

**RADIO JINGLE CAMPAIGN AGAINST PIPELINE VANDALIZATION AND BUNKERY  
AMONGST PORT HARCOURT YOUTHS: A STUDY OF RADIO RIVERS II, 99.1FM**

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**ABSTRACT**

The study examined the use of radio jingles in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths: A study of Radio Rivers II 99.1FM. The objectives of the study were to ascertain the extent to which Port Harcourt youths are exposed to radio jingles on Radio Rivers II 99.1FM in the campaign against pipeline vandalization and bunkery, find out the frequency to which Radio Rivers II 99.1FM carry out jingles in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths, examine the causes and effects of pipeline vandalization and bunkery amongst Port Harcourt youths and to determine the level of effectiveness of jingles presented by Radio Rivers II 99.1FM in the campaign against pipeline vandalization and bunkery amongst youths in Port Harcourt. The study adopted Strain and Social Disorganization theories. It used the survey research design with the questionnaire as the instrument for data collection. The population of Port Harcourt youths was 680, 800 while the staff of Radio Rivers II 99.1FM was 102. The sample size is 400 which was determined using Taro Yamene's formula as a guide. The multistage sampling technique was used and data were presented in tables and the questions were analyzed using four point likert scale criterion mean. The findings revealed amongst others that Port Harcourt youths were exposed to jingles on Radio Rivers II 99.1FM in the campaign against pipeline vandalization and Bunkery. It also indicated that Radio Rivers II 99.1FM carry out its jingles thrice a week. It also showed that poverty, unemployment, greed and absence of community surveillance helped to encouraged Port Harcourt youths to engage in pipeline vandalization and bunkery in the area. The study concluded that government, stakeholders, community leaders and youth bodies should work together to end this menace in the Niger Delta states. It was however recommended that radio stations should help the federal and state governments to expedite their programmes and jingles to discourage the spread of the menace. The federal and state governments should employ youths to protect the oil facilities and provide jobs for the youths in order to have them gainfully employed.

***Keywords: Radio jingle, Campaign, Pipeline vandalization, Bunkery, Port Harcourt youths, Radio Rivers II 99.1FM***

**INTRODUCTION**

Pipeline vandalization and oil bunkering have significant implications for Port Harcourt, a city within Nigeria's Niger Delta region, known for its rich deposits of crude oil. Both practices involve the unauthorized and often violent tampering with oil pipelines, leading to theft and illegal trading of oil. These issues not only threaten the local economy but also pose severe environmental risks and public safety concerns. The Niger Delta, particularly Port Harcourt, is both a critical hub for Nigeria's oil industry and a region facing acute challenges associated with oil-related activities, including pipeline vandalization and bunkering. Pipeline vandalization refers to the deliberate destruction or tampering of oil pipelines, often with the intent of siphoning oil for illegal trade. Bunkering, on the other hand, is the illegal extraction and sale of crude oil, a practice that has gained traction in Port Harcourt due to the high market value of crude oil and the persistence of socio-economic hardship. These activities are propelled by various factors, ranging from poverty and high unemployment rates to inadequate government oversight and a lack of security in pipeline areas (Nwankwo & Ogbonna, 2021).

Several socio-economic drivers underpin these illegal practices. Port Harcourt, like many other areas in the Niger Delta, faces high levels of poverty, unemployment, and underdevelopment despite the region's vast natural resources. Many local residents feel marginalized by oil companies operating in their communities, which has cultivated a sense of resentment and led some to participate in vandalism and bunkering as a form of economic survival or protest against perceived social injustice (Amadi, 2022). Additionally, poor law enforcement and the involvement of organized criminal networks in oil theft exacerbate the issue, allowing for a cycle of criminality that continues to undermine the security and economic stability of the region (Ike, 2021).

The environmental and health impacts of these practices cannot be overstated. Frequent oil spills, resulting from ruptured pipelines, have led to severe pollution of rivers, farmlands, and aquifers, disrupting ecosystems and diminishing agricultural productivity in the region. The resulting contamination of water sources also heightens public health risks, as communities become exposed to toxic pollutants that cause respiratory issues, skin diseases, and other long-term health complications. The economic consequences are equally severe, as the Nigerian government and oil companies face annual losses that run into billions of dollars due to stolen oil and damaged infrastructure (Obodo, 2021).

