

MONITORING OF INDECENT CAMPAIGN LANGUAGE ON RADIO

FINDINGS FOR THE PERIOD JULY 1-31, 2016.

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1.0 Introduction

As the most patronised media platform in Ghana, many politicians use radio in sending their messages across to the electorate and soliciting their votes. While radio provides a great platform for the marketing and exchange of ideas, some political party representatives who feature on radio programmes rather abuse the opportunity by resorting to insults and personality attacks instead of discussing issues. This is particularly prevalent in electioneering periods and if left unchecked could potentially incite people to violence as witnessed in some countries.

To help make campaign communication issues-based, the Media Foundation for West Africa (MFWA) is implementing a project titled, **Promoting Issues-based and Decent Language Campaigning for a Peaceful, Free and Fair Elections in Ghana in 2016**. The project aims at encouraging people to be measured in their use of language by naming and shaming those who use abusive expressions on radio. Ultimately, the project seeks to contribute to peaceful elections by making political discourse on radio more issues-based rather than the use of abusive expressions that could foment elections-related violence.

The project is being carried out with funding support from OSIWA, STAR-Ghana, the EU (through Socioserve-Ghana) and the Embassy of France in Ghana.

The project involves the daily monitoring of selected programmes on 60 radio stations selected across the country. The monitoring tracks and reports incidents of hate speech and indecent expressions. It also monitors how presenters on the target radio stations handle their programmes to ensure that indecent expressions are not tolerated on their programmes.

Each target station is assigned a trained monitor who is also equipped with a digital recorder to record the programmes monitored. The monitors send daily reports to the MFWA. The reports are analysed by a team of programme staff and researchers at the MFWA with a consolidated report publicised every two weeks.

2.0 Findings

This report covers findings from monitoring reports collated and analysed for the period, July 1- 31, 2016. It covers findings from 60 radio stations monitored during the reporting period. The report presents findings on categories of indecent expressions recorded, political affiliation of those who used those indecent expressions and the radio stations on which the indecent expression were recorded.

