

Port Harcourt Residents' Perception of *Energyplatform* Programme on *Nigeria Info 92.3FM*

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Abstract: - This study examined Port Harcourt residents' perception of *EnergyPlatform* programme on *Nigeria Info 92.3fm*. It ascertained the extent of audience awareness, how the programme enriched audience knowledge base and/or how such perceptions enhanced transition from fossil fuels and hydropower energies to biomass renewable energy sources. Findings reveal there is a degree of relationship between the extent of the audience awareness of *EnergyPlatform* programme and the nature and content on *Nigeria Info 92.3fm* radio station. It also showcased the programme as a contributor to the local energy debate, current energy technological trends and the peculiarity of biomass alternative energy source for electricity generation. The study concludes, *EnergyPlatform* programme is positioned as a purveyor of attitude and policy change development; therefore, has a significant influence on the listeners. This research recommends the need for presenters' to continue to generate and sustain its global content with direct relevance to local needs via the use of Pidgin English and other local languages to enhance a wider reach.

Keywords: Residents, Perception, *Energyplatform*, programme,

I. INTRODUCTION

The mass media, particularly the broadcast and/or electronic media, Daramola (2014, p.147) have become the most potent and efficient platform in reaching its diverse audience. Radio broadcasts have the inherent propensity to become sources of reliable news items where access to the internet is blocked and phones lines are cut off. Digital radio stations provide twenty-four (24) hours a day, all-round-the-clock and most recent updates to its listeners.

While new technologies: satellites, online and cell phones radios are on the up-surge; in a more elaborate sense none seemed to have reached the frequency, reach and penetration across frontier like the traditional radio. The last decade observed, Levine (2011) has seen a steady increase in radio stations across Africa including, locally-managed community stations where the masses can still search the air-waves for trustworthy news sources.

Okon and Ezebuihe (2018) affirmed, the radio has been regarded as the most pervasive and effective medium in reaching the country's widely dispersed heterogeneous audience. Commercial, public and community radio broadcasters added, Clark (2017) are found supplying audio

content to the public every hour of each day. For some sections of the population, the radio is the basic and only channel of information and entertainment. Thus, according to; Soola (2016, p.8) "this is because of its availability, ubiquity, affordability and adaptability."

The audience of each radio broadcast listen actively or passively. Either listening pattern is important to the listener and can be applied at different intervals. Music formats for instance, are best to help pass the time while working, driving or engaged in other activities. Talk shows and educational programmes on the other hand, require the attention of the listener while he/she stays engrossed in other activities. Onabajo (1999) observed, talk shows could be multi facet and varied, and the popularity of a radio station is a subset of how it can manipulate its talk shows in a creative way.

Talk show radio programmes and programming in Nigeria have gained prominence in recent years. With professional talk show producers and presenters on the surge, radio programmes now vary a wider spectrum of topical and developmental issues targeted at specific segments of the audience. The multiplicity of the private broadcast stations lays credence to the offering of alternate improvement in correcting the lopsided programmes and programming linked with government owned broadcast organizations.

Whereas the term 'programme' reflects the base word for programming, a programme is a broadcast material created to meet specific needs or attain some and transmitted to predetermined target audience (Onabajo, 2011, p.39). Ndimele and Innocent (2016) agree, radio programmes are not only selective but have a particular slant and pattern and done through tailoring the format, style, language and presentation to suit particular listeners. Programmes are product lines and life-lines of any radio station.

Programming in radio is limited by time and depends on Daily or Master Schedules for the day's transmission. "Scheduling is the allotment of time to particular programmes in the order in which they will be presented or played" (Azubuike, 2019, p.106). Programming is central to the presenter who perceives the programme as a means of income and the society which receives such as entertainment, education and as public service. As further asserted, Onabajo (2001) the

criteria for determining public acceptance of radio is programming (i.e.) the determination of what programmes to put on air and at what point in the programme schedule.

From nanotechnology to nuclear energy, Oltra, Roman and Prades (2013) indicate, studies of media (radio) coverage have aimed at investigating how technologies are presented in the media, understanding and characterizing prevalence. The intersection of mass media, science and policy, observed, Boykoff and Rajan (2007) is a particularly dynamic arena of communication in which all sides have high stakes. To frame therefore, Entman (1993) is to select some aspects of a perceived reality and make them more salient in a communicating text and; taken together economy, technology, environment and society; Rochyadi-Reetz, Arlt, Wolling and Brauer (2019) have been identified as relevant dimensions in framing renewable energies.

