

**NIGERIA INFO 92.3FM RADIO AWARENESS AGAINST FIRE OUTBREAK AMONGST
PORT HARCOURT RESIDENTS'**

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ABSTRACT

This study examined Nigeria Info 92.3FM Radio Awareness against Fire Outbreak amongst Port Harcourt Residents. The objectives of the study were to ascertain if Port Harcourt residents are exposed to Nigeria Info 92.3FM radio awareness against fire outbreak, find out the perception of Port Harcourt residents on Nigeria Info 92.3FM radio awareness against fire outbreak, determine if Nigeria Info 92.3FM radio awareness against fire outbreak has influenced the attitude of Port Harcourt residents and determine if there are factors that militate against Nigeria Info 92.3FM radio awareness against fire outbreak amongst Port Harcourt residents. Agenda-Setting Theory was adopted in the study. A total population of 1,076,204 serve as Port Harcourt residents. A sample size of 400 was determined using Taro Yamene's (1967) formula as a guide. The multistage sampling technique was used for the study. Questionnaire was the instrument used for gathering data for the study. Data were computed in tables and percentages while questions were analyzed using the four point likert scale weighted in grand mean. The finding revealed that that Port Harcourt residents are exposed to Nigeria Info 92.3FM radio awareness against fire outbreak several times a day. The findings showed that Port Harcourt residents' perception of Nigeria Info 92.3FM radio awareness against fire outbreaks was poor. Also, the finding affirmed that radio awareness against fire outbreak on Nigeria Info 92.3FM has influenced the attitude of Port Harcourt residents a little to prevent fire outbreaks in the future. The finding further revealed that there are factors that militate against Nigeria Info 92.3FM against fire outbreaks amongst Port Harcourt residents. The study concluded that radio remains the most effective medium for reaching large population of people on vital issues such as fire outbreak, accident, health challenges, etc. The study recommended that radio stations should expose Port Harcourt residents and by extension other communities in Rivers State more on the dangers of fire outbreak to create wider awareness and knowledge about the preventive measures. Finally, the study recommends that government at federal, state and local levels should fund, provide support to radio stations while radio stations should procure good communication facilities, gas plant for constant power supply, employ enough personnel to reach the people on the radio awareness against fire outbreak, provide information on the causes of fire outbreak, its dangers and way out.

Keywords: Radio campaign, fire outbreak, Port Harcourt Residents, Nigeria Info 92.3FM

INTRODUCTION

The mass media are the eyes and ears of the people in the society. The radio as a veritable medium has the propensity of informing, educating, sensitizing, enlightening and crediting widespread awareness about an issue or problem in the society. Interestingly, Josephat (2019) stresses that the mass media especially radio plays a pivotal role in the dissemination of relevant information education, enlightenment and carry out campaign against a running issue in the society. Okon (2010) opines that the mass media serve as surveillance tool for the society in human settings which help to hold the leaders accountable and responsible to the people. Stressing further, Nwosu (2021) reveals further that radio owing to its configuration and features is engaged in mobilization, enlightenment campaign and programmes, and is carefully designed to help the people to support, accept or project a change in policy in contemporary society.

This means that radio can help raise awareness about the causes, effects and preventive safety measure to employ to avert fire outbreaks amongst Port Harcourt residents in Rivers State. When this is done, it will help to reduce fire outbreak to the barest minimum thereby giving the government, stakeholders and health experts and hospitals less work to engage in.

On the other hand, fire outbreak refers to the sudden eruption or emission of fire uncontrollably that causes loss of lives and property. This issue has remained a great concern to stakeholders and government agencies on ways to address this problem. Nwankwo (2021) opines that fire outbreak poses a threat and disaster to the people, their property and economy. It is caused by human negligence, gas leakage, electrical faults that are not properly checked and handled, open flames from unattended candles, cigarettes, or cooking gas and unrefined kerosene.

Moreso, Okoro (2020) reiterates that fire outbreaks really affects the people negatively. It causes loss of lives and property, creates havoc and pains, displacement of people who are affect by the fire outbreaks, suffering and psychological trauma, etc. If the government authorities and National Orientation Agency across states fail to carry out awareness campaign and public enlightenment via radio stations it may grossly affect the nation adversely.

