

Select Radio Programmes and Fight Against Child Violence in Owerri Metropolis, Imo State, Nigeria

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ABSTRACT

The issue of child violence has continued to plague Nigerian society and if care is not taken, the future of Nigerian society will be in serious jeopardy. To this end, this study investigated radio programmes and the fight against child violence in Imo State. The agenda setting theory served as the theoretical foundation of the study. The survey research method was used with a population of 555,500 of Owerri metropolis residents. The Survey Monkey online sample size calculator was used to arrive at 384 as the sample size. The Multistage sampling technique was adopted with a questionnaire as the instrument of data collection. The percentage method was used for data analysis. Findings revealed that 52% of the respondents confirmed that they were exposed to radio programmes on the issue of child violence at a moderate level. Also, at an average of 53% of respondents are of the view that the programmes have enhanced their knowledge of the issues of child violence at a moderate level. Further findings showed that an average of 53% of respondents confirmed that Because I am Happy on Groove 98.1 FM and the Mega Kid hour on Megaband 97.3 FM are effective in the fight against child violence in Imo State. It was recommended that radio stations should step up their efforts to raise awareness of programmes dealing with child violence and other child-related issues, so that the level of exposure increases significantly and contributes to the fight against child violence. To improve the knowledge of people about child violence and other child-related issues. Radio stations should do well by constantly educating and enlightening people through their programmes designed to treat issues of child violence and other child-related issues. Radio stations, through their programmes, should endeavour to sustain their efforts to continue being effective in the fight against child violence, so that in no distant time, the issue of child violence and other child-related issues will be reduced drastically in society.

Keywords: Child, Child violence, Radio, Programmes Megaband FM, Groove FM

INTRODUCTION

According to the Good News Bible, (1994, Psalm 127:3), "Children are a gift from the Lord; they are a real blessing." This scripture passage emphasizes the importance of children to their parents and, by extension, to society as a whole. Hence, children are a precious gift that needs

to be cherished and cared for. However, but in recent times, the reverse has been the case as they have become the victims of violence. According to the United Nations Children's Fund (2014), a female child dies somewhere in the world every 10 minutes as a result of violence. UNICEF (2016) statistics reveal that "over nine million children below the age of eighteen in Nigeria are subjected to sexual violence every year and this fate strikes one out of every four girls and one out of every ten boys. These children are taught and coerced into sexual practices against their wishes. Child violence has attracted the attention of the media and society globally. This problem has become an increasingly alarming scourge given the complex situations of domestic violence. In recent years, there has been a growing awareness of the pervasiveness and impact of violence against children (Dupret, 2012). In view of this, Nwokedi (2016) argues that child violence and neglect have become a major part of the contemporary world, including African society and Nigeria in particular.

This is why, according to Ojiakor, Iheanacho, Nkwam-Uwaoma and Dibia (2019), in the wake of many vices such as child trafficking, violence and poverty that trouble society, the need to protect the children who are the most vulnerable becomes essential because as the day goes by the fate of children and children's rights are becoming even more uncertain. Physical, sexual, mental and emotional abuse, as well as neglect or deprivation, are all types of violence against children. Violence can happen anywhere, including at home, school, religious centres, relationship, in the community, and online. Similarly, a wide range of perpetrators inflict violence towards children, including family members, intimate partners, educators, neighbours, strangers, and other children. Children are not only harmed and humiliated they are killed as a result of such brutality. Regardless of the type or severity of the crime, all children have the right to be protected from violence, and all forms of violence can damage children, diminishing their sense of self-worth, undermining their dignity, and obstructing their progress (UNICEF, 2017). Violence against children has a negative impact on their lives and the nation's life-building. Nigerian children are tomorrow's leaders, and the quality of education and social support provided for them today determines the quality of tomorrow's leaders.

Daily in our society, child abuse and neglect endangers the safety and well-being of children. It is a shared societal responsibility, not the exclusive responsibility of any single agency or professional group, to intervene successfully in the lives of these children and their families (Goldman, Salus, Wolcott & Kennedy, 2003).

