ORIGINAL ARTICLE

Radio Use in Early Warning Campaign against Flood Disaster: The Case of Anambra Broadcasting Service 2019Slogan "Flood Is Coming Again"

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Abstract

This study entitled *Radio Use in Early Warning Campaign against Flood Disaster: The Case of Anambra Broadcasting Service 2019 Slogan "Flood is coming again"* examined the 2019 flood warning slogan of the Anambra Broadcasting Service with an aim to finding out whether the warning slogan created the desired awareness about 2019 looming flood according to Metrological prediction. The objectives of the study among others were to assess respondents' frequency of exposure to the warning slogan, ascertain respondents' perception towards the ABS Radio slogan "Flood is Coming Again", and ascertain their level of readiness to avert this years' flood disaster according to Metrological predictions. The study employed the survey research design to study a sample of 394 respondents derived from the population of Anambra State. Findings from the study indicated among others that more than two thirds majority of the respondents acceded to being ready to take proactive measures to avert the 2019 looming flood according to Metrological predictions. The study recommended among others that ABS Radio should intensify the campaign/slogan to ensure that the remaining audiences who are getting ready or still not ready to avert the looming flood disaster are convinced to heed the message which will put them on their toes to be ready to avert the looming flood disaster. Government should encourage the use of other means of information dissemination on issues that border on disaster and the socio-cultural dispositions of the people.

Keywords: Radio use, Flood disaster, Early warning campaign, ABS, "Flood is coming again"

Introduction

In Nigeria, flood remains the most common and significant natural disaster. According to Onwuka, Ikekpeazu, and Onuoha (2015), flood constitutes a major environmental problem in Anambra State as more than 30% of the state's population reside in riverine areas with fishing and agriculture as their main sources of livelihood. This could explain why the government and critical stakeholders have always paid attention to and given early warning to the citizens who reside in flood prone areas of the state through the instrumentality of the mass media.

Generally, the mass media anywhere in the world have the primary role to inform, educate, persuade, mobilise and entertain the audience. These roles, which are synonymous with the social responsibility role of the media, have also been identified as traditional roles the media play in every human society from time to time. Communication is necessary for any meaningful development to be attained in human society. It is difficult if not impossible for any human activity to be attained without being explored via communication (Ottah, 2015). To communicate is to pass information and information is central to all forms of human activities regardless of the field: be it medicine, agriculture, tourism or engineering (Asemah, Anum & Edegoh, 2013).

There has been series of studies to prove that audiences derive media utility mainly from the information, education and entertainment roles the mass media perform (Ottah, 2017; Ganiyu, Mohammed, &Ismail, 2017, Kakonge, 2012; Khodarahmi, 2009). The mass media are the fourth estate of the realm; thus, they assume another position in-between the various organs of government. To this effect, they play watchdog roles and ensure normalcy in a democratic setting between the leaders and the followers. Of

important note is the fact that the media alert the people to a looming danger.

The radio, as a medium of mass communication, appeals to the sense of hearing only. Through the medium, the audiences listen to programmes and use the "eye" of their imagination to "see" what is said. Unlike the television, radio is everywhere - at home, in offices, in cars, at places of business, in the farms and in the fishermen's canoes to keep them company. It is for all ages, from teens to seniors (Ottah, 2017). Edegoh, Asemah and Nwamuo (2013, p. 21) restated the reach of radio as "a powerful electronic medium that is utilised in bringing political, economic and social news to any community or group of communities faster than other conventional media." As a medium of communication, the radio is essential for achieving development in the rural areas. Issues of development are aired to audiences in the form of various programmes. Also, individuals are exposed to happenings in and around their society through listening to these programmes (Asemah, Anum, & Edegoh, 2013). Nwabueze (2007, p. 65) believes that "radio is the most effective, popular and credible medium for reaching a large and heterogeneous audience."

Radio is an agent of social mobilization capable of galvanizing citizens to take certain goals based on their awareness of their rights and responsibility to the society. Gathigi (2009) maintained that the radio gives people a sense of the world they live in. People use radio to get information and news on what is happening within their locality, region, country, and in the world in general. To some listeners, radio is a companion because it provides different forms of entertainment and a discursive space about different issues that affect them both as individuals and as members of a group or community.

