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DEDICATION

This work is wholeheartedly dedicated to the **Almighty God**, whose infinite mercy, grace, and protection have sustained me throughout my educational journey.

It is also dedicated to my parents, **Mr. and Mrs. Abolarin**, for their unwavering love, spiritual guidance, financial support, and ceaseless prayers. May the Almighty preserve and reward you with the joy of reaping the fruits of your labor. Amen.

ACKNOWLEDGEMENT

With immense gratitude in my heart, I wish to express my sincere appreciation to all those who played significant roles in the successful completion of this research project and throughout my academic journey.

Firstly, I thank the Almighty God for His unwavering grace, guidance, and protection that has seen me through every phase of this journey. His love has been my anchor in moments of strength and weakness.

My deepest appreciation goes to my beloved parents, Mr. and Mrs. Abolarin, whose moral, spiritual, and financial support formed the foundation of my success. Your unceasing prayers, encouragement, and sacrifices were pillars of strength that carried me through every challenge. I am eternally grateful.

To my project supervisor, Mrs. H.T. Ololu, I extend my heartfelt gratitude. Your patience, thoughtful guidance, constructive feedback, and motherly mentorship not only shaped this project but prepared me for the realities beyond the classroom. Your dedication and depth of knowledge made this work a fruitful and fulfilling experience.

To my wonderful family, Abolarin Opeyemi, Abolarin Niyi, Abolarin Abimbola, Abolarin Tolulope, Abolarin Olamide Victoria, Abolarin Aderonke, and Abolarin Oriyomi, thank you for your constant encouragement, love, and support in every form, especially during times of mental, emotional, and academic stress. Your belief in me kept me going even when I doubted myself. I am deeply indebted to you all and pray that the Almighty will bless and uplift you beyond measure.

A special mention to Abolarin Olamide Victoria, whose help at a critical moment in my project journey rekindled my hope and helped me push forward. Your support meant more than words can express.

To someone very dear to me, Opeyemi, thank you for being my unwavering support system, confidant, and motivator. Your presence through every season, your help with academic tasks, emotional strength, and the way you stood by me, has brought joy and balance to my journey. May God bless you richly and grant you favor in all your endeavors.

To my incredible friends, Omotola and Olaide, thank you for being more than friends, you are family. From our ND days to now, your unwavering loyalty, encouragement, and

belief in me have been nothing short of amazing. I cherish you both and pray we continue to rise and meet at greater heights.

Lastly, to everyone who supported me in ways I may not have mentioned by name, please know that I see you, value you, and appreciate you deeply. Your kindness, prayers, and acts of love are written on the pages of my heart. I pray that we all find success and fulfillment in every aspect of our lives.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Sexual assault is a significant social issue that continues to affect individuals and communities worldwide. The increasing cases of sexual assault have become a menace in Nigeria. The Global Gender Gap Report (2023) highlights the disproportionate impact of sexual violence on women, with alarming rates of underreporting and societal stigma complicating efforts for prevention and awareness. In Nigeria, despite legislative frameworks aimed at curbing sexual violence, the persistent prevalence of these crimes underscores the need for robust advocacy and intervention strategies at the community level. The problem is especially pronounced in many cities across the country, including Ilorin, the capital city of Kwara State.

Ilorin, like many urban centers, faces challenges in combating sexual assault, with factors such as limited access to education, cultural taboos, and inadequate public awareness contributing to the problem. According to a report by the National Population Commission (2021), sexual violence in Nigeria is underreported, and there is a general lack of awareness on the legal processes, victims' rights, and preventive measures. Sexual violence not only causes physical and psychological harm to victims but also disrupts the fabric of society, leading to long-term consequences such as community trauma, decreased public trust, and hindered economic development.

In light of these challenges, community radio presents a unique opportunity for raising awareness, disseminating information, and fostering public education in a way that is culturally relevant and accessible to a broad audience. Unlike mainstream media, community radio stations in Ilorin are deeply rooted in the local culture, and they serve as an effective means for addressing issues in the local dialects. These stations provide a platform for discussions that resonate with the community, creating avenues for dialogue, education, and social change.

Community radio, which is often characterized by its participatory approach, enables marginalized groups to have a voice and allows for the tailoring of messages to meet the needs of specific audiences. In the context of sexual assault, community radio can play a critical role in changing societal attitudes, providing victims with information on available resources, and promoting prevention strategies. Community radio is one of the fastest, powerful, inexpensive and in many countries the only way of communication with rural people. According to the Nigerian Broadcasting Corporation (2020), community radio has been shown to be effective in addressing a range of social issues, including health education, environmental awareness, and violence prevention. However, its role in addressing sexual violence remains underexplored.

It reaches people of all cultural, social, educational and economic levels very quickly (Oyesomi & Okorie, 2013).

In Ilorin, community radio stations such as Radio Kwara and Kwara State University Radio have begun to take steps to address social issues, but their efforts in sexual assault awareness and prevention have not been comprehensively evaluated. This study seeks to explore how community radio in Ilorin has engaged with the issue of sexual assault, the effectiveness of these programs in raising awareness, and their role in facilitating prevention efforts. The research will examine the content of community radio programming, the extent of community participation in these broadcasts, and the impact of these efforts on changing public attitudes and behaviors toward sexual assault.

Sexual assault is a sensitive and complex issue that requires a nuanced approach in the media. Community radio's ability to reach local populations, particularly those in rural or underserved areas, makes it an ideal medium for driving cultural shifts and enhancing public understanding. Through targeted programs that provide accurate information, discuss legal rights, and challenge harmful stereotypes, community radio can contribute to a broader societal effort to eliminate sexual violence.

Furthermore, the integration of educational campaigns via community radio is crucial for fostering preventive behaviors and offering support to victims. This study will assess whether community radio is a strategic tool in raising awareness about sexual assault, encouraging its prevention, and supporting its victims in Ilorin.

