

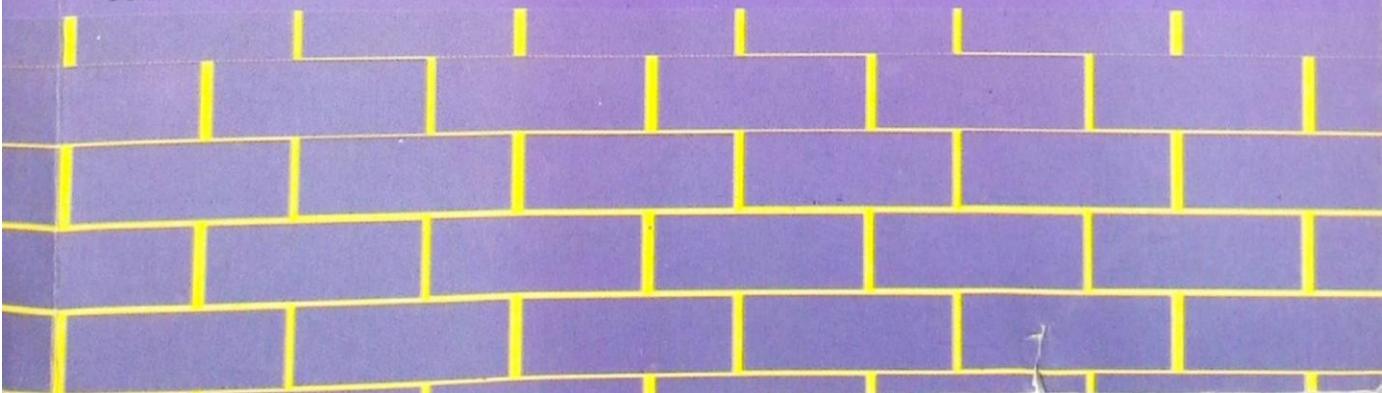
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Media Indices of the Campaign against Trafficking in Persons by the National Agency for the Prohibition of Trafficking in Persons and Related Matters

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Abstract

This study was motivated by a very low anti-trafficking in persons campaign activities and their increasingly isolated report by the media against the backdrop of flourishing modern day slavery. It was meant to establish the status of the campaign against human trafficking in terms of its media indices - frequency, prominence, slant, etc. Content analysis, with a coding sheet as instrument of data collection was employed as main design of the study. In-depth interview and focus group discussion guide were the instruments of data gathering, they were used to reinforce or otherwise the findings of the quantitative inquiry. Out of a population of 1,146 editions of print and broadcast content, a sample of 141 was drawn from four general orientation media outfits (NTA, FRCN, The Punch and TELL) using constructed month and census sampling techniques. The study empirically established a high frequency of coverage by the media, low prominence accorded to trafficking in persons issues and overwhelming positive slant. These findings were either reinforced or rejected by the result of the interview and two separate focus groups sessions. The study recommended that NAP TIP and the media up their acts and finish the work they started. In addition to informational strategy, educational, transformational and other persuasive tactics were also suggested.

Introduction.

Consistent media reports and emphasis of the deportation of ever increasing number of Nigerian women from the United States (US), Italy, United Kingdom (UK), Netherland, Spain, Saudi Arabia and others for allegedly practising prostitution for a living, sent shock waves across Nigeria in the late 1990s, stirring curiosity and intrigue. The deportees had informed their parents, friends, peers and all that they did legitimate work abroad as restaurant attendants, hair-dressers in saloon, picking tomatoes in large mechanised farms and others menial jobs (Olateru-Olagbegi, 2006). The media disclosures began with five Nigerian girls deported from the US in January 1997 (UNAFRI, 2007). Being few in number people probably did not care; or they perhaps passed for exceptionally "bad girls" thrown back home and serves them right. This indifference however never really lasted, changing on 16 March, 1999 when, almost across board, the media detonated another deportation bombshell. Sixty-four other Nigerian women were dumped at the Murtala Mohammed International Airport in Lagos on deportation from Italy on the same rationale.

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Hardly had citizens recovered their breath than 83 other Nigerian ladies, deported from Italy again for the same reason, became another newsbreak in June just after a three months interval (Yinusa and Basil, 2008). The gale of deportation well-chronicled by the media persisted and by 2001 an estimated 10,000 Nigerian commercial sex workers had been sent back home from across the globe (Ume-Ezeoke, 2003, cited in Agbu, 2008).

