

USE OF PRINT MEDIA IN PROPAGATING NOT TOO YOUNG TO RUN BILL IN NIGERIA: A STUDY OF SELECTED NEWSPAPERS

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ABSTRACT

Newspaper is the mirror of the society, it plays a significant role in reporting issues of human interest in the society. It is anticipated that, journalists should live up to their responsibility of being socially responsible as demanded in the social responsibility theory of the press and they should set a pace for others to follow. The article attempted to examine use of print media in propagating Not Too Young to Run Bill in Nigeria. The research method employed in the study is content analysis, while the code sheet was the instrument used in gathering data. The population of the study was 300 editions of selected newspapers, 20, editions for each. It was arrived via a randomly sampling technique. The study reveals that Nigerian newspapers only reports straight to the public as issues arises, and not giving in-depth reports about important issues in the society like Not Too Young to Run Bill in Nigeria which is area in focus since the sampled newspapers had few issues on features, opinions articles, editorial and pictures. The study concludes that there were iota coverage in the three selected newspapers on Not Too Young to Run Bill campaign in Nigeria. The data indicated that newspaper does not give more priority on the issue under review. The study recommended that Not Too Young to Run Bill is a bill that agitates for inclusion of youth in Nigeria political trigonometry, so if the campaign is properly covered by the newspaper, it will be actualized and the society will take a new turn which the media stand to gain out of this agitation.

KEYWORDS: Print Media, Newspaper, Not Too Young To Run Bill, Coverage, Young People Or Youth.

INTRODUCTION

Print media has been very pivotal to the society. Many scholars across the world have had their disposition on the concept of print media. Print media consists of newspaper and magazine etc.

In Nigeria the first newspaper is Iwe-Irohin championed by Reverend Henry Townsend in 1859. Ever since then the print media has expanded its operations.

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Nigeria newspaper landscape is growing increasingly by the day. The advent of technology has given room for expansion of newspaper industry in Nigeria and across the globe. Majority of practitioners have delved into online medium. We have bloggers who owns different online blogs that deliver up-to-date events as the events unfolds.

Print power (2018) stated that in many ways, print is the ideal marketing medium: it's available in both large and small numbers, can be accessed easily, and is engaging, versatile and creative. Each of the six types of print media has their own unique quality and role in their readers' lives. For newspapers, they become part of their readers' day as they educate and inform with credibility and trust, while consumer and customer magazines create engagement through entertaining content.

Direct mail uses its ability to gain access to people's homes and lives to deliver a targeted sales message, while door drop have an enviable reach and ROI. Finally, catalogues provide inspiration for customers before leading them online to make the purchase. On their own, each channel fulfills a vital marketing role. When combined with other media, they are a highly effective force for any campaign and for any brand. <http://www.printpower.eu> Why-Print-Media.

Not too young to run bill is a bill that seeks for young people to have a place in Nigeria political domain. Over time, Nigeria political spheres have been enveloped with aging men and women leaving the youths in isolation and almost solitude. This necessitated the youths to rise up and put up vanguards for the approval of "Not Too Young To Run Bill".

The ideology of these bill is to avail young people the privilege that our Fathers had during the period we got independence. History has it

that, most of our past leaders ruled at their youthful age. Some of which were below 30, while others were at their 30s. But reserve is the case nowadays. The youth of this contemporary generation are completely left in doldrums. Statistics has it that, the youngest serving leader in Nigeria political geometry presently is 43.

Between 1960 to 1992, some of our past leaders who ruled at the time were below 30. Example, the then military Head of state General Yakubu Gowon ruled at the age of 31, General Murtala Muhammed, General Mohammedu Buhari, General Olesegun Obasanjo etc were all between 30 to 35 years. Nowadays, youths within that age brackets are still living with their parents, they are catered for. Most of them can't pay their bills. While many have achieve nothing.

Democracy came to liberate and emancipate Nigerians from the military era. It is the government of the people by the people and for the people. The ruling age bracket in Nigeria was amended following the resolution of the review of the amended constitution of 1999. Which reviewed the age to 40 years for presidential aspirations, and 35 years for governorship positions. The review of the ruling age, have done more harm than good to Nigeria youths. And these have deprived them of their virility or legitimate rights.

Lately, the youths lunched advocacy in various platforms of the media for President Mohammendu Buhari and National Assembly to give assent to Not Too Young To Run Bill to allow the youth to involve in politics. Darlinton (2018) informed that the debate over youth participation in politics will continue until Nigerian youth are given the opportunity and level playing ground to contest political office. As youth are given this opportunity, the question about readiness of young people to compete in the tedious Nigerian Political terrain

is gradually being laid to rest. More young people than ever before are engaging in local community advocacy and movement building amongst other political activities in preparation for 2019 general elections and beyond.