1.2 Statement of the Problem

Despite national and global efforts to address sexual violence, the prevalence of sexual assault in Ilorin remains high. The lack of comprehensive public education on sexual assault, its legal implications, and preventive measures has contributed to an ongoing culture of silence and underreporting. While there are various governmental and non-governmental organizations (NGOs) working to combat sexual violence, the potential for community radio stations to raise awareness and foster a more informed public has not been fully explored in the context of Ilorin. Community radio, with its grassroots reach and community-based content, could provide a valuable solution to bridge the knowledge gap surrounding sexual assault and its prevention. However, the effectiveness of community radio in addressing this issue in Ilorin has not been systematically investigated. This study aims to fill this gap by assessing the impact of community radio on raising awareness, promoting prevention strategies, and providing support for victims of sexual assault.

1.3 Objectives of the Study

- 1.To assess the role of community radio in raising awareness about sexual assault in Ilorin.
- 2.To evaluate the effectiveness of community radio programs in educating the public on sexual assault prevention.

- 3.To examine the challenges community radio stations face in addressing sexual assault-related issues.
- 4.To investigate audience engagement and feedback on sexual assault-related programs aired on community radio.
- 5.To recommend strategies for enhancing the use of community radio in addressing sexual assault, awareness, and prevention.

1.4 Research Questions

- 1.What role does community radio play in raising awareness about sexual assault in Ilorin?
- 2.How effective are community radio programs in educating the public on sexual assault prevention?
- 3.What challenges do community radio stations face when addressing sexual assault-related issues?
- 4.How do audiences engage with and respond to sexual assault-related programs aired on community radio?
- 5.What strategies can be adopted to improve the use of community radio in addressing sexual assault, awareness, and prevention?

1.5 Significance of the Study

This study will contribute valuable insights into the role of community radio in addressing sexual violence, a pressing issue in Nigerian society. By examining the effectiveness of community radio programs in Ilorin, this research will inform policymakers, media practitioners, and advocacy groups on how to better utilize radio as a tool for social change. Specifically, the findings could guide the development of more effective public awareness campaigns, support the production of relevant content by radio stations, and promote preventive practices in the community.

For community radio stations, the research will provide evidence on the effectiveness of their current programming and suggest improvements to better address the sensitive issue of sexual assault. For local government bodies and non-governmental organizations, the study will highlight the potential of media collaboration in enhancing community-based sexual assault prevention programs.

1.6 Scope of the Study

This study will focus on community radio stations in Ilorin, specifically Radio Kwara and Kwara State University Radio. The research will cover content related to sexual assault broadcasted by these stations during the period from [insert date range]. The study will include an analysis of selected radio programs, surveys with community members to gauge their awareness, and interviews with radio producers and station managers to assess the challenges involved in broadcasting content related to sexual assault.

1.7 Definition of Terms

1. Community Radio: A type of radio service that caters to the needs and interests of specific local communities, often using local languages and culturally relevant content.
2. Sexual Assault: Any form of sexual violence that is committed without the consent of the victim, including rape, attempted rape, and other forms of sexual violence.
3. Awareness: The understanding and recognition of an issue, including its causes, consequences, and available prevention measures.
4. Prevention: Measures aimed at reducing the occurrence of sexual assault, such as educational campaigns, legal reforms, and community interventions.

CHAPTER TWO

LITERATURE REVIEW

2.1 Conceptual Framework

The conceptual framework forms the foundation for understanding the interconnected dynamics of community radio, sexual assault awareness, and prevention. These three elements are intricately linked in influencing social change, particularly in Ilorin. Community radio serves as a vital communication medium, offering culturally relevant programming that addresses local issues such as sexual violence. It is a platform that combines information dissemination, education, and community engagement. Sexual assault, meanwhile, is a pervasive issue requiring public education to dismantle stigma and create effective preventive strategies. Awareness and prevention efforts aim to mitigate the prevalence of such incidents by fostering societal understanding and promoting proactive measures. Together, these concepts guide this study's exploration of community radio's role in addressing sexual violence.

2.1.1 Community Radio

Community radio is a localized, participatory broadcasting platform that reflects the needs, values, and interests of the communities it serves. According to Opubor (2020), it provides a "voice for the voiceless," amplifying marginalized perspectives and addressing issues overlooked by mainstream media. Unlike commercial or state-run stations, community radio prioritizes public service over profit, making it an accessible medium for tackling sensitive topics like sexual assault.

In regions like Ilorin, community radio operates as a low-cost yet impactful tool for engaging rural and urban audiences. Its localized nature ensures that programs are delivered in indigenous languages, increasing accessibility and comprehension. Ibrahim and Adebayo (2019) emphasize that community radio has an unmatched reach in rural areas, offering real-time interaction through phone-ins, SMS, and social media integration.

A core strength of community radio lies in its participatory model. By involving community members in content creation, it ensures relevance and relatability. For example, programs that feature survivor testimonials or expert discussions create a safe space for dialogue and destigmatization (Olaniyi, 2021). Additionally, the platform is effective in bridging the knowledge gap on available resources, such as legal aid and counseling services.

Despite its potential, challenges such as funding limitations, political interference, and inadequate regulatory frameworks hinder the sustainability of community radio stations in Nigeria (Teer-Tomaselli & De Beer, 2021). However, leveraging partnerships with NGOs and international bodies can help mitigate these challenges.

In summary, community radio's potential to educate, empower, and mobilize communities makes it an invaluable resource in addressing sexual assault. Its unique characteristics, local engagement, accessibility, and adaptability serves as a crucial instrument for societal transformation.

2.1.2 Sexual Assault

Sexual assault encompasses a range of non-consensual acts, including harassment, molestation, and rape. According to the World Health Organization (WHO, 2021), it is a "grave violation of human rights" with profound physical, psychological, and social consequences. Sexual violence disproportionately affects women and children, often exacerbated by societal norms that perpetuate victim-blaming and silence.

