



## The NBC Code and Radio Climate Change Communication: Assessing Environmental Justice in Vulnerable Communities in Ibadan, Nigeria

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### ABSTRACT

**Background:** Climate change is crucial to both environmental health and societal livelihoods. The National Broadcasting Commission (NBC) code, in its social responsibility obligations prescriptions, though not explicitly, implicitly mandates radio to promote environmental justice and climate change mitigation strategies in society, yet scholarly attention remains sparse.

**Objective:** This study examined the NBC Code's provisions for promoting environmental justice in climate change communication, and investigated Ibadan radio's reportage of climate change in vulnerable communities. It also assessed the impact of radio content in promoting environmental justice and mitigation strategies, and identified barriers to the inclusion of diverse voices in reportage.

**Method:** This study adopted a mixed-methods approach. It involved the use of content analysis of climate change content aired on Premier FM (Federal), Amuludun FM (State), and Agidigbo FM (Private) between January and June 2025, with a descriptive survey involving 15 radio practitioners, interviews with 11 community leaders, a focused group discussion among 22 residents and an in-depth interview with five NBC staff.

**Result:** Findings revealed a regulatory gap, specifically a lack of explicit NBC Code guidelines for climate change diversity and environmental justice. The predominance reliance of radio on official sources (58.3%) and event-driven reporting (45%), resulted in the marginalisation of vulnerable communities (8.3%), thereby limiting participatory and justice-oriented climate discourse.

**Unique contribution:** This study contributes to scholarship by revealing how gaps in the NBC Code may inadvertently enable radio stations to perpetuate informational inequities through the marginalisation of vulnerable communities in climate change reportage. It thus advances understanding of the relationship between media regulation, climate communication, and environmental justice in Nigeria.

**Recommendation:** It is recommended that the NBC Code be revised to include explicit guidelines for climate change and environmental justice, and stations should increase investment in specialised environmental journalism training.

**Keywords:** Climate Change, Diversity and Inclusion, Environmental Justice, NBC Code, Radio, Vulnerable Communities



## INTRODUCTION

Climate change poses escalating risks to livelihoods, health, food security, and water resources across sub-Saharan Africa. Nigeria's urban centres are among the most climate-vulnerable in West Africa: Ibadan, the most populous inland city in sub-Saharan Africa, experiences frequent and devastating flash flooding, droughts, and extreme heat events (Kijera, 2025; Mahedi *et al.*, 2025; Olaniyan, 2024). Environmental justice demands that no community bears a disproportionate burden of environmental harm, and that all groups have equal access to environmental information and decision-making processes (Anuwar-Sadat, 2025). For vulnerable urban communities, inclusive media communication is therefore not a peripheral concern but a fundamental right, enabling access to the climate information needed for adaptation and mitigation (Ogwezi *et al.*, 2022; Kusugh *et al.*, 2024).

Radio is the most accessible communication medium for low-income and rural communities in Nigeria, making it a critical platform for inclusive climate risk communication (Ogwezi *et al.*, 2022; Kusugh *et al.*, 2024; Akin-Morakinyo & Ogunniyi, 2026). Although, the NBC Code mandates broadcasting to promote social responsibility and societal well-being (NBC, 2017), its provisions are broad and lack explicit environmental justice, diversity, and inclusion requirements for climate change content (Akin-Morakinyo & Ogunniyi, 2026).

Existing studies focus largely on general media coverage patterns, neglecting critical analysis of content diversity and inclusion as levers for environmental justice. Whether Ibadan radio actively frames climate issues as matters of social equity, offering inclusive, culturally appropriate strategies for vulnerable communities, remains unexamined. This study fills that gap.

## OBJECTIVES OF THE STUDY AND RESEARCH QUESTIONS

This study assessed the role of Ibadan radio in broadcasting inclusive content to vulnerable communities and in upholding diversity principles to actively promote environmental justice for its most climate-vulnerable populations. Specific research questions were:

1. How does the existing NBC Code explicitly or implicitly address the need for diverse and inclusive content that promotes environmental justice in climate change communication?
2. How does Ibadan radio report climate change issues in vulnerable communities in Ibadan?
3. To what extent do radio contents promote environmental justice and mitigation strategies among vulnerable communities in Ibadan?
4. What are the perceived barriers to the inclusion of diverse and vulnerable voices in climate change reportage by radio practitioners in Ibadan?