The media have a critical role to play in the fight against child violence in the wake of the societal ills. Hence, the mass media have always been the primary means of disseminating information to the general public in Nigeria through news and programmes among others. The mass media, without a doubt, are effective in spreading innovations and mobilizing people towards a certain goal and in this regard, effective instrument for mobilizing and educating people about the importance of participating in the implementation of the campaign against child abuse (Anorue, Obayi & Onyebuchi, 2011).

The mass media, in this context, are referred to as radio and television. The broadcast media has been instrumental in carrying out various campaign messages against most societal ills, such as child violence, child neglect, among many others. There is no doubt that the broadcast media wield significant influence over the public through its numerous programmes (Nwokedi,

2016). In Imo State, for example, there is a programme entitled "Kiddies world" aired on Heartland FM 100.5 presented by Lionel Umareze, "Nsuko Ndi Yo" aired on Orient FM 94.4 and presented by Ednard Amadi, "Because I am Happy", usually aired on Groove 98.1 FM, presented by Majorine Opara, otherwise known as "Aunty Majorine" and Mega Kid hour aired on Megaband 97.3 FM every Saturday by Gift Okeke. The researchers focused on "Because I am Happy" and "Mega Kid hour" because these programmes talk about issues relating to children very often and, in most cases, through the programmes, the act of child violence is condemned. One of the programmes' goals is to increase people's awareness of children's rights and the need to prevent child violence, and thus influence their attitudes toward children and change behaviours that contribute to child abuse or violence in Imo State.

STATEMENT OF THE PROBLEM

Child violence is on a daily rapid increase with its attendant dangers and as such requires urgent attention of the government, media and the private sector. Reports reveal some forms of violence lately, such as 23% physical abuse, 36% emotional abuse, 16% physical neglect, 18% girls' sexual abuse and 8% boy-sexual abuse (Karayel, 2018). These figures are alarming, and they indicate that much more needs to be done because it appears that people are still unaware and uninformed about the dangers that child violence poses to children and society as a whole.

These worrying statistics call for the broadcast media to intensify their efforts in the fight against child violence, especially for the fact that victims of child violence are too weak to speak about their experiences and challenges. It becomes unbearable and inhuman that again, in some of the developing countries like Nigeria, some forms of violence against children are socially accepted, tacitly condoned or not perceived as a kind of child abuse (UNICEF, 2017). This is never a period in our national development when child violence should be swept under the carpet by the broadcast media, the society's watchdog. It is against this background that this study sought to investigate radio programmes and the fight against child violence in Imo State, Nigeria.

OBJECTIVES OF THE STUDY

Specifically the objectives are to:

- 1 Find out the extent of residents' exposure to broadcast media programmes on the issue of child violence in Imo State.
- 2 Ascertain the extent exposure of broadcast media programmes on the issue of child violence has enhanced residents' knowledge of the danger of child violence in Imo State.
3. Examine the effectiveness of broadcast media programmes on issues of child violence in the fight against child violence in Imo State.

Research Question

This study was guided by the following questions:

- 1 To what extent are residents of Imo state exposed to broadcast media programmes on the issue of child violence in Imo State?
- 2 To what extent does exposure of broadcast media programmes on the issue of child violence enhance residents' knowledge of the danger of child violence in Imo State?

3. How effective are broadcast media programmes on issues of child violence in the fight against child violence in Imo State?

REVIEW OF RELATED LITERATURE

Child Violence: An overview

Every year, one out of every two children aged 2 to 17 years is projected to be subjected to some sort of violence around the world (Hillis, Mercy, Amobi & Kress, 2016) and as such Every year, an estimated one billion children are victims of violence. In addition to the immediate harms it causes to individuals, families, and communities, violence against children has long-term consequences that diminish human potentials and, when multiplied by billions of people, can stymie economic development. As the above research individually demonstrates, there has been an upsurge in allegations of child abuse and minors seeing violence involving their parents and caregivers (World Health Organization, [WHO], 2020). Death, injuries, and disability are all possible outcomes of violence. Children who are victims of violence are more likely to develop depression and anxiety disorders, as well as high-risk behaviors like alcohol and drug abuse, smoking, and unsafe sex; chronic diseases like cancer, diabetes, and heart disease; infectious diseases like HIV; and social issues like educational underachievement, increased involvement in violence and crime over the course of their lives (Peterson, Florence & Kleven, 2015; WHO, 2020). All forms of violence against people under the age of 18 are considered child violence, whether performed by parents or other caregivers, peers, or strangers. Physical, sexual, and mental violence, as well as witnessing violence, are all examples of child violence (WHO, 2020). According to a 2017 UNICEF research, hundreds of millions of young children worldwide are regularly subjected to physical maltreatment and/or psychological violence by their caregivers.