In Nigeria, sexual assault remains a critical yet underreported issue. Cultural stigmas, fear of retaliation, and weak judicial enforcement deter victims from seeking justice. Akinwale and Ibrahim (2020) report that only one in ten victims reports incidents to the authorities, leaving many cases unresolved. This silence not only emboldens perpetrators but also perpetuates harmful stereotypes about gender roles and consent.

Community radio has emerged as a critical tool in addressing this silence. Programs focused on sexual assault awareness can educate listeners about the importance of consent, legal rights, and available support services. As Olaniyi (2021) notes, radio campaigns can challenge harmful cultural norms, promote empathy, and encourage victims to speak out. Survivor testimonials aired on community radio have been shown to inspire courage among other victims, fostering a culture of accountability.

Moreover, sexual assault prevention requires a multifaceted approach. Educational campaigns on community radio can advocate for bystander intervention, teach self-defense strategies, and encourage parents to discuss sexual abuse with children. Yusuf and Adewale (2022) stress the importance of targeted messaging tailored to different demographics, ensuring that all members of the community are reached.

While progress is being made, challenges persist. Limited funding for community radio stations often results in inconsistent programming. Additionally, addressing sexual assault requires a cultural shift that may take years to achieve. Nevertheless, community radio's ability to penetrate rural and underserved areas positions it as a key player in combating sexual violence.

2.1.3 Awareness and Prevention

Awareness and prevention are essential pillars in combating sexual assault. Awareness focuses on educating communities about the prevalence, consequences, and underlying causes of sexual violence. Prevention, meanwhile, entails proactive measures to reduce the likelihood of such incidents. Doyle (2020) emphasizes that "effective prevention requires addressing root causes, including cultural norms and power dynamics."

Community radio is uniquely suited for these tasks. By broadcasting educational programs in local languages, it ensures that even the most marginalized populations have access to critical

information. For example, awareness campaigns can dispel myths surrounding consent and promote the importance of reporting assaults to authorities.

Prevention strategies often involve equipping individuals with tools to protect themselves. Programs focused on bystander intervention can empower community members to step in when witnessing potentially harmful situations. Yusuf and Adewale (2022) highlight the success of similar campaigns in Ghana, where radio programs led to a measurable decline in assault cases. Community radio also facilitates partnerships with stakeholders, including law enforcement, healthcare providers, and NGOs, to create comprehensive prevention frameworks. By featuring expert interviews and legal awareness segments, it educates listeners on the resources available to survivors and their families.

Despite its advantages, the effectiveness of awareness and prevention campaigns depends on consistency and cultural sensitivity. Olaniyi (2021) notes that programs must account for local beliefs and practices to resonate with audiences. Furthermore, the success of these initiatives hinges on sustained funding and community buy-in.

In conclusion, community radio's interactive nature makes it a powerful tool for fostering awareness and prevention. Its ability to reach diverse audiences ensures that no group is excluded from efforts to combat sexual violence.

2.2 Theoretical Framework

The theoretical framework provides the foundation for analyzing the role of community radio in sexual assault awareness and prevention. It identifies relevant theories that explain how media platforms, particularly community radio, influence societal behavior and drive change. This study draws on Agenda-Setting Theory and Uses and Gratifications Theory, both of which highlight the importance of media in shaping public perceptions and fulfilling audience needs.

2.2.1 Agenda-Setting Theory

The Agenda-Setting Theory, developed by McCombs and Shaw (1972), posits that media plays a crucial role in determining the issues the public perceives as important. Through repeated coverage and emphasis, the media influences the salience of specific topics in the public consciousness. In the context of sexual assault awareness, community radio can use agenda-setting to amplify discussions around prevention, reporting, and survivor support, fostering a more informed and proactive society.

In Ilorin, where cultural taboos often shroud conversations about sexual violence, community radio stations have the potential to bring these issues to the forefront. As Olaniyi (2021) observes, radio programs that prioritize underreported topics like sexual assault can challenge societal norms and encourage community engagement. For instance, daily segments dedicated to survivor stories or expert advice can ensure the topic remains visible and relevant.

Agenda-setting is particularly effective in influencing policymakers. By framing sexual assault as a public health crisis, community radio can pressure local governments to prioritize funding for prevention programs and victim services. Akinwale and Ibrahim (2020) highlight cases in

which sustained media coverage of sexual violence led to legislative reforms in Nigeria, such as the passage of stricter anti-rape laws.

However, agenda-setting has its limitations. Critics argue that media platforms may inadvertently perpetuate stereotypes or reinforce victim-blaming narratives if content is not carefully curated. To mitigate this risk, Doyle (2020) emphasizes the importance of ethical journalism and culturally sensitive programming. Community radio producers must ensure that their coverage empowers survivors and avoids sensationalism.

In conclusion, the Agenda-Setting Theory underscores the power of media to shape societal priorities and drive change. By leveraging this theory, community radio can play a pivotal role in raising awareness about sexual assault and fostering an environment where prevention and support are prioritized.

2.2.2 Uses and Gratifications Theory

The Uses and Gratifications Theory explores why audiences consume specific media and how these interactions fulfill individual and societal needs. Katz, Blumler, and Gurevitch (1974) assert that media consumers actively seek content that aligns with their interests, aspirations, and challenges. For community radio in Ilorin, this theory offers insights into how programming can be tailored to meet the information and emotional needs of listeners concerned about sexual violence.

Community radio listeners often seek information, education, and reassurance when confronted with societal issues like sexual assault. Programs that provide actionable advice—such as legal guidance, counseling resources, and self-defense tips—address these needs effectively (Ibrahim, 2022). Yusuf and Adewale (2022) found that interactive segments, such as call-ins and live Q&A sessions, foster a sense of connection and trust between broadcasters and their audience.

