



Audience Exposure to Broadcast Media Programme Messages on Insecurity in Plateau State, Nigeria

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Abstract. Insecurity has become a major social and national concern in Nigeria, particularly in Plateau State. Broadcast media play an important role in disseminating information, shaping public awareness, and supporting efforts aimed at insecurity management. The study adopted a mixed methods research design, combining both quantitative and qualitative approaches. Quantitative data were collected through structured questionnaires administered to audiences of selected broadcast stations in Plateau State, while qualitative data were obtained through in-depth interviews with key informants and audience members. The quantitative data were analyzed using descriptive statistics such as frequencies and percentages, while the qualitative interview responses were analyzed thematically to complement and explain the survey findings. The findings revealed that straight news (42.5%) was the most commonly used programme format for communicating insecurity-related information, followed by discussion programmes (28.3%), analytical commentary (15.0%), and special reports (14.2%). However, audiences indicated a stronger preference for discussion-based programmes, as they offer deeper analysis and expert insights. The study also found that broadcast media messages largely emphasize government actions and security agency interventions, while less attention is given to community-based security initiatives. Audience exposure to insecurity-related broadcast messages was moderate, and the perceived effectiveness of these programmes in insecurity management was also moderate.

Keywords: *Broadcast Media, Audience Exposure, Insecurity Communication, Security Reporting, Plateau State, Media and Security Management, Agenda-Setting Theory*

1. Introduction

Security is widely regarded as a fundamental prerequisite for social stability, economic development, and democratic governance (Asimakopoulos et al., 2025; Gürer &

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Walczak, 2024; Sandiy et al., 2025). In modern societies, the mass media play a strategic role in promoting public awareness, disseminating information, and shaping public understanding of critical societal issues, including security challenges (Singh & Biswas, 2025; Sumnall et al., 2024; Wang & Zhou, 2021). As an important institution in democratic systems, the media function not only as channels of information but also as agents of accountability and public enlightenment. Gunter (1984) argues that the media have a social responsibility to provide accurate and balanced information that helps citizens make informed decisions about societal issues. In the context of security management, effective media communication can facilitate public cooperation, reduce panic, and encourage constructive dialogue between the government and the public (Bandura, 2001; Druckman, 2001).

Within this framework, broadcast media particularly radio and television remain crucial tools for communication in many developing countries. Due to their accessibility and wide reach, broadcast platforms serve as primary sources of information for many citizens, especially in rural and semi-urban communities. According to McCombs et al. (2014), the agenda-setting role of the media enables them to influence the salience of issues in the public sphere, thereby shaping public perception and discourse. Through news reports, interviews, and public affairs programmes, broadcast media can draw public attention to security threats and contribute to collective understanding of such issues (Carroll, 2024; Entman, 2007; Hao, 2022).

The role of broadcast media becomes particularly important in countries experiencing persistent security challenges. Nigeria has witnessed various forms of insecurity in recent decades, including terrorism, communal conflicts, kidnapping, and banditry (Akinyooye, 2025). These challenges have significantly affected national development and public safety. Scholars such as Madueke (2025) and Obasi et al. (2024) note that the increasing frequency of violent conflicts in Nigeria has heightened the need for effective communication strategies that can inform the public and support efforts to manage insecurity.

In response to these challenges, the media have increasingly been expected to provide accurate information, promote public awareness, and encourage peaceful coexistence among communities. However, media coverage of security issues often faces numerous obstacles. According to Allan (2010), reporting on security-related matters can be influenced by political pressures, institutional limitations, and professional constraints faced by journalists. These challenges may affect the framing of security issues and the credibility of information disseminated to the public.

Furthermore, the communication environment surrounding insecurity has become more complex with the rise of digital communication platforms. While technological developments have expanded access to information, they have also facilitated the spread of misinformation and unverified reports that can worsen public anxiety and escalate conflicts. Jimada (2023) and Wonodi et al. (2022) explain that misinformation and disinformation can significantly undermine public trust in institutions and complicate efforts to manage security crises effectively.