Supporting a young candidate therefore is becoming imperative considering the situation of the country and the fact that future of young people is being decided by people other than those that will be affected by the decision. The recent report that 27-year old Maryam Laushi is the National Publicity Secretary of the newly formed Modern Democratic Party goes a long way in saying young people may not despise humble beginning after all. In this vein, the power of number which rules politics maybe the next daunting task to acquire but there is good news.

According to Independent National Electoral Commission INEC, 52% of registered voters are between the ages of 18-35. Youth between those ages are around a third of the population. Young people aren't leaders of tomorrow any longer, we're leaders of today.

The United Nations Department of Economic and Social Affairs estimates that Nigeria's population will be just under 200 million by the beginning of 2019. Nearly two-third (62 percent) of Nigerian population is aged under 24, giving Nigeria one of the youngest demographics in the world.

While the statistics is very impressive, the quality of young Nigerians when it comes to knowledge, capacity and charisma and bringing fresh ideas, innovation and solutions to our democratic system is the reason Nigerians have to take the gamble in supporting youth candidacy in the near future. The participation of young people in governance will ensure that the issues of priority for young Nigerians are on government agendas.<http://yiaga.org/nottooyooungtorun/author/nottooyoung/>

STATEMENT OF THE PROBLEM

The youth are the leaders of tomorrow. This saying has made the youth to be left out in the political terrain and young people are saying that, they are leaders of today, but not leaders of tomorrow. Nigeria political landscape is yearning for the youth to fill the lacuna that has been void for the past two decades. Long before now, our fathers who fought for independence during early 50s and late 50s, to 60s were within the age brackets of 30 to 35, which is classified as youth.

In the colonial era, young Nigerians led in the struggle for independence. As early as 1944, Nmandi Azikiwe, still in his 30s, founded the National Council of Nigeria and the Cameroun (NCNC). Meanwhile, Obafemi Awolowo, Tafawa Belawa, Almadu Bello and Samuel Akintola, amongst many others in their 20s and 30s, rose to prominence through their activism. But the present generation youth have no place in Nigerian political geometry.

Newspaper as we know, play a salient role in the society, issues and events about people, individuals, corporate bodies, institutions, government and organisations are brought to the public domain via newspaper to keep them abreast of recent happenings. The question is, to what extent is the coverage of newspaper of Not Too Young Run Bill in Nigeria?

OBJECTIVES OF THE STUDY

The objectives of the study is to assess the coverage of selected Nigerian newspapers of Not Too Young to Run Bill campaign. Mainly the objective are to:

1. Examine the nature of news stories covered by Nigeria newspapers on Not Too Young to Run Bill in Nigeria.
2. Find out the frequency of newspapers coverage on Not Too Young to Run Bill in Nigeria.

3. Assess the tone or slant of newspapers coverage of Not Too Young to Run Bill in Nigeria.
4. Determine the eminence allotted to news stories on campaigns for Not Too Young to Run Bill in Nigeria.

RESEARCH QUESTIONS

Emanating from the objectives of the study are the following research questions:

1. What is the type of news stories covered by newspapers on Not Too Young to Run Bill in Nigeria?
2. What is the frequency of newspapers coverage on Not Too Young to Run Bill in Nigeria?
3. What is the tone or slant of newspapers coverage of Not Too Young to Run Bill in Nigeria?
4. What is the degree of eminence allotted to news stories on campaigns for Not Too Young to Run Bill in Nigeria?

LITERATURE REVIEW

Newspaper appears to be very crucial in contemporary society, the world is InfoTech, and society cannot be modernized without information, development programmes and government policies are communicated to the people via the media. Newspapers or newspaper play a significant role in the society. Disparity experts have had their opinions on the concept of newspaper. Below are some of the dispositions of scholars.

Hynds (1972, p.43) posited that newspaper stimulates, motivates, inspires, interprets, builds, preserves, excites, satisfies and sometimes disappoints. It archives yesterday, chronicles today and periscopes the possibility of a brighter tomorrow.

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available in both large and small numbers, can be accessed easily, and is engaging, versatile and creative. Each of the six types of print media has their own unique quality and role in their readers' lives. For newspapers, they become part of their readers' day as they educate and inform with credibility and trust, while consumer and customer magazines create engagement through entertaining content.