Additionally, the Uses and Gratifications Theory emphasizes the role of media in providing a platform for self-expression and community building. Survivors of sexual assault may find solace in sharing their experiences through anonymous testimonials aired on community radio. This not only aids their healing process but also helps break societal silences around the issue (Olaniyi, 2021).

The theory also highlights the importance of entertainment as a medium for social education. Programs that blend storytelling, drama, and music with educational content can captivate audiences while subtly addressing sensitive topics. Doyle (2020) notes that infotainment formats are particularly effective in rural communities, where traditional methods of advocacy may struggle to gain traction.

However, the success of such programs depends on their cultural and linguistic relevance. Community radio stations must invest in audience research to understand the preferences and concerns of their listeners. As Adebayo and Ibrahim (2021) stress, content that resonates with local values is more likely to drive engagement and inspire action.

In summary, the Uses and Gratifications Theory offers a valuable framework for designing impactful community radio programs. By addressing the informational, emotional, and

entertainment needs of listeners, stations can enhance their effectiveness in raising awareness and preventing sexual assault.

2.3 Review of Related Studies

This section reviews existing research on the role of media in addressing societal issues, focusing on sexual assault awareness. It examines studies under three categories: media campaigns for sexual assault awareness, the role of community radio in social change, and the challenges and opportunities in leveraging community radio for advocacy. These insights provide a foundation for understanding the current research landscape and identifying gaps relevant to this study.

2.3.1 Studies on Media Campaigns for Sexual Assault Awareness

Several studies highlight the significant role media plays in raising awareness about sexual assault and influencing societal attitudes. Ibrahim and Adebayo (2019) assert that media campaigns emphasizing consent, survivor support, and legal frameworks can dismantle stigmas and encourage community action. These campaigns often use various formats such as public service announcements, storytelling, and expert interviews to reach diverse audiences. Community radio has proven effective in delivering these campaigns, particularly in rural areas where mainstream media has limited penetration. According to Olaniyi (2021), programs like Voices Against Violence significantly increased awareness levels in marginalized communities by broadcasting in local languages and involving grassroots organizations. This approach ensures cultural relevance and fosters trust among listeners. However, Doyle (2020) highlights challenges such as insufficient funding, which restricts the frequency and quality of programming. Furthermore, societal taboos around discussing sexual assault limit engagement, particularly in patriarchal societies. To address these barriers, studies recommend integrating participatory methods where listeners contribute to content creation, enhancing relatability and impact.

2.3.2 Studies on the Role of Community Radio in Social Change

Community radio is widely recognized as a tool for driving social change, particularly in low-resource settings. Yusuf and Adewale (2022) describe it as a "voice for the voiceless," capable of addressing sensitive issues like sexual violence that are often overlooked by mainstream media. They argue that the accessibility, affordability, and local focus of community radio make it an ideal platform for advocacy and education. Case studies from Kenya and India demonstrate the success of community radio in altering societal norms. For instance, the Gauravvanthi project in India used storytelling and music to address gender-based violence, reaching millions of listeners in remote areas (Ibrahim, 2022). In Nigeria, the We Care Initiative utilized call-in shows to foster open discussions on sexual assault, promoting dialogue and reducing stigma. However, these studies also highlight operational challenges, including political interference and limited technical capacity. As Doyle (2020) notes, community radio stations often struggle with

outdated equipment and insufficient training for staff. Addressing these challenges requires collaboration between stakeholders, including government agencies, non-governmental organizations, and international donors.

2.3.3 Studies on Challenges and Opportunities for Community Radio in Advocacy

The sustainability of community radio as a tool for advocacy hinges on overcoming certain challenges while leveraging emerging opportunities. Olaniyi (2021) identifies limited financial resources as a primary obstacle, noting that many stations rely on irregular donor funding. This financial instability undermines the continuity of programming on sexual violence.

Another challenge is resistance from traditional power structures. Ibrahim and Adebayo (2019) report instances where community radio programs addressing sexual assault faced backlash from local leaders who perceived them as threats to cultural norms. Overcoming such resistance requires strategic engagement with these leaders, presenting advocacy initiatives as complementary to societal development.

On the opportunity side, advances in technology present new avenues for community radio. The integration of social media, mobile applications, and podcasts can expand reach and foster interactivity. Yusuf and Adewale (2022) advocate for hybrid models that combine traditional radio with digital platforms, creating a broader and more diverse audience base.

Collaborative approaches also hold promise. Partnerships with local organizations, schools, and healthcare providers can enrich content and enhance credibility. For instance, Doyle (2020) cites the success of a South African initiative that paired community radio with local clinics to provide real-time advice and counseling for survivors of sexual assault.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the research methods that will be used to examine the role of community media in addressing sexual assault awareness and prevention in Ilorin. It details the research design, population, sample size, and data collection instruments. The chapter also discusses the validity and reliability of the research instrument, methods of data collection, and techniques for data analysis. These methodologies are chosen to ensure an in-depth understanding of how community media influence awareness and prevention of sexual assault. By adopting a systematic approach, the study aims to generate reliable and objective findings that contribute to existing knowledge on the subject.

3.2 Research Design

This study will employ a descriptive survey research design to analyze the impact of community media on sexual assault awareness and prevention in Ilorin. A survey approach is appropriate as it enables data collection from a large number of respondents, providing a comprehensive understanding of public perceptions. The study will utilize both qualitative and quantitative methods to ensure a well-rounded analysis. Structured questionnaires and interviews will be used to gather responses from participants. The design is chosen because it allows for statistical analysis, which enhances the reliability of findings. By employing this approach, the study will effectively assess community media's influence on sexual violence discourse in Ilorin.