Despite Westernisation, Nigerians are culturally and largely averse to prostitution for whatever reasons. The deviance and the damage to Nigeria's global prestige defined by international prostitution left the government and right-thinking citizens uncomfortable. Highly placed Nigerian mothers and women, noting that the girls being exploited, enslaved and degraded abroad were their daughters and extensions of Nigerian womanhood back home and discerning the international perception implication for every travelling Nigerian woman, became more disconcerted. Nevertheless, decidedly they rose to the challenge of transnational trafficking of Nigeria women and children through the formation of several independent non-governmental organisations (NGOs). Their objectives of the NGOs were mutual and twofold: to campaign among Nigerians, women, girls and mothers especially, the evil epitomised by human trafficking and to agitate at government and institutional level for a legal regime to prohibit modern day slavery practices across Nigeria. The absence of law forbidding trafficking in persons seemed to have left trafficking barons and their agents unrestrained liberty to do the worst. In the "Foreword" to *Merchant of Flesh*, Hajia Amina Titi Atiku Abubakar, wife of then Vice-President of Nigeria and founder of perhaps Nigeria's foremost NGO on human trafficking (*Women Trafficking and Child Labour Eradication Foundation* - WOTCLEF) summed Nigerian women's motivation into the anti-trafficking in persons campaign thus:

What is however new is the transnational nature of the crime and the notoriety it is assuming. This phenomenon is reminiscent of the slave trade of the 18th and 19th centuries. It is heart breaking against the backdrop of the fact that human trafficking erodes our honour and dignity, debases our womanhood and encroaches on our international image. It equally negates the Universal Declaration of Human Rights of 1948, the African Charter of Human Rights of 1981 and Chapter 4, Section 30-39 of the 1999 Constitution of the Federal Republic of Nigeria.

Other mainstream NGOs on human trafficking which evolved at the time were *Girls Power Initiative* (GPI), *Idia Renaissance* and *Women Consortium of Nigeria* (WOCON).

The anti-trafficking in persons campaign by the NGOs received active support from various media and soon forced a legislative initiative to end the booming transnational traffic of Nigerian women and children. The agitations of the NGOs and the media found fulfilment on 14th July, 2003 when the President of the Federal Republic of Nigeria conclusively assented to the Trafficking in Persons (Prohibition) Enforcement and Administration Act, 2003, as amended.

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The Nigerian Act defines what constitutes trafficking in persons in Nigeria and stipulates appropriate penalties for their breaches. Secondly, it provides for a campaign of awareness to sensitise the public to the reality, treachery and evil human trafficking symbolises as a preventive mechanism. To administer and enforce the Act, it created a counter-trafficking agency it christened, *National Agency for the Prohibition of Trafficking in Persons and Related Matters* (NAPTIP).

Going by the success of the NGOs and media campaigns in getting the government to do the needful, human trafficking in Nigeria should be history about ten years after the official campaign by NAPTIP and the media began. As things stand, the reverse seems to be the case. Lucrative international commercial sex still flourish in a backdrop of low anti-trafficking in persons campaign activities by NAPTIP and increasingly isolated campaign drumbeats by the media.

1.1 Problem of the Study. The study measured the media indices of the campaign against human trafficking and how they relate or not to the prevalence yet of human trafficking during the period studied. To wit, what is the media coverage frequency, prominence and slant of the campaign against human trafficking at the time of the study? How did these relate or not to the prevalence of human trafficking up to the period studied? And, what are the distribution of media accounts among selected categories and the balance of media presentations among chosen units of analysis as basis of informed judgments?

1.2 Research Objectives. The research objectives were to:

- (i) establish the frequency of media coverage of the campaign against trafficking in persons by the Nigerian media;
- (ii) determine the prominence accorded the campaign against human trafficking issues by the Nigerian media;
- (iii) verify the editorial and commentary slant of the campaign against trafficking in persons in Nigeria;
- (iv) ascertain the distribution of media content on human trafficking among the selected content categories and their implications;
- (v) establish the balance of presentations of human trafficking by the media based on the chosen units of analysis and the implications.

1.3 Definition of Terms

Media - This simply means mass media. Here, it refers to all the mass media in Nigeria represented by the sampled four media: *Nigerian Television Authority, Federal Radio Corporation of Nigeria, The Punch Newspaper* and *Tell* newsmagazine.

presented as news headlines, front, back and editorial pages of network news hours respectively. (Nwankpa 2011, citing Batta 2008)

Prominence (Medium) - Pull-out and supplementary pages in newspapers and, on television and radio, presentations at other than primetime and network news hours. (Nwankpa 2011, citing Batta 2008)

Prominence (Low) - Unimportant or less urgent presentations anywhere else in a newspapers and, on television and radio, presentations at less important news bulletins and sometimes late at nights. (Nwankpa 2011, citing Batta 2008)

