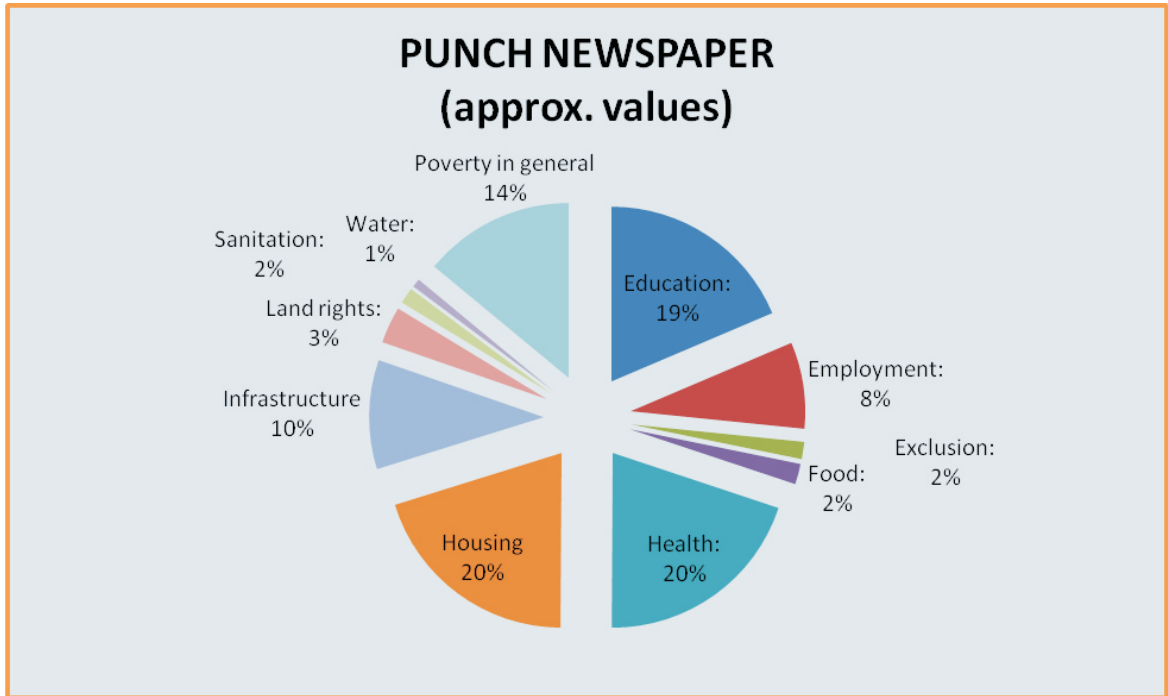- Back page: nil

Space allocated to key relevant subject issues in percentages and scope of the report: (see table below)

3.1.2.

SUBJECT ISSUES	RELEVANT SPACE IN INCH^2	% OF RELEVANT SPACE	SCOPE OF THE REPORT
Credit	Nil	-	-
Education	1660	18.6%	Out of 52 reports , 1 was an international issue of education, 1 regional, 4 national, 34 local urban, 4 local peri -urban and 8 local rural.
Employment	715	8%	Out of 22 reports, 1 was on international poverty issues of employment, 1 regional, 4 national and 6 local urban; 1 local peri-urban and 10 lo cal rural.
Exclusion	146	1.6%	The 4 reports local rural .issues
Food	166	1.9%	Out of 6 reports , 1 international, 3 national, 1 local urban and 1 local rural.
Health	1784	20%	Out of 52 reports, 19 were on national poverty iss ues, 20 local urban, 3 local peri -urban and 10 local rural.
Housing	1801	20.1%	Out of 53 reports, 3 were on national poverty issues, 34 local urban, 3 local peri -urban and 13 local rural.
Infrastructure	907	10.1%	Out of 40 reports, 9 were on national poverty issues, 14 local urba n and 17 local rural.
Land rights	305	3.4%	Out of 3 reports, 1 covered local urban issues and 2 local rural.
Mental issues	Nil	-	-
Sanitation	135	1.5%	Out of 4 reports, 1 was national, 2 local urban and 1 local rural.
Water	72	0.8%	Out of 5 reports , 2 were national, 1 local urban and 2 local peri urban.
Poverty in general	1251	14%	Out of 39 reports , 2 were international, 11 national, 11 local urban, 2 local peri -urban and 13 local rural.
Other stories on poverty	Nil	-	-

3.1.3 GRAPHICAL REPRESENTION OF SPACE PER SUBJECT ISSUES

**PUNCH NEWSPAPER
(approx. values)**

- Poverty in general 14%
- Sanitation: 2%
- Water: 1%
- Land rights: 3%
- Infrastructure 10%
- Education: 19%
- Employment: 8%
- Exclusion: 2%
- Food: 2%
- Housing 20%
- Health: 20%

Issues in the report relating to sex of persons involved

- Stories relating to women alone: 3 reports
- Stories relating to men alone: 2 reports
- Stories relating to both men and women: 268 reports
- Stories not applicable to sex: 6 reports

Functions in the story

- Persons referred to are main subject of issues in reports: 179 reports
- Persons referred to are spokesperson(s) on issues in reports: 75 reports
- Persons referred to are expert(s) or commentator(s) on issues in reports: 15 reports
- Persons referred to gave personal experience of issues in reports:nil
- Persons referred to are eye witness of issues in reports: 6 reports
- Persons referred to represent popular opinion on issues in reports: 4 reports

How the story identifies the person(s) involved

- As a passive victim receiving or waiting to receive assistance: 95 reports
- As an active agent working to change the situation: 180 reports
- Do not know: 4 reports

Is the person directly quoted?

Yes: 258 reports
No: 6 reports
Not applicable (a secondary source is quoted):   15 reports

What is the tone of the story in relation to poverty/the poor?

Sympathetic: 267 reports
Unsympathetic: 8 reports
Neutral: 4 reports

Who does the story said is responsible for the problem?

Government officials: 95 reports
The citizens: 18 reports
Does not say: 136 reports
Cannot tell: 30 reports

Does the story challenge stereotypes about the poor?

Disagree: 198 reports
Agree: 70 reports
Neutral: 5 reports
Do not know/ not sure: 6 reports

Does the story warrant further analysis

No, story is fairly balanced: 260 reports
Not applicable: 34 reports

Dominant voice as source in the reports

- Presidency sources: 8 reports
- Federal MDAs: 15 reports
- State Government: 40 reports
- Local Govts: 5 reports
- Politicians: 3 reports
- Experts: 65 reports
- Civil society: 10 reports
- The masses: 133 reports

Source/platform from which the reports emerged

- Press briefings/Conferences: 12 reports
- Press releases/Statements: 34 reports
- Special reports/Investigations: 8 reports
- Media coverage of event: 220 reports
- Interviews: 5 reports

2.   OUTCOMES AND INDICES FROM THE GUARDIAN NEWSPAPERS

**Summary of findings on key indices for the period of monitoring (Mondays to Fridays of April 2013)**

- Total newspaper space: 95,605 inch sq
- Total news space on poverty reportage: 1479 inch sq
- % representation of relevant space on poverty reporting (approx): 1.5%

Total no of reports on poverty issues: 30 reports

Genre (context) of the reports

- No. of reports as News: 18
- No. of reports as Features: 4
- No. of reports from Investigations: 1
- No. of reports as Interviews: nil
- No. of reports as Article (columnist): 3
- Editorial report: nil
- Opinion (Letters to the editor): 1
- Cartoon: 1
- Photograph: 2
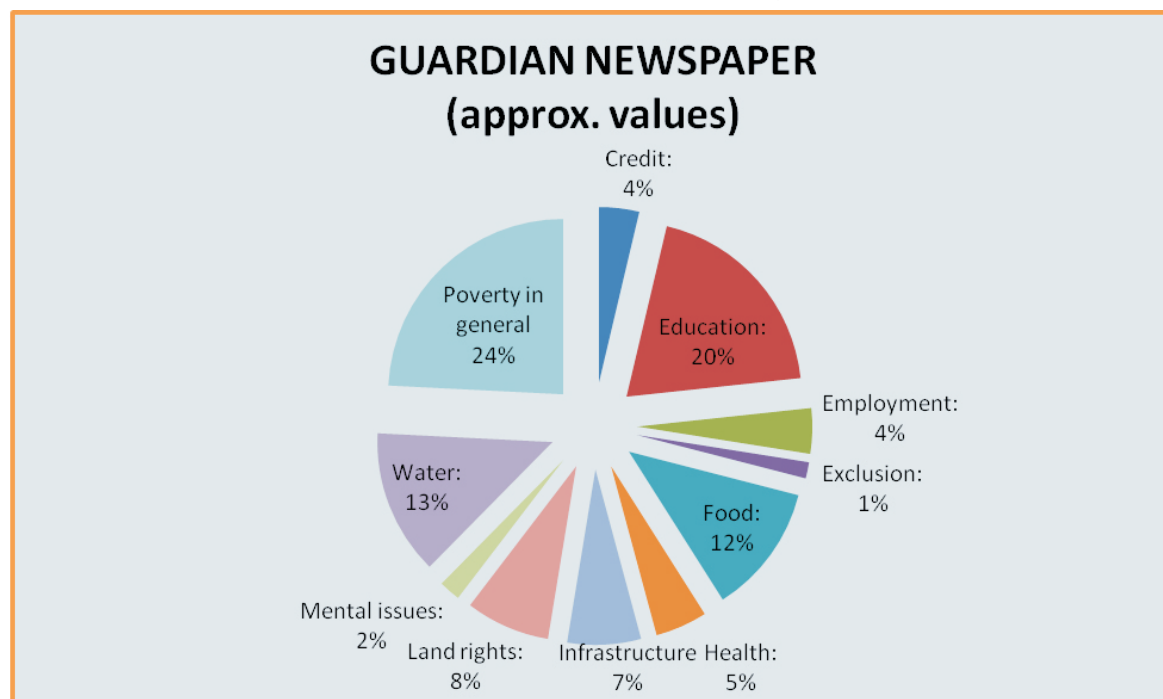
3.2.1
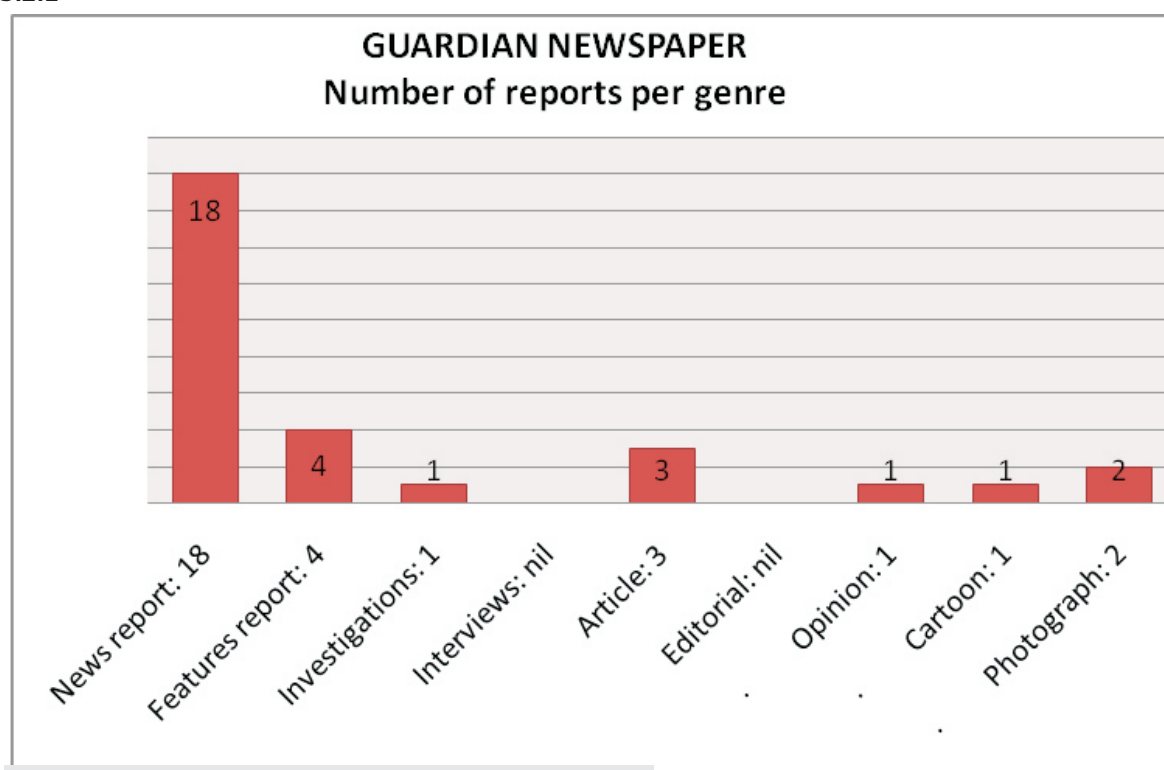
Placement of stories:

- Front page: Nil
- Inside page: 28
- Back page: 2

Space allocated to key subject issues in relation to relevance in percentages and scope of the report: (see table below)

3.2.2.

SUBJECT ISSUES	RELEVANT SPACE IN INCH²	% OF RELEVANT SPACE	SCOPE OF THE REPORT
Credit:	55	3.7%	The scope of the 2 reports was local peri-urban
Education:	290	19.6%	Out of 4 reports , 1 was on national issues, 2 local urban and 1 local peri - urban.
Employment:	62	4.2%	Out of 2 reports , 1 was local urban and 1 local peri - urban.
Exclusion:	22	1.5%	Only 1 report on local peri -urban issues.
Food:	178	12%	There were 2 reports ; 1 was on national issues, and 1 on local urban issues.
Health:	71	4.8%	There were 3 reports; 1 was on national issues and 2 on local urban issues.
Housing	Nil	-	-
Infrastructure	100	6.8%	Out of 3 stories, 1 was local urban and 2 local rural issues.
Land rights:	115	7.8%	Out of 3 reports , 1 was on local urban and 1 local rural issues. The third was not applicable to any scope.
Mental issues:	30	2%	1 story was on local rural area.
Sanitation:	NIL	-	-
Water:	198	13.4%	1 story on local rural area.
Poverty in general	358	24.2%	Out of 8 repo rts, 1 was on national issues, 5 were l ocal urban, 1 local peri -urban and 1 local rural issue.
Other stories on poverty		-	-

GUARDIAN NEWSPAPER
(approx. values)

Credit: 4%
Poverty in general 24%
Education: 20%
Employment: 4%
Exclusion: 1%
Water: 13%
Food: 12%
Mental issues: 2%
Land rights: 8%
Infrastructure 7%
Health: 5%

Issues in the report relating to sex of persons involved

- Stories relating to women alone: 2 reports
- Stories relating to men alone: nil
- Stories relating to both men and women: 25 reports
- Stories not applicable to sex: 3 reports

Functions in the story

- Persons referred to are main subject of issues in reports: 9 reports
- Persons referred to are spokesperson(s) on issues in reports: 11 reports
- Persons referred to are expert(s) or commentator(s) on issues in reports 3 reports

How the story identifies the person(s) involved

As a passive victim receiving or waiting to receive assistance: 10 reports
As an active agent working to change the situation: 18 reports
Do not know: 2 reports

Is the person directly quoted?

Yes: 20 reports
No: 7 reports
Not applicable (a secondary source is quoted): 3 reports

What is the tone of the story in relation to poverty/the poor?

Sympathetic: 16 reports
Unsympathetic: 2 reports
Neutral: 12 reports

Who does the story said is responsible for the problem?

Government officials: 16 reports
The citizens: 2 reports
Does not say: 12 reports

Does the story challenge stereotypes about the poor?

Disagree: 20 reports
Agree: 3 reports
Neutral: 1 report
Do not know/ not sure: 6 reports

Does the story warrant further analysis

No, story is fairly balanced: 25 reports
Not applicable: 5 reports

Dominant voice as source in the reports

- Presidency sources: 1 report
- Federal MDAs: 1 report
- State Government: 6 reports
- Local Govt: nil
- Politicians: 4 reports
- Experts: 1 report
- Civil society: 8 reports
- The masses: 9 reports

Source/ platform from which the report emerged

- Press briefings/Conferences: 6 reports
- Press releases/statements: 5 reports
- Special reports/Investigations: 8 reports
- Media coverage of an event: 9 reports
- Interviews: 2 reports

3.   OUTCOMES AND INDICES FROM VANGUARD

Summary of findings on key indices for the period of monitoring (Mondays to Fridays of April 2013)
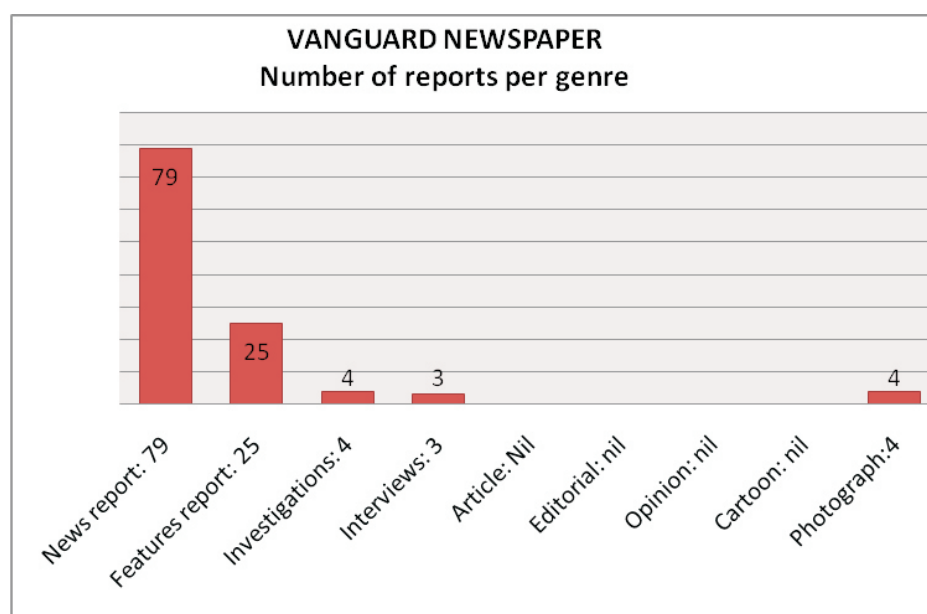
- Total newspaper space: 107,078 inch sq
- Total news space on poverty reportage: 5008 inch sq
- % representation of relevant space on poverty reporting (approx): 4.7%

Total no of reports on poverty issues: 115 reports

Genre (context) of the reports

- No. of reports as News: 79
- No. of reports as Features: 25
- No. of reports from Investigations: 4
- No. of reports as Interviews: 3
- No. of reports as Article (columnist): Nil
- Editorial report: nil
- Opinion (Letters to the editor): nil
- Cartoon: nil
- Photograph:4

3.3.1

VANGUARD NEWSPAPER
Number of reports per genre

| Genre	Number
News report: 79	79
Features report: 25	25
Investigations: 4	4
Interviews: 3	3
Article: Nil	
Editorial: nil	
Opinion: nil	
Cartoon: nil	
Photograph:4	4

Placement of stories:

- Front page: Nil
- Inside page: 115
- Back page: nil

Space allocated to key subject issues in relation to relevance in percentages and scope of the report: (see table below)

3.3.2

SUBJECT ISSUES	RELEVANT SPACE IN INCH^2	% OF RELEVANT SPACE	SCOPE OF THE REPORT
Credit:	205	4.1%	The scope of the 5 reports was local urban
Education:	377	7.5%	Out of 11 rep orts, 6 were local urban and 5 were on local peri -urban poverty issues.
Employment:	358	7.1%	Out of 12 repo rts, 10 were local urban and 1 was on local peri-urban issues.
Exclusion:	28	0.6%	The 2 reports were on local urban issues.
Food:	137	2.7%	There were 2 reports - 1 national and 1 on local rural issues.
Health:	937	18.7%	Out of 21 reports, 19 were local urban and 2 local rural.
Housing	613	12.2%	Out of 13 reports, 1 was international, 9 local urban and 1 peri urban issues.
Infrastructure	713	14.2%	Out of 11 stories , 1 was national, 8 local urban and 2 local peri-urban issues.
Land rights:	114	2.3%	Out of 4 reports, 3 were on local urban and 1 local peri-urban issues.
Mental issues:	-	-	
Sanitation:	175	3.5%	3 reports on local urban area.
Water:	421	8.5%	Out of 4 reports, 2 were on local urban and 2 on local peri-urban issues.
Poverty in general	874	17.4%	Out of 27 reports , 1 was on national issue, 21 were local urban, 5 local peri - urban and 1 local rural issue.
Other stories on poverty	Nil	-	-

3.3.3 GRAPHICAL REPRESENTION OF SPACE PER SUBJECT ISSUES
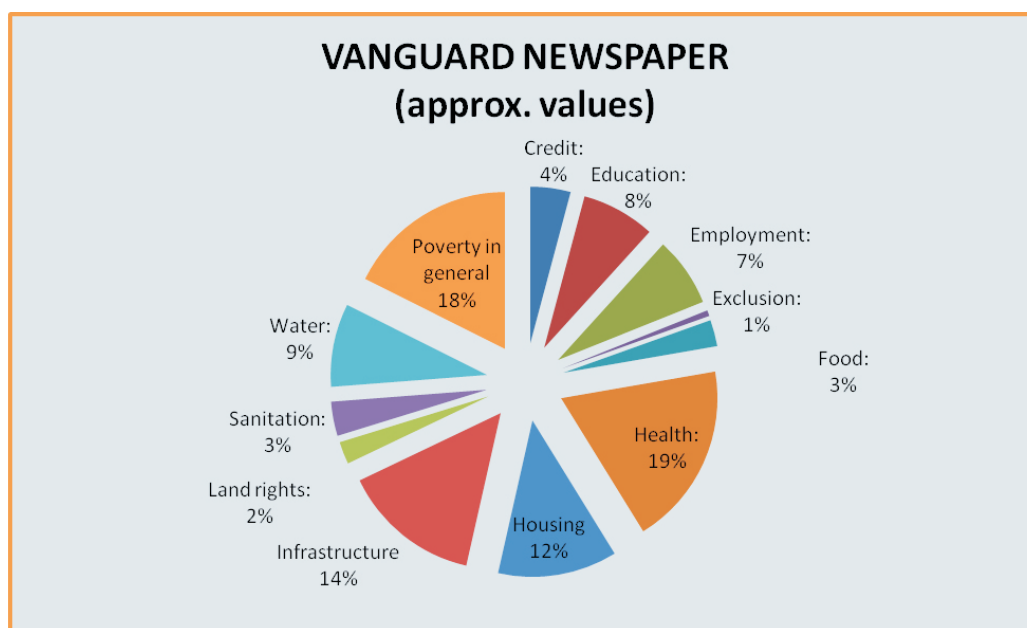
Issues in the report relating to sex of persons involved

- Stories relating to women alone: 8 reports
- Stories relating to men alone: 3 reports
- Stories relating to both men and women: 96 reports
- Stories not applicable to sex: 8 reports

Functions of the story

- Persons referred to are main subject of issues in reports: 3 reports
- Persons referred to are spokesperson(s) on issues in reports:: 85 reports
- Persons referred to are expert(s) or commentator(s) on issues in reports: 12 reports
- Persons referred to gave personal experience of issues in reports: 11 reports
- Persons referred to are eye witness of issues in reports:: 1 report
- Persons referred to represent popular opinion on issues in reports 1 report others: 2 reports

How the story identifies the person(s) involved

As a passive victim receiving or waiting to receive assistance: 30 reports
As an active agent working to change the situation: 80 reports
Do not know: 5 reports

Is the person directly quoted?

