

CIVIC MEDIA REPORT 2025

How One Media Project Changed the Conversation on Nigerian Democracy

A story of podcasts, radio, social media — and 10,000 citizens who started listening

FineRadioCO × Heinrich Böll Stiftung × The Volume Pod

10

Episodes

Long-form video podcasts

11

Radio Shows

On Nigeria Info FM Abuja

8

X Spaces

Live audience discussions

19K+

YouTube Views

In just 90 days

10K+

People Reached

Decision makers & citizens

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THE BIG IDEA

Why Nigeria Needed This Conversation

*Governance. Gender. Climate. Civic Space.
Four urgent themes. One media platform.
Ten months of telling Nigeria's truth.*

“

The project surpassed initial projections, reaching over 10,000 individuals including decision makers and stakeholders from government, civil society and the private sector.

— Project Final Report, 2025

Governance

Gender Equity

Civic Space

Climate

IDPs

Electoral Reform

One Message, Many Channels

The project built a media ecosystem — not just a show. Every platform was a door into the conversation.

11

Episodes

Radio

Nigeria Info FM Abuja
Station Rank #2 | 51% market share
10 million potential listeners

10

Episodes

Podcast

The Volume Pod YouTube
19,220 views in 90 days
238 hours of watch time

8

Sessions

X Spaces

Live social media debates
Up to 10,800 listeners per space
Real-time audience questions

74

Videos

Shorts

YouTube, TikTok, Instagram
18,002 YouTube Shorts views
133.9 hours watch time

The Numbers Tell a Story Too

19,220

YouTube Views

90 days (Jun–Dec 2025)

32,200

Impressions

Total channel impressions

238.9h

Watch Time

Hours of content consumed

57,825

X Space Ears

Total X space listeners

AUDIENCE GENDER SPLIT

YouTube Podcast

Male 71.2%

Female 28.8%

Radio (Nigeria Info FM)