The World Energy Issues Monitor (WEIM, 2019) identified strategic issues affecting and provides a unique reality check and horizon scanning of persistent and emerging concerns involved in energy transition. Nwagbo (2017), Akuru and Okoro (2014) noted, since 2015 launch of Nigeria's Renewable Energy Master Plan, interests in the area has been rising as an alternative to the fossil fuel-based energy sector. The primary focus is to transition to energy sources and technologies that identify the most important needs of energy accessibility, availability and environmental responsibility while providing better energy services.

With an estimated reserve of 185 trillion cubic feet, 2.7 billion tons and 35 billion ton barrels of natural gas, coal and crude oil, respectively, Ayogu (2006) noted, the inconsistency in electricity supply and poor condition of the power grid has caused Nigeria to become a net importer of electricity with the country importing 75% of its domestic fuel. This phenomenon, Ebohon (2012) corroborates, is manifesting in less developed countries with proven hydrocarbon reserves but lacking the technology to explore or mine neither the hydrocarbon nor the economic base for its refining products internally.

Currently, Nigeria's average refining capacity, according to, Worlu and Okeke (2017) has been less than 30% over the past decades, even at 100% utilization; the existing refineries would be unable to meet demand due to unfavourable refining margins occasioned by product pricing. The fiscal process that determines the actual quantity and quality of crude oil/gas produced, are not properly accounted for but remained shrouded in utmost secrecy. Other unexplainable traits of resolute acts of corrupt practices within the sector are responsible for Nigeria's electricity blackouts and aging infrastructure which militate against return on investments. Higher EROI (Energy Return on Investment) ratio, Edward and Frederick (2015, p. 431) mean that we receive more energy from each unit of energy that we invest. "Energy ratio on investment (EROI) average out to 35 barrels produced for each barrel invested in 1999, and has been steadily diminishing ever since" (Pennock, Blake and Trevor, 2016, p.180).

Renewable energy conversations are sparsely gaining momentum. Pertaining solar power, the World Bank (2012) observed, if 15% of suitable land in Central and Northern Nigeria was designated, there was a theoretical potential of 42,700 MW of power production. Wind and solar, Newsom (2012, p.21) "are poorly understood by the public and even policy makers. In the public mind, solar power installations have joined many failed projects. Ibitoye and Akinikinju (2007) suggest, biomass energy is substantial, representing a potential of 144 million tons per year. The expected energy mix of biofuels and wastes, Emordi (2017), comprise nearly 80% of the total primary consumption in 2012 alone, while oil products and natural gas comprise 9% and 2% respectively.

Without adequate supply of electricity, it would be difficult to break the clog of poverty and improve the living standards of Nigerians. The capacity of renewable (biomass) energy to argument the grossly inadequate grid electricity, Effurumibe, Asiogbu, Chukwu and Eze (2015) has been hyped in many quarters, not least the media. The importance the mass media, Ukaegbu (2018, p.191) attach to issues and events determines the level of value the public, government and institutions give to them. Thus, the mass media (radio) can convince and convert the public through reasoning and logical argument to abandon an old system and embrace a new cause of action (Ndimele and Innocent, 2016, p. 127). The radio therefore, functions as a preponderant catalyst for motivation and mobilization in society

1.1 Statement of the problem

Global dependence on fossil fuels and other dominant energy mix are critical to development. Albeit, these sources are not only detrimental to the environment and constitute health hazards, but are becoming increasingly obsolete. At the current levels of production (30 billion barrels globally per year) 1.6 trillion barrels would last about 54 years. To natural gas, proven reserves would last 64 years. For coal, the latest reserve-to-production ratio (R/P ratio) estimate is 112 years (Edward and Frederick, 2015, p.439).

These unsustainable energy demands and high consumption levels exposes nations to a range of vulnerabilities and imposes urgent pressures on governments and organizations to opt for cheap environmentally friendly alternatives. Nigeria's energy development index is abysmally low. With a quantum leap in population and rural migration growth and climate change, the development intendment remains elusive because of electricity outages and blackouts. Governments' inept policy inconsistencies, poor grid maintenance and infrastructure, inadequate gas supply/vandalism, staff corrupt practices, seasons drought, lack of enforcement measures against defaulting Gencos and Discos etc., are some factors responsible for this menace.