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Ogbaeja (2012, p.201) asserted that newspaper is a very significant mass medium in which the world today. It is both the business and an institution of social, economic and cultural change. Various scholars and authors have in their own ways provided the definition and meaning of this concept. Most of the definitions are based on the nature, content, structure and purpose of the medium.

In the words of Sandman, *et al* (1976, p.260 in Okunna 1999, p.43) a newspaper seen as: "An unbound, printed publication issued at regular intervals, which present information in words, often supplemented with pictures."

The Deniseh Union of Newspaper Publishers and Editors (DUNPE) on March 3, 1964, according to Drachma (1999, p.33) defines a newspaper as: a local, regional or national printed periodical appealing daily or several times a week, taken by readers in subscription or brought as single copies." the Union stresses

that primary aim of a newspaper is to carry all round news from home and abroad and contribute to information to societies ' political and cultural development Ogbaeja (2012, p.202).

According to McDougall and Reid (1987,p.23) in Ogbaeja (2012,p.202) informed that the newspaper is an institution developed by modern civilization to inform and lead public opinion and to furnish that check upon government which no constitution has been able to provide.

Promanand (2012, p.30) opined that newspapers are the most popular forms of print media. The advertiser in this case can choose from a daily newspaper to a weekly tabloid. Different types of newspaper cater to various audiences and one can select the particular category accordingly. Advertisers then design press advertisements where in the size is decided as per the budget of the client. Anaeto et al (2009, p.5) in in Ogbaeja (2012, p.202) stated that newspaper is an unbound publication issued at regular intervals and containing a variety of materials, usually printed on a paper called newsprint.

From the foregoing, newspaper seems to be very important to the people. It helps marketers to advertise their products and it avails the public with up-to-date news. One salient aspect of newspaper is the in-depth analysis that it provide, and most of the stories that are reported in the newspaper are always complimented with pictures.

Ogbaeja (2012, p.202) informed that just as the name suggest, "news and paper", newspaper is primarily a medium for dissimilating news. It brings recent information to its audience and provides them with what is happening around them in their neighborhood, town, state, country and all over the world. Newspaper equally interprets events for the audience so

that they can make informed and rational decisions.

Newspapers provide a wide variety of news and information than the other media and they present far more details that radio and television. They cover diverse subject, such as politics, business, entertainment, crime, art, society, sports, etc. They also provide, local, national as well as international news and information to readers every day.

HISTORY OF THE NIGERIA PRESS

The press in Nigeria dates back to 1846 when a printing press was established in Calabar. It was established by the Presbyterian Church and the essence was to print religious books and pamphlets. The establishment of the first newspaper in Nigeria can be traced back to 1859 when Reverend Henry Townsend of the Anglican Mission (A missionary) established a newspaper that was called "Iwe Irohin Fun Awon Egba" meaning, the newspaper for the Egba people.

Tador (1996) noted that Iwe Irohin was set up to help the overall development of the Egba people was produced fortnightly. The newspaper was sold for 120 cowries. It was first produced in Yoruba language but in 1860, the English version was added. The Iwe Irohin was principally designed to teach the masses different subjects like religion, mathematics, geography and how to spell. Iwe Irohin was devoted to announcement of marriages, Church and post office news. The newspaper also carried adverts of vacancies for house boys and clerks. It was also used to teach the public about the politics and history of the nation. The audiences of Iwe Irohin were the interior Yoruba villages, Lagos inclusive.

The newspaper folded up after involving itself in the crises that engulfed Egba land in 1867. The Europeans were expelled from the town

while missionary buildings were looted and destroyed. Most of the vernacular newspapers we have today have been patterned after Iwe Irohin. The newspaper set a standard for newspapering in Nigeria. The Iwe Irohin stimulated the establishment of the Anglo African Newspaper. Reverend Henry Townsend was seen as the father of Nigerian press. He printed modern newspapers despite the fact that he was a religious man.

The next newspaper to be established after Iwe Irohin was the Anglo African Newspaper. It was the second newspaper that was established in Nigeria by a foreigner—a West Indian immigrant called Robert Campbell. The newspaper was established in Lagos in 1863 to promote the interest and welfare of Lagosians. Campbell who was a printer was publishing the newspaper in English language and it was a weekly newspaper that was sold for three pence. The news coverage was more than that of Iwe Irohin. It carried both local and international news. The first page of the newspaper was devoted to advertisements, notices and announcements. The newspaper folded up in 1865.

