



## Radio Messages And Newspaper Coverage Of Family

### Planning: A Gender Perspective

Alex Eloho Umuerrri<sup>1</sup>

#### Abstract

The study investigated radio messages and newspaper coverage of family planning with particular reference to women. A radio script is used, while two Nigerian newspapers are purposively selected and analyzed. The study applied content analysis as research method. Findings revealed that radio messages for the feminine gender had five family planning methods, and also, there were more methods for drugs/pills and material implantation than for injection. The newspaper aspect indicated that coverage was low. The study recommends that content developers of radio messages should make deliberate efforts to beef up the contents of the radio scripts in order to provide enough information for women concerning family planning and also that there should be a variety of programs. On the low coverage given by the two newspapers, it is recommended that a family planning desk be established in each newspaper house, while there should be beat reporters on family planning to ensure adequate coverage.

**Keyword:** *Gender, Radio Messages, Newspaper Coverage, Family Planning, Women In Family Planning*

#### Introduction

Depicting gender involves men, women, masculine and feminine characteristics. However, we start by establishing a rudimentary premise about gender. Gender is socially constructed, not biologically determined. Gender is used to describe the characteristics of men and women that are socially constructed, while sex refers to those that are biologically

---

<sup>1</sup> Ph.D., Associate Professor, Department Of Mass Communication, Benson Idahosa University, Benin City, Edo State, Nigeria

determined. People are born male or female, however, they must learn to be boys and girls or men and women, (Roberts, 1997). In the submissions that follow we explain gender analysis, gender equality and gender mainstreaming as useful guides to understanding gender.

The WHO (2002) defines gender analysis as one that identifies, analyses and informs action to address inequalities that arise from the different roles of women and men, or the unequal power relating between them, and the consequences of these inequalities on their lives, their health and well-being. The way power is distributed in most societies means that women have less access to and control over resources to protect their health, and are less likely to take part in decision-making. Gender analysis in health often highlights how inequalities disadvantage women's health and ways to address and overcome these. It also reveals health risks and problems which men face as a result of the social construction of their lives.

Gender equality is the absence of discrimination on the basis of a person's sex in opportunities, the allocation of resources and benefits or access to services. Also it refers to the fairness and justice in the distribution of benefits and responsibilities between women and men. The concept recognizes that women and men have different needs and power, and that these differences should be identified and addressed in a manner that rectifies the imbalance between the sexes.

A United Nations Economic and Social Council (ECOSOC) (2000) resolution defines gender mainstreaming as the process of assessing the implications for women and men of any

planned action, including legislation, policies or programs, in any area and at all levels. It is a strategy for making women's as well as men's concerns and experiences an integral dimension in the design, implementation, monitoring and evaluation of policies and programs, such that inequality between men and women is not perpetuated. The ultimate goal is to achieve gender equality.

In WHO (2009) on gender added: If health care systems are to respond adequately to problems caused by gender inequality, it is not enough to simply "add in" a gender component late in a given project's development. Research, interventions, health system reforms, health education, health outreach, and health policies and programs must consider gender from the beginning.

All health professionals must have knowledge and awareness of the ways in which gender affects health, so that they may address gender issues whenever appropriate thus making their work more effective. The process of creating this knowledge and awareness of, and responsibility for – gender among all health professionals is called gender mainstreaming.

There is no doubt about the role of communication in development efforts. One of the areas for which development efforts can be carried out is that of family planning. MacBride et al (1981) suggest that communication should have three aims and these are to understand the nature of the problems, build up unity in common effort; and ensure that men and women are responsible for their own development strides (p.199) . Communication can be used to inform, educate and mobilise citizens to participate in a course in which they will benefit from,

and in this sense, the development praxis of family planning. Therefore, both men and women must have access to the means of communication that is, radio, television, newspapers, etc. to gain from the content of communication. Beliefs on gender not only influence how men and women see themselves but also affect their communication behavior. It is therefore safe to say that gender has a role to play in family planning.

It is not known when family planning in the developing world started but there is information on when these governments adopted family planning. Watson (1977) has noted that India the first developing country to adopt family planning policy did so in 1952, and Nigeria between 1965 and 1970. Right from the inception of these policies, the mass media have been involved in family planning. The mass media of radio and newspapers are used for interviews, jingles, adverts etc. in family planning messages.

### **Problem Statement**

Levin and Gillespie (1974, p.9) have noted that family planning campaign programs depend on the culture, language, religion, level of education, socio-economic characteristics of women. Over the years women have played significant roles and are thus considered a focal and reference point in the design of radio messages on family planning. Women who want to avoid pregnancy are not using safe and effective family planning methods for reasons of lack of access to information, to lack of support from their communities. Therefore it seems appropriate to ask, does the radio script/messages for women provide adequate information to women and how does it differ from that

of men? To investigate this phenomenon the study used a case study of a radio script which was aired on Radio Nigeria Bronze FM 101.5 FM (Radio Nigeria) Benin in 2018 and how the demographic variable of sex was used to determine radio family planning messages for women. Bronze FM is a radio station that broadcast from Benin City, Edo State, Nigeria and owned by the Federal Government and operated by the Federal Radio Corporation of Nigeria (FRCN).