Current global trends in energy innovations/technologies have exacerbated Nigeria's decade reliance on fossil fuels and her dilapidated hydropower engines. Renewable energy, Mbamalu (2020) insist, still face substantial obstacles due to

cumulative negative perceptions and understanding as a complex scientific subject and uncertain costly alternative to fossil fuels. In this context, the media have been caught napping. However, where the media attempts to discuss these issues, it does so wholly within the sketchy context of mitigating a social concern by presenting dis-jointed information without recourse to other prevalent global indicators that drives the energy fronts.

Engaging biomass renewable energy technology based on the abundant wastes to generate electricity and create jobs would be a panacea to Nigeria's electricity needs. The inability of the mass media to effectively direct attention, provide adequate information and education on the alternative biomass sources of electricity is worrisome.

1.2 Aim and Objectives of Study

The aim of this study is to ascertain the perception of Port Harcourt residents' towards *EnergyPlatform* programme on *Nigeria Info 92.3fm*, Rivers State, Nigeria.

The objectives of the study specifically encapsulate the need to;

- i. Find out audience awareness level of the *EnergyPlatform* radio programme on *Nigeria Info 92.3fm* station, Port Harcourt
- ii. Ascertain the extent to which *EnergyPlatform* radio programme enhances audience knowledge of renewable energy resource, such as biomass
- iii. Identify benefits derived by listening to *EnergyPlatform* radio programme

1.3 Research Questions

Research questions that would guide this study are;

- i. To what extent is audience aware of *EnergyPlatform* radio programme on *Nigeria Info 92.3fm*?
- ii. To what extent has *EnergyPlatform* radio programme on *Nigeria Info 92.3fm* availed the knowledge base of listeners?
- iii. What benefits does the listener gain by listening to *EnergyPlatform* radio programme on *Nigeria Info 92.3fm*?

II. LITERATURE REVIEW

2.1 Energy Issues: An Overview

Issues regarding energy are among the important and arduous challenges facing the world. The provision of adequate energy to mitigate the demands of the ever increasing world population is urgent. All options, Ott (2019) have to be kept open with fossil fuels and hydro dominating the energy mix, for the next decade and "new" renewables only coming slowly, energy sustainability as described by the World Energy Council Member (Wyman, 2015) is, based on energy security, energy equity and environmental sustainability.

Balancing these three dimensions, Tomei & Gent (2015) constitute energy trilemma and it is the foundation of Nigeria's

success and competitiveness. Expert scholars like Bos, Chaplin, and Mamun (2018) observed, uninterrupted and safe energy supply is needed to fit into the fourth industrial revolution space that is characterized by full automation and digitalization-based operations. As clearly supported by the U S Quadrennial Technology Review (2015), energy infrastructure is woven throughout the fabric of the economy. The cost required to modify these energy systems are proportional to the scale of the systems and compounded by their complexities but moderated by the advanced age of many of these systems and the need to replace them.

For Nigeria to grow economically, Ikpe and Torriti (2018) noted, the development of the energy industry is a panacea. Approximately, Nigeria's manufacturing sectors, Olayemi (2012) observed, expends close to 90% variable costs on infrastructure (maintenance) of power (electricity) which accounts for half of this. Till date, inadequate, epileptic, poor and expensive power supply to the manufacturing sector and various household remains entrenched in Nigeria's energy reports. Persistent power cut is significantly responsible for a sharp drop in production and equipment failures.

In the recent past, huge interventions in terms of funding, policy frameworks and initiatives by successive governments and donor agencies' efforts have not abated the impacts of insufficient electricity on the economy. The unbundling of the electricity sector and a shift from the centralized monopoly of PHCN into eighteen (18) companies grouped into: Generation Companies (Gencos), the Transmission Company of Nigeria (TCN) and the Distribution Companies (Discos) Scott, Linfeld, Martin, Pitso and Englebrecht (2016) opined, appears to be struggling to succeed. Presently, the transmission wheeling capacity of 5,300MW is less than the operational generated 3,879MW capacity that is less below the total installed generation capacity of 12,52MW. The transmission infrastructural and operational challenges are revealed in transmission percentage losses. NERC (2018) estimates such losses to be at 7.4% high when compared with other developing country's benchmark of 2 - 6%.

