

RADIO CAMPAIGN AGAINST HUNGER AND HARDSHIP VIOLENT PROTEST AMONGST PORT HARCOURT YOUTHS: A STUDY OF NIGERIA INFO 92.3FM

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ABSTRACT

The study examines radio campaign against hunger and hardship violent protest amongst Port Harcourt Youths with a focus on Nigeria Info 92.3FM. The objectives of the study include to find out the causes of hunger and hardship violent protest amongst Port Harcourt youths, to ascertain the attendant effects of hunger and hardship violent protest amongst Port Harcourt youths on the people, to examine the communication strategies employed by Nigeria Info 92.3FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths, etc. The study employed Agenda-setting, public sphere and frustration aggressive theories to give the work a theoretical base. The descriptive survey research design was used for the study. Questionnaire was the instrument used for gathering relevant data for the study. The quota and purposive sampling techniques were used to divide Port Harcourt Youths into zones for easy accessibility to information. The population of Port Harcourt youths stand at 1,076,004 by projection while the Nigeria Info 92.3FM staff stands at 30. A sample size of 400 was randomly drawn using Taro Yamene's formula as a guide. Data were presented and analyzed using the four point Likert Scale criterion mean. The findings of the study revealed that Hike in fuel price, transportation cost, electricity tariff, food stuff, bad governance, removal of fuel subsidy and poor representation triggered hunger and hardship violent protest amongst Port Harcourt youths. It was also indicated that the hardship and hunger violent protest amongst Port Harcourt youths caused untold hardship, unlawful arrest and detention, destruction of properties and poverty. Furthermore, the findings showed that Nigeria Info 92.3FM employed jingles, advocacy programmes, regular commentaries, public enlightenment and sponsored commercials to discourage youths into embarking on subsequent protest in Nigeria but to embrace dialogue, consultation and persuasion to press forward their demands. The study indicated that insecurity, poor funding, high handedness of proprietors of the radio stations and poor modern communication technology equipment affected Nigeria Info 92.3FM. It was concluded that radio campaign is a potent force and viable tool in changing the psychology of youths towards embracing peace, dialogue, and using persuasive communication to convince government and policy makers to come up with programmes and palliative measures to cushion the effect of economic hardship on the people. It was however recommended that governments at federal and state levels and private radio owners should fund and equip radio stations with modern communication technology that will help in the campaign against violent protest amongst youths in Nigeria in the future.

Keywords: Radio campaign, Hunger, Hardship, Violent protest, Nigeria Info 92.3FM

INTRODUCTION

Contemporary studies around the globe reveals strongly that protest has been prevalent owing to government's failure to meet the pressing needs of the populace, the presence of draconian policies, obnoxious economic policies, denial of citizens' fundamental rights, high level of corruption amongst leaders, electoral fraud and violence, biased and corrupt electoral bodies have triggered nationwide protest amongst youths, men and women. Nicholas (2021) states that this menace needs urgent attention to be addressed by the government, stakeholders, non-governmental organizations and

the mass media in a bid to promoting a stable, free, serene and peaceful society in order to foster socio-economic development and progress in Nigeria and by extension Port Harcourt, Rivers State. Okoro (2020) reiterates that protest is an uprising and demonstration by a people who feel dissatisfied with the prevailing socio-economic and political policies of a government towards them. Similarly, Oso (2018) states clearly that protest sprang up during the June 12th 1993 general election in Nigeria when Late Mooshood Abiola won as the president against Tofa but was annulled. Also, Babtunue (2019) reveals that the next protest took place in Nigeria on 1st January 2012 under former president Goodluck Ebele Jonathan led by Nigeria Labour Congress President, Adams Oshiomole on the federal government move to remove fuel subsidy. This protest compelled the government to halt the policy.

The subsequent protest came by August 2020 entitled "ENDSARS" protest which was staged to put to an abrupt end the Nigeria Police Force brutality, inhumanity, unlawful arrest and detention of innocent civilians, extortions, false accusation charges as well as engagement in extrajudicial killings. This attracted global and government attention under Buhari's administration and the force (SARS) was proscribed. Yet the trend of protest continued unabated until under Ahmed Bola Tinubu's administration in August, 2024 when the youths became angry as he removed fuel subsidy and consequently prices of goods and services increased, transportation cost, rent and cost of living became astronomically high that the people could no longer bear.