2.0 Review of Related Literature. The 1949 United Nations (UN) Convention for the Suppression of Traffic in Persons and the Exploitation of the Prostitution of Others was remarkable for introducing the term "Traffic in Persons" into global usage for the first time (Ndaguba, 2005, cited in UNAFRI, 2007). Until then traffic in persons was a concept in confusion; regarded simply as prostitution and defined subjectively by nations and communities based on cultural limited understanding and attitudes toward sex-related phenomena. Laczko (2002), for instance, postulates that in many places human trafficking was construed as smuggling of human being and other illegal forms of migrations such as abduction and kidnapping. The US was yet to have a definition of trafficking in persons at the time. Mexico, according to Shirk and Webber (2004), also had neither a definition nor a law on trafficking in persons, but rather relied on its existing criminal code which targeted "offences to public morality", "corruption of a minor under the age of 16", induced or forced prostitution, maintaining brothels, employment of minors under age 18 in taverns, bars or such "centres of vices" and procurement, inducement, or concealment of prostitution. The Canadian government, according to the researchers, simply created an Ad hoc Interdepartmental Working Group (IWG) on the subject whose members reportedly lacked a "homogenous" perspective on human trafficking. The operation of the security forces were therefore based on the existing laws that did not clearly define trafficking in persons. As a result of the lack of coherence and comprehensive definition of trafficking in persons, even researches sponsored by the Canadian government like Langevin and Belleau (2000) and Bruckert and Parent (2002) used the definition developed by two Dutch researchers (Wijers and Lap-Chew, 1997) thus, "All acts involved in the recruitment and/or transportation of a woman within and across national borders for work or services by means of violence or threat of violence, abuse of authority or dominant position, debt, bondage, deception or other forms of coercion."

Japan's definition of human trafficking can be perceived from her continually defying international entreaties on her to compensate approximately 200,000 Asian women since World War II. Takahashi (2007), citing Watanabe (1994) and Hayashi (2001), discloses that the women who were between ages 11- 32 then, were captured and conscripted to the front where they were held as "comfort women" (sex slaves) by Japanese soldiers between 1932 and 1945. A recent three Asian nations comparison carried out by Lee (2005) also highlights Japanese indifference to issues of traffic in persons. Japan and South Korea led

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the traffic in women for the international sex industry with 25/29 (86%) and 25/28 (89%) respectively against China with 14/34 (41%).

East Africa and the Republic of South Africa have trafficking in persons attitudes similar to Japan. According to Adepoju (2005), both regions are sources and destination countries for a flourishing international traffic in women with Asia countries.

In Nigeria, trafficking in persons seemed a novelty until the economic downturn in the mid-1980s. This is perceivable from Agbu (2008) who writes that,

...1986 marked a watershed in the generation of emigrants for better or for worse...(arising from)...the introduction of the World-Bank sponsored Structural Adjustment Programme....leading to the generation of economic migrants and brain drain...(including)...today's trafficked women and abused children, who, for the sake of a better life, ignorance or greed, or a combination of these, fell victims to the ploys of organised criminal and trafficking syndicates (parentheses mine).(UNAFRI, 2007; Yinusa and Basil, 2008; NAPTIP, 2005 and Oloruntimehin, 2005.)

Yet, back in 1916 the subsisting Criminal Code for Southern Nigeria, "imported" from Queensland (Australia), and the Penal Code for Northern Nigeria, reportedly adapted from India and Sudan, contain imprints of trafficking in persons offences and penalties couched in prostitution related terms (UNAFRI, 2007, citing UNICEF, 2002). For instance, Sections 271 and 272 of the Penal Code stipulate a ten-year imprisonment term for anybody who kidnaps, abducts, or entices a male, below 14 years or female below 16 years or conveys him/her outside Northern Nigeria; Section 275 imposes the same imprisonment terms on any person(s) who induces a girl under 18 years to go to a place where she might be forced or seduced into illicit intercourse; as well as pronounces imprisonment terms, which may extend to 10 years, along with unspecified fine to whoever "buys, sells, hires, lets to hire or otherwise obtain possession or dispose of any person under the age of eighteen years with intent that such person shall be employed or used for the purpose of prostitution or for any unlawful or immoral purposes or knowing it to be likely that such minor will be employed or used for any such purpose" (Section 280); while forced labour attracted unspecified fine together with one year imprisonment term. These provisions no doubt suggest that trafficking in persons merely resurfaced in Nigeria in the mid-1980s. That the specified offences were not labelled trafficking in persons offences which implies that Nigeria did not have a clear idea of what the human trafficking scourge truly signify as at 1949.

The US, England and Western Europe, on the other hand, encountered traffic in women in the late 19th and early 20th centuries which was also not typically branded. Derks (2000), narrates that a feminist of that era named Josephine Butler drew international attention to a phenomenon she describes as

"involuntary prostitution" under the rubric of "White Slave Trade". Doezema (2000) defines White Slave Trade as "...the abduction and transport of white women..." for enforced prostitution within and across national borders. Consequent strident agitations against involuntary prostitution or white slavery across the affected countries using abandoned erstwhile abolitionists structures (Bullough and Bullough, 1987), resulted in the International Agreement for the Suppression of White Slave Trade in 1902 in Paris by 16 states.

In the UN's search for accepted definition of trafficking in persons, these local divergences all came to play and have to be resolved. Other schools of thought also emerged such as the unique view that the UN's efforts to define and end trafficking in persons was much fuse over nothing, expressed by countries that have legalised or regulated prostitution and have no cases of human trafficking kinds. These posed their own difficulties as the UN navigates for a common definition of trafficking in persons. Their objection was however defeated with the counter-argument that, "Trafficking and sexual exploitation are intrinsically connected and should not be separated merely because there are other forms of trafficking; or because some countries have legalized/regulated prostitution and thereby want to censor any discussion of prostitution from regional and international policy agendas."