2.2 Sources of Hydrocarbon: An Historical Perspective

Energy sources commonly used by most nations are from fossil fuels: oil, natural gas and coal. These were formed over millions of years ago. The term "carboniferous period," according to Energy Quest (2010) derives its name from carbon which principle elements are formed in coal, oil and natural gas. "Organic Theory," remain the universally acceptable explanation for the origin of petroleum resources. Fossil fuels are the accumulation of energy-rich organic molecules produced by organisms as a result of photosynthesis over millions of years ago. Enger and Smith (2008, p.54), this presupposes that oil and natural gas (hydrocarbon) also originates from the same sources. According to Wright and Gallun (2008) deposits of plants and animals along with particles of eroded igneous rocks underwent some bacterial and chemical changes under intensive heat to form hydrocarbon.

Since the first ever oil was drilled in Pennsylvania in 1859 and oil formed increased use after the invention of the internal combustion engine in 1870, the quantity of these materials have become finite (i.e.) regarded as non-renewable energy sources (Hinrichs and Kleinbach, 2006). In this regard, Bastianone, Campbell, Susani and Tiezzi (2005) identified, three basic stages under which naphthogenesis (petroleum formation) takes place. These are:

- i. *Photosynthesis:* The energy inherent in crude oil and natural gas, noted Tissort and Weltes (1978) has its origin from solar energy stored during photosynthesis in plants that formed the hydrocarbons. By means of this process, plant deposited at the sea bottom under the earth crust stored solar energy while alive. This solar energy change into petroleum and must be existing in almost enclosed marine area. Grown in biomass, for example a gulf or lagoon and the areas exchange of water the open sea must be very limited.
- ii. *Bacteria degradation and diagenesis:* This process begins with bacteria degradation. A means by which organic biomasses deposited under the sea bottom are broken into simple compounds. Such transformation of compounds into Kerogen is known as diagenesis. Diagenesis therefore, is a process where Kerogen (a solid, waxy organic substance) is formed as a result of pressure and heat from the earth existing enormous pressure on the remains of degraded biomasses.
- iii. *Cytogenesis and oil formation:* This stage involves the formation of oil and gaseous hydrocarbon from the Kerogen which is the next phase in the petroleum formation after diagenesis. Formation of petroleum, observed, Tissot and Welte (1978) is caused by the intensity of heat emitting from deep the earth converting to oil and natural gas at 2km to 6km below earth surface under the temperature ranging from 50 to 115 centigrade. Just after this process, the movement of the crude petroleum upward through the sedimentary levels remains until there is enclosure at the impervious layer of rock called trap. Hence, the petroleum or rock oil derived from the *latin* word “*petra*’ meaning ‘rock’ and ‘*oleum*’ meaning ‘oil.’”

As argued by Wright & Gallun (2008) for production of petroleum to be feasible there has to be adequately large quantity of hydrocarbons to the extent that financial benefit outweighs the cost involved in the actual production. Such trapped quantum of hydrocarbons in economic quantity is known as reservoir. It is noted that when pumped from the underground reservoir, McIntyre and Naney (1990), crude petroleum looks thick, dark and smelly containing up to 95% hydrocarbon elements. When it oozes to the surface of the earth through fault lines, fissures or cracks it accumulates as tar, asphalt or bitumen.

2.3 Theoretical Framework

This study is anchored on Media Framing and Technological Determinism Theories.

Media Framing Theory

Media framing is likened to the concept of agenda setting. With the ever-expanding growth of this theory since the mid-1970’s when it surfaced in the field of sociology from cognitive psychology, Abreu (2015) noted, improvement and its popularity remain traceable to Ering Goffman (a sociologist in 1974). As a result of these imbrued sociological perspectives, the theory was adopted into communication studies. Garraza (2001) assert that the theoretical formulations that enables the development of the framing theory was located in interpretative sociology, which underscores the fact that people’s interpretations of reality and everyday life depends fundamentally on their interactions and definition of situations.

Framing news is essential to promoting concerns and the media therefore sets agenda for the public opinion. The process of media regarding events and issues, Neelima and Utama (2014), involves choosing coverage of certain events over others, setting the time and language of communication and allotting space and time to the issues. Framing and agenda setting of the media do not only affect the process of public opinion but also show individual perceptions and prejudices of journalists in interpreting issues at the public space. More than a watchdog for truth, ethical issues of the press (radio), Zukas (2018) have become more predominant in affecting news coverage such as journalist integrity through objectivity and credibility. The emphasis on these ethical issues affects choices in source selection for news stories. Under certain circumstances, Altschull (1995) there is pressure from those in power to cover issues from favorable perspectives. Journalists are also mandated to cite government and industry professionals because of their ethical routine of seeking out newsmakers. McCombs and Shaw (1972) argued that the ability to affect public perception and knowledge among individuals is one most important aspects of the power of mass communication that is intensified by the process of framing.