Adewale (2024) states that on 1st August to 10th 2024, the youths across states in Nigeria carried out a protest tagged "END BAD GOVERNMENT" aimed at inflicting hardship and hunger on the people. The mass media as an institution played a pivotal role in the dissemination of relevant information, education, enlightenment and carry out campaign against a running issue in the society that borders predominantly on national protest. Josephat (2019) states that the mass media are purveyor of information and serve as the mouth piece of the people by acting as watchdog on government activities, policies, programmes, monitor, identify and report politicians, individuals and corporate bodies and unfavourable influence on the people.

Okon (2019) corroborates the idea that the mass media serve as surveillance to the society in human settings which helps to hold the leaders responsible and accountable to the people. Nwabueze (2024) stresses clearly that if national protest embarked upon by youths are not checked and stopped it will spell down for Nigeria stability, development and peaceful co-existence.

This is a national issue that demands collective decision and efforts to eliminate the menace irrespective of ethnic, party, religious or cultural leanings. This is where radio as a vital medium comes in. Nwosu (2021) reveals that radio considering its unique configuration and features is engaged in mobilization, enlightenment campaigns, and programmes and is carefully designed to convince the people to support, accept or project on any change in policy in contemporary society. The extent at which a social menace or issue is handled and addressed amongst the people in the society is a function of the effectiveness of the mass media especially radio. It is against this backdrop that this study seeks to examine radio campaign against hunger and hardship violent protect among Port Harcourt youths with a focus on Nigeria Info 92.3FM.

Statement of the Problem

Every democratic society recognizes the fundamental rights of the citizens, respects and enforces the rule of law, accords value to the constitution and the leaders are accountable to the people. Also, peaceful demonstration and protests are permitted in a civilized and democratic state where aggrieved citizens and youths press forward their demands across streets and communities to draw attention of leaders and policy makers to key issues that are neglected and relegated to the background. When a nation no longer pay priority attention to citizens basic needs, formulate draconian policies and economic laws to protect their financial gains, engage in corrupt practices, rig elections, engage in electoral violence, promote tribalism, political sentiments, increase prices of goods and services, revenue fuel subsidy, collaborate with INEC to upturn elections results to favour a political party at the expense of other political parties thereby undermining the citizens sovereignty

eventually may lead to violent protest. In 2012 in Nigeria, the NLC led by Adamu Oshiomole staged a nationwide protest against the removal of fuel subsidy under President Goodluck Jonathan, in 2020 the END SARS protest sprang up and with attendant consequences under president Muhammadu Buhari. On 1st – 10th August 2024 and even 1st October 2024 youths took to streets under president Bola Ahmed Tinibu's administration on the removal of fuel subsidy which adversely affected all aspects of lives of the people.

Radio campaigns have been used in the past, yet there is an upsurge in youth protest and the trend does not speak well of Nigerian leaders and the led. It is expected that the mass media have a key role to play in shaping, reshaping and molding the attitude of the people towards an issue, change or programme especially in persuading Nigerian youths against violence, criminalization and social vices all in the name of demanding for a change from government at the centre. It is against this backdrop that this study seeks to examine radio campaign against hunger and hardship violent protest amongst Port Harcourt youths with a focus on Nigeria info 92.3FM.

Aim and objectives of the study

The aim of the study is to examine radio campaign against hunger and hardship violent protest amongst Port Harcourt youths: a study of Nigeria Info 92.3FM. Specifically, the study set to;

- i. find out the causes of hunger and hardship violent protest amongst Port Harcourt youths.
- ii. ascertain the attendant effects of hunger and hardship violent protest amongst Port Harcourt youths on the people.
- iii. examine the communication strategies employed by Nigeria Info 92.3FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths.
- iv. find out the level of effect of the communication strategies used by Nigeria Info 92.3FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths.
- v. ascertain the inherent challenges facing Nigeria Info 92.3FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths.

Research Questions

From the foregoing therefore, the relevant questions were raised to guide the study;

- i. What are the causes of hunger and hardship violent protest amongst Port Harcourt youths?
- ii. What are the attendant effects of hunger and hardship violent protest amongst Port Harcourt youths?
- iii. What communication strategies were employed by Nigeria Info 92.3FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths?
- iv. What is the level of effect of the communication strategies used by Nigeria Info 92.3FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths?
- v. What are the inherent challenges facing Nigeria Info 92.3FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths?