## LITERATURE REVIEW

### **Climate Change: Causes and Effects**

Climate change is primarily driven by human activities that have intensified the greenhouse effect, including the burning of fossil fuels, industrial processes, deforestation, and unsustainable agricultural practices (Ogunniyi & Ojebuyi, 2016; Kijera, 2025; Mahedi *et al.*, 2025). Also, in most West African nations, there are increasingly severe effects which include rising temperatures, heat-related illnesses, prolonged rainy seasons and flooding (Niang *et al.*, as cited in Anuwar-Sadat, 2025; Moriah, 2025). These continue to cause mass displacement, destruction of property, and loss of life (Kusugh *et al.*, 2024).

### **Environmental Justice and Mitigation Strategies for Climate Change**

Environmental justice addresses the unjust distribution of environmental risks and demands fair participation of all communities, including marginalised and low-income groups, in environmental decision-making (Anuwar-Sadat, 2025). In media contexts, environmental justice requires diverse sourcing and inclusive framing that recognises vulnerable groups' specific exposures and needs, rather than privileging elite or official perspectives (Mahedi *et al.*, 2025).

These concepts are operationalised in this study as follows: content diversity refers to the representation of varied demographic, social, and geographic groups, particularly vulnerable communities, as sources and subjects in climate change reportage; content inclusion denotes the production of climate information that is linguistically accessible, culturally appropriate, and actionable for all audience segments. Procedural justice denotes the equitable participation of vulnerable communities in decisions about climate policy and its media framing; while distributive justice concerns the fair allocation of environmental resources, risks, and information, such that underserved populations receive proportionate attention in broadcast content (Anuwar-Sadat, 2025; Mahedi *et al.*, 2025).

Mitigation (reducing greenhouse gas emissions) and adaptation (adjusting to climate impacts) are the two complementary responses to climate change. Achieving both at community level requires radio to go beyond reporting events, providing actionable guidance that is linguistically accessible and culturally relevant for all audience segments, particularly the most vulnerable (Kijera, 2025; Ogwezi *et al.*, 2022).

### **Radio Coverage of Climate Change Issues**

Radio remains the dominant information medium in Nigeria, especially in peri-urban and rural areas (Kusugh *et al.*, 2024). Despite its reach, studies indicate Nigerian radio climate reporting is largely event-driven, over-reliant on official sources, and neglects vulnerable community voices (Ogwezi *et al.*, 2022; Eke *et al.*, 2024; Akin-Morakinyo & Ogunniyi, 2026).



Diverging from global findings where community radio facilitates participatory climate communication (Boafo, 2013; Ansu-Kyeremeh, 2019), Nigerian studies, including Ogwezi *et al.* (2022) and Eke *et al.* (2024), consistently reveal a top-down, official-source-dominated pattern, suggesting that structural factors including resource constraints and commercial ownership models systematically exclude grassroots voices. This convergence across studies on event-driven reportage points to an unresolved systemic issue: the absence of enforceable regulatory standards mandating diverse and inclusive climate content. While Eke *et al.* (2024) attributed limited coverage to practitioners' low environmental literacy, Ogwezi *et al.* (2022) emphasised institutional and funding constraints, indicating that both individual capacity and structural regulation require attention.

### **NBC Code's Provision for Environmental Justice and Climate Change Mitigation Strategies**

In Nigeria, the National Broadcasting Commission (NBC), through its Code, plays a vital role in ensuring that radio stations contribute substantially to national progress across a wide range of areas (Olatunji *et al.*, 2024). While the Code does not contain a section explicitly titled 'Environmental Justice,' its overarching objectives provide an implicit mandate for environmental responsibility by emphasising that broadcasting should promote generally accepted social values, social responsibilities, physical, mental, and social well-being of the people (NBC, 2017; NESG, 2017). Since climate change and environmental degradation directly threaten all dimensions of well-being (Moriah, 2025), the Code thereby implicitly requires broadcast content that advocates for a healthy environment and educates the public on climate change mitigation and adaptation (Akin-Morakinyo & Oggunniyi, 2026). Furthermore, the Code mandates broadcasting to promote national interest, unity, and cohesion (NESG, 2017), to ensure environmental justice, especially among vulnerable communities (Sayne, as cited in Eke *et al.*, 2024).