Radio has been used effectively to warn or sensitize the populace on the dangers and implications of floods. When flooding occurs in areas of significant human development, especially in densely populated areas, a natural incident becomes catastrophic. Immediately after floods, there is poor hygiene and an increased risk of disease outbreaks, especially among displaced people (WHO, n.d.). Potable water may be contaminated by pollutants from overflowing sanitation facilities, resulting in increased risk of waterborne diseases such as typhoid fever, cholera, leptospirosis and hepatitis A (WHO, n.d.). Often, poor people and those residing in riverine areas are more vulnerable and mostly affected (Yamin, 2014). Health outcomes of floods are categorised into long- and short-term effects (Alderman, Turner,& Tong, 2012).

Based on the foregoing and by virtue of its agenda-setting function and social responsibility role, the Anambra Broadcasting Service (ABS) in August 2019 started airing a slogan "Flood is coming again." According to the slogan, there is every tendency that another flooding situation was imminent in Anambra State especially around flood prone communities. The voice over in the slogan highlighted the health consequences of flooding and then warned the populace to avoid anything that will cause flooding in their locations as well as ensure prompt relocation from flood prone areas to avert disaster.

Riverine communities are rural in nature, lacking basic amenities as electricity, modern health facilities, good roads and pipe borne water (Apeh, 2014). The terrain is very difficult to ply during the rainy season. The predominant occupations of the dwellers in riverine areas are farming, hunting, and fishing (Apeh, 2014; Ottah, & Umar 2016). Despite the poor reception in some parts, it can still be said that ABS Radio is the main means of information reception from the state.

Based on Meteorological predictions for 2019, which held that there was going to be a severe flooding of areas in Nigeria, the Anambra State Government in synch with the ABS started sensitization programmes on the looming flood in the state. The ABS devised an awareness maxim in form of warning at intervals. The slogan was: "Flood is Coming Again" It was a warning for residents of flood prone communities and mostly those living along riverine areas to take proactive

measures? They were warned to relocate early enough to avoid being flooded and emergency situations. The ABS started airing this slogan in August 2019 as the flood rain got heavier and flood from major rivers around kept swelling, covering farmlands and residential areas of the people. This study therefore becomes necessary to extrapolate from the findings to enhance our future action.

Statement of the Problem

As a medium for information dissemination and watchdog of the society, the ABS Radio as is traditional with most broadcast media platforms started alerting the residents of Anambra State, especially those residing in flood prone communities to take proactive measures to stem the consequences of flooding in 2019as predicted by the Metrological unit of the Ministry of Environment. The effort can be said to be conscious and deliberate with the intention to mitigate the danger of flood on the people.

There is the need to ascertain the actual degree of the impact of the warning slogan on the audience at the time. It is not clear whether the radio warning got well diffused and whether the audiences heeded the warning to avert flood disaster. The problem of this study therefore is whether the ABS Radio early warning slogan "Flood is Coming Again" created the desired awareness for a proactive measure needed to be taken by residents of flood prone communities in Anambra State after the Metrological unit prediction.

Objectives of the Study

The objectives of the study are to

1. assess respondents' level of exposure to the ABS radio early warning slogan:"Flood is coming again";
2. ascertain respondents' attitude towards the ABS Radio slogan "Flood is coming again";
3. ascertain whether respondents heeded the ABS Radio early warning on the looming flood according to Metrological predictions.

Theoretical Framework

This work is anchored in the Selective Perception Theory. The selective perception theory came up when scholars discovered that the audiences of mass communication are not passive as the all-powerful media effects theory proposed. Consequently, the theory of selective perception "has been conceptualized as a four-part process consisting of selective exposure, attention, comprehension, and retention" (Taylor, Franke, & Bang, 2006, p. 23). Therefore, people can selectively expose themselves to media messages, they can selectively pay attention to certain elements of a message, they can select how to perceive or interpret a message and they can select what to retain and recall, or learn from the media (Werder, 2009, p. 633). Perception, therefore, entails the interpretation individuals give to certain events around them.

