



Research Paper

# Assessing Radio Campaigns Against Trafficking In Persons And Forced Labour In Selected States Of South-South Nigeria

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## Abstract

*This study investigated the levels of availability of radio campaigns against human trafficking and forced labour in selected states of South-South Nigeria, their reach and audience engagement with them. The study derived theoretical framework from the agenda setting theory and adopted cross sectional research design with survey. The study adopted a population of 21,468,595 persons from Delta, Edo, and Rivers States of South-South, Nigeria, a sample of 396 selected through multi-stage sampling and a questionnaire as instrument for data collection. Emanating data was analyzed with ANOVA and regression analysis and findings indicate significant levels of availability and reach of radio campaigns against trafficking in humans and forced labour in the selected states of South-South Nigeria but insignificant level of audience engagement with radio messages. The study recommends that all involved in the fight against human trafficking and forced labour should sustain the sponsorship of radio programmes in that direction, while radio broadcasters should sustain the urban-rural reach of such radio programmes as there is evidence that victims are recruited from both areas. The study also advocates for collaboration among all stakeholders in the campaign against trafficking in persons and forced labour in the planning and implementation of necessary radio programmes to make contents more effective and engaging among target audience*

**Key words:** Audience engagement; Availability of radio programmes; Human trafficking; Public opinion; Reach of radio programmes

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## I. Introduction

Human trafficking is the act of transporting individuals from one location to another, occasionally across national and international borders by traffickers who use them for monetary gains. It has been described by the International Labour Organization (ILO) as encompassing recruitment, transportation, transfer, harbouring or receiving of persons through threat, use of force or other forms of coercion such as abduction, fraud, deception, abuse of power or positions of vulnerability, giving or receiving payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation (ILO 2015). This exploitation often includes subjection to prostitution, sexual abuse, forced labour or servitude or the removal of organs. Human trafficking syndicates involve a number of persons carrying out particular duties beginning from recruiters (usually acquaintances, family members, neighbours and other recognizable figures to the victims), who travel to rural areas and trick young girls and boys as well as their parents with appeals of

helping them get better education and/or jobs. (Akaigwe 2014). In Nigeria, the South-South geopolitical zone is notably active in cases of human trafficking. A number of children from these areas were reported to have been trafficked to Lagos, Benin Republic, Togo, and Gabon to force them to work as domestic helpers, to the point that the Akwa Ibom State Government outlawed all types of transportation of minors out of the state to work as domestic helpers or as cheap labour in any capacity in 2004 and promised to take harsh actions against parents who support child trafficking (Solomon 2014).

Forced labour, on the other hand, refers to all work or service, which is exacted from any person under the menace of penalty and for which such person has not offered himself/herself voluntarily (ILO 2015). The practice is often perpetuated by criminal gangs, employers and recruiters who prey on the vulnerable population, such as individuals who are unemployed, homeless, or in debt. The consequences of forced labour in Nigeria are severe and far-reaching as this exploitation of workers through forced labour leads to the suppression of wages and undermines the rights of workers to fair and safe working conditions. This has ripple effects on the economy as such workers are not able to contribute their full potential to the economy (Itoya & Igbokwe 2020; Titus 2015).

Nigeria has made efforts to combat human trafficking and forced labour by establishing the National Agency for the Prohibition of Trafficking in Persons (NAPTIP) and a non government organisation (NGO) - Women Trafficking and Child Labour Eradication Foundation (WOTCLEF) even though these efforts have been described as insufficient by Joann Schneider, Deputy Director of the Office to Combat and Monitor Trafficking in Persons, Washington DC, who pointed out that Nigeria did not meet the minimum requirements for doing so (Emeozor 2014). There is therefore need to see how the mass media contribute to this fight against human trafficking and forced labour, which have become issues of global concern, with Nigeria being one of the worst-affected countries in Africa (Abiodun, Akinlade & Oladejo 2021). The mass media are effective in raising public awareness about issues and bringing them to the forefront of public discourse (Ijeh 2014). By reporting on the consequences of forced labour and human trafficking, the mass media put pressure on governments, organizations, and other critical stakeholders to take action to address these issues. As Leighley (2014) notes, the mass media influence what issues government attend to and the perspectives of individuals, institutions, and the society. In the light of the above, this study assessed how radio campaigns against trafficking in persons and forced labour in selected states of South-South Nigeria contribute to combating the social menace.