Between 1863 and 1879, some other newspapers were established in Nigeria. In 1880, Lagos Times and The Gold Coast Advertiser were established in Lagos. The Lagos Observer was established in Lagos and it survived till 1890. The Eagle and Lagos Critic were first published in 1883 and survived till 1888. These newspapers criticized the policies of government and helped to fight for independence. The Nigerian Pioneer was established in 1914 by a Nigerian named Kitoyi Ajasa in Lagos. The publisher was a reputable Lawyer. He was always corroborating the colonial government because, he was educated in England and was used to the style (life). It folded up in 1937. The African Messenger was established by Earnest Okoli in 1921. It was a weekly newspaper and was sold for 3 pence. It

was however bought over in 1926 by the Daily Times and Okoli was employed as the Chief Editor. In 1925, Herbert McCauley established The Daily News which was printed in Nigeria and was the first political newspaper. It served as a voice of McCauley's party called NDP.

The Nigerian Daily Times was jointly established in 1926 by a Nigerian called Adeyemo Alakija and a Briton called Richard Barrow. Earnest Okoli who was the publisher of the African Messenger was employed as the Editor because his own newspaper had already collapsed due to lack of fund. In 1948, the Nigerian Daily Times became an affiliate of London Daily Mirror. The duo eventually went under due to lack of funds. London Daily Mirror, however, became an affiliate to London Daily Mirror.

In 1937 when Dr. Nnamdi Azikiwe (popularly known as ZIK) was an editor of a newspaper called, "The African Morning Post" he also established the newspaper, The West African Pilot in Lagos. The West African Pilot carried news on the plight of farmers, the unemployed, market women, among other groups. It sought to redress the problems caused by the colonizers, criticized their policies and demanded for self-rule for Nigeria. Dr. Azikiwe was determined to fill the partial journalistic vacuum in Nigeria and he gave attention to change of layout, headlines, length of sentence and paragraphs, style of presentation, editorials and the effectiveness of pictures.

The commercial success of The West African Pilot boosted in the 1940s and Zik was encouraged to embark on the first chain of newspapers. He sold about twenty thousand copies (20,000) a day and it was the highest then in Nigeria. He established the Eastern Nigerian Guardian in Port Harcourt in 1940, Nigerian Spokesman in Onitsha in 1944, Daily Comet in Kano in 1949, Northern Advocate in Jos and Sentinel in Enugu in 1947. He gave all these newspapers the name, Advocate. "The

important thing was that Zik's chain of newspapers was produced with sophisticated materials. He used the West African Pilot to mobilize people against the colonial rule in Nigeria.

With the West African Pilot based in Lagos as headquarters and with branches under different names in strategic areas of the country, Zik then became the doyen of modern Nigerian Journalism. He was very imaginative in his plans of awakening political consciousness through the print media-(press). His own journalism was the type that replaced the archaic and improvised journalism that had previously existed. The first edition of the West African Pilot appeared on the streets of Lagos and other places within the country on November 22, 1937.

The mass audience the West African Pilot took away from other newspapers was so great that the Nigerian Daily Times quickly reorganized in order to meet the challenges of the Pilot. Azikiwe was a frequent target of the anger of the colonial masters because of the kind of stories his newspaper carried. Thus, in 1945 the Pilot in Lagos was banned for 6 weeks. As a nationalist, Zik never relented. He continued his criticism of the colonial policies. When the pilot was banned in Lagos, he established the Southern Nigerian Defender to fill the gap created by the absence of the Pilot in Lagos.

In 1949, the Nigerian Tribune was established in Ibadan by Obafemi Awolowo. In 1951 when Awolowo became the leader of the Action Group (AG), he used the Tribune for extensive campaign. The Tribune was also used to struggle for independence by Obafemi Awolowo. The late Sardauna of Sokoto established a newspaper in Kaduna in 1956 and it was called Gaskiya Tafi Kobo, meaning, truth is more than money. His main reason for establishing it was to project the image of the Northern area because he felt Zik and Awolowo

are only projecting the interests of their zones Akpobo (2012, p.4-5-6).

CHARACTERISTICS OF A NEWSPAPER

For a publication to be regarded as a newspaper, Anaeto et al (2009, p.6) in Ogbaeja (2012, p.202) stated that it should possess the following characteristics:

- It must be published periodically at regular intervals; not less than once a week
- It is often mechanically produced
- It must be timely; and
- It must be available to all interested readers.

