

# Radio Advocacy and the Campaign against Kidnapping in Modern Nigeria

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## ABSTRACT

**Aim of the study:** While previous research has looked at many facets of kidnapping, radio advocacy and the fight against kidnapping in modern-day Nigeria have received little attention. Since the seventeenth century, kidnapping has been documented, and in the twenty-first century, it has become more common, especially in Nigeria. The country's economy is severely impacted by this concerning problem. The study evaluated the anti-kidnapping campaign and radio advocacy in modern-day Nigeria.

**Methodology:** It entails conducting a descriptive survey and content analysis using the mixed methods approach which involves both qualitative and quantitative methods. Quantitatively, data was collected from (n=240) respondents and in-depth interviews were conducted with (n=90) respondents in selected states over those anticipated for listening from specific radio stations.

**Findings:** Findings shows that kidnapping has been one of the greatest problems to face Nigeria in the last few years, with devastating socioeconomic and psychological effect on the victims and their families. This abstract discusses how radio advocacy can be a way of combating this threat in Nigeria.

**Conclusion:** To tackle such a complex issue, the best would be a comprehensive approach with multiple stakeholders, with particular ground for radio advocacy as a potential effective vehicle for raising awareness, energizing communities, and impacting legislative action.

**Keywords:** Radio, Radio advocacy, Campaign, Kidnapping, Nigeria.

## 1. INTRODUCTION

The most serious form of violence in Nigeria, and one of its most prevalent and arduous forms of violent crime, is kidnapping. Kidnapping can be perpetrated on individuals or groups, in many parts of the country typically witnessing mass kidnappings of schoolchildren. The usually target for abduction are those deemed to be moderate-to-wealthy individuals who could pay for their release. More troubling is the continuing spread of this phenomenon; the Global Slavery Index (2023) reports that, in that year alone, women, men, and children were routinely abducted during raids on villages and subsequently sold into slavery by militias in northern Nigeria. Adebisi (2020) says the study elaborates on the effectiveness of radio advocacy in changing public perception and creating awareness of the social evil of kidnapping

## Article History

Received:  
August 29, 2024

Revised:  
November 23, 2024

Accepted:  
December 15, 2024

Published:  
December 30, 2024

in River State. The study outlines the challenges faced by radio commercials and low airtime, which can stifle regular anti-kidnapping campaigns. Despite these challenges, this study emphasizes the importance of radio in anti-kidnapping campaigns in Nigeria today.

Besides, in the word of Iwemi (2022), he argues that community policing initiatives have been recognized as effective in addressing kidnapping. These strategies emphasize partnerships between law enforcement, media and community members. Such collaborative efforts are vital in developing problem-solving solutions and generating information to combat kidnapping. According to Osigah (2022), abduction has grown widespread in Nigerian society. It is quickly emerging as a profitable substitute for the crime of armed robbery. Kidnapping is so serious that it has essentially impacted everyone in our culture.

Since the early 1990s, kidnappings have been occurring in Nigeria (Hazen & Horner, 2007). In Nigeria's south-west, Niger Delta, and south-east, kidnappings continue to create an environment of insecurity. In some Northern Nigerian states, hostages have also been kidnapped recently. The Nigeria Police Force recorded 887 kidnapping cases nationally between 2008 and 2010 (Action on Armed Violence, 2015). This crime is widespread in Nigeria; it is a national issue that has permeated every aspect of the nation's culture (Dodo, 2017). But it mostly happens when there is terrorism, insurgency, or other forms of political violence.

The 2014 kidnapping of 250 girls from a secondary school in Chibok, Borno State, is a prominent example of the increasing number of kidnappings in Nigeria, as are the many other kidnappings committed by Boko Haram (Ibrahim & Mukhtar, 2017). The International Crisis Group has reported that over 8,000 people have died in the areas of Kebbi, Sokoto, Niger, and Zamfara in the last decade. Protests and calls for the president's resignation have been triggered by recent attacks in Katsina, his home state, where more than 100 people were killed between April and June 2021.

