

MONITORING OF INDECENT CAMPAIGN LANGUAGE ON RADIO

FINDINGS FOR THE PERIOD JUNE 1-30, 2016.

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1.0 Introduction

The penchant to verbally abuse political opponents, institutions and other groups appear to inch up every electioneering period thereby increasing tension in Ghana every four years. This has resulted in a mass outcry by civil society groups, religious organisations, traditional authorities and some sections of the general public to sanitise the media, especially radio which has the highest patronage in the country, to avert any form of elections-related violence.

The Media Foundation for West Africa (MFWA), in a pre-emptive effort, has since 2012 been implementing the campaign language monitoring project to contribute to bringing the phenomenon under control. Based on experiences and lessons learnt from the earlier monitoring projects, the MFWA is monitoring a number of radio stations across the country to track, report, name and shame perpetrators of hate speech and indecent expressions on radio.

The project, titled, **Promoting Issues-based and Decent Language Campaigning for a Peaceful, Free and Fair Elections in Ghana in 2016**, is being implemented with funding support from OSIWA, STAR-Ghana, the EU (through Socioserve-Ghana) and the Embassy of France in Ghana. The project is aimed at contributing to issues-based, decent-language campaigning and peaceful elections.

The nine-month (April-December 2016) project involves the daily monitoring of selected radio programmes to track and report the use of hate speech and other indecent expressions by politicians and activists. It also assesses the performance of presenters or hosts in their handling of programmes and whether or not they tolerate the use of indecent language on their programmes.

Each target radio stations is assigned to a trained monitor who monitors, records and reports on a daily basis to the MFWA. The reports are then collated and analysed by a team of programme staff and researchers at the MFWA. Findings are publicised periodically. This report, however, covers findings for the period of June 1 to June 30, 2016.

2.0 Findings

The findings presented in this report covers monitoring undertaken over the period, June 1-30, 2016. This report covers findings from 50 radio stations monitored under the project. The report identifies the categories of indecent expressions used, political affiliation of those who used indecent expressions and the radio stations on which indecent expression were recorded.

2.1 General Findings

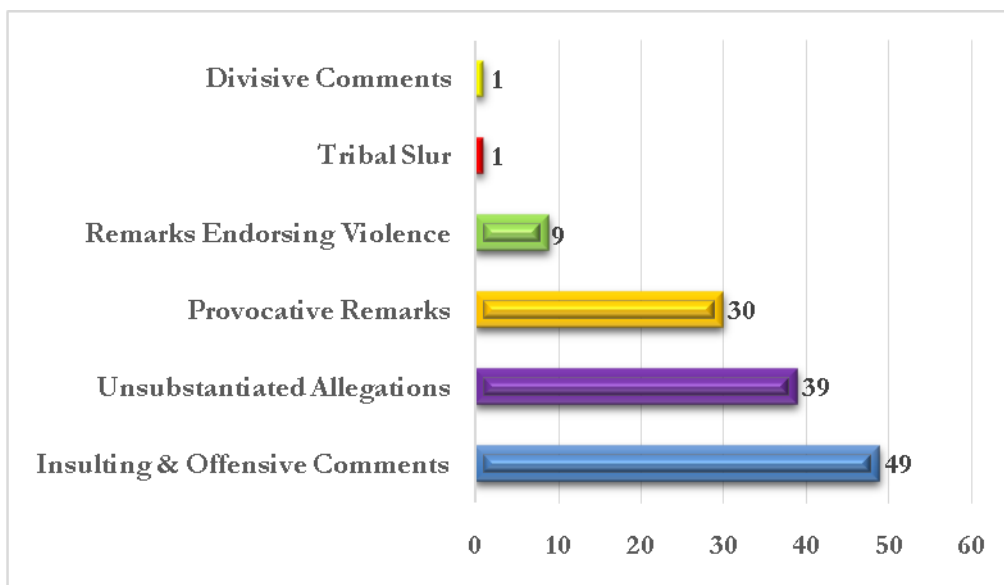
Altogether, **2,348** radio programmes were monitored one month period. The programmes monitored included news bulletins, political and current affairs discussion programmes aired on the 50 radio stations. There was male dominance on all the programmes monitored – from the presenters and hosts to the panellists, interviewees and callers. There was, however, no gender-

specific indecent expression. A total of **129** indecent expressions were recorded during the period representing an average of 32 indecent expressions a week.