Several studies have explored the relationship between media communication and insecurity in Nigeria. For instance, Salaudeen & Guo (2025) found that media exposure plays a significant role in shaping public awareness and perception of security threats. Similarly, Igbinoba et al. (2020) and Babalola et al. (2009) argues that broadcast media programmes can contribute to peacebuilding and conflict management when they promote dialogue, balanced reporting, and responsible communication.



Despite the growing body of literature on media and security communication, many existing studies focus primarily on general patterns of media coverage or the role of digital media platforms. Relatively limited attention has been given to evaluating the effectiveness of specific broadcast programme messages in addressing insecurity at the state or regional level. In particular, few studies have examined how broadcast stations design programme content related to insecurity and how audiences interact with these messages in contexts experiencing recurring security challenges.

Therefore, this study evaluates the effectiveness of programme messages from selected broadcast stations in managing insecurity in Plateau State, Nigeria. Specifically, the study seeks to identify the types of security-related programmes broadcast by selected stations, examine audience interaction with these programmes, and assess their influence on public awareness and perceptions of insecurity management. By providing empirical insights into the role of broadcast programme messages in addressing insecurity, the study contributes to ongoing scholarly discussions on media responsibility and strategic communication in conflict-prone societies.

2. Method

This study adopted a mixed-methods research design. It combines quantitative (surveys) and qualitative (in-depth interviews) to broadly assess the impact of broadcast messages from selected stations in Plateau State, Nigeria in insecurity management. In the quantitative method, questionnaires were administered and numerical data were collected on the perceptions of both audiences and media professionals concerning programme messages. This method allows numbers to be analysed statistically based on patterns, trends, and correlations (Mulili *et al.*, 2025; Schoonenboom & Johnson, 2017; Sharma *et al.*, 2023). Also, in-depth interviews were conducted with media professionals in order to provide contextual perspective and better understanding of the efficacy of these messages.

The population of the study comprised broadcast audiences and media professionals in Plateau State, totalling approximately 1,848,200 individuals distributed across Jos North (643,200), Jos South (458,100), Mangu (442,100), and Shendam (301,800) (City Population, 2022). Calculator.net was used to determine a sample size of 601 respondents based on a 95% confidence level and a 4% margin of error. Multistage sampling approach was employed for this research. First, stratified sampling divided Plateau State into the three state senatorial districts: Plateau North, Plateau Central, and Plateau South. Then, purposive sampling was used to select four local government areas from the districts, which are Jos North and Jos South (Plateau North), Mangu (Plateau Central), and Shendam (Plateau South), based on their remarkable broadcast audiences.

Three broadcast stations were also purposively sampled in the study which included (Bulus & Lwahas, 2020): Plateau Radio Television Corporation (PRTVC); Raypower FM, Jos; and Radio Nigeria Highland FM, due to their wider reach, in-depth reporting and ownership balance. Questionnaires were proportionally distributed across these areas, with 199 from Jos North, 161 from Jos South, 150 from Mangu, and 91 from Shendam, ensuring equitable representation. A total of 586 structured questionnaires were used to gather data from respondents who were broadcast media audience, and in-depth interviews were conducted with 15 media professionals, with five each from PRTVC; Raypower FM, Jos; and Radio Nigeria Highland FM. The data collected were analysed using percentages, frequencies, tables, descriptive statistics, and thematic analysis to ensure accuracy and efficiency of result.



3. Results and Discussion

3.1. Audience Exposure to Broadcast Media Programme Messages on Insecurity

Understanding audience exposure to broadcast media messages is essential in assessing the effectiveness of communication strategies used to address insecurity. Exposure to media content determines the extent to which individuals receive, process, and respond to information disseminated through various programme formats. According to McCombs et al. (2014), the agenda-setting function of the media enables broadcast platforms to shape public awareness by emphasizing particular issues within news and programme content. In the context of insecurity, consistent exposure to broadcast messages can enhance public knowledge about security threats, government responses, and safety measures, thereby influencing public attitudes and perceptions toward security management.

