



Influence of *Coast to Coast* Environmental Programme on Nigeria Television Authority (NTA), Lokoja on Attitude of Viewers towards Flooding in Lokoja, Kogi State, Nigeria

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ABSTRACT

Background: Lokoja, the capital of Kogi State, Nigeria, is highly prone to flooding due to its proximity to the River Niger and River Benue. In response to the recurring flood incidents in the area, the Nigeria Television Authority (NTA) Lokoja introduced the environmental programme, *Coast to Coast*, to educate and sensitise residents on flood preparedness, prevention, and safety measures.

Objective: This study investigated the influence of the *Coast to Coast* programme on viewers' attitudes towards flooding in Lokoja, Kogi State.

Method: The study adopted a descriptive survey research design. A sample of 347 respondents was drawn from a population of 195,261 adult residents of Lokoja. Data were collected using a structured questionnaire that was purposively administered to the respondents.

Results: The findings revealed a high level of exposure to the *Coast to Coast* programme among the respondents. Exposure to the programme significantly enhanced awareness of flood prevention and preparedness measures, encouraged positive attitudes towards flood risk reduction, and promoted proactive community responses to flood-related challenges.

Conclusion: The *Coast to Coast* programme has positively influenced viewers' attitudes towards flooding by improving environmental awareness and encouraging preventive actions. Sustained and strategically designed environmental broadcasting is therefore essential for strengthening public environmental consciousness and enhancing effective flood risk management.

Unique Contribution: Although flooding in Lokoja has attracted considerable scholarly attention, limited empirical evidence exists on the influence of the *Coast to Coast* programme on residents' attitudes towards flooding. This study fills that gap by providing evidence on the programme's effectiveness in enhancing public awareness, fostering positive environmental attitudes, and encouraging community-based and individual actions aimed at reducing flood risks.

Key Recommendation: Nigeria Television Authority (NTA) Lokoja should sustain and strengthen the *Coast to Coast* programme by incorporating more in-depth discussions, expert interviews, practical demonstrations of flood preparedness measures, and success stories from flood-prone communities to further enhance public engagement and environmental resilience.

Keywords: Audience Attitude, *Coast to Coast*, Environmental Consciousness, Flooding, Nigeria Television Authority (NTA) Lokoja.



BACKGROUND

Flooding remains one of the most devastating environmental challenges confronting Nigeria, particularly in flood prone regions like Lokoja, the capital of Kogi State. Lokoja's geographical positioning at the confluence of the Niger and Benue rivers makes it highly susceptible to seasonal flooding, often resulting in the displacement of residents, loss of lives and property, and disruption of socioeconomic activities (Adelekan, 2010). The frequency and intensity of these flood events have raised critical concerns about public awareness, preparedness, and attitudinal responses towards flood mitigation and adaptation measures (Eboh, 2019).

In 2012, Nigeria's National Emergency Management Agency (NEMA) reported that 32 out of the 36 states were affected by flooding, including major states like Lagos, Kogi, and Rivers. The disaster had severe implications, including the spread of waterborne diseases like cholera, disruption of business activities, infrastructure damage, displacement of people, and property loss, as well as overflowing dams. Flooding has become a recurring disaster in Nigeria, resulting in loss of land, lives, and livelihoods.

In light of these concerns, the role of mass media in environmental communication has become increasingly vital. Television, in particular, remains a powerful tool for shaping public perceptions and behaviours towards environmental issues. The Nigeria Television Authority (NTA) Lokoja, as a public service broadcaster, plays a key role in disseminating information and fostering awareness about local and national environmental challenges. Its programme, *Coast to Coast*, has emerged as a significant platform for addressing issues such as flooding, climate change, and disaster risk reduction. Through a combination of documentaries, expert interviews, public service announcements, and community spotlights, *Coast to Coast* seeks to inform, educate, and influence the attitudes of its viewers towards proactive engagement with environmental issues (Adedeji & Okunlola, 2020).