How well has Nigeria Info 92.3FM helped in curbing the recurring issue of fire outbreaks and inculcating the precaution and safety measures into the daily practices of Nigeria households especially amongst Port Harcourt residents is what has informed the study. It is against this backdrop that this study seeks to Evaluate Nigeria Info 92.3FM Radio Awareness against Fire Outbreak amongst Port Harcourt Residents.

Statement of the Problem

Contemporary studies reveal strongly that fire outbreak is a great concern to global, national and local stakeholders. Information and enlightenment are key factors that are necessary for addressing this recurring issue. Fire outbreak may be linked to electrical faults, open flames, arson, gas leakages and negligence that causes fire outbreak may lead to loss of lives and property, displacement, economic loss and psychological trauma if not checked and controlled where and when necessary. Radio awareness or campaign falls within this context where it creates widespread awareness, publicity and programmes geared toward sensitizing and providing safety precaution and measures to the curb and possibly avert this fire accidents.

This entails that prevention is better than cure. How well has radio station in Nigeria particularly Nigeria Info 92.3FM been able to inculcate safety precautions and measures into the minds of Port Harcourt residents on how to avert fire outbreaks in their homes, offices, schools, shops, markets and public utilities remains uncertain. It is against his backdrop that this study seeks to ascertain Nigeria Info 92.3FM radio awarenss against fire outbreaks amongst Port Harcourt residents.

Aim and Objectives of the Study

The aim of the study was to examine Nigeria Info 92.3FM Radio Awareness against Fire Outbreak amongst Port Harcourt Residents. Specifically, the objectives seeks to;

- i. ascertain if Port Harcourt residents are exposed to Nigeria Info 92.3FM radio awareness against fire outbreak.
- ii. find out the perception of Port Harcourt residents on Nigeria Info 92.3FM radio awareness against fire outbreak.
- iii. examine if Nigeria Info 92.3FM radio awareness against fire outbreak has influenced the attitude of Port Harcourt residents.
- iv. determine if there are factors that militate against Nigeria Info 92.3FM radio awareness against fire outbreak amongst Port Harcourt residents.

Research Questions

These relevant questions were formulated to guide the study;

- i. Are Port Harcourt residents exposed to Nigeria Info 92.3FM radio awareness against fire outbreak?
- ii. What is the perception of Port Harcourt residents on Nigeria Info 92.3FM radio awareness against fire outbreak?
- iii. Has Nigeria Info 92.3FM radio awareness against fire outbreak influenced the attitude of Port Harcourt residents?
- iv. Are there factors that militate against Nigeria Info 92.3FM radio awareness against fire outbreak amongst Port Harcourt residents?

LITERATURE REVIEW

Conceptual Review

Radio Campaign Against Fire Outbreak

Radio by its unique configuration plays a vital role in the dissemination of vital news, information, messages and presentation of programmes by creating awareness about an issue of public interest on fire outbreak, accident, health hazards, (Uche, 2023). Oso (2022) reiterates that radio is ideal because it reaches traders, drivers, students and homes with low literacy. Radio stations in Nigeria present programme against fire outbreak. Eze & Wokekoro (2023) posit that radio stations especially Nigeria Info 92.3FM carry out its programme against fire outbreak through jingles and public service announcements for 30 seconds spiced up in English language and Pidgin. He stressed further that the programme is entitled: "Quench the Fire or the Fire Quench you". It was aired once in a week. It was presented on Saturday only between 6:30am – 7:00am. It was presented by Emmanuel Jones and he invites seasoned fire experts and open the lines for interactive discussions on the causes, dangers and ways to prevent or avert future re-occurrence. Presently, Nigeria Info 92.3FM radio awareness against fire outbreak is a public service announcement which is aired daily and in - between programmes for effective dissemination.

Also, Asogwa & Oweje (2021) state that radio present drama and kit series to demonstrate to the people on how to avoid fire disaster. They also engage in community reporting where listeners report live fire outbreak incidents in Nigeria and called on relevant fire service authorities for prompt action. Furthermore, Eze & Wokekoro maintain that radio stations provide and sponsor commercials that show people how to tackle fire outbreak.