3.3 Population of the Study

The study population will comprise residents of Ilorin, community members, media practitioners, and relevant stakeholders such as social workers. This diverse group will ensure a comprehensive examination of community media's role in sexual assault awareness. The population will include individuals from different socio-economic backgrounds, gender identities, and age groups, ensuring a balanced representation. Community media listeners, including those engaged with radio programs on gender issues, form a significant portion of the target population. By involving multiple perspectives, the study will capture the various ways community media contribute to preventing and addressing sexual violence in Ilorin.

3.4 Sample Size and Sampling Techniques

The study will adopt a multi-stage sampling technique to ensure representative data collection. A total of 150 respondents will be selected using a combination of stratified and purposive sampling methods. Stratified sampling divides the population into categories such as media audiences, and professionals, ensuring inclusivity. Purposive sampling targets key informants like journalists, and law enforcement officers with expertise in sexual assault prevention. The chosen sample size ensures statistical validity while capturing diverse viewpoints. This approach will enhance the study's credibility, allowing for a thorough assessment of community media's

effectiveness in raising awareness and preventing sexual assault in Ilorin.

3.5 Data Collection Instrument

The study will utilize structured questionnaires and key informant interviews as primary data collection instruments. The questionnaire will consist of closed-ended questions measuring respondents' awareness, perceptions, and experiences with community media regarding sexual assault prevention. Likert-scale (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree) will be used to measure respondents' perceptions of community media's role in sexual assault awareness and prevention in Ilorin. Key informant interviews provide qualitative insights from media practitioners, and law enforcement officers. The combination of both methods will ensure a balanced and comprehensive dataset. Additionally, the instruments will be designed to align with the research objectives, ensuring that the collected data accurately reflects the study's focus on community media's role in addressing sexual violence.

3.6 Validity and Reliability of Research Instrument

To ensure validity, the questionnaire will undergo media studies experts at Kwara State Polytechnic. The instrument will be shown to an expert (supervisor) to examine whether the questions are clear and whether such questions are sufficient to provide answers to the research questions.

The assessment and comments of the expert will be supervised and will be therefore used to standardize the questionnaire before being administered to the respondents.

3.7 Method of Data Collection

Data collection will be conducted through face-to-face distribution of questionnaires and scheduled interviews. Interviews with key informants will be conducted in person or via phone, depending on availability. Ethical considerations, including informed consent and confidentiality, will be strictly adhered to. The data collection process will span not less than two weeks to ensure comprehensive coverage of the target population. Respondents' anonymity will be guaranteed to encourage honest responses. This approach will ensure that the study gathers authentic and reliable data that accurately reflect community media's influence on sexual assault awareness in Ilorin.

3.8 Method of Data Analysis

Data analysis will follow a mixed-method approach, incorporating both statistical and thematic analyses. Quantitative data from the questionnaires will be analyzed using descriptive statistics such as frequency distribution, percentages, and mean scores. Qualitative data from interviews will be analyzed thematically, identifying recurring patterns in participants' perspectives on community media's role in sexual assault prevention. The combination of these analytical methods will ensure comprehensive findings, providing both numerical evidence and in-depth

insights. This approach will strengthen the study's conclusions, offering a well-rounded understanding of community media's impact on addressing sexual violence in Ilorin.

CHAPTER 4

DATA PRESENTATION & ANALYSIS

4.0 Data Analysis

Data analysis is the most crucial part of any research. Data analysis summarizes collected data. It is a process used by researchers in reducing data to a story and interpreting it to derive insights. In this chapter, data are organised into tables so that statically and logical conclusions can be obtained from the collected data and merit will be discussed. In this research work, the simple percentage tabular presentation in presenting the primary data generated from the field was used. Doing this would enable easy, convenient, clarity and vetted comprehension. The researcher presents all the questionnaire items that would provide answers to the researcher's identified problem and all presentation and analysis shall be in conformity with questionnaire items and responses.

4.1 Analysis of Research Instrument

Data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data sets so that an informed decision can be made based on them. It also refers to the organization and presentation of data into tables, graphs, charts, etc. However, the organization and presentation of data shall be according to questionnaire items and responses, in the (21) twenty one questionnaire items developed from the three framed researchers' questions, the researcher aimed at using them to provide an answer to his topic problem.

A total of hundred(100) copies of the questionnaire were produced and distributed to the researcher sample populace. All presentations are done in simple percentage tabular mode, while a simple descriptive analysis technique was used to describe what items were contained in the tables.

Table 4.1.1

Distribution of respondents by gender

Respondents	Frequency	Percentage
Male	25	25%
Female	65	65%
Prefer not to say	10	10%

Total	100	100%
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GOGGLE FORM SURVEY, 2025

The table above shows that 25% of the respondents are male, 65% of the respondents are female, and 10% of the respondents prefer not to say.

Table 4.1.2

Distribution of respondents by marital status

Respondents	Frequency	Percentage
Married	16	16%
Single	80	80%
Others	4	4%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 16% of the respondents are married, 80% of the respondents are single, and 4% of the respondents are others.

Table 4.1.3

Distribution of respondents by age

Respondents	Frequency	Percentage
18- 25	69	69%
26- 35	20	20%
36- 45	8	8%
46 and above	3	3%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 69% of the respondents are between the ages of 18-25, 20% of the respondents are between the ages of 26- 35, 8% of the respondents are between the ages of 36- 45 and 3% of the respondents are between the ages of 46 and above.

Table 4.1.4

Distribution of respondents by religion

Respondents	Frequency	Percentage
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Muslim	48	48%
Christian	51	51%
Not indicated	1	1%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The above table shows that 48% of the respondents are Muslim, 51% of the respondents are Christian, and 1% of the respondents was not indicated.

Table 4.1.5

Distribution of respondents by educational level

Respondents	Frequency	Percentage
No formal education	7	7%
Primary education	4	4%
Secondary education	8	8%
Tertiary education	81	81%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 7% of the respondents has no formal education, 4% of the respondents has primary education, 8% of the respondents has secondary education, and 81% of the respondents has tertiary education.