Male 46%

Female 54%

PRIMARY AGE GROUPS ENGAGED

25–34

38%

35–44

31%

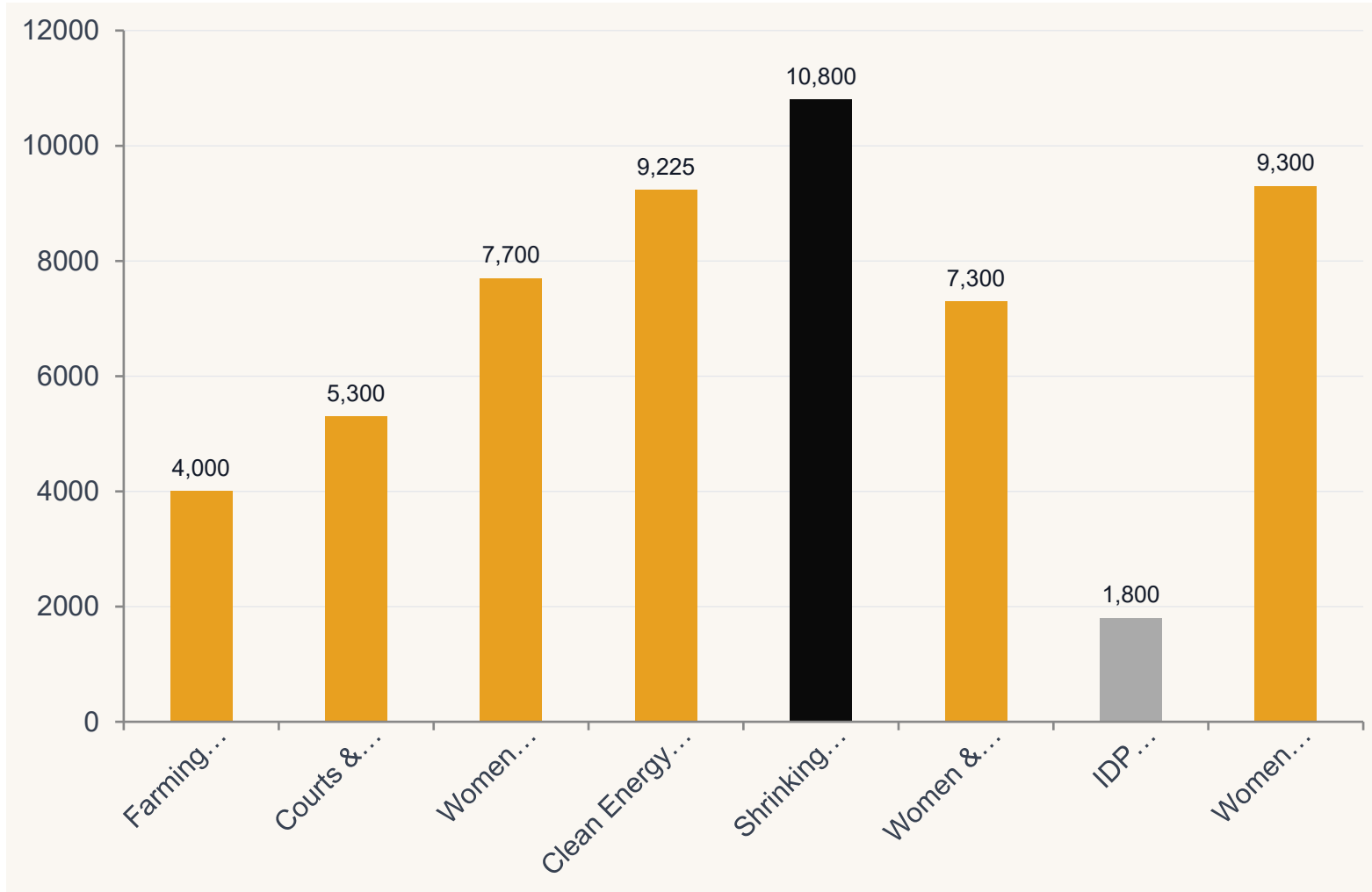
45–54

21%

55–64

10%

How the Audience Grew With Every Conversation



PEAK PERFORMANCE

10,800

listeners in one X Space session

"Shrinking Civic Space in Nigeria"

September 18, 2025

Note: Episode 6 'Women & Leadership' ran twice (Sep 19 + Oct 30) — figures show the stronger of the two sessions (7,300)

Every episode tackled a real Nigerian problem — no fluff, no filler.

EP 1

Farming Without Poison

Food & Agriculture

EP 2

Women Disappearing from Politics

Gender & Democracy

EP 3

How Court Verdicts Affect Elections

Judiciary & Elections

EP 4

Women, Energy & Financing

Renewable Energy

EP 5

The Cost of Excluding Women

Inclusive Leadership

EP 6

Shrinking Civic Space

Civil Society

EP 7

4.5 Million Invisible People

IDPs & Urban Crisis

EP 8

Building Sustainable Cities

Urban Planning

EP 9

Nigeria Green Academy

Climate Leadership

EP 10

Voices of Market Women

Women & Governance

GENDER & POLITICS

*A story of disappearing women —
and what it costs everyone*

0

Female lawmakers in Abia State since 2019

Was: 5 out of 24 seats (2011–2015)

35%

Affirmative action target set by law

Reality: Almost never met at state level

3

Episodes dedicated to women & leadership

The most covered single theme in the project

What the guests said:

Women haven't lost interest in politics. The system has made it hostile for them to enter.

— Vaneza Udegbe-Gregory, Sustainable Development Professional

Nigerian society defines women by their ability to serve — not their ability to lead.

— Dorothy Njemanze, Women's Rights Defender

Political violence and gender-based electoral violence are tools used specifically to push women out.

— Vaneza Udegbe-Gregory, X Space 3

Shrinking Civic Space & the Invisible Millions

SHRINKING CIVIC SPACE

Nigeria has ~197,000 registered NGOs.
But the space to operate freely is getting smaller every year.