There are great consequences of child violence in our society. A child who has experienced violence or neglect may have a variety of issues, including relationship issues, a lack of trust in adults, temper tantrums (or withdrawal), poor academic performance, sadness, anxiety, and hostility (Ojiakor, Anyanwu, Nkwam-Uwaoma & Duru, 2020).

Protecting and Promoting Child Right through the Media

The media due to its effectiveness in spreading information play an active role in the protection and promotion of child's rights. According to Okolie and Orji (2020), the mass media acts as a platform for social change. They have a lot of power which can be used either positively or negatively. They can contribute to promoting democracy, good governance, peace, and human rights, as well as fight poverty and crime by informing people about issues and allowing them to engage in public debates. According to Okolie and Orji (2020), media is utilized to give voice to marginalized groups such as women, ethnic and religious minorities, and to promote their rights. The Child Protection Network in Imo state, for example, broadcasts a weekly radio show to educate residents about the importance of child protection and the relevance of prompt and accurate reporting of cases of child violence. The Committee on the Rights of the Child (1996), as cited in Okolie and Orji (2020), feels that audio and audio-visual are critical in bringing the convention's concepts and standards to life. The media can play a crucial role in monitoring how well a child's rights are being implemented. They work because they saturate every part of modern life and have a substantial impact on how people see themselves, their neighbors, communities, and the world around them. The media's emphasis on child rights issues can

favorably affect public opinion, professional and political responses to the conditions in which children and young people find themselves. According to Ericson, Baranek, and Chan (1987, p.3), cited in Okolie and Orji (2020), journalists have a significant influence in shaping what is considered "deviant" in our culture and, as a result, what is "normal."

Radio Programmes

There is no doubt that programmes are the most important things that a broadcast station produces. They are created to meet the creative requirements of a station's audience. It is a product that is liked and reacted to by a station's primary audience, who are exposed to the shows during broadcasts. They are packaged in a specific form and format to fit the presentation channel and the audience's appreciation. Stations whet the appetite, appeal to, and influence their audience in a specific way through the development and presentation of broadcast programmes (Owuamalam, 2007).

In the light of the preceding assumption, Owuamalam (2016) asserts that a programme must be planned, produced, and presented in such a way that it appeals to a bigger audience with diverse preferences, opinions, ideas, and belief systems. For a variety of reasons, people tune in to broadcast programmes. Their requirements could range from amusement to skill development to aesthetic appreciation and information. As a result, programmes have qualities that strive to meet the needs of the audience. Some people, for example, may want to use the programmes to reinforce their current attitudes and ideas.

Empirical Review

Ojiakor et al (2019) conducted a study on newspaper reports of Child Right Abuse in Nigeria using content analysis and found that the newspaper under investigation did not give appropriate coverage to issues of child rights abuse in Nigeria. The stories covered in both newspaper were all buried in the interior pages, thus they did not receive much attention. The study's recommendations were that Nigeria's newspaper publishers should train reporters to report on child rights abuse on a daily basis in order to increase the visibility of child rights reports in the media, and that child rights abuse cases be given prominence by displaying them on the front cover of the newspaper and publishing periodic editorial pieces on child rights issues. Also, Adeniran, Hassan, Mikaila and Kayode (2015) carried out a study in order to examine Nigerian children and the challenges they face. The study examined the extent of the coverage accorded children in the mass media. It employed the Content analysis approach and it was found that children-related issues are generally under-reported in the Nigerian press but when the children are involved in crime-related issues, the media give them "adequate" coverage.

Ojiakor, et al (2020) did a study on the effectiveness of radio programmes and child abuse. The findings of the study revealed that the extent to which Imo State residents were aware of child abuse through Darling 107.3 Fm "The Consequence" programme is moderate at 40%; the extent which exposure to Darling 107.3 FM "The consequence" programme improved the knowledge of Imo State residents in the campaign against child abuse is moderate and Darling 107.3 FM "The Consequence" programme is effective in influencing Imo State residents' behaviour on issues of child abuse.