There also was the encounter between the Coalition against Trafficking in Women (CATW) - a coalition of religious and feminist organisations which regard prostitution as a violation of episcopal injunction and women's human rights respectively with the Human Rights Caucus (HRC) which regards prostitution as legitimate labour. CATW, according to Doezema (2002), posits that all forms of recruitment and transportation for prostitution, whether or not force or deception took place, should be criminalised as trafficking in persons. Conversely, the HRC argued that force or deception were necessary ingredients in the definition of human trafficking and that the term should include trafficking of women, men and children for different types of labour, including sweatshop labour and agriculture as prostitution. On "consent" which CATW dismissed as non-existent and irrelevant, the HRC countered that it is a key element in the correct definition of trafficking in persons and cautioned against over-protection of women likely to reduce them to the level of children or minor and negatively affect their inability to enforce their rights. Miko (2004) writes that, signatories to the Protocol saw CATW's argument as capable of impeding the capacity of the international community to achieve consensus and act decisively against traffickers and consequently rejected it.

The above doubtlessly reflect a jungle of definitions or perspectives. After about two years of negotiations however, the UN perfected a common definition of "Trafficking in Persons". This is stated as Article 3 (a-c) of the UN Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, 2000 thus:

- (a) the recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of

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power or of a position of vulnerability or the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation.

Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery, servitude or the removal of organs;

(b) The consent of a victim of trafficking in persons to the intended exploitation set forth in subparagraph (a) of this article shall be irrelevant where any of the means set forth in subparagraph (a) have been used; and

(c) The recruitment, transportation, transfer, harbouring or receipt of a child for the purpose of exploitation shall be considered "trafficking in persons" even if this does not involve any of the means set forth in subparagraph (a) of this article;

"Child" shall mean any person under eighteen years of age.

Also called the Palermo Protocol, this definition has become the basis of national laws on trafficking in persons across the world - including Nigeria. Coming at the time it did, it was of immense help for the women NGOs and the media that found in it a stronger basis for their agitation. Nigeria, thanks to pressure from the former First Lady, readily ratified the UN Protocol and on 14th July 2003 domesticated it as the Trafficking in Persons (Prohibition) Law Enforcement and Administration Act, 2003, as amended. The role being played by the Nigeria media to deliver the fruits of this Protocol and the consequent Nigeria Act is the basis of this enquiry.

2.1 Theoretical Underpinnings of the Study. This study was anchored on two underpinning theories as follows:

2.1.1 Social Responsibility Theory of the Mass Media. The social responsibility theory of the mass media postulates that, except society survives the mass media practitioners will not have space or a safe environment to practice their profession (Ojobor, 2002). The theory, propounded by the Hutchins Commission on Freedom of the Press in 1947, therefore requires the media to appreciate the opportunity of the space and freedom granted it by the society to practice their trade without interference by assisting society to overcome whatever threatens its cohesion, existence or survival. The theory therefore commits media practitioners to a high standard of informativeness, truth, accuracy, objectivity and balance; self-regulation and ethical practice; avoidance of whatever might lead to crime, violence, civil disorder or offence to minority groups; reflection of society's plurality by giving access to various view points

and granting the right of reply; accountability of media professionals shall, in addition to employers and market forces, be to the society. In return for keeping faith with these postulations, intervention by government, society or whosoever can only be justified to secure public good. (McQuail, 2005, p. 97).

Human trafficking in Nigeria is a threat to society given its many fall outs. It brings family life to the doldrums and violates the human rights and personal sanctity of the victims. It has potential to spread deadly STDs (Sexually Transmitted Diseases), especially the rampaging HIV-AIDS then. Trafficking in persons circumscribes the international profile of Nigeria on the global stage as well as it endangers the honour, integrity and respect of travelling Nigerian women who may be erroneously perceived as commercial sex workers in the first instance. Victims experiences has shown that human trafficking is a traumatic ordeal (Adepoju, 2005; UNAFRI, 2007).

2.1.2 Agenda-setting Function Theory of the Mass Media. Agenda-setting theory posits that the media sets the public agenda based on their choices of daily offerings and priorities and the sway these have over the audience. McCombs and Shaw (1972) establish agenda-setting when they postulate that, “the audience not only learn about public issues 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.” (Griffin, 1991; Dominick, 1999.) In other words, if the media frame human trafficking as the unacceptable evil that it represents, in depth and breath, people are bound to respond positively to anti-human trafficking campaign messages with the result that it would be uncomfortable for any woman or girls to want to become a victim. This is the basis of the high expectation from the mass media in Nigeria's drive towards a zero-trafficking in persons status. Also, it is why the government, at Section 4.2.2(h) of the *National Policy on Protection and Assistance to Trafficked Persons in Nigeria, 2008*, specified to NAPTIP a collaboration or partnership with the mass media in the campaign against human trafficking.