2.2 Categories of Indecent Expressions Recorded

The **129** indecent expressions recorded fell under six categories of expressions: unsubstantiated allegations; insulting and offensive comments; provocative remarks; comments endorsing violence; tribal slur and comment promoting divisiveness. Majority of the indecent expressions recorded were insulting and offensive in nature. Figure 1 below shows the frequency of use of each of the six categories of indecent expressions recorded.

Figure 1: Categories of Indecent Expressions Recorded

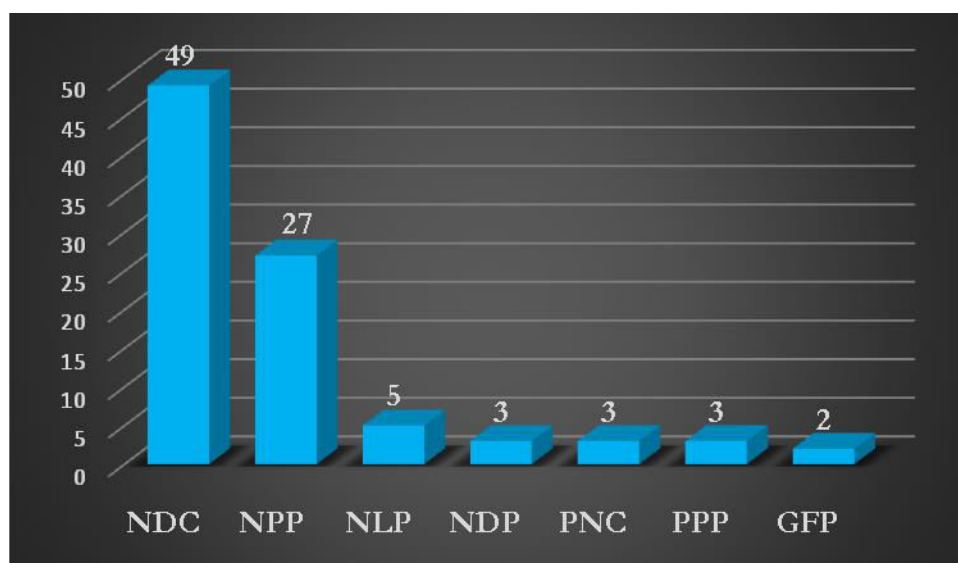


2.3 Political Party/ Group Affiliation of Individuals Who Used Indecent Expressions

Eighty-eight (88) out of the 129 indecent expressions were made by officials, supporters and affiliates of six political parties. Five others were made by a supporter of a group called New Labour Party (NLP). The remaining 36 were made by individuals majority of whom were callers and radio programme hosts and presenters whose affiliation could not be established.

The six political parties whose officials, supporters and affiliates were cited for using abusive expressions were: the New Patriotic Party (NPP), the ruling National Democratic Congress (NDC), National Democratic Party (NDP), People’s National Convention (PNC), Progressive People’s Party (PPP), and Ghana Freedom Party (GFP). The frequency of indecent expressions made by affiliates of the six political parties and the NLP are graphically represented in Figure 2 below.

Figure 2: Frequency of Indecent Expressions Used by Political Party Affiliates



Note: Individuals who used indecent expressions but whose political party or group affiliation was unknown are not included in this graph

Categories of Indecent Expressions Used by Political Party Affiliates

Affiliates, supporters and officials of the NDC recorded the highest number (49) of indecent expressions followed by the NPP (27). The NDC affiliates dominated in the use of insulting and offensive comments and unsubstantiated allegations while affiliates of the NPP were dominant in the use of provocative remarks. Table 1 below shows the specific categories of indecent expressions used by affiliates of each of the six political parties and the NLP group. Also captured are expressions made by individuals whose political party affiliation could not be established.

