Public Perception of Climate Change Campaigns for Behavioural Change on*Radio Lagos* 107.5 Fm Station

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Abstract
This study examined the public perception of *Radio Lagos* 107.5FM Climate Change Campaigns for behavioural change in Lagos State. It adopted descriptive survey research method. Questionnaire was employed to collect data from the respondents residing in the selected Local Government - Apapa, Eti-Ose, Ibeju-Lekki, Lagos Island, Amuwo-Odofin and Ojo - Areas of Lagos State. Multi-stage sampling techniques were adopted in stages to select 300 sample size from the population of 2,666,881. Descriptive Statistics was utilized to analyze the data using tables, frequencies and percentages. This study was anchored on the Agenda-Setting and Selective Perception theories. The study found that the selected radio station campaigns was high, impactful and exposed to by the Lagos people. The radio station messages were versatile and positively affected behaviours of the residents of Lagos. In addition, news reporting, advertisements, commentaries discussions, interviews and documentaries were agreed to be the programmes of information dissemination. Finally, despite the versatility of the messages, there were challenges confronted in its campaign efforts such as inadequate funding, political inference, insecurity and inadequate digital technology. This study concluded that the selected radio station has gone a long way in sensitizing and educating residents of Lagos state despite the identified challenges but still needed to be encouraged by the state government on the laudable efforts for expected behavioural change. The study recommended that government and relevant agencies should encourage the media on the campaigns by trying to assist when the need arises. Radio stations and other means of communication should be consistent in disseminating information on climate change implications. Finally, people should take sole responsibilities in ensuring a safe environment.

Keywords: Public perception, *Radio Lagos* 107.5fm, Climate Change, Behavioural Change, Campaigns.

Introduction

It is an undeniable fact that climate change is one of the major threats that rears its gory head around the world today. It is indeed, an emerging global problem that is progressively affecting different strata of economic, social and environmental development in the world. Samuel, Michael and Mandlemi (2018) note that the African continent is anticipated to be susceptible to experience more havoc of climate change and coincidentally, Nigeria is identified as one of the most vulnerable nations. According to World Bank Report (2003), the Germany Advisory Council on climate change described it as a threat that is steadily having negative impacts on human environment and ecosystem both in industrialized and

developing nations at different degrees. Though, the developed countries to an extent reduced the effects due to high level of adaptation approaches, implementation of policies, technological applications, mechanised farming systems and proven researches (McGauran, Reynolds & Wiedmer, 2002). Nigeria with over 180 million people is most vulnerable to the impacts of climate change arising from various natural features such as rainfall, sea level rise, flooding, strong weather conditions, water resources and drought (Ebele & Emodi, 2016). Some of the consequences are varying ailments, reduction in mortality rate, weakness of hydropower for adequate energy and electricity supply, ill-functional manufacturing and transportation sectors, tourism, reduction in agricultural production and battered economy including the GDP. According to the conclusion of Department of International Development (DFID) climate change will cost Nigeria between $100 billion and $460 billion of her GDP by the end of 2050 (DFID, 2009). Agboola and Emmanuel (2016) observe that due to her vegetation, wind patterns, geography, soil, climate, population, agricultural activities, power and energy demands, Nigeria is undoubtedly a victim to the effects of climate change.

With the resultant adverse change in the world climate, climate change is likely to increase in the nearest years which would be capable to overshadow traditional and science knowledge, subject the populace to misinformation with no sufficient means of tackling the challenges. The effect of these prevalent conditions has become devastating, pervasive, alarming and worrisome that many international organizations and communities have organized a number of conferences, conventions, summits and declarations targeted at improving the rate of awareness to the challenges of climate change. These include, the 1992 United Nations Conference on Environment and Development (UNCED) tagged “Earth Summit”, the Intergovernmental Panel on Climate Change (IPCC) in 2007, the United Nations Conference on the Human Environment, the Stockholm Report of 1992, Agenda 21 of Rio Declaration of 1992, as well as the United Nations Conference on Environment and Development held in Rio de Janeiro, Brazil in 1992.