A total of 586 questionnaires were distributed, 562 were returned valid, hence, representing a return rate of 95.90%. The other 24 questionnaires represented 4.10%, were invalid due to multiple responses from individual respondent. Analysis of the return rate by location showed the following findings: In Jos North, 186 out of 195 respondents submitted valid questionnaires, yielding a 95.38% validity rate, while 9 questionnaires (4.62%) were invalid. For Jos South, 150 out of 157 questionnaires were valid (95.54%), with 7 (4.46%) invalid. In Mangu, 140 of 146 respondents returned valid questionnaires, corresponding to 95.89%, while 6 (4.11%) were invalid. In Shendam, 86 out of 88 questionnaires were valid, representing 97.73%, with 2 (2.27%) invalid. Therefore, data analysis in this research is based on the 562 (95.90%) valid copies of questionnaire, while the 24 invalid copies (4.10%) were excluded from the analysis.

Table 1 Programme often Used for Broadcast Media Messages on Insecurity

Programme Format	Jos North N (%)	Jos South N (%)	Mangu N (%)	Shendam N (%)	Total N (%)
News	98 (52.69)	79 (52.67)	69 (49.29)	29 (33.72)	275 (48.93)
Discussion	25 (13.44)	17 (11.33)	16 (11.43)	17 (19.77)	75 (13.35)
Drama	11 (5.91)	5 (3.33)	8 (5.71)	6 (6.98)	30 (5.34)
Interview	19 (10.22)	11 (7.33)	17 (12.14)	13 (15.12)	60 (10.68)
Documentary	3 (1.61)	5 (3.33)	2 (1.43)	1 (1.16)	11 (1.96)
Phone-in Programme	13 (6.99)	12 (8.00)	13 (9.29)	11 (12.79)	49 (8.72)
Jingle	17 (9.14)	21 (14.00)	15 (10.71)	9 (10.47)	62 (11.03)
Total	186 (100)	150 (100)	140 (100)	86 (100)	562 (100)

Source: Field Survey, 2025.

Table 1 focuses on the programme often used for broadcast media messages on insecurity. Data revealed that news programmes are the most commonly used format for messages on insecurity (48.93%) compared to discussion programmes (13.35%) and interviews (10.68%), among others. This implies that news programmes are the predominant format for conveying messages on insecurity among broadcast stations in Plateau State, Nigeria.

Table 2 Audience Exposure to Broadcast Media Messages on Insecurity



Message Content	Jos North N (%)	Jos South N (%)	Mangu N (%)	Shendam N (%)	Total N (%)
Security alerts	29 (15.59)	23 (15.33)	20 (14.29)	15 (17.44)	87 (15.48)
Victims of insecurity	15 (8.06)	14 (9.33)	14 (10.00)	7 (8.14)	50 (8.90)
Efforts of government	51 (27.42)	34 (22.67)	31 (22.14)	21 (24.42)	137 (24.38)
Efforts of security agencies	40 (21.51)	31 (20.67)	27 (19.29)	16 (18.60)	114 (20.28)
Efforts of civil society groups / NGOs	18 (9.68)	15 (10.00)	16 (11.43)	8 (9.30)	57 (10.14)
Arrest and trial of offenders	13 (6.99)	9 (6.00)	12 (8.57)	5 (5.81)	39 (6.94)
International support and collaboration	11 (5.91)	13 (8.67)	11 (7.86)	8 (9.30)	43 (7.65)
Exposing sponsors	9 (4.84)	11 (7.33)	9 (6.43)	6 (6.98)	35 (6.23)
Total	186 (100)	150 (100)	140 (100)	86 (100)	562 (100)

Source: Field Survey, 2025.