Secondly, Nigerian newspapers have been covering gender issues of family planning. It is however not known how Nigerian national newspapers reported family planning concerning women in 2018. Most Nigerian societies have preferences for large families, and apart from the financial implications of a large family, the woman's health may be jeopardized with frequent child-bearing. How have the Nigerian newspapers covered women on family planning during the study period? This study investigated the reportage of family planning on women in two Nigerian newspapers, Vanguard and Guardian. Therefore the objective of the study was to determine radio messages directed at women using a case study and also determine how two national newspapers have reported stories concerning women on family planning.

Therefore to address particular concerns, the following research questions were formulated:

- What are the different methods of family planning in radio messages for women?
- What are the side effects in the use of the different family planning methods in radio messages?

- What types of stories were used to report women's issues on family planning?

### **Theoretical Framework**

Communication is cybernetic in nature. Infant et al (1990) have said that all components of the communication (Source, message, medium, channel, receiver, feedback) exert reciprocity on one another. Lazerfeld & Berelson quoted by DeFleur and Ball-Rokeah (1975) have said that the receiver is not always at the receiving end of messages. This is why Watson's (1991) "scale of media effects theory" explains that the audience can be seen at any point on the scale. This is why the audience consideration (women) is given a primal place in the design of radio messages, therefore, the demographic variable of women is taken into consideration in radio messages.

Secondly, on the agenda setting theory of McCombs and Shaw (1972), the proponents wrote that, 'In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping reality. Readers learn not only about a given issue, but how much importance to attach to that issue from the amount of information in a news story and its position'(p.176). The theory is anchored on the premise that the mass media sets the agenda for public opinion by highlighting certain issues. The agenda setting theory further states that the media determine the issues that the public consider as important through the way they present information or news on issues. The core idea is that the news media indicate to the public what the public perceives as the main issues (McQuail, 2010, p.512). The McCombs and Shaw (1972, p.176) Agenda Setting Media theory

is relevant to the gender issue of family planning as reported by the two newspapers used for this study. Watson and Hill (1993) have observed that for this theory: 'Audiences not only learn about public issues and other matters through the media, they also learn how much importance to attach to an issue or topic from the emphasis the mass media place upon it. The Mass media apparently determine the important issues', (p.110 ). There are three clear points of note here, these are: the audience, issue and the media. Therefore, newspaper coverage must take into consideration the audience, as it is they who will finally decide whether to use the message or not. The second is the presence of an issue which the media use as basis to espouse it's cause, while the third are the media and the varying techniques employed in disseminating information/messages. The relevance of the Agenda-Setting theory to the gender issue on family planning as reported by the two newspapers can be seen from two angles: the micro-agenda setting and the Macro-agenda setting. The former according to Watson and Hill (1993, p.43) was propounded by Funkhouser and Shaw ( 1990 ), in which they describe the way the mass media are able through emphasis on content to influence public perceptions of the relative importance of specific issues. Gender issues on family planning have been brought to public glare as the two newspapers used for this study did report stories (at different levels of content). This position supports McCombs and Shaw (1972) Agenda Setting Theory as attested to by Barnow (1989 ) ' that the mass media play an important part in shaping social reality as they go about their daily task of selecting and displaying news' (p. 369). Funkhouser and Shaw (1990) theorise

on the Macro-agenda setting theory as cited by Watson and Hill, (1993) as, 'the potential of media to colour, distort an entire cultural world view, by presenting images of the world suited to the agenda of the media,' (p.3). The media are expected to colour events and issues to an acceptable level in the eyes of the public. It is assumed that the two newspapers used for this study satisfied this criterion of Macro-agenda setting as they must at various times and levels reported gender on family planning through editorials, opinion articles, feature articles, news stories, and letters-to-the-Editor, cartoons, advertisement etc. It is therefore possible for the media to have a track mind on issues or vice versa. In applying the McCombs and Shaw (1972, p.176) agenda setting theory with the two divides ( the micro-agenda setting and the Macro-agenda setting) it is evident that three factors dominate the theory. These are: issue, media and public which also characterise this study. First, the issue is family planning with a gender bias for women, second, the media used for disseminating information/messages are two Nigerian newspapers, and third, is the public which are Women. In this study, the two national selected newspapers used for the study, Vanguard and Guardian were expected to set the agenda on family planning matters especially for women gender sex

### **Literature Review**

The review of literature, covers, gender roles and family planning, approaches to the involvement of women in family planning, gender, fertility and women in family planning in Nigeria, and newspaper coverage and empirical studies in family planning.



Gender Roles And Family Planning

Gender role is a set of expectations about what behaviours are appropriate for people of one gender. Oakley (1982 ) opines that:

“People are born female or male but learn to be girls and boys who grow into women and men. They are taught what the appropriate behavior and attributes are for them and how they should relate to other people. This learned behavior is what makes up gender identity and determines gender roles (p .2)”

The acquisition of social characteristics of masculinity or femininity is a highly complex set of processes involving both psychological events and socialization, which start almost at birth and continue well into adulthood (Young, 1993). Similarly, Mackenzie (1993) explains that the process of gendering goes on during our whole lifetime. As we grow, we learn what roles and responsibilities are expected from girls and boys. Girls are raised to be feminine, while boys are raised to be masculine.