Sambe and Nyitse (2003, p.117) observed that newspaper changes with time, technology, personnel, quality, and calibre of people handling its processes. Despite these, it is required to have certain qualities, outlined by a German scholar Otto Groth and quoted by Okunna (1999, p.44) that:

1. A newspaper must be published periodically at regular intervals; these intervals should not be less than once a week.
2. It must be mechanically reproduced
3. It must be timely (i.e. the coverage of events/action).
4. It must offer freedom of access to all readers, that is, it must be available to everyone who can afford the cover price.
5. Its content must vary to include everything that could be of interest to every member of the society, that is, the content must not be aimed at any select group in the society.

NOT TOO YOUNG TO RUN BILL IN NIGERIA

According to United Nations (2016,p.1) posited that Young people have every right to be active participants in civic and public life and it is time to ensure they no longer face arbitrary barriers

to run for public office-whether at the local, regional or national level,” said the UN Secretary-General’s Envoy on Youth, Ahmad Alhendawi. “Through the Not Too Young To Run campaign, my office will work with partners around the world to raise awareness about the issue of age discrimination and promote and expand the rights of young people to run for public office.” In a rapidly changing world where more than 50 percent of the population is under 30, but less than 2 percent of elected legislators are, the campaign highlights that the active participation of young people in electoral politics is essential to thriving and representative democracies worldwide. The campaign emphasizes young people’s rights to engage fully in the democratic process, including the right of young people to run for office themselves.

The UN High Commissioner for Human Rights, Zeid Ra’ad Al Hussein, said: “Younger generations are not adequately represented in formal political institutions such as Parliaments, political parties and public administrations. This leads many to feel leadership and policymaking are reserved for an élite. A society that does not fully respect everyone’s equal right to participate is fundamentally unsound. The right to express opinions-including criticism-and to participate in public affairs are essential to ensuring state institutions are accountable, grounded in service to the people.”

The UNDP Administrator, Helen Clark, said: “Political participation is not just about the right to vote. It’s also about the right to be elected. The right of young people to participate in the political arena in positions of leadership is at the core of UNDP’s work to support inclusive political processes. The exclusion of young women and young men leads to their disenfranchisement, challenges the representativeness of institutions and affects young people’s perception of political institutions and processes. This has a

fundamental impact on the very quality of democratic governance. This campaign will address institutional barriers and aims to overcome the disenchantment that dissuades some young people from running for office.

“If young people are not too young to get married, to serve in the military or to choose the parliamentarians who will represent them, they are Not Too Young To Run,” said IPU Secretary General Martin Chungong. “IPU calls for the age at which people may run for political office to be aligned with the legally permitted voting age. IPU Member Parliaments agreed to this in 2010 when they adopted a resolution on youth participation in the democratic process. If more young MPs were elected, there would be more role models from whom young people could take their lead and engage in politics. The time has come to increase youth representation in politics and we are happy to join forces with the United Nations Envoy on Youth in this endeavor. People around the world through a series of online activities and engagements, while providing a platform and resources for national campaigns to flourish.

Johanna (2016) in United Nations (2016, p.2) informed that “We’re delighted to support the Office of the Secretary-General’s Envoy on Youth’s in the Not Too Young To Run campaign. Young people bring the fresh ideas and innovation to politics that are sorely needed! In an era when young people are turning away from traditional politics, we must all work together to increase youth participation in politics and to encourage political parties to welcome younger candidates and young people to run for political office. If the last few months of global political upheaval have taught us anything, it should be that politics needs young people more than ever and that young people do care passionately about the decisions made about their future.”

Samson Itodo, the Executive Director of YIAGA, said: "Any country guided by the principles of inclusion, freedom, equality and justice must ensure the full participation of young people in the electoral process. The passage of the #NotTooYoungToRun bill in Nigeria is the first step towards ensuring democratic consolidation and sustainable development. "The campaign kicked off at a side event at United Nations Geneva during the first Forum on Human Rights, Democracy and the Rule of Law, which this year focuses on the theme of "Widening the Democratic Space: The Role of Youth in Public Decision-making.

The "Not Too Young To Run" bill she is referring to would reduce constitutional age limits for various elected positions. Minimum ages would be reduced from 40 to 30 for the presidency, from 35 to 30 for governors, and from 30 to 25 for members of the House of Representatives.

Momentum behind this act is coming from Not Too Young To Run activists. Led by advocacy group YIAGA, this movement has been gathering steam in calling for greater youth participation in Nigerian politics since 2016.

According to Agwuegbo, the group wants to correct young people's huge under-representation in politics. Nearly 70% of Nigeria's population of 180 million people are aged below 35, yet they are virtually nowhere to be seen in the corridors of power.