Literature Review

Conceptual Review

Radio Campaign Against Hunger and Hardship Violent Protest Amongst Port Harcourt Youths

Radio has the propensity to influence the attitude, behaviour and belief system of the people. In shaping, reshaping and modifying the behaviour of the people to embrace change and development. It is also seen as a change agent. Contemporary events revealed strongly that radio is an important vehicle in sensitizing, monetizing and enlightening the youths to embrace peace, love, unity and cooperation and ensure violence in its entirety. Similarly, Josephat (2019) states that radio stations

employ programmes to crusade against bad governance, corruption and underdevelopment in Nigeria. Udeze & Okechukwu (2024) reiterates that radio jingles, short stories, documentaries, drama, interactive programmes are used by the mass media to influence youths behaviour against violence and criminal activities in Nigeria and by extension Port Harcourt, Rivers State. Okon (2019) also reiterates that radio helps to enlighten the people through quality information dissemination, education and sensitization programmes to desist from social vices and other acts of criminalization in Nigeria. Radio campaigns attain to moral values, norms, and belief that help to make the youth better in their conduct and attitude.

Theoretical Framework

The agenda-setting, public sphere and frustration aggressive theories were adopted in this study.

Agenda-setting Theory

The agenda-setting theory was propounded by Maxwell McCombs and Bennard Shaw in 1972. The proponents are of the view that the mass media may not successfully tell us what to think but they may succinctly tell us what to think about. They stressed further that the audience members are rational and articulate and that they bring vital issues through cross fertilization of ideas which are brought to bear into the public domain which give rise to media discussion. Okoro, Ukonu & Odoemalam (2018) maintained that the mass media mainly radio stations present and focus on deviant issues and bring them into public for deliberation and portrayal of different shades of opinion which helps government and policy makers to take positive actions for quality decision making for the good and wellbeing of the generality of people in the society.

The proponents of this theory buttress that the amount of attention accorded on issues in the mass media affects the level of importance attached to the issue by the mass media audience. It discusses the powerful influence which the media can have on determining not only the issues that members of society talk or express but which also they talk about them. Udeze & Okechukwu (2024) stated that agenda-setting theory guides and draws the attention of the mass media to critical issues that demands urgent attention addressed on the platform of public opinion which drastically influence government policies, actions and decision aimed at promoting good governance, enhancing socio-economic development and peaceful coexistence among the people in the Nigerian society, Folarin (2016) reiterated that the elements that are predominantly found in agenda-setting include, the quality or frequency of report prominence given to the reports through headline display, pictures, jingles, commentaries, documentaries, exclusive interviews and daily press reviews.

The agenda-setting theory is relevant to the study because it gives the media the window to portray the salient issues bordering on hunger and hardship violent protest amongst Port Harcourt youths in Rivers State with a view to eliciting different guidelines and ways to influence federal government decision on employing palliative measures to cushion the effect of economic hardship on the average Nigerian citizens and to advert future reoccurrence of such event in the future. Thus, the media have the propensity and potency to influence behaviour, attitude and government decision and policies for the good of the totality of the people in Nigeria and by extension Port Harcourt youths in Rivers State; so as to discourage them from resorting to criminal activities as a way to assuage their aggrieved minds. This will help to build the nation and protect our nascent democracy thereby resuscitating our depressed economy and attract foreign investors and business men and woman to come into Nigeria to do business where peace and security of lives and property thrive.

Public Sphere Theory

The public sphere theory was propounded by Jurgen Habermas in 1989. He conceived the public sphere as an arena where citizens have unrestricted access about matters of federal interest based on freedom of assembly, association, expression and publication of opinion without undue economic and political control. The proponent went further to say that the people can form groups or sub-groups to press forward their demands to the government or leaders through constructive criticism, dialogue and peaceful protest within and outside the environment and must not jeopardize the

nation's economy and security. Flidy (2018) corroborates the notion that the public sphere theory holds sway in a democratic setting where the press and the individuals as well as the groups can express their view or opinion on salient issues of public interest through peaceful protest on streets, social media and mass media. The public sphere theory becomes expedient to this study because it helps the mass media especially radio stations in Nigeria and Port Harcourt in particular to sample popular views from cross section of individual and group on the causes of hunger and hardship violent protest across states in Nigeria and ways to adopt to tackle the menace before it gets out of control amongst youths of Port Harcourt in Rivers State.