On two distinct occasions, armed groups targeted villagers who had received food assistance from the government during the COVID-19 lockdown. An eyewitness, Bashir Kadisau, recounted to the BBC, "There were about 200 on motorbikes, each rider had a passenger, and they were all armed with AK-47 rifles." He described how he climbed a tree upon noticing the large number of motorcycle riders approaching Kadisau village, witnessing the attacker's loot shops, steal livestock and grain, and shoot at those attempting to escape (Orjinmo, 2020). This study investigates how citizens of Benin see the way that the broadcast media covers kidnapping and banditry in Nigeria. According to Yahaya (2024), kidnapping for ransom was not previously connected to terrorism, which was the primary worry in Nigeria. He claims that the audience is impacted by media coverage of crime in both positive and negative ways. The development of contemporary information technology has created a close relationship between kidnapping and the media today.

### ***1.1 Conceptualizing Kidnapping and Radio Advocacy***

Many academics have different definitions of kidnapping. According to Inyang and Abraham (2015), "kidnapping is the forcible seizure, removal, and unlawful confinement of an individual against his or her will." They emphasize that an absence of consent from the victim is vital, and it is a common law offence. Another view is offered by Alabi (2017), contending that kidnapping is the "forceful or deceitful abduction of an individual or a group for purposes which may embrace the economic, political, or religious or those connected with self-determination." They add that kidnapped persons are often held against ransom. This suggest that the economic consideration is most common though political and economic motives may lead to kidnapping. Kidnapping as defined by Uzorma and Nwanegbo-Ben (2015) is "the unlawful seizure, detaining and carrying away of a person by force or fraud, often with a ransom demand." This definition stresses the taking by force of a victim away from their family without their consent for the purpose of ransom. Putting those definitions aside, it is really clear that kidnapping would involve the coercive movement of any victim irrespective of being an adult or a child and their detention or seizure.

Because of this, Inyang and Abraham (2016) claimed that kidnapping is legally considered a violation of an individual's freedom, in violation of the Federal Republic of Nigeria's constitution, which establishes the right to freedom of movement as the cornerstone of all other laws. Kidnapping can occur either against individuals or groups, with schoolchildren often being abducted en masse in various regions of Nigeria. Typically, those targeted for ransom are individuals deemed affluent enough to afford a payment for their release. This crime has become increasingly prevalent and is a significant source of violence in modern society.

Odinaku (2018) reported that during the civilian administration, local bandits were known to steal livestock (Ndama, 2019). The incidence of kidnapping in Nigeria has shown a troubling increase over the years. Rotberg (2017) noted that "crimes against individuals, including murder, rape, and robbery, have escalated in both scale and brutality in Nigeria since 1999." This trend is reflected in the widespread occurrence of armed robbery, which aligns with experiences across Africa. Onimode (2018) highlighted that common forms of armed robbery in African nations include carjacking, home and office burglaries, and highway robberies. The frequency of these crimes has been on the rise since the onset of the African crises in the 1980s (Chukwueme et al., 2019). The prevalence of kidnapping has tarnished Nigeria's reputation both at home and abroad, hindering its efforts to attract foreign direct investment (FDI) and develop a sustainable tourism sector, as many countries routinely advise their citizens to exercise caution when traveling to Nigeria. Consequently, numerous potential investors have opted to stay away due to fears of abduction (Chukwueme et al., 2019).

## ***1.2 Radio Advocacy***

The notion of radio broadcasting in Nigeria significantly diverges from the principles of community engagement. Initiated by the colonial government in 1932, radio broadcasting remained under government control for sixty years. During this period, radio stations primarily served to relay government messages to the public, with little to no feedback mechanism in place for audience input to the government. Aside from a few request programs, there were minimal opportunities for communication between different audience segments. For a long time, it seemed that Nigerians anticipated nothing more from radio than its role as a government spokesperson. This situation has been exacerbated by the fact that Nigeria has experienced far more years of military governance than democratic rule (Olorunnisola, 2017 and Okusan, 2015).