### **Statement of the Problem**

Human trafficking, forced labour and efforts to curtail them are problematic issues in Nigeria and the world at large and have therefore attracted some measure of research. According to Solomon (2014), government has made efforts to outlaw all types of transportation of minors out of their states to work as domestic helpers or as cheap labour in any capacity in and threatened to take harsh actions against parents who support the practice. Similarly, Emeozor (2014) reports that Nigeria and Nigerians have made efforts to combat human trafficking and forced labour by establishing the National Agency for the Prohibition of Trafficking in Persons (NAPTIP) and Women Trafficking and Child Labour Eradication Foundation (WOTCLEF) but these efforts have been described as insufficient as they fell short of the minimum requirements for doing so. As the efforts of government and NGOs have been described as insufficient to curtail human trafficking and forced labour, the mass media can be useful given the understanding that the general public expects to be informed and educated about societal problems through their messages, a situation that bestows the ability to shape public opinion and affect public learning on them (Borer 2015; Ijeh & Onojeghwo 2009; Wallinger 2020).

While the above studies and many others provide useful insights on the issues at stake, not much seems to have been done on how radio campaigns can help the fight against human trafficking and child labour. For example, what are the levels of availability and reach of radio campaigns against human trafficking and forced labour in selected states of South-South Nigeria and what is the level of audience engagement with them? These questions and the absence of ready answers indicate obvious gaps in knowledge which this assessment of radio campaigns against trafficking in persons and forced labour in selected states of South-South Nigeria attempts to fill.

### **Objectives of the Study**

The objectives of the study are to:

- 1 find out the level of availability of radio campaigns against human trafficking and forced labour in selected states of South-South Nigeria;
- 2 find out the level of reach of radio campaigns against human trafficking and forced labour in selected states of South-South Nigeria;
- 3 examine the level of audience engagement with radio campaigns against human trafficking and forced labour in selected states of South-South Nigeria;

### **Research Hypotheses**

To achieve its objectives, this study tested three hypotheses as stated below:

- H0<sub>1</sub> The level of availability of radio campaigns against human trafficking and forced labour in selected states of South-South Nigeria is insignificant.
- H0<sub>2</sub> The level of reach of radio campaigns against human trafficking and forced labour in selected states of South-South Nigeria is insignificant
- H0<sub>3</sub> The level of audience engagement with radio campaigns against human trafficking and forced labour in selected states of South-South Nigeria is insignificant.

### **Delimitation**

The study is delimited to assessment of levels of availability, reach and audience engagement with radio campaigns against trafficking in persons and forced labour in Nigeria. The study is delimited to three states of South-South geo-politico zone of the country (Delta, Edo, and Rivers) and a three months period covering June to August 2024.

## **II. Literature Review**

Human trafficking and forced labour are complex issues that are often shrouded in secrecy and mistrust but the mass media are successful in raising public awareness about all societal issues and bringing them to the forefront of public discourse (Ijeh 2014). By providing accurate, up-to-date information and exposing the reality of the situation, the media help to build a groundswell of public support for the fight against these crimes. The mass media (radio inclusive) provide platforms for the voices of victims of human trafficking and forced labour to be heard and their stories shared to provide powerful tools for advocacy and change (Adepelumi 2015). In addition to raising public awareness, the mass media widely report the consequences of human trafficking and forced labour. This level of availability of media campaigns against human trafficking and forced labour on radio especially, puts pressure on governments, organizations, and other critical stakeholders to take action to address issues raised (Ahmed 2020). The mass media (radio inclusive) also report on the efforts of NAPTIP, WOTCLEF, civil society organizations and human rights activists and other groups, highlighting their achievements and challenges and providing them with a platform to reach wide audiences (Ajagun 2022).

In addition to availability of mass media campaigns against trafficking in persons and forced labour in Nigeria, there is research evidence that widespread reach, especially of radio. According to Ijeh and Onojeghwo (2009) radio is unique because of its relative portability, ubiquity and low cost, which makes it able to reach people widely and penetrate the lives of virtually the entire world population. This wide reach of radio is captured by Leighley (2014) in the submission that the radio (among other mass media) serve as a determinant of the issue(s) to which government would attend to and significantly influence the perspectives of individuals, institutions, and society on such issues with their widespread reach. Radio succeeds in making issues of social concerns like trafficking in persons and forced labour public through its widespread reach, thus making the populace and government aware of the difficulties and issues raised. This widespread reach ability of radio, more often than not, compels the government into action to remedy the situation in accordance with its constitutional mandate to promote the general welfare of all citizens and the state, In this sense, the mass media (especially radio), through widespread reach are able to determine and control what issues are addressed by the government or not (Ijeh 2008). Therefore, the public attention and response that society gives to tales of human trafficking and forced labour depend largely on the importance of attention that the media (radio inclusive) offer to stories relative to these issues through widespread reach.