According to Chikodiri Nwangwu at University of Nigeria's department of political science, there are many factors behind the lack of youth representation. Age limits are one small piece of a big puzzle. He notes that young Nigerians are less likely to vote than their older counterparts and suggests that the youth may be more likely to engage politically through less mainstream avenues. He also adds that apathy-built up in response to decades of government

corruption and failed leadership-may also be behind some young Nigerians' self-perpetuating disillusionment and detachment from traditional politics. "Over the years, the youths have lost hope in the entire electoral process," he says. "When they vote, they know it will not be reflected in the system. They decide to stay away instead of making a contribution to a system that mocks their efforts."

This set of factors has led to a situation in which Nigerians under the age of 35 are largely absent from government. But this was not always the case. In the colonial era, young Nigerians led in the struggle for independence. As early as 1944, Nmandi Azikiwe, still in his 30s, founded the National Council of Nigeria and the Cameroun (NCNC). Meanwhile, Obafemi Awolowo, Tafawa Belawa, Almadu Bello and Samuel Akintola, amongst many others in their 20s and 30s, rose to prominence through their activism.

After independence in 1960, however, this trend began to dissipate. The golden era was not replaced with new young leaders, and by the 1980s, there were only a few politicians under 40. At the same time, youth movements calling for democracy and human rights were forcibly clamped down by the military regimes of the day.

When Nigeria returned to multi-party democracy in 1999, there was optimism that the new system would prove more inclusive. But while youths hoped to be at the new vanguard of political progress, they were more often drafted to serve as thugs and henchmen for the same older political class.

Young people's significance in Nigerian politics diminished, and apathy grew. Today, the youngest member of the parliament at the national level is 43.



Figure 1. Some of the ardent agitators of Not Too to Young Run Bill Campaign





Figure 2. From the compartment below is Minister of information Ahaji Lar Mohammed in the middle of the photograph with co-agitators canvassing for Not Too Young to Run Bill

PROSPECTS OF NOT TOO YOUNG TO RUN BILL

Not Too Young to Run Bill is a bill that is agitating for the rights of young people to be incorporated in the political domain. The prospects of this bill is quite glaring. The point is that, if the president give assent to this bill, it will be very beneficial to the youths According to Notooyoung (2018) informed that it can be recalled that the Not Too Young To Run Movement recently raised concerns on the delayed transmission of the age reduction bill to the President for assent. The movement showed its agitation saying, the delay portends danger for aspiring young people ready to leverage on it in the forthcoming 2019 general elections. With just over 300 days to the polls, the lack of assent to the bill will not only impact on the planning of young aspirants but have an impact on the overall intendment of the amendment itself, which is to promote inclusion and grant access to young persons in

the elections. We are worried that the whole intendment of the bill may be defeated with this delay in assent.

The Movement in a Press Statement said, "Nigerian youth are ready and must be part of the 2019 elections not just as voters but as candidates. We will also like to remind the 8th National Assembly; history is on their side having passed the bill, in the first instance. We, therefore, advise them not to allow any inter-agency tension, procrastination or scheduling challenges affect them from carrying out their responsibilities to citizens especially young people, who constitute 70 percent of their constituents. It is trite that African best practices encapsulated in the African Union and Economic Commission of West African States (ECOWAS), normative instruments that all amendments to the constitution must be concluded at least 12 months before the elections. The delay in the passage of all these constitutional amendments raises challenges to the integrity of the electoral process. We will

continue to reiterate that election is a process, and when amendment processes are tacky, and then the process is already being undermined”.

Convener of the Not Too Young To Run Movement, Executive Director, Samson Itodo has also called on the National Assembly to without any further delay forward the Not Too Young to Run Bill and other constitutional amendment bills to the President for his assent. He added, “We are also utilizing the opportunity to remind the president of the importance in expeditiously signing the bill into law, upon receipt from the National Assembly” <http://yiaga.org/nottooyoungtorun/author/nottooyoung/>

THEORETICAL FRAMEWORK

AGENDA SETTING THEORY

Agenda setting theory is used to buttress the study.

Toochukwu , Uchechukwu and Chioma (2017, p.55) asserted that this theory was advanced by media scholars to define the effects the mass media could have in creating salience of issues, setting agenda and framing public opinion particularly during elections. According to Daramola (2003), the agenda-setting theory holds the assumption that there is relationship between news coverage and public perception of the importance of issues. The theory posits that mass media attention to an issue will elevate such issue to high point of importance to the public.