Oyero (2009) a comparison study of Ghanaian and Nigerian press reports on child rights was carried out. While the selected newspapers under-reported child rights concerns, Ghanaian newspapers covered child issues 56.9% more than Nigerian newspapers (43.1%), a significant difference. Government-owned periodicals (60 percent) outpaced privately-owned newspapers (40 percent) in reporting child's rights, according to the surveys. Furthermore, there was an imbalance in the genres utilized to report on child rights, as well as a lack of public engagement with the topic. Furthermore, while campaigners and non-governmental organizations (NGOs) were the major advocates for children's rights, children's voices were rarely heard. The findings revealed inadequate newsworthiness of child issues and a lack of sufficient evidence to indicate textual abuse of children in all of the newspaper issues analyzed.

Mathews and Collin-Vézina (2016) conducted a study on child sexual abuse awareness. The primary policy goals were to promote sexual abuse prevention, detection, and appropriate responses. Because child sexual abuse is hidden, mentally complicated, and socially sensitive, policymakers face severe obstacles, as evidenced by the materials examined. The study proposed new approaches to global progress and a novel multidisciplinary review of studies from public health, medicine, social science, psychology, and neurology informs insights about needed strategies. The researchers also proposed that two preconditions for success are increased knowledge of child sexual abuse and empathic reactions to its victims using an ecological model with individual, institutional, and social components.

Adetokumbo (2013) conducted a research on the use of documentaries to prevent child abuse. It was shown that child abuse is a global issue that affects developed, developing, and under developing countries around the world with various government and non-governmental organizations taking different methods to combat it. This is a social documentary that takes an expository approach to the problem of child abuse's causes, hazards, and forms. The programme provided an overview of the role of the broadcast media in the control of the scourge in Nigeria with a focus on the issues' consequences for study, prevention, and policy decision-making. In the course of this production, media experts, lawyers, sociologists, NGO/Social Workers, police officers, and others were interviewed, and they all agreed that in order to control and eradicate child abuse, a well-targeted mass media campaign, educational programme, or live-theatre production have the potential to contribute successfully to community education and the prevention of child abuse.

Ituma, Uroko and Eskay (2013) conducted a research on the issue of sexual abuse and found that the increase in incidences of sexual abuse in Nigeria has been exacerbated by the silence of individuals who have been sexually assaulted, the lackadaisical attitude of parents and the government in responding to cases of sexual abuse, and the exoneration of those who have been involved in the act. It has a number of negative consequences, including an increase in HIV/AIDS transmission, an increase in abortions, and an increase in mother and newborn mortality. Despite the religious diversity in Nigeria, it was also shown that sexual assault is on the rise. Asemah, Edegoh, and Ogwo (2013) conducted a research on the role of the media in the promotion of human rights in Nigeria. The findings showed that the Nigerian people do not have these rights since they are still being trampled on in the majority of situations. The report asserts that the media have not been particularly helpful in promoting human rights in Nigeria.

As a result, it proposed that the media, both electronic and print, be used to promote human rights in Nigeria so that people would be aware of their rights.

Nkwam-Uwaoma and Ndukwu (2020) in their study of Nigerian newspapers' coverage of violence against children, revealed that the frequency of such coverage in Nigerian newspapers was low. The length or space given to reports on child violence was determined to be insufficient, the direction of the few reports on child violence was in support of the course or battle against child violence, and these newspapers gave no emphasis to reports on child violence. Finally, it was found that journalism was the primary source of news regarding child abuse; government and individual sources gave only a limited amount of information.

Awosola and Omoera (2008) conducted a study on children's rights and the media. The study looked into the role of the media, particularly television, in raising public awareness about children's rights and survival. It was found that television, as a means of communication, has been able to raise awareness about child rights through its different programmes aimed at promoting awareness about child rights and other problems connected to child development. However, it was revealed that this awareness is not reflected in the residents' attitudes toward the children in the neighborhood.