Causes of Fire Outbreak

Fire outbreaks occur in Nigeria especially in Port Harcourt in the markets, homes, schools filling stations, etc. Olarewaju et al. (2023) states that there are human factors that cause fire outbreaks, which include;

- (i) Electrical faults: overloading sockets, fake wiring & use of substandard cables.
- (ii) Gas explosion: Poor handling of gas cylinders, gas leakage, using gas near naked fire.
- (iii) Carelessness: Leaving candles, mosquito coils, stoves unattended, smoking in markets and petrol stations.
- (iv) Arson and cult activities: Deliberate burning of shops, houses during cult clashes.

- (v) Refuse burning: Burning waste in residential areas that can spread to buildings.

Also, Okoro & Udo (2022) maintained that environmental and infrastructural factors tend to trigger fire disaster in Nigeria. They stress further that these factors include;

- (i) Dry season: They said that in dry season such as November to March, there is always heat and the weather is usually hot. Hence, harmattan winds spread fire faster when set by human beings or when there is an eruption in market, vehicle carrying gas or fuel or even in industrial sites.
- (ii) Poor road access: Fire trucks cannot reach inner or interior streets in cities to quench fire disaster.

Furthermore, Adebayo & Fasakin (2022) reiterate that lack of fire safety equipment in most homes, shops, schools, markets, and even some drivers have no extinguishers or smoke detectors in their cars and buses which greatly worsened the situation by causing great havoc to properties and loss of lives. They stressed also that illegal refineries which provide artisanal oil bunkering in Port Harcourt leads to pipeline explosions and fire outbreaks which have devastating effect on lives and properties.

Challenges Facing Radio Stations in the Awareness or Campaign against Fire Disaster

Radio plays a vital role in disseminating up-to-date information, creates awareness and provide relevant knowledge on the causes, dangers and remedy for fire outbreaks in Nigeria. However, radio stations in Nigeria especially Nigeria Into 92.3FM have been at the fore-front in the awareness against fire outbreaks through several jingles, talk shows, drama & short stories, public service announcements, (Nwafor, 2021). Despite these laudable efforts, there are challenges that militate against their effectiveness.

Oso (2022) states that there are audience based challenges affecting radio campaign in Nigeria against fire disaster. They include;

- (i) Attitude of “it would not happen to me”; people pre-concerned that fire outbreak will not happen to them and so do not prepare for it.
- (ii) Information overload: Most radio stations are concerned with issues that border on politics, music, football, religion and economy but pay little or no attention to safety messages on fire outbreaks.
- (iii) Language & Literacy bearer: Some radio stations use standard English and ignore Pidgin or local languages to pass on information on fire outbreaks.

Also, Uche (2023) reiterates that there are stations or content based challenges that affect radio campaign against fire outbreak in Nigeria. They comprise the following:

- (i) Limited Airtime & Funding: Stations give priority to paid commercials and pay little attention to safety roles against fire outbreaks.
- (ii) Lack of Expert Guests: Fire service officers are few and often unavailable for regular radio programme appearances.
- (iii) Repetition Fatigue: When radio stations repeat the same message without spicing them up with creative details it makes it boring and uninteresting to the listeners especially on fire outbreak programmes.

Agogwa & Omeje (2021) also revealed that poor infrastructure, fake news, distrust and power outages are the environmental and systemic challenges inhibiting and militating against the efficacy of radio in the campaign against fire outbreak in Nigeria.

Theoretical Framework

The agenda Setting theory was used in this study.

Agenda-Setting Theory

The agenda-setting theory was propounded by Maxwell McCombs and Donald Shaw in 1972. The theory posits clearly, that the media may not tell you what to think but, the media may succinctly and stunningly tell you what to think about. Nwabueze (2018) emphasizes strongly that the media

play up on vital issues that affect public interest which inform policy makers and government officials to take informed decisions so as to carry out people oriented programmes and policies for the good of the people. Folarin (2016) reiterates that the elements that are predominantly found in agenda setting include; the quality or free way of report, commerce given to the report through headline, display, pictures jingle, communities, documentaries, exclusive interviews and daily press reviews. Also, Udeze & Okechukwu (2024) reveal that agenda setting theory draws the attention of the mass media to critical issues that demands urgent attention addressed on the platform of public opinions which drastically influence government policies, actions and decision aimed, at promoting good governance, enhancing socio-economic development, peaceful co-existence and sustainable health development. Ukaegbu (2024) maintained that agenda setting theory helps the media to draw the attention of the people to critical issues for discussions which influence government to provide infrastructural facilities, health programmes and economic empowerment for the people. The theory finds expression here because it affords Port Harcourt residents to listen to Nigeria Info 92.3FM programme on fire outbreak and safety measures to employ to avert it in the future and to help others save their lives and properties.