Table 2 presents the types of broadcast media messages on insecurity that audiences are frequently exposed to across the selected local government areas. The data indicate that messages focusing on government efforts to address insecurity constitute the largest proportion of audience exposure (24.38%), followed by reports on the efforts of security agencies (20.28%) and security alerts (15.48%). Other message categories such as the efforts of civil society organisations (10.14%), victims of insecurity (8.90%), international support and collaboration (7.65%), arrest and trial of offenders (6.94%), and exposing sponsors of insecurity (6.23%) appear less frequently. These findings suggest that broadcast media messages on insecurity in Plateau State are largely centred on institutional responses, particularly the activities of government and security agencies, rather than on broader dimensions such as accountability or victim narratives.

Table 3 Extent to Which Broadcast Media Programme Messages Are Used to Address Insecurity

Response Category	Jos North N (%)	Jos South N (%)	Mangu N (%)	Shendam N (%)	Total N (%)
To a very great extent	23 (12.37)	21 (14.00)	17 (12.14)	9 (10.47)	70 (12.46)
To a great extent	45 (24.19)	36 (24.00)	32 (22.86)	30 (34.88)	143 (25.44)
Difficult to say	13 (6.99)	9 (6.00)	11 (7.86)	8 (9.30)	41 (7.30)
To a little extent	88 (47.31)	71 (47.33)	69 (49.29)	34 (39.53)	262 (46.62)
To a very little extent	17 (9.14)	13 (8.67)	11 (7.86)	5 (5.81)	46 (8.19)
Total	186 (100)	150 (100)	140 (100)	86 (100)	562 (100)



Source: Field Survey, 2025.

Table 3 shows respondents' perceptions of the extent to which broadcast media programme messages are used to address insecurity. The majority of respondents (46.62%) believe that such messages are used to a little extent, followed by to a great extent (25.44%) and to a very great extent (12.46%), while smaller proportions report to a very little extent (8.19%) or remain undecided (7.30%). Overall, these results indicate that although audiences are exposed to various insecurity-related messages through broadcast media, many respondents perceive the overall utilisation and effectiveness of these programme messages in addressing insecurity as still limited.

3.2. Qualitative Findings on Broadcast Media Communication of Insecurity

3.2.1. Programme Formats Used for Communicating Insecurity Issues

The qualitative findings reveal that broadcast stations in Plateau State utilise a variety of programme formats to disseminate messages related to insecurity management. These formats are designed to address the diverse informational needs and preferences of different audience groups. Participants identified several programme types commonly used by broadcast stations, including news reports, interviews with security experts, panel discussion programmes, documentaries, phone-in programmes, drama presentations, jingles, and public service announcements. These formats enable media organisations to present security issues in multiple ways that combine information dissemination with audience engagement.

For instance, a participant from Plateau Radio Television Corporation (PRTVC) explained that their station often combines news reporting with expert interviews to provide deeper understanding of security issues: *"My station broadcast a news story addressing various kidnapping incidents in the state, which was followed by an interview with the Police Public Relations Officer who provided further clarification on the issue"* (Participant 2, PRTVC). Similarly, another participant described a panel discussion programme organised by the station in which security personnel and government officials discussed the causes and implications of insecurity in the state (Participant 5).

Interactive programme formats were also highlighted as important platforms for audience participation. A participant from Radio Nigeria Highland FM stated that their station frequently organises phone-in programmes that allow listeners to express their views and concerns about insecurity in their communities. According to the participant, *"we aired a phone-in programme on insecurity in the region, giving listeners the opportunity to share their opinions and experiences on the issue"* (Participant 3, Radio Nigeria Highland FM). Such interactive formats provide opportunities for dialogue between the media and the public.

In addition to interactive programmes, documentary productions were identified as effective tools for explaining the broader impacts of insecurity. One participant noted that their station aired a documentary examining the effects of banditry on local communities, incorporating interviews with victims, security personnel, and subject experts. These programmes provide detailed narratives that help audiences understand the causes, consequences, and possible solutions to security challenges (Participant 11).