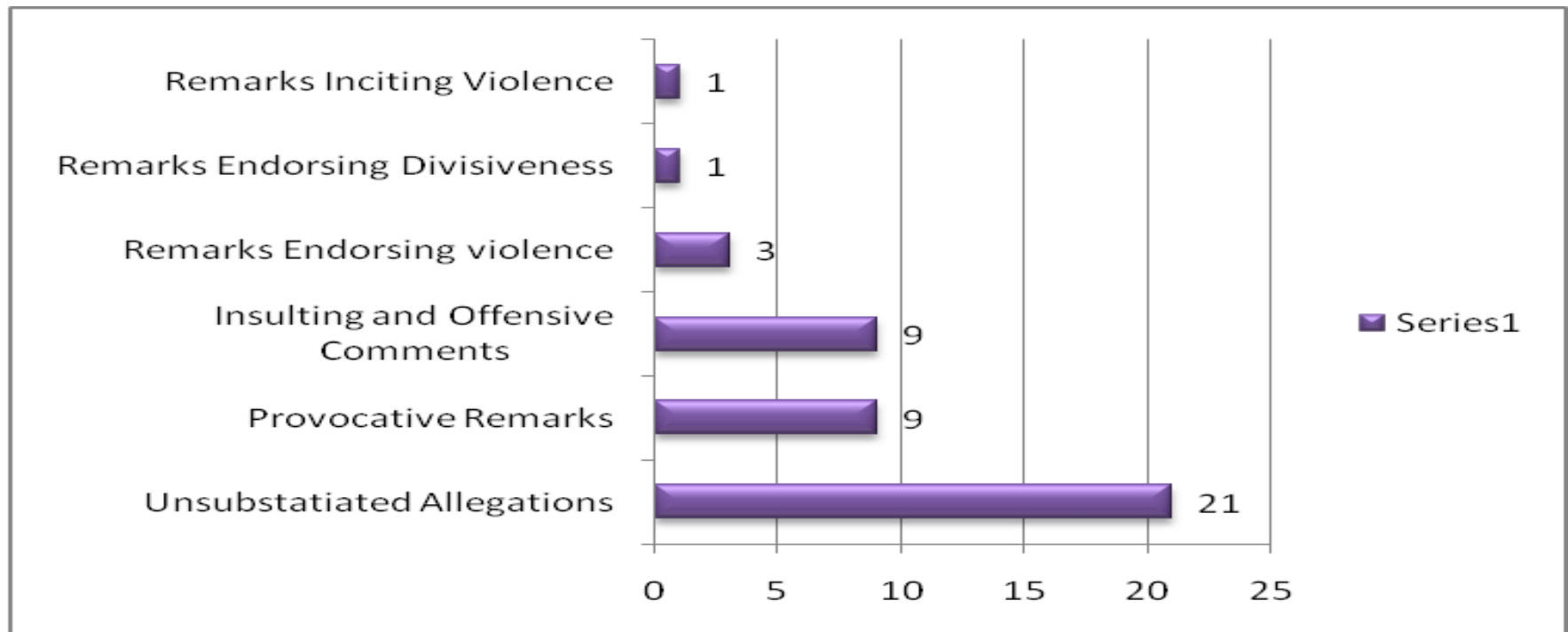
2.1 General Findings

Over the one-month monitoring period, **1,474** radio programmes were monitored. The programmes included news bulletins, political and current affairs discussions aired on the 60 radio stations. Most of the programmes were moderated by males. Over 97 percent of the individuals who participated in the programmes as discussants, panellists or callers, were also males. In spite of the male dominance, no gender-specific indecent expression was cited. Altogether, **44** indecent expressions were recorded. The abusive expressions were mostly recorded during the discussion of issues such as corruption, political party activities, and elections-related issues.

2.2 Categories of Indecent Expressions Recorded

Six categories of indecent expressions were recorded over the monitoring period. Unsubstantiated allegations, often intended to malign and impugn the reputation of others, dominated the indecent expressions used. The other categories of indecent expressions are depicted in Figure 1 below:

Figure 1: Categories of Indecent Expressions Recorded

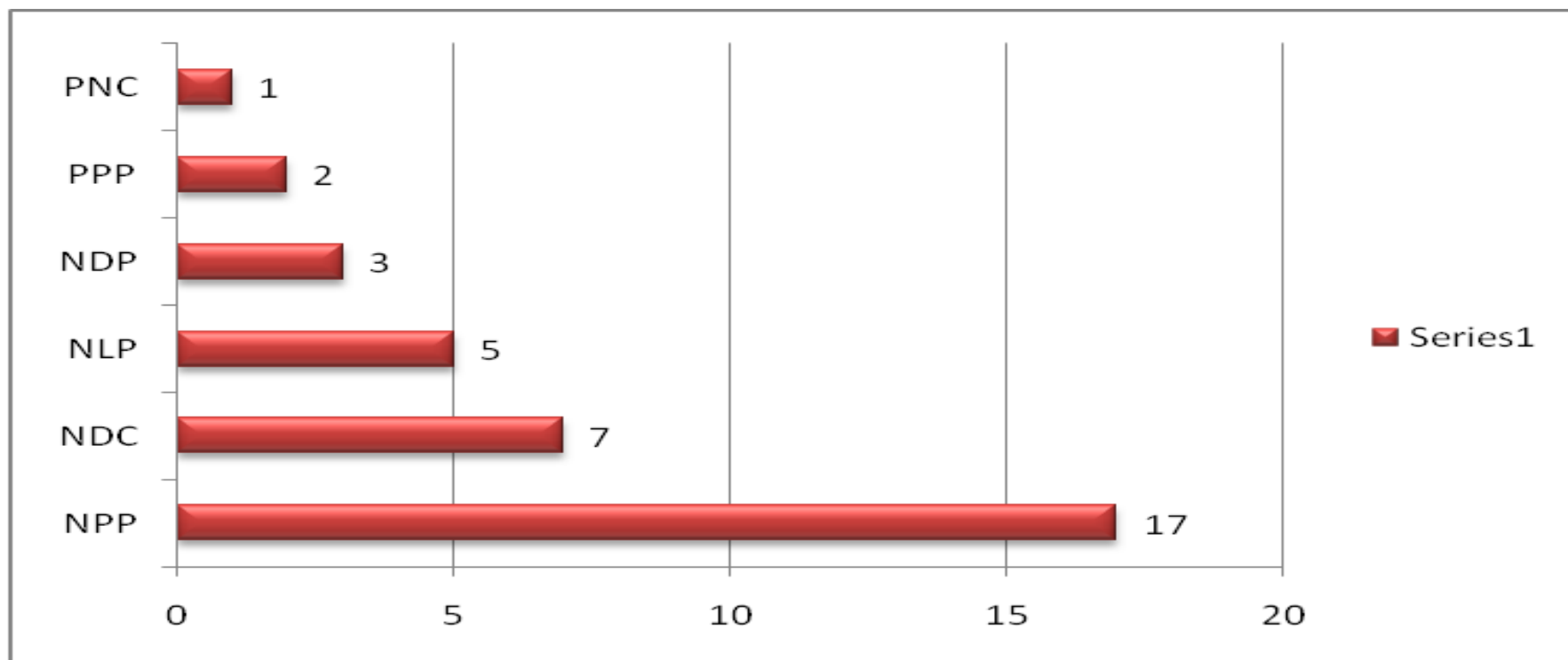


2.3 Political Party/ Group Affiliation of Individuals Who Used Indecent Expressions

The 44 indecent expressions were made by political party officials, supporters and affiliates; radio programme hosts and presenters; and other individuals whose political or group affiliation could not be established on the programmes monitored. Thirty-five (35) out of the 44 indecent expressions recorded were made by political party officials, supporters and affiliates. Individuals whose political affiliation was unknown made the remaining 9.

Officials, supporters and affiliates of five political parties were cited for using abusive expressions. They were: the New Patriotic Party (NPP), the ruling National Democratic Congress (NDC), Progressive People's Party (PPP), People's National Congress (PNC), and the National Democratic Party (NDP). Also cited for the use of indecent expressions were affiliates of a group introduced as New Labour Party (NLP). Figure 2 below is a graphical representation of the frequency of indecent expressions recorded by each of the five political parties and the NLP.

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

As shown in Figure 2 above, affiliates of the NPP recorded the highest number of indecent expressions followed by affiliates of the NDC. The NPP officials, supporters and affiliates dominated in the use of unsubstantiated allegations and provocative remarks. Affiliates of the NLP led in the use of insulting and offensive comments. Table 1 below

shows the specific categories of indecent expressions used by affiliates of each of the five political parties and the NLP. Also included is the breakdown of the indecent expressions used by individuals whose political party affiliation could not be established.

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

| Categories Of Indecent Expressions | Political party affiliation of culprits | | | | | | | |
|------------------------------------|---|----------|----------|----------|----------|----------|----------|-----------|
| | NPP | NDC | PPP | NLP | NDP | PNC | Unknown | Total |
| Unsubstantiated Allegation | 9 | 3 | 2 | 0 | 2 | 1 | 4 | 21 |
| Provocative Remarks | 2 | 2 | 0 | 1 | 0 | 0 | 4 | 9 |
| Insulting And Offensive Comments | 2 | 2 | 0 | 4 | 1 | 0 | 0 | 9 |
| Remarks Endorsing Violence | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| Remarks Promoting Divisiveness | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| Remarks Inciting Violence | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Total | 17 | 7 | 2 | 5 | 3 | 1 | 9 | 44 |

2.4 Political Parties, Groups and Individuals Attacked

Generally, the indecent expressions recorded were targeted at the NPP and the NDC, their presidential candidates and other individuals with no clear political or group affiliation. The NDC as a party, along with some named individuals in

the party, were the object of 9 abusive expressions. The NPP, along with some officials and affiliates of the party, were the targets of four indecent expressions. Apart from these, President John Dramani Mahama, who is also the presidential candidate for the ruling NDC, was the target of 9 abusive comments while the presidential candidate of the NPP, Nana Addo Dankwah Akuffo-Addo, was the object of five abusive expressions. EC was also abused. There were two indecent expressions against the Commission and its leadership. The remaining 15 indecent expressions were directed at some parliamentarians, academics, and other individuals.

2.5 Specific Expressions Used

Below are the names of the individuals who made the 44 indecent expressions. The names are placed under the specific 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.

Unsubstantiated Allegations

1. Aikins (affiliation unknown), a caller – on Okay FM's Adeε Akye Abia aired on July 16, 2016.
2. Alhaji Red (affiliation unknown), a caller – during the call-in segment on Tain FM's morning show aired on July 7, 2016.
3. Angelo Agbeshie of the NDC – on Jubilee FM's Aguadze programme aired on July 14, 2016.
4. Baba Jamal Conde of the NDC – on Montie FM's *Pampaso* - on aired on July 21, 2016.
5. BM (affiliation unknown), a caller – during the call-in segment on Tain FM's morning show aired on July 13, 2016.
6. Dauda of the PPP – on Kokrokoo Annexe on Cruz FM aired on July 20, 2016.
7. Ernest Owusu Bempah, Communications Director of NDP and host of *Democracy* programme read a text message from an unidentified person on the *Democracy* programme, - on Happy FM aired on July 21, 2016,