Empirical Review

A study carried out by **Briggs (2023)** on "Audience Perception Toward Radio Campaign against Fire Disaster among Obio-Akpor Local Government Area". The study raised three objectives. It employed agenda setting and public sphere theories to anchor the study. It used survey research design. A population of 1,179,045 was determined and a sample size of 400 was obtained with the aid of Taro Yamane's formula. It used convenience and purposive sampling techniques. Questionnaire and interview were the instruments used to gather referral data for the study. Data were presented in tables while research questions were analyzed in four point likert scale and criterion mean. The findings revealed that 83% of regular listeners viewed the campaign as a credible but had a low average and spread of fire outbreak safety measures which led to low awareness amongst them. The study concluded that radio stations should constantly air fire outbreak information and safety precautions. It was recommended that radio stations should engage in wider sensitization and enlightenment of Obio/Akpor LGA residents on fire outbreaks so as to raise their awareness on ways to address its emergence and avert its future re-occurrence.

Worlu & Amadi (2022) carried out a study on "Radio Campaign and Environmental Safety Awareness towards Fire Outbreak in Port Harcourt". It raised four objectives and questions. The study employed Individual Difference and Uses and Gratification theories to anchor the study. Survey research was used for the study. Questionnaire was the instrument used for collecting relevant data for the study. Multi stage sampling technique was used for the study. The population was 1,070, 046 . A sample size of 400 was determined using Taro Yamane's formula, and data were presented in tables while the questions were analyzed in four point likert and criterion mean. The findings indicated that the level of awareness to fire disaster safety precautions and measures were really very low due to poor coverage and publicity. The study concluded that the media especially radio stations in Port Harcourt should air more programme on fire outbreak for wider sensitization. It recommended that communication strategies should be employed via radio stations to reach the people towards curbing the menace of fire outbreak.

Iyalla (2020) researched on "Radio Programmes and Fire Disaster Preparedness amongst Residents of Port Harcourt". The study examined their level of exposure, perception and how the programme influenced the people. It employed attitude change and agenda setting theories to anchor the study.

Survey research design was used. Questionnaire and interview were used to collect relevant data for the study. Multi stage sampling technique was used. A sample size of 400 was determined using Taro Yamane's statistical formula. Data were computed in tables and questions were carefully

analyzed in four point likert scale and criterion mean. The findings showed that there was relatively low exposure to the programme and they perceived the programme as very poor and unsatisfactory. It concluded that radio stations should be proactive in presenting programme that dwell on fire outbreak safety measures and should be given wide coverage and publicity. The study recommended more sponsorship of radio fire outbreak awareness by government at all levels, multinational oil companies and the National Orientation Agency.

METHODOLOGY

The study employed the survey research design. The survey design was chosen because according to Okon (2024) is used to collect data based on the fact that it is the most convenient and commonest method of gathering data related to demographics, attitudes, opinions and perceptions relevant to an evaluation of radio awareness against fire outbreak amongst Port Harcourt Residents. The population of the study was 1,076,204. Questionnaire was the instrument for data collection. The multistage sampling technique was used to divide Port Harcourt residents into units for easy accessibility to information and feedback. A sample size of 400 was drawn from the population using Taro Yamane's formula as a guide;

$$n = \frac{N}{1 + N(e)^2}$$

Where n = sample size, N= population size

e = Tolerable error (0.05)²

I = constant

The computation in the light of 4 foregoing is presented below,

$$n = \frac{1,076,204}{1 + 1,076,204(0.05)^2}$$

$$n = 399.9$$

$$\therefore N = 400$$

The sample size is 400

Also, data obtained from the field were analyzed in tables and presented using weighted mean score and four point likert criterion means presented below;

Strongly Agree (SA) = 4 Points

Agree (A) = 3 points

Disagree (D) = 2 points

Strongly Disagree (SD) = 1 point

The benchmark for the decision rule is 2.5 and above. That is, any value equal to and above this value is accepted and less that the value is rejected.