Efforts to curb pipeline vandalization and bunkering have included legislative actions, community engagement, and the use of media campaigns, such as radio jingles, to educate the public on the dangers and consequences of these practices. Radio jingles, in particular, have become an essential tool in reaching diverse audiences, especially those in rural or hard-to-reach areas. By highlighting the dangers of vandalization and the importance of community vigilance, these campaigns aim to reduce local involvement in pipeline vandalization and foster a collective sense of responsibility for protecting public resources (Amadi, 2022).

This study aims to explore the causes, effects, and potential solutions to pipeline vandalization and bunkering in Port Harcourt. Through a combination of theoretical and empirical analysis, this research will assess the socio-economic conditions that drive these activities, evaluate the environmental and health impacts, and analyze the role of media, particularly radio jingles, in fostering public awareness and support for anti-vandalism initiatives.

The prevalence of these practices has triggered various responses from the government and local organizations, yet the problem persists, driven by a combination of socio-economic, political, and security factors (Eze, 2020). Thus, this study seeks to examine the effect of Radio Rivers II 99.1FM jingles against pipeline vandalization and bunkery amongst Port Harcourt youths.

### **Statement of the Problem**

Oil production in the Niger Delta has been the main stay of Nigerian economy. This development has helped tremendously in improving the nation's economy. It has also generated revenue for the government and enhanced socio-economic development. But it is really appalling in recent times the rate at which Niger Delta youths vandalize oil pipelines and engage in bunkery. This trend may affect the production capacity of oil in Nigeria, reduce its revenue and hampers on human and material development if not checked and controlled. Radio jingles have been viable in creating and sustaining awareness amongst youths on issues that border on environment and natural resources. Radio has the propensity to change, reshape and re-orient people's opinions and behaviour on certain action or activities whether positively or negatively.

In this regard, there are several media reports on daily basis that may help to reform the action and attitude of youths that are inimical to the development of the Nigerian society. It is against this backdrop that this study seeks to examine the use of radio jingles in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths with a focus on Radio Rivers II 99.1FM.

### **Aim and Objectives of the Study**

The aim of the study was to find out the use of radio jingles in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths: A study of Radio Rivers II 99.1FM. Specifically, the study seeks to;

- i. ascertain the extent to which Port Harcourt youths are exposed to radio jingles on Radio Rivers II 99.1FM campaign against pipeline vandalization and bunkery.
- ii. find out the frequency to which Radio Rivers II 99.1FM carry out jingles in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths.
- iii. examine the causes of pipeline vandalization and bunkery amongst Port Harcourt youths.
- iv. ascertain the attendant effects of pipeline vandalization and bunkery amongst Port Harcourt youths on the economy.
- v. determine the level of effectiveness of jingles aired by Radio Rivers II 99.1FM in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths.

### **Research Questions**

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

- i. To what extent are Port Harcourt youths exposed to jingles on Radio Rivers II 99.1FM in the campaign against pipeline vandalization and bunkery?
- ii. What is the frequency to which Radio Rivers II 99.1FM carryout jingles in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths?
- iii. What are the causes of pipeline vandalization and bunkery amongst Port Harcourt youths?
- iv. What are the attendant effects of pipeline vandalization and bunkery amongst Port Harcourt youths on the economy?
- v. What is the level of effectiveness of the jingles aired by Radio Rivers II 99.1FM in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths?

### **Literature Review**

#### **Conceptual Review**

#### **Effects of Pipeline Vandalization and Bunkering in Port Harcourt**

The consequences of pipeline vandalization and bunkering in Port Harcourt are extensive, affecting various sectors of society and the environment. These effects are far-reaching, touching on economic stability, environmental sustainability, public health and the security of the region. Below are the continued impacts of these activities:

1. **Infrastructural Damage and Increased Maintenance Costs:** The repeated damage to oil pipelines demands significant repairs and maintenance, placing a financial burden on oil companies and the Nigerian government. Damaged pipelines are often left in disrepair, as constant attacks deter continuous investments in security and infrastructure development in the region. The high cost of maintenance and frequent repairs diverts funds that could otherwise be used for developmental projects, such as building schools, hospitals and roads, thereby stalling regional progress (Nwankwo & Ogbonna, 2021).
2. **Disruption of Power Supply and Gas Production:** Pipeline vandalization affects not only crude oil but also the supply of gas used for electricity generation. Power plants in Nigeria often rely on natural gas, which is transported through pipelines. When these pipelines are vandalized, there is a direct reduction in the availability of gas for power generation, leading to frequent power outages and hindering industrial productivity in Port Harcourt. This unreliability in power supply has significant repercussions on businesses, schools and hospitals, affecting the daily lives of residents and reducing economic productivity (Amadi, 2022).
3. **Environmental Pollution and Biodiversity Loss:** Oil spills and gas flaring from vandalized pipelines lead to air, soil and water pollution. Contaminants from these spills penetrate the soil, making it infertile and unsuitable for agriculture, a critical livelihood for many residents.