Table 4.1.6

Distribution of respondents by occupation

Respondents	Frequency	Percentage
Student	71	71%
Civil servant	17	17%
Media practitioner	6	6%
Law enforcement officer	5	5%
Others	1	1%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 71% of the respondents are students, 17% of the respondents are civil servants, 6% of the respondents are media practitioners, 5% of the respondents are law enforcement officers, and 15 of the respondents are others.

Table 4.1.7

Which community media platform do you use most often?

Respondents	Frequency	Percentage
Radio	80	80%
Television	14	14%
Others	6	6%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 80% of the respondents use radio most often, 14% of the respondents use television most often, and 6% of the respondents use others most often.

Table 4.1.7

Have you ever heard about sexual assault?

Respondents	Frequency	Percentage
Yes	88	88%
No	12	12%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 88% of the respondents have heard about sexual assault and 12% have not heard about sexual assault.

Table 4.1.8

How frequently do you engage with community media on sexual assault related topics?

Respondents	Frequency	Percentage
Daily	26	26%
Weekly	27	27%
Occasionally	43	43%

Never	4	4%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 26% of the respondents engage daily with community media on sexual assault related topics, 27% of the respondents engage weekly with community media on sexual assault related topics, 43% of the respondents engage occasionally with community media on sexual assault related topics and 4% never engage with community media on sexual assault related topics.

Table 4.1.9

Have you ever heard about discussions about sexual assault awareness on community media?

Respondents	Frequency	Percentage
Yes	93	93%
No	7	7%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 93% of the respondents have heard about discussions about sexual assault awareness on community media, and 7% have not heard about discussions about sexual assault awareness on community media.

Table 4.1.10

Which topics related to sexual assault do you hear most often on community media?

Respondents	Frequency	Percentage
Causes of sexual assault	12	12%
Consequences of sexual assault	7	7%
Prevention strategies	58	58%
Support for victims	13	13%
Legal implication	10	10%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 12% of the respondents often hear about causes of sexual assault on community media, 7% of the respondents often hear about consequences of sexual assault on

community media, 58% of the respondents often hear about prevention strategies on community media, 13% of the respondents often hear about support for victims on community media and 10% of the respondents often hear about legal implication on community media.

Table 4.1.11

Have you ever changed your perception about sexual assault due to community media content?

Respondents	Frequency	Percentage
Yes	90	90%
No	10	10%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 90% of the respondents have changed their perception about sexual assault due to community media content, and 10% have not changed their perception about sexual assault due to community media content.

Table 4.1.12

Do you think sexual assault victims are given good media attention?

Respondents	Frequency	Percentage
Yes	77	77%
No	23	23%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 77% of the respondents think sexual assault victims are given good media attention and 23% of the respondents think sexual assault victims are not given good media attention.

Table 4.1.13

Community media has increased my awareness of sexual assault

Respondents	Frequency	Percentage
Strongly agreed	49	49%
Agreed	28	28%
Neutral	18	18%
Disagree	4	4%

Strongly disagree	1	1%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 49% of the respondents strongly agreed, 28% of the respondents chose agreed, 18% of the respondents chose neutral, 4% of the respondents chose to disagree and 1% of the respondents strongly disagreed.

Table 4.1.14

I have learnt about sexual assault prevention strategies from community media

Respondents	Frequency	Percentage
Strongly agreed	73	73%
Agreed	15	15%
Neutral	8	8%
Disagree	3	3%
Strongly disagree	1	1%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 73% of the respondents strongly agreed, 15% of the respondents chose agreed, 8% of the respondents chose neutral, 3% of the respondents chose to disagree and 1% of the respondents strongly disagreed.

Table 4.1.15

Community media gives adequate coverage to sexual assault issues

Respondents	Frequency	Percentage
Strongly agreed	61	61%
Agreed	20	20%
Neutral	13	13%
Disagree	5	5%
Strongly disagree	1	1%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 61% of the respondents strongly agreed, 20% of the respondents chose agreed, 13% of the respondents chose neutral, 5% of the respondents chose to disagree and 1% of the respondents strongly disagreed.

Table 4.1.16

Community media influences public opinion on sexual assault issues

Respondents	Frequency	Percentage
Strongly agreed	65	65%
Agreed	23	23%
Neutral	8	8%
Disagree	4	4%
Strongly disagree	0	0%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 65% of the respondents strongly agreed, 23% of the respondents chose agreed, 8% of the respondents chose neutral, 4% of the respondents chose to disagree and 0% of the respondents strongly disagreed.

Table 4.1.17

Programs on community media has helped reduce cases of sexual assault

Respondents	Frequency	Percentage
Strongly agreed	65	65%
Agreed	15	15%
Neutral	8	8%
Disagree	9	9%
Strongly disagree	3	3%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 65% of the respondents strongly agreed, 15% of the respondents chose agreed, 8% of the respondents chose neutral, 9% of the respondents chose to disagree and 3% of the respondents strongly disagreed.

Table 4.1.18

Community media provides platforms for victims to share experiences

Respondents	Frequency	Percentage
Strongly agreed	72	72%
Agreed	7	7%
Neutral	15	15%
Disagree	4	4%
Strongly disagree	2	2%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 72% of the respondents strongly agreed, 7% of the respondents chose agreed, 15% of the respondents chose neutral, 4% of the respondents chose to disagree and 2% of the respondents strongly disagreed.

Table 4.1.19

Community media should feature survivors' stories to inspire others

Respondents	Frequency	Percentage
Strongly agreed	79	79%
Agreed	9	9%
Neutral	7	7%
Disagree	4	4%
Strongly disagree	1	1%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 79% of the respondents strongly agreed, 9% of the respondents chose agreed, 7% of the respondents chose neutral, 4% of the respondents chose to disagree and 1% of the respondents strongly disagreed.