Some participants also emphasised the role of entertainment-based programmes such as drama in communicating security messages. According to Participant 7, drama programmes are particularly effective because their storytelling format captures audience



attention while conveying important messages about safety and conflict prevention. The participant noted that *“the audience appreciates the storytelling format, which reinforces important messages about security.”*

The qualitative findings indicate that news programmes remain the most frequently used format for communicating insecurity-related messages, which is consistent with the quantitative results presented in Table 1. However, other formats such as discussions, interviews, documentaries, and interactive phone-in programmes also play important roles in deepening public understanding of security challenges. The use of multiple programme formats therefore allows broadcast stations to reach wider audiences and enhance the effectiveness of communication on insecurity management.

3.2.2. *Types of Insecurity-Related Messages Communicated to the Audience*

Participants reported that their stations regularly broadcast programmes addressing different dimensions of insecurity, including its causes, consequences, prevention strategies, and response mechanisms. These messages are intended to educate the public, encourage cooperation with security agencies, and promote peaceful coexistence within communities.

For example, a participant from PRTVC explained that issues related to farmer-herder conflicts frequently feature in their programming due to the recurring nature of such conflicts in the state. According to the participant, discussions on conflict prevention and peaceful resolution are regularly included in broadcast programmes in order to promote understanding among affected communities (Participant 1, PRTVC). Similarly, participants from Radio Nigeria Highland FM noted that their stations broadcast messages covering themes such as the causes of insecurity, methods of conflict prevention, community collaboration, government interventions, and international support initiatives.

A participant from Raypower FM also highlighted the station’s commitment to supporting efforts to address insecurity through continuous public education. The participant stated that *“insecurity is a major challenge confronting our nation, and our station is committed to supporting efforts aimed at reducing it. Through our programmes, we address the causes, consequences, preventive strategies, and management approaches related to insecurity”* (Participant 15, Raypower FM). In addition to prevention messages, programmes also highlight issues such as support for victims, the arrest and prosecution of offenders, and efforts by government and security agencies to restore peace.

Another participant emphasised that their station frequently reports on key security concerns affecting the state, including farmer-herder conflicts, kidnapping, and banditry. According to the participant, these issues are integrated into regular news programming in order to keep the public informed about ongoing developments and security responses (Participant 8, PRTVC).

The qualitative findings demonstrate that broadcast media messages play an important role in shaping public awareness and perceptions of insecurity in Plateau State. By providing information on security threats, prevention strategies, and institutional responses, broadcast stations contribute to public understanding of security challenges. However, the findings also suggest the need for media organisations to adopt more strategic and sustained communication approaches in order to strengthen their contribution to insecurity management and public engagement.

3.2.3. *Strategies for Enhancing the Effectiveness of Broadcast Media Programme Messages in Security Management*



Broadcast media stations in Plateau State employ a variety of strategies to improve the effectiveness, credibility, and responsibility of programme messages relating to insecurity management. These strategies are designed to ensure accurate reporting, deeper analysis, and responsible communication of security-related information to the public. Participants identified several approaches used by their stations, including data-driven reporting, training of journalists in security reporting, repeated broadcasting of security-related programmes, inclusion of victims' perspectives, discouraging sensational reporting, investigative journalism, live security programmes, engagement of security experts, audience feedback monitoring, and improved welfare conditions for broadcasters.