However, curiosity to know about climate change concept, causes, effects and sustenance is not science but the aggressive need for knowledge. The process of increasing public knowledge and enlightenment on climate change and its challenges lies on effective creation of awareness by the mass media which remain important toolsor vehicles for information dissemination. It is the only approach that can lead to interactive communication capable of influencing

positive climate change habits. The mass media have different channels to reach larger audience(s) such as newspapers, radio, television, internet, social media, online news etc. (Arcury, 2015). All the aforementioned are to be used to pass climate change education via orientation of the public. Nwabueze (2011) contends that the significance of the mass media to knowledge of societal happenings is at the heart of their influence on people's knowledge, attitudes, thinking and behaviour. In a bid to set agenda on climate change, the media can disseminate crucial climatic information to guide public debates effectively. Regular and accurate information about climate change is assumed to be a strong step towards developing behavioural change approaches and coping mechanisms (Tagbo, 2010).

Radio Lagos, 107.5 FM is highly known for climate change advocacy among residents in Lagos State, the basis is to sensitize and mobilize people to comply with the State Government's policy and programmes on climate change for positive behavioural change. The policies include early clearing and building of drainages, dams, levees and dikes to reduce continual flooding, diversion of river flow for effective irrigation, pollution management, vehicle emissions monitoring systems amongst others. Lagos inhabitants perceived that the situation requiresproactive measures via the creation of awareness among citizens about why they should be conscious of government policies and programmes concerning climate change. Since Lagos inhabitants are vulnerable to all forms of damaging effects of climate change, the need arises for this study to find out public perception of*Radio Lagos,* 107.5 FM station climate change awareness creation for behavioural change in Lagos State.

Objectives

1. To determine the degree of *Radio Lagos*, 107.5 FM station efforts in creating climate change awareness among residents of Lagos State.
2. To examine the public perception of the *Radio Lagos*, 107.5 FM station's role in creating climate change awareness among the people of Lagos State.
3. To ascertain the impact of the *Radio Lagos*, 107.5 FM station's education on climate change for behavioural change among residents of Lagos State.
4. To examine the nature of climate change campaigns carried out by *Radio Lagos*, 107.5 FM for behavioural change among residents of Lagos State.
5. To identify the challenges faced by*Radio Lagos*, 107.5 FM in its efforts to disseminate news on climate change for behavioural change in Lagos State.

Literature Review

History and Conceptualization of Climate Change

The history of science discovery of climate change started in early 19th century when natural changes occurred in climate was first discovered, hence greenhouse effect was noticed. Scientists in the tail end of 19th century noted that human emission of greenhouse gases could cause change in climate, the details of this facts were disputed and fairly unacceptable (Reuter, 2010). By 1950s and 1960, the scientific discovery of the atmospheric effects of carbon dioxide emission started becoming a reality, despite that, a number of scientists still pointed out that the activities of human beings as regards atmospheric aerosols could have cooling effects (IPCC, 2007). Years after, scientific excursions tend to favour the climate warming ideas and viewpoints around 1970s and 1980s (LSME, 2012). Unanimously, the researchers agreed that human activities formed the process of warming the climate through civilization and industrialization, thereby leading to the modern-day global warming and climate change.

Climate change is a concept without a specific or generally accepted definition. However, the definition of the concept comes in different perspectives. Odjugo and Ikhuoria (2003), define climate change as the observable variations in the climate system which is attributed to human activities. It is the synthesis of the weather in a given location over a period of 30 to 50 years. According to the United State Environmental Protection Agency – USEPA –(2014), climate change refers to any significant change in the measures of climate lasting for an extended period of time. Knutson (2011) describe climate change research as a big endeavour because of its involvement with the entire planet and everything that concerns their survival. Mangala and Makoto (2017) identify that climate change is capable of leading to spread of disease, social violence, malnutrition and even death. Omoruyi and Kunle (2010) observe that climate change is not just an environmental problem, it is also a developmental issue because its negative effects seriously tell on poverty ridden nations whose socio-economic strengths are hugely hinged on natural resources. UNDP (2011) avers that climate change poses a severe threat to the actualization of the Sustainable Development Goals (SDGs). The organization is of the candid opinion that changes in climate conditions such as increase in sea and rainfall level will deteriorate human development. Haris (2014) argues that climate change has strong bad effects on people's culture, norms, beliefs, identities as well as institutions. Thus, there is the opinion that the adaptation dimension now needs to be re-strategized to enhance development practices.