The basis of media framing theory is the attention the media exerts on certain events and their places within a field of important meaning. The meanings in turn, shape people’s understanding of and actions in situations with which they must cope in the real world, Defleur and Dennis (1991). The media make some aspects of a particular issue more prominent to promote. Media, Asemah (2011) organizes and present the events and issues they cover and the way their audience are presented and how those messages influence the choice people make. Media framing theory, according to Baron and David (2009) posits, that ideas about how people use expectations to make sense of everyday life (i.e.) information the public are exposed to can have effects on their beliefs, attitudes and behaviors by connecting a particular meaning or interpretation on a matter. The relevance of the theory is therefore in tandem to this work because it ex-rays listeners’ opinions, perceptions

and attitudes towards the *EnergyPlatform* and their desires for renewable energy sources.

Technological Determinism Theory

The technological determinism theory rests on the notion that technology shapes how individuals in any given society think, feel and act. It identifies how through the media, society operate as it migrates from one technological age to another. As propounded by McLuhan (1962) the theory stressed, that society have come a long way and that the reason for that is the change in technology. It advocates that as technology changes, so do society. Technology affects how we communicate and interact with one another through sending and receiving of messages. The theory is also premised on the belief that a society’s technology drives its development. It is hinged on the notion that technological development determines and advances the central causal element in the process of social change. This theory although, closely related to the Determination of Innovation Theory, which seek to give vivid explanations to how overtime, an idea, practice or discovery perceived as new spreads through specific population, Anaeto, Onabajo and Osifeso (2008) perceives, diffusion and technology determinism theory as a “perspective which involves using communication to transfer technological innovation from development agencies to their clients so as to create appetite for change through raising a climate for modernization among members of the public (p.178).

Perspectives are critical to the engagement of mass communication for development. Technology assumes compelling roles in the diffusion processes. The channel for the message as well the message of innovation, Anaeto, Onabajo and Osifeso (2008, p.179) further distinguished the following assumptions to buttress this assertion:

- i. An overly optimistic view shares the conviction that the development and application of technology can resolve all varied problems.
- ii. That technology is the source of much evil in society.

- iii. That technology is the proponent factor in development
- iv. That technology is an inexorable, irresistible and overwhelming force which is a message in its own right.

The dynamic nature of technology defines the changes prevalent in society. People engage in innovative ideas to their developmental issues. The media therefore, becomes the needed agent of change and the platform in which the diffusion process of awareness, interest, evaluation and adoption changes people’s ideas from an old to a new method. Hence, the technological determinism theory is relevant to this study because individuals do not only rely on the media for news but according to, Kasarachi (2016) the mass media play the role of sentinels and the lookout, not only for danger on the horizon of society, but also for innovations and practices that will benefit and improve the society. The media in this event exposes listeners to modern trends in technological innovations.

III. METHOD OF STUDY

This study adopted quantitative method using questionnaire as the instrument for collecting data. The population of the study is 1,891,768. The population figure is based on the National Bureau of Statistics, (2021). Three local government areas: Ikwerre, Obio/Akpor and Port Harcourt were selected for this study. By adopting the Taro Yamane formula (1970), a sample size of 400 respondents was drawn from the total population and 335 copies were found valid out of 400 copies of the questionnaire administered.

IV. ANALYSIS AND DISCUSSION

RQ1: Extent to which the Audience is Aware of EnergyPlatform Programme on Nigeria Info92.3fm

Respondents were asked to rate their views on each of the seven (7) measurement items (1–5) on the Extent to which the audience is aware of *EnergyPlatform* programme on *Nigeria Info 92.3fm* The statistical evidence is shown in Table 4.1.

Table 4.1: Extent to which the Audience is Aware of *EnergyPlatform* Programme on *Nigeria Info 92.3fm*