3.0 Research Methodology. Content analysis, with a coding sheet as instrument of data collection, was employed as main design of the study. In-depth interview and focus group discussion, with interview schedule and focus group discussion guide as instruments of data gathering, were used to reinforce or otherwise the findings of the quantitative inquiry.

The study covers 12 months, effective 1st January to 31st December, 2011, inclusive. Two broadcast and two print media, representing public and private ownership respectively, were used. These are *Nigerian Television Authority (NTA)* and *Federal Radio Corporation of Nigeria (FRCN)* (broadcast; public media), *The Punch* newspaper and *TELL* magazine (print; private media). These media have nationwide coverage and circulation and have wide use among Nigerians. Except *TELL*, a weekly magazine, the two broadcast media are on air 24 hours while *The Punch* is on newsstand daily. The selected media yielded a combined population of 1,146 editions for the period studied. (Table 1A & IB)

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Table IA: Population of the Study -NTA, FRCN AND PUNCHI																	
Mcdiu m	AIRTIME DAYS / EDITIONS PER MONTH											Tot al					
	n	b	r	r	y	n	1	g	P	t	V		C				
NTA					31	28	31	30	31	30	31	31	30	31	30	31	365
FRCN					31	28	31	30	31	30	31	31	30	31	30	31	365
PUN CH					31	28	31	30	31	30	31	31	30	31	30	31	365
Total:	93	84	93	90	93	90	93	93	90	93	90	93					1,095
Table 1 B:Population of the Study-TELL																	
Mcdiu m	WEEKLY EDITIONS PER MONTH											Tot al					
	n	b	r	r	y	n	g	P	t	V	C						
TELL *	4	4	4	4	5	4	4	5	4	5	4	4					51
Total:	4	4	4	4	5	4	4	5	4	5	4	4					51
Note:*Weekly editions on newsstand every Monday.																	
SUMMARY OF TABLE 1A AND 1B																	
NTA, FRCN and THE PUNCH = 1,095																	
TELL = 51																	
Total 1,146																	

Two sampling techniques were used for the study: constructed month and census. The constructed month technique was employed in systematically eliciting a total sample of 90 editions from NTA, FRCN and *The Punch*. It is a probability sampling technique that gave all elements in the population a chance of being chosen without researcher's prejudice using random paper balloting. Based on its relative small size, the census sampling technique was used in

extracting a sample of 51 weekly editions of *TELL* magazines. Census is a non-probability sampling technique which requires that all members of the population participated on equal basis and without bias. In effect, the two sampling techniques produced a total sample of 141 media editions. Based on Stempel (1952), cited by Ohaja (2003), that a systematically drawn 12 newspaper (media)sample for the same period will do, this was considered very adequate for the study. (Table 2)

NTA			FRCN			THE PUNCHI		
Date	Month Picked	Constructed Edition	Date	Month Picked	Constructed Edition	Date	Month Picked	Constructed Edition
1	Mar	Mar 1		Sep	Sep 1	1	May	May 1
2	Sep	Sep 2	2	Dec	Dec 2	2	Jan	Jan 2
3	Apr	Apr 3	3	Jul	Jul 3	3	Dec	Dec 3
4	Nov	Nov 4	4	Mar	Mar 4	4	Sep	Sep 4
5	Jan	Jan 5	5	Jan	Jan 5	5	Jul	Jul 5
6	May	May 6	6	Aug	Aug 6	6	Dec	Dec 6
7	Jul	Jul 7	7	Apr	Apr 7	7	Apr	Apr 7
8	Dec	Dec 8	8	Feb	Feb 8	8	Apr	Apr 8
9	Nov	Nov 9	9	Sep	Sep 9	9	Sep	Sep 9
10	Feb	Feb 10	10	Nov	Nov 10	10	Jan	Jan 10
11	Jun	Jun 11	11	Jul	Jul 11	11	Aug	Aug 11
12	Oct	Oct 12	12	Jul	Jul 12	12	Dec	Dec 12
13	Mar	Mar 13	13	May	May 13	13	Mar	Mar 13
14	Feb	Feb 14	14	Nov	Nov 14	14	Nov	Nov 14
15	Sep	Sep 15	15	Apr	Apr 15	15	Dec	Dec 15
16	Apr	Apr 16	16	Feb	Feb 16	16	Jan	Jan 16
17	Jan	Jan 17	17	Aug	Aug 17	17	Aug	Aug 17
18	Jul	Jul 18	18	Dec	Dec 18	18	Feb	Feb 18
19	Dec	Dec 19	19	Sep	Sep 19	19	Mar	Mar 19
20	Jun	Jun 20	20	Oct	Oct 20	20	Sep	Sep 20
21	Jan	Jan 21	21	Jul	Jul 21	21	Apr	Apr 21
22	Nov	Nov 22	22	Jan	Jan 22	22	Oct	Oct 22
23	Oct	Oct 23	23	Feb	Feb 23	23	Feb	Feb 23