THEORETICAL FRAMEWORK

The theoretical foundation of this study is the Agenda Setting Theory. Maxwell McCombs and Donald Shaw first proposed this theory in 1972. The key tenet of the theory is that the media do not tell people what they should think about, but rather what they should think about. The media, in performing its duty, concentrate or divert public attention to matters of public concern by emphasizing and emphasizing the concerns in the media Asemah, et al. (2017) citing Wimmer and Dominick note that the theory on agenda setting by the media proposes that the public agenda or what kinds of things people discuss, think and worry about is powerfully shaped and directed by what the media decide to publicize through their medium. In essence, if the media choose to give the most time and space to reporting issues on child violence, this issue will become the most important item on the audiences' minds. As a result, according to Coffman (2002), the issue (child violence) or message that appears frequently in the media becomes the public agenda for people to address, hence the term agenda setting.

The relevance of this theory to this study is hinged on the premise that the issue of child violence in recent years has continued to re-occur in our society despite the existing laws prohibiting such act. As this abuse occurs children are left with huge trauma throughout their lives time which by extension affect the society. Be that as it may, the media set this issue as a public agenda by constantly talking or covering the issue of child violence for the purpose of creating awareness of the danger associated to issues as this, to necessitate discourse on the way forward. Also, the agenda setting theory helps to explain how the media can contribute in reducing the issues of child violence as people will now know that there are rights attached to children that need not to be violated no matter what through programmes on child violence.

RESEARCH METHODOLOGY

The study employed the quantitative design approach with focus on survey method. The methodological approach was made because it allows for the investigation of people's opinions

and perceptions on an issue of public concern (Anyanwu, Okoro, Iheanacho & Obi, 2017). According to National Population Census projected population of 2016, Owerri metropolis has a population of 555,500. Using the Survey monkey online sample size calculator at 95% confidence level and 5% error limit, 384 sample size was arrived at.

Questionnaire was used as the instrument of data collection. Copies of questionnaire were distributed to residents of Owerri metropolis in Imo State using the multistage sampling technique. In the first stage, Owerri which is in cluster is already divided into three namely, Owerri North, Owerri West and Owerri Municipal. In the second stage two communities from each local government area were purposively selected because they are within the reach of most of the broadcast media in Owerri and the level of literacy of people were likely high. The communities selected were Orji, Uratta, Umuguma, Nekede, Umuoyima, and Umuororonjo respectively. In stage three, having six (6) communities the researchers distributed the questionnaire proportionately to the communities selected; that is $384/6 = 64$. Then, in the fourth stage, the researchers shared 64 copies of the questionnaire to respondents in these communities purposively. For the analysis the percentage method was used.

DATA ANALYSIS AND PRESENTATION

This section is concerned with data presentation and analysis. Data were analysed in line with the research questions raised. Questionnaire which served as main instrument of data collection was distributed to respondents in the selected communities. Out of the 384 copies of questionnaire distributed 367 (96%) were found usable for the analysis, while 17 (4%) was void, hence not useful. Therefore, analysis for this study was done with the valid 367 returned questionnaire.

Psychographic Data

Research Question one: To what extent residents in Imo state are exposed to broadcast media programmes on the issue of child violence in Imo State?

Table 1 Respondent response on whether they listen to radio programmes

Option	Frequency	Percentage (%)
Yes	367	100%
No	-	-
Can't say	-	-
Total	367	100

Source: field survey, 2021

Analysis of data from the above table 1 showed that 100% of the respondents listen to radio programmes. This means that all the respondents who participated in the study listen to radio programmes.

Table 2 Respondent response on whether they have heard of these programmes “Because I am Happy” on Groove FM and “Mega Kid hour” on Mega band FM

Option	Frequency	Percentage (%)
Yes	367	100%
No	-	-
Can't say	-	-
Total	367	100

Source: Field survey, 2021

Analysis of data from the above table 2 revealed that 100% of the respondents have heard of these programmes “Because I am Happy” on Groove FM and “Mega Kid hour” on Mega band FM. By implication it means they are exposed to the programmes as it concerned with child violence.

Table 3: Respondent's responses on to what extent are they exposed to the radio programmes on the issue of child violence

Option	Frequency	Percentage (%)
Large extent	37	10%
Moderate	190	52%
Low extent	35	9%
Can't say	105	29%
Total	367	100

Source: field survey, 2021

Analysis of data from the above table 3 revealed that 52% of the respondents were exposed to radio programmes on the issue of child violence at moderate level. This implies that many of the respondents were exposed to radio programmes on the issue of child violence at moderate level.