Frustration Aggressive Theory

The frustration aggressive theory was propounded by Dollard in 1939. The proponent of this theory states that frustration is an emotional reaction spurred from a dissatisfying event which directly wakes the individual aggression and may want to take action that may be disastrous to the society. He went further to say that a frustrating event will elicit aggressive behavioural responses which may make the individual uncomfortable and may not keep quiet but to react knowledgeably to the event. Human aggression is predominantly driven by frustration. He reiterates that aggression is always a consequence of frustration. Also, he said that when government or an organization fails to provide the basics amenities or infrastructure to the people and make life comfortable for them as a result of the vast natural resources in a country, the citizens become aggressive in their behaviour to the prevailing economic hardship and realities thereby making vulnerable to criminal activities in the society.

The frustration aggressive theory finds expression here because of the entire Nigerian youths especially Port Harcourt youths who are particularly unhappy and dissatisfied with president Bola Tinubu's administration for removing oil subsidy and his draconian economic policies that have impoverished the people, increased transportation cost, electricity tariff, fuel, fees and food stuffs. The Nigerian youths protest especially in Port Harcourt was predicated on the fact that the new administration brought bad governance, corruption and repressive policies that subject the ordinary men and women to abject poverty hunger, hardship, under development and untold suffering. Most families can no longer fend for themselves, they have resorted to begging, borrowing and receiving palliative materials from government at federal and state levels, companies and individual philanthropists to alleviate their plights.

The relevance of this theory also hinged on radio to enlighten and caution Nigerian youths especially in Port Harcourt to tread with caution, care and carry out peaceful protest and on the other hand advocate dialogue consultative meetings and vote for credible, honest leaders with high moral standards in the forthcoming 2027 general election in Nigeria and by extension, Rivers State so as to promote socio-economic development that will put smiles on faces of the people.

Empirical Review

A study carried out by Ojiakor & Anyanwu (2020) on "Effectiveness of Radio Programme in the Campaign against Fuel Subsidy Removal by President Goodluck Jonathan by Nigerian Youths". The study employed four pertinent objectives and questions to guide the work. Agenda-setting and social responsibility theories were used to anchor the study. Descriptive survey was used for the study. The study had a population of 2,52000 in Enugu metropolis. A sample size of 400 was randomly drawn from the population using Taro Yamene's formula as a guide. Questionnaire and interview were the major instrument employed for the study. The multi stage sampling as well as purposive sampling were used for the study. The study used tables, percentages and mean deviation to analyze the data. The findings revealed that the youths and Nigeria labour congress (NLC) revolted against fuel subsidy removal because it will cause hardship and hunger on the people. It was also indicated that the use of radio campaign helps to enlighten the entire Nigerian youths especially in Enugu State to kick against this menace and it eventually stopped.

The study however recommended that federal and state governments should formulate and implement people - oriented policies that will alleviate hardship, poverty and hunger not impoverish the people so as to avert future reoccurrence in Nigeria. This study is related to the present study because they are centred on radio campaign against protest amongst citizens of Nigeria.

Also, Adebola & Sobowale (2021) carried out a study on the "Use of Social Media in the Campaign against END SARS Protest in Nigeria with a Focus on Lagos State". The study employed five relevant questions to guide the study. The study used aggressive frustration and technological determination theories to anchor the study, the study employed descriptive survey and interview to gather relevant information from the respondents. A total population of 4,7500 was used. A sample size of 400 was utilized for the study using Taro Yamene's formula as a guide. Data were presented and analyzed in tables, percentages and standard deviation. The study employed stratified and snowball sampling techniques. The findings showed that Nigeria Police Force brutality, bribery and corruption, torture, unlawful arrest and detention as well as extrajudicial killings triggered the protest. It was also revealed that the protest led to death of so many youths, crippled economic activities and barred foreign investors from doing business in Nigeria. The study further indicated that social media campaign was effectively used to attract global and national interest, concern and discussion on the issue and the federal government was compelled to prosecute the force immediately in Nigeria so as to restore peace, unity and stability and compensate affected victims. The study recommended that social media campaign should be used by youths because its peculiarities and propensity to reach the entire people and influence the attitudes and behaviour of the people to accept or reject a cause, issue or policy. This study has a direct relationship with the current study because the two are on national protest in Nigeria.