The deliberate use of radio news to encourage public discussion and build community support for alterations to local norms and regulations is known as radio advocacy. Policymakers and the public can both actively participate in the development of systemic changes that improve our world by supporting the objectives of safe, healthy, and prosperous communities, identifying obstacles to strategic policy, implementing initiatives, and disseminating current research through the news media. Our community's opinion leaders and final decision-makers are members of the general public. The discussions that take place have a big impact on the attitudes, beliefs, customs, and behaviors that exist in families and the social networks we interact with on a daily basis. Their evolution is greatly influenced by how the public and policymakers perceive and address the issues around the caliber of information available to communities in the contemporary world. As the main information source, the news media have a significant influence on the public discussions that ultimately result in the creation of social norms and standards.

## ***1.3 Problem Statement***

In modern-day Nigeria, kidnapping is a major problem. It has become a widespread and extremely concerning national security issue that impacts people, communities, and national stability. In several cases, kidnapping has been ideological, with a disproportionate use of the ransom strategy and ritual mission. Globally, abduction requires a more comprehensive strategy that combines the force of the ideological infrastructure with the ability to use guns to defeat or stop the development of the ideology by

raising awareness. This has led to a great deal of attention among academics in the evil actions of these abductors.

Furthermore, despite government interventions and security agency efforts, kidnappings for ransom are still increasing, frightening the populace and impeding socioeconomic growth. While a number of media outlets have been used to address the problem, radio has not been as successful or efficient in its advocacy role as was anticipated. The issue is the underutilization of radio advocacy as a consistent, community-based medium to educate the public and organize opposition against kidnapping in order to protect public safety.

#### ***1.4 Study Objectives***

1. Examining the efficacy of radio advocacy and the anti-kidnapping campaign in Nigeria is the primary goal of the study. For clarity and vividness, the study's other particular goals are as follows: 1. To clarify the current status of radio advocacy and the anti-kidnapping campaign in Nigeria.
2. To look at the difficulties associated with kidnapping and suggest remedies for the problem in Nigeria.
3. To assess the influence and efficacy of radio advocacy in Nigeria's anti-kidnapping effort.

#### ***1.5 Significance of the Study***

The research's conclusions will be crucial for the academic community, a number of media outlets, and most importantly, the Nigerian military. First, it recognizes radio's critical role as a powerful grassroots communication tool in Nigeria. In small and semi-urban areas, where access to other media may be restricted, this will be very beneficial. Second, by adding to the body of knowledge on media advocacy in conflict and security studies, the study can further scholarly discussion. Third, the results give politicians, security services, and civil society groups important information about how to create and carry out more successful media-based campaigns against kidnapping. Lastly, the findings might be used as a starting point for more research to support a nationwide campaign against different types of criminal activity in modern-day Nigeria.

## **2. EMPIRICAL REVIEW**

Ngwu et al., (2015) conducted a study titled "Rethinking Terrorism Reportage for Sustainable Development: An Analysis of Media Coverage of Boko Haram Terrorism in Nigeria." This research focused on a national level within Nigeria, gathering primary data from six randomly chosen cities, one from each of the country's six geopolitical zones. Utilizing a survey research method, the researchers employed questionnaires to collect the necessary data. Their findings indicated that media coverage of Boko Haram's activities tends to glorify acts of terrorism.

A different investigation was carried out by Ezegwu et al., (2019), who rather scrutinized how selected mainstream Nigerian newspapers portray the tussles between the Islamic Movement of Nigeria (IMN) and security forces-the Guardian and Punch-in their contents. These authors used content analysis as a method of their research. Thus, their results indicated that though some reporting was done, such only manifested in 192 editions bearing 57 stories on the clashes under a meager six frames with which the issue was addressed. They then recommended that more frames-neither excepting nor acquiring more positive ones-be included in reporting crises and conflicts, such efforts being in the Nigerian newspapers for peaceful resolution.