DATA PRESENTATION AND ANALYSIS OF RESULTS

Out of the four hundred (400) copies of questionnaire distributed to the respondents in Port Harcourt, only 350 were returned in usable condition. This figure was used for the analysis.

Research Question One (1)

Are Port Harcourt residents exposed to Nigeria Info 92.3FM radio awareness against fire outbreak?

Table 1: Port Harcourt Residents' exposure to Nigeria Info 92.3FM radio awareness against fire Outbreak.

S/N	Statement	SA 4	A 3	D 2	SD 1	TOTAL	WMS	Remark
(i)	Yes, Port Harcourt residents are exposed to radio awareness against fire outbreak on Nigeria Info 92.3FM	200	100	40	10	1190	3.4	Agreed

(ii)	Yes, they are exposed to the programme on daily bases	150	180	10	10	1170	3.3	Agreed
(iii)	No, they are not exposed to the awareness	30	20	200	100	680	1.94	Disagreed
(iv)	Yes, they are exposed to the programme thrice a week	10	40	160	140	620	1.8	
(v)	Yes, they are exposed to the programme daily	20	30	150	150	620	1.8	
	Grand mean = 31							

Source: Field survey, 2026

Table 1 affirmed that Port Harcourt residents were exposed to Nigeria Info 92.3FM radio awareness against fire outbreak on daily bases..

Research Question Two (2)

What is the perception of Port Harcourt residence on Nigeria Info 92.3FM radio awareness against fire outbreak?

Table 4.2:The perception of Port Harcourt residents on Nigeria Info 92.3FM radio awareness against fire outbreak.

S/N	Statement	SA 4	A 3	D 2	SD 1	Total	Weighted mean	Decision
i	Very poor	30	20	200	100	680	1.94	Disagreed
ii	Poor	170	130	10	40	1130	3.2	Agreed
iii	Good	20	30	150	150	620	1.8	Disagreed
iv	Excellent	40	10	160	140	650	1.90	Disagreed
v	Fair	20	30	200	100	670	1.91	Disagreed
	Grand mean 2.7							

Source: Field Survey, 2026

The results from table 2 above indicated that Port Harcourt residents' perception of the radio awareness against fire outbreak on Nigeria Info 92.3FM was poor.

Research Question Three (3)

Has Nigeria Info 92.3FM radio awareness against fire outbreak influenced the attitude of Port Harcourt residents?

Table 3: Influence of Nigeria Info 92.3FM radio awareness against fire Outbreak attitude of Port Harcourt residents.

S/ N	Statement	SA 4	A 3	D 2	SD 1	TOTAL	WMS	Remark
(i)	Yes, radio campaign against fire outbreak on Nigeria Info 92.3FM influenced the attitude of Port Harcourt residents a little	150	180	10	10	170	3.3	Agree
(ii)	Yes, radio awareness has influenced them a lot	20	30	150	150	620	1.8	Disagreed

(iii)	Yes, radio awareness influenced them excellently	30	20	200	100	680	1.94	Disagreed
(iv)	No, radio awareness did not influence them at all	10	40	160	140	620	1.8	Disagreed
	Grand mean = 3.0							

Source: Field survey, 2026

Table 3 shows that the attitude of Port Harcourt residents were influenced by the radio awareness to an extent.

Research Question four(4)

Are there factors that militate against Nigeria Info 92.3FM radio awareness against fire outbreak amongst Port Harcourt residents?

Table 4: Factors that militate against Nigeria Info 92.3FM radio awareness on Nigeria Info 92.3FM against fire outbreak amongst Port Harcourt residents.