The general public expects the media to inform and educate them about the problem of human trafficking and forced labour in ways that foster productive engagements. Thus, through the news and language that is shared and conveyed, the media has the ability to shape public opinion and affect public learning (Borer, 2015; Ijeh 2012; Wallinger, 2020). The mass media encourage responsiveness to issues of social interest by accurately informing the public about them and providing avenues for productive engagement with critical stakeholders involved in the fight against human trafficking and forced labour. The main goal is to combat and prevent this occurrence while raising society's awareness of the possible risks as a problem that threatens all citizens (Esdras, 2016).

Since the turn of the new millennium, the phenomenon of human trafficking and forced labour has gradually gained more media attention and engagement. The amount of coverage of the topic and the level of engagement provided by radio, amongst other mass media channels over time, have kept on growing. As a result, radio and other mass media have contributed immensely to shaping public perceptions on human trafficking and forced labour through engaging coverage of the menace. They have played significant roles in influencing how society as a whole understands and engages with human trafficking and forced labour (Usein 2018). The role of the media (especially radio) in the fight against forced labour and human trafficking in

Nigeria is crucial and engaging. By raising public awareness, advocating for change, and providing a platform for the voices of victims, they bring about positive changes and help to end these crimes.

### **Theoretical Framework (Agenda Setting Theory)**

Sometimes referred to as the agenda-setting function of the mass media, the agenda-setting theory has its beginning in the 1922 work of Walter Lippmann, a journalist and social commentator, who argues that the capability of people to experience the *bigger* world was absent, thereby making them to rely on the images and messages put together by the news media to form their perceptions. His argument is that the mass media are the principal connection between events in the world and the images in the minds of the public (Asemah, Nwammuo & Nkwam-Uwoma 2017). Lippmann's idea was later refined by Bernard Cohen in 1953 when he points out that the media do not tell people what to think, but, what to think about. This notion was however reinforced by Lang and Lang in 1966 when they observe that the mass media pay attention to certain issues constantly presenting objects and suggesting what individuals should think about and have feelings about (Ijeh 2014).

The Agenda-Setting Theory was formally developed in 1972 by Maxwell McCombs and Donald Shaw in their report on the 1968 American presidential election. By comparing the science of issues in news content with the perception of the public on the most important election issues, they were able to determine the degree to which the media choose and display news to shape political reality and determine public opinion. They aver that the public learn about issues and how much importance to attach to them from the amount of information and how it is presented (Ijeh 2012).

The main tenet of the Agenda-Setting Theory is that the public agenda or the kind of things people discuss, think and worry about is powerfully shaped and directed by what the media choose to publicise. In other words, what the news media chose to publicize has a significant influence on what people talk about, consider, and worry about (Baran 2017; Ijeh 2012; Wimmer and Dominick 2018). This means that if the news media choose to devote the greatest time and space to reporting on issues related to human trafficking and forced labour, they will have a greater impact on society and take the top spot on the audience's agenda. The relationship between the agenda setting theory and radio campaigns against human trafficking and forced labour in Nigeria is complex. The agenda setting theory proposes that the media play a significant role in determining which issues receive public attention, and in shaping public perceptions and opinions about these issues. This means that the media has the power to shape public agenda, to determine which issues are seen as important and relevant, and to influence public opinion on these issues. In the context of human trafficking and forced labour in Nigeria, the media has a crucial role to play in setting the public agenda, raising awareness about these issues, and promoting social change.

### **III. Methodology**

The study adopted a cross sectional research design with survey research method involving a study population of 21,468,595 persons from Delta, Edo, and Rivers States of South-South, Nigeria. From this figure, the study engaged a sample of 396 respondents determined via the Taro Yamane's formula, and selected participants through a multi-stage sampling technique which combined clustering, simple random sampling by balloting, purposive sampling and disproportionate quota sampling. Each of the selected states was clustered according to the 3 senatorial districts in each state and simple random sampling by balloting was engaged to pick 2 local government areas from each senatorial district to give 18 local government areas. Thereafter, purposive sampling was used to select one urban and one rural town from each of the selected local government areas, yielding 36 towns. The study then adopted disproportionate quota sampling to purposively select 11 participants in each of the selected 36 towns who listen to radio to respond to the questionnaire. The study adopted ANOVA to test  $HO_1$  &  $HO_2$  and regression analysis to test  $HO_3$ .