Causes and Effects of Climate Change

Climate change is unequivocally the greatest challenges confronting humanity today. Its causes and effects are enormous enough to skew the need for a conducive environment for human's fruitful living. One of the causes of climate change is deforestation. Forest is a biological arena that involves the gathering of trees, plants, soil and water sources that have evolved for decades providing habitat for different species of animals. Forest improves livelihood because they are strong factors for food security. FAO (2005) contends that forest contributes to communal living by providing employment, wood energy, shelter and food. In spite these, forest qualities, human activities have made forest disappeared which led to rapid deforestation. Deforestation connotes the permanent loss of forest cover. However, 19% of the tropical forest has been disappeared through deforestation (Philip, Akintoye, Olorundaini, Nkpena, Ukata & Harrison, 2014). In Nigeria, there are still constraints to the effective management of forest, the mismanagement has led to deforestation and erosion issues. Hence, the dire need to adopt considerable and sustainable conservation of forest practices. This act is likely to avert serious climate change implications.

Climate change could be anthropogenic which globally caused by human activities like livestock breeding, electricity consumption, transportation, manufacturing emission and others. For instance, the greenhouse gases produced in any part of the globe may increase temperature level on continents capable of having negative implications on natural world (Baettig, Brander &Imboden, 2008). However, the international communityis worried and has embarked on unilateral mitigation efforts to represent an attempt to tackle this scenario via international co-ordination with 194 memberships out of 206 states participating (IPCC, 2007). Human activities such as gas flaring, burning of fossil fuels, urbanization, agriculture and changes in hand topography release greenhouse gases (GHG's) into the atmospheric condition which capable of increasing the already concentrated gases. Intergovernmental Panel on Climate Change - IPCC – (2007) argues that the human factors have been proven to be responsible for the ongoing unequivocal climate change or global warning experiences.

According to South African Confederation of Agriculture Union (2009), the major GHGs are methane, nitrous oxide and carbon dioxide which amount to about 80%, 14% and 6% respectively of the total GHGs emission. These are strong absorbers of heat wave coming from surface and covering the atmosphere making it warmer than it used to be. Porter (2000) and Odjugo (2010) predict that if the present anthropogenic GHG emissions stays in the current state till 2030,

the world is likely to witness temperature rise ranging from 1.5^0c to 4.5^0c. This would expose Africans to increased food scarcity, water scarcity and environmental stress. In addition, it would decrease farming yield potentials, cripple livestock production, post-harvest activities and activate floods situations which has the capacity to devastate farm lands. Adefolalu (2007) and Ikhile (2007) establish that Nigeria is at the front seat of developing nations that are experiencing ecological problems which is associated with the current climate change trend.

The effects of climate change on Nigeria poses a strong threat to the realization of her sustainable development targets. This situation is critically affecting the people of Nigeria because the country is hugely dependent on climate vulnerable sectors such as water resources, agriculture, forestry and biodiversity (Alege et al, 2016). According to UNDP (2011), climate change poses a severe threat to the actualization of the Sustainable Development Goals in Nigeria. It avers that changes and climate patterns, increase in sea levels worsen the country's present economic, political and humanitarian strains that affect human development. Climate change usually has negative effects on people's livelihood as well as infrastructure putting in place for comfort of the public. It also has the potential to exacerbate the incidence of rural poverty and reduction of food production (Gbereuble & Oviasogie, 2012).