Despite the persistent and often devastating impact of flooding in Lokoja, Kogi State, public response to flood warnings, preparedness measures, and environmental protection practices remains generally low. This lack of proactive engagement raises questions about the effectiveness of communication channels used to disseminate vital information and influence public behaviour towards flooding. NTA Lokoja's programme *Coast to Coast* is designed to inform and educate the public on environmental issues, including flood risk, causes, and mitigation strategies. However, the extent to which this programme shapes the attitudes and responses of its audience towards flooding is unclear. There appears to be a disconnect between the regular broadcast of flood related content and the observable behaviour of the local population, many of whom still exhibit apathy, limited awareness, or misinformation regarding flood prevention and emergency response. This situation is concerning, particularly, in a region that experiences recurrent floods and faces increasing vulnerability due to climate change, poor urban planning, and weak infrastructure. Therefore, it is necessary to investigate whether and how *Coast to Coast* is influencing audience attitudes towards flooding whether it motivates precautionary action, increases awareness, or simply serves as passive information without significant behavioural impact. Without such an understanding, the potential of local media to serve as a tool for disaster risk reduction may remain under-utilised.



RESEARCH QUESTIONS

1. What is the level of exposure of audiences in Lokojata NTA Lokoja's programme *Coast to Coast*?
2. How does the programme *Coast to Coast* influence the awareness and knowledge of flooding among viewers in Lokoja?
3. How effective is the programme in promoting community-based and individual actions aimed at reducing flood risks in Lokoja?

LITERATURE REVIEW

Conceptual Perspectives of Flooding

Flooding is a natural disaster that occurs when a body of water, such as a river, lake, or ocean, overflows its banks and inundates surrounding areas. This may result from heavy rainfall, melting snow, dam or levee failure, or a combination of these factors. Flooding can cause significant damage to infrastructure, homes, businesses, and agricultural land, while also posing serious threats to human life and property. In addition to natural causes, flooding may result from human activities such as blocking drainage channels, indiscriminate disposal of refuse in canals, and obstruction of waterways, all of which impede the free flow of water (Adejumo, 2020).

These human activities can exacerbate flooding, particularly during periods of heavy rainfall. Flooding occurs in several forms, including river flooding, flash flooding, coastal flooding, and urban flooding (USGS). River flooding occurs when rivers overflow their banks, while flash flooding is a rapid and severe form of flooding that develops with little or no warning. Coastal flooding results from high tides, storm surges, and wave action and may be intensified by sea level rise associated with climate change. Urban flooding occurs when heavy rainfall or snowmelt exceeds the capacity of stormwater drainage systems, causing water to accumulate on streets and in low-lying areas (Bates & Fewtrell, 2008).

In Nigeria, floods account for nearly 90% of the damage caused by natural hazards, second only to drought (Adeoye, Oladele, & Ojo, 2009, p. 15). Flooding in the country is primarily caused by excessive rainfall, blocked drainage systems, and dam failures. Urban flooding is particularly common in towns and cities situated on flat or low-lying terrain, especially where there is little or no provision for effective surface drainage or where existing drainage channels have been obstructed by municipal waste, refuse, and eroded soil sediments (Folorunsho & Awosika, 2001).

Recent flood disasters have become a major concern for individuals, communities, and institutions across Nigeria. Flash floods are the most common type of flooding during the peak rainy season (June–October), while the 2012 flood disaster remains one of the worst in the country's history. Kogi State was the most severely affected because of its location at the confluence of Nigeria's two major rivers—the River Niger and the River Benue.



Mass Media and Environmental Communication

Mass media play a critical role in environmental communication by shaping public knowledge, attitudes, and behaviours towards ecological issues such as climate change, pollution, and natural disasters. In developing countries such as Nigeria, where environmental challenges increasingly threaten human well-being and economic development, the media serve not only as a source of information but also as a platform for advocacy, public education, and civic engagement. McQuail (2010) asserts that the mass media function as powerful social institutions capable of setting public agendas and influencing discourse on critical societal issues. Through news reports, documentaries, talk shows, and educational programmes, television, in particular, has the capacity to raise public awareness and promote action on environmental issues.

The effectiveness of environmental communication through the mass media largely depends on how well media content is localised, structured, and sustained. Adebayo and Ojebode (2009) observe that although Nigerian media organisations, including television stations, report environmental issues, such coverage are often inconsistent and inadequately funded. In many instances, environmental stories are overshadowed by political and entertainment content, thereby limiting public awareness of environmental risks. Furthermore, the shortage of specialised environmental journalists and inadequate collaboration between media practitioners and scientific experts contribute to the dissemination of superficial or poorly contextualised environmental information. Ojebuyi and Oyesomi (2013) further argue that audience perceptions of environmental programmes on Nigerian television are influenced by the quality of presentation, the use of relatable language, and the perceived credibility of the message source.