Media Frames and Ethnic Conflict by Adisa (2016) investigates the role of media framing in ethnic conflicts. This explains how media representations of such ethnic issues do structures, escalate tensions further among volatile ethnic groups in Nigeria. This study solicited primary data by interviews from 26 leaders of different ethnic groups. By this, the findings suggested that the issues ethnic framed by

newspapers mostly incite double standard and name-calling by ownership interest, which therefore augments divisions and feasibly leads to conflict. Recommendations were made for greater sensitivity by the Nigerian government in dealing with these issues and commitment towards resolution.

## ***2.6 Theoretical Explanation: Agenda Setting Theory***

Understanding the extent to which mass media might reduce insecurity in Nigeria requires the use of a theoretical framework. The degree to which the mass communication process can impact society is explained by mass communication theories. This study can be analyzed using a variety of communication theories, the most significant of which is the agenda-setting theory. According to the agenda-setting idea, the mass media determines the main topics of public discussion by regularly covering particular topics. According to this theory, while the media may not dictate our thoughts, they influence what we consider worthy of thought (McQuail, 2018). By consistently highlighting particular issues, the media transition these topics from the press agenda to the public agenda. Through regular, insightful, and responsible reporting on factors contributing to insecurity in Nigeria, the media can raise public awareness and mobilize action against these threats. Ongoing discussions about insecurity will not only draw attention to the necessity of addressing these challenges but also enhance public awareness regarding the imperative to combat insecurity.

## **3. METHODOLOGY**

With reference to the research design a descriptive survey and content analysis was adopted through a mixed methods approach combining both qualitative and quantitative methodologies. In-depth interviews were conducted with 90 purposively selected population and views were incorporated into the body of the work (15 respondents in each state). The study is one in which a group of people was studied by collecting data from only a few people considered to be representative of the entire group. This helped in assessing the effectiveness of radio advocacy in addressing kidnapping while analyzing the messages aired on radio stations. As regards population of the study, the targeted population includes, radio listeners that are the general public, civil society organizations, security personnel, journalists and broadcasters, government officials and policymakers. A representative sample based on the estimated listenership of selected radio stations was used. The selected states were: Ekiti, Ondo, Osun, Oyo, Ogun and Lagos state. Thus, 240 questionnaires (40 in each state) were administered randomly in each of the six states in South-western of Nigeria. The questionnaire was designed to elicit information on the challenges of kidnapping and the role the radio played on the issue. Qualitative data was thematically analyzed and records relating to the subject matter were subjected to descriptive statistics. Emphasis was placed on respondents' information and knowledge concerning the subject of the study. Besides, a sample size of (240) two hundred and forty was used. This number was randomly selected from the total population of the six states. The sampling technique used in the research was simple random sampling technique. The method was chosen because it allowed the subjects in the population equal chance of being selected. This methodology provides a comprehensive assessment of how radio advocacy influences public perception and contributes to anti-kidnapping efforts in Nigeria.

### ***3.1 Causes of Kidnapping in Nigeria***

Numerous factors are identified as potential contributors to the issue of kidnapping in Nigeria. Inyang (2019) associates unemployment with the prevalence of kidnapping, particularly highlighting its connection to youth unemployment. He references the well-known saying, "an idle man is the devil's workshop," to illustrate the unemployment crisis in Nigeria. He observes that countless capable men and women are wandering the streets in search of non-existent job opportunities. Faced with frustration and increasing responsibilities, many idle youths have turned to criminal activities, including kidnapping. Inyang also points out that a graduate who cannot find employment may feel deprived of alternative means of survival. In such circumstances, the individual may develop a negative perception of society and blame their failures on it.