The Nigerian Environmental Study Action Team (NEST)concluded that since 2001 fishing activities in the various Eco zones of the Nigerian Coastal region has drastically reduced due to the present rise in sea level and loamy rainfall, which caused a great decline in the fish production business in Lagos State in particular. It affected fish ponds especially those sited in wet land and farmlands (NEST, 2008; Okali, 2004). In Lagos, 96% of the land are at risk. This is due to the periodic overflow of the Atlantic Ocean across the bar beach bank area; a testament of the phenomenon that is capable of accelerating when the climate change intensifies (Idowu, Ayoola & Ikenwewe, 2011). Despite the plethora of law enacted by the Lagos State Government, a lot still needs to be done to create awareness in reducing resource depletion by controlling operations that can lead to environmental degradation and resource depletion. Odjugo (2010) warns that if the trend continues without being checked, Nigeria by year 2100 may experience as high as 4.5^0c temperature increase which can eventually lead to strong trends of food shortage, unemployment, economic back down and socio-political hazards.

Thus, flooding in Lagos and environs is becoming a yearly disaster which can be connected to climate change together with the high vulnerability of the communities, especially those living on the flood plane. Since Lagoshosts vast coaster areas, the low lying nature of Islands makes major communities prone to flood especially when sea level rises after heavy rainfall.

Lagos State Government Policies, Plan of Action on Prevention and Mitigation against Climate Change in Lagos State

Climate change awareness is significant in view of its consequence in the environment. Upon the warning from the United Nations Framework Convention on Climate Change (UNFCCC) in 1992, that climate change is one of the known human and environmental threats capable of bringing down efforts at achieving the set millennium Goals (MDGs), particularly in Lagos State that is vulnerable due to different natural endowments. For instance, the prevailing climate change condition is tropical with rainy season spanning through the year. Ogunbode (2015) affirms that the annual rainfall in most tropical wet climate such as Lagos State ranges between 1000mm and 2000mm with extra high between July and November. The need to explore the traditional approaches and technology is highly imperative for Lagos State Government to be able to take steps in ensuring a system viable and reliable enough to withstand the cause and effects of climate change especially on water area since the State is surrounded with rivers andocean. Of course, the State has taken various adaptation actions against climate and ecosystem changes which helped to ensure safety of the people of the State. Some of these action plans includes:

i. Building and construction of dams, drainage and dikes to reduce continual flooding events.
ii. Diversion of river flow for effective irrigation to grow agricultural activities in the State.
iii. Introduction of Land Use charge policies for funding of actions taken against climate change in the state.
iv. Upgrading of slum and adaptive coastal management. Areas such as Ebute – meta, Ojuelegba, Ijora Badiya, Ketu, Orile-Iganmu, Aja and others are mostly affected by flood during consistent rainfalls.
v. Ground water and water recycling approaches are being explored.
vi. Stakeholder's collaboration.
vii. Effective use of waste management through recycling activities.
viii. Introduction of sustainable eco-friendly transport systems and vehicle emissions monitoring

ix. Establishment of the Clean Air Act which allows individuals and Local Government Area Councils to have effective pollution management.

Radio Lagos 107.5 FM Station's Climate Change Campaigns for behavioural change in Lagos State

Radio plays a significant role in influencing people's attitude and behaviour towards doing the right things in the society. Ukpe (2008) observes that dissemination of environmental information may be adequate with the use of radio, because radio plays a vital role in passing information. Apart from its overwhelming usage, the verbal information dissemination of messages is enticing. Radio campaigns are strong tools in public awareness especially on environmental issues such as climate change.

One of the major priorities of *Radio Lagos* Station is the agenda-setting function. Most of the reports of the radio station is about the awareness of the phenomenon and also making sure that various ameliorative measures from government and other non-governmental organizations are utilized for the people. This climate change situation awareness serves a parameter for successful decision-making for solving climate change challenges in terms of climate education, public orientation and engagement for climate actions.

Nzeadibe (2011) states that for the information variable to be effective in predicting the level of people awareness of climate change, then it must be expressed in the language understood by the people. In view of this, *Radio Lagos* ensures that people in Lagos are fed with climate change information in a simple indigenous, pidgin and unambiguous languages as this enhances public participation in government directives and ameliorative measures. Thus, enhances the willingness of both individuals and public institutions to take the responsibility of tackling climate change issues. These radio awareness programmes cut across every stratum of the city inhabitants in terms of age, status and living standards. Public education on radio is carried out via radio jingles, short dramas, documentaries, discussions, interviews news reports, exhibitions, music and storytelling capable of shaping policy and fostering climate change conversations. The campaigns encourage collaboration between the creative youths and institutions which allow most youths to become environmental ambassadors.