The masculine gender is socially valued more highly than the female gender (Robert, 1997). Women as a group have a lower status than men. Research findings reveal that as early as the infants first day of life, parents tend to perceive their male and female babies in stereotyped ways. In a study by Greenglass (1982), thirty sets of parents of newborns were asked to describe their infants. The daughters were described 'as beautiful, cute, little, weak and delicate; sons were described as firmer large-featured, more alert and stronger '( p.1).

Ejembi (1997) reports that gender discrimination was found to start right from birth. Among the Hausa, the birth of a baby boy is greeted with seven ululations, while that of a girl is

greeted with three. Moreover, Serbin et al (2001) investigated infants visual preferences for gender-stereotyped toys, findings suggest that both gender typed preferences and associations of objects with gender categories begin during the second year of life. The following suggest that gender roles are lightly woven into the fabric of society and that an individual acquires the behaviours and personality traits “appropriate” for his or her gender role quite early in life.

Gender role has both psychological and social implications as it influences an individual’s relationship with others. Gender, should therefore be considered a development planning issue. Massiah (1993) has said of this:

“Until planners become alert on the different rules of men and women in society and consequently to their differing needs, they will continue to assume that the “trickle-down” approach they adopt will benefit all persons equally. It is by now documented that women around the world have not benefitted from development effort to the same extent as men ( p. 12).”

The implication of the foregoing is that development planners need to be gender sensitive. The need to adopt a greater approach which would not marginalise women or subordinate women’s interest to those of men has therefore become imperative. No doubt, the negative images and symbolism that are associated with women can inhibit the potential of women for development.

The concept of family planning can be traced from the period of industrial revolution and the economic depression in Europe and the world over, there was a rise in population growth

which led to population explosion and resulted in urban population explosion which stressed infrastructures beyond their capacities. In addition, there was shortage of food, slums sprang up, health problems and general poverty. Arising from the above, there was need to curtail the excesses of population explosion in order to have improved quality. Family planning is a way of making sure that a family has the number of children it can adequately take care of at the time the family want the children.

The existence of family planning helped explain this change. Family planning provides people with contraceptive information, supplies and services, and successful family planning programmes can be defined as those that make possible the rapid spread of voluntary use of modern contraceptive methods throughout a country.

Family planning, often equated with birth control consists in the broadest sense of numerous issues and factors. Planning entails realistic assessment of one's ability to plan plus recognizing the limitations inherent in planning. The following determinants of parenthood are additional factors one must consider when discussing concepts of family planning:

1. The system of relationships among groups of individuals with differing roles and expectation;
2. Values towards family planning size and parenthood;
3. The concept of parenthood as a career. Successful family planning is often a result of perceiving the goal of planning as either termination of further childbearing or spacing of births; and
4. Psychosocial and economic aspects of contraception

Family planning is defined as the voluntary, responsible decision made by individuals and couples as to the desired family size and space of births. Therefore on the Micro-level it means children are born because they are wanted and provided for and on the macro-level it contributes to the betterment of human life.

However, successful family planning programs can be defined as those that make possible the rapid spread of voluntary use of modern contraceptive methods throughout a country.

Family planning is done by many methods as classified by World Health Organisation (WHO 1996) as follows:

1. Barrier methods which include the use of condoms, spermicides and diaphragm
2. Natural methods which includes coitus interruptus, cervical mucus method, symptothermal methods: the basal body temperature method and the calendar method

Having said this, we need to understand that there are reasons for using family planning by citizens. Some of these reasons are spiritual, emotional, physical and social. Others are health, economic and natural or global interest reasons, (family planning radio scripts in Costa Rica quoted by Levin and Gillespie, 1974, p.77).

Approaches to the involvement of women in family planning  
In this part of the review, we look at two approaches to the involvement of women in family planning.

#### 1. Gender Transformation Approach

A gender transformative approach means that promoting gender equality, the shared control of resources and decision making – and woman’s empowerment are central to an intervention. In the

context of family planning and reproductive health, a gender-transformative approach entails not only improving women's access to key services and contraceptive methods, but also helping communities understand and challenge the social norms that perpetuate inequalities between men and women. It also involves engaging men and boys in ways that address their reproductive health needs and that support women's and girls' family planning and reproductive health decision-making.

While programming that embodies a gender-transformative approach has grown over the past two decades, most of these programs remain small in scale to foster scale up of these initiatives. For instance a project can examine how and why these programs have achieved positive outcomes related to family planning reproductive health, and gender dynamics. This works with programs to incorporate evidence from gender-transformative approaches into broader programmatic strategies. The other approach is explained below.