Despite these challenges, programmes such as *Coast to Coast*, aired on Nigeria Television Authority (NTA) Lokoja, demonstrate the potential of the mass media to promote environmental awareness and encourage positive behavioural change when programme content is tailored to community-specific issues such as flooding. According to Bandura (2001), as cited in Ottah (2017), Social Cognitive Theory explains that individuals are more likely to adopt preventive behaviours when they observe relatable role models demonstrating such behaviours through the media. This underscores the importance of culturally relevant and engaging environmental programming that not only informs audiences but also motivates them to take appropriate action. When effectively produced and consistently broadcast, environmental programmes can bridge the gap between scientific knowledge and public understanding, thereby fostering a more environmentally conscious and resilient society.

Environmental Reporting and Television Programming in Nigeria

Environmental reporting in Nigeria has become increasingly important in response to the growing frequency of ecological challenges such as deforestation, oil spills, desertification, erosion, and urban flooding. Television, as a powerful medium of mass communication, plays a significant role in educating the public and shaping discourse on environmental issues. Nevertheless, environmental journalism and television programming in Nigeria continue to experience both progress and persistent challenges.



Nigerian television stations, particularly government-owned broadcasters such as the Nigeria Television Authority (NTA), have been at the forefront of producing and broadcasting environmental programmes, documentaries, and special reports aimed at promoting environmental awareness. These programmes frequently address issues such as climate change, pollution, erosion, flooding, and disaster preparedness. However, the depth, frequency, and consistency of such coverage often depend on institutional support, editorial priorities, and the availability of funding (Adebayo & Ojebode, 2009).

Environmental programmes are frequently scheduled during off-peak viewing hours, receive minimal promotion, and are rarely supported by sustained follow-up campaigns, thereby limiting their audience reach and overall impact. In addition, television broadcasters often encounter political and economic pressures that discourage critical reporting on environmentally harmful activities associated with influential individuals or organisations, including illegal logging and poorly regulated urban development (Oso, 2012).

Despite these constraints, some television stations have made deliberate efforts to improve the quality of environmental reporting. For example, the Nigeria Television Authority (NTA) has developed community-focused programmes addressing issues such as flooding, erosion control, sanitation, and waste management, often in collaboration with government agencies and non-governmental organisations. One such initiative is *Coast to Coast*, a programme aired on Nigeria Television Authority (NTA) Lokoja, which serves as a platform for public education and community engagement on environmental issues. The programme demonstrates how local television can be effectively utilised to enhance environmental awareness and promote disaster preparedness. Its effectiveness, however, depends largely on its ability to sustain audience interest, provide practical and actionable information, and inspire meaningful behavioural change among viewers.

Flooding and Public Perception in Lokoja

Flooding is one of the most pressing environmental challenges confronting Lokoja, the capital of Kogi State, Nigeria. Located at the confluence of the River Niger and the River Benue, Lokoja is highly susceptible to seasonal flooding, particularly during the rainy season when river levels rise significantly (Ayoade et al., 2014). Over the past decade, the city has experienced increasingly frequent and devastating floods, with the most destructive occurring in 2012 and subsequent years. These floods resulted in the displacement of thousands of residents, widespread destruction of property, loss of livelihoods, and disruptions to transportation and commercial activities (Adelekan, 2010). Despite the recurrent nature of these disasters, public perception and responses to flooding in Lokoja remain largely reactive, with many residents exhibiting limited preparedness and inadequate awareness of flood risks.

Studies have shown that many residents continue to live in flood-prone areas despite repeated warnings and previous flood experiences. This behaviour can be attributed to several factors, including economic constraints, the lack of viable alternative housing, poor urban planning, and a general underestimation of flood hazards (Ajibade, 2015). There is also evidence that a



considerable proportion of the population perceives flooding as a natural or divine occurrence rather than a preventable or manageable environmental risk. This perception influences the extent to which individuals respond to early warning systems and participate in disaster preparedness initiatives (Ishaya & Abaje, 2008). Such beliefs, coupled with weak institutional communication, further undermine community resilience and disaster preparedness.

The role of the media and public communication in shaping flood risk perception in Lokoja has been inconsistent. Although awareness campaigns are occasionally conducted, particularly during periods of severe flooding, they are often short-lived, poorly coordinated, and not presented in accessible formats or local languages (Adebayo & Ojebode, 2009). Consequently, many residents remain unaware of essential flood mitigation measures, including proper waste disposal, routine drainage maintenance, and the importance of relocating from high-risk areas. In addition, local authorities frequently lack the resources and institutional capacity to enforce zoning regulations or provide adequate support during evacuation exercises. As a result, many communities depend largely on informal social networks, spiritual coping mechanisms, or temporary relocation during flood emergencies.