Water bodies such as rivers and creeks, become contaminated, endangering aquatic life and diminishing fish populations that local communities depend on for food and trade. The loss of biodiversity due to these ecological disruptions is difficult to reverse, posing long-term risks to food security and livelihoods in the region (Obodo, 2021).

4. **Public Health Hazards:** The environmental degradation caused by oil spills has direct health implications for residents in the affected areas. Exposure to toxic chemicals in polluted air, water and soil leads to increased cases of respiratory diseases, skin infections and waterborne diseases. These health risks are particularly pronounced amongst children, pregnant women and the elderly, who are more vulnerable to pollutants. The ongoing exposure to contaminants can also lead to chronic health conditions, impacting quality of life and increasing medical expenses for families (Ike, 2021).

5. **Social Disruption and Community Displacement:** Pipeline vandalization and the resulting environmental hazards often force residents to abandon their homes and relocate, as their farmlands become unusable and local water sources are contaminated. This displacement disrupts social structures and communities, leading to increased poverty and disintegration of local economies. The loss of community ties and the need to migrate to other regions also affect social cohesion, fueling conflicts and tension between different communities competing for limited resources.

6. **Escalation of Violence and Insecurity:** The illegal oil trade in Port Harcourt is often controlled by armed groups, resulting in violent confrontations with law enforcement agencies. These conflicts create an environment of fear and insecurity for residents, who are often caught in the crossfire. The presence of organized crime in oil bunkering has also led to the rise of other illicit activities, such as human trafficking, arms smuggling and drug trade, further destabilizing the region (Eze, 2020).

7. **Reduced Foreign Investment and Economic Growth:** Foreign investors are less likely to invest in a region plagued by insecurity and environmental instability. The frequent attacks on oil infrastructure in Port Harcourt reduce investor confidence, deterring both local and foreign investments in the oil industry and other sectors. This decline in investment opportunities limits job creation and economic diversification, compounding the poverty and unemployment issues that already fuel vandalization and bunkering activities (Nwankwo & Ogbonna, 2021). The cumulative effects of pipeline vandalization and bunkering underscore the need for comprehensive strategies to address these challenges. Solutions must consider not only security enforcement but also socio-economic interventions, such as job creation, community development, and environmental restoration to mitigate the immediate and long-term impacts on Port Harcourt and its residents.

### **Use of Radio Jingles in the Campaign against Pipeline Vandalization and Bunkering in Port Harcourt**

Radio jingles have emerged as a strategic tool in the campaign against pipeline vandalization and bunkering in Port Harcourt. With their ability to reach a broad audience, radio stations play a key role in educating the public on the dangers and consequences of these illegal practices. Radio remains a widely accessible and popular medium in Nigeria, especially in rural areas where television and internet access may be limited. The use of jingles specifically crafted to resonate with local communities helps create awareness, foster behavioural change and promote a sense of communal responsibility toward protecting national resources.

1. **Reach and Accessibility of Radio:** Radio has high penetration across the Niger Delta region and is accessible even in remote communities that are heavily affected by pipeline vandalism and oil spills. Campaigns against vandalization are crafted in local dialects, making them understandable to diverse linguistic groups. By broadcasting anti-vandalization messages in local languages, radio stations make the campaign more relatable, effectively reaching individuals who may not be literate or have access to other media (Amadi, 2022).

2. **Content of Radio Jingles:** Anti-vandalism jingles are designed to capture attention with catchy tunes and repetitive messages that emphasize the dangers of vandalization and the legal consequences of involvement in bunkering. These jingles often include short skits or narratives that illustrate the negative effects of vandalism on local communities, emphasizing the environmental and economic costs. Some jingles share testimonials or scenarios depicting the harmful impact on health and livelihood, which helps listeners visualize the potential risks and relate personally to the message (Ike, 2021).