### **IV. Data Analysis**

The study recorded a 100% questionnaire return rate because of the small number of copies of the questionnaire (11) distributed in each selected town. Available data indicate that more men participated in the study though slightly with a frequency of 211 (55.3) as against 185 female representing 46.7%. The age distribution of respondents indicate that majority of the respondents [93 (23.5%)], fall with the 21-30 years bracket. This is followed by respondents between 41-50 years [75 (18.9%)] those between 31-40 years [72 (18.2%)] and those between 51-60 years [55 (13.9%)]. Respondents above 60 years recorded the lowest frequency [47 (11.9%)], followed by those below 21 years with a frequency of 54, representing 13.6 %. The last demographic data generated by the study provide insight into the educational level of respondents and reveal that majority of them [132 (33.3%)], had tertiary education, followed by those with secondary education [124 (31.3%)]. 97 respondents (24.5%) had primary education while the minority, [43 (10.9%)] had no formal education. The above distribution indicates that there is some level of gender balance among the respondents

and that majority of them are within the active population with appreciable level of education to be able to articulate the issues of interest in this study and to express themselves meaningfully. These distributions are presented in Table 1.

**Table 1: Demographic Composition of Respondents**

SN	DESCRIPTION	F	%
A	GENDER		
A1	Female	185	46.7
A2	Male	211	55.3
	TOTAL	396	100
B	AGE		
B1	Below 21 Years	54	13.6
B2	21-30 Years	93	23.5
B3	31-40 Years	72	18.2
B4	41-50 Years	75	18.9
B5	51-60 Years	55	13.9
B6	Above 60 Years	47	11.9
	TOTAL	396	100
C	EDUCATIONAL LEVEL		
C1	No formal Education	43	10.9
C2	Primary Education	97	24.5
C3	Secondary Education	124	31.3
C4	Tertiary Education	132	33.3
	TOTAL	396	100

**Test of Hypothesis 1:** H<sub>01</sub> The level of availability of radio campaigns against human trafficking and forced labour in selected states of South-South Nigeria is insignificant.

**Table 2: Analysis on Radio campaign Availability**

Tests of Between-Subjects Effects							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	
Corrected Model	21.354 <sup>a</sup>	5	4.271	6.071	.000	.072	
Intercept	7110.313	1	7110.313	10108.222	.000	.963	
States	4.702	2	2.351	3.342	.036	.017	
Area	.364	1	.364	.517	.473	.001	
States * Area	16.288	2	8.144	11.578	.000	.056	
Error	274.333	390	.703				
Total	7406.000	396					
Corrected Total	295.687	395					

a. R Squared = .072 (Adjusted R Squared = .060)

Source: SPSS Output

The outcome of ANOVA above indicate substantial amount of the variation in the availability of radio campaigns against trafficking in persons and child labour in the selected states. The revised model and intercept are significant at  $F=6.071$ ,  $p=0.000$  and  $F=10108.222$ ,  $p=0.000$ , suggesting that there is a substantial difference between zero and the overall mean of availability of radio campaigns against trafficking in persons and child labour. States vary significantly in the availability of radio campaigns against trafficking in persons and child labour ( $F=3.342$ ,  $p=0.036$ ), but there are no significant variations across locations ( $F=0.517$ ,  $p=0.473$ ). However there is a significant interaction between the states and the area ( $F=11.578$ ,  $p=0.000$ ), suggesting that the area influences the link between the states and availability of radio campaigns against trafficking in persons and child labour. The partial eta squared values show how much of the variation may be attributed to each source. The overall sum of squares is 7406.000, while the adjusted total amount of squares is 295.687. With an adjusted R-squared of 0.060, the model can account for almost 6% of the variation in availability of radio campaigns against trafficking in persons and child labour.