Theoretical Framework

The theoretical foundation of this study is hinged on Agenda-Setting and Selective Perception theories. Agenda setting theory was propounded and developed by McCombs and Shaw in 1972 as cited in Anaeto, Onabajo and Osifeso (2008). The theory posits that there is a thick relevance and correlation between emphasis that mass media place on certain issues and prominence attached to such public issues,and it determines the level of importance that the public will ascribe to it. It indicates how the media news coverage determines which issue becomes the focus in the public domain as well as enjoy people's attention. Wilson and Roy (2012) state that Agenda – Setting sees story selection as a determinant of public perceptions of important issue and indirectly through thorough analysis, priming and evaluation of political leaders. Thus, within the process of news making, media as the gate-keepers take control of information filtering that public hear, read and see. Folarin (2005), gives four elements involved in agenda-setting the quantity or consistency of reporting by the media, prominence given to the report, the degree of the conflict generated in the reports and the media specific cumulative effects over time.

In order to situate this study to the present study, this theory espousing the role of the media to determine issues of immense importance for public debates, provides the basis for evaluating and examining how *Radio Lagos*, 107.5FM (Tiwa n'Tiwa) has been able to set agenda for Lagos State Government on Climate Change causes, effects and other atmospheric condition issues by attaching prominence to them through constant coverage and reportage given to such issues. Hence, the selected radio station thereby made the issue of climate change the focus of public attention. Thus,*Radio Lagos*, 107.5FM can be said to have made climate change issues as the State's public agenda.

Selective perception theory according to Bryant (1995) is the possibility of the public to adapt to media messages to fit their own preferences. Ndolo (2006) contends that perception can be influenced by different factors such as past experience, psychological, cultural motivations and behaviour change. These factors are instrumental to perceive, process and interpret media information disseminated for public consumption. This shows that how people understand and process media messages is significant in deciding their responses to the messages and the influence of the messages. Sambe (2015) argues that people exposure to media messages are selective and they tend to interpret them to suit their interests. Thus, selective perception is the process by which individuals perceive what they want to perceive in media messages. Asemah, Nwamimuo and Nkwam –

Uwaoma (2017) aver that media play a significant role in the formaton people's attitude and behaviour. However, they stated that people in distinct psychological characters see media content in different ways. This theory observes that no communicator can assume that a message will have the intended meaning for all receivers, the message can reach the receiver and still fail to accomplish its purpose because it is subject to the interpretation of the receiver.

Severin and Tankard (2001) state that there are three other processes which are similar to selective perception which sometimes comes into use in the media. The first is the selective exposure which has the possibility of individuals to expose themselves to those communication that are in consonant with their interest and avoid the ones that are not. Secondly, the selective attention indicates the tendency for persons to pay attention to those parts of a message that are of interest with their behaviours and beliefs and neglect those ones that negate their interests. Thirdly, selective retention is the efforts to recall the information which is influenced by wants, needs and other psychological factors.

However, the selective processes can be seen as four rings of relationship with the selective exposure as the outermost ring, followed by selective attention and finally selective retention. The reason is that the undesired information can sometimes be jettisoned at the first exposure. This theory is germane to this study because it allows the listeners to choose or show interest to any part of the selected radio station's adverts, news, jingles and other programmes that are relevant to their need or interest on climate change campaigns. In addition, the theory establishes that the Lagos public perceived the climate change messages of *Radio Lagos*, 107.5 FM consistently, thereafter processing and interpreting them for behavioural change and compliance to Lagos State policies on climate change.