Table 1: Specific Categories of Indecent Expressions Recorded by Political Party Affiliates

Category of Indecent Expression	Political Party Affiliation of Culprits								Total
	NDC	NPP	NLP	NDP	PNC	PPP	GFP	Unknown	
Insulting & Offensive Comments	28	8	5	1	1	0	0	6	49
Unsubstantiated Allegations	12	8	0	3	1	0	1	14	39
Provocative Remarks	4	8	0	0	1	1	1	15	30
Remarks Endorsing Violence	4	3	0	0	0	2	0	0	9
Divisive Comment	1	0	0	0	0	0	0	0	1

Tribal Slur	0	0	0	0	0	0	0	1	1
Total	49	27	5	4	3	3	2	36	129

2.4 Specific Expressions Used

In the list below, individuals who used indecent expressions are placed under the categories of indecent expressions they made. The radio stations on which they used those expressions and the dates on which the expressions were made have also been indicated.

Insulting and Offensive Comment

1. Mugabe Maase (NDC supporter), host of PAMPASO – **two (2)** on Montie FM aired on June 1, 2016
2. Mugabe Maase (NDC supporter), host of PAMPASO – on Montie FM aired on June 9, 2016
3. Mugabe Maase (NDC supporter), host of PAMPASO – on Montie FM aired on June 10, 2016.
4. Mugabe Maase (NDC supporter), host of PAMPASO – on Montie FM aired on June 15, 2016.
5. Mugabe Maase (NDC supporter), host of PAMPASO – on Montie FM aired on June 17, 2016.
6. Mugabe Maase (NDC supporter), host of PAMPASO – on Montie FM aired on June 21, 2016.
7. Mugabe Maase (NDC supporter), host of PAMPASO – **five (5)** on Montie FM aired on June 20, 2016
8. Mugabe Maase (NDC supporter), host of PAMPASO – **three (3)** on Montie FM aired on June 24, 2016.
9. Mugabe Maase (NDC supporter), host of PAMPASO – **three (3)** on Montie FM aired on June 28, 2016
10. Mugabe Maase (NDC supporter), host of PAMPASO – on Montie FM aired on June 30, 2016
11. Listowel Nana Kusi Poku of the NLP – during Montie FM’s PAMPASO show aired on June 14, 2016
12. Listowel Nana Kusi Poku of the NLP– during Montie FM’s PAMPASO show aired on June 16, 2016.
13. Listowel Nana Kusi Poku of the NLP – **three (3)** during Montie FM’s Pampaso programme aired on June 28, 2016.
14. Alistair Nelson (NDC supporter) – during Montie FM’s Pampaso programme aired on June 3, 2016.
15. Alistair Nelson (NDC supporter) – during Montie FM’s Pampaso programme aired on June 15, 2016.
16. Alistair Nelson (NDC supporter) – during Montie FM’s Pampaso programme aired on June 17, 2016.
17. Alistair Nelson (NDC supporter) – during Montie FM’s Pampaso programme aired on June 22, 2016.
18. Alistair Nelson (NDC supporter) – **three (3)** during Radio Gold’s Political Talking Point aired on June 28, 2016.