**Table 3: Post hoc Multiple Comparisons**

Tukey HSD						
(I) States	(J) States	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1 Delta	2 Edo	.07	.103	.787	-.17	.31
	3 Rivers	-.19	.103	.160	-.43	.05
2 Edo	1 Delta	-.07	.103	.787	-.31	.17
	3 Rivers	-.26*	.103	.035	-.50	-.01
3 Rivers	1 Delta	.19	.103	.160	-.05	.43
	2 Edo	.26*	.103	.035	.01	.50

Based on observed means. The error term is Mean Square (Error) = .703.

\*. The mean difference is significant at the .05 level.

Source: SPSS Output

The results of post hoc multiple comparisons using Tukey's HSD (Honestly Significant Difference) test to ascertain if there are statistically significant differences between three or more groups (states) as shown in Table 3, show that the mean difference between Delta and Rivers States, Delta and Edo States, and Edo and Rivers States at the 0.05 level, is considered significant with an asterisk (\*). An interval of values, the 95% Confidence Interval, indicates where the real mean difference is most likely to fall. As an example, the mean difference between Edo and Rivers States is -.26, and the 95% Confidence Interval is (-0.50, -0.01), suggesting that the real mean difference is most likely to be in the range of -0.50 and -0.01. All things considered, the outcome of data analysis indicates that although there are notable variations in the availability of radio campaigns against trafficking in persons and child labour between Edo and Rivers States, there are none between others (Delta and Rivers, Delta and Edo). Arising from the above,  $H_{01}$  is rejected. Therefore, the study concludes that the level of availability of radio campaigns against human trafficking and forced labour in selected states of South-South Nigeria is significant.

**Test of Hypothesis 2:**  $H_{02}$  The level of reach of radio campaigns against human trafficking and forced labour in selected states of South-South Nigeria is insignificant

**Table 4:** Level of Reach of Radio Campaigns against Human Trafficking and Forced Labour in Selected States of South-South Nigeria

Descriptive Statistics				
States	Area Urban or Rural	Mean	Std. Deviation	N
1 Delta	Rural	4.39	.677	66
	Urban	4.00	1.095	66
	Total	4.20	.928	132
2 Edo	Rural	3.83	1.104	66
	Urban	4.42	.658	66
	Total	4.13	.952	132
3 Rivers	Rural	4.39	.677	66
	Urban	4.38	.674	66
	Total	4.39	.673	132
Total	Rural	4.21	.880	198
	Urban	4.27	.851	198
	Total	4.24	.865	396

Table 4 shows that Delta State's rural regions have a greater mean than urban regions (4.39 and 4.00), Edo State's urban regions have a greater mean than rural regions (4.42 and 3.83) while the means in rural and urban regions in Rivers State is comparable (4.39 and 4.38), indicating that the mean reach in rural regions is somewhat greater than in urban regions. The sample's standard deviation is 0.865, and its mean reach is 4.24. Accordingly,  $H_{02}$  is rejected, compelling the study to conclude that the level of reach of radio campaigns against human trafficking and forced labour in the selected states of South-South Nigeria, is significant.

**Test of Hypothesis 3:**  $H_{03}$  The level of audience engagement with radio campaigns against human trafficking and forced labour in South-South Nigeria is insignificant.

**Table 5:** Coefficient

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Correlations		
	B	Std. Error	Beta				Zero-order	Partial	Part
(Constant)	1.117	.314			3.560	.000			
Personal stories	.086	.153	.057		.564	.573	.001	.028	.023
Expert interviews	.848	.056	.606		15.021	.000	.604	.605	.604
Educational segments	-.028	.150	-.019		-.189	.850	-.006	-.010	-.008
Public service announcements	-.040	.055	-.029		-.732	.464	-.038	-.037	-.029

a. Dependent Variable: Radio campaign engagement

Source: SPSS Output

Table 5 shows that the coefficients for personal stories ( $p=0.573$ ), educational segments ( $p=0.850$ ) and public service announcements ( $p=0.464$ ) are insignificant indicating that they had no meaningful impact on radio campaign engagements while expert interviews significantly increase engagement ( $p < 0.001$ ). Arising from the above,  $H_{03}$  is accepted, compelling the study to conclude that the level of audience engagement with radio campaigns against human trafficking and forced labour in the selected states of South-South Nigeria is insignificant as only one component (expert interviews) returned significant outcome.