### **Climate Change Vulnerability in Ibadan Communities**

Vulnerability in Ibadan is acute: spatial assessments classify approximately 27.4% of the urban area as highly vulnerable (Elujoba *et al.*, 2025), with at least 16 major flood events recorded between 1951 and 2012 and an estimated annual flood-related cost exceeding \$100 million (Wahab & Falola, 2018; Olaniyan, 2024). Low-lying communities along the Ogunpa, Kudeti, and Orogun river courses are most exposed (Adebare & Oguntokun, 2025), their vulnerability compounded by floodplain encroachment, inadequate drainage, and indiscriminate refuse disposal.

### **THEORETICAL FRAMEWORK**

This study is driven by the Social Responsibility Theory (SRT), which proposes that the freedom of any societal institution (government, media, and citizens) is conditional upon its obligation to promote public interest and societal welfare (McQuail, 2010). This theory grounds the research by attributing the escalating flood hazard primarily to the failure of institutional responsibility:



the government breaches its social contract through a lack of enforcement, enabling rampant violations of planning regulations and illegal construction on floodplains, compounded by deficient public infrastructure like drainage systems (Adebare & Oguntokun, 2025). Reciprocally, the SRT places a duty on citizens, highlighting that low individual preparedness and prevalent unawareness of vulnerability (Wahab & Falola, 2018) are lapses in their own social duty. The propositions of SRT move this study beyond description to critically evaluate this network of failures and justify the communication research component, which aims to leverage the media's social responsibility to inform the public and demand institutional accountability (Olaniyan, 2024).

The NBC Code (2017) serves as the primary regulatory instrument governing Nigerian broadcasting, mandating social responsibility, national interest, and public welfare (NBC, 2017; NESG, 2017). However, it lacks specific provisions for climate change content diversity, inclusion, or environmental justice (Akin-Morakinyo & Ogunniyi, 2026), creating a regulatory gap that this study investigates.

## **METHODOLOGY**

### **Research Design**

The study employed a mixed-method research design combining both the quantitative and qualitative methods of data gathering. The quantitative approach involved Content Analysis (for research question 2) to analyse the radio reportage of climate change issues, and the Survey method (for research question 4) among the radio practitioners in Ibadan. The qualitative approach involved an in-depth interview (IDI) (for research question 1) among NBC staff, and a Key Informant Interview (KII) and a Focus Group Discussion (FGD) (for research question 3) among the leaders and residents of the vulnerable communities in Ibadan, respectively.

### **Study Population**

The study population comprised radio stations and their practitioners in Ibadan, Oyo State; NBC staff at the Ibadan office; the leaders and residents of climate change-vulnerable communities in Ibadan.

### **Sampling Techniques and Sample Size**

Therefore, various sampling techniques were used. For the radio stations, the stratified sampling technique was used to categorise the 42 radio stations in Ibadan into Federal-owned, State-owned, and privately-owned. A random sampling technique was used to select one radio station from each category, namely: Premier FM 93.5, *Amuludun* FM 99.1 and *Agidigbo* FM 88.7 accordingly. This selection was used for the Content Analysis, such that the selected radio stations' reportage of climate change-related issues was analysed for six months from January to June 2025.



For the Survey, purposive and convenience sampling techniques were used to select five practitioners from each radio station. Thus, fifteen radio practitioners were selected.