2. Participatory approaches involving community and healthcare providers in family planning/contraceptive information and service provision seeing review, establishment of new groups, either health communities to link the health service providers and users or implementation teams to conduct specific activities to improve or extend available health services (ii) identification of and collaboration with existing community structures to optimize use of health services, and (iii) operationalization of tools to facilitate community and healthcare provider participation in family Planning Contraceptive provision (Steyn & Cordero & Temmerman, 2016, p.1)

### **Gender, Fertility and Family Planning In Nigeria**

Family planning introduction in the world especially in the developing world has been characterized by fears of gender inequality. Preference on issues of family planning always occur between husband and wife. In some sub-sahara societies, husbands prefer larger families as opposed to the wives preference for smaller ones (Bankole and Singh, 1998). The gender issue is also expressed in the usage of condoms. In Nigeria, for example, early 1992, the Bauchi state National Youth Service Corps (NYSC, health team visited the following Local Government Areas: Gombe, Billiri, Alkeleri, Darazo, Ganjuwa, Bauchi, Basa; Tafawa Balewa, Toro, and Akko where it carried the family planning campaign alongside other ailments. It set out to tackle and observed according to Anukam (1992 ) that:

The coverage of family planning seemed to be falling on deaf ears in some segments of the rural areas. In one of the visits, the women folk were responding positively by collecting condoms for their husbands while some men were showing expression of strange teaching in their normal affairs ( p. 24 ).

From these two issues raised about gender and family planning it is obvious that there are conflicting interests and positions. This position is further straightened by the fact that most women are afraid to ask their husbands for permission to use any of the contraceptive techniques/method and that the recourse to adopting family planning method without their husband consent may engender trouble and division in the home. (Biddlecom and Fapohunda, 1998). We now give a brief picture of

the geographical entity of Nigeria as it necessary to our understanding of family planning context.

Nigeria is a vast and multi-ethnic nation in Western Africa, a land mass of 923,770 km with a population of over 140 million people. The annual rate of population growth rate in Nigeria is estimated at 2.6%, an indication that Nigeria's population can become the fifth largest in the world by 2050 (US Bureau of Census, 2001). A National Population Policy was put in place in 1998 to stem population growth and mitigate it's negative effects in the country. One of the key planks of the policy document was the reduction of high birth rates through modern contraceptive family planning methods. The result is that birth control measures have helped women to avoid unwanted pregnancies. In Nigeria, contraceptive use by women rose from 1 percent in 1981 to 11 percent in 1994, and declined to 7 percent in 1995 ( FOS, 1997). We can assume going by the apathy of women towards contraceptive use that there are a number of reasons for this attitude in Nigeria. One of the reasons is inadequate information for women on the availability and use of contraceptives, difficulties in obtaining the contraceptives and inadequate family planning service providers to aid women. Other reasons are religious, cultural beliefs on child bearing and cost of acquiring the contraceptives which may add additional financial strain on women in the home. A typical Nigerian family range from five to eight children with boys in the majority. Low literacy level affect most women especially those living in the rural areas thus leading to their lack of awareness of the types, procedures and gains in the use of contraceptives. In another

breadth, Nwachukwu & Obasi (2008) have found that fear of negative consequences of contraceptive use rank highest among the factors restricting the adoption by rural women. Available data from National Demographic and Health Surveys in Nigeria conducted between 1990 and 1999, consistently show that majority of rural women lack adequate knowledge of modern contraceptives and cannot judge between the appropriateness or otherwise of contraceptive methods (NPC, 2000). From the 1980s to the present, non-governmental bodies, and government have always endeavored through programs to reach women especially those in the rural areas by engaging the mass media to create awareness and knowledge of family planning among women in rural settings. However, because of the high literacy demand of messages from the media most illiterate women for whom the messages are meant cannot comprehend them, this is in spite of the fact that the burden of unmet need for contraceptives is highest among these group of women (Westoff and Bankole, 1995).

In recent decades, women's empowerment has emerged as a major theme on the international development agenda (Malhotra et al., 2002). Further, the commitment to improve gender equality and women's empowerment was reiterated in the Third Millennium Development Goal (MDG3) and in the World Bank's World Development Report of 2012 as critical factors to improving health and reaching development goals (UN General Assembly, 2000; Kabeer 2005a)

Women's empowerment, defined as the expansion of people's ability to make strategic life choices in a context where



the ability was previously denied to them (Kabeer, 1999, 2001b) is increasingly considered a key factor affecting family planning and reproductive health outcomes among women.

### **Newspaper Coverage and Family Planning**

The mass media of newspapers, radio, television, new electronic media have always been channels for gathering, disseminating information, entertainment to heterogeneous and scattered audiences. Historically, after the invention of printing before what we now recognize as a prototypical newspaper could be distinguished from the handbills, pamphlets and newsletters of the late sixteenth and early seventeenth centuries (McQuail, 2010, p .27), newspapers were concerned with transmitting news of events relevant to International trade and commerce (Raymond, 1999). Newspapers also provide information in the health sector, however, we concentrate in this part of the work on newspapers and family planning with particular reference to women. There are thus a number of areas that newspapers can serve as useful guides to reporting family planning especially in relation to the gender of women.

The first of these is providing information for the women folk to avoid unwanted pregnancy. Newspapers have a crucial role to play in providing news and information to women who have the number of children they need and do not want to get pregnant.

Second, is the reproductive norm of spacing children by mothers. What this portends is that the different types of newspapers can leverage on this by giving news and information to women who are interested in spacing their children.

Third, there are a number of family planning methods used by women, these should be reported in newspapers so that women can discern the most appropriate for adoption in family planning, this is because these techniques help to stave off unwanted pregnancy.

In addition, the provision of adequate information on Family Planning Associations remain relevant as sources of useful information to women. These associations help in the local, national and International communities by providing information to parents for the purpose of family planning. Some of these Family Planning Associations (FPA) are linked as affiliates of the International Planned Parenthood Federation (IPPF) and Family Planning Associations (FPA's).