3. **Targeting Behavioural Change:** The purpose of these jingles is not only to inform but also to influence behavioural change. By raising awareness of the consequences of vandalization, the campaign aims to discourage people from participating in bunkering activities. Jingles often include motivational messages that appeal to listeners' sense of community pride and urge them to take ownership of protecting their environment. This approach seeks to build a culture where vandalization is seen as destructive to the entire community, rather than simply a matter of individual choice (Obodo, 2021).

4. **Collaboration with Local Leaders and Government Agencies:** Effective radio campaigns frequently involve collaborations between radio stations, government agencies and local community leaders. These partnerships can amplify the reach and credibility of the message, as local leaders, who are respected within their communities can endorse the campaign. Government bodies such as the Nigerian National Petroleum Corporation (NNPC) and the Nigerian Security and Civil Defence Corps (NSCDC) often sponsor these jingles ensuring consistent and sustained broadcasting. By linking the message to official sources, the campaign reinforces the legal consequences of vandalization and underscores the government's commitment to addressing this issue (Nwankwo & Ogbonna, 2021).

5. **Measuring Impact and Effectiveness:** While radio jingles are widely broadcast, assessing their effectiveness in reducing vandalization rates remains challenging. However, periodic surveys and interviews with community members have indicated a growing awareness of the dangers of pipeline vandalism amongst listeners exposed to the jingles. Further empirical studies are needed to measure the direct impact of these campaigns on behavioural changes and to determine if radio jingles reduce vandalization incidents over time.

6. **Challenges of Using Radio for Anti-Vandalism Campaigns:** Despite the advantages of radio, there are challenges in ensuring that the anti-vandalism message reaches those involved in bunkering. Some individuals may ignore the jingles due to entrenched economic motives or social pressures. Additionally, the widespread poverty in Port Harcourt and surrounding areas drives people toward bunkering as a means of survival. For radio jingles to be fully effective, they must be part of a larger framework that includes economic support and viable employment opportunities for local residents to provide them with alternatives to vandalism and bunkering.

7. **Building Community Vigilance Through Radio Campaigns:** Radio jingles also serve to mobilize communities to report suspicious activities related to vandalism and bunkering. By promoting anonymous tip lines and encouraging vigilance, the campaigns help communities play an active role in curbing vandalism. This community-driven approach empowers residents to take charge of protecting local pipelines and reinforces the collective responsibility to deter vandals.

In conclusion, radio jingles are an influential component of the broader campaign against pipeline vandalization and bunkering in Port Harcourt. They serve not only as a means of spreading awareness but also as a tool to inspire community action, promote environmental stewardship, and deter individuals from engaging in illegal activities. These jingles should be complemented by economic initiatives and stronger legal enforcement to address the root causes of vandalism and build long-term resilience against these challenges.

## Theoretical Framework

The study was anchored on two theories which are:

### Strain Theory

Strain Theory was originally developed by American sociologist Robert K. Merton in 1938. Merton's theory emerged as a means to understand the social causes of deviance, particularly focusing on the ways in which societal structures and norms might compel individuals to engage in criminal or deviant behaviour.

Strain theory posits that society sets culturally approved goals (such as wealth, status or success) and also establishes socially accepted means for achieving these goals (like education, employment and hard work). However, not everyone in society has equal access to these means, which creates a "strain" or pressure, particularly on individuals from disadvantaged backgrounds. This strain may lead to feelings of frustration and disillusionment, pushing some individuals toward deviance or criminal behaviour as an alternative means of achieving their goals.

Merton outlined five modes of adaptation that people adopt in response to strain:

1. **Conformity** - Accepting societal goals and using legitimate means to achieve them.
2. **Innovation** - Accepting societal goals but using illegitimate means to achieve them (e.g., engaging in crime or fraud).
3. **Ritualism** - Rejecting societal goals but continuing to follow legitimate means.
4. **Retreatism** - Rejecting both societal goals and means, often leading to withdrawal from society.
5. **Rebellion** - Rejecting and replacing societal goals and means with alternative values and norms.

Individuals who lack legitimate means but still aspire to society's cultural goals may engage in innovation, choosing illegal paths as a substitute for socially sanctioned methods. This is particularly relevant in environments where economic inequality and social exclusion are prevalent. Strain Theory is highly relevant to understanding the causes of pipeline vandalization and bunkering in Port Harcourt. Many residents of the Niger Delta including Port Harcourt, face significant socio-economic challenges such as high unemployment rates, poverty and lack of access to quality education. These factors contribute to a strain, as individuals desire economic success and stability but feel constrained by their lack of access to legitimate avenues for achieving these aspirations.