To select the vulnerable communities, a stratified sampling technique was again used to divide Ibadan into its 11 Local Government Areas (LGAs). Then, the random technique was used to select one vulnerable community from each LGA. Table 1 below shows the selection:

**Table 1: Climate Change Vulnerable Communities Selected under each 11 LGAs in Ibadan**

LGAs	Selected Communities	Key Vulnerabilities
Akinyele	Ojoo	Peri-Urban Land-use Flash Flooding
Egbeda	Olodo	Severe river flooding (major flood path)
Ibadan North	Mokola	Urban heat island effect, flash flooding
Ibadan North-East	Beere	High-density market flooding
Ibadan North-West	Agbowo	Residential flooding (high-risk zone)
Ibadan South-East	Bode	Riverine flooding (near Kudeti Stream)
Ibadan South-West	Odo Ona Nla	Riverine flooding, high property damage rate
Ido	Apete	Severe river flooding, infrastructure collapse
Lagelu	Monatan	Urban sprawl effects, flash flooding
Oluyole	Kuola	Riverine flooding (tributaries of the River Ona)
Ona-Ara	Olorunda-Abaa	Flooding, vulnerability of agriculture.

**Source: Random Sampling selection, 2025**

Then, for the KII, FGD and IdI, purposive and convenience sampling techniques were used to select one community leader from each community, making 11 community leaders for the KII, while 2 residents were selected from each community for the FGD; hence, there were two sessions (11 residents for each session). Then, the purposive technique was again used to select five NBC staff for IdI.

In total, the sample size for this study included three radio stations: Premier FM 93.5, *Amuludun* FM 99.1 and *Agidigbo* FM 88.7 (for Content Analysis), and fifteen radio practitioners (for Survey). Also, there were 11 community leaders (for KII), 22 community residents (for FGD) and five NBC staff (for IdI).

The sample sizes were determined by purpose and methodological adequacy rather than statistical representativeness, as appropriate for mixed-methods research (Etikan, Musa, & Alkassim, 2016). Fifteen practitioners (five per station) were adequate to capture ownership-category variation; 11 community leaders, one per LGA, ensured spatial coverage of Ibadan's flood-vulnerable zones; 22 residents across two FGD sessions generated sufficient discourse breadth; and five NBC staff constituted the entire accessible complement of regulatory experts at the Ibadan office, making further purposive selection unnecessary.



## Research Instruments

The research instruments used to gather data for this study were content categories and coding sheets for the Content Analysis method and a questionnaire for the Survey method. Structured interview guides were used for KII, IdI and FGD.

To ensure content analysis reliability, two trained coders independently coded 20% of the sample (50 reports) prior to the main analysis. Cohen's Kappa was computed at  $\kappa = 0.82$ , indicating strong intercoder agreement (Landis & Koch, 1977); disagreements were resolved through discussion before full coding commenced. For the survey, a 5-point Likert scale (1 = Not a barrier; 5 = Very severe barrier) was employed to measure barrier severity, and data were analysed using percentage distributions and mean scores. The coding sheet, interview guides, and questionnaire were reviewed for face and content validity by two senior communication scholars before field deployment. The questionnaire was additionally pilot-tested with five radio practitioners not included in the final sample, and adjustments were made based on their feedback.

## RESULTS

### **Research Question 1: How does the existing NBC Code explicitly or implicitly address the need for diverse and inclusive content that promotes environmental justice in climate change communication?**

To address this question, In-depth Interviews (IDI) were conducted with five NBC staff. The results from the responses of the NBC staff consistently pointed to the implicit mandate found in the Code's overarching objectives, specifically the commitment to promoting the 'social and physical well-being of the people' (NBC, 2017). However, all the interviewed NBC staff admitted the absence of an explicit, dedicated section that compels diverse and inclusive content for 'Environmental Justice' and 'Climate Change Communication' in the NBC Code.

Nevertheless, one staff member succinctly highlighted the implicit manner in which the NBC Code address the climate change issue. He stated:

The Code requires broadcasting to promote the social well-being of the people and uphold the national interest. We interpret climate change and environmental degradation as direct threats to this well-being; hence, radio stations should broadcast programmes/information that seek the environmental well-being of the people in society.

Another staff member expressed that, "Although there are no explicit sub-sections or guidelines to enforce the inclusion of vulnerable voices or to frame environmental issues as a matter of social justice and equity, by advocating for a healthy environment and educating the public on risks, the radio stations are fulfilling the Code implicitly."