McCombs and Shaw 1972, (inciting Wogu, 2013, p.89) stated that “in choosing and displaying news, editors, newsroom staff and broadcasters play an important part in shaping political reality”. Readers not only learn about a given issue, how much importance attach to the issue by the about of information in a news story and its position.

Assessing the work based on the theory, the media via the pages of selected newspapers should give consolidated and adequate coverage of Not Too Young to Run Bill in Nigeria.

METHODOLOGY

This study employed content analysis, which involves the analyses of the manifest content of communication to discover the defining patterns Toochukwu, Uchechukwu and Chioma (2017, p.55).Kerlinger (2000) cited in Wimmer and Dominick (2011) supported the use of content analysis for this kind of study when he argued that the design allows for studying and analysing communication content in a systematic, objective and quantitative manner for the purpose of measuring variables. The population of the study covered all issues of newspapers published in Nigeria from November 1, 2016 to February 2018 “of Not Too Young To Run Bill in Nigeria” this was the period of fifteen months.

SAMPLE SIZE AND SAMPLE PROCEDURES

The population of the study is made of three selected newspapers which were; The Nation, The Vanguard and The Sun published from November 1, 2016 to February 28, 2018 of Not Too Young To Run Bill in Nigeria. The headquarters of the three selected newspapers is at Lagos, and the reason for selecting this three papers is as follows;

- There are licensed to operate in Nigeria.
- The three newspapers are owned by Nigerians.
- These newspapers are accessible and available daily both online and offline.
- They have a wider readership and their content is quite intriguing to the readers.

The sample size of the study is 300 editions made up of 20 each, of the three newspaper in

a month. The sample were drawn from publications in fifteen months from November 1, 2016 to February 28, 2018. Four editions were randomly selected from the three newspapers per month. The editions were arrived by selecting randomly one edition per week for four weeks in one month.

UNITS OF ANALYSIS

These are the actual thing counted when coding. Those things were; news stories, editorials, photographs as well as opinions of NOT Too Young To Run Bill in Nigeria.

CONTENT CATEGORIES

The content categories which these units were analyzed are;

- **TYPE OF STORY:** these are the kind of stories or reports about Not Too Young To Run Bill in Nigeria such as features, news stories, opinions, editorial and pictures.
- **FREQUENCY OF REPORTS:** this is determined by the number of times stories on Not Too Young to Run Bill surfaced on the three selected newspapers in relation to items count.
- **TONE OR SLANT:** reports of the newspaper under tone/slant could either be partisan or unpartisan. A story or reports could be seen partisan if it spurs good agitations, and unpartisan when it cajoled or incite chaos. Caglyan (2010) in Toochukwu , Uchechukwu and Chioma (2017,p.56) stated that tone as negative when there is an expression of fear, unease or problem. Positive when there is

use of affirmative expression and neutral, when there is no inclusion of value judgment.

- **EMINENCE:** this is rated by order of importance. The stories that are more relevant often appears on the front page, and the ones that are considered second important are placed on the back page, while the ones reported on inside pages seems to be least important.

INTER-CODER RELIABILITY

For the inter-coder reliability, Holst’s formula is $R = \frac{2(M)}{N1+N1}$

$R = \frac{2(41)}{50+50} = \frac{82}{100}$

Where M is = number of coding decision the coders agree on.

(N1+N1)= Total number of coding decision by the first and second coder respectively.

Therefore; $R = \frac{2(41)}{50+50} = \frac{82}{100}$

A coefficient of 0.81 was arrived at indicating internal consistency of the instrument.

RESULTS AND DISCUSSIONS

A sum total of 230 stories were published in the three selected newspapers on the campaign for Not Too Young To Run Bill in Nigeria. The Nation had 75 issues, Vanguard had 90 issues, and while the Sun had 65. The data gathered were presented in simple percentages and cross tabulation.

Table 1. The types of news coverage of Not Too to Young Run Bill in Nigeria

Types of Stories	The Nation	Vanguard	The Sun	Total	(%)
Features	5	7	3	15	6.6
Straight stories	35	40	30	105	45.6
Opinions articles	10	15	8	33	14.3
Editorial	2	3	2	7	3.1
Pictures	23	25	22	70	30.4
Total	75	90	65	230	100

Source: Field work 2018

From the information indicated in table 1, reports news stories on Not Too Young to Run shows that, the three sampled newspapers Bill campaign in Nigeria.