19. Alistair Nelson (NDC supporter) – during Montie FM’s Pampaso programme aired on June 29, 2016
20. Samuel Huntor (affiliation unknown), co-host of Adekyeemusem – read a message from his Facebook wall on the June 2, 2016 edition the show on Montie FM.
21. Obiri Boahen of the NPP in a phone interview – on Ghana Yensom on Accra FM aired on June 27, 2016.
22. NII ADDO QUAYNOR (affiliation unknown)– during Montie FM’s Pampaso programme aired on June 24, 2016
23. Sheikh Larry (Affiliation unknown) - during Montie FM’s Pampaso programme aired on July 24, 2016.
24. Uncle Ebo of the NPP – on Happy FM’s Democracy programme aired on June 9, 2016.
25. Hopeson Adorye of the NPP – on Happy FM’s Democracy programme aired on June 6, 2016.
26. Mr. Awal of the NPP – on Adekyeamunsem broadcast on Winners FM aired on June 20, 2016.
27. Captain Smart (affiliation unknown), host of Adom FM’s Edwaso Msem (Fa Be Wo So segment) – also broadcast on Tain FM on June 20, 2016.
28. Richard Nyamah of the NPP – **two (2)** on Rainbow Radio’s Frontline programme aired on June 15, 2016.
29. Hajia Zainab Joyce Mahama of the NDC– in a phone interview on Rainbow Radio’s Frontline programme aired June 29, 2016.
30. Abu Ramadan, former Youth Organiser of the PNC– on Oman FM’ National Agenda aired on June 27, 2016.
31. Kennedy Agyapong NPP MP for Assin North Constituency and owner of Oman FM – on Oman FM’s Boiling Point programme on aired on June 7, 2016.
32. Daasebre Dwamena (affiliation unknown), co-host of the Key Note programme on Ashh FM – on the June, 22, 2016 edition of the show.
33. Sammy, a caller (affiliation unknown) – on Adom FM’s Edwaso Msem aired on June 7, 2016.
34. Ernest Owusu Bempah of the NDP and host of Happy FM’s Democracy programme – read a text message on the June 6, 2016 edition of the show.
35. Henry Kwabena Kokofu, NPP MP for Bantama Constituency – on EKOSII SEN programme aired on Asempa FM on June, 17, 2016.

Unsubstantiated allegations

1. Asuo, a caller (affiliation unknown) – on Okay FM’s Adeɛ Akye Abia programme aired on June 16, 2016
2. Odehyee, a caller (affiliation unknown) – on Okay FM’s Adeɛ Akye Abia programme aired on June 23, 2016
3. Mugabe Maase (NDC supporter), host of PAMPASO – **five (5)** on Montie FM aired on June 13, 2016.
4. Mugabe Maase (NDC supporter), host of PAMPASO – on Montie FM aired on June 15, 2016.
5. Awudu Saila, a caller (affiliation unknown) – on Radio Gold’s Political Talking Point aired on June 23, 2016.
6. Alistair Nelson (NDC supporter) – during Radio Gold’s Political Talking Point programme aired on June 28, 2016.
7. Nana, a caller (affiliation unknown) – Radio Gold’s Political Talking Point programme aired on June 21, 2016.