METHODOLOGY

The survey design was employed for this study. The survey research design succinctly helps the researchers to elicit respondents' responses on radio campaign against hunger and hardship violent protest amongst Port Harcourt youths with a focus on Nigeria Info. 92.3FM. Questionnaire was the instrument employed in the gathering of relevant data for the study on its ability to circuit an up to-date, reliable and accessible information from the respondents within the population of study. The quota and purposive sampling techniques were used to divide Port Harcourt youths into zones for easy accessibility to information and feedback on the issue under investigation. Furthermore, the projected an annual population growth was at 2.5% from the NPC 2006 population which stands the population of the study at 1,076,004 for Port Harcourt. While Nigeria Info. 92.3FM has 30 staff. A sample size of 400 was drawn from the population using Taro Yamene'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 other of the foregoing, is presented clearly as follows;

$$\begin{aligned} n &= \frac{1,076,004}{1 + 0.0025} \\ n &= 399.9 \\ n &= 400 \end{aligned}$$

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

Strongly agree = 4 points
Agree = 3 points
Disagree = 2 points
Strongly disagree = 1 point

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

DATA PRESENTATION AND ANALYSIS

Out of the four hundred copies of the questionnaire were administered to respondents amongst Port Harcourt youths in Rivers State only three hundred and fifty (350) were returned. This figure was however used for the data analysis for the study.

Research Question One: What are the causes of hunger and hardship violent protest amongst Port Harcourt youths in Rivers State?

Table1: The causes of hunger and hardship violent protest amongst Port Harcourt youths in Rivers State

S/NO	Statement	SA	A	D	SD	Total		Decision
1.	Hike in Fuel price	200	100	40	10	1190	3.4	Agreed
2.	Hike in Transportation cost	160	140	30	20	1140	3.3	Agreed
3.	Hike in Electricity Tariff	200	100	20	30	1170	3.3	Agreed
4.	Hike in Foodstuffs, Goods and Services	180	120	25	25	1155	3.3	Agreed
5.	Non-functional Refineries	190	110	30	20	1170	3.3	Agreed
6.	Removal of Fuel Subsidy	200	100	45	5	1195	3.4	Agreed
7.	Bad governance, corruption and harsh economic policy	170	130	10	40	1130	3.2	Agreed
8.	Poor representation of collective interest	160	140	30	20	1140	3.3	Agreed
9.	Resorting to old national anthem	20	30	200	100	670	1.91	Disagreed
10	Federal government borrowing from several sources regularly	10	40	100	200	560	1.6	Disagreed

Source: Field Survey, 2024

Table 1 above indicated that hike in fuel price, transportation cost, electricity tariff, foodstuffs, goods and services, non-functional refineries, removal of fuel subsidy, bad governance, corruption, harsh economic policies and poor representation of collective interest were the attendant causes of hunger and hardship violent protest amongst Port Harcourt Youths in Rivers State.

Research Question Two: What are the attendant effects of hunger and hardship violent protest amongst Port Harcourt Youths?

Table 2: The attendant effects of hunger and hardship violent protest amongst Port Harcourt Youths in Rivers State

S/NO	Statement	SA	A	D	SD	Total		Decision
1.	It cripples economic activities in the state	150	150	30	20	1130	3.2	Agreed
2.	It leads to destruction of properties	180	120	25	25	1155	3.3	Agreed
3.	Some protesters were arrested and detained by police	200	100	45	5	1195	3.4	Agreed
4.	Some protesters were wounded	170	130	10	40	1130	3.2	Agreed
5.	Some protesters were imprisoned	190	110	30	20	1170	3.3	Agreed
6.	It leads to severe hardships	160	140	30	20	1140	3.3	Agreed
7.	Some protesters were shot dead	200	100	20	30	1170	3.3	Agreed
8.	People were happy and celebrating	20	30	200	100	670	1.91	Disagreed
9.	Government were satisfied with the protest	20	30	150	150	620	1.77	Disagreed

10	It increases foreign investment in Port Harcourt	30	20	200	100	680	1.94	Disagreed
11.	It leads to good governance	40	10	180	120	670	1.91	Disagreed

Source: Field survey, 2024

Table 2 revealed that hunger and hardship violent protest amongst Port Harcourt youths crippled economic activities in the state, led to destruction of properties worth millions of naira, some protestant were arrested and detained while some were wounded, some were imprisoned when found guilty by court or released by the expressed order from the presidency, while some died in the process of the protest.

Research Question Three: What are the communication strategies employed by Nigeria Info 92.3FM in the campaign against hunger and hardship protest amongst Port Harcourt youths?