Yes: 85 reports
No: 11 reports
Not applicable (a secondary source is quoted):19 reports

Sympathetic: 72 reports
Unsympathetic: 4 reports
Neutral: 34 reports
Do not know: 5 reports

Who does the story said is responsible for the problem?

Government officials: 41 reports
The citizens: 4 reports
Does not say: 70 reports
Cannot tell: nil

Does the story challenge stereotypes about the poor?

Disagree: 90 reports
Agree: 5 reports
Neutral: 10 reports
Do not know/ not sure: nil

Does the story warrant further analysis

No, story is fairly balanced: 104 reports
Not applicable: 11 reports

Dominant voice as source in the reports

- Presidency sources: 1 report
- Federal MDAs: 9 reports
- State Government: 22 reports
- Local Govt: nil
- Politicians: 4 reports
- Experts: 24 reports
- Civil society: 25 reports
- The masses: 30 reports

Source/ platform from which the report emerged

- Press briefings/Conferences: 14 reports
- Press releases/statements: 11 reports
- Special reports/Investigations: 17 reports
- Media coverage of an event: 65 reports
- Interviews: 8 reports

4. OUTCOMES AND INDICES FROM THISDAY NEWSPAPERS

Summary of findings on key indices for the period of monitoring (Mondays to Fridays of April 2013)

- Total newspaper space: 53,648 inch sq
- Total news space on poverty reportage: 3107 inch sq.
- % representation of relevant space on poverty reporting (approx): 5.8%

Total no of reports on poverty issues: 27 reports

Genre (context) of the reports

- No. of reports as News: 7
- No. of reports as Features: 16
- No. of reports from Investigations: 2
- No. of reports as Interviews: nil
- No. of reports as Article (columnist): 1
- Editorial report: nil
- Opinion (Letters to the editor): 1
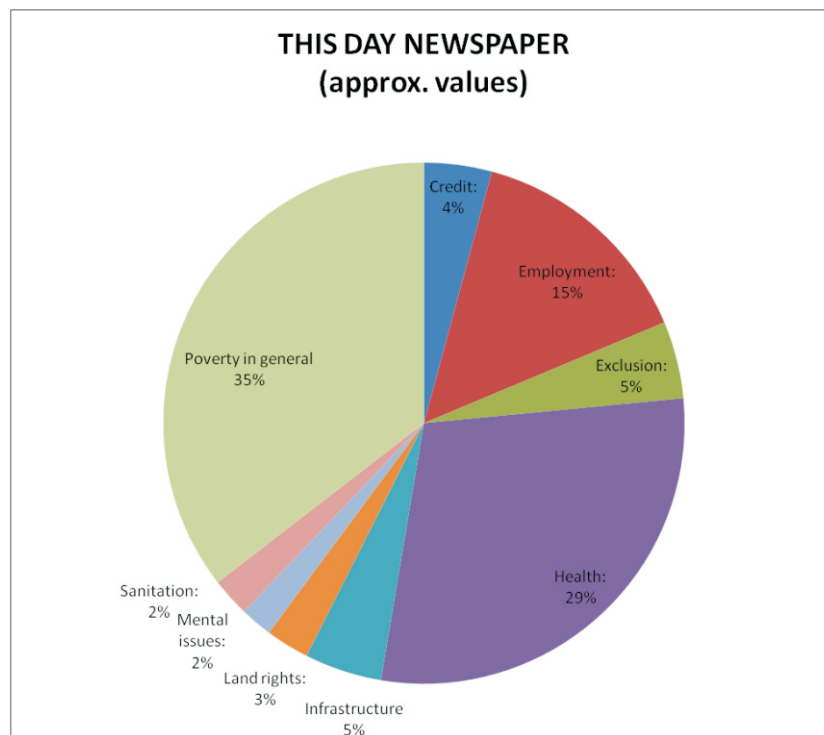- Cartoon: nil
- Photograph: nil

3.4.1
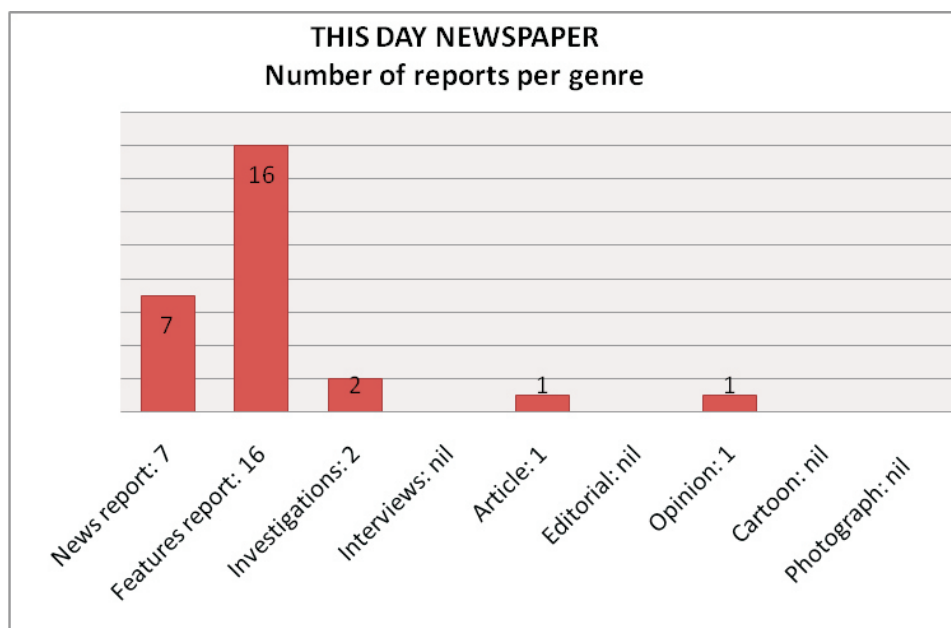
Placement of stories:

- Front page: Nil
- Inside pages: 26
- Back page: 1

3.4.2

SUBJECT ISSUES	RELEVANT SPACE IN INCH²	% OF RELEVANT SPACE	SCOPE OF THE REPORT
Credit:	131	4.2%	3 reports were reported and the scope was local rural
Education:	Nil	-	-
Employment:	449	14.5%	Out of 5 reports , 1 was local urban, 3 local peri - urban and 1 local rural issue.
Exclusion:	148	4.8%	Only 1 report on local rural.
Food:	-	-	-
Health:	907	29.2%	Out of 6 reports , 5 were local peri-urban and 1 local rural issues.
Housing	Nil	-	-
Infrastructure	148	4.8%	1 report covering local peri -urban issues.
Land rights:	85	2.7%	2 reports cover ing local rural issues.
Mental issues:	61	2%	1 report covering local rural issue.
Sanitation:	75	2.4%	1 report on local peri-urban area.
Water:	Nil	-	-
Poverty in general	1103	35.5%	Out of 7 reports ; 2 were on national issues and 5 were on local peri-urban issues.
Other stories on poverty		-	-

THIS DAY NEWSPAPER (approx. values)

- Credit: 4%
- Employment: 15%
- Exclusion: 5%
- Health: 29%
- Infrastructure 5%
- Land rights: 3%
- Mental issues: 2%
- Sanitation: 2%
- Poverty in general 35%

Issues in the report relating to sex of persons involved

- Stories relating to women alone: 6 reports
- Stories relating to men alone: 1 reports
- Stories relating to both men and women: 17 reports
- Stories not applicable to sex: 3 reports

Functions of the story

- Persons referred to are main subject of issues in reports: 7 reports
- Persons referred to are spokesperson(s) on issues in reports: 7 reports
- Persons referred to are expert(s) or commentator(s) on issues in reports: 4 reports
- Persons referred to gave personal experience of issues in reports: 8 reports
- Persons referred to are eye witness of issues in reports: 1 report

How the story identifies the person(s) involved

As a passive victim receiving or waiting to receive assistance: 10 reports
As an active agent working to change the situation: 15 reports
Do not know: 2 reports

Is the person directly quoted?

Yes: 17 reports
No: 1 report
Not applicable (a secondary source is quoted): 9 reports

What is the tone of the story in relation to poverty/the poor?

Sympathetic: 12 reports
Unsympathetic: nil
Neutral: 14 reports
Do not know: 1 report

Who does the story said is responsible for the problem?

Government officials: 5 reports
The citizens: 7 reports
Does not say: 12 reports
Cannot tell: 3 reports

Does the story challenge stereotypes about the poor?

Disagree: 10 reports
Agree: 6 reports
Neutral: 5 reports
Do not know/ not sure: 6 reports

Does the story warrant further analysis

No, story is fairly balanced: 25 reports
Not applicable: 2 reports

Dominant voice as source in the reports

- Presidency sources: 2 reports
- Federal MDAs: 1 report
- State Government: 4 reports
- Local Govt: 1 report
- Politicians: 1 report

Source/ platform from which the report emerged

- Press briefings/Conferences: 4 reports
- Press releases/statements: 2 reports
- Special reports/Investigations: 6 reports
- Media coverage of an event: 9 reports
- Interviews: 6 reports

5. OUTCOMES AND INDICES FROM DAILY SUN NEWSPAPERS

Summary of findings on key indices for the period of monitoring (Mondays to Fridays of April 2013)

- Total newspaper space: 105,949 inch sq
- Total news space on poverty reportage: 4233 inch sq
  % representation of relevant space on poverty reporting (approx): 4%