8. Charles McCarthy (affiliation unknown) – Radio Gold’s Political Talking Point programme aired on June 21, 2016
9. Baah Acheamfour (affiliation unknown) – **two (two)** in a phone interview on Radio Gold on June 23, 2016.
10. Larry Alan Dogbey, a journalist (affiliation unknown) – **two (2)** Radio Gold’s Power Drive programme aired on June 15, 2016
11. Kwodwo Twum Boafo of the NDC) – **two (2)** Radio Gold’s Power Drive programme aired on June 15, 2016
12. Sam Pyne, Ashanti Regional secretary of the NPP – on Hello FM’s Akokɔ Abɔn programme aired on June 11, 2016.
13. Ernest Owusu Bempah of the NDP – **two (2)** on Hello FM’s Akokɔ Abɔn programme aired on June 18, 2016.
14. Daasebre Dwamena (affiliation unknown), co-host supporting the main host with newspaper review – National Agenda programme on Ashh FM aired on June, 10, 2016.
15. Joe Appiah, NPP MP for Ablekuma North constituency – on A.M Drive on Atinka FM aired on June 2, 2016.
16. John Donyina of the NPP – on Ka Ne Wu programme on Classic FM aired on June 9, 2016.
17. Abdulai A. Gafaru (affiliation unknown), host of Diamond FM’s Dagbani Newspaper Review programme – read a text message from Kataali Gurugu on the June 1, 2016 edition of the programme.
18. Akua Donkor, flagbearer of GFP - on Montie FM’s Pampaso programme aired on June 15, 2016.
19. Ernest Owusu Bempah of the NDP – in an interview on Happy FM Mid-day News on aired on June 8, 2016.
20. Okyeman, a caller (affiliation unknown) – on Happy FM’s Democracy programme aired on June 20, 2016.
21. Awudu Faala, an NDC serial caller on “Fab3worso” – on Tain FM aired on June 27, 2016.
22. Awudu Faala, an NDC serial caller – on during phone-in segment on Fa Be Wɔ So on Tain FM aired on June 22, 2016
23. Kwame Tutu, host of Rainbow Radio’s Frontline programme (affiliation unknown) – on the June 21, 2016 edition of the programme.
24. Issah Kantejeri of the NDC – on Bong bi a yiri on Radio Progress aired on June 17, 2016.
25. Kennedy Agyapong NPP MP for Assin North Constituency and owner of Oman FM – **two (2)** on National Agenda on Oman FM aired on June 24, 2016.
26. Kennedy Agyapong NPP MP for Assin North Constituency and owner of Oman FM – **two (2)** on Boiling Point on Oman FM aired on June 14, 2016.
27. Abu Ramadan, former Youth Organiser of the PNC – on Boiling Point on Oman FM aired on June 9, 2016.
28. Yaw Adomako Baafi, a Deputy Communications Director of the NPP – on Boiling Point on Oman FM aired on June 7, 2016.
29. George Boateng (affiliation unknown) – on Boiling Point on Oman FM aired on June 16, 2016.

Provocative Remarks

1. A caller (affiliation unknown) – on Okay FM’s Adeε Akye Abia programme aired on June 9, 2016
2. Mugabe Maase (NDC supporter), host of PAMPASO – on Montie FM aired on June 13, 2016.
3. Alistair Nelson (NDC supporter) – on Political Talking Point on Radio Gold on June 28, 2016.
4. Captain Smart (affiliation unknown), host of Adom FM’s Edwaso Msem Fa Be Wɔ So – on Adom FM’s Edwaso Msem Fa Be Wɔ So aired on June 13, 2016.
5. Kwesi Kyei, Ashanti Regional Communication's Director of the NPP – during Angel in the Morning Show aired on Angel FM on June, 10, 2016.
6. Solomon Nkansah, Communications Director of the NDC – on A.M Drive on Atinka FM aired on June 21, 2016.
7. Ameyaw, a caller (affiliation unknown) – on APJ HOUR on Classic FM aired on June 7, 2016.
8. Yussif Danjumah of the NPP – on Diamond FM’s Head to Head programme aired on June 16, 2016.
9. Seesu, a caller (affiliation unknown) on Eagle Breakfast show – on Eagle FM aired on June 6, 2016.
10. Sule Mossi Kamara (affiliation unknown), host of Eagle Breakfast – read a text message on Eagle FM aired on June 22, 2016.
11. Sule Mossi Kamara (affiliation unknown), host of Eagle Breakfast – read **two (2)** provocative text messages on Eagle FM. aired on June 28, 2016.
12. George Boateng (affiliation unknown) on the Boiling Point programme which was also broadcast on Ashh FM– **three (3)** on Oman FM aired on June 2, 2016.
13. Charles Owusu, a member of the PPP communications team on Boiling Point – on Oman FM aired on June 16, 2016.
14. Abu Ramadan, former Youth Organiser of the PNC on Boiling Point – on Oman FM aired on June 16, 2016.
15. Kennedy Agyapong NPP MP for Assin North Constituency and owner of Oman FM – **two (2)** on Boiling Point on Oman FM aired on June 14, 2016.
16. Donkor, an NPP serial caller on Fa Be Wɔ So (taken from their Affiliate radio station, Adom FM, and aired on Tain FM) – **two (2)** on Tain FM aired on June 6, 2016.
17. Ivan Yeboah Bilson of NDC on Fact File – on Ultimate FM aired on June 23, 2016.
18. BM, caller (affiliation unknown) on Fa Be Wɔ So – **two (2)** on Tain FM aired on June 22, 2016
19. BM, caller (affiliation unknown) on Fa Be Wɔ So - on Tain FM aired on June 24, 2016
20. Akua Donkor, flagbearer of GFP – on OBUOBA KASA aired on OBUOBA FM on June 7, 2016.
21. Abiela, caller (affiliation not mentioned) on OBUOBA KASA – on OBUOBA FM aired on June 6, 2016.
22. Stephen Amoah of the NPP on Angel in the Morning Show – on Angel FM aired on June 17, 2016.
23. Gizzo, a caller (affiliation unknown) on The Platform – on Angel FM aired on June 27, 2016.
24. Joe Donkor, a member of the NPP’s communication team in the Central Region on Happy FM’s Democracy programme aired on June 2, 2016