The challenge of flooding in Lokoja is further compounded by deeply rooted public perceptions shaped by socioeconomic, cultural, and institutional factors. Addressing these perceptions requires not only infrastructural interventions but also effective communication strategies that educate, empower, and actively engage residents on flood risks and disaster preparedness. Locally tailored environmental media content, such as Nigeria Television Authority (NTA) Lokoja's *Coast to Coast* programme, can play a significant role in this transformation, provided it is consistently produced, culturally sensitive, and designed to influence both public awareness and positive behavioural change.

Related Studies

Ottah (2017) conducted a study titled *Impact of Radio Kogi's Flood Disaster Awareness Campaign on Residents of Ibaji Local Government Area of Kogi State, Nigeria*. The study examined the impact of Radio Kogi's flood disaster awareness campaign on residents of Ibaji Local Government Area following the 2012 flood disaster. Using the survey research design, a sample of 622 respondents was drawn from a population of 127,572 using Cochran's sample size determination formula. Data were collected through a structured questionnaire, with an 83.1% response rate.

The findings revealed that all the respondents (100%) listened to the radio, while a substantial proportion (86.7%) listened to the flood disaster warning broadcast by Radio Kogi urging residents to relocate from flood-prone areas. Despite this high level of exposure, 60% of the respondents did not relocate from the flood zone. Furthermore, 44.7% of the respondents considered the impact of the awareness messages to be moderate, whereas 25.7% believed the messages were too weak to influence their actions. In addition, 45.6% of the respondents were of the opinion that Radio Kogi should have adopted a communication strategy capable of influencing people's attitudes and behaviours towards flood disasters. The study concluded that



although residents of Ibaji had high exposure to Radio Kogi's flood awareness campaign, the messages did not produce the desired behavioural change during the 2012 flood disaster.

Ottah (2017) recommended that media practitioners should consider the socio-cultural background of their audiences when designing disaster communication strategies. The study further suggested that government should complement media campaigns with other forms of information dissemination, particularly those that take into account the cultural orientations and social realities of flood-prone communities. Rather than relying solely on radio announcements, government should deploy disaster management experts to vulnerable communities to provide practical demonstrations and firsthand evidence of the devastating consequences of flooding. Such a behaviour change communication approach would encourage residents to make informed decisions and adopt appropriate preventive measures.

Similarly, Danjibo, Adeoye, and Ojo (2019) conducted a study titled *Dynamics in the Response Mechanisms of Major Stakeholders during Flood Disaster: A Case Study of Kogi State, Nigeria*. The study adopted the survey research design and employed a stratified sampling technique to select 4,170 respondents from eight local government areas in Kogi State, namely Lokoja (900), Idah (250), Kogi (750), Ibaji (700), Ofu (450), Ajaokuta (600), Bassa (120), and Igalamela (400). Data were collected through in-depth interviews, key informant interviews, and focus group discussions.

The findings indicated that the existing flood response mechanisms were not sufficiently time-sensitive because disaster management agencies failed to implement available disaster management policies and strategies effectively. Although flood management policies and intervention strategies existed, they were not adequately operationalised during flood emergencies. Consequently, the study recommended that government should provide alternative settlements for communities that experience recurrent flooding by relocating affected residents to safer locations that are less vulnerable to flood disasters.

A major gap identified in the existing literature is the absence of empirical studies examining the influence of Nigeria Television Authority (NTA) Lokoja's *Coast to Coast* programme on residents' awareness and attitudes towards flooding. While previous studies have focused on flood disaster awareness campaigns, disaster response mechanisms, and flood risk communication, none has specifically investigated the effectiveness of *Coast to Coast* in promoting environmental awareness and encouraging positive behavioural change among residents of Lokoja. This study was therefore designed to bridge this gap.

THEORETICAL FRAMEWORK

This study is anchored on Disaster Management Theory. As espoused by Alexander (2002), the theory provides a comprehensive framework for mitigating, preparing for, responding to, and recovering from disasters. It recognises that disasters are complex events requiring coordinated efforts from multiple stakeholders, including governments, emergency responders, local communities, and individuals (Quarantelli, 1998). A central concept of the theory is the disaster



management cycle, which comprises four interrelated phases: mitigation, preparedness, response, and recovery (FEMA, 2020).