Although some scholars believe in the persuasive power of the media, others go a step further to look at certain elements that can also shape the perception of an individual (Barone & Swan, 2007; Jones & Rainey, 2006). Friedman (2015) believes that several factors such as socio-demographic characteristics can influence people's perception as "the mass media are not the only source of environmental information for people" (p. 144). Subsequently, Sampel and Aoyagi-Usui (2009) after their study on media coverage and influence of public opinion on climate change in Japan suggested that "... effective communication of climate change, strategies aimed at maintaining mass-media coverage of global warming are required" (p. 203).

Folarin (2002) therefore argues that "each of us tends to perceive and then decode communication messages in the light of our previous experiences and current dispositions-our needs, moods and memories. The language we speak, and the words we use tend to circumscribe our perception" (p. 71). Okunna and Omenugha (2012) assert that "how people understand or interpret mass media messages is important in deciding their responses to the messages and the influence of the messages"

(pp. 250-251). To Leckenby (2000), selective perception means that different people can react to the same message in very different ways. No communicator can assume that a message will have the intended meaning for all receivers or even that it will have the same meaning for all receivers (p. 73).

The Royal Institute of British Architects (RIBA, 2011) subsequently identified four factors that determine the effects of floods on humans as the level of predictability of floods, the rate of onset of the flood, the speed and depth of the water, and the duration of the flood. In the context of a study of this nature, Ajaero, Okoro and Ajaero, (2016) posit that the level of predictability involves the timing, accuracy, and communication of warnings given before a flood. McCarthy and Dolfsma (2014) argued that the media shape our opinion "by choosing what events to report on, how much and how frequent to report on a subject and what language to use when describing an event: thus, the media can influence public perception" (p. 48). A study of people's perception of the looming 2019 flood according to Metrological predictions will go a long way in assessing the impact media reportage of the event have on the people. How are they interpreting the messages they are receiving from the media? Will this lead to a change in perception about the floods and possible attitudinal change? This work will proffer answers to this question.

Literature Review

Role of Radio in Creating Awareness

Radio is a medium of mass communication that appeals only to the sense of hearing. When announcers present programmes, they make the listeners to use the eyes of their imagination to see reality in audio-enhanced terms. This makes radio a very powerful medium of communication. Baran (2004, p. 205) posits that "Radio has more than survived; it has prospered by changing the nature of its relationship with its audiences." In addition, radio is local, fragmented, specialized, personal and mobile (Baran, 2004). It is audience-friendly in providing accompaniment while the listener does his business. Edegoh, Asemah and Nwamuo (2013) posit that issues on politics, business, current affairs, etc., are aired to create awareness.

The farmer hangs his radio set on a tree branch while on the farm work; the driver tunes in his car radio kits to a choice station while on the move as he/she and the passengers listen; the fisherman provides a "sleeping space" for the radio set in the canoe while he goes fishing; the market woman has a set of radio somewhere playing while she busily sells her items; the mechanic or car repairer does his work without forgetting to turn his radio on. The bread and tea vendor, the seller of roasted beef and chicken along the streets would not enjoy the business without the radio. Radio is, of all the mass media, about the cheapest and most easily accessible. This has endeared it to many people, especially the rural populace (Hendy, 2000). Through adequate and accurate information, education and entertainment, radio trigger actions and reactions towards positive developments. To this end, Okorie (2006, p. 67) pointed out that "the major aim of such communication is to make better the lives of people in a given society economically by encouraging them to understand the development agent, accept to participate by developing their capacity and skill that will enable them change from unprogressive and under developmental conditions of the past to a better condition." Also, Suraj (2012, p. 225) submits that "radio awareness programme could significantly change people's perception of an idea or issue (a practice that brings on board the agenda-setting idea).

To change people's attitude or behaviour towards certain issues that are critical to human existence such as health, environment and agriculture among others, it may involve using the voice recordings of such characters as movie stars, football and other sporting heroes and heroines, business moguls, politicians and music icons. Star actors like Pete Edochie, Kanayo Kanayo, Bob Manuel and Nkem Owo to mention a few have at one time or the other featured on radio to endorse any information or the other. Because of their popularity, the listeners are tempted not only to

listen to them but also believe the credibility of the information passed.