For many, pipeline vandalization and bunkering become an "innovative" way to bypass the limitations imposed by their socio-economic circumstances. Since the oil industry dominates the regional economy, individuals who cannot find stable, legitimate employment may turn to illegal oil bunkering or vandalism as a means to secure income and provide for their families. Merton's concept of "innovation" within Strain Theory helps explain how these illegal activities are a response to the social and economic exclusion that many residents experience.

By applying Strain Theory, this study can contextualize pipeline vandalism and bunkering not merely as criminal acts but as responses to systemic inequalities and limited opportunities. This framework also emphasizes the importance of addressing the underlying socio-economic issues - such as poverty reduction, job creation and education access - in any efforts to reduce pipeline vandalization and illegal oil activities in the Niger Delta region.

### Social Disorganization Theory

Social Disorganization Theory was developed in the early 20th century by sociologists Clifford R. Shaw and Henry D. McKay. They formulated the theory in 1942 through their research on urban crime in Chicago, studying how environmental factors contribute to deviance within communities.

Social Disorganization Theory asserts that crime and deviant behaviour are more likely to occur in communities that experience instability, lack of cohesion and poor social structures. Shaw and McKay's research revealed that certain neighbourhoods, particularly those experiencing high poverty rates, rapid population turnover and ethnic diversity, tend to have weakened social bonds, leading to a breakdown of community controls and norms. This weakened social structure makes it difficult for residents to maintain order, creating conditions where criminal behaviour can flourish.

The theory suggests that crime is not simply a result of individual characteristics but is heavily influenced by the structural environment in which individuals live. In socially disorganized neighbourhoods, residents often experience high levels of unemployment, poor housing, inadequate social services and a lack of cohesive community networks, all of which erode the community's ability to regulate behaviour and deter crime. This framework shifts the focus from individual deviance to the broader environmental factors contributing to criminal behaviour.

Social Disorganization Theory is pertinent to understanding the issue of pipeline vandalization and bunkering in Port Harcourt, as it highlights the role of community instability and lack of social cohesion in fostering illegal activities. Many parts of the Niger Delta region, including Port Harcourt suffer from high poverty rates, inadequate infrastructure, unemployment and limited educational opportunities. These socio-economic issues weaken community bonds, limit residents' capacity to engage in community-level crime prevention and reduce the likelihood of collective action against vandalization and bunkering.

The instability and socio-economic challenges in the region create an environment where organized criminal activities, like illegal bunkering can thrive. Social Disorganization Theory explains such conditions that make it difficult for communities to exert social control over individuals, leading to increased crime rates. In Port Harcourt, where environmental pollution from oil spills and socio-economic deprivation are common, the social structure has been significantly weakened. This, in turn fosters an environment where illegal activities like pipeline vandalism are not only common but also tacitly accepted as alternative means of survival.

By applying Social Disorganization Theory to this study, we can better understand how the breakdown of social structures in Port Harcourt contribute to the prevalence of vandalism and bunkering. The theory emphasizes the need for community-based interventions such as improved social services, job creation and community building, to restore social order and reduce crime in the region. Addressing the root of social disorganization in these communities can be a powerful strategy in combating pipeline vandalization and related criminal behaviours.

### **Empirical Review**

**Adebayo (2018)** carried out a research on "Economic Determinants of Pipeline Vandalization in the Niger Delta". This study aimed to identify the economic factors driving individuals in the Niger Delta to engage in pipeline vandalization. Specifically, the research focused on understanding how poverty, unemployment and access to social amenities influence the rate of pipeline vandalization. Adebayo adopted a mixed-method approach, using both qualitative and quantitative data to explore economic motivations. Data were collected through structured interviews with residents in vandal-prone areas and surveys distributed to local authorities and security operatives. The study focused on residents in Niger Delta communities with high rates of pipeline vandalization. A sample of 200 participants was selected through purposive sampling, targeting individuals familiar with or impacted by pipeline vandalization. Quantitative data were analyzed using regression analysis, while thematic analysis was employed for qualitative responses. The study found a positive correlation between economic hardship and pipeline vandalization, with poverty and unemployment serving as major contributing factors. Participants cited lack of viable economic opportunities as a primary reason for involvement in vandalism. Adebayo's research provides evidence that socio-economic deprivation is a significant driver of vandalization, suggesting that economic relief and development initiatives could reduce this issue. This study supports the argument that addressing economic challenges could mitigate vandalism, reinforcing the need for socio-economic reforms in Port Harcourt. This research is related to the present study because they are both on oil vandalization and bunkery. The research concludes that economic hardship is a root cause of pipeline vandalization and recommends job creation programmes and community empowerment initiatives to reduce poverty-driven crime.