Total no of reports on poverty issues: 67 reports

Genre (context) of the reports

- No. of reports as News: 27
- No. of reports as Features: 23
- No. of reports from Investigations: 9
- No. of reports as Interviews: 1
- No. of reports as Article (columnist): Nil
- Editorial report: 2
- Opinion (Letters to the editor): 1
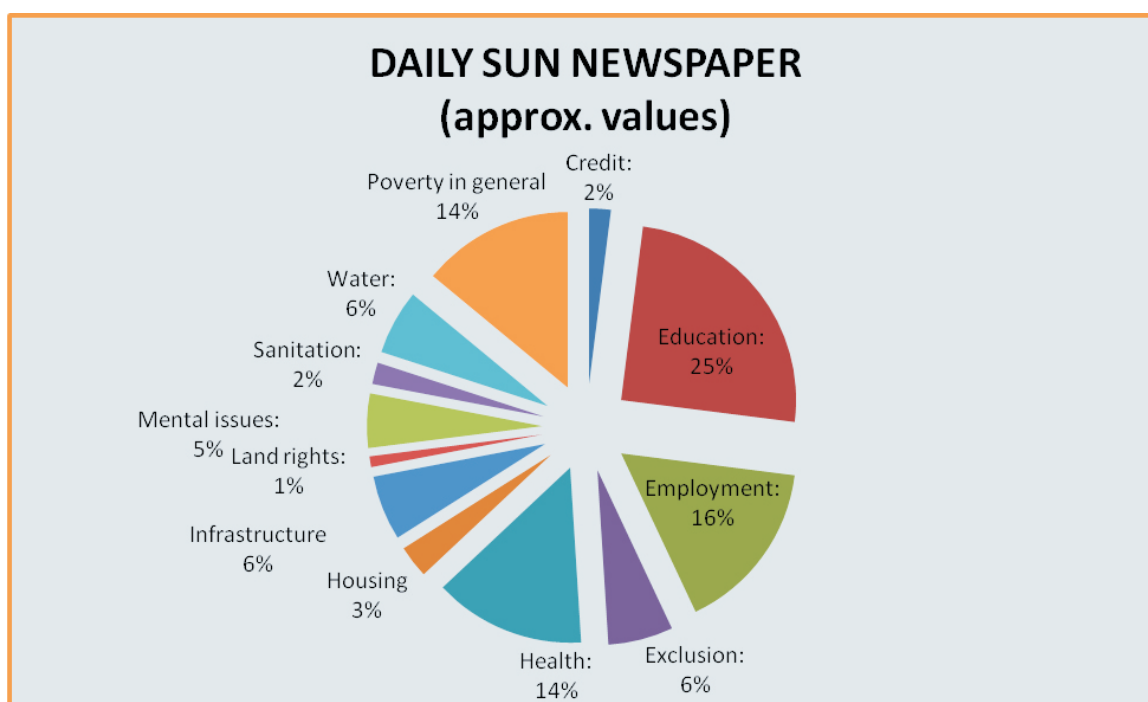- Cartoon: nil
- Photograph: 4

3.5.1.
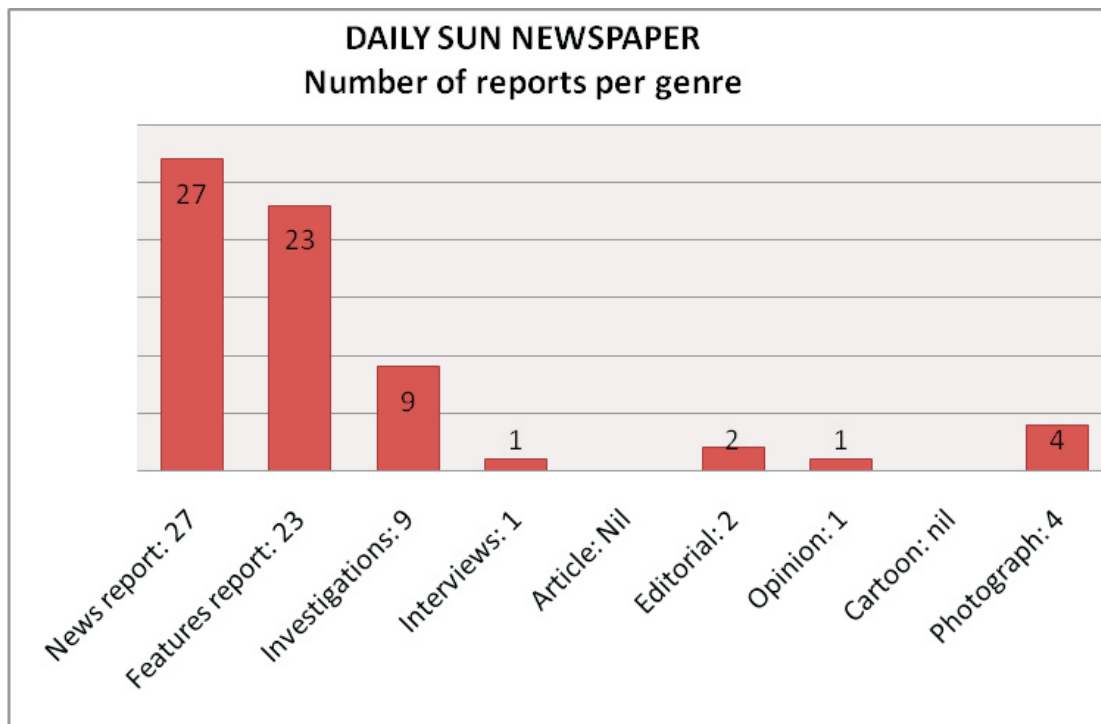
Placement of stories:

- Front page: Nil
- Inside pages: 67
- Back page: nil

3.5.2. Space allocated to key subject issues in relation to relevance in percentages and scope of the report: see table below

SUBJECT ISSUES	RELEVANT SPACE IN INCH²	% OF RELEVANT SPACE	SCOPE OF THE REPORT
Credit:	83	2%	2 reports were published and the scope was local peri-urban
Education:	1065	25%	Out of 8 reports 2 were on national issues, 3 were local urban, 1 local peri - urban and 2 local rural.
Employment:	658	16%	Out of 12 reports, 10 were local urban and 2 were on local peri urban issues.
Exclusion:	242	6%	The 4 reports were on local peri - urban issues.
Food:	Nil	-	-
Health:	592	14%	Out of 12 reports , 3 were on national issues, 4 were local urban, 3 local peri - urban and 2 local rural issues.
Housing	133	3%	3 stories were reported and they were on local urban issues.
Infrastructure	255	6%	Out of 3 stories, 2 were on local peri-urban and 1 on local rural issue.
Land rights:	43	1%	Out of 3 reports 2 were on local urban and 1 local rural issue.
Mental issues:	223	5%	Out of 2 reports 1 was on local urban and the other on local peri-urban area.
Sanitation:	76	2%	1 report on local peri- urban area.
Water:	268	6%	Out of 6 reports 4 were on local urban, 1 on local peri - urban and 1 on local rural issue.
Poverty in general	595	14%	Out of 12 reports , 2 were on national issues, 6 were local urban, 3 local peri - urban and 1 local rural issue.
Other stories on poverty	Nil	-	-

3.5.3. *GRAPHICAL REPRESENTION OF SPACE PER SUBJECT ISSUES*

DAILY SUN NEWSPAPER (approx. values)

- Credit: 2%
- Education: 25%
- Employment: 16%
- Exclusion: 6%
- Health: 14%
- Housing: 3%
- Infrastructure: 6%
- Land rights: 1%
- Mental issues: 5%
- Sanitation: 2%
- Water: 6%
- Poverty in general: 14%

Issues of the report relating to sex of persons involved

- Stories relating to women alone: 10 reports
- Stories relating to men alone: 2 reports
- Stories relating to men and women: 52 reports
- Stories not applicable to sex: 3 reports

Functions in the story

- Persons referred to are main subject of issues in reports: 4 reports
- Persons referred to are spokesperson(s) on issues in reports: 33 reports
- Persons referred to are expert(s) or commentator(s) on issues in reports: 7 reports
- Persons referred to gave personal experience of issues in reports: 13 reports
- Persons referred to represent popular opinion on issues in reports: 2 reports
  Others: 8 reports

How the story identifies the person(s) involved

As a passive victim receiving or waiting to receive assistance: 22 reports
As an active agent working to change the situation: 44 reports
Do not know: 1 report

Is the person directly quoted?

Yes: 55 reports
No: 5 reports
Not applicable (a secondary source is quoted): 7 reports

What is the tone of the story in relation to poverty/the poor?

Sympathetic: 36 reports
Unsympathetic: 6 reports
Neutral: 23 reports
Do not know: 2 reports

Who does the story said is responsible for the problem?

Government officials: 36 reports
The citizens: 6 reports
Does not say: 23 reports
Cannot tell: 2 reports

Does the story challenge stereotypes about the poor?

Disagree: 43 reports
Agree: 6 reports
Neutral: 14 reports
Do not know/not sure: 4 reports

Does the story warrant further analysis

No, story is fairly balanced: 62 reports
Not applicable: 5 reports

Dominant voice as source in the reports

- Presidency sources: 1 report
- Federal MDAs: 4 reports
- State Government: 14 reports
- Local Govt: 1 report
- Politicians: 4 reports
- Experts: 5 reports
- Civil society: 15 reports
- The masses: 23 reports

Source/ platform from which the report emerged

- Press briefings/Conferences: 13 reports
- Press releases/statements: 5 reports
- Special reports/Investigations: 19 reports
- Media coverage of an event: 27 reports
- Interviews: 3 reports

6. OUTCOMES AND INDICES FROM NATION NEWSPAPERS

**Summary of findings on key indices for the period of monitoring (Mondays to Fridays of April 2013)**

- Total newspaper space: 126,860 inch sq
- Total news space on poverty reportage: 5250 inch sq.
- % representation of relevant space on poverty reporting (approx): 4.1%

Total no of reports on poverty issues: 109 reports

Genre (context) of the reports

- No. of reports as News: 87
- No. of reports as Features: 5
- No. of reports from Investigations:3
- No. of reports as Interviews: 1
- No. of reports as Article (columnist): 1
- Editorial: nil
- Opinion (Letters to the editor): 3
- Cartoon: 2
- Photograph: 7

3.6.1.
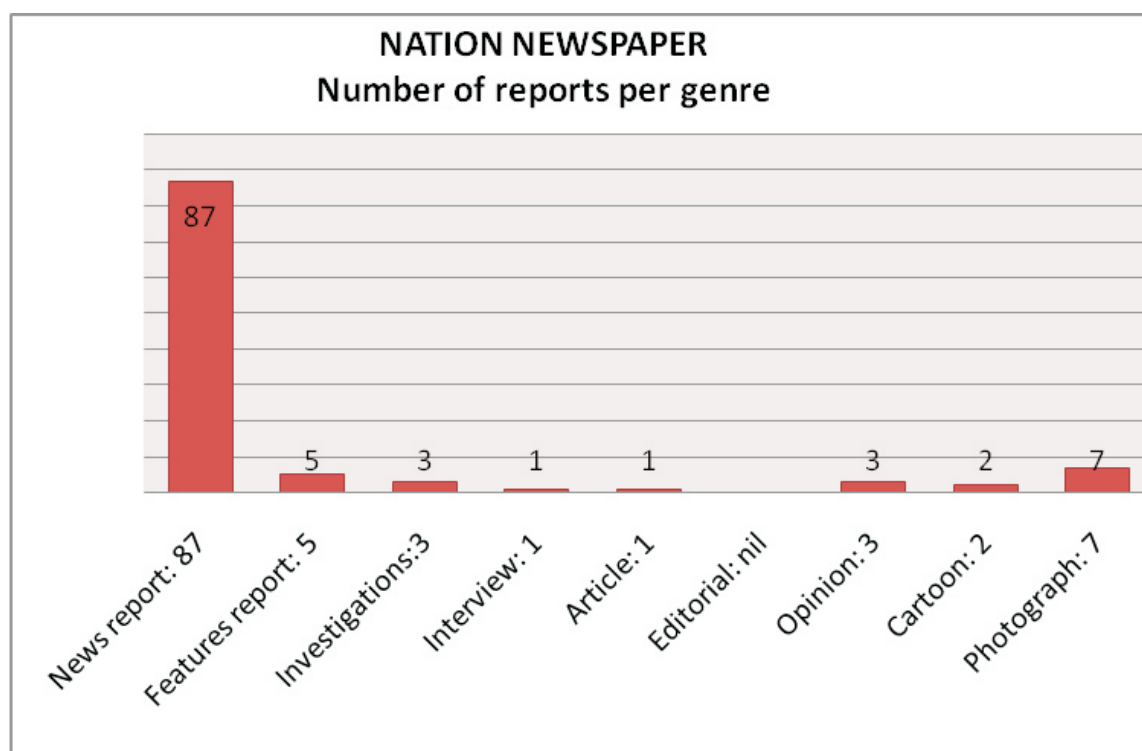
- Front page: Nil
- Inside pages: 109
- Back page: nil