Suraj (2012, p. 219) observed that the mass media in form of the radio are an effective way to persuade target audience to adopt new behaviours, or to remind them of critical information. Dhanajaran (2002) held that "Radio is a century old technology that reaches all corners of the world. It is still the leader in mass communication, even with the emergence of the Internet in the late 1960's." Majority studies claim that there are more radio sets than television sets especially in the developing world of Asia and Africa. Therefore, in terms of ability to create awareness, radio stands a better chance than other media.

Media Involvement in Flood Disaster Management

Globally, the growing occurrences of flood disaster have become a source of concern to stakeholders. Flood is now a major threat to sustainable development and human existence (Killenberg, 2008). For instance, a 2015 report by the World Resource Institute (WRI) predicts that people that would be affected by flood globally would be over 54 million by 2030 from 21 million affected in 2015 (Statistic View, 2015). Some factors such as increasing population, urbanization, changing climatic condition, human carefree attitudes, deforestation and others are responsible for the increasing menace of flood.

As a social and developmental problem, there is an urgent need for stakeholders to work together and find lasting solution to the menace. Media is one of the key stakeholders. Its participation in disaster management has been identified as crucial (Faulkner, 2001; Wyatt, 2000). Lately, the focus on disaster management is shifting from response to disaster to disaster prevention, reduction and preparedness. The emphasis is now on disaster risk reduction before disaster occurrence than management of disaster after occurrence.

Media has been identified as one of the critical stakeholders in disaster management. Its contents create awareness and educate people (Wyatt, 2000). These assist in building resilience, and reducing disaster risks and vulnerability. Thus, effective participation is germane to the success of disaster risk reduction campaign. Active involvement of media is needed in the three stages of disaster management. The stages are pre, during and after disaster (Perry & Lindell, 2003). However, the present focus of disaster management organization and media is mainly on during and after disaster stages (Aronu, Ebeze, & Aronu, 2014). This is not in line with sustainable development plan as envisioned by international bodies against disaster (UNISDR, 2014).

According to UNISDR (2013), disaster management is more than just response and relief. It is more pro-active rather than reactive approach. It is a systematic process that involves the key management principles of planning, organizing, leading, coordinating, communicating and controlling. Furthermore, it aims at reducing the adverse effects or consequences of disasters (Tariq, Khan, & Rahman, 2011). Its underlining philosophy is: when a disaster cannot be prevented, at least, its impacts should be minimized.

As earlier explained, media performs key roles in the three stages of disaster occurrence. But the main focus of this study is to examine the involvement of the media at the pre-disaster. Pre-disaster is a stage before disaster happened. Specifically, the problems affecting Nigerian media participation before the occurrence of flood disaster is the crux of this study. Nigeria, the 7th most populous nation in the world with population of about 180 million is one of the countries affected by flood (World Population Review, 2014). According to Nigeria's National Emergency Management Agency (NEMA), flood is a perennial problem that affects development of the country (NEMA, 2013). Statistically, flood takes 83.3% of all disaster that happened in Nigeria from 1990 -2014 and 84.4% of death recorded during the period is from flood. Similarly, 99.8% of economic issues from disaster are from flood (CREDE – DAT, 2015). These show that there is an urgent need for collaboration of stakeholders to reduce flood disaster risk and save the nation.

Review of Empirical Literature

Numerous empirical studies have shown the media have the power to enlighten and educate the populace to accept or reject any new government initiative. One major way of promoting risk awareness by mass media is through awareness campaign. In fact many authorities have been cited on awareness campaign where the result of the findings shows significance of awareness campaign to the betterment of the target audience.

Ezekiel and Peter (2014) conducted a study which assessed the use of radio and other means of information dissemination among the residents of Ado-Ekiti. The findings revealed that radio is the most important instrument in information dissemination because it reaches a larger percentage of the people irrespective of their location; it promotes the level of awareness of the people on socio-political and economic issues and it also enables people to be adequately informed about programmes and activities of the government. Omogor (2013) carried out a study on "the channels of information acquisition and dissemination among the rural dwellers". It discovered that town-criers, marketplaces, socio-political meetings, traditional festival, role play, songs and dance, demonstration, lecture and exhibition, GSM handsets, television, radio, and newspapers are channels of information that are used to acquire and disseminate information among rural dwellers.