8. Ernest Owusu Bempah, Communications Director of NDP and host of *Democracy* programme read a text message from Boham in Taifa - on Happy FM aired on July 21, 2016.
9. Hopeson Adorye, a member of the NPP communication team – on Happy FM’s Democracy programme aired on July 21, 2016
10. Hopeson Adorye, a member of the NPP communication team – **two (2)** on Happy FM’s Democracy programme aired on Happy FM aired on July 14, 2016.
11. Hopeson Adorye, a member of the NPP communication team – during *The Platform* programme on Peace FM aired on July 18, 2016.
12. Johnson Ayine, a member of the PNC Upper East Communication team – on A1 Radio’s Day Break Upper East programme aired on July 19, 2016.
13. King Faisal, NPP Tamale Central Deputy Secretary – on Zaa Radio’s *Lababali Tsuru Vibigu Saba* aired on July 20, 2016.
14. Kwame Abroye DC of the NPP – on Classic FM’s *Kokrokoo Morning Show* programme aired on July 7, 2016.
15. Mohammed Kamal-Deen of the PPP – on Zaa Radio’s *Lababali Tsuru Vibigu Saba* programme aired on July 26, 2016.
16. Paapa Bissiw of the NDC – during Hot FM’s Dwen ho Biom programme on aired on July 13, 2016.
17. Paapa Bissiw of the NDC – during Hot FM’s Dwen ho Biom programme aired on July 7, 2016.
18. Titus Glover, NPP MP for Tema East – on Adom FM’s Edwaso Nsem programme (which was also aired on Tain FM, an affiliate radio station) on July 4, 2016.
19. Yaw Adomako Baafi, Deputy Communications Director of the NPP – in a phone interview on Oman FM’s 6 p.m News aired on July 21, 2016.
20. Yussif Danjumah of the NPP – on Zaa Radio’s *Lababali Tsuru Vibigu Saba* programme aired on July 18, 2016.

Provocative Comments

1. Alhaji Red (affiliation unknown), a caller – during the call-in segment on Tain FM's morning show aired on July 8, 2016.
2. Captain Smart (affiliation unknown), host of Adom FM's Edwaso Nsem programme – on the July 11, 2016 edition of the *Fa Be Wɔ So* segment of the programme.
3. Captain Smart (affiliation unknown), host of Adom FM's Edwaso Nsem programme – on the July 20, 2016 edition of the *Fa Be Wɔ So* segment of the programme.
4. King Faisal, NPP Tamale Central Deputy Secretary – on Zaa Radio's *Lahabali Tsuru Vibigu Saba* programme aired on July 18, 2016.
5. Listowell Nana Kusi Poku of the NLP – on Montie FM's *Pampaso* programme aired on July 20, 2016.
6. Mohammed Maida of the NDC – on Super Morning Show (Phone-in segment) on Radio Justice aired on July 11, 2016.
7. Salifu (Janga) of the NPP – on Eagle Breakfast programme on Eagle FM aired on July 8, 2016.
8. Sayibu (affiliation unknown), a caller – on Super Morning Show on Radio Justice aired on July 13, 2016
9. Solomon Yaw Nkansah, Communications Director of the NDC – during *The Platform* programme on Peace FM aired on July 20, 2016.

Insulting and Offensive Comments

1. David Appau of the NPP – on Obuoba Kasa programme on Obuoba FM aired on July 15, 2016.
2. Ernest Owusu Bempah, Communications Director of NDP and host of Happy FM's Democracy programme – on the July 21, 2016 edition of the programme.
3. Hopeson Adorye, a member of the NPP communication team – on Happy FM's Democracy programme aired on July 21, 2016
4. Kofi Adoli, Youth Organiser of the UK/Ireland branch of the NDC – during the broadcast of *Political Talking Point* on Radio Gold on July 21, 2016.

5. Koku Anyidoho, Deputy General Secretary of the NDC – in a phone interview on *Adekyeemusem* - on Montie FM aired on July 27, 2016.
6. Listowell Nana Kusi Poku of the NLP – **four (4)** on Montie FM's *Pampaso* programme aired on July 20, 2016.

Remarks Inciting Violence

1. Yaw Adomako Baafi, Deputy Communications Director of the NPP – on Oman FM's Boiling Point programme aired on July 19, 2016.