24	May	May 24	24	Aug	Aug24	24	Jun	Jun 24
25	Feb	Feb 25	25	Dec	Dec 25	25	Dec	Dec 25
26	Oct	Oct 26	26	May	May26	26	Jan	Jan 26
27	Mar	Mar 27	27	Feb	Feb 27	27	Oct	Oct 27
28	Jul	Jul 28	28	Apr	Apr 28	28	Feb	Feb 28
29	Sep	Sep 29	29	Sep	Sep 29	29	Jul	Jul 29
30	Oct	Oct 30	30	Nov	Nov 30	30	Sep	Sep 30
Note: Summary of the sample is therefore 30 x 3+51=141								

The IDI engaged the management of NAPTIP, represented by the Head, Communication and Media, to obtain their self-image or self-assessment being the official body charged with the campaign of eradication of trafficking in persons. The two FGD forums were conducted in two potential trafficking in persons habitats-one each in the south and north of Nigeria. The objective was to both obtain first-hand data from the field ensure heterogeneity, spread and representativeness as tools of enhanced validity. The locations were: Okwukoko (near Warri) in Delta state which consisted six participants and Gbagalape (near Abuja) in Nasarawa state made up of 12 participants.

3.1 Content Categories and Units of Analysis. The content categories employed were: traffickers and victims, deportation of commercial sex workers (CSW), forced labour, policy/law on trafficking in persons and child slavery. Others are investigation and arrest, prosecution and conviction, rehabilitation and others. The units of analysis used were straight news, editorial and commentary, opinion, interview, advertorial, feature article, picture/photograph and letter to the editor.

3.2 Coding and Coding Parameters. These were frequency of coverage by the media, prominence categorised as high, medium and low and Editorial and Commentary slant using *positive, neutral and negative indicators*.

3.3 Intercoder Reliability. Two experienced coders were engaged and oriented into the peculiarity of this study before executing the coding exercise. Coder A and Coder B coded the four media each and repeated to be sure that no piece of data arose as a result of chance. The parameters tested were frequency, prominence using high, medium and low and slant employing positive, neutral and negative pointers. The researcher deployed Scott's (1955) Pi index the formula of which states that, $\frac{\% \text{ Observed Agreement} - \% \text{ Expected Agreement}}{1 - \% \text{ Expected Agreement}}$. This resulted in coefficients of 0.77%, 0.91% and 0.85% for frequency, prominence and slant respectively. All the results are within the acceptable range for most published content analysis which is 0.75% or above when Scott's Pi or Kappa (Wimmer and Dominick, 2006). (The computation are attached as Appendices I, II and III)

4.0 Data Presentation, Analysis and Discussion. This section presents and analysed the data gathered from the coding exercise.

Media	Frequency	Percentage(%)
The Punch	7	28
NTA	8	32
TELL	4	16
FRCN	6	24
Total	25	100

Media	Prominence Variables			Total (N%)
	High	Medium	Low	
	N%	N%	N%	
The Punch	0 (0)	3(38)	4(50)	7(28)
NTA	6(67)	2(25)	0 (0)	8(32)
TELL	0 (0)	1(12)	3(38)	4(16)
FRCN	3(33)	2(25)	1(12)	6(24)
Total	9(36)	8(32)	8(32)	25(100)

Media	Media Support			Total(N%)
	Positive	Neutral	Negative	
	N%	N%	N%	
The Punch	5(28)	2(40)	0 (0)	7 (28)
NTA	6(33)	1(20)	1(50)	8 (32)
TELL	2(11)	1(20)	1(50)	4 (16)
FRCN	5(28)	1(20)	0 (0)	6 (24)
Total	18(72)	5(20)	2 (8)	25(100)

The data in Table 3 show that the frequency of media account on trafficking in persons campaign during the period studied was 25 (100%). NTA led the pack with 8 (32%) items and was closely followed by *The Punch* with 7(28%) items. *FRCN* and *TELL* followed

with 6 (24%) and 4 (16%) items respectively. Twenty-five accounts of human trafficking issues represented 18% and considered as a high margin.

The prominence distribution at Table 4 above show that *high prominence* led the pack scoring 9 (36%) while *medium prominence* and *low prominence* scored 8 (32%) each. Of the 9 (36%) high prominence score, NTA again led with 6 (67%) followed by *FRCN* with a 3(33%) score. *The Punch* and *TELL* scored zero each on high prominence. Given the medium and low parameter however, *The Punch* led scores with 3 (38%) and 4 (50%) while *TELL* scored 1(12%) and 3 (38%) respectively. Although high prominence score of 9 (36%) items

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represents the highest scores, it is a negligible six percent. It showed that 16(64%) of the items were found in less prominent positions in the various media as either medium or low prominence.

The data in Table 5 on editorial and commentary slant show that positive support received overwhelming 18 (72%) of total scores, against neutral 5(20%)and negative 2 (8%). NTA was in the front again with 6 (33%) items while *The Punch* and *FRCN* secured 5 (28%) items each and ending with *TELL* 2(11%)items on the positive distribution. Based on the frequency of 25 (100%) items, 18(72%)positive score representing 13% is considered as a high score.