Space allocated to key subject issues in relation to relevance in percentages and scope of the report: see table below

SUBJECT ISSUES	RELEVANT SPACE IN INCH²	% OF RELEVANT SPACE	SCOPE OF THE REPORT
Credit:	30	0.6%	1 report with scope on local rural poverty issues
Education:	594	11.3%	Out of 11 reports, 2 were on national issues, 6 were local urban, 1 local per i-urban and 2 were on local rural issues.
Employment:	633	12.1%	Out of 16 reports , 1 was on regional poverty issue, 5 w ere on national issues, and 3 were local urban, 2 on local peri -urban and 5 on local rural issues.
Exclusion:	345	6.6%	Out of 8 reports, 1 was on national issue , 1 was on local urban, and 6 on local rural issues.
Food:	498	9.5%	Out of 12 reports , 1 was on international poverty issue, 1 was on national issues, 8 were on local urban, and 2 on local rural issues.
Health:	1390	26.5%	Out of 27 reports, 1 was on international poverty issue, 17 were local urban, 3 peri -urban and 6 on local rural issues.
Housing	232.5	4.4%	Out of 5 reports , 2 were local peri -urban and 3 on local rural issues.
Infrastructure	235	4.5%	Out of 5 reports , 2 w ere local urban, 1 local peri -urban and 2 on local rural issues.
Land rights:	531	10.1%	Out of 3 reports , 1 was on local urban, 1 local peri -urban and 1 on local rural issue.

SUBJECT ISSUES	RELEVANT SPACE IN INCH²	% OF RELEVANT SPACE	SCOPE OF THE REPORT
Mental issues:	Nil	-	-
Sanitation:	95	1.8%	Out of 2 reports, 1 was on local urban and 1 on local rural issue.
Water:	26	0.5%	There were 2 stories; 1 on local urban and 1 on local rural poverty issues.
Poverty in general	640.5	12.2%	Out of 18 reports, 3 were on national issues, 7 were local urban, 3 local peri-urban and 5 local rural

3.6.3.   *GRAPHICAL REPRESENTION OF SPACE PER SUBJECT ISSUES*
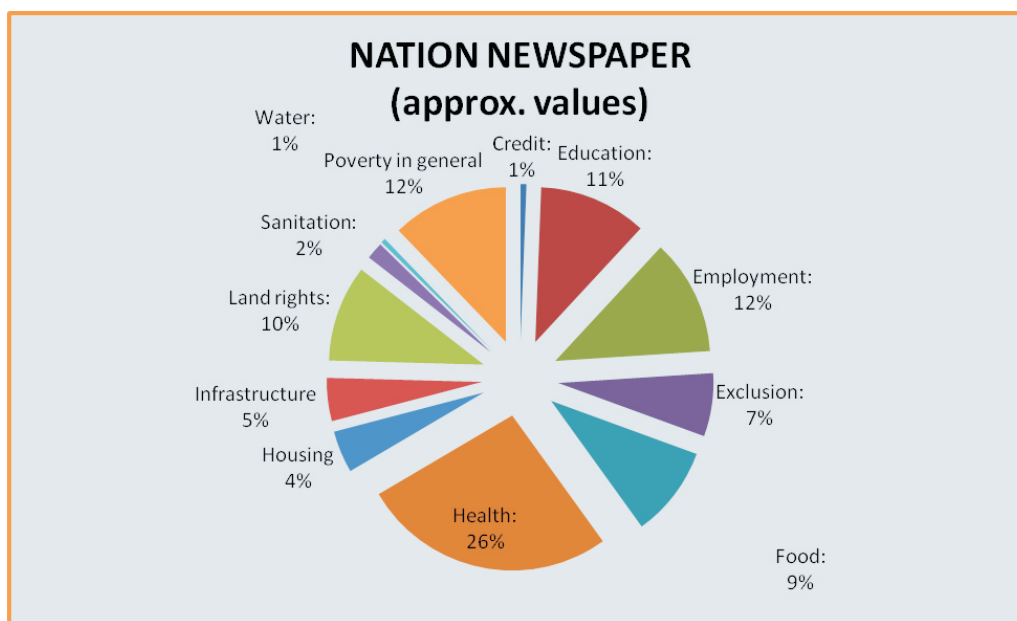
Issues of the report relating to sex of persons involved in the subject issues

- Stories relating to women alone: 3 reports
- Stories relating to men alone: 7 reports
- Stories relating to men and women: 93 reports
- Stories not applicable to sex: 6 reports

Functions of the story

- Persons referred to are main subject of issues in reports: 41 reports
- Persons referred to are spokesperson(s) on issues in reports: 43 reports
- Persons referred to are expert(s) or commentator(s) on issues in reports: 15 reports
- Persons referred to gave personal experience of issues in reports: 5 reports
- Persons referred to are eye witness of issues in reports: 1
- Persons referred to represent popular opinion on issues in reports: 2
  Others: 2 reports

How the story identifies the person(s) involved

As a passive victim receiving or waiting to receive assistance: 38 reports
As an active agent working to change the situation: 67 reports
Do not know: 4 reports

Is the person directly quoted?

Yes: 102 reports
No: 2 reports
Not applicable (a secondary source is quoted): 5 reports

What is the tone of the story in relation to poverty/the poor?

Sympathetic: 95 reports
Unsympathetic: 1 report
Neutral: 13 reports

Who does the story said is responsible for the problem?

Government officials: 42 reports
The citizens: 14 reports
Does not say: 49 reports
Cannot tell: 4 reports

Does the story challenge stereotypes about the poor?

No, story is fairly balanced: 94 reports
Not applicable: 13

Dominant voice as source in the reports

- Presidency sources: 2 reports
- Federal MDAs: 18 reports
- State Government: 30 reports
- Local Govt: nil
- Politicians: 2
- Experts: 9 reports
- Civil society: 7 reports
- The masses: 41 reports

Source/ platform from which the report emerged

- Press briefings/Conferences: 1 report
- Press releases/statements: 13 reports
- Special reports/Investigations: 18 reports
- Media coverage of an event: 72 reports
- Interviews: 5 reports

CHAPTER FOUR

Comparative Analysis of Key indices

The comparative analysis of the key indices in the monitoring of the six (6) newspapers in April 2013 presents a very significant picture. The general observations and specific performance indicators of each newspaper in respect of the indices are presented below:

Prominence (PLACEMENT)
General observation
The stories/reports on the subject issues were predominantly on the inside pages of the monitored newspapers.

Specific performance indicator
A comparative analysis of prominence of reports in the six newspapers showed that THE PUNCH newspaper gave more prominence than others by having two picture stories on its front page and publishing two editorials. DAILY SUN also had two editorials while Guardian had two stories on the back page and THISDAY only one story on the backpage.

The total news space
General observation
The total content on poverty issues in the six newspapers is less than 7% of their total news/report space. This shows that over 93% of the reports in the newspapers were generally on other issues which were accorded priority over and above poverty concerns.

Specific performance indicator
THE PUNCH was found to have the highest space content of stories/reportages on rural poverty issues with a total representative percentage of 6.8% of its total news/report content page. This percentage is derived from a total of 279 stories on poverty subjects with 217 as news, 9 as features, 8 as investigations, 2 as interviews, 1 as an article, 2 as editorials, 8 as opinion letters, 12 as cartoons and 20 as photographs. The top 3 subject issues reported are **Housing** with 53 stories, (20.1%), **Health** with 52 stories (20%) and **Education** with 52 stories (18.6%). There was no report on mental issues. Least reported were subject issues of Exclusion, Sanitation and Water with 1.6%, 1.5% and 0.8% respectively.

THIS DAY comes next with a total representative percentage of 5.8% of its total news/report content page. The newspaper was discovered to have most of its reports on poverty issues written as features. So in spite of the fact that it had just 27 stories on poverty subjects which is drawn from 7 news items, 16 feature reports, 2 investigations, 1 article, and 1 opinion letter, the allocated space in terms of percentage were higher. The top 3 subject issues reported are issues of **Poverty in general** with 7 stories, (35.5%), **Health** with 6 stories (29.2%) and **Employment** with 5 stories (14.5%). There was no report on Education, Food, Housing and Water issues. Issues of Land Rights,

Sanitation and Mental were the least reported with 2.7%, 2.4% and 2.0% respectively.

VANGUARD comes next with a total representative percentage of 4.7% of its total news/report content page. This percentage is derived from a total of 115 stories on poverty subjects with 79 news items, 25 features, 4 reports as investigations, 3 interviews and 4 photographs. The top 3 subject issues reported are issues of **Health** with 21 stories, (18.7%), **Poverty in general** with 27 stories (17.4%) and **Infrastructure** with 11 stories (14.2%). There was no report on mental issues. The subject issues least reported are Food, Land Rights and Exclusion with 2.7%, 2.3% and 0.6% respectively.

Coming after Vanguard is **THE NATION** with a total representative percentage of 4.1% of its total news/report content page. This percentage is derived from a total of 109 stories on poverty subjects with 87 news items, 5 features, 3 investigations, 1 interview, and 1 report as an article, 3 opinion letters, 2 cartoons and 7 photographs. The top 3 subject issues reported are issues of **Health** with 27 stories (26.5%), **Poverty in general** with 18 stories, (12.2%), and **Employment** with 16 stories (12.1%). There was no report on mental issues. The subject issues least reported are Sanitation, Credit and Water with 1.8%, 0.6% and 0.5% respectively.

Close to Nation in space allotment is **DAILY SUN** with a total representative percentage of 4% of its total news/report content page. This percentage is derived from a total of 67 stories on poverty subjects with 27 as news items, 23 as features, 9 as investigations, 1 interview, 2 editorials, 1 opinion letter and 4 photographs. The top 3 subject issues reported are issues on **Education** with 8 stories, (25%), **Employment** with 12 stories (16%); while **Health** and **Poverty in general** had 12 stories (14%) each. There was no report on Food issues. The subject issues least reported are Credit, Sanitation and Land Rights with 2%, 2% and 1% respectively.

THE GUARDIAN ranks next having a total representative percentage of 1.5% of its total news/report content page. This percentage is derived from a total of 30 stories on poverty subjects with 18 as news items, 4 as features, 1 report as investigation, 3 articles, 1 opinion letter, 1 Cartoon and 2 photographs. The top 3 subject issues reported are issues of **Poverty in general** with 8 stories (24.2%)   **Education** with 4 stories, (19.6%), and **Water** with 1 story (13.4%). There was no report on Sanitation and Housing issues. The subject issues least reported are Credit, Mental issues and Exclusion with 3.7%, 2% and 1.5% respectively.