Churi et al. (2012) conducted a research on "Understanding Farmers Information Communication Strategies for Managing Climate Risks in Rural Semi-Arid Areas, Tanzania". The findings showed that climate information was found to be an important factor for making decisions. Radio was found to be an important communication channel by the respondents in the study area for communicating climate information. Farooqi (2014) examined "Institutional Approach to Flood Disaster Management in Nigeria: Need for a Preparedness Plan". The study found that failure of the country's intervention strategies to satisfactorily ameliorate the sufferings of flood victims and speed-up the recovery processes justify the need for the adoption of a more efficient and innovative response plan to tackle flood emergency conditions in Nigeria.

Oruonye (2012) studied flood risk perception and response in Jalingo Metropolis Taraba State, Nigeria. The result of the findings shows that 23.7% of the respondents were aware that the area was prone to flooding, while 76.3% were not aware. Also about 67.6% of the respondents said that they have vacated their houses and shops due to flooding in the area while 32.4% have never vacated their houses or shops due to flood problems in the area. This study recommends the need to educate the people living in the flood plain on the dangers of continuous occupation of the area. A study carried out by O'Sullivan and Bradford (2011), which examined improving communication strategies for effective flood risk management, found that lack of awareness is a potential barrier to communicating and building capacity to cope with flooding.

Likewise, in a study titled "Towards Improved Public Awareness for Climate Related Disaster Risk Reduction in South Africa: A Participatory Development Communication Perspective" by Chagutah (2009) found that capacity for the execution of successful communication for development campaigns in disaster risk reduction activities should be bolstered at all levels of government. Tsegyu (2015) also appraised mass media awareness campaign in curbing the spread of ebola virus disease among residents of Minna, Niger State, Nigeria with the aim of examining the communication strategies adopted to curb health risk. They found that several strategies were used. Radio and television jingles had the most with 50% percent, closely followed by print media and social media.

Furthermore, Owolabi and Ekechi (2014) studied communication as critical factor in disaster management and sustainable development in Nigeria with the aim of observing the various communication methods engaged in disaster management and also evaluating the interplay of the different communication channels with other

disaster management tools. It shows that the most common channels of communication were print and electronic media, new media, and indigenous media such as gong, town crier, opinion leader among others. In another study by Okoro, Odoemelam and Martin (2013) analysed editorial discourse on environment challenges in Nigerian newspapers using 2012 Flooding. The study shows that flood control needs the cooperation of government, community effort and enlightenment programmes through environmental education and mass media.

Methodology

The survey research design was used in conducting this study. Survey research method enables the researcher to focus on a representative sample, derived from the entire population of study. The essence of using survey method for this study is because it lends itself to the application of samples as a way of studying very large populations (Nwodu, 2017; Wimmer & Dominick, 2011).

Population of the Study

The projected population of 5,042638 of Anambra State extrapolated from the 2006 National Population Census at 2.28% annual increase rate according to United Nations Development Programme (UNDP) cited in Owuamalam (2012) was used for the study.

Sample size and Sampling Technique

A sample is a representative unit of a population (Asekun & Oluwa, 2010). According to Owuamalam (2012) it is a faithful representation of a specific population. The essence of sampling is to obtain external validity (Osuala, 2005). For this study, 400 samples were selected from the 5,042638 population of Anambra State using the Taro Yamane's sample size determination formula. The formula is stated as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = Sample size
N = Population
1 = Constant
e = Error margin

The detailed computation of this formula is expressed below:

$$S = \frac{5,042,638}{1+5,042,638\,(e)^2}$$

$$S = \frac{5,042,638}{1+5,042,638\,(0.05)^2}$$

$$S = \frac{5,042,638}{1+5,042,638 \times 0.0025}$$

$$S = \frac{5,042,638}{1+12606.595}$$

$$S = \frac{5,042638}{12606.595 = 399.}$$

Also, both the purposive and multi-stage sampling techniques were used in selecting the actual sample for the survey. Three Local Government Areas known to be flood prone were purposively selected as follows: Anambra West, Ayamelum and Ogbaru. The multi-stage sampling technique was adopted to ensure that the flood prone communities from these three Local Government Areas were selected and studied. These were Omor, Ifite-Okwari and Ogwu Aniocha. 133 samples were disproportionately allocated to each of the three communities representing the three flood-prone local government areas of the state.