One of the key strategies emphasised by participants is the use of security experts in broadcast programmes. According to Participant 11 from Plateau Radio Television Corporation (PRTVC), the involvement of experts helps audiences understand the complexity of security issues by providing professional insights and analytical perspectives. Similarly, Participant 6 from Radio Nigeria Highland FM explained how expert perspectives and data analysis were integrated into their programmes, stating: *"Our media station aired a programme on banditry and its impact on farmers in the state, where interviews were conducted with victims and experts, while using data analytics to provide more understanding into the trend of banditry in the state."*

Investigative reporting and live discussion programmes were also identified as important strategies for improving programme effectiveness. Participant 9 explained that his media organisation carried out investigative reporting to uncover the underlying causes of insecurity, noting that: *"Our media station undertook an investigative report on insecurity challenges in the state, bringing out the root causes of insecurity and giving recommendations for improvement."* Likewise, Participant 11 highlighted the importance of live programmes that encourage audience participation, stating: *"Our media station aired a live programme on security challenges in the state, featuring a panel of discussants and allowing the audience to call in and contribute their opinions and share their concerns."* These interactive formats help create a platform for dialogue and enable the public to participate in discussions on security matters.

Another strategy highlighted by participants is the use of data analytics in reporting security issues. Participant 1 from PRTVC emphasised the role of data in improving the depth and credibility of security reporting, explaining that: *"Data analytics is used in identifying and tracking trends in crime rates and determining hotspots. This aids in providing an in-depth analysis of issues concerning insecurity and informs the audience about the origin, causes and effects of insecurity."* This approach enables media organisations to provide evidence-based information and improve public understanding of security trends.

Participants also emphasised the importance of incorporating the perspectives of victims affected by insecurity. Participant 4 from Raypower FM highlighted the value of including victims' experiences in broadcast programmes, noting that: *"Providing airtime to affected persons influences perspectives and offers practical understanding and experiences. This also assists our audience in understanding the human impact of insecurity and the relevance for collective action in solving security challenges."* By presenting the experiences of victims, broadcast media can humanise security issues and encourage empathy and public engagement.

In addition, participants stressed the need to avoid sensationalism in reporting insecurity. Participant 6 emphasised the importance of responsible journalism, stating:



“Accurate and responsible reporting should be given attention, avoiding sensational headlines and speculative reporting. The public has vested in us the responsibility of providing fact-based reporting, and we strive to maintain that trust.” Maintaining professional and ethical reporting standards helps strengthen public trust in the media.

3.3. Media Agenda-Setting and Social Responsibility in Broadcast Communication of Insecurity

The findings of this study indicate that broadcast stations in Plateau State employ a variety of programme formats to communicate messages related to insecurity management, with straight news emerging as the most frequently used format. This result reflects the traditional role of broadcast media as a primary channel for information dissemination during security situations. However, the findings also suggest that audiences tend to prefer more analytical and discussion-based programmes that allow deeper exploration of security issues. This supports the argument by Ambe *et al.* (2024) that media institutions should move beyond routine news reporting to incorporate more analytical and discussion-oriented programming when addressing complex social problems such as conflict and insecurity. Similarly, Okocha & Wyorkson (2025) observed that broadcast media organisations often combine news reporting, analytical commentary, and expert discussions in communicating security issues to audiences.

Another key finding of this study shows that broadcast media messages on insecurity in Plateau State focus largely on the efforts of government and security agencies, while relatively less attention is given to community initiatives or the role of civil society organisations. This pattern reflects the agenda-setting function of the media, which suggests that media organisations influence public perceptions by emphasising certain issues or actors over others (McCombs *et al.*, 2014). When broadcast programmes predominantly highlight government and institutional responses, audiences may come to perceive these actors as the primary drivers of insecurity management. While such coverage can raise public awareness and encourage trust in institutional responses, it may also limit public understanding of the broader societal dimensions of insecurity, including community participation and grassroots peacebuilding initiatives.

The findings also align with the principles of Social Responsibility Media Theory, which emphasises that the media have an ethical obligation to provide balanced, accurate, and socially responsible information that serves the public interest (Bandura, 2001). By broadcasting messages on security alerts, prevention strategies, and government interventions, broadcast stations contribute to public awareness and promote vigilance among citizens. Similar observations were made by Bai *et al.* (2025), who found that broadcast media reporting on security issues plays a significant role in informing citizens and encouraging public alertness toward emerging security threats. However, scholars have also warned that poorly framed media narratives may unintentionally reinforce regional or ethnic tensions if security issues are reported without adequate contextualisation (Entman, 2007).