Research Question 2: To what extent exposure of broadcast media programmes on the issue of child violence has enhanced residents' knowledge of the danger of child violence in Imo State?

Table 4 Respondent response on since you have been listening to these programmes on child violence you now know child molestation is dangerous.

Option	Frequency	Percentage (%)
Yes	208	57%
No	47	13%
Not sure	112	30
Total	367	100

Source: Field survey, 2021

Analysis of data indicated that 57% of respondents are of the view that their exposure to these programmes on child violence has helped them to know child molestation is dangerous. This means that these programmes on child violence have helped them to know child molestation is dangerous.

Table 5: Respondent's response on exposure to "Because I am Happy" and "Mega Kid hour" have made you to know that physical torture and child neglect is akin to child violence

Option	Frequency	Percentage
Yes	200	55%
No	67	18%
Not sure	100	27%
Total	367	100

Source: field survey, 2021

The above table 5 shows that 55% of respondents are of the view that exposure to "Because I am Happy" and "Mega Kid hour" have made them to know that physical torture and child neglect are akin to child violence. By implication it means that most of the respondents are of the view that exposure to "Because I am Happy" and "Mega Kid hour" have made them to know that physical torture and child neglect are akin to child violence.

Table 6: Respondent's response on to what extent exposure to the programmes have enhanced their knowledge on the issues of child violence

Option	Frequency	Percentage (%)
Large extent	66	18%
Moderate	170	46%
Low extent	123	33%
Can't say	8	2%
Total	367	100

Source: field survey, 2021

Analysis of data from the above table 6 shows that 46% of the respondents are of the view that the programmes have enhanced their knowledge on the issues of child violence at a moderate level. This implies that respondents have moderate knowledge on the issues of child violence as a result of their exposure to the programmes used for the study.

Research Question 3: How effective are broadcast media programmes on issues of child violence in the fight against child violence in Imo State?

Table 7: Respondents' response on cautioning violators of child right as a result of their exposure to the programmes on child violence

Option	Frequency	Percentage
Yes	217	59%
Not quite certain	101	28%
Rarely	49	13%
Total	367	100

Source: field survey, 2021

The above analysis of data revealed that 59% of respondents confirmed that they caution violators of child right as a result of their exposure to the programmes on child violence. This means that respondents caution violators of child right as a result of their exposure to the programmes on child violence.

Table 8: Respondents' response on reporting those who commit the act of child violence to the appropriate authorities

Option	Frequency	Percentage
Yes	200	55%
No	67	18%
Can't say	100	27%
Total	367	100

Source: field survey, 2021

The above table revealed that 55% of respondents indicated that they report those who commit the act of child violence to the appropriate authorities. This means that a good number of people studied report those who commit the act of child violence to the appropriate authorities.

Table 9: Respondents response on Groove FM and Megaband FM programmes "Because I am Happy" and "Mega Kid hour" contributions on the issue against child violence

Option	Frequency	Percentage (%)
Strongly agree	170	46%
Agree	123	33%
Disagree	66	18%
Strongly disagree	8	2%
Total	367	100

Source: field survey, 2021

The above table 9 shows that 46% of respondents confirmed that Groove FM and Megaband FM programmes "Because I am Happy" and "Mega Kid hour" have contributed greatly on the issue against child violence. By implication this shows that the programmes have really contributed in their own way in the fight against child violence in Imo State.

DISCUSSION OF FINDINGS

Analysis of the data revealed that 52% of the respondents confirmed that they were exposed to radio programmes on the issue of child violence at a moderate level. This is to say that they listen to child violence-related programmes on Groove FM and Megaband FM at a moderate level. This is in tandem with the findings of Ojiakor et al (2020). In their findings, they revealed that the extent to which Imo State residents were aware of child abuse through the Darling 107.3 FM "The Consequence" programme was moderate at 40%. In the same vein, Omoera (2008)'s findings showed that the media, particularly television, as a means of communication, has been able to raise awareness about child rights through its different programmes aimed at promoting awareness of child rights and other problems connected to child development. Adeniran et al, (2015) findings concur with the findings of this study as underreporting of child violence by the mass media as reported by them will affect the level of awareness of child related issues. Regardless of the level of exposure to these programmes, certainly, in a way, they will still influence what the listener thinks about, as postulated by the agenda setting theory that this study was anchored on.