S/ N	Questions	SA	A	U	D	SD	Mean	STD
		(%)	(%)	(%)	(%)	(%)		
1	I am aware that <i>EnergyPlatform</i> Radio programme on <i>Nigeria Info 92.3fm</i> discusses issues relating to energy	80 (26)	118 (38.3)	34 (11)	22 (7.2)	54 (17.5)	3.50	1.337
2	I am aware that <i>EnergyPlatform</i> radio programme on <i>Nigeria Info 92.3fm</i> discusses matters relating to fossil fuel (oil, gas and coal)	104 (33.8)	92 (29.8)	22 (7.1)	19 (6.2)	71 (23.1)	3.67	1.313
3	I am aware that <i>EnergyPlatform</i> radio programme on <i>Nigeria Info92.3fm</i> discusses matters relating to hydropower and other energy sources.	3 96 (31.2)	126 (40.9)	12 (3.9)	28 (9.1)	46(14.9)	3.80	1.231
4	I am aware that <i>EnergyPlatform</i> radio programme on <i>Nigeria Info92.3fm</i> relates with issue on environment, climate change and global warming.	72 (23.4)	143 (46.4)	26 (8.4)	15 (4.9)	52 (16.8)	3.59	1.231
5	I am aware that <i>EnergyPlatform</i> radio on <i>Nigeria Info 92.3fm</i> relates with matters of development	108(21.5)	104 (48.4)	27 (8.4)	17 (4.9)	52 (16.8)	3.75	1.297

6	I am aware that <i>EnergyPlatform</i> radio on <i>Nigeria Info 92.3fm</i> relates with issues of international energy, trade and other national and regional economic issues.	116 (37.7)	78 (25.3)	35 (11.4)	25 (8.1)	54 (17.5)	3.50	1.337
7	I am aware that <i>EnergyPlatform</i> radio on <i>Nigeria Info 92.3fm</i> discusses issues relating to national and global energy security issues.	149 (48.4)	60 (19.5)	26 (8.4)	19 (6.2)	54 (17.5)	3.56	1.244

Source: Survey Data, 2021; SPSS Output, 2021

As can be seen in Table 4.1, the Extent to which the audience is aware of *EnergyPlatform* programme on *Nigeria Info 92.3fm* has seven indicators. ‘Awareness that *EnergyPlatform* radio on *Nigeria Info 92.3fm* discusses issues relating to national and global energy security issues’ appears to contribute more to the Extent to which the audience is aware of *EnergyPlatform* program on *Nigeria Info 92.3fm* as 149 or 48.4% respondents strongly agreed with mean 3.56 and standard deviation 1.244. This is closely followed by 143 or 46.4% of the respondents who agreed that ‘Awareness that *EnergyPlatform* radio on *Nigeria Info 92.3fm* relates with issues on environment, climate change and global warming’, this has a mean of 3.59 and standard deviation 1.231 while, 126 or 40.9 % of respondents agree that they are aware that *EnergyPlatform* radio on *Nigeria Info 92.3fm* discusses matters relating to hydropower and other energy sources with mean 3.8 and standard deviation 1.231. Meanwhile, 118 or 38.3% of the respondents agreed that they are aware that that *EnergyPlatform* radio on *Nigeria Info 92.3fm* discusses issues relating to energy, this has mean of 3.50 and standard deviation 1.337 while 116 or 37.7% of the

respondents strongly agreed that they are aware that *EnergyPlatform* radio on *Nigeria Info 92.3fm* relates with issues of international energy, trade and other national and regional economic issues, this has mean of 3.50 and standard deviation 1.337. 108 or 21.5% of the respondent strongly agreed that they are aware that *EnergyPlatform* radio on *Nigeria Info 92.3fm* relates with matters of development, the mean and standard deviation are 3.75 and 1.297, respectively. 104 or 33.8% of the respondent strongly agreed that they aware that *EnergyPlatform* radio programme on *Nigeria Info 92.3fm* discusses matters relating to fossil fuel (oil, gas and coal).

RQ2: To what extent has EnergyPlatform radio programme on Nigeria Info 92.3fm availed the knowledge base of listeners?

Respondents were asked to rate their views on each of the seven (7) measurement items (1 – 5) on what extent has *EnergyPlatform* radio programme on *Nigeria Info 92.3fm* availed the knowledge base of listeners? The statistical evidence is shown in Table 4.2

Table 4.2: To what extent has *EnergyPlatform* radio programme on *Nigeria Info 92.3fm* availed the knowledge base of listeners?