Validity and Reliability of Instrument

Validity refers to the authentic nature of the measuring instrument in being capable of eliciting the necessary information applicable to the study (Owuamalam, 2012). To determine validity of any instrument, the pre-testing approach is very necessary. After producing questionnaire as the measuring instrument for this study, the researcher gave out 20 copies in a survey to a group of selected persons in Nando, Anambra East LGA. The exercise was repeated the second time after an interval of three weeks using the same number of measuring tool to the same number of respondents.

This is referred to as the post-testing approach. It was found that results of the first and second (pre and post-testing) were similar. This implies that the measuring instrument was valid. When a valid measuring instrument is used, it makes for reliability and is capable of producing the required result from the study. Owuamalam (2012, p. 129) holds that reliability assures the researcher of the competence of the measuring instrument.

Instrument for Data Collection

The instrument used in collecting data for this study is the questionnaire. It contained multiple choice questions. The questionnaire was administered on face-to-face basis. This was to ensure that the respondents have clear understanding of the questions from the researcher. Also, the researcher's presence ensured that the respondents fill the questionnaire without mistakes and return same to him on the spot.

Technique of Data Presentation and Analysis

Data collected through the questionnaire were presented in tables while frequency and simple percentages were used in the analysis. Data were analyzed to exclusively answer research questions. Statistical tables were used to present the results of the study in an understandable and convincing form.

Data Presentation and Analysis

A total of 399 copies of the questionnaire were distributed to residents of the three select communities to ascertain the influence of ABS Radio slogan "Flood is Coming Again" on their adoption of proactive measures against this years' looming flood according to Metrological predictions. The filled copies of the questionnaire were collected and checked for usability. Out of the 399 copies distributed, 394 copies were returned and found usable, giving a response rate of 97.5 percent and mortality rate of 2.5 percent accrued from the 5 copies that were either unreturned or badly filled.

Research Question One: What is the level of exposure of the ABS warning slogan "Flood is coming again?"

Table 2: Assessment of the level of exposure to ABS Radio slogan "Flood is coming again"

Response	Frequency	Percentage
Very high	137	34.8
High	153	38.8
Fairly high	71	18.0
Don't know	22	5.6
Low	11	2.8
Total	394	100

Analysis of data in Table 2 shows that 137 representing 34.8 percent of the respondents answered 'Very high' when asked to indicate their level of exposure to the ABS Radio warning slogan "Flood is Coming Again". 153 or 38.8 percent said 'High', 71 or 18 percent said 'Fairly high', 22 or 5.6 percent had no opinion on the question while 11 or 2.8 percent said 'low'. This means that more than two thirds majority of the respondents acceded to having had high level exposure to the ABS Radio warning slogan 'Flood is Coming Again".

Research Question Two

What is respondents' perception of the ABS Radio slogan "Flood is Coming Again?"

Table 3: Assessment of respondents' perception towards the ABS Radio slogan "Flood is Coming Again"

Response	Frequency	Perception
Highly informative	102	25.9
Timely	151	38.3
Clearly understood	131	33.2
Don't know	25	6.3
Not useful	5	1.3
Total	394	100

Analysis of data in Table 3 indicates that 102 representing 25.9 percent of the respondents answered 'Highly informative' when asked to indicate their perception of the ABS Radio warning slogan "Flood is Coming Again". 151 or 38.3 percent answered 'Timely', 131 or 33.2 percent answered 'Clearly understood', 25 or 6.3 percent had no opinion on the question while 5 or 1.3 percent answered 'Not useful'. This is a clear indication that the ABS Radio warning slogan "Flood is Coming Again" is highly commendable and has a positive impact on the listeners in the select flood prone communities in Anambra State.