S/N	Statement	SA 4	A 3	D 2	SD 1	TOTAL	WMS	Remark
(i)	Yes, there are factors that militate against radio campaign on Nigeria Info 92.3FM against fire outbreak	150	150	30	20	1130	3.2	Agreed
(ii)	Yes, the factors include; poor funding, epileptic power supply, inadequate personnel, poor equipment, limited access and coverage etc.	180	120	25	25	1155	3.3	Agreed
(iii)	No, there are no factors that militate against radio awareness	30	20	200	100	680	1.94	Disagreed
(iv)	Yes, the factors have positive effect on the radio awareness	20	30	150	150	620	1.8	Disagreed
	Grand mean = 2.6							

Source: Field survey, 2026

Table 4 affirmed that there are factors that militate against Nigeria Info 92.3FM radio awareness against fire outbreak amongst Port Harcourt residents. They include; poor funding, epileptic power supply, inadequate personnel, poor communication equipment, limited access and coverage of the programme.

Discussion of Findings

Research Question One(1)

Are Port Harcourt residents exposed to Nigeria Info 92.3FM radio awareness against fire outbreak? The finding affirmed that Port Harcourt residents are exposed to Nigeria Info 92.3FM radio awareness against fire outbreak on a daily bases. This agrees with the statement of Briggs (2023) that Nigerians are exposed to radio campaign against fire outbreak. This should have created greater awareness amongst the people, and make them to have more knowledge and information on how to prevent or avert fire outbreak.

Research Question Two (2)

What is the perception of Port Harcourt residents on Nigeria Info 92.3FM radio awareness against fire outbreak?

The finding showed that Port Harcourt residents' perception of Nigeria Info 92.3FM radio awareness against fire outbreak was poor. This is in tandem with the assertion of Worlu & Amadi (2022) that so many radio stations today do not report issue on fire outbreak and safety measure, hence the people rate them as very poor.

Research Question Three(3)

Has Nigeria Info 92.3FM radio awareness against fire outbreak influenced the attitude of Port Harcourt residents?

The finding affirmed that radio awareness against fire outbreak on Nigeria Info 92.3FM has influenced the attitudes of Port Harcourt residents a little to prevent fire outbreak in the future. This corroborates with the view of Worlu & Amadi (2022) that radio campaign against fire outbreak influenced the attitude of Nigerian citizens a little on the preventive measures against fire outbreak.

Research Question Four(4)

Are there factors that militate against Nigeria Info 92.3FM radio awareness against fire outbreak amongst Port Harcourt residents?

The finding affirmed that there are factors that militate against radio awareness on Nigeria Info 92.3FM against fire outbreak amongst Port Harcourt residents. These factors include poor funding, epileptic power supply, inadequate personnel, poor communication equipment, limited access and coverage of the programme. This justifies the expression of Iyalla (2020) that epileptic power supply, poor personnel, poor communication equipment, poor funding are factors that militate against effective and efficient radio campaigns against fire outbreak amongst Nigerian citizens.

Conclusion

Fire outbreak in Nigeria especially in Port Harcourt are driven by electrical faults, gas explosions, carelessness and weak infrastructure. Radio stations like Nigeria Info 92.3FM have the reach to educate the residents in Port Harcourt but they face challenges of funding, audience apathy, limited access, poor equipment, epileptic power supply, etc.

For a campaign to succeed, it must be practically driven, locally relevant and sustained. Radio stations are expected to acquire good communication equipment, solicit for funds and produce good programme from experienced radio presenters to widely reach Port Harcourt residents so as to influence them positively on the causes, dangers and panacea to avert fire outbreak.

Recommendations

From the foregoing, therefore, the following recommendations are made:

- (i) Radio stations should expose Port Harcourt residents and by extension other communities in Rivers State more to radio campaign against fire outbreak should be on regular bases to create wider awareness and knowledge about the preventive measures to be employed to avert future re-occurrence.
- (ii) Nigeria Info 92.3FM should be more proactive and innovative in its radio awareness against fire outbreak so that the people can give an impressive remark on its effectiveness.
- (iii) Radio stations should intensify more jingles, short stories and interactive programme to the people on the causes, dangers and preventive measures to be adopted to avert future fire outbreak in Port Harcourt and by extension other communities in Rivers State.
- (iv) Government at federal, state and local level should fund, provide support to radio stations while radio stations should procure good communication gas plant for constant power

supply, employ enough personnel to reach the people on radio awareness against fire outbreak, its causes, dangers and way out.

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