Table 3: The communication strategies employed by Nigeria Info 92.3 FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths

S/NO	Statement	SA	A	D	SD	Total	WMS	Decision
1.	Nigeria Info 92.3FM employs jingles	150	180	10	10	1170	3.3	Agreed
2.	Nigeria Info 92.3FM employs advocacy programmer	200	100	40	10	1190	3.4	Agreed
3.	Nigeria Info 92.3FM employs regular commentaries	180	120	30	20	1160	3.3	Agreed
4.	Nigeria Info 92.3FM carries out public enlightenment programmes	160	140	30	20	1140	3.3	Agreed
5.	Nigeria Info 92.3FM carries out commercials	190	110	30	20	1170	3.3	Agreed
6.	Nigeria Info 92.3FM carries out propaganda news	20	30	200	100	670	1.91	disagreed

Source: Field Survey, 2024

Table 3 showed that Nigeria Info 92.3FM employed jingles, advocacy propaganda, regular commentaries, and public enlightenment programmes as communication strategies in the campaign against hunger and hardship protest amongst youths in Port Harcourt, Rivers State to make them more responsible, peaceful and diplomatic in subsequent protest.

Research Question Four: What is the level of effect of communication strategies used by Nigeria Info 92.3FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths?

Table 4: The level of effect of the communication strategies used by Nigeria Info 92.3 FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths

S/NO	Statement	SA	A S	D	SD	Total	WMS	Decision
1.	The level of effect is high	200	100	40	10	1190	3.4	Agreed
2.	The level of effect is low	20	30	200	100	670	1.91	Disagreed
3.	The level of effect is rarely high	40	10	160	140	650	1.90	Disagreed
4.	The level of effect is rarely low	30	20	200	100	680	1.94	Disagreed

Source: Field Survey, 2024

Table 4 above shows that the level of effect of communication strategies used by Nigeria Info 92.3FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths was very high and it was presented on daily basis and this development influenced their behaviour.

Research Question Five: What are the inherent challenges facing Nigeria Info 92.3FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths?

Table 5: The inherent challenges facing Nigeria Info 92.3 FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths

S/NO	Statement	SA	A	D	SD	Total	WMS	Decision
1.	Insecurity affects Nigeria Info 92.3FM	160	140	30	20	1140	3.3	Agreed
2.	Poor funding affects Nigeria Info 92.3FM	180	120	25	25	1155	3.3	Agreed
3.	High handedness of the stations' proprietors	170	130	10	40	130	3.2	Agreed'
4.	Poor communication technology facilities really affect Nigeria Info 92.3FM	150	150	30	20	1130	3.2	Agreed
5.	Group and personal interest affect Nigeria Info 92.3FM	20	30	200	100	670	1.91	Disagreed
6.	Tribalism and religion affect Nigeria Info 92.3 FM	10	40	160	140	620	1.77	Disagreed

Source: Field Survey, 2024

Table 5 above shows that insecurity, poor funding, high handedness, poor communication technology facilities group and personal interest were the inherent challenges facing Nigeria Info 92.3FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths in Rivers State.

Discussion of Findings

The findings revealed that hike in fuel price, hike in transportation cost, electricity tariff, foodstuffs, goods and services. Non-functional refineries, removal of fuel subsidy, bad governance, high incidence of corruption amongst leaders and law makers, harsh economic policies and poor representation of people's collective interest were the attendant causes of hunger and hardship violent protest amongst Port Harcourt youths in Rivers state, this collaborates the notion of Ayakpo & Ozegbe (2024) which stated that the sudden increase in electricity tariff, removal of fuel subsidy by president Bola Ahmed Tinubu's led administration, bad governance, high cost of transport fare, food items and alarming rate of poverty, sufferings of the people triggered the violent protest amongst youths in Nigeria to draw the attention of federal government of Nigeria to address the economic realities in favour of its citizenry. Oyewole (2024) reiterated that as soon as Bola Ahmed Tinubu assumed office, he immediately announced the removal of fuel subsidy and by implication affected adversely the socio-economic lives of the people who have no choice to protest against such obnoxious policies.