4.4.1
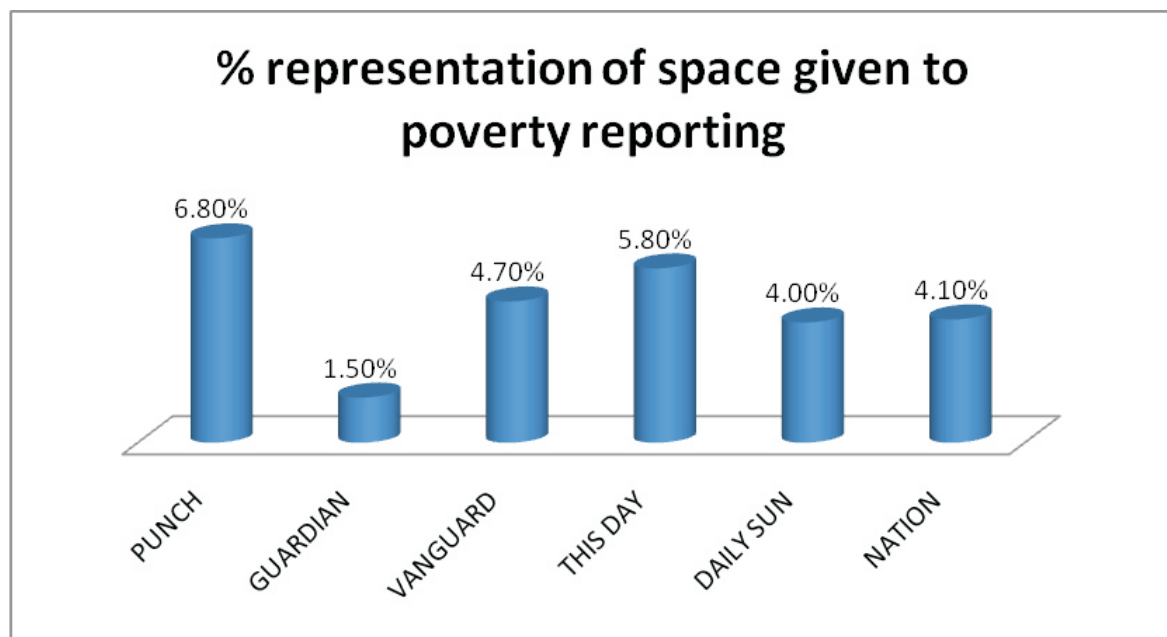
Comparison of genre: News vs. features/investigation
General observation
Most issues were generally reported as news items arising from a combination of either press briefings/conferences, press releases/statements, interviews and coverage of events. These sources however do not usually allow for in-depth reporting, deeper investigations and interaction with the poor and other people affected by poverty issues which are normally well attended to in features and investigative reports.

Specific performance indicator
THIS DAY newspaper was found to have the highest percentage of poverty issues reported as features/investigations. The paper had percentage representation of 63% of its reports on poverty issues written as features/investigative reports, with such reports running across one to two full pages, such that the space given allows for more depth and diversity of sources/voices.

DAILY SUN newspaper comes next as the paper with the second highest percentage of features/investigative stories on poverty issues. The paper had a percentage representation of 47.8% of its reports on poverty issues written as features/investigations.

Next is **VANGUARD** newspaper which had a percentage representing 25.2% of its reports on poverty issues written as features/investigative reports?

Next is **THE GUARDIAN** newspaper which had a percentage representation of 16.7% of its reports on poverty issues written as features/investigations.

Next is **THE NATION** newspaper which had 7.3% of its reports on poverty issues written as features/investigations.

Next is **THE PUNCH** newspaper which has 6.1% of its reports on poverty issues written as features/investigations.

4.4.2.

% representation of poverty reports written as features/investigations
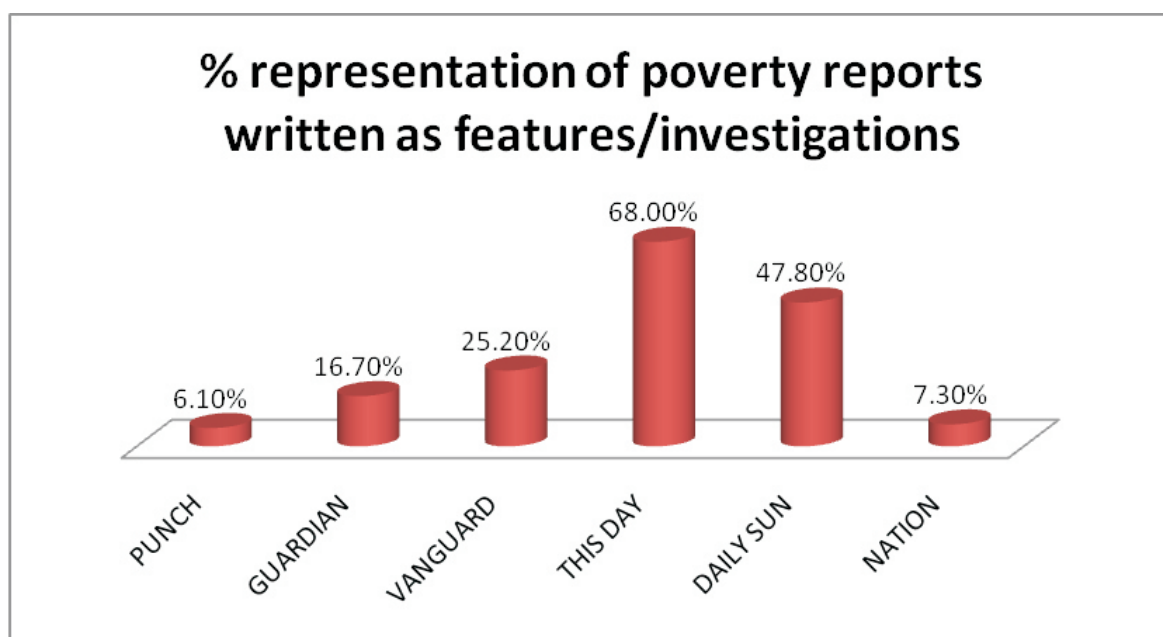
The scope of the reports

General observation

The reportage of poverty issues was generally low on local rural issues/areas. However, there was more reportage on local areas of urban settlements. Out of a total of 627 reports across the newspapers, reports with scope on local rural were 143 representing 23% of all reports on poverty issues/subject. Reports with scope on urban rural was 315 representing 50.2% of all report on poverty issues/subject. Reports that centered on local peri-urban and national scope mainly accounted for the remaining 26.8%.

Specific performance indicator

In comparative terms, The **NATION** newspaper was found to have the highest scope of its reports focusing on local rural issues/areas with a percentage representative of 32.1%. **THIS DAY** newspaper comes next with 30%, followed by **PUNCH** newspaper (28%), **GUARDIAN** newspaper (20%), **DAILY SUN** newspaper (15%) and **VANGUARD** newspaper (4.3%).

4.4.3.

% comparative of of poverty reports with scope on local rural issues
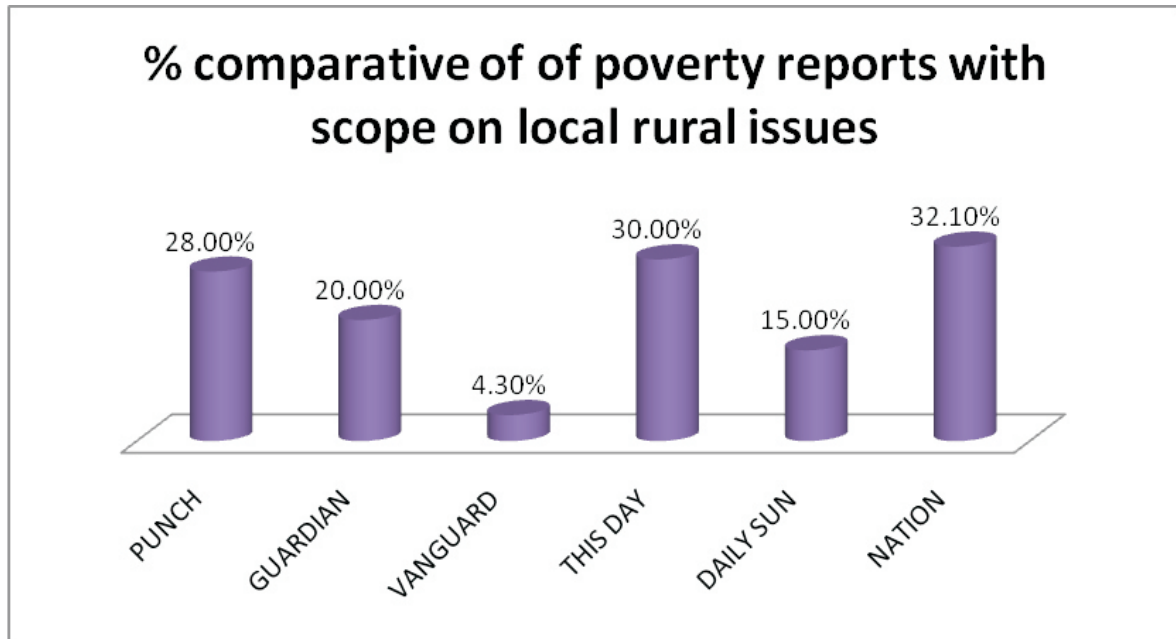
The **VANGUARD** newspaper was found to have the highest scope of its reports focusing on local urban issues/areas with a percentage representative of 77%. **DAILY SUN** newspaper comes next with 55.2%, followed by THE **PUNCH** newspaper (44.4%); **GUARDIAN** newspaper (43.3%); THE **NATION** newspaper (42.2%) and **THISDAY** newspaper (26%).

4.4.4.

% comparative of of poverty reports with scope on local urban issues
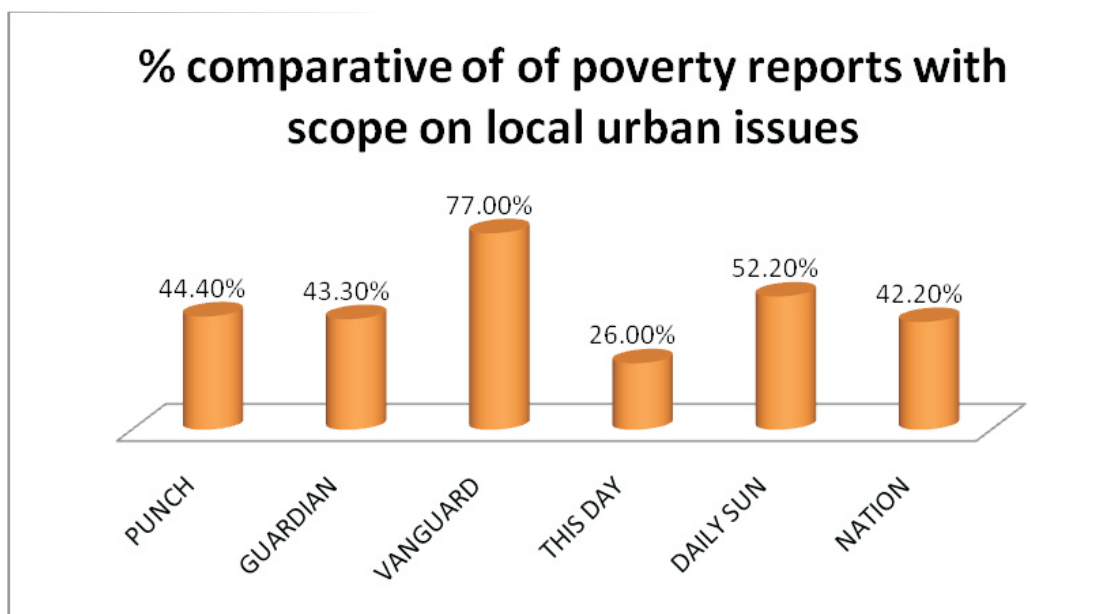
What is the tone of the story with regard to poverty/the poor?