The findings of this study revealed that an average of 53% of respondents is of the view that the programmes have enhanced their knowledge of the issues of child violence at a moderate level. Corroborating this finding, Mathews and Collin-Vézina (2016) in their findings noted that

to promote sexual abuse prevention, detection, and appropriate responses, there is a need to increase the knowledge of child sexual abuse and empathic reactions to its victims, using an ecological model with individual, institutional, and social components. Also in line with this finding, Ojiakor, et al (2020) study revealed that the extent which exposure to Darling 107.3 FM "The consequence" programme improved the knowledge of Imo State residents in the campaign against child abuse is moderate. Nkwam-Uwaoma and Ndukwu (2020) did reveal in their study that Nigerian newspapers' coverage of violence against children was low and the length or space given to reports on child violence was determined to be insufficient, and these newspapers gave no emphasis to reports on child violence. The implication is that when the mass media, whether broadcast or print, fail to do enough on serious issues like child violence, people may not know everything there is to know about it.

Data from an average of 53% of respondents confirmed that Because I am Happy on Groove 98.1 FM and the Mega Kid hour on Megaband 97.3 FM are effective in the fight against child violence in Imo State, as they have prompted child violence offenders to be cautioned and, in some cases, reported to the appropriate authorities. Conforming to this finding, the Ojiakor et al (2020) finding revealed that the Darling 107.3 FM "The Consequence" programme is effective in influencing Imo State residents' behaviour on issues of child abuse. Supporting this finding, the Adetokumbo (2013) study revealed that the broadcast media has a great role to play in reducing the scourge of child violence. The findings further indicated that respondents agreed that in order to control and eradicate child abuse, a well-targeted mass media campaign, educational programme, or live-theatre production are capable of successfully preventing the issue of child abuse. However, the Omoera (2008) study has revealed that the mass media, particularly television, has been able to raise awareness about child rights through its different programmes aimed at promoting awareness of child rights and other problems connected to child development. However, this awareness is not reflected in the residents' attitudes toward the children in the neighborhood. Contrary to this finding, Asemah, et al (2013) have revealed that the media has not been particularly helpful in their role in promoting human rights in Nigeria, as people do not have these rights, since they are still being trampled on in the majority of situations. Furthermore, the report asserts that the media have not been particularly helpful in promoting human rights in Nigeria. As a result, they propose that the media, both electronic and print, be used to promote human rights in Nigeria, so that people are aware of their rights. In line with the agenda setting theory, the findings of this study revealed that these programmes have been effective in the fight against child violence. That is to say, by implication, the programmes usually influence what people think about as it concerns child violence.

CONCLUSION

This study investigated radio programmes and the fight against child violence in Imo State. Evidence indicates that the many respondents listen to radio programmes on child's violence and such programmes influence their attitude and perception of child's violence and rights. The fact that child violence is not completely out of society is a thing to worry about. As such, efforts are being made by radio stations through their programmes, such as the ones used for this study, to eradicate child violence. Based on the fact that 53%, which is a little above average, confirmed that the programmes are effective in the fight against child violence, it is not a thing to be happy about. Therefore, to enable people to refrain from such acts, the radio has so much

to do, because of the power it possesses as a communication medium to cause positive change in the society.

RECOMMENDATION

Based on the findings, the following recommendations are hereby made:

1. Given that 52% of respondents have been exposed, radio stations should step up their efforts to raise awareness of programmes dealing with child violence and other child-related issues, so that the level of exposure increases significantly and contributes to the fight against child violence.
2. To improve the knowledge of people about child violence and other child-related issues. Radio stations should do well by constantly educating and enlightening people through their programmes designed to treat issues of child violence and other child-related issues. Also, if the programmes are not producing the desired results, they should be repackaged to attract more attention and thus improve the peoples' knowledge.
3. Radio stations, through their programmes, should endeavour to sustain their efforts to continue being effective in the fight against child violence, so that in no distant time, the issue of child violence and other child-related issues will be reduced drastically in society.

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