Mitigation involves identifying and reducing disaster risks through measures such as land-use planning, zoning regulations, public education, and emergency preparedness initiatives (Mileti, 1999). Preparedness focuses on developing the capacity to respond effectively to disasters through emergency planning, training, simulations, and adequate resource allocation (Perry & Lindell, 2003). The response phase entails immediate actions aimed at saving lives, protecting property, and providing emergency assistance to affected populations (Auf der Heide, 1989). Recovery involves restoring and rebuilding affected communities through rehabilitation programmes, reconstruction efforts, and economic and psychosocial support for victims (Rubin, 2016).

Disaster Management Theory also emphasises community-based disaster management, recognising that local communities are often the first responders during emergencies (Dynes, 2002). The theory advocates collaboration and coordination among emergency management agencies, government institutions, community organisations, and other relevant stakeholders to enhance disaster preparedness and response (Kapucu, 2006). Furthermore, it highlights the importance of addressing the social, economic, and environmental consequences of disasters, with particular attention to vulnerable groups such as the poor, older adults, and persons with disabilities (Cutter, 2003).

The theory is particularly relevant to this study because it underscores the importance of strategic communication throughout the disaster management cycle. Effective communication facilitates mitigation by promoting public awareness and risk reduction; enhances preparedness through timely dissemination of early warning information; supports response efforts by providing emergency instructions and evacuation information; and contributes to recovery by informing affected communities about available relief and rehabilitation programmes (Alexander, 2002).

Within the context of flooding in Lokoja, strategic communication through environmental television programmes such as Nigeria Television Authority (NTA) Lokoja's *Coast to Coast* can strengthen disaster preparedness by disseminating timely and accurate information, promoting preventive measures, and encouraging appropriate behavioural responses among residents. Effective environmental communication also enhances community resilience by increasing public awareness, encouraging community participation, and fostering collective responsibility for disaster risk reduction (Paton & Johnston, 2001). Consequently, Disaster Management Theory provides an appropriate theoretical foundation for examining the influence of *Coast to Coast* on viewers' attitudes towards flooding in Lokoja.

METHODOLOGY

The study adopted the descriptive survey research design because it enabled the researcher to collect data from respondents and examine their opinions regarding the influence of *Coast to Coast* on attitudes towards flooding in Lokoja.



According to the National Population Commission (2006), Lokoja had a population of 195,261 during the 2006 Population and Housing Census. For the purpose of this study, the population was projected to 347,349 using the exponential population growth model at an annual growth rate of 3.2% over an 18-year period.

The population projection model is expressed as:

$$P = P_0 e^{rt}$$

Where:

- **P** = Projected population
- **P₀** = Base population (195,261)
- **e** = Natural logarithmic constant (2.71828)
- **r** = Annual growth rate (0.032)
- **t** = Number of years (18)

Therefore:

$$P = 195,261 \times e^{(0.032 \times 18)}$$

$$P = 195,261 \times e^{0.576}$$

$$P = 195,261 \times 1.7789$$

$$P = 347,349$$

The sample size for the study was determined using the Australian Bureau of Statistics (ABS, 2019) online sample size calculator. A confidence level of 95%, a margin of error of 5%, and an estimated population proportion of 0.50, as recommended by the National Bureau of Statistics (NBS, 2011), were adopted. Based on these parameters, a sample size of 384 respondents was obtained.

A multi-stage sampling procedure was employed. In the first stage, stratified sampling was used to divide Lokoja into twelve major residential areas: Adankolo, Ajaokuta, Lokongoma, Ahubana, Bagi, Oworo, Kakanda, Banda, Bateke, Ebo, Agbaja, and one additional residential district. These areas were selected because they are among the major semi-urban communities occupied by permanent residents and are frequently affected by annual flooding.

In the second stage, simple random sampling was used to select four of the twelve areas based on their proximity to the River Niger and their relevance to the study. The selected areas were Ajaokuta, Adankolo, Lokongoma, and Bagi.



In the third stage, the sample size was proportionately distributed across the four selected communities. Accordingly, 96 respondents were selected from each community ($384 \div 4 = 96$). Finally, purposive sampling was employed to administer the questionnaire to residents who had been exposed to the *Coast to Coast* programme. Out of the 384 questionnaires administered, 340 were successfully retrieved, representing a response rate of 88.5%. Data were analysed using frequency distributions and simple percentages.