We can say that Information, education and Communication (IEC) activities bring people and family programs together. Communication activities give people the information they need to make informed choices about using and continuing to use contraception and about other aspects of reproductive health.

On the empirical literature in this part of the review, Salaudeen (2021) investigated the coverage of family planning related news in selected Nigerian Online newspapers from September 2017 to April 2019 by measuring the presence of eight news frames. The content analysis study revealed that family planning news frequently fall within the attribution of responsibility frame and solution frame. The author observed that not enough media attention was given to address misconceptions about family planning and stories prompting readers to take

action on family planning. The results provided important insights on how family planning news is reported in Nigerian newspapers. In a related study by Omenugha & Ekwughu ( 2008 ) the researchers carried out an exploration of Nigerian newspaper reports of women's reproductive health and rights. The researchers therefore concentrated on the health columns of three Nigerian newspapers that were chosen because of the availability of health issues in the columns. The newspapers were: The Guardian, The Vanguard, and the Daily Champion and three months editions (April-June) were examined. Each of the newspapers featured the health columns weekly making it four months per month for each newspaper, while a total of thirty-six editions of the newspapers were studied. Results of the findings showed that the newspapers gave wide coverage of health issues in the newspapers with also a focus on family planning which come under the sub-themes of pregnancy/births/fertility/childmortality/women reproductive health. A total of 250 health issues were discussed in the three months editions of the newspapers. Further results showed that most of the texts are tailored towards how fertility of women can be improved rather than how women are to be protected. The researchers concluded that based on available data issues of women's reproductive health are reported in Nigerian newspapers.

Another aspect of family planning for the gender of women are studies on design. Studies by (Nazzer, Aongo, Binka, Philips and Debpuur, 1995; Bawah, Akweongo, Simmons and Philips, 1999) have shown also that the success of family planning

programs are due in large measure to their design. Strategic designs enable programs to mobilize local resources in order to bring information and services to the target population. The findings revealed that aligning family planning programs with local community structure help in generating community support and acceptance which is central to the success and the sustainability of the program.

In addition, properly designed and implemented family planning programs can have positive effects even in adverse social and cultural settings. This has been demonstrated with remarkable results from family planning programs implemented in diverse settings such as in Bangladesh (Philips, Simmons, Koenig and Chakraborty, 1988) and Ghana ( Cleland, Philips, Amin and Kamal,1994).

Other researchers ( Bawah, Akweongo, Simmons and Philips, 1999) have also confirmed that family planning programs can positively affect contraceptive behavior and fertility.

Similarly, in a ground-breaking report on family planning in the world's 69 lowest income countries which shows that more women and girls have access to family planning than ever before. The study entitled: FP 2020 Women at the center 2018-2019: Media Coverage, further revealed that 314 million women and girls are now using modern contraception with 53 million new users in the last seven years, and 9 million in the past year alone. This study was produced by Family Planning 2020 (FP 2020) a global partnership that supports the rights of women and girls to decide freely and for themselves, whether when and how many children they want.

### **Methodology**

The study employed content analysis research method. Content analysis is a research technique for objective, systematic and quantitative description of the manifest content of communication (Berelson, cited in Severin and Tankard, 1992). The content analysis method was used to objectively describe the manifest content of communication in the radio script titled: “contraceptive chat with DKT Nigeria” aired on Bronze FM 101.5 FM in 2018, in Benin and the two newspapers namely Vanguard and Guardian coverage of family planning. The study therefore sought to determine the radio messages and the two newspapers published stories on family planning as they relate to women.

#### **Population and Sample Of The Study**

The population for this study is radio scripts on family planning in Nigeria (Benin City) while the sample was purposively selected from the radio script “Contraceptive chat with DKT Nigeria” (see appendix 1).

For the newspapers two Nigerian newspapers, Guardian and Vanguard were purposively selected for the study. These newspapers have fully established their global presence on the internet. For instance, each of the newspapers has a web portal, which attracts readers. Thus, the newspapers have earned the reputation of national newspapers that can be read in all parts of the world. In all a total of 8 issues of the two newspapers were selected for the analysis, which covered the period July 1st – 31st, 2018. To select the sampled days, the study adopted a composite week approach. Wimmer and Dominick, (2003, p.149) explain that research has demonstrated that a composite week sampling

*Umuerri.*     **Radio & Newspaper Coverage Of Family Planning**

technique is superior to both random sample and a consecutive day sample when dealing with newspaper content. The first Monday in July 2018 was selected, thereafter, Tuesday of the second week was chosen, Wednesday of the third week and Thursday of the fourth week in July, 2018. The process was used for the two selected newspapers, and thus gave us a total of 8 days and 7 issues of the selected newspapers analyzed. The July 10th issue of Vanguard was not available for analysis.

**Table 1:** Selected Days for July, 2018 in the Newspapers

S/N	Days	Guardian	Vanguard	Total
1.	Monday	2 <sup>nd</sup>	2 <sup>nd</sup>	2
2.	Tuesday	10 <sup>th</sup>	(nil)	1
3.	Wednesday	18 <sup>th</sup>	18 <sup>th</sup>	2
4.	Thursday	26 <sup>th</sup>	26 <sup>th</sup>	2
<b>Total</b>		<b>4</b>	<b>3</b>	<b>7</b>

One copy of the two selected newspapers was used on each of these days.