Also, another official emphasised that the Code’s provisions for national unity and cohesion indirectly address the issue:

If environmental injustice and the disproportionate impact of climate change on vulnerable groups lead to social disaffection and conflict, then content that champions environmental justice is clearly fulfilling the mandate to promote national cohesion and stability, and by implication, the ‘spirit’ of the Code is there. However, it is high time that the ‘physical’ letters of the law need to be put in the Code to be more direct regarding diversity and vulnerable groups’ perspectives.

In summary, the interviews confirmed that the existing NBC Code provides a broad, implicit foundation for environmental reporting under the social responsibility and national interest clauses. However, it lacks explicit guidelines to enforce content diversity, inclusion, and the specific framing of climate impacts as matters of environmental or procedural justice for vulnerable communities.

### **Research Question 2: How does Ibadan radio report climate change issues in vulnerable communities in Ibadan?**

This question was addressed using Content Analysis of climate change-related reportage from three selected radio stations (Premier FM 93.5, *Amuludun* FM 99.1, and *Agidigbo* FM 88.7) over six months (January–June, 2025). The analysis focused on the content focus (theme) and the source of information (voice representation). The percentages presented in Table 2 represent the total sample of the content analysed.

**Table 2: Radio Focus of Climate Change Issues Reportage (N=250 Reports)**

Content Focus (Theme)	Premier FM	Amuludun FM	Agidigbo FM	Total %	Interpretation
Immediate Flood Event/Crisis	45%	55%	35%	45.0%	<b>Dominant, event-driven, reaction-based coverage</b>
Long-Term Policy/Systemic Causes	20%	15%	25%	20.0%	Substantial but secondary focus on root issues
Mitigation/Adaptation Strategies	15%	10%	20%	15.0%	Lower priority on actionable solutions
Vulnerable Community Voices/Needs	10%	5%	10%	8.3%	<b>Significantly neglected (lowest focus)</b>
Environmental Justice/Equity Framing	10%	15%	10%	11.7%	Rare framing as a social issue
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	

**Source: Content Analysis, 2025**

The data in Table 2 above reveal a critical pattern in the reportage of climate change issues by the selected Ibadan radio stations. The dominant content focus across all stations is on Immediate



Flood Event/Crisis (45.0%). Crucially, the category focusing on Vulnerable Community Voices/Needs received the lowest airtime (8.3%), indicating that the concerns of the most affected populations are significantly neglected in radio content.

**Table 3: Radio Climate Change Information Source (N=250 Reports)**

Information Source (Voice)	Premier FM	Amuludun FM	Agidigbo FM	Total %	Interpretation
Official Sources (Govt./Experts)	60%	65%	50%	58.3%	Heavily relies on official and technical voices
Vulnerable Community Members	20%	15%	30%	21.7%	Under-represented grassroots voices
NGOs/Civil Society	20%	20%	20%	20.0%	Consistent but not a primary source
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	

**Source: Content Analysis, 2025**

Similarly, from the data regarding the information source (voice) as presented in Table 3 above, there is a clear reliance on Official Sources (Government/Experts), accounting for 58.3% of all voices. The direct representation of Vulnerable Community Members stood at only 21.7%, while information from civil societies and organisations accounted for 20% which is the lowest.

**Research Question 3: To what extent do radio contents promote environmental justice and mitigation strategies among vulnerable communities in Ibadan?**

This question was investigated using a Key Informant Interview (KII) with 11 community leaders and two sessions of Focus Group Discussion (FGD) with 22 residents (11 residents for each session) from the vulnerable communities. The responses from the KII with the community leaders strongly indicated that while the radio does issue flood warnings, the messages often lack the necessary detail, accessibility, and follow-up that would constitute the promotion of justice or effective mitigation/adaptation. A community leader from Apete stated, “We hear the warnings about rain or floods on the radio, but they are often too general. They tell us ‘what’ will happen, but not ‘how’ we will cope with it.” Supporting this opinion, a community leader from Ojoo lamented that:

A community leader from Beere said, “They only report the policy from the government side, not our suffering or the lack of resources to adapt. Environmental Justice means they should report that the government has failed to clear the drainages, not just that the flood will come or eventually comes.”