Media	Traffic kickers and Victim S	Deporta- tion of CSW*	Force d Labo ur	Polic y/ y/ Law on TIP	Child Slave ry	Investig a-tion and Arrest	Prosec u-tion and Convic -tion	Rchab i- litatio n	Ot he rs	Total 1 N (%)
	N(%)	N(%)	N (%)	N (%)	N (%)	N(%)	N(%)	N (%)	N (%)	
Punch	4 (80)	3 (100)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	7 (28)
NTA	1 (20)	0(100)	3 (100)	2 (100)	1 (20)	1 (34)	0 (0)	0 (0)	0 (0)	8 (32)
TELL	0 (0)	0 (0)	0 (0)	0 (0)	3 (60)	1 (33)	0 (0)	0 (0)	0 (0)	4 (16)
FRCN	0 (0)	0 (0)	0 (0)	0 (0)	1 (20)	1 (33)	0 (0)	1 (100)	3 (100)	6 (24)
Total	5(20) *CSW - Commercial sex workers	3 (12)	3 (12)	2 (8)	5 (20)	3(12)	0 (0)	1(4)	2 (8)	325 (100%)

Media	Straight	Editorial or Comme	Opinio n	Intervie w	Advertor ial	Featur c Article	Picture, Photogra ph,	Lette r to the	Total 1 N
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	News	n-tary					Illustrati ons	Edito r	(%)
		N (%)	N(%)	N (%)	N(%)	N(%)	N (%)	N(%)	
	N (%) Pun5 (25)	0 (0)	0 (0)	0 (0)	0 (0)	2(100)		0 (0)	7 (28)
ch	6 (30)	1 (100)	0(0)	1(50)	0 (0)	0 (0)	0 (0)	0 (0)	8
NT	4(20)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	(32)
A									4
TEL									(16)
L									
FR	5(25)	0 (0)	0 (0)	1(50)	0(0)	0 (0)			
CN							0 (0)	0(0)	6
Tot	20(80)	1 (4)	0 (0)	2 (8)	0 (0)	2(8)			(24)
al							0 (0)	0 (0)	25 (100)

The data distribution at Table 6 indicate that *Traffickers and victims* and *Child slavery* recorded the most reports with 5 (20%) items each. *Deportation of CSW, Forced labour, Investigation and arrest* and *Others* received 3 (12%) reports each. *Policy/Law on trafficking in persons* category got 2(8%) items,

Rehabilitation (4%) while *Prosecution and conviction* had zero (0%) item. Thus *Traffickers and victims* and *Child slavery* were the most reported with a combined total of 10 (40%) accounts. *Deportation of CSW, Forced labour, Investigation and arrest* and *Others* recorded 3 (12%) items each or a combined total of 12 (48%) stories. It is noteworthy that the two most crucial elements of the traffic in persons (women and children) received appropriate dominance over other categories.

On the other hand, the distribution array at Table 7 show that *Straight News* recorded the highest score with 20 (80%) reports. Here, the NTA was ahead of others with 6 (30%) reports, *The Punch* and *FRCN* 5 (25%) reports each while *TELL* had 4 (20%) reports. *Interview* and *Feature article* have 2 (8%) reports each while *Commentary* recorded 1 (4%) report. There were no reports under *opinion, advertorial, picture/photograph* and *letters to the editor*.

4.1 Discussion

Table 3 above on frequency of coverage shows that a total of 25 stories, representing 18% were coded. This result is considered as high for several reasons. It is generated from four out of nearly a hundred media organisation operating in Nigeria actively reporting human trafficking. Also, it derives from 30 out of the 355 days in 2011 as well as it resulted from a 141 sample out of a population of 1.146 editions. This view is also valid, considering the myriad of other issues and peculiar challenges that confronted the media in 2010/2011. For instance, insecurity from unprecedented terrorism by the Boko Haram sect, "do-or-die" electioneering and attendant tension and threat of national disintegration, big business and finance were crucial issues in media cosmology. These may have reordered media priorities and made them to move on without altogether sacrificing human trafficking.

Nigerian girls still desperately seeking sponsors vis-a-viz trafficking in persons barons on the prowl for vulnerable persons yet appears to put a question mark on both the finding of high media performance as well as McCombs and Shaw (1976) postulation that, there is a direct correlation between the amount of media exposure of an issue and the degree to which the public see it as being important (Watson and Hill, 2006). Prompted on this dichotomous reality, the IDI interviewee, also NAPTIP spokesperson, responded that the reality is that of a brood of stubborn young women "who are driven by material greed and the romantic images of a Western heaven woven for them by very clever trafficking barons.... As a result of the undue glorification of the West, these young women are desperate and no amount and quality of campaign messages you deliver suffices with them.... People set their mind on what to do and there is nothing you would do to change that, except you physically tie them down." Aside greed, he also blamed the resistance on the poor economic conditions in the country, including unemployment which has led to the collapse of "family life and social values that once held society together. People are now desperate and looking for more criminal means to stay alive irrespective of TIP awareness."