Remarks Promoting Divisiveness

1. Gabriel (affiliation unknown), a caller – on Rite FM's Morning Rite programme aired on July 5, 2016.

Remarks Endorsing Violence

1. Kwame Owusu David of the NPP and of Nana Addo Fun Club in the Krachie West Constituency in the Volta Region – **two (2)** in a phone interview on Okay FM's Adeɛ Akye Abia programme aired on July 9, 2016.
2. Sarah of the NPP and a womens organiser of Nana Addo Fun Club in the Krachie West Constituency in the Volta Region – in a phone interview on Okay FM's Adeɛ Akye Abia programme aired on July 9, 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.

2.6 Radio Stations and Incidents of Indecent Expressions

Of the 60 radio stations monitored over the one-month period (July 1-31, 2016), indecent expressions occurred on 18 stations. Accra-based Happy FM and Montie FM recorded the highest number of indecent expressions with 7 incidents

each. Following the pack of radio stations with indecent expressions recorded on their platforms are Tamale-based Zaa Radio (4) and Accra-based Okay FM (4). Table 2 below provides details on the 18 radio stations on which indecent expressions were cited, including the categories and frequency of indecent expressions recorded on each of the radio stations.

Table 2: Categories of Indecent Expressions Recorded on the 18 Radio Stations

| Radio Stations | Categories of Indecent Expressions | | | | | | Total |
|----------------|------------------------------------|---------------------|----------------------------------|----------------------------|--------------------------------|---------------------------|-------|
| | Unsubstantiated Allegation | Provocative Remarks | Insulting And Offensive Comments | Remarks Endorsing Violence | Remarks Promoting Divisiveness | Remarks Inciting Violence | |
| Happy FM | 5 | 0 | 2 | 0 | 0 | 0 | 7 |
| Montie FM | 1 | 1 | 5 | 0 | 0 | 0 | 7 |
| Zaa FM | 3 | 1 | 0 | 0 | 0 | 0 | 4 |
| Okay FM | 1 | 0 | 0 | 3 | 0 | 0 | 4 |
| Tain FM | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
| Adom FM | 1 | 2 | 0 | 0 | 0 | 0 | 3 |
| Hot FM | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| Oman FM | 1 | 0 | 0 | 0 | 0 | 1 | 2 |
| Peace FM | 1 | 1 | 0 | 0 | 0 | 0 | 2 |
| Radio Justice | 0 | 2 | 0 | 0 | 0 | 0 | 2 |
| Eagle FM | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Classic FM | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| Rite FM | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Cruz FM | 1 | 0 | 0 | 0 | 0 | 0 | 1 |

| | | | | | | | |
|----------------------|-----------|----------|----------|----------|----------|----------|-----------|
| Radio Gold | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| Obuoba FM | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| A1 Radio | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| Jubilee Radio | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| Total | 21 | 9 | 9 | 3 | 1 | 1 | 44 |

The monitoring shows a relative improvement in terms of the number of radio show hosts cited for the use of abusive expressions. Over the monitoring period, only a few programme hosts and co-hosts were cited for making indecent expressions. However, many of the programme hosts and presenters on the stations cited, failed to demand from the individuals who made indecent expressions to retract, withdraw or apologise.

For the period under review, three individuals were particularly abusive – Hopeson Adoye, a member of the NPP communication team, Listowell Nana Kusi Poku of the NLP and Ernest Owusu Bempah of the NDP. 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 Expression Used |
|--------------------------|------------------|--|
| Hopeson Adoye | 5 | Unsubstantiated Allegation 4 Insulting and Offensive Comments 1 |
| Listowell Nana Kusi Poku | 5 | Provocative comments 1 Insulting and offensive comment 4 |

| | | |
|---------------------|---|---|
| Ernest Owusu Bempah | 3 | Unsubstantiated Allegation 2 Insulting and offensive comment 1 |
|---------------------|---|---|

3.0 Conclusion and Recommendations

The findings, though show a decrease in the use of indecent expressions on radio in the month of July (44) from 129 indecent expressions recorded in June, supporters and other affiliates of political parties continue to abuse each other with vitriolic allegations, insults and offensive comments. Unfortunately, some radio programme hosts and presenters seemed unwilling to take charge of their programmes and bring their panellists, interviewees or callers to order to ensure high quality presentations devoid of abusive language. The MFWA, therefore, urges radio programme managers, producers and hosts/presenters to help ensure that their panellists, interviewees and callers who feature on their radio programmes adhere to editorial guidelines, ethical standards and speak to issues instead of attacking people. The MFWA also calls on all political parties to encourage their communicators to focus on discussing issues rather than using the opportunity to attack opponents with unprintable expressions.