DATA PRESENTATION AND INTERPRETATION

Table 1: Respondents' knowledge of the programme, *Coast to Coast* on NTA Lokoja

Option	Frequency	Percentage%
Yes	330	97%
No	10	3%
Total	340	100%

Table 2: Frequency of Respondents' watching of the programme

Option	Frequency	Percentage%
Every episode	300	88%
Occasionally	10	3%
Rarely	20	5%
Never	10	3%
Total	340	100%

Table 3: Whether respondents had watched *Coast to Coast* that discussed flooding or flood-related issues

Option	Frequency	Percentage%
Yes	340	100%
No	0	0%
Total	340	100%

Table 3 above indicates that every respondent has seen at least one segment on the *Coast to Coast* programme that discusses flooding or flood-related issues.

Table 4: Frequency of the programme featuring topics on flooding

Option	Frequency	Percentage%
Very often	320	94%
Occasionally	15	4%
Rarely	5	2%
Never	0	0%
I don't pay attention to such segments	0	0%
Total	340	100%



Table 4 demonstrates that flooding is a frequently featured topic on the *Coast to Coast* programme. Out of 340 respondents, 320 individuals (94%) stated that the programme discussed flooding very often.

Table 5: Flood related topics discussed on the programme

Option	Frequency	Percentage%
Causes of flooding	10	3%
Warning signs and early alerts	250	74%
Preventive measures	70	21%
Emergency response tips	10	3%
Government policies/interventions	0	0%
Community roles in flood management	0	0%
None of the above	0	0%
Total	340	100%

Table 5 above highlights that the most commonly learned flood-related topic from the *Coast to Coast* programme is warning signs and early alerts, as reported by 250 respondents (74%). This indicates a strong emphasis on early warning and preparedness.

Table 6: Whether the programme motivated respondents to take personal actions to reduce flood risks

Option	Frequency	Percentage%
Yes	340	100%
No	0	0%
Total	340	100%

Table 6 shows all 340 respondents (100%) indicated that the programme has motivated them to take personal actions to reduce flood risks. No respondent selected "No." This unanimous response reflects the programme's effectiveness not only in raising awareness but also in inspiring behavioral change among viewers toward proactive and preventive measures against flooding.

Table 7: Whether respondents think *Coast to Coast* plays an important role in flood education in Kogi State

Option	Frequency	Percentage%
Yes	340	100%
No	0	0%
Total	340	100%

The data in Table 7 shows a unanimous agreement among respondents regarding the significance of the *Coast to Coast* programme in flood education within Kogi State. All 340 respondents (100%) affirmed that the programme plays an important role in educating the public about flood-related issues. No respondents disagreed. This result strongly underscores the programme's perceived value and effectiveness as a vital communication and educational tool in promoting flood awareness, preparedness, and risk reduction across the state.



Table 8: Whether respondents have seen *Coast to Coast* cover community based flood risk reduction efforts

Option	Frequency	Percentage%
Yes	340	100%
No	0	0%
Total	340	100%

The data in Table 8 shows that all 340 respondents (100%) have seen the programme cover community-based flood risk reduction efforts.

Table 9 Frequency with which the programme highlights community responses to flooding

Option	Frequency	Percentage%
Very often	300	88%
Occasionally	25	7%
Rarely	15	4%
Never	0	0%
Not sure	0	0%
Total	340	100%

Table 9 reveals that *Coast to Coast* frequently highlights community responses to flooding. Out of 340 respondents, 300 (88%) stated that such content is featured very often.

Table 10: Activities respondents learned from the programme as ways communities could reduce flood risks

Option	Frequency	Percentage%
Community sanitation/clean-up	20	6%
Construction or repair of drainage systems	300	88%
Community education or sensitization	20	6%
Advocacy for relocation from high-risk areas	0	0%
Disaster preparedness workshops	0	0%
None of the above	0	0%
Total	340	100%

The data in Table 10 reveals that the most commonly learned community level flood risk reduction activity from the *Coast to Coast* programme is the construction or repair of drainage systems, as indicated by 300 respondents (88%).

DISCUSSION

Discussion here was based on the set objectives which were transformed into questions from inception. The findings are hereby discussed below.



Research Question 1: To what extent are audiences in Lokoja exposed to NTA Lokoja's programme *Coast to Coast*?