The findings reveal that although broadcast media in Plateau State contribute to public awareness of insecurity, their overall effectiveness remains moderate. Many respondents perceived that broadcast programme messages address insecurity only to a limited extent. This suggests that structural and professional challenges may constrain the full impact of media communication on security management. To improve effectiveness, media organisations adopt various strategies, including data-driven reporting, investigative journalism, repeated broadcasting of security-related programmes, the



inclusion of victims' perspectives, engagement of security experts, and interactive programmes that allow audience participation.

These strategies reflect broader trends in security journalism, where media organisations increasingly combine traditional reporting with analytical and participatory communication approaches. Nevertheless, previous studies suggest that media communication alone may not be sufficient to significantly influence public perceptions of security without complementary institutional actions. For instance, Gever (2019) reported only a weak correlation between broadcast media campaigns and public security awareness, indicating that media messages may be limited by factors such as credibility, trust, and audience engagement. Similarly, Rainear & Lachlan (2022) found that while audiences generally trust broadcast media for information, their confidence in the impartiality and effectiveness of such reporting remains moderate.

The findings highlight the important role of broadcast media in shaping public awareness of insecurity while also demonstrating the limitations of media communication in addressing complex security challenges. In line with agenda-setting and social responsibility perspectives, broadcast media can contribute more effectively to insecurity management by expanding analytical programme formats, strengthening investigative reporting, promoting inclusive narratives that incorporate community perspectives, and maintaining high standards of professional and ethical journalism.

4. Conclusion

This study examined audience exposure to broadcast media programme messages on insecurity in Plateau State and assessed the programme formats, content focus, and perceived effectiveness of such messages. The findings indicate that broadcast stations employ a variety of programme formats in communicating insecurity-related information, with straight news emerging as the most frequently used format (42.5%), followed by discussion programmes (28.3%), analytical commentary (15.0%), and special reports or documentaries (14.2%). However, despite the dominance of straight news, audience responses reveal that discussion-based programmes recorded the highest preference among listeners and viewers, as they provide deeper explanations, expert opinions, and audience participation opportunities. The results also show that audiences are moderately exposed to insecurity-related broadcast messages, suggesting that while broadcast media remain important information sources, their reach and engagement levels still have room for improvement.

From the discussion of findings, it was observed that broadcast media in Plateau State disseminate diverse security-related content that focuses mainly on government actions, security agency interventions, and updates on security incidents, while comparatively less attention is given to community-driven initiatives and the role of civil society organisations in insecurity management. This pattern aligns with the agenda-setting theory, which posits that the media shape public perception of important issues by prioritizing certain topics in their coverage. The findings also support the social responsibility theory, which emphasizes the ethical obligation of the media to inform, educate, and promote social stability. Although the media contribute significantly to raising awareness and informing citizens about insecurity issues, the study revealed that the overall effectiveness of broadcast programmes in insecurity management remains moderate. Media organizations attempt to improve programme impact through strategies such as analytical reporting, journalist training in security reporting, rebroadcasting



security-related content, fact-finding journalism, live interactive sessions, and expert involvement.

Despite its contributions, this study has certain limitations. The research was conducted within Plateau State only, which may limit the generalizability of the findings to other regions facing different security dynamics. Additionally, the study relied primarily on audience perceptions and self-reported exposure, which may be subject to response bias. Future research should therefore expand the scope to multiple states or regions in Nigeria and incorporate mixed methods approaches, including content analysis of broadcast programmes and experimental audience studies, to better evaluate the real impact of security communication. Further studies may also examine the role of digital broadcasting platforms and social media integration in strengthening broadcast media strategies for insecurity management.

Conflict of Interest

The authors declare no conflict of interests.

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