Remarks Endorsing Violence

1. Alistair Nelson (NDC supporter) – on Pampaso on Montie FM aired on June 29, 2016
2. Alistair Nelson (NDC supporter) – on Pampaso on Montie FM aired on June 10, 2016.
3. Alistair Nelson (NDC supporter) – on Political Talking Point on Radio Gold on June 28, 2016.
4. Kennedy Agyapong NPP MP for Assin North Constituency and owner of Oman FM – on Oman FM's Boiling Point programme broadcast on June 7, 2016
5. Charles Owusu, a member of the PPP communications team on Boiling Point – **two (2)** on Oman FM aired on June 9, 2016.
6. Kofi Jumah of the NPP in a phone interview on Frontline – on Rainbow Radio aired on June 6, 2016.
7. Kwame Zu of the NDC on Ultimate Fact File – on Ultimate FM aired on June 2, 2016.
8. Joe Donkor of the NPP – on Happy FM's Democracy programme aired on June 9, 2016.

Divisive Comment

1. Mugabe Maase (NDC supporter), host of PAMPASO on Montie FM – aired on the June 20, 2016 edition of the show

Tribal Slur

1. Abdul-Raman (affiliation unknown), a caller on Eagle Breakfast – on Eagle FM aired on June 23, 2016.

As a policy, the MFWA does not publish the indecent expressions people make since it amounts to rebroadcasting those remarks. The specific expressions made by people cited in our reports are, however, available at the MFWA for verification by those cited.

2.5 Radio Stations and Incidents of Indecent Expressions

Indecent expressions were recorded on 22 out of the 50 radio stations monitored over the one month period (June 1-30, 2016). Accra-based Montie FM recorded the 43 indecent expressions representing 33% (or a third) of all the indecent expressions recorded. The 43 indecent expressions were predominantly insulting and offensive comments and were all made on the Pampaso programme. The host of the programme, Salifu Maase, made 27 out the 43 comments.

Accra-based Oman FM followed Montie FM with a total of 18 indecent expressions. The dominant expressions recorded on the station were unsubstantiated allegations and provocative remarks. Most (8) of the indecent expressions recorded on the station were made by Kennedy Agyapong NPP MP for Assin North Constituency, and owner of the station.

Radio Gold, also based in Accra followed with 16 indecent expressions most of which were unsubstantiated allegations. Alistair Nelson made 6 of the 16 expressions captured on Radio Gold. Table 2 below provides details of the incidents and categories of indecent expression recorded on each of the 22 radio stations cited for indecent expressions.