In the same vein, the FGD with the residents corroborated the information from the KII. A resident from Odo Ona Nla, a high-risk flood area, commented, “We need the radio to tell us ‘what to do right now’ to protect our homes, not just the names of greenhouse gases.” Another



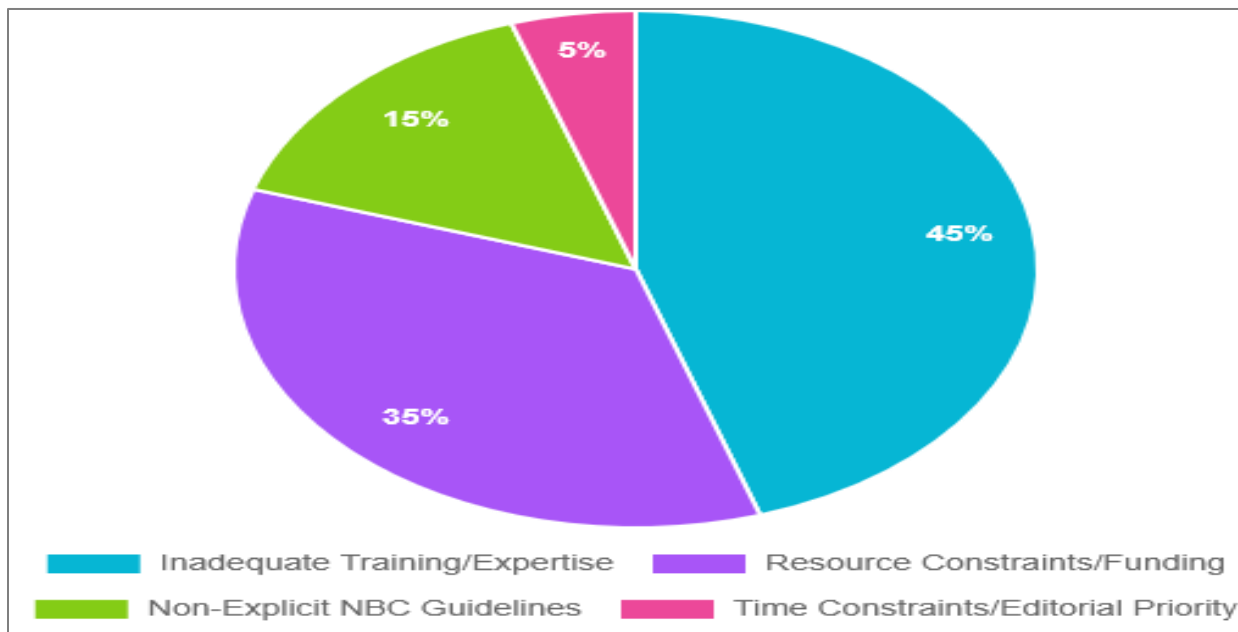
resident, from Agbowo, pointed out, “The media is speaking to us, but not with us, which makes the information not useful for our preparedness.”

The collected qualitative data suggest that the promotion of environmental justice and mitigation strategies by radio is low. While information dissemination occurs, it fails to meet the criteria for procedural justice (by excluding community voices) and lacks the practicality needed for effective, accessible mitigation and adaptation strategies.

**Research Question 4: What are the perceived barriers to the inclusion of diverse and vulnerable voices in climate change reportage by radio practitioners in Ibadan?**

The final question was addressed using a Survey method among fifteen radio practitioners (five from each of the three selected stations). The practitioners were asked to rate the severity of various barriers, with the results visualised below:

**Figure 1: Perceived Barriers to Inclusive Climate Change Reportage**



**Source: Survey, 2025**

The survey among radio practitioners identified key operational and regulatory hurdles. The dominant barrier cited was inadequate training/expertise (45%), suggesting a significant gap in specialised environmental journalism knowledge needed to effectively engage diverse voices. This was followed by resource constraints/funding (35%), indicating financial difficulties in sustaining community outreach and dedicated environmental programming. Non-Explicit NBC Guidelines (15%) were also a recognised barrier, highlighting the need for clearer regulatory direction, while time constraints/editorial priority (5%) was the least significant factor.