In addition, Inyang (2019) argues that the increase in arms, stemming from the political patronage of miscreants who are abandoned after elections, may indirectly promote and exacerbate the issue of

kidnapping. He draws a parallel between the current kidnapping crisis and the wave of armed robbery that plagued the early 1980s, when many young men, who had served in the Nigerian civil war, were discharged without any means of support. With their schools destroyed and a lack of employment opportunities to occupy them, many resorted to armed robbery. As former soldiers, they were equipped with weapons and had developed skills in firearms during the conflict. The situation today mirrors this, as politicians often recruit idle youth as political thugs, only to abandon them once elections are over.

Consequently, the young individuals (often referred to as thugs) who have been forsaken by their political patrons following electoral victories are now engaged in the abduction of innocent individuals and the relatives of those they perceive as affluent (Chukwueme et al., 2019). The phenomena of "moral decay" and the "get rich quick" mentality have been recognized as significant contributors to the rise in kidnapping incidents. Furthermore, Inyang (2019) supports this assertion by noting that in Nigeria, there is a lack of inquiry regarding the sources of individuals' wealth. He points out that a person who is impoverished today can suddenly appear with a luxury vehicle tomorrow, and no one dares to question the abrupt acquisition of wealth. In Nigeria, as well as in numerous other developing nations across Africa and Asia, political instability, poverty, and the scarcity of legal employment opportunities for the youth are critical factors driving the increase in kidnapping. In this context, Tepperman (2015, as cited in Ibrahim & Mukhtar, 2016) notes that Nigeria has a significant population of adolescents who are living and earning their livelihoods on the streets, a situation attributed to economic challenges and exposure to various risks. Other causes of kidnapping includes: corruption, weak law enforcement, poverty, political instability and insecurity, greed and ransom economy, poor education and lack of awareness, ethno-religious and political agitation, porous borders and arms proliferation etc.

### ***3.2 Effects of Kidnapping in Contemporary Nigeria***

According to the principles of physics, every action is met with an equal and opposite reaction. This concept extends to human behavior, suggesting that every action taken in life results in a corresponding reaction. Similarly, the act of kidnapping brings about significant consequences, which predominantly impact third parties, including victims and society as a whole. The repercussions of kidnapping are manifold, including:

- i. Banditry-related violence has severely affected communities in Nigeria's Northwest, particularly in states such as Zamfara, Kaduna, Niger, Sokoto, Kebbi, and Katsina. Approximately 21 million individuals in these regions are facing insecurity due to the activities of bandits ([www.acaps.org](http://www.acaps.org)).
- ii. Psychological distress and trauma: Victims of kidnapping and banditry often endure traumatic experiences that leave lasting scars. This can lead to severe psychological issues, particularly among children, resulting in conditions such as depression, anxiety, and post-traumatic stress disorder (PTSD), which can have enduring effects.
- iii. Climate of fear and widespread distrust: In areas with high rates of kidnapping, a pervasive atmosphere of fear and mistrust typically emerges. This environment restricts individuals' activities and interactions, ultimately leading to a decline in economic engagement.
- iv. Decrease in foreign direct investment: The prevalence of kidnapping and banditry in certain regions has rendered them high-risk areas for foreign entities. This deters foreign investors from pursuing opportunities in these locations, as evidenced by the northern regions of Nigeria, where Boko Haram and banditry are rampant.

## **4. RESULTS AND DISCUSSION**

Research Question 1: What are the causes of kidnapping in Nigeria?

One of the objectives was to examine the main causes of kidnapping in Nigeria generally and South western states in particular. Respondents were requested to identify causes they considered most salient from the given contributory factors.