## **V. Discussion of Findings**

Finding in the study indicates a significant level of availability of radio campaigns against trafficking in humans and forced labour in the selected states of South-South Nigeria. This finding upholds the submissions of Adepelumi (2015) and Ajagun (2022) that radio, alongside other media of mass communication, provide fora that draw attention to human trafficking and forced labour in Nigeria by escalating the voices of victims, raise public awareness on the consequences of human trafficking and forced labour and report the efforts of NAPTIP, WOTCLEF, civil society organizations and human rights activists and other groups to highlight their achievements and challenges and provide them with a platform to reach wide audiences to enhance advocacy and change. In the same vein, Ahmed (2020) alludes to the significant level of availability of campaigns against human trafficking and forced labour on radio especially, noting that they put pressure on governments, organizations, and other critical stakeholders to take action to address the issues.

Another finding in this study is that the level of urban-rural reach of available radio campaigns messages against trafficking in humans and forced labour in the selected states of South-South Nigeria is significant. This finding agrees with the findings of previous studies that there is evidence of widespread reach of radio in Nigeria because of its relative portability, ubiquity and low cost, which makes it able to reach people widely and penetrate the lives of virtually the entire world population. This wide reach of radio has been described a determinant of the issue(s) to which government would attend to and significantly influence the perspectives of individuals, institutions, and the society on such issues (Ijeh & Onojeghwo 2009; Leighley 2014).

The third finding in this study is that the level of audience engagement with radio campaigns against human trafficking and forced labour in South-South Nigeria is insignificant. This finding does not corroborate available previous studies which argue that radio is successful in raising public awareness about societal issues (such as human trafficking and forced labour) and bringing them to the forefront of public discourse in ways that foster productive engagements (Ijeh 2014). It appears from the finding in this study that the significant level of availability and urban-rural reach of radio campaigns against trafficking in persons and forced labour in the selected states of South-South Nigeria did not fulfil the general public's expectation to be sufficiently informed and educated about the problem of human trafficking and forced labour. It would appear that the radio campaigns failed to significantly affect public learning, encourage responsiveness to the issues and shape public opinion contrary to the submissions of Borer (2015); Esdras (2016); Ijeh (2012) and Wallinger (2020).

From a theoretical perspective, while the findings related to Objective 1 (significant level of availability of radio campaigns against human trafficking and forced labour in selected states of South-South Nigeria ) and Objective 2 (significant level of reach of radio campaigns against human trafficking and forced labour in selected states of South-South Nigeria across urban-rural divides) appear as preludes, findings related to Objective 3 (insignificant level of audience engagement with radio campaigns against human trafficking and forced labour in the selected states of South-South Nigeria), indicate that the radio messages did not succeed in setting social agenda for a successful campaign against human trafficking and forced labour in the selected states of South-South Nigeria contrary to the submissions of scholars that the public agenda (i.e. the kind of things people discuss, think and worry about) is powerfully shaped and directed by what the media (radio inclusive) choose to publicise (Baran 2017; Ijeh 2012; Wimmer and Dominick 2018). This means that as radio devoted significant time and space to issues related to human trafficking and forced labour, it was supposed to have resulted to significant level engagement with the audience but this was not so. This no doubt lends credence to the notion of Ijeh (2012) that the public learn about issues and how much importance to attach to them not only from the level of availability and reach of information on the issues but also how it is presented.

## **VI. Conclusion**

The study concludes that the levels of availability and reach of radio campaigns against trafficking in humans and forced labour in the selected states of South-South Nigeria were significant. However, these did not lead to a corresponding significant level of audience engagement with radio campaigns against human trafficking and forced labour in South-South Nigeria. In other words, while radio messages against trafficking in persons and forced labour were popular among the audience in the selected states of South-South Nigeria during the period covered by this study, the significant level of availability and urban-rural reach of the radio contents did not successfully affect public learning, encourage responsiveness to the issues and shape public opinion contrary to the postulations of the agenda setting theory

## **VII. Recommendations**

Arising from the conclusion above, the study recommends as follows:

- Government agencies, NGOs and other social actors involved in the fight against human trafficking and forced labour should continue to sponsor radio programmes in that direction.

- Radio broadcaster should sustain the urban-rural reach of radio campaigns against trafficking in persons and forced labour as there is evidence that victims are recruited from both urban and rural areas.
- All stakeholders in the campaign against trafficking in persons and forced labour should collaborate in both planning and implementation of radio programmes to be adopted so as to share resources and experiences in order to create comprehensive and effective radio messages that are engaging with the target audience and produce positive results.

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