Laws like the Cybercrime Act are being used to silence journalists and activists

Multiple 'NGO Bills' since 2012 have tried to restrict civil society operations

The national dashboard (supported by HBS) lets NGOs track government commitments publicly

10,800 people tuned in to the X Space on this topic — the campaign's biggest audience

4.5 MILLION INVISIBLE NIGERIANS

6 in every 10 internally displaced
Nigerians are NOT in a camp. They're your new neighbours.

Out of 10 IDPs:



6 are urban IDPs
(outside camps)

4 are in
camps

Displaced from Borno, Plateau, Benue — now in Lagos, Onitsha, Abuja

Labelled 'terrorist affiliates' in some host communities

The 'People-in-a-Place' framework calls for them to be recognized as permanent citizens

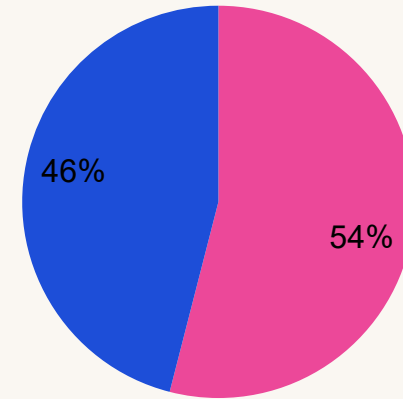
Nigeria's Top Radio Station Brought These Conversations to Life

NIGERIA INFO FM — ABUJA

The leading talk radio station in Nigeria's capital city

Station Rank:	#2 in Abuja
Market Share:	51% avg listening
Estimated Reach:	10 million people
Female Listeners:	54%
Primary Age:	25–34 & 35–44 years
Episodes Aired:	11 (exceeded target)
Format:	45 min live, semi-scripted
Station:	Nigeria Info FM + Splash FM

Radio Audience Split



Female Listeners (54%) Male Listeners (46%)

11 EPISODES — TIMELINE



One episode broadcast every ~10 days throughout the project

Bonus: Special edition broadcast on Splash FM 105.5 FM (Oyo State) for market women episode

What Changed Because of This Project



Women's Reserve Bill Debate

Radio interviews on women in politics were syndicated nationally (Apr–Jul 2025), feeding directly into legislative debates around the Women's Seat Reservation Bill — engaging lawmakers, politicians, and CSO leaders.



Civic Space Bill Reexamined

After the project's coverage of shrinking civic space, a constitutional amendment bill affecting CSOs was publicly reexamined — highlighting issues of government transparency and accountability.



IDP Conversations Elevated

Amplifying underreported experiences of IDPs prompted renewed conversations about urban resettlement, and coincided with OSPRE hosting a stakeholder event to present preliminary resettlement findings.



NAFDAC Accountability Calls

The Farming Without Poison episode generated audience call-ins demanding NAFDAC and government agencies enforce bans on Highly Hazardous Pesticides — turning a podcast into a public accountability moment.