**Nnadi (2020)** carried out a research on "Social and Environmental Factors Contributing to Oil Bunkering in Rivers State". The study aimed to explore social and environmental factors that contribute to the rise of oil bunkering activities in Rivers State, with a focus on how these factors interact to facilitate bunkering. Nnadi used a case study approach, conducting field surveys and interviews with local community members, industry experts and law enforcement officers. The study was focused on communities in Rivers State with a high incidence of oil bunkering activities. A sample size of 150 respondents was selected, including community leaders and individuals directly affected by oil bunkering activities. Descriptive and inferential statistics were employed to analyze survey data, and qualitative data were analyzed using coding techniques. The study revealed that weak law enforcement and environmental degradation were key factors driving oil bunkering. Poor infrastructure and the community's exposure to health risks from spills also contributed to a sense of resentment, driving residents toward bunkering as an alternative income source. Nnadi's work highlights the interconnectedness of social and environmental factors in fostering illegal activities and emphasizes the role of effective governance in preventing bunkering. This research aligns with the current study by showing how environmental and social factors can create conditions for illegal oil activities, further supporting the call for comprehensive policies in Port Harcourt. The study concludes that addressing environmental damage and improving local governance are necessary for reducing oil bunkering. Recommendations include stricter law enforcement, improved community relations and infrastructure development.

**Bello, (2021)** carried out a research on "The Role of Youth Unemployment in the Rise of Pipeline Vandalism in Nigeria". The study aimed to examine how youth unemployment contributes to the prevalence of pipeline vandalism, with a focus on the Niger Delta region. The study sought to understand the role of joblessness and lack of opportunities in pushing youths toward illegal activities. The survey research design was used, involving structured questionnaire administered to unemployed youth and community leaders in high-vandalization areas. The study focused on youth aged 18-35 within communities affected by pipeline vandalism in the Niger Delta. A sample of 250 respondents was drawn using random sampling. Descriptive statistics and regression analysis were used to examine the data. Findings showed that 78% of respondents viewed vandalism as a means to economic survival, with many seeing it as the only option due to lack of employment. A significant correlation was observed between high unemployment rates and increased vandalism. The study provides critical insights into how unemployment amongst youth is a direct factor in increasing vandalism, showing that job creation could be a preventative measure. This research aligns with the present study's focus on economic motivations for vandalization, underlining the need for employment strategies in Port Harcourt. Bello concludes that youth unemployment is a primary driver of pipeline vandalism and recommends government-sponsored job training and employment programmes as part of a long-term solution.

**Okeke (2022)** carried out a research on "Community Perceptions of Pipeline Vandalism and Bunkering in the Niger Delta". The study aimed to assess community perceptions of pipeline vandalism, examining the factors that lead communities to tolerate or support such activities. Okeke employed a qualitative research approach, using focus group discussions and in-depth interviews with community members to gather detailed insights. The study was centered on communities in the Niger Delta known for high rates of pipeline vandalism and bunkering. A sample of 100 participants was selected, including community elders, youth representatives, and local leaders. Thematic analysis was used to interpret qualitative data, focusing on patterns in community perspectives and attitudes. Findings showed that many community members viewed vandalism as justified due to perceived injustices from oil companies, such as environmental damage and lack of compensation. The lack of trust in government and oil companies was a common theme, with many viewing vandalism as a form of resistance. Okeke's study highlights the significant role of community attitudes in perpetuating vandalism and the need for improved

relations between communities and oil companies. This study provides context to the current research, showing that addressing the root causes of community dissatisfaction is essential to curbing vandalism in Port Harcourt. Okeke concludes that community-based strategies, including fair compensation, better environmental policies, and transparent communication from oil companies, are necessary to reduce vandalization rates.

The issues of pipeline vandalization and bunkering in Port Harcourt are complex, rooted in socio-economic challenges and exacerbated by environmental and public safety impacts. Addressing these problems requires a multifaceted approach, including strengthened law enforcement, poverty alleviation programmes, and enhanced public awareness campaigns. The use of radio jingles has shown promising results in raising awareness, but further community engagement and collaboration with local leaders are essential for a sustainable solution.