## DISCUSSION

The root cause of radio's environmental justice performance gap is the absence of an explicit NBC Code section on environmental justice or climate communication, creating a regulatory vacuum despite implicit mandates on social well-being. This aligns with Anuwar-Sadat (2025), who argues that without specific sub-sections to enforce the inclusion of vulnerable voices, regulatory gaps will persist.

The content analysis (RQ 2) confirmed that reportage is heavily event-driven and relies predominantly on official sources, reflecting a failure of media social responsibility (McQuail, 2010). By amplifying vulnerable groups' voices in only 21.7% of sources, the media do not adequately address informational inequities, consistent with prior findings on Nigerian radio's limited scope and depth (Ogwezi *et al.*, 2022).

The KII and FGD findings (RQ 3) reveal procedural injustice (Anuwar-Sadat, 2025): community members perceive broadcast messages as too generalised and non-participatory, failing to provide a platform for articulating community needs (Eke *et al.*, 2024; Kusugh *et al.*, 2024). This exclusion hinders effective mitigation, as local knowledge is critical for resilience (Olaniyan, 2024). Radio should facilitate two-way communication to foster genuine community preparedness.

Inadequate training/expertise and resource constraints ranked highest as barriers to inclusive reporting. This calls for investment in environmental journalism training and community-led media initiatives (Ogwezi *et al.*, 2022), since the absence of specialised staff hinders the translation of complex climate science into accessible, culturally appropriate language (Eke *et al.*, 2024).

Comparatively, similar patterns of event-driven, elite-source reportage have been documented in Ghana (Boafo, 2013) and Kenya (Mwangi, 2020), suggesting that marginalisation of vulnerable voices in climate reporting is a structural challenge common to media systems in developing countries, rather than specific to Nigeria. Crucially, Nigerian radio stations in this study lacked equivalent institutional infrastructure, directly accounting for the observed disparity in coverage quality and community inclusivity. This cross-national convergence reinforces the case for enforceable regulatory intervention at the NBC level.

Overall, the findings affirm the link between radio's failures, driven by regulatory gaps and operational constraints, and the perpetuation of environmental injustice in Ibadan. The media's role should extend beyond mere reporting to active advocacy for environmental justice (Ogwezi *et al.*, 2022).

These findings directly advance SDG 11 (Sustainable Cities and Communities) by surfacing the media-regulation conditions under which inclusive and resilient urban climate communication can be achieved.



## **CONCLUSION**

The NBC Code's implicit mandate for environmental reporting, rooted in its social well-being and national interest clauses, is insufficient to compel radio stations to adopt diversity, inclusion, and environmental justice policies for climate-vulnerable communities. Ibadan radio remains predominantly event-driven and over-reliant on official sources, significantly neglecting vulnerable community voices. Inadequate specialised journalists and resource constraints further hinder inclusive coverage. Collectively, these failures risk perpetuating informational inequities among the most climate-affected populations.

## **RECOMMENDATIONS**

The NBC should revise its Code to incorporate explicit guidelines requiring broadcast stations to frame climate change as an issue of environmental justice, with specific diversity and inclusion criteria for vulnerable voices. Radio organisations should invest in specialised environmental journalism training and establish dedicated environmental reporting desks. Vulnerable communities and civil society organisations should proactively form media partnerships to sustain a stream of grassroots content and local expertise in public discourse.

## **Ethical Clearance**

Ethical approval was obtained from the Research Ethics Committee, University of Ibadan. All participants provided informed consent; participation was voluntary, confidential, and without coercion.

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## **Conflict of Interest**

The authors declare that there are no conflicts of interest associated with this study.

## **Authors' contribution**

Ogunniyi: conceptualisation, design, climate content. Akin-Morakinyo: NBC Code, broadcast ethics. Sanni-Oba: radio journalism. Mowemi: health and environmental communication. All authors contributed to data collection, analysis, and manuscript revision.



### Availability of the data and materials

Data are available from the corresponding author on reasonable request.

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