S/N	Questions	SA	A	U	D	SD	Mean	STD
		(%)	(%)	(%)	(%)	(%)		
1	<i>EnergyPlatform</i> radio programme on <i>Nigeria Info 92.3fm</i> provides general information on energy matters.	66 (21.4)	146 (47.4)	28 (9.1)	16 (5.2)	52 (16.9)	3.59	1.231
2	<i>EnergyPlatform</i> radio programme on <i>Nigeria Info 92.3fm</i> discusses the transition from fossil fuel energy sources to other renewables.	101 (32.8)	95 (30.8)	19 (6.3)	23 (7.4)	70 (22.7)	3.67	1.313
3	<i>EnergyPlatform</i> radio programme on <i>Nigeria Info 92.3fm</i> showcases the need to transition from hydropower to renewables.	96 (31.2)	123 (39.9)	13 (4.2)	28 (9.1)	48 (15.6)	3.83	1.332
4	<i>EnergyPlatform</i> radio programme on <i>Nigeria Info 92.3fm</i> provides information on energy, focuses on the pollution effects of fossil fuels on the environment and on humans.	76 (24.7)	113 (36.7)	37 (12)	25 (8.1)	57 (18.5)	3.50	1.337
5	<i>EnergyPlatform</i> radio programme on <i>Nigeria Info 92.3fm</i> provides information solutions to the socio-economic development of energy users.	106 (34.4)	102 (33.2)	27 (8.7)	25 (8.2)	48 (15.5)	3.75	1.297
6	<i>EnergyPlatform</i> radio programme on <i>Nigeria Info 92.3fm</i> showcases the interrelatedness of global energy amongst nations.	9 (29.6)	111 (36.0)	32 (10.4)	18 (5.8)	56 (18.2)	3.59	1.344
7	<i>EnergyPlatform</i> radio programme on <i>Nigeria Info 92.3fm</i> proffers solutions to national and global energy security.	121 (39.3)	119 (38.6)	25 (8.2)	19 (6.2)	24 (7.8)	3.78	1.317

Source: Survey Data, 2021; SPSS Output, 2021

As can be seen in Table 4.2, what extent has *EnergyPlatform* radio programme on *Nigeria Info 92.3fm* availed the knowledge

base of listeners has seven indicators. ‘*EnergyPlatform* radio programme on *Nigeria Info 92.3fm* provides general

information on energy matters’ appears to contribute more to Nature and content of *EnergyPlatform* programme on *Nigeria Info 92.3fm* as 146 or 47.4% respondents agreed, with mean 3.59 and standard deviation 1.231. This is closely followed by 123 or 39.9% of the respondents agreed that ‘*EnergyPlatform* radio programme on *Nigeria Info 92.3fm* showcases the need to transition from hydropower to renewable. This has a mean of 3.83 and standard deviation 1.332 while, 119 or 38.6% of respondents agree that *EnergyPlatform* radio programme on *Nigeria Info 92.3fm* proffers solutions to national and global energy security. The mean and standard deviation are 3.78 and 1.317, respectively. 113 or 36.7% of the respondents agreed that *EnergyPlatform* radio programme on *Nigeria Info 92.3fm* provides information on energy, focuses on the pollution effects of fossil fuels on the environment and on humans, with mean 3.50 and standard deviation 1.337. 111 or 36% of the respondents agreed that *EnergyPlatform* radio programme on *Nigeria Info 92.3fm*.

Nigeria Info 92.3fm showcases the interrelatedness of global energy amongst nations. This has a mean of 3.59 and standard deviation 1.344. 102 or 33.2% of the respondents agreed that *EnergyPlatform* radio programme on *Nigeria Info 92.3fm* provides information solutions to the socio-economic development of energy users. This has mean of 3.75 and standard deviation 1.297. 101 or 32.8% strongly agreed that *EnergyPlatform* radio programme on *Nigeria Info 92.3fm* discusses the transition from Fossil fuel energy sources to other renewables. The mean and standard deviation are 3.67 and 1.313, respectively.

RQ3: What benefits does the listener gain by listening to EnergyPlatform radio programme on Nigeria Info 92.3fm?

Respondents were asked to rate their views on each of the six (6) measurement items (1–5) on what benefits does the listener gain by listening to *EnergyPlatform* radio programme on *Nigeria Info 92.3fm*? The statistical evidence is shown in Table 4.3.

Table 4.3: What benefits does the listener gain by listening to *EnergyPlatform* radio programme on *Nigeria Info 92.3fm*?