Unit of Analysis: For this study, the unit of analysis according to Wimmer & Dominick, (2003 ) "is the thing that is actually counted. It is the smallest element of content analysis, but it is also one of the most important" (p.143). For the radio messages/script the unit of analysis is text-radio scripts). The content analysis approach described the message characteristics of the radio family planning message title: "contraceptive chat with DKT Nigeria aimed on Bronze FM 101.5 Benin (radio Nigeria) in 2018.

For the newspaper coverage the units of analysis are: news stories, feature article, editorials, opinion articles, and advertorials. News stories are hard news published in the newspapers. Editorial express the position of the newspaper and provide explanations and reasons for the given position. Feature articles are written on family planning concerning women and are often accompanied by good pictorial display and these are created by journalists, commissioned writers or newspapers readers, details are clearly spelt out in these articles with various references to personalities and events. Opinion articles are written by individuals or journalists expressing their personal opinions on the issues, while advertorials are paid for adverts by

individuals, government and or non-governmental organization on family planning

The coding techniques involved both objective characteristics and subjective characteristics of new story. The objective characteristics contained within newspaper name, news story page positioning, news story source and date of the news and tone of the news story as Supportive and unsupportive to Musharraf rule and propaganda and counter frames. The tone is measured applying that if the story presents both tones but its major portion remains as with Supportive to propaganda it will be coded accordingly or if the story mainly presents unsupportive to propaganda tone it will be coded as unsupportive to propaganda.

For framing analysis each news was coded once for one frame. And if a story consists of more than one frames then it was coded for the most prominent frame.

### **Context of Articles**

1. Methods/techniques of family planning on women
  - a) Pills and drugs (oral contraception)
  - b) Injections: This refers to all injectable contraceptives
  - c) Material techniques: this include intrauterine device (IUD)
2. Side Effects. The negative effects of family planning methods in radio scripts/messages.
3. Types of coverage on family planning on women by the newspapers. (Stories that relate to both sexes i.e. men and women can be used here).



- a) Type of coverage: this refers to the type of coverage on family planning/women.
  - (i.) News stories
  - (ii.) Feature Articles
  - (iii.) Opinion Articles
  - (iv.) Editorial
  - (v.) Advertorials

**Method of Data Analysis**

The data gathered from this study were presented using frequency counts and simple percentage distribution.

**Findings**

Research question one: What are different methods/ techniques of family planning messages for women?

The results of the investigation are presented below:

**Table 2:** *Distribution of methods of family planning radio messages for women*

<b>Methods</b>	<b>Women</b>	<b>Men</b>	<b>Total %</b>
Emergency contraceptive pill-post pill	1	Nil	16.66
Daily contraceptive pills - Levovotin	1	Nil	16.66
Contraceptive injection Sayana press	1	Nil	16.66
Contraceptive implants - Levoplant and implann NXT	1	Nil	16.66
Intrauterine Device (IUD) Lydia IUD	1	Nil	16.66
Condoms-fiesta/kiss	Nil	1	16.66
<b>Total</b>	<b>5</b>	<b>1</b>	<b>100</b>

The results showed that there are five family planning radio messages for women/eighty-three percent (n =5) while one or sixteen percent (n=1) was for men. The result showed that each of the five contraceptive pills were sixteen percent (n=1), however

when the methods for women were grouped into four categories the methods showed that drugs and pills (Emergency contraceptive pill-post pills, and daily contraceptive pill-Levotem) were thirty-three percent (n=2). The second category were contraceptive implants-Levoplant and implanon NXT, and intrauterine device (IUD) thirty-three percent (n=2). The third category is injection, contraceptive injection- Sayana press sixteen percent (n=1), while the fourth category condom is for men

Research Question Two: What are the side effects in the use of the different family planning methods in radio messages on family planning?

**Table 3:** *Distribution on frequencies of side effects in radio family planning methods*

Method	Women	Men	Total
Emergency Contraceptive Pill-Post Pill	3	Nil	3 13.63
Daily contraceptive Pill-Levofem	4	Nil	4 18.18
Contraceptive injection Sayana press.	6	Nil	6 27.27
Contraceptive Implants Levoplant and Implanon NXT	5	Nil	5 22.72
Intrauterine Device (IUD) Lydia IUD	3	Nil	3 13.63
Condoms-Fiesta/Kiss	1	Nil	1 4.54
Total			22 100

Findings showed that Daily Contraceptive pills-Levoplant and Implanon NXT each had the highest of twenty-three percent or(n=4) followed by Emergency Contraceptive Pill-Postpill seventeen percent or (n=3), Intrauterine Device (IUD) Lydia IUD eleven percent or (n=2).

Research Question Three: What type of coverage was used to report women’s issues in family planning in the selected newspapers?

The investigation revealed the following as shown below.