Press Pickups

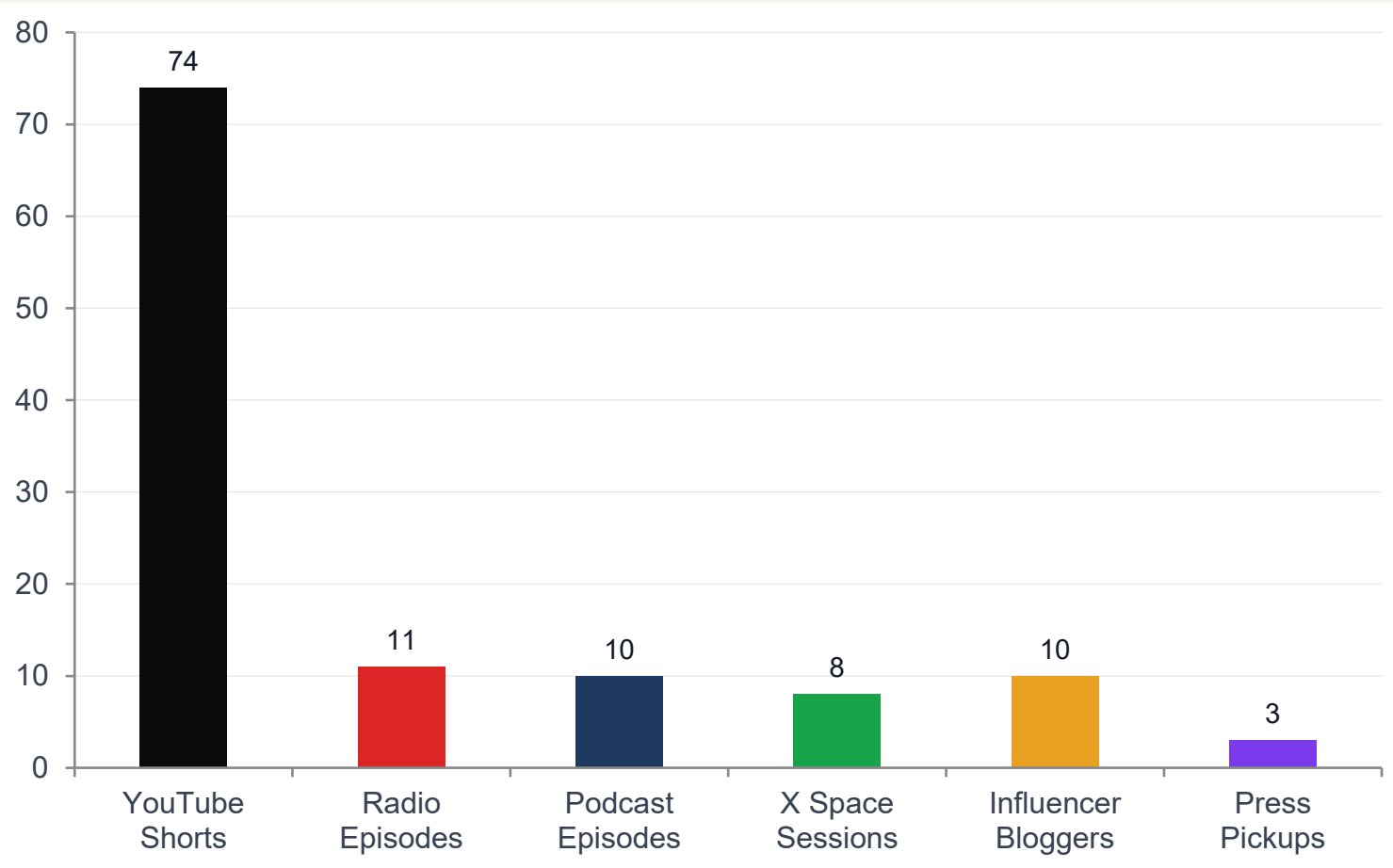
Daily Trust, Vanguard, and The Nation newspapers published stories directly sourced from Volume Pod conversations — proving the show's role as a primary source for national journalists.



New Partnerships Unlocked

The project opened advisory service opportunities with Iyamopo CPWYD (Oyo State) and expanded capacity to collaborate with additional civil society organizations across Nigeria.

205 Pieces of Content. One Coordinated Campaign.



SOCIAL MEDIA BREAKDOWN

YouTube Shorts

18,002 views

133.9 hrs watch time

TikTok

41% new viewers

84% male audience

Instagram

36 min avg watch

per collaborated post

All Platforms

205 pieces

total content published

A Replicable Model for Civic Media in Nigeria

This project didn't just create content — it created a blueprint.



RESULT: Scalable · Shareable · Sustainable through strategic collaboration

The model is now being deployed subnationally — starting with Iyamopo CPWYD in Oyo State

MATTERS THAT MATTER

A FineRadioCO × Heinrich Böll Stiftung Production

The Volume Pod | Vibing Brands Ltd

thevolumePod.com | @TheVolumePod

The project proved that deliberate, evidence-based media advocacy creates measurable impact.

10,000+

People reached

57,825

X Space ears

205

Content pieces

3

National press pickups