The findings of the study also indicated that the hunger and hardship violent protest amongst Port Harcourt youths crippled economic activities in the state, led to destruction of properties, some protesters were arrested, detained by police, some were wounded while others died and the hardship astronomically increased on the people, this is in tandem with Uzoka (2024) that hunger and hardship violent protest amongst Nigeria youths have caused untold suffering, worsen the economic situation, some protesters were unlawfully arrested, detained, charged to court and imprisoned. Hence, some were wounded while some died in the process, Anoyaoku (2024) maintained that the violent hunger and hardship protest leads to more poverty amongst the people, because it did not yield any positive results.

The findings further revealed that Nigeria Info 92.3FM employed jingles, advocacy programmes, regular commentaries, public enlightenment programmes and sponsored commercials communication strategies in the campaign against hunger and hardship protest amongst Port

Harcourt youths. This corroborates with the statement of Falana (2024) that the federal government should engage radio stations to sponsor jingles, public enlightenment programmes and commentaries as platforms for the citizen to express their opinion on issues about governance and individuals of democracy. This will serve as feedback mechanism to Nigerian leaders to serve the people better by providing good social services, formulating and implementing good policies. He also stressed that when Nigerian leaders allow democratic values and principles to thrive where the rights of the electorates are recognized to vote and be voted for credible and reliable candidates of their choice while the independent National Electoral Commission (INEC) in Nigeria should conduct free, fair and credible election devoid of rigging and corruption to avoid incessant and future social unrest amongst youths will reduce to the barest minimum in the future

Furthermore, the funding indicated the communication strategies employed by Nigeria Info 92.3 FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths was very high this yielded a positive result in such a way that subsequent protest was not really violent and destructive but were mainly based on consultation, dialogue and persuasion. This is in agreement with Tamuno-Kolo (2024) which states that radio stations owing to their unique features had greatly influenced Nigerian youth's behaviour on the recent hunger and hardship protest and make them to be more civilized, cultured and constructive in their demands. In addition, the study showed that insecurity, poor funding, high handedness of the radio station projector and poor communication technologies were inherent challenges faced by Nigeria Info 92.3FM in the campaign against hunger and hardship violent protest amongst Port Harcourt youths. This is in consonance with Otikar (2024) who opined that radio stations find it difficult to carry out their campaign and programmes effectively as a result of poor funding, poor communication technological equipment and insecurity challenges especially the issue that borders on protest, bad governance and electoral rigging and violence in Nigeria and by extension, Port Harcourt, Rivers state.

CONCLUSION

Every democratic state where the rule of law, good governance, fundamental human rights and provision of basic amenities for the people thrives, there is bound to be relative peace, political development and economic stability. This is hinged on good leadership qualities that is committed to providing selfless services to the people, accountability to the people and protection of the lives and properties of the people.

Right from the emergence of democracy in Nigeria in 1999, there has been a plethora of protests, civil unrest amongst youths across states of the federation in Nigeria. It has been observed that the causative factors were electoral violence, election rigging, bad governance, bad policies, police and army brutality of civilians and sudden increase in fuel price. In January 1st 2012, the former president Goodluck Ebele Jonathan wanted to remove subsidy on fuel but was resisted by NLC led by Adams Oshiomole and others in a protest. Also, in August 2020 END SARS protest emerged across Nigerian states among youths to condemn police brutality and extrajudicial killing. Furthermore, 1st – 10th August 2024, the angry youths who were dissatisfied with president Bola Tinubu's removal of fuel subsidy which created serious economic hardship, hunger and poverty on them triggered the protest. It is expected that federal and state governments should formulate good policies and palliative measures using radio jingles and campaign to convince and influence the behaviours of the people and especially Nigerian youths towards embracing peace and dialogue instead of resorting to violence to press forward their demand from their leaders.

RECOMMENDATIONS

From the foregoing therefore, the following recommendations are made;

- i. Radio stations should be adequately funded and equipped by government and provided with modern communication facilities to cover and report any Nigeria youth protests as a way of keeping the public informed of the story.

- ii. Radio stations should embark on the use of jingles, campaign and commentaries to dissuade youths in Nigeria against violent protest but to resort to dialogue, consultation, persuasion and appeals from their leaders to press forward their demands.
- iii. Federal and state governments should be accountable, responsive and responsible to the plights of the people by providing enough welfare services to them.
- iv. Nigeria police and the army should be professional in carrying out their responsibilities and not treat youths on protest as criminals.
- v. Youths should be responsible and always abide by the rule of law, fairness and engage constructive criticism, appeals and lobbying to press forward their demands from their leaders.

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