Table 4.1.20

The government should collaborate with community media to fight sexual assault

Respondents	Frequency	Percentage
Strongly agreed	86	86%
Agreed	7	7%
Neutral	3	3%
Disagree	3	3%
Strongly disagree	1	1%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 86% of the respondents strongly agreed, 7% of the respondents chose agreed, 3% of the respondents chose neutral, 3% of the respondents chose to disagree and 1% of the respondents strongly disagreed.

Table 4.1.21

Community media should play more stronger role in sexual assault prevention

Respondents	Frequency	Percentage
Strongly agreed	79	79%
Agreed	12	12%
Neutral	2	2%
Disagree	4	4%
Strongly disagree	3	3%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 79% of the respondents strongly agreed, 12% of the respondents chose agreed, 2% of the respondents chose neutral, 4% of the respondents chose to disagree and 3% of the respondents strongly disagreed.

4.2 ANALYSIS OF RESEARCH QUESTIONS

Findings from the above research questions tested with survey methods gained empirical support. The research questions support the impact of community media in addressing sexual assault, awareness and its prevention in Ilorin.

Research Question 1: What role does community radio play in raising awareness about sexual assault in Ilorin?

This question aligns with table 4.1.13 and 4.1.15 of the questionnaire. From the data gathered, table 4.1.13 revealed that 49% of the respondents strongly agreed, that community media increased their awareness of sexual assault, 28% agreed, 18% choose to be neutral, 4% disagree and 1% strongly disagree. Additionally, table 4.1.15 revealed that 61% *of the respondents strongly agreed* that community media gives adequate coverage to sexual assault issues, 20% choose agreed, 13% choose to be neutral, 5% choose disagree and 1% strongly disagree.

This shows that a total of 77% to 81% of respondents recognize community radio as an essential platform that raises awareness on sexual assault in Ilorin. This affirms that community radio plays a strong and positive role in creating public awareness.

Research Question 2: How effective are community radio programs in educating the public on sexual assault prevention?

This question aligns with table 4.1.14, 4.1.16 and 4.1.17 of the questionnaire. From the data gathered, table 4.1.14 revealed that, 73% strongly agreed that they learned about sexual assault prevention strategies from community media. 15% agreed, 8% choose to be neutral, 3% disagree and 1% strongly disagree.

In table 4.1.16, 65% strongly agreed, that community media influences public opinion on sexual assault, 23% choose agreed, 8% choose to be neutral, 4% choose disagree and 0% choose strongly disagreed.

Additionally, table 4.1.17 shows 65% strongly agreed that community media programs have helped reduce cases of sexual assault, 15% choose agreed, 8% choose to be neutral, 9% choose disagree, and 3% choose strongly disagree.

This explains that there's an overwhelming agreement (above 80%) that community radio is an effective educational tool for sexual assault prevention. The high number of strong agreements shows trust in its message and reach.

Research Question 3: What challenges do community radio stations face when addressing sexual assault related issues?

This is addressed in table 4.1.8. From the data gathered, table 4.1.8 revealed that, only 26% engage with community media on sexual related topics daily, 27% engage weekly, 47% engage occasionally, and 4% never engage on community media on sexual related topics.

Additionally, challenges is indirectly expressed in table 4.1.12 as 23% of the respondents feel that sexual assault victims are not given good media attention.

This shows that, the inconsistency in engagement levels can be a challenge to community media while carry out sexual assault topics. Also, while most respondents agree community radio is effective, a portion still feels that victims are underrepresented. This suggests challenges such as cultural sensitivity, limited programming, or editorial restrictions.

Research Question 4: How do audiences engage with and respond to sexual assault related programs aired on community radio?

This is clearly shown in table 4.1.8, 4.1.11, 4.1.18. From the data gathered, in table 4.1.8, only 26% of respondents engage daily, and 43% engage occasionally, showing moderate engagement. Table 4.1.11 shows that 90% of respondents have changed their perception about sexual assault due to community media content.

Also table 4.1.18 supports this as 72% strongly agreed that community media provides platforms for victims to share experiences.

This explains that engagement is mostly occasional but impactful. A large portion of the audience does not listen daily, yet the majority report that their perceptions have changed, suggesting the content is influential even with limited exposure.

Research Question 5: What strategies can be adopted to improve the use of community radio in addressing sexual assault awareness and prevention?

This is clearly shown in table 4.1.19, 4.1.20 and 4.1.21. From the data gathered, in table 4.1.19, 79% of the respondents strongly agreed that survivors' stories should be featured to inspire others.

In table 4.1.20, 86% of the respondents strongly agreed that the government should collaborate with community media to fight sexual assault. Also, in table 4.1.21, 79% of the respondents strongly agreed that community media should play a stronger role in sexual assault prevention. This explains that respondents believe in empowering community media through partnerships, survivor-centered storytelling, and broader program responsibilities. These strategies can significantly enhance prevention and awareness campaigns.

4.3 DISCUSSIONS OF FINDINGS

This section discusses the key findings of the study, as presented in the data analysis, and how they relate to the objectives of the research. The discussion provides a contextual interpretation of the results and compares them with previous research and theoretical expectations.

The demographic insights sections, (Tables 4.1.1 – 4.1.6) shows that the majority of respondents were female (65%) and single (80%), with most aged between 18 and 25 years (69%). A significant 81% had tertiary education, and 71% were students. This indicates that the audience surveyed was largely young, educated, and active, which aligns with the assumption that this demographic is most likely to engage with issues of social concern, such as sexual assault. It is also consistent with previous studies (e.g., Olaniyi, 2022) that highlight youth as both key victims and potential change agents in social awareness campaigns.