Research Question Three

What is the level of readiness of the respondents to avert the looming flood disaster according to Metrological predictions this year?

Table 4: Assessment of respondents' level of readiness to avert the looming flood disaster according to Metrological predictions this year

Response	Frequency	Percentage
Highly ready	154	39.1
Ready	143	26.3
Getting ready	62	15.7
Don't know	12	3.1
Not ready yet	23	5.8
Total	394	100

Analysis of data in Table 4 reveals that 154 representing 39.1 percent of the respondents said they are 'Highly ready' when asked to indicate their level of readiness to avert the looming flood disaster according to Metrological predictions this year. 143 or 26.3 percent said they are 'ready', 62 or 15.7 percent said they are getting ready, 12 or 3.1 percent had no opinion on the question while 23 or 5.8 percent said they are not ready yet. This shows that more than two thirds majority of the respondents are ready to avert the looming flood disaster according to Metrological predictions.

Discussion of Findings

Results of the study have been analysed and are hereby discussed:

From objective number one, the study found that more than two-thirds majority of the respondents acceded to having had high level exposure to the ABS Radio warning slogan "Flood is coming again". These findings are in tandem with an earlier observation by Ottah (2017) who held that media audience, though selective in their exposure, very highly indulge in exposing themselves to interesting programmes which hold greater gratifications for them.

Further findings reveal that the ABS Radio warning slogan "Flood is Coming Again" is highly commendable and has a positive impact on the listeners in the select flood prone communities in Anambra State. This again is in consonance with the responses of a majority of the respondents who had a positive perception of the ABS Radio warning slogan. The findings also support an earlier position held by Ezekiel and Peter (2014) who observed that radio is the most important instrument in information dissemination because it reaches larger percentage of the people irrespective of their location; it promotes the level of awareness of the people on socio-political and economic issues and it also enables people to be adequately informed about programmes and activities of the government.

Finally, the study found that more than two-thirds majority of the respondents are ready to avert the looming flood disaster according to Metrological predictions this year. These findings make the study very apt at this point in time. It underscores the need for an earlier and continuous warning and/or campaign against an intending danger or disaster. The findings validate the result of an earlier study conducted by Chagutah (2009) entitled "Towards Improved Public Awareness for Climate Related Disaster Risk Reduction in South Africa: A Participatory Development Communication Perspective". The study found how, among many other measures to limit the adverse impacts of natural hazards, the

implementation of effective public awareness activities can increase the knowledge among communities of the risk they face and what risk minimising actions they can take.

Conclusion

The selective perception theory came to play in this study as the respondents in this study attested to the fact that the ABS Radio warning slogan has been laden with information about the looming flood. The way the communities perceived the radio warning slogan on the looming flood differed; however, majority of them see it from a positive note. It was only an insignificant number that were having a negative perception about the warning slogan. Majority believed that the radio has done well by starting an early warning and creating awareness about the looming flood disaster.

Recommendations

The study therefore makes the following recommendations:

1. ABS Radio should intensify the campaign/ slogan to ensure that the remaining audiences who are getting ready or still not ready to avert the looming flood disaster are convinced to heed the message and are put on their toes to be ready to avert the looming flood disaster.
2. Government should encourage the use of other means of information dissemination on issues that border on disaster and the socio-cultural dispositions of the people. Instead of announcing only on radio, government could dispatch a team of experts to flood-prone communities with concrete and live evidence of the negative effects of the flood. Through interactive sessions, questions and answers sessions and demonstrations, maybe in pictorial forms, at town hall and village square or palace meetings, audiences would be better informed to take better actions.
3. Where it becomes impossible to go round all the affected areas, the radio message should be well packaged in such a manner as to warrant persuasion. This could be through corresponding sound tracks, voicing by celebrities in the movies, television shows, politics and heads of corporate organizations; use of local dialects; use of sound effects and repetition for emphasis and agenda setting.
4. ABS Radio and other radio stations should consider adopting the Behaviour Change Communication approach in warning those along the river bank to relocate or adopt other safety measures in flood situations since flooding in the state has become a recurrent phenomenon.

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