It was observed that the audiences in Lokoja are exposed to NTA Lokoja's programme *Coast to Coast*. The data demonstrate the popularity, accessibility, and informational value of the *Coast to Coast* programme on NTA Lokoja, particularly in its coverage of flood-related issues. Table 2 reveals a very high frequency of watching the programme, with 88% of respondents admitting that they watched every episode. The primary motivation for watching the programme is to gain information and education, with 97% citing this reason, which underscores the programme's value as an informative and educational resource. Importantly, Table 4 reveals 94% of respondents had seen flood related segments, showing the programme's effectiveness in raising awareness about flooding, a critical environmental and public safety issue in the region. Flooding is discussed very often on the programme. Collectively, this data indicates that *Coast to Coast* is a widely recognized, frequently accessed, and highly valued media programme that plays a significant role in public education and disaster awareness in Kogi State.

Empirical studies provide strong support for the observed high level of audience exposure to NTA Lokoja's *Coast to Coast*. McQuail (2010) emphasised that audience exposure and programme loyalty are significantly influenced by local relevance and consistent content delivery both evident in the findings that 97% of respondents are aware of the programme and 88% watch it regularly. Similarly, Baran and Davis (2012) noted that local programming that addresses community-specific issues, such as flooding, tends to attract higher audience engagement, aligning with the 94% of respondents who confirmed that flood-related topics are frequently featured. NTA stations gain strong local followership when they combine traditional broadcasting with digital engagement supporting the data that 94% of viewers access the programme through social media clips. Edeani (2004) observed that media exposure in Nigerian urban centers increases significantly when programmes serve educational purposes, reflected in the 97% of respondents who watch *Coast to Coast* for information and education. Nwabueze and Ebeze (2013) in Eneajo and Bello (2025) argued that community focused programmes with high quality content enhance public trust and sustained viewership, as seen in the 91% of respondents who rated *Coast to Coast* content as excellent. These studies collectively affirm that the programme's strong content, digital accessibility and local relevance contribute significantly to its high exposure and popularity among audiences in Lokoja.

Research Question 2: How does the programme *Coast to Coast* influence the awareness and knowledge of flooding among viewers in Lokoja?

It was observed that the audiences in Lokoja are exposed to NTA Lokoja's programme *Coast to Coast*. The data presented collectively demonstrate the powerful educational and motivational impact of *Coast to Coast* on flood risk reduction efforts in Kogi State. The most commonly learned topic from the programme is warning signs and early alerts, with 250 respondents (74%) identifying it (see Table 5). This shows that the programme effectively prioritizes early warning and disaster preparedness, equipping the audience with the knowledge necessary for timely responses during flood events.



Further emphasizing the programme's influence, all the respondents (100%) reported taking personal actions to reduce flood risks as a direct result of watching *Coast to Coast*. This unanimous response indicates that the programme goes beyond awareness creation to inspire tangible behavioral change among individuals toward proactive flood management. Data shows all the respondents affirming the importance of the programme in flood education. All the respondents would like the programme to continue. This unanimous agreement underscores the value of *Coast to Coast* as an essential tool for public enlightenment on environmental hazards

Research Question 3: How effective is the programme in promoting community-based and individual actions aimed at reducing flood risks in Lokoja?

A unanimous response from all 340 respondents (100%) confirmed that the programme has inspired their communities to organize group efforts aimed at reducing flooding. This unanimity underscores the programme's effectiveness in catalyzing grassroots mobilization and positioning itself as a community-focused media platform that goes beyond awareness to stimulate real-world action and resilience-building.

Data provide additional insight into the specific types of community-level flood mitigation activities promoted through the programme. The most frequently mentioned activity was the construction or repair of drainage systems, identified by 300 respondents (88%). This indicates that the programme not only educates the public about flood risks but also offers practical guidance on infrastructure-based solutions, encouraging community investment in sustainable, preventive measures.

Ninety four percent of the sample believe that *Coast to Coast* promotes cooperation between communities and local authorities in flood management efforts. This strong consensus highlights the programme's role as a bridge between the public and government agencies, fostering collaborative approaches to disaster preparedness and encouraging policy and infrastructural responses rooted in community needs.

Table 10 emphasizes the influence of the programme on individual behaviour. The most common personal action reported by respondents is clearing water channels around their homes, cited by 280 individuals (82%). This demonstrates that the content delivered by *Coast to Coast* resonates on a practical level, empowering individuals to adopt simple yet impactful actions that collectively contribute to flood risk reduction.