Also (Table 4.1.7) revealed media access and usage. A large percentage (80%) of respondents indicated that radio is the community media platform they use most often. This strongly validates the relevance of using community radio as a tool for communication and awareness creation on sensitive social issues like sexual assault. Radio's wide reach and local language accessibility are

important factors that make it an effective medium.

Tables (4.1.8 – 4.1.12) reveal awareness and engagement levels. The data revealed high levels of awareness, with table 4.1.9 showing that 93% of the respondents had heard about sexual assault on community media. Table 4.1.11 showing that 90% of the respondents had changed their perception about sexual assault due to community media content, which aligns with the Agenda Setting Theory discussed in Chapter 2. Table 4.1.8 showing that 43% engage occasionally with the topic, showing regular but not necessarily daily involvement.

This supports the finding that community radio has successfully initiated conversations around sexual assault, even if engagement levels vary. The fact that 77% of respondents believe sexual assault victims are given good media attention reinforces that awareness content is both visible and emotionally impactful.

Tables 4.1.13 – 4.1.17 reveal effectiveness and influence. In table 4.1.13, respondents strongly agreed that community media increases awareness with 49% of the respondents strongly agreed and 28% agreed. In table 4.1.14, 73% of the respondents strongly agreed that community media teaches prevention. In table 4.1.16, 65% of the respondents strongly agreed that community media influences public opinion on sexual assault issues. In table 4.1.17, 65% of the respondents strongly agreed that programs on community media has helped reduce cases of sexual assault. These results demonstrate that community media is not just passive in addressing sexual assault it actively shapes opinions and provides solutions.

(Tables 4.1.18 – 4.1.21) shows support and strategic development. The community radio's role as a platform for victims and as a tool for change was strongly affirmed. In table 4.1.18, 72% of the respondents strongly agreed that it provides space for victims to share experiences. In table 4.1.20, 86% of the respondents called for government collaboration. And lastly in table 4.1.21, 79% of the respondents strongly agreed that community media should play a stronger role. This suggests that listeners trust and respect the media and want to see its reach and influence expanded further. It also validates the Resource Dependence Theory (Pfeffer & Salancik, 1978), which emphasizes the importance of external partnerships and funding.

Overall, the findings support the idea that community radio is a powerful platform for raising awareness and promoting behavioral change on issues of sexual assault. It has succeeded in reaching a responsive audience and inspiring conversations, even though there is still room to grow in terms of frequency of engagement and content diversity.

The study confirms that targeted media programming, supported by community involvement and institutional backing, can significantly contribute to combating social vices like sexual assault.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This research project titled “Impact of Community Radio in Addressing Sexual Assault Awareness and Prevention in Ilorin” was structured into five systematic chapters, each contributing to the understanding and investigation of how community media influences public awareness on sexual assault in Ilorin.

Chapter One introduced the study, providing a background on the prevalence of sexual assault in Nigeria and the potential of community radio as a tool for social change. It outlined the problem statement, research objectives, research questions, significance of the study, and definitions of key terms. The chapter established the foundation of the study by highlighting the urgent need for strategic media intervention in combating sexual violence.

Chapter Two presented the review of relevant literature. It discussed the key concepts such as community radio, sexual assault awareness, and prevention efforts in the Nigerian context. The chapter also reviewed empirical studies and established theoretical foundations for the research. The theories that guided the study were:

Agenda Setting Theory, which suggests that the media may not tell people what to think, but it tells them what to think about. This theory is relevant in examining how community radio places sexual assault issues on the public agenda.

Uses and Gratification Theory, which assumes that audiences actively select media content to satisfy specific needs such as information, awareness, or social integration. This theory helped explain how listeners engage with sexual assault programs on community radio for knowledge and empowerment.

Chapter Three focused on the research methodology. The study adopted a descriptive survey design using a structured questionnaire to collect data from 100 respondents in Ilorin. The population included radio listeners, media practitioners, and residents. The chapter also covered the sampling techniques (purposive and convenience), data collection procedure, instrument validation, and methods of analysis, ensuring that the findings would be reliable and academically sound.

Chapter Four presented the data analysis and interpretation. It used descriptive statistics to analyze the responses collected via Google Forms. The chapter included frequency tables and percentages to explain how respondents perceived the role of community radio in raising

awareness, educating the public, influencing perception, and preventing sexual assault. It also discussed the findings in relation to the research questions and the theoretical framework.

Chapter Five concluded the study by summarizing the entire research, drawing conclusions from the key findings, and providing actionable recommendations. The chapter emphasized the importance of partnerships, survivor centered content, and government support in enhancing the role of community media in addressing sexual assault. It also offered suggestions for further research and included the reference list.

5.2 Conclusion

From the analysis and findings, it is clear that community radio plays a crucial role in the fight against sexual assault in Ilorin. It serves not only as a platform for education and prevention but also as a tool for reshaping public perception and promoting empathy toward victims.

Respondents strongly support deeper government and community collaborations to expand radio programming on this issue.

Despite moderate levels of daily engagement, the overwhelming positive impact indicates that community radio is capable of influencing attitudes and actions when content is consistent, relatable, and strategically presented. Therefore, community radio remains a powerful grassroots tool for addressing deeply rooted social vices like sexual assault.

5.3 Recommendations

1. Based on the findings of this research, the following recommendations are proposed to enhance the use of community radio in addressing sexual assault, awareness and prevention in Ilorin:
2. Expand survivor focused content: Radio stations should feature more testimonies and discussions that empower victims and break societal silence.
3. Government and NGO collaboration: Partnerships should be established to fund sexual assault awareness programs and equip broadcasters with necessary training.
4. Increase program frequency: Stations should increase the consistency of their programming to foster daily audience engagement.
5. Target youth oriented radio time slots: Given that the majority of listeners are young people, programs should be scheduled at youth friendly times.
6. Use local languages: To reach a wider and more inclusive audience, content should be localized for better understanding and impact.

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