### METHODOLOGY

This study used the survey research design. John (2024) states that survey design allows for a large amount of data to be gathered with relative ease from a variety of people. The justification for its use is predicated on the fact that it is a versatile and common method of eliciting data from a broad spectrum of people on the use of radio jingle in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths with a focus on Radio Rivers II 99.1FM. The population of Port Harcourt youths as projected from NPC 2006 population at 2.5% annual growth rate was 680, 800, while the staff of Radio Rivers II 99.1FM was 102. A sample of 400 were 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)<sup>2</sup>  
I = Constant

The computation in the light of the foregoing is presented as follows:

$$n = \frac{680,800}{1 + 680,800 \times 0.025 \times 0.0025}$$

$$n = \frac{680,800}{680,801 \times 0.025}$$

$$n = 399.9 = 400$$

The multistage sampling technique was used to divide Port Harcourt youths into groups for easy accessibility to information. The questionnaire was the instrument for data collection. Data were presented in tables while the questions were analyzed using weighted Mean score and four point Likert scale presented below;

Strongly Agree = 4  
Agree = 3  
Disagree = 2  
Strongly Disagree = 1

The benchmark for decision rule is 2.5. That is 2.5 is accepted, while less than 2.5 is rejected.

### Data Presentation and Analysis

Out of the four hundred (400) copies of questionnaire administered to respondents amongst Port Harcourt youths only three hundred and fifty (350) were retrieved and used for analyzing the research questions.

**Research Question One: To what extent are Port Harcourt youth exposed to jingles on Radio Rivers II 99.1FM in the campaign against pipeline vandalization and bunkery?**

Table 1: The extent of Port Harcourt youth exposure to jingles on Radio Rivers II 99.1FM in the campaign against pipeline vandalization and bunker

S/NO	Statement	SA	A	D	SD	Total	WMS	Decision
1.	Port Harcourt youth exposure is very high to an extent	250	80	12	8	1072	3.58	Agreed
2.	Port Harcourt youth exposure is very low	40	20	180	110	640	2.13	Disagreed
3.	Port Harcourt youths are not exposed at all	50	10	250	40	670	2.23	Disagreed

**Source: Field Survey, 2024**

Table 1 above shows that Port Harcourt youths were exposed to jingles on Radio Rivers II 99.1FM in the campaign against pipeline vandalization and bunkery to a very high extent.

**Research Question Two: What is the frequency to which Radio Rivers II 99.1FM carry out jingles in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths?**

Table 2: The frequency to which Radio Rivers II 99.1FM carry out jingles in the campaign against pipeline vandalization and bunker amongst Port Harcourt youths

S/NO	Statement	SA	A	D	SD	Total	WMS	Decision
1.	Thrice in a week	210	100	25	15	1005	3.35	Agreed
2.	Once in a month	10	30	210	100	600	2.00	Disagreed
3.	Twice in a year	20	40	210	80	730	2.40	Disagreed
4.	Trice in a year	50	10	250	40	670	2.23	Disagreed

**Source: Field Survey, 2024**

Table 2 reveals that Radio Rivers II 99.1FM carried out jingles in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths thrice a week.

**Research Question Three: What are the causes of pipeline vandalization and bunkery amongst Port Harcourt youths?**

Table 3: The causes of pipeline vandalization and bunkery amongst Port Harcourt youths.

S/NO	Statement	SA	A	D	SD	Total	WMS	Decision
1.	Poverty is a contributing factor	230	70	20	30	1000	3.33	Agreed
2.	Unemployment is a factor	210	100	25	15	1005	3.35	Agreed
3.	Absence of community surveillance	250	80	12	8	1072	3.57	Agreed
4.	Greed	250	80	12	8	1072	3.57	Agreed
5.	Culture and tradition	15	25	100	210	495	1.65	Disagreed

**Source: Field Survey, 2024**

Table 3 indicates that pipeline vandalization and bunkery is caused by poverty, unemployment, absence of community surveillance and greed of the youths.

**Research Question Four: What are the attendant effects of pipeline vandalization and bunkery amongst Port Harcourt youths on the economy?**

Table 4: The attendant effects of pipeline vandalization and bunkery amongst Port Harcourt youths on the economy.