Methodology

This research adopted descriptive survey method as its research design. The reason for the use of survey method is to elicit responses from the sampled respondents and it is also the most appropriate method for gathering data related to attitudes, opinions, demographics and perceptions (Asemah& Kierian, 2018). Standardized questionnaire was administered to respondents from the selected Local Government Areas in Lagos State to ascertain their perceptions, opinions, feeling and thoughts on the role of *Radio Lagos*,107.5 FM campaigns and coverage of climate change for public behavioural change. The population of the study comprised of residents of the selected six (6) Local Government Areas in Lagos State namely; Apapa (522,384), Eti – Osa (287,958), Ibeju – Lekki

(99,540), Lagos Island (314,900), Amuwo Odofin (500,576) and Ojo (941,523) totalling 2,666,881 which is an estimated population for this study. These areas were selected because of their vulnerability to climate change in the state. The sample size of 300 respondents was arrived at from the universe population using Australian sample size calculator which was tested thrice and adjudged reliable with lower degree of errors.

The sampling techniques utilized for this study includes multi-stage sampling technique, non-proportionate sampling and purposive sampling technique respectively. First, the multi-stage sampling was employed to break Lagos State into clusters of existing 20 Local Government Areas of the State. From these Local Government Areas, the aforementioned six (6) Local Government Areas were selected. Secondly, the non-proportionate sampling was then adopted to divide the sampling size of 300 by 6 to give all the selected LGA equal number of respondents to sample. This gave a total of 50 respondents per Local Government Area. Thirdly, the purposive sampling technique was finally applied to select the 50 adult respondents from the selected Local Government Areas. The respondents were those who fell within the ages of 18 years and above who have been exposed to *Radio Lagos*, 107.5 FM contents on climate change. Questionnaire was the instrument for data gathering and it consists of bio-data and psychographic data. The questionnaire includes 20 items comprising nominal and Likert scale questions. It was face validated by two media research experts while the reliability was carried out utilizing test-retest method, 5% of copies of the questionnaire was distributed to 20 respondents twice and the results were similar, stable and consistent. Data collected were analysed using descriptive statistics with simple percentages, frequencies and values.

Data Presentation and Analysis

In the course of this study, 300 copies of the questionnaire were distributed to the respondents to fill. Out of which 292 (97% response rate) copies were retrieved and found useful and valid for the analysis while 8 copies (3%) were lost on the field.

Table 1: Respondents' Listenership of *Radio Lagos*. 107.5 FM

Options	Frequency	Percentage
Very High	86	30.0%
High	105	36.0%
Average	66	23.0%
Low	26	9.0%
Very Low	9	3.1%
	292	100%

Analysis of data revealed that 36% of the respondents affirmed that level of exposure to *Radio Lagos*, 107.5 FM reports and awareness on climate change was high. This implies that the level of exposure of the respondents to *Radio Lagos*' climate change contents, reports, programmes and campaigns among residents of the selected Local Government Areas was high.

Table 2: Perceptions of Respondents on the *Radio Lagos*, 107.5 FM Performance in Creating Climate Change Awareness

Options	Frequency	Percentage
Highly effective	132	45.3%
Effective	111	38%
Fair	44	15.1%
Low	5	2.0%
	292	100%

From the analysis of data, result reveals that 45.3% of the respondents unanimously agreed that the performance of *Radio Lagos*, 107.5 FM performance in creating climate change awareness among the residents of Lagos State is highly effective. This indicates high professional media approaches towards the issues that concerned climate change by the selected broadcast media.

Table 3: Respondents' perception on Impacts of *Radio Lagos*, 107.5 FM on Climate Change Education for Behavioural Change in Lagos State

Options	Frequency	Percentage
It averts dangerous environmental consequences	98	34%
It helps people to be more compliant with government directives	81	28%
It sensitizes Lagos people and government to adopt a reactive measure for adaptation and resilience plans.	63	22%
It reduces the frequent occurrences of water shortage and pollution resulting from flooding.	50	17.1%
	292	100%

The result of the data analysis indicated that 34% of the respondents stated that the selected radio station' campaigns avert dangerous environmental consequences, 28.0% agreed that it helps people to be more compliant with government directives, 22% affirmed that the campaigns sensitized Lagos people and government to adopt a reactive measure of adaptation and resilient plans while 17.1% established that the campaigns reduced the frequent occurrences of water shortage and pollution resulting from flooding. This implies that the campaigns were highly impactful on the people and government of Lagos State as well as facilitated behavioural change.