**Table 4:** *Distribution on types of coverage on family planning for women*

<b>Types of Coverage</b>	<b>Guardian No</b>	<b>Vanguard No</b>	<b>Total</b>	<b>%</b>
News stories	Nil	1	1	33.33
Feature stories	Nil	Nil	Nil	Nil
Opinion stories	Nil	Nil	Nil	Nil
Editorials	Nil	Nil	Nil	Nil
Advertorials	2	Nil	2	66.66
Total	2	1	3	100

The result showed that Guardian newspaper gave the highest coverage of sixty-six percent (n=2) by using advertorials, while Vanguard newspaper presented thirty-three percent (n=1) items using news story. The two newspapers did not use features, opinion and editorial to represent stories on family planning.

**Discussion**

On the radio family planning messages results revealed that there were more family planning radio messages for women than for men. Out of the six methods, five were for women, who are mostly to use drugs, pills, injection and materials. The radio script/message showed that drugs and pills are mostly required for women, however, the script did not include natural methods for women.

Also, there are a number of side effects when using family planning methods. A total of twenty-two side effects can be gleaned from the radio messages. The highest of these side effects were six from Contraceptive injection Sayana Press, five from Contraceptive Implants Levoplant and Implanon NXT and four from Daily contraceptive Pill-Levofem. Emergency Contraceptive Pill-Postpill and Intrauterine Device (IUD) Lydia IUD had three side effects each. It should be noted that it is important for these side effects to be stated so that the audience can be informed about

the possible dangers inherent in using such family planning methods.

Second, it is abysmal to observe that the two newspapers used only advertorial and news story for presenting stories on family planning on women. The implication of this finding during the period of study is that the two newspapers of Guardian and Vanguard did not do enough to present stories on family planning with particular reference to women. What this portends is that for the study period, the newspapers did not find enough stories concerning family planning on women to publish.

### **Conclusion**

Radio and newspapers have crucial roles to play in gender study of women in family planning because they appeal to our senses of audio and sight. From the information gleaned from the radio script it can be inferred that the messages though quite plentiful, are not exhaustive, therefore radio messages for family planning need to be more robust so that there will be adequate messages for use by women for family planning purposes. In this regard content developers of radio messages and organizations sponsoring these radio messages on family planning should take responsibility for improving content of their radio scripts/messages. Radio stations which air programs on family planning should also take a critical look at the gender issue especially as it relate to women in order to come up with well-developed scripts for broadcast. Also, radio stations should explore different ways of broadcasting radio messages for family planning concerning women as some of these programs should be interviews, documentaries etc.

On the two newspapers coverage it is abysmal to observe that the newspapers did not find it necessary to cover/present stories on family planning concerning women. There should be deliberate effort therefore to ensure that newspapers cover strives and thrives on family planning. A family planning health desk should be created in each newspaper house and a family planning beat reporter should be assigned the responsibility of covering such strives as assigned by the family planning desk editor.

**Acknowledgement**

The author thanks DKT International Lagos (Nigeria) for providing the radio script used for this study.

**References**

- Anukam, K (1992) " Your Health Our Health' In A. Umuerri, (ed.)  
Bauchi Service Bauchi: Information Unit, *National Youth Service Corps*. April 24-25.
- Bankole, A & Singh, S., (1998) "Couples Fertility and Contraceptive Decision Making in Developing Countries: Hearing Men's Voices", *International Family Planning Perspective*, 24. (1), 15-24.
- Bawah, A.A. Akweongo, P. & Simmons, R. (1999). Women's Fears and Men's Anxieties: The Impact of Family Planning on Gender Relations in Northern Ghana. *Studies in Family Planning*, 30 (1 ), 54-66
- Berelson, B. (1952) *Content Analysis in Communication Research*. New York: Free Press.
- Biddlecom, A. & Fapohunda; B.M . (1998) Convert Contraceptive Use : Prevalence, Motivation and Consequences!. *Studies In family planning*, 29 (4), 360-372.

*Umuerri.*     **Radio & Newspaper Coverage Of Family Planning**

Cleland, J. Philips, j . F., Sajeda, A. & Kamal, G. M., (1994) *The Determinants of Reproductive Change in Bangladesh.* Washington DC: The World Bank

De Fleur, M. L.,& Ball-Rokeach , S. (1975) *Theories Of Mass Communication* Third Edition, New York : Longman.

Ediomo-Ubong, E. N., Aiekan, S. B.and Nsikanabasi, W. U. (2012). *Folk Media, Family Planning Communication and Contraceptive Use in Rural Nigeria.* In *Journal of Communication and Media Research* 4 (2), 159-170

Ejembi, C. (1997) *Developing a Healthy Woman's Counseling Guide,* " In G. Pereira. (ed.) *Concepts and Methods For Gender and Women's Studies in Nigeria.* Zaria: *Tamaza Publishing.*

*Family Planning 2020 (2019) FP 2020 Women at The Center 2018 - 2019 : Media Coverage.* Washington: *Family Planning 2020*

Federal Office of Statistics (1997). *The Statistical Profile of Nigerian Women.* Abuja: Federal Office Of Statistics

Greenglass, E.R (1982). *A World Of Difference: Gender Roles in Perspective* Toronto and New York: John Wiley and Sons.

Infante, D.A., Rancer, A.S., & Womack, D.F. (1990) *Building Communication Theory.* Illinois: *Waveland Press Inc.*

Kabeer, N (2001 b) *Reflections on the Measurement of Woman's Empowerment: Theory and practice.* Discussing Women's Empowerment. Theory Practice. Stockholm: Novum Grafiska.