S/NO	Statement	SA	A	D	SD	Total	WMS	Decision
1.	It reduces oil production capacity	210	100	25	15	1005	3.35	Agreed
2.	It drops the nation GDP	210	70	20	30	1000	3.33	Agreed
3.	It leads to drop in statutory allocations to states	250	80	12	8	1072	3.57	Agreed
4.	It affects human and infrastructural development	210	100	25	15	1005	3.35	Agreed
5.	It leads to loss of lives and property	250	80	12	8	1072	3.57	Agreed
6.	It leads to a fall in oil prices	50	10	250	40	670	2.23	Disagreed
7.	It promotes economics activities in the area	40	20	230	60	640	2.13	Disagreed
8.	It boosts competition for wealth among youths	10	30	260	50	600	2.00	Disagreed

**Source: Field Survey, 2024**

Table 4 shows that pipeline vandalization and bunkery amongst Port Harcourt youths affected production capacity greatly, reduced the nation’s GDP, affected the quota of statutory allocation to states, affected human and infrastructural development and led to loss of lives and properties when oil spillage occurs due to the activities.

**Research Question Five: What is the level of effectiveness of jingles presented by Radio Rivers II 99.1FM in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths?**

Table 5: The level of effectiveness of jingles presented by Radio Rivers II 99.1FM in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths

S/NO	Statement	SA	A	D	SD	Total	WMS	Decision
1.	It is very effective	250	80	12	8	1072	3.57	Agreed
2.	It achieves positive results	230	70	20	30	1000	3.33	Agreed
3.	It reduces the spate of activities	210	100	25	15	1005	3.35	Agreed
4.	It was not effective at all	50	10	250	40	670	2.23	Disagreed

**Source: Field Survey, 2024**

Table 5 reveals that jingles presented by Radio Rivers II 99.1FM in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths was very effective, yielded positive results and helped immensely in reducing the spate of this menace amongst youths in the area.

**Discussion of Findings**

The findings revealed that Port Harcourt youths were exposed to jingles on Radio Rivers II 99.1FM in the campaign against pipeline vandalization and bunkery on a very high extent. This agrees with Osueke (2021) that radio programmes and jingles are aired and disseminated to Port Harcourt youths weekly to create awareness on the menace that is a serious offence against the nation and that they should desist from such sinister act.

Also, the findings showed that Radio Rivers II 99.1FM carried jingles in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youth thrice a week. This is in tandem with Onisodumya & Ozimele (2024) that radio stations showcase programmes and jingles at least thrice a week to enlighten the youths about the consequences of engaging in pipeline vandalization and bunkery in the Niger Delta communities.

The findings indicated that poverty, unemployment, absence of community surveillance and greed were the attendant causes of pipeline vandalization and bunkery amongst Port Harcourt youths.

Furthermore, the study revealed that the activities of pipeline vandalization and bunkery amongst Port Harcourt youths had reduced oil production capacity, dropped the nations' GDP, led to a drop in statutory allocation to states, affected human and infrastructural development and led to loss of lives and properties in the area. This agrees with the statement of Ozagie (2024) that the activities of pipeline vandalization and bunkery amongst youths has crippled the oil production capacity, dropped the statutory allocation to states, hampered material and human development and caused loss of lives and properties in the Niger Delta communities.

Finally, the findings showed that jingles presented by Radio Rivers II 99.1FM in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths was very effective, yielded positive results by helping to reduce the level of its activities to the barest minimum. This corroborates the notion of Okon (2019) that the media are very effective and have helped greatly in the fight against pipeline vandalization and bunkery amongst Youths in the Niger Delta by disseminating relevant information to them on the implications and possibly to remedy the situation.

## CONCLUSION

The use of radio jingles is very important in the campaign against pipeline vandalization and bunkery amongst Port Harcourt youths because it creates awareness about the dangers and consequences about such practices. However, federal and state governments should provide enough employment opportunities for the Nigerian youths to avoid engaging in social vices that is inimical to the societal progress and development.

## RECOMMENDATIONS

From the foregoing, therefore, these recommendations are made:

- i. Niger Delta youths should avail themselves enough time to expose themselves to programmes and jingles that will enable them protect their resources and shun oil theft.
- ii. Radio stations should help the federal and state governments to expedite their programmes and jingles on weekly basis to spread information, campaigns aimed at discouraging youths in the Niger Delta to shun pipeline vandalization and bunkery.
- iii. Federal and state governments should provide job and use the youths to embark on community surveillance to protect the oil facilities and to alert security authorities of youths who want to vandalize pipes and engage in bunkery.
- iv. Niger Delta youths should shun cult related activities and engage in dialogue to resolve conflict with companies and government.
- v. Federal and state governments including multinational companies should create jobs for the youths, empower them and embark on development projects for the people.

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