Table 2. Frequency of newspaper coverage of Not Too To Young Run Bill in Nigeria

Newspaper	Frequency	Percentage %
The Nation	75	32.7
Vanguard	90	39.1
The Sun	65	28.2
Total	230	100

Source: Field work 2018

From the above table, it indicates that, a total of 230 stories were reported in the three selected newspapers on Not Too Young to Run Bill campaign in Nigeria under the period reviewed, with Vanguard leading with a total of 90 stories (39.1), seconded by The Nation with 75 (32.7) and The sun with 65 (28.2).

Table 3. Tone of coverage of Not Too To Young Run Bill in Nigeria

Tone	The Nation	Vanguard	The Sun	Total	(%)
Partisan	19	25	17	61	26.5
Unpartisan	31	45	30	106	46.1
Neutral	25	20	18	63	27.4
Total	75	90	65	230	100

Source: Field work 2018

Table 2 explains that, the tone at which the three sampled newspapers reports stories on Not Too Young to Run Bill campaign in Nigeria was unpartisan, with 46.1% of issues relating to this.

Table 4. Degree of eminence of coverage of Not Too to Young Run Bill in Nigeria

Eminence	The Nation	Vanguard	The Sun	Total	(%)
Front page	15	20	12	47	20.5
Inside page	50	60	45	155	67.3
Back page	10	10	8	28	12.2
Total	75	90	65	230	100

Source: Field work 2018

The table above shows that, the three newspapers sampled, reports stories on Not Too Young to Run Bill in Nigeria in inside pages more, back pages had few stories, this means that the selected newspapers does not accord eminence to the coverage of Not Too Young to Run Bill in Nigeria.

DISCUSSION OF FINDINGS

The findings that surfaced from the study reveals that there were trivial coverage on Not Too Young to Run Bill campaign in Nigeria.

Toochukwu , Uchechukwu and Chioma (2017,p.55) asserted that this theory was advanced by media scholars to define the effects the mass media could have in creating salience of issues, setting agenda and framing public opinion particularly during elections. According to (Daramola 2003), the agenda-setting theory holds the assumption that there is relationship between news coverage and public perception of the importance of issues. The theory posits that mass media attention to an issue will elevate such issue to high point of

importance to the public. Therefore, the newspapers have failed in their social responsibility function of enlightening and informing the public on Not Too Young to Run Bill in Nigeria.

The newspaper reported only 230 issues under the period review, the study shows the analysis of issues that appears on the three selected newspapers. Out of 230 reports analyzed, features have 15 (6.6%) straight news 105 (45.6%), opinions articles 33 (14.3%), editorial 7 (3.1%) and pictures 70 (30.4%).

In line with the above coverage, it indicates that Nigerian newspapers only reports straight to the public as issues arises, and not giving in-depth reports about important issues in the society like Not Too Young to Run Bill in Nigeria which is area in focus since the sampled newspapers had few issues on features, opinions articles, editorial and pictures.

Findings also indicates that, the three newspapers sampled, reports stories on Not Too Young to Run Bill in Nigeria in inside pages more, back pages had few stories, this means that the selected newspapers does not accord eminence to the coverage of Not Too Young to Run Bill in Nigeria.

Finally, in consonance with the tenets of the theory that buttress this article. Agenda setting theory which holds that, media should set up agenda on issues of public interest. The theory rests on two basic assumptions. The first one states that the media filters and shapes reality instead of simply reflecting it. For example, news stories are not presented chronologically or according to the number of people affected by them, but rather in an order that a producer or editor determines to be the most "sensational," or most appealing to audiences. The second assumption states that the more attention the media gives to certain issues, the more likely the public will be to label those

issues as vital ones. In other words, agenda setting doesn't necessarily tell people how they should think or feel about certain issues, but rather what issues they should think about.<http://www.communicationstudies.com/communication-theories/agenda-setting-theory>.

CONCLUSION

The study revealed that there were iota coverage of the three selected newspaper on Not Too Young to Run Bill campaign in Nigeria. The data indicated that newspaper does not give more priority on the issue under review. The newspapers have failed in their social responsibility function of enlightening and informing the public on Not Too Young to Run Bill in Nigeria.

RECOMMENDATIONS

In consonance with the findings of the study, certain recommendations were made:

1. Newspapers should focus more on in-depth analysis in their reportage to ensure that issues of public interest are given top priority.
2. Media practitioners should live up to their expectations by exhibiting their agenda setting function of reporting up-to-date events to the public.
3. Not Too Young To Run Bill is a bill that agitates for inclusion of youths in Nigeria trigonometry, so if the campaign is properly covered by the newspaper, it will be actualized and the society will take a new turn which the media stand the gain out of this agitation.

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