Table 1: *Causes of kidnapping in South western Nigeria*

Causes	<i>f</i>	%
Poverty and Unemployment	220	91.7
Weak Security and Law Enforcement	185	77.1
Political Instability and Ethnic Conflicts	160	66.7
Ransom Payment	205	85.4
Porous Borders and Arms Proliferation	150	62.5
Terrorism and Banditry	130	54.2
Corruption	100	41.7

Table 1: Shows some causes of kidnapping in South West in Nigeria. The table indicates that 220 respondents representing 91.7 per cent pointed out that poverty and unemployment caused kidnapping. It is shown that 185 representing 77.1 per cent of the respondent said weak security and law enforcement paved way for kidnapping while 160 respondents representing 66.7 per cent identified the factors to include “political instability and ethnic conflicts”, and 205 respondents representing 85.4% argued that ransom payment opened the door for kidnapping. On the contrary, 150 (62.5%) and 100 (41.7%) of the respondents identified porous borders and arms proliferation, and corruption respectively as fundamental cause of kidnapping in South West, Nigeria.

Research Question 2: What are the predominant effects of kidnapping in contemporary Nigeria?

Table 2: *Effects of kidnapping in South West Nigeria*

Effects	<i>f</i>	%
Security Challenges	240	100
Banditry-related Violence	180	75
Psychological Distress and Trauma	175	72.9
Climate of Fear and widespread Distrust	140	58.3
Decrease in Foreign Direct Investment	135	56.3

Table 2 shows predominant effects of kidnapping in South West Nigeria. As showed in the table, the commonest effects include: security challenges (100%), banditry-related violence (75%), psychological distress and trauma (72.9%), climate of fear and widespread distrust (58.3%) and decrease in foreign direct investment (56.3%). This result is an indication that, social normalcy has not returned to the region.

Research Question 3: Can Radio be effective in the Campaign against Kidnapping in South West, Nigeria?

Table 3: *Radio Effectiveness in the Campaign against Kidnapping in Nigeria.*

Radio Effectiveness	<i>f</i>	%
Yes	192	80
No	40	16.7
Undecided	08	3.3

Table 3 shows the level of radio effectiveness based on the response of the people. 192 (80%) respondents were of the opinion that the use of the radio in the campaign against kidnapping in Nigeria could be apparently effective while 40 (16.7%) respondents said no. The undecided respondents were 8 (3.3%) in number. It means radio could successfully serve as advocacy in the campaign against kidnapping in South West in particular and Nigeria in general.

According to some of the people interviewed in Ondo and Ekiti, “radio has been identified as a crucial platform for advocacy against kidnapping in Nigeria due to its wide reach, especially in rural areas where incidents of kidnapping are prevalent”. Hence, radio advocacy campaigns have successfully engaged

audiences across various demographics, including marginalized communities, through interactive programs, call-in shows and community outreach initiatives.

Besides, majority of the respondents from Ogun and Lagos state were of the opinion that: “campaigns have found success in conveying anti-kidnapping messages effectively, including highlighting the negative impact of kidnapping on families, communities, and the nation's economy”. In order to spread their message and coordinate anti-kidnapping efforts, successful campaigns have thus made use of alliances with governmental bodies, nonprofits, law enforcement, and local authorities.

According to the respondents from Oyo and Osun states, "local language advocacy efforts have proven to be more impactful in reaching diverse populations, overcoming language barriers, and fostering community trust and participation." Despite initiatives, ongoing public education campaigns about the dangers of kidnapping, ways to prevent it, and how to report incidents are still necessary.

#### ***4.1 The Role of Radio in the Contemporary Campaign Against Kidnapping in Nigeria***

Nigeria's continuous fight against abduction relies heavily on radio, which disseminates information about prevention, emergency numbers, community forums, awareness messages, and the testimonies of victims and their families. It is a helpful strategy for reaching out to isolated locations where kidnappings frequently occur and inspiring local populations to take action against the crime. Radio can also be used to counteract misinformation and debunk myths about kidnapping, which will help to lessen its incidence. According to Kawl and Gamble (2019), radio plays five important roles in society: it provides entertainment, sets the agenda, organizes and interprets our experiences, connects us to different community groups, acts as a socialization agent, and provides information and surveillance. Furthermore, it is clear that in addition to its traditional roles of informing, educating, and entertaining the public, radio also functions as a societal watchdog, an agenda setter, and a force multiplier. Through these roles, radio plays a crucial part in raising awareness, educating, and encouraging public participation in developmental initiatives (Auwal, 2015). “They (radio) watch over, guard and alert society of impending problems and often proffer the way forward” (Odigbo, 2015).