General observation

Cutting across the reports in the monitored newspapers is their favorable disposition to the poverty concerns of the people by having sympathetic tones. This observation derives from the fact that substantially, the reports captured the voices of the victims,

either as main subjects of the story and the main spokes person as well as personal experiences and eye witness accounts.

Specific performance indicator
Following from the comparative analysis of the tone of the reports THE **PUNCH** newspaper was found to have the highest number of the most sympathetic reports with 267 out of a total of 279 reports (representing 96%) having tones sympathetic to the cause and concerns of poverty/the poor. From the remaining reports, 8 were unsympathetic while 4 were neutral.

THE NATION newspaper has the second highest number of most sympathetic reports. 95 of its total of 109 reports (representing 87%) have tones sympathetic to the cause and concerns of poverty/the poor. Out of the remaining, 1 report was unsympathetic, while 13 others were neutral.

VANGUARD newspaper follows with 72 reports out of a total of 115 reports (representing 63%) having tones sympathetic to the cause and concerns of poverty/the poor. Of the remaining reports, 4 were unsympathetic, 34 were neutral while 5 others could not be placed.

Next is **DAILY SUN** newspaper, which had 36 reports out of a total of 67 reports (representing 54%) having tones sympathetic to the cause and concerns of poverty/the poor. Out of the remaining, 6 reports were unsympathetic, 23 were neutral while 2 others could not be placed.

GUARDIAN newspaper follows with 16 reports out of a total of 30 reports (representing 53.3%) having tones sympathetic to the cause and concerns of poverty/the poor. Out of the remaining, 2 reports were unsympathetic, while 12 others were neutral.

THIS DAY ranks lowest with 12 reports out of a total of 27 reports (representing 44%) having tones sympathetic to the cause and concerns of poverty/the poor. Out of the remaining, 14 were neutral while 1 could not be placed. It is however worth noting that THIS DAY stands out as the ONLY newspaper that did not have any unsympathetic report on poverty/the poor.

4.4.5.

% comparative of of reports with tones sympathetic to the poor
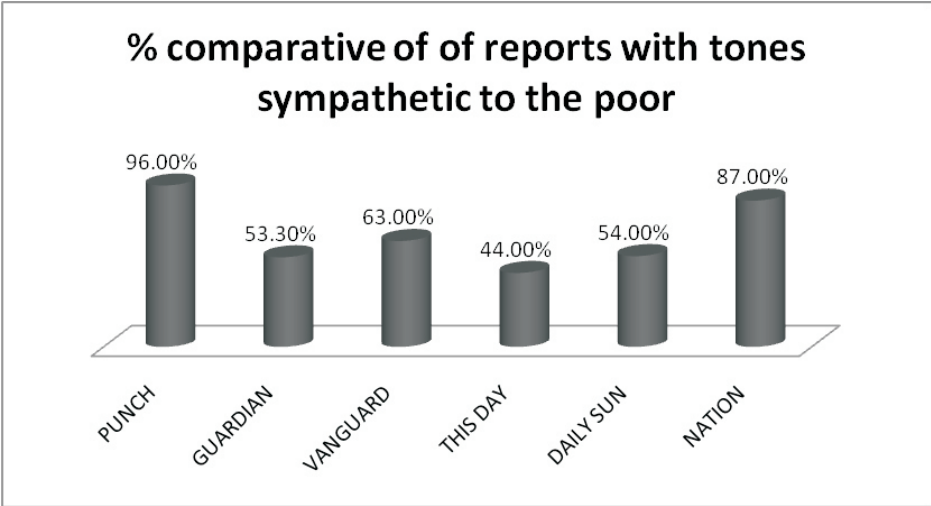
Source of the report in terms of its information channel:

General observation

A common feature of virtually all the newspapers' reports is that special/investigative reports are generally few as most of the stories/reports are derived from press briefings, press statements and media coverage of events. It is observed that the stories derived from these channels are mostly used as news, and so lacking are special reports/investigations that serve as follow up on emerging poverty issues and concerns; which also helps to set agenda that influences developmental policy change and policy shift on respective poverty issues.

Highest reports derived from special reports/investigation for the newspapers are in the following order: SUN (28.4%), THE GUARDIAN (26.7%), THIS DAY (22.2%), THE NATION (16.5%), VANGUARD (14.8%) and THE PUNCH (2.9%).

Specific performance indicator

PUNCH: 279 reports
- Press briefings/Conferences: 12 reports (4.3%)
- Press releases/statements: 34 reports (12.2%)
- Special reports/Investigations: 8 reports (2.9%)
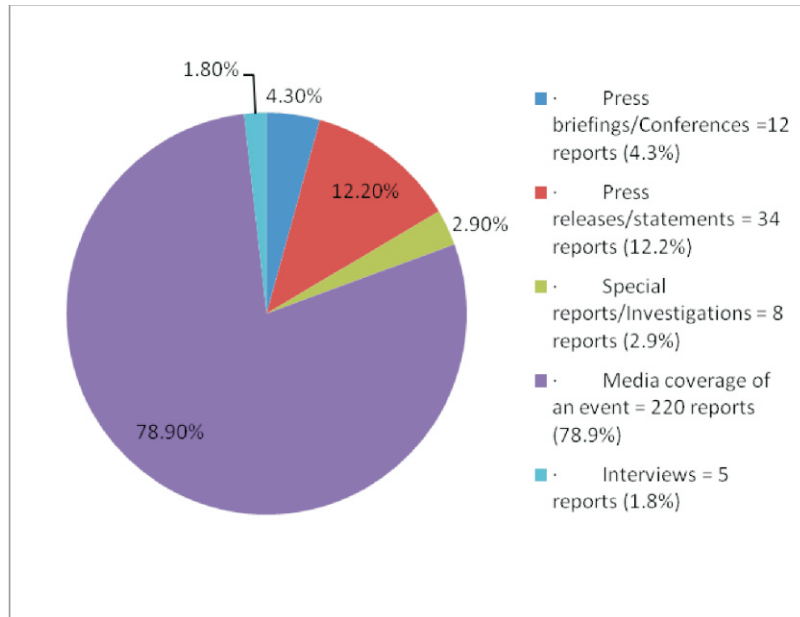- Coverage of event: 220 reports (78.9%)
- Interviews: 5 reports (1.8%)

4.4.6.
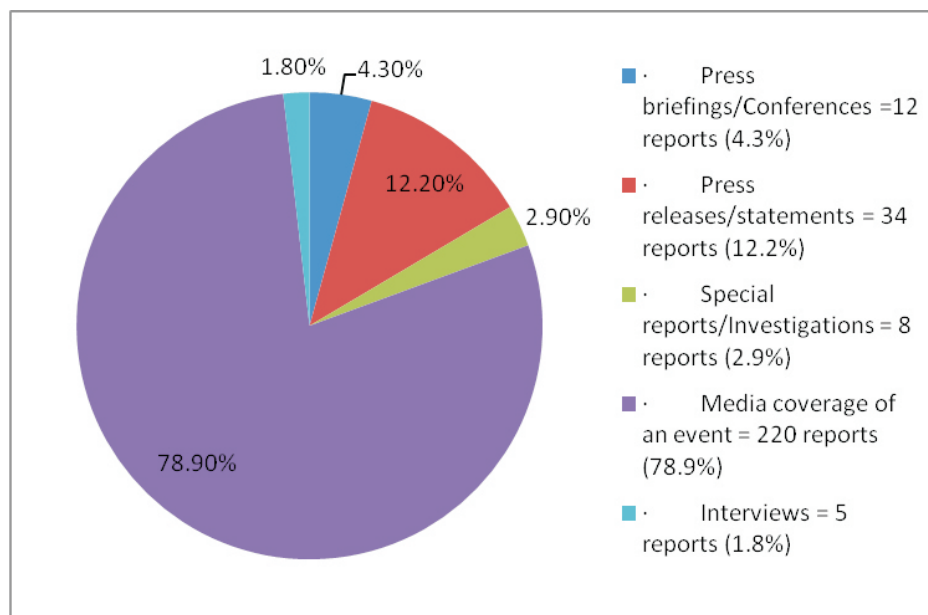
VANGUARD: 115 REPORTS

- Press briefings/Conferences: 14 reports (12.2%)
- Press releases/statements: 11 reports (9.6%)
- Special reports/Investigations: 17 reports (14.8%)
- Coverage of event: 65 reports (56.5%)
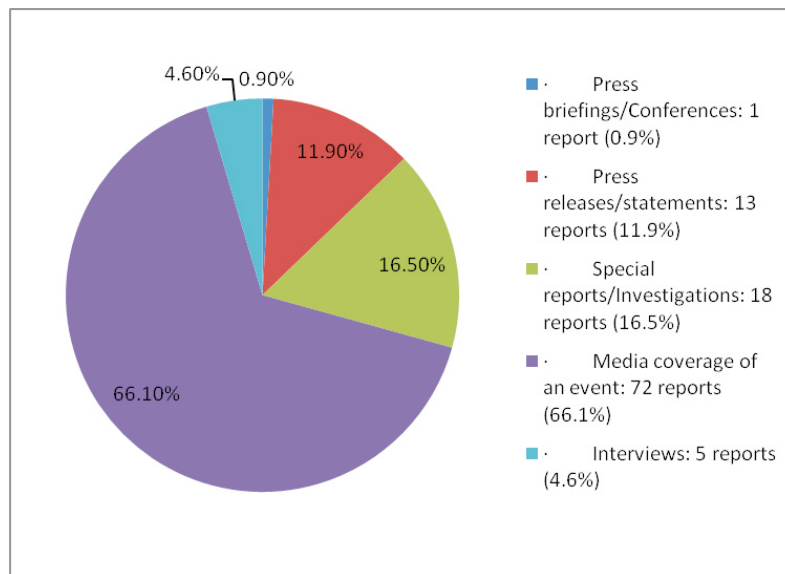- Interviews: 8 reports (7%)

4.4.7.