The two FGD participant session failed to agree on whether the frequency of media coverage of the campaign against human trafficking was

problem with media support for the campaign, participant B09 of Gbagalape called on the campaigners to direct more attention to the “villages where traffickers and their agents are on the prowl” for weak and vulnerable persons.

5.0 Conclusion

Notwithstanding the prevalence of human trafficking at the time of the study, the frequency of coverage of 25 (100%) was high given the period studied, the volume and other challenges and priorities that the media must also take in stride. This was adequate and in normal circumstances capable of impacting the audience positively. The persistence in business of trafficking barons and Nigerian ladies on being trafficked persons or victims despite the law and campaign is suggestive of desperation and reinforces the IDI interviewee that as a result of the economic down turn Nigerians are desperate to do whatever in order to survive. (See also Agbu, 2008; Egede 2010; Oloruntimehin 2005) After all, the saying goes that a drowning man will catch at a straw.

With overwhelming 18 (72%) positive items the story is the same for media slant which is evidence that the media supported the campaign against trafficking in persons. The third leg of the campaign tripod (prominence) however proved to be the weak one and perhaps denied the campaign synergy its maximum force.

Based on the foregoing, media performance was high, but certainly not the best that it can be. It has to be appreciated however that the media had more urgent issues to tackle in 2010/2011, including the characteristic electioneering tensions which was then accompanied by insecurity from unprecedented terrorism by the Boko Haram sect/insurgents. Shedding of innocent blood, insecurity to lives and properties, threats of national disintegration and global survival are high priorities in media agenda, even if pitched against human trafficking.

Women and children are the subject of the UN Protocol to Prevent, Suppress and Punish Trafficking in persons, Especially Women and Children, 2000. The fact that they dominated in the data distribution among the selected content categories (Table 6) is a cheering co-incidence. Also, the distribution of data among the various units of analysis (Table 7) is revealing and instructive. Most of the items 20 (80%) were purely informational having gone out as pure news. Absence of editorial and commentary, interpretational, educational and transformational content on trafficking in persons show that little effort was made to help the public to understand the nature and degree of evil human trafficking signify. Presentation of pictures of officials rather than core trafficking in persons pictures is meaningless. It deducted from the impact and visibility of the campaign and reduced it to a purely informational service. Whereas a combined arsenal of these media tools and approaches is the hallmark of effective and comprehensive campaign operation.

5.1 Recommendations

If Nigeria is to overcome the nagging problem of the traffic in women and children then NAPTIP and the mass media must up their related acts. The

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campaigner must generate adequate information and leverage to keep the media busy doing what they like to do better than anybody else. On the other hand,the media must optimise and maximise the information it receives through effective deployment using educational, transformational and other persuasive gimmicks as informational strategy.

In addition to overwhelming media slant and frequency,prominence should be raised optimally as well as emotional core TIP photographs of victims and their pathetic conditions must also be engaged in communicating the scourge. NAPTIP must use enforcement of the law and also use the facility of below-the-line media in reaching rural people not open to mainstream media.Finally, government would help to tackle unemployment headlong and create enabling environment for creativity and private enterprise.

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APPENDIX I

Intercoder Reliability: Level of Media Coverage

Category	Coder A	%	Coder B	%	Marginal Total
Traffickers and victims	5	5	5	5	10
Deportation of CSW*	3	3	3	3	6
Force labour	3	3	3	3	6
Law and Policy	2	2	2	2	4
Child slavery	5	5	5	5	10
Investigation and arrest	3	3	3	3	6
Prosecution and conviction	0	0	0	0	0
Rehabilitation	1	1	1	1	2
Others	3	3	4	4	7
TI	25		26		51

51

CSW-Commercial sex workers

To obtain the percentage observed agreement, add up the diagonal scores as follow:

% observed agreement =

% expected agreement =

=

Scott's Pi = $\frac{\% \text{ observed agreement} - \% \text{ expected agreement}}{1 - \% \text{ expected agreement}}$

/

Reliability =

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APPENDIX II

Intercoder Reliability: Prominence

Category	Coder A	%	Coder B	%	Marginal Total
High	9	9	9	9	18
Medium	6	6	6	6	12
Low	6	6	6	6	12
Total	21		21		42

To obtain the percentage observed agreement, add up the diagonal scores as follow:

% observed agreement =

% expected agreement =

Scott's Pi =

Reliability

APPENDIX III

Intercoder Reliability: Editorial/Commentary Slant

Category	Coder A	%	Coder B	%	Marginal Total
Positive	9	9	9	9	18
Neutral	6	6	6	8	12
Negative	2	2	2	2	4
Total	17		17		34

To obtain the percentage observed agreement, add up the diagonal scores as follow:

% observed agreement =

% expected agreement =

Scott's Pi = $\frac{\% \text{ observed agr} - \% \text{ expected agr}}{1 - \% \text{ expected agr}}$

Reliability = **85%**