S/N	Questions	SA	A	U	D	SD	Mean	STD
		(%)	(%)	(%)	(%)	(%)		
1	Energy radio programme on <i>Nigeria Info 92.3 fm</i> was originated to provide new ideas and new alternatives to energy.	171 (57.5)	73 (23.6)	15 (4.8)	23 (7.5)	26 (8.4)	4.22	1.175
2	Energy radio programme on <i>Nigeria Info 92.3fm</i> enhances energy, consumers’ knowledge based on renewable technologies.	96 (31.2)	110 (35.7)	40 (13.0)	24 (7.8)	38 (12.3)	3.58	1.388
3	The Audience is encouraged on the need for affordable energy (electricity) on energy radio programme on <i>Nigeria Info 92.3fm</i>	55 (17.9)	163 (52.9)	29 (9.4)	26 (8.4)	35 (11.4)	3.56	1.147
4	Energy radio programme on <i>Nigeria Info 92.3fm</i> affords listeners and experts opportunities to express their views on energy issues.	103 (33.4)	114 (37.0)	19 (6.2)	21 (6.8)	51 (16.6)	3.99	1.198
5	The information needs of the audience are met by the <i>EnergyPlatform</i> radio programme on <i>Nigeria Info 92.3fm</i>	112 (36.4)	93 (30.2)	33 (10.6)	31 (10.1)	39 (12.7)	3.83	1.242
6	Listeners to <i>EnergyPlatform</i> radio Programme on <i>Nigeria Info 92.3fm</i> receive improved re-orientation on their preferred energy needs.	74 (24.0)	156 (50.6)	20 (6.5)	19 (6.2)	39 (12.7)	3.89	1.162

Source: Survey Data 2021; SPSS Output, 2021

As can be seen in Table 4.3, what benefits the listener gains by listening to *EnergyPlatform* radio programmes on *Nigeria Info 92.3fm* has seven indicators. ‘*EnergyPlatform* radio programme on *Nigeria Info 92.3fm* was originated to provide new ideas and new alternatives to energy appears to contribute more to Why *Nigeria Info 92.3fm* originated *EnergyPlatform* radio programme as 171 or 57.5% respondents strongly agreed, with mean 4.22 and standard deviation 1.175. This is closely followed by 163 or 52.9% of the respondents who agreed the Audience is encouraged on the need for affordable energy (electricity) on *EnergyPlatform* radio programme on *Nigeria Info 92.3 fm*. The mean and standard deviation are 3.56 and 1.147, respectively. 156 or 50.6% of the respondents agreed that listeners to *EnergyPlatform* radio Programme on *Nigeria Info 92.3fm* receive improved re-orientation on their preferred energy needs, with mean 3.89 and standard deviation 1.162. 114 or 37% of the respondents agreed that *EnergyPlatform*

radio programme on *Nigeria Info 92.3 fm* affords listeners and experts’ opportunities to express their views on energy issues. This has mean 3.99 and standard deviation 1.198. 112 or 36.4% of the respondents agreed that the information needs of the Audience are met by the *EnergyPlatform* radio programme on *Nigeria Info 92.3fm*. The mean and standard deviation are 3.83 and 1.242, respectively. 110 which represent 35.7% of the respondents agreed that *EnergyPlatform* radio programme on *Nigeria Info 92.3fm* enhances energy, consumers’ knowledge based on renewable technologies. 103 who represent 33.4%, strongly agreed that *EnergyPlatform* radio programme on *Nigeria Info 92.3fm* affords listeners and experts’ opportunities to express their views on energy issues. This has mean 3.99 and standard deviation 1.198.

V. CONCLUSION

That majority respondents in this study were listeners to *EnergyPlatform* radio programme on *92.3fm Nigeria Info*, Port Harcourt, was evident. The potency of the platform indicates that energy related matters are debated, highlighted and given prominence on weekly basis. This is indicative of the level of awareness that *EnergyPlatform* has created for itself and therefore, shows that the majority of respondents are aware of the programme. The programmes role in the advancement of new knowledge about energy innovations/technologies makes it a platform for electricity consumers to opt for a change. To this end, various theories used in this study delved into the role of the media in shaping the perceptions of the audience. *EnergyPlatform* programme affords listeners ample opportunities to call into a live programme and vent their frustrations and opinions on the electricity difficulties facing them. Furthermore, findings revealed that the audience attention could be drawn to issues previously left unnoticed.

5.1 Recommendations

In line with the findings of this study, the following recommendations are made:

- i. Continuous provision of current innovative knowledge based information on new renewable sources of electricity by the *EnergyPlatform* programme presenters' would retain, sustain, widen listenership and boost the stations' economic potentials.
- ii. It behooves on the programmes managers' and presenters' to generate global content with direct relevance to the local needs. This would engender the need for speedy development.
- iii. *EnergyPlatform* programme as currently presented only in English Language excludes a number of the illiterate population. Efforts must be intensified to incorporate Pidgin English and other major local languages to sensitize rural dwellers on certain habits and their implications on climate change and the need for energy transition.

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