Table 2: Frequency and Categories of Indecent Expressions Recorded on Radio Stations

Radio Station	Categories of Indecent Expressions						Total
	Insulting & Offensive	Unsubstantiated Allegations	Provocative Remarks	Endorsing Violence	Divisive Comment	Tribal Slur	
Montie FM	32	7	1	2	1	0	43
Oman FM	2	7	7	3	0	0	18
Radio Gold	3	10	1	1	0	0	16
Happy FM	3	2	1	1	0	0	7
Adom FM**	2	0	1	0	0	0	5
Tain FM	0	2	5	0	0	0	5
Rainbow Radio	3	1	0	1	0	0	5
Obuoba FM	0	0	2	0	0	0	2
Eagle FM	0	0	4	0	0	1	5
Hello FM	0	3	0	0	0	0	5
Ashh FM	1	1	0	0	0	0	3
Angel FM	0	0	3	0	0	0	3
Ultimate FM	0	0	1	1	0	0	2
Diamond FM	0	1	1	0	0	0	1
Classic FM	0	1	1	0	0	0	2
Atinka FM	0	1	1	0	0	0	2
Winners FM	1	0	0	0	0	0	1
Okay FM	0	2	1	0	0	0	1
Radio Progress	0	1	0	0	0	0	1
Asempa FM	1	0	0	0	0	0	1
Accra FM	1	0	0	0	0	0	1
Total	49	39	30	9	1	1	129

**** Two of the indecent expressions recorded on Adom FM's Edwaso Nsem (the FM's Fa Be Wɔ So segment) were also aired on the Nsawkaw-based Tain FM which picks Adom FM's morning show.**

The phenomenon of radio programme presenters and hosts being at the forefront in the use of abusive expressions on air is quite worrying. As moderators, the hosts are expected to manage their shows and ensure that civility is respected at all times while on air. It is, therefore, unfortunate that instead of controlling his panellists, Salifu Maase, the host of Montie FM's Pampaso programme, was rather found to be the main perpetrator of abusive expressions on the station. Even though some of the moderators made their panellists in particular withdraw or

apologise for the use of unsavoury expressions, many failed to demand from the individuals who made indecent expressions to retract, withdraw or apologise.

Another issue of concern emanating from the report is the rate at which specific individuals singlehandedly make several indecent expressions and are often allowed to go on without any restriction by the moderators. For the one month period under review, three individuals were particularly abusive – Salifu Maase, host of Montie FM’s Pampaso programme, Alistair Nelson, a panellist on Montie FM and Radio Gold, and Kennedy Agyapong, MP for Assin North Constituency. Table 3 below provides a breakdown of the indecent expressions made by each of them:

Table 3: Incidents of Indecent Expressions made by Most Abusive Individuals

Name	Frequency	Breakdown of Indecent Expressions Used
Salifu Maase	27	Insulting and Offensive Comments: 19 Unsubstantiated Allegations: 6 Provocative Remarks: 1 Divisive Comment: 1
Alistair Nelson	13	Insulting and offensive comments: 8 Remarks Endorsing Violence: 3 Unsubstantiated Allegations: 1 Provocative Remark: 1
Kennedy Agyapong	8	Unsubstantiated Allegations: 4 Insulting and Offensive Comment: 1 Provocative Remarks: 2 Remarks Endorsing Violence: 1

3.0 Conclusion and Recommendations

The findings, as presented above, show that the use of indecent expressions is prevalent on air. Unfortunately, while political party affiliates and opponents continue to banter and abuse airtime in attacking personalities instead of addressing issues, some radio presenters and hosts, have joined the fray. Therefore, instead of taking charge of their programmes and ensuring that issues are discussed dispassionately with decorum, they are at the forefront in churning out insulting and offensive comments and making claims that they are unable to prove. It also appears that some of the presenters and hosts are unwilling or unable to control their panellists which often leads to a situation where panellists blatantly refuse to retract, apologise or withdraw an abusive comment or simply ignore caution by moderators and continue to peddle lies and hurl invectives at opponents.

The MFWA, therefore, urges radio programme managers, producers and hosts/presenters, especially of Montie FM, Oman FM, Adom FM and Radio Gold, to help sanitise the airwaves by insisting and adhering to decorous and civil deliberations on their networks. The MFWA also calls on the National Media Commission, the Ghana Independent Broadcasters Association and the Ghana Journalists Association to take up the issues identified from the findings in order to take remedial action. The MFWA again calls on all political parties, especially the NPP, to encourage their communicators to focus on discussing issues devoid of intemperate expressions.