NATION: 109 REPORTS

- Press briefings/Conferences: 1 report (0.9%)
- Press releases/statements: 13 reports (11.9%)
- Special reports/Investigations: 18 reports (16.5%)
- Coverage of event: 72 reports (66.1%)
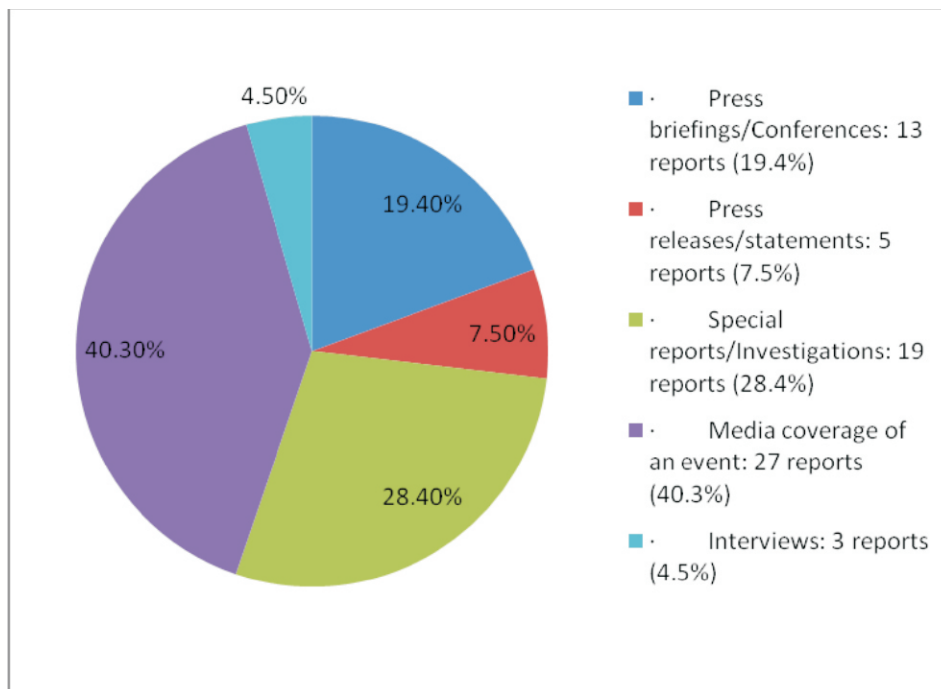- Interviews: 5 reports (4.6%)

4.4.8.

DAILY SUN: 67 REPORTS

- Press briefings/Conferences: 13 reports (19.4%)
- Press releases/statements: 5 reports (7.5%)
- Special reports/Investigations: 19 reports (28.4%)
- Coverage of event: 27 reports (40.3%)
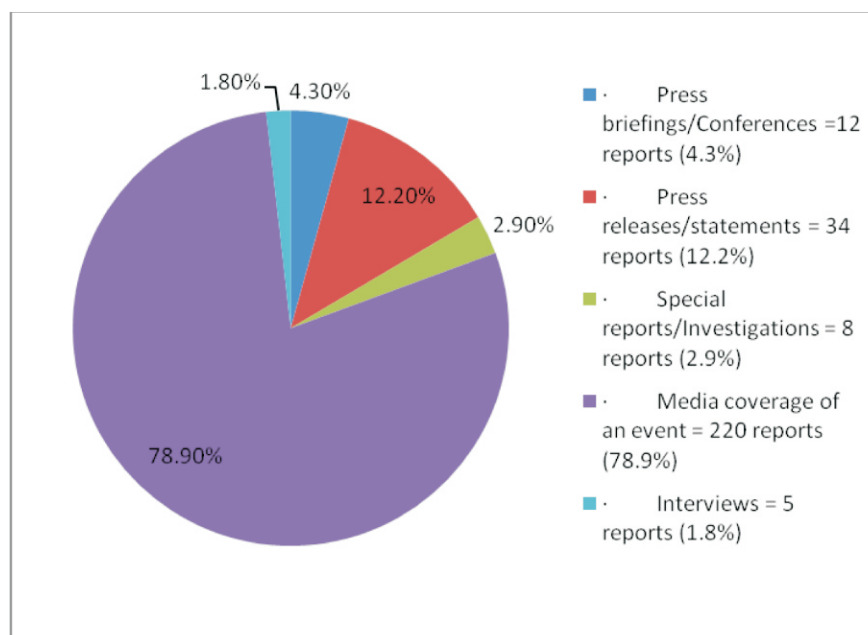- Interviews: 3 reports (4.5%)

4.4.9.

- Press briefings/Conferences: 6 reports (20%)
- Press releases/statements: 5 reports (16.7%)
- Special reports/Investigations: 8 reports (26.7%)
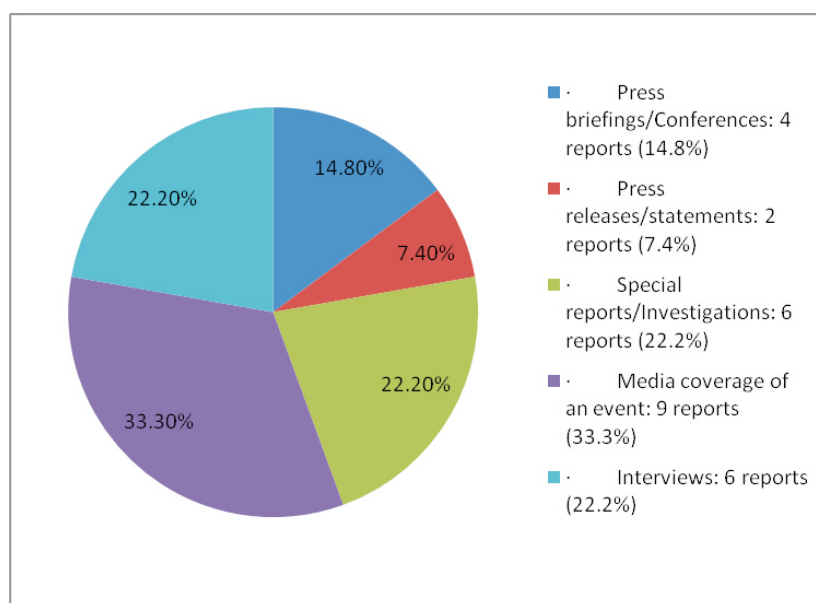- Coverage of event: 9 reports (30%)
- Interviews: 2 reports (6.7%)

4.4.10.

THIS DAY: 27 REPORTS

- Press briefings/Conferences: 4 reports (14.8%)
- Press releases/statements: 2 reports (7.4%)
- Special reports/Investigations: 6 reports (22.2%)
- Coverage of event: 9 reports (33.3%)
- Interviews: 6 reports (22.2%)

4.4.11.

CHAPTER FIVE

Conclusion, Recommendations and Plan of Action

1. **Media content on rural poverty reporting**:
    One major outcome of the monitoring of the six newspapers is the revelation that the reportage of rural poverty issues is relatively low, with the highest being barely 7% of total news reports. Inversely, this means that other issues account for about 93% of the reports. The impact of the low reportage of poverty issues by the print media covered by this monitoring should be considered significant in the context of the fact that that poverty issues cut across all sectors of the economy.

    Another significant outcome is that although the concerned media cannot be accused of totally ignoring poverty issues in general, there is a lesser focus on the poor/ poverty concerns for rural areas. Reports on local rural issues were the lowest in scope, indicating that reports on urban rural issues were preferred to local rural issues. Whereas total reports with scope on local rural were 143 representing 23% of all reports on poverty issues/subject, reports with scope on urban rural issues was 315 representing 50.2% of all report on poverty issues/subject. This needs to be addressed and corrected if development reporting is to be taken as holistic.

2. **Media content of sources in terms of information channel:**
    A common feature of virtually all the reports in the newspapers is that most of them are derived from press briefings, press statements and media coverage of events. It is observed that the stories derived from these channels are used mostly as news, raising questions about the dearth of special and investigative reports that help track poverty issues and concerns and set agenda for policy reforms on poverty issues.

    It could be deduced from the above that there was more of event-based reporting arising from coverage of events and press conferences. The reports are usually short pieces that are not compelling and so THERE IS THE NEED to have MORE in-depth, issue-driven stories that seek to influence institutional/governmental policies and plans for the purpose of addressing pro-poor concerns and interests.

    The general indication from existing reporting pattern is that if special/investigative reports continue to be generally low, issues of poverty concerns might continue to remain at the back burner of national development.

RECOMMENDATIONS

The survey has revealed notable capacity gap in the ability of journalists and media organizations to report issues relating to rural poverty concerns. To address these and other related issues, it is recommended that:

1. Journalists should be urgently sensitized to interpret their social responsibility as including raising awareness on poverty issues and therefore should use their reporting to influence needed policy changes and reforms especially as it concerns local rural poverty, which is the most prevalent.

2. Journalists and media establishments should be engaged and mentored towards making rural poverty reporting an indispensable component of development reporting.

3. Media institutions should be convinced of the need to consider poverty in general and rural poverty in particular as specialized area of reporting that requires special desks and constant capacity building.

4. Media and journalistic capacity should be built on the tools and methodologies of mainstreaming poverty concerns into media reportage of development issues.

5. Media institutions should be encouraged to adopt editorial policies and frameworks that espouse the eradication of poverty.

6. The media and civil society platforms working on the eradication of rural poverty should embrace mutually beneficial partnership such that the CSOs can serve as credible sources and contacts for the media while the media can in turn give greater attention to their issues.

7. Journalists should do more of 'issues behind the news' reporting, to bring to the front burner, ideas that will encourage government and other institutional stakeholders to be more responsive and responsible to the challenge of eradicating poverty.

8. Funding organizations should give more and deliberate support to NGOs working on building the capacity of the media towards incorporating poverty reporting into their professional and ethical obligations.

9. Funding organizations should continue to assist media support groups with resources for periodic media assessment, research and survey on coverage of rural poverty issues the outcomes of which are needed for the design of intervention programs.

10. Media organizations should be encouraged to develop internal monitoring mechanisms of their editorial performance on the reporting of poverty issues in general and local rural poverty issues in particular.

IPC hopes to contribute to the processes that will ensure the implementation of the above recommendations by using this report as a resource tool for continuous advocacy, engagement, campaigns, and capacity building on mainstreaming rural poverty issues into media reporting of governance and development.

IPC's newly launched online news medium and media resource – www.ndr.org.ng – will serve as useful platform for analysis, dialogue and exchanges on the germane issues related to this task.

IPC will also seek strategic partnership with media training institutions, media professional bodies and media support groups towards making it imperative for the media and journalists to give deserved attention to poverty issues in general and rural poverty issues in particular.

IPC will equally reach out to donors and international development partners to view poverty reporting as a specialized area of journalism, just like political reporting, health reporting, science reporting, etc, that requires appropriate funding support,

The advocacy, campaigns, capacity building and partnerships will be predicated on the argument that the obligation imposed on the media by section 22 of the 1999 constitution to monitor governance and hold government accountable to the people in accordance with the fundamental objectives and directive principles of the state, already makes it imperative for the media to focus on poverty. This is because chapter 11, which contains the said objectives and principles define the primary purpose of government as the welfare and security of the people and goes further to enunciate the rights of the people to health, education, housing etc – the major ingredients for banishing poverty. In the above context, the focus of IPC's year 2014 work will include increasing relevant stakeholders' interest in mainstreaming rural poverty issues into media reportage.

But as part of the immediate intervention towards mitigating some of the pitfalls highlighted in the survey report and advancing media reportage of rural poverty issues in Nigeria, IPC shall over the next couple of months embark on follow-up activities to this publication, including:

- Public presentation of the survey report and media discussions on the matters arising – **November, 2013.**

- One-day round table/sensitization dialogue with editors on advancing poverty concerns in editorials – **November, 2013.**

- One-day workshop for journalists on reporting and mainstreaming poverty into journalism reports – **December, 2013.**

IPC hopes that the combined outcome of these short term and long term activities will elevate poverty reporting from its present low level to a higher and well deserved one.