Kabeer, N (2005a) *Gender Equality And Women's empowerment: A critical analysis of the third Millennium development'*

- goal Gender and Development 13 (1), 13-24.
- Krabeer, N. (1999) Resources, agency, achievements: reflections on the measurement of Women's empowerment. *Development and Change* 30 (3) , 435-464.
- Levin, H. L., Gillespie, R.W. (1974) The use of Radio In Family Planning Okhlahoma City: World Neighbours Publications.
- MacBride, S.; Abel, E.; Bevue-Mery, H.; Ekonzo, E.M.; Marquez, G. G.; Losov, S.; Lubas, M.; Masmoudi, M.; Omu, F.I.A.; Osolnik, B.; El Oteifi, G.; Pronk, J.P.; Somavia, J.; Verghese, B.G. & Zimmerman, B. (1981) Many Voices, One World , Paris: Ibadan University Press and UNESCO Press.to Challenge Women's oppression. Bellville: CACE Publications.
- Massaiah , J (1993) . "Indicators for planning For Women in Caribbean Development In, Messiah , ( ed.) Women in Developing Economies: Making Visible the invisible. Oxford and France: Berg. Publishers, Inc / UNESCO.
- National Population Commission (2000). Demographic and Health Survey, 1999 Report. Calverton MD: Maryland NPC
- Nazzar, A., Philips, B., ,& Adongo, F. (1995) Developing a Culturally appropriate Family Planning Program for the Navrongo Experiment. *Studies in Family Planning*, 26 (6) , 307-324
- Nwachukwu, I. & Obasi, O . O. (2008) . Use of Modern Birth Control Methods among Rural Communities In Imo State, Nigeria, *African Journal of Reproductive Health*, 12 (1),

101-108

Oakley, A. (1972). *Sex, Gender and Society*, London: Temple Smith.

Omenugha, K.A. & Ekwugha, U. (2008). Culture, Media and Sexuality: An Exploration of Nigerian Newspaper Reports of Women Reproductive Health and Rights. In I.E Nwosu, O.E. Soola and L.C. Nwodu (eds.) *Communication for Health and Sustainable Development in Nigeria* (pp. 120-128) Enugu: African Council For Communication Education.

Philips, J. F, Simmons, R., Koenig, M. A. & Chakraborty, J. (1988). Determinants of Reproductive Change in a Traditional Society: Evidence From Matlab, *Bangladesh Studies in Family Planning*. 19( 6), 313-334

Raymond, J. (ed.) ( 1999) *News, Newspapers and Society in Early Modern Britain*. London: Cass

Roberts, R. (1997) . " The Concept of Gender", In C , Pereira, (ed.) . *Concepts and Methods for Gender and Women's Studies in Nigeria*. Zaria: Tamaza publishing Co.

Salaudeen, M. (2021) Framing-family planning - An Analysis- of - Nigerian Newspaper Coverage in Dialectical Perspectives on Media , Health, and Culture in Modern Africa (PP 91-115) I GI Global DOI: 10 40 18 /978-1-5225-8091-1-Choot

Serbin , L. A . , Poulin-Dubois, D. , Gelburne, K.A., Seen, M.G. and J. A . Lichstedt (2001) . "Gender Stereo typing In infancy; visual Preferences for and knowledge of Gender-Stereotyped Toys in the second Year. *International*



## Journal of Media Studies 36(2)

*Journal of Behavioural Development*. 1(25), 7-15.

Severin, W.J. and Tankard, J.W. (1992) *Communication Theories: Origins Methods and Uses in the Mass Media* (3rd Ed.) New York: Longman Publishing Group.

Steyn, P.S., Cordero, J.P., Gichangi, P. et al (2016), "Participatory approaches involving Community and health care providers in family planning/contraceptive information and service provision : a Scoping review. *Reproductive Health* 13, (88) doi-org. / 10.1186/5/2978-016-0198

U S Bureau of Census (2001) Maryland: NPC

UN General Assembly (2000) *United Nations Millennium Declaration: Resolution Adopted by the General Assembly*. 2 Vol.55. New York: United Nations

Watson, B W. (1977). *A Historical Overview*. In B W. Watson (Ed.) *Family Planning in the Developing World*. New York: Arnold

Watson, J. (1991) *What is Communication Studies?* New York: Arnold

Watson, J. & Hill, A. (1993) *A Dictionary of Communication and Media Studies* (3rd Ed.) New York: Edward Arnold

Westoff, C.F. & Rodriguez, G. (1995). *The Mass Media and Family planning in Kenya, International Family Planning Perspectives*. 21(36), 26-31

Wimmer, R. D. and Dominic, J.R. (2003). *Mass Media Research: An Introduction* (7th Ed.) Bellmount C.A: Wadsworth publishing Company.

World Health Organisation (1996) *Improving Access To Quality Care in Family Planning*. Geneva: WHO

*Umuerri.*     **Radio & Newspaper Coverage Of Family Planning**

World Health Organisation (2009) Gender

World Health Organisation Headquarters (2002) Intergrating  
Gender Perspective in the work of WHO

Young, K. (1993). Planning Development with Women: Making a  
World of difference. London MacMillan Educational Ltd.