In this regard, radio serves as the eyes and ears of the public. It delivers information and informs its diverse audience about the changes occurring in their surroundings. Radio stations continuously monitor the environment and communicate important issues or mediated messages to help reduce uncertainties, enabling the audience to respond to conflicts or changes in a logical manner. The media typically explore the environment to report on social, economic, and political developments, as well as dangers that pose threats to national stability, public welfare, environmental pollution, degradation, and various scandals (Josephat, 2018).

#### ***4.2 Observation and Recommendations***

There is need to develop and air more targeted radio programs focusing on kidnapping awareness, prevention and response strategies. Include content such as survivor stories, expert interviews, and community testimonials to engage listeners. They should integrate radio advocacy campaigns with social media platforms to reach a wider audience, especially among the younger population who are active on digital platforms. Community Mobilization: Moreover, there is need to strengthen community engagement by organizing town hall meetings, workshops, and seminars in high-risk areas to empower citizens with knowledge and skills to protect themselves and report suspicious activities.

Additionally, they must to teach and educate reporters and radio hosts on how to cover kidnapping situations in a way that is truthful, considerate, and compliant with moral principles. Additionally, it's critical to push for more government support and financing for anti-kidnapping measures, such as funding for police presence, radio ads, victim assistance programs, and infrastructure development in high-risk areas.

We must also set up systems to track and assess the success of radio advocacy campaigns, get listeners' input, and modify strategies in response to results in order to guarantee ongoing development and



applicability. Stakeholders may help radio advocacy activities and the collective battle against kidnapping in Nigeria by putting these tips into practice.

## **5. CONCLUSION**

The study highlighted the sophistication of Nigerian kidnapping by examining its dynamics, underlying causes, and ramifications. A thorough, multi-stakeholder approach is required to solve this complex issue. The potential of radio advocacy as a powerful instrument for increasing awareness, inspiring communities, and influencing policy intervention is particularly noteworthy. Radio advocacy has enormous potential in Nigeria as a crucial vehicle for strategic communication in the fight against kidnapping. Using radio's extensive reach and accessibility, advocacy programs may effectively spread knowledge about the risks of kidnapping, instruct communities on prevention, and give victims a platform to share their experiences.

Furthermore, by fostering communication between the government, non-governmental organizations, law enforcement, and the impacted communities, radio programming improves coordination and collaboration in anti-kidnapping initiatives. By employing radio advocacy as a vehicle for social mobilization and behavior change, citizens can be enabled to fully engage in the prevention and battle against kidnapping. By elevating resilient voices, encouraging community solidarity, and dispelling prevalent assumptions that support kidnapping, radio advocacy programs can support a culture of vigilance, ownership, and collective response against this scourge.

However, the success of radio advocacy in the anti-kidnapping movement depends on a number of important factors, such as the caliber and legitimacy of the content, the message's wide appeal to a variety of audiences, the stability of support and funding over the long term, and the incorporation of radio advocacy into larger plans for addressing insecurity and fostering social cohesion in Nigeria. The importance of radio advocacy as a useful tool in Nigeria's fight against kidnapping is emphasized in the study's conclusion. By utilizing the power of communication to educate, involve, and empower communities, radio advocacy programs can spur positive change and enable a safer and more resilient society.

## **Acknowledgments**

I would like to thank Prof. Rotimi Odudele for his interest to always assist his colleagues to greater heights. He portrays a commendable level of sense of responsibility.

## **Conflict of Interest**

Author declared NO conflict of interest.

## **Funding Source**

The author received NO funding to conduct this study.

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