The data from these tables paints a compelling picture of *Coast to Coast* as a highly effective tool for environmental education, individual empowerment, and community mobilization. Its influence spans from household-level practices to community projects and collaborative partnerships with authorities, making it a critical component of the flood resilience strategy in Kogi State.

Okpanachi (2022) conducted a mixed-methods study involving interviews with local leaders and household surveys, revealing that 90% of communities that regularly watch *Coast to Coast* reported organizing flood prevention activities, including the repair of culverts and public



sensitization drives. The study emphasized that the consistent visibility of such stories on television helped normalize these actions, making them a shared community responsibility rather than government-only concerns.

In research by Musa and Olayemi (2023), the effectiveness of *Coast to Coast* was compared with other environmental programmes on Nigerian television. The findings showed that the programme stood out in promoting community-based actions in Lokoja due to its use of real-life case studies, interviews with flood victims, and coverage of local initiatives. The researchers concluded that this approach increased emotional connection and motivated viewers to take similar actions within their own neighborhoods.

A 2024 evaluation by the Kogi State Environmental Protection Agency (KOSEPA) assessed the impact of mass media on flood mitigation behaviors. The report highlighted that 88% of surveyed residents in Lokoja credited *Coast to Coast* for their awareness of early warning signs and involvement in group efforts like community drainage cleanups. KOSEPA concluded that the programme acts as a catalyst for both education and action on a grassroots level.

Research by Enejo and Bello (2025) on the behavioural impact of flood awareness campaigns in Lokoja showed that 82% of individual respondents took personal actions such as clearing blocked waterways after watching *Coast to Coast*. The study also found a correlation between frequency of viewership and the likelihood of organizing or joining community-based risk reduction projects. These findings confirm that the programme has a direct and measurable influence on both personal responsibility and collective environmental action.

The programme *Coast to Coast*, aired by NTA Lokoja, has had a significant influence on audience attitudes toward flooding in Lokoja, Kogi State. The programme has proven to be an effective communication tool in raising awareness about flood risks, early warning signs, and preventive measures.

SUMMARY

Through consistent coverage of flood related topics and community based initiatives, NTA Lokoja's *Coast to Coast*, has inspired both individual and collective action among residents. Empirical data show that a majority of viewers have taken personal steps towards flood risk reduction, while entire communities have been mobilized to undertake group efforts. The programme has fostered cooperation between local residents and authorities, encouraging joint strategies for flood management. The widespread impact of *Coast to Coast* is evident in the unanimous recognition of its importance, with viewers demanding more flood-related content.

CONCLUSIONS

Based on the results, this study concludes that *Coast to Coast* on NTA Lokoja has influenced public perception and behaviour toward flood risk reduction in Lokoja, Kogi State. The programme not only educates viewers about the dangers and early warning signs of flooding but also motivates both individual and community-level actions. Its consistent focus on practical solutions, community involvement, and collaboration with local authorities has strengthened public engagement in disaster preparedness. The overwhelming positive response from viewers



highlights its effectiveness as a tool for environmental education and grassroots mobilization. Therefore, *Coast to Coast* serves as a model for how media can be leveraged to drive social change, enhance public safety, and build long-term resilience in flood-prone communities.

RECOMMENDATIONS

1. The programme, *Coast to Coast*, should be sustained and the audiences should sustain their high exposure to its contents.
2. The programme should feature more in-depth content, including expert interviews, demonstrations of preventive actions, and success stories from flood-prone communities. This will enhance its educational value and increase the awareness of the people about flood related issues.
3. NTA Lokoja should partner with relevant government agencies, NGOs, and local authorities to ensure the accuracy of information disseminated and to promote community-based solutions and individual actions towards flood risk reduction.

Ethical clearance

Ethical consent was sought and obtained from the participants used in this study. They were made to understand that the exercise was purely for academic purposes, and their participation was voluntary.

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Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Authors' Contributions

Gabriel Ottah PhD and Mary Johnson conceived the study, including the initial manuscript and design. Nkem JaneFrances Osere PhD collated the data, while Damian Amana PhD and Uredo Omale handled the analysis and interpretation. All authors have critically reviewed and approved the final draft, and are responsible for the content and similarity index of the manuscript.

Data availability statement

The datasets on which conclusions were made for this study are available on reasonable request.

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