Table 4: Respondents' Perception of the nature of *Radio Lagos*, 107.5 FM campaigns on climate change for behavioural change

Options	Frequency	Percentage
News reporting	120	41.1%
Interview and Discussion	28	10.1%
Commentaries	30	10.3%
Documentaries	29	10%
Advertisements	85	17.4%
	292	100%

The analysis of data established that 41.1% of the respondents unanimously concurred that Lagos people usually know about climate change information through news reporting and coverage by the selected *Radio Lagos*, 107.5 FM.

10.1% agreed that interview and discussion were the nature, 10.3% indicated commentaries, 10% picked documentaries while 17.4% confirmed advertisements.

Table 5: Perceived Challenges affecting *Radio Lagos*, 107.5 FM in its climate change campaigns for behavioural change

Options	Frequency	Percentage
Lack of adequate funding	128	44%
Inadequate digital technology	81	28%
Political Interference	30	10.3%
Insecurity	53	18.1%
	292	100%

The above data analysis revealed that 44% identified lack of adequate funding across different operations of the selected broadcast media, 28% agreed that *Radio Lagos*, 107.5 FMneeds the procurement of modern technology to boost its operational activities, 10.3% said the activities of news dissemination on climate change by *Radio Lagos*, 107.5 FM were always disrupted via political interference from the State political stakeholders. 18.1% was of the opinions that the problem of insecurity wass a major factor that limit the news coverage performance of the radio station on the issues of climate change.

Discussion of Findings

Results of data analysis revealed that 36% affirmed that their level of exposure to *Radio Lagos*, 105.7 FM reports and coverage was high. This research corroborated Oso's (2002), which states that radio is the most-wide spread branch of the media, it is the cheapest and the easiest to access, permitting real time communication with audiences wherever they may be. Radio gives people a voice and it makes its audience to begin to look from within their own environment to others. Iyare (2004) observes that group listening provides radio with a wider audience and thus, enhances the introduction of new social practice.Harrison (2007) states that the news media are the central interpretative system of modern societies and thus crucial for the societal uptake of climate change and climate politics. They are central agents for awareness raising and information dissemination.

Perceptions of respondents on *Radio Lagos*, 107.5 FMperformance in creating climate change awareness for behavioural change, data analysis showed that 45.3% of the respondents confirmed that the performance of the radio station was

highly effective as a result of its media programmes and coverages and reports on climate change. Onyekuru (2017) supports this finding when he contended that climate change awareness is significant for taking meaningful ameliorative measures in view of its consequences in the environment because it is one of the most serious environmental and human threats undermining the achievement of the Millennium Goals (MDGs).

Results established that *Radio Lagos*, 107.5 FM has impacted Lagos people tremendously in averting dangerous environmental consequences (34%), helping them to be more compliant with government directives (28%), sensitizing Lagos people and the Government to adopt a reactive measure adaptation and resilience plans (22.0%) and reducing the frequent occurrences of water shortage and pollution resulting from flooding (17.1%). Enobachere, Orem and Onah (2013), submit that the media campaigns are strong instrument in public awareness on environmental issues such as climate change. However, the media have made remarkable progress in providing environmental information in Nigeria.

Result of data analysis also revealed that *Radio Lagos*, 107.5 FMnature of the campaign on climate change for behavioural change revolves around the usage of news reports, interview and discussion, commentaries, documentaries and advertisements. Asemah, Edogoh and Ogwo (2013) submit that the broadcast media carry news stories, documentaries, drama programmes, interviews, discussions as well as mass media education and prevention campaigns. Anorue, Obayi and Onyebuchi (2011) aver that radio is arguably the most popular medium of mass communication because of its unique characteristics. Its strength mostly lies in its ability to penetrate remote, inaccessible areas and to transcend linguistics and literacy barriers.

Result on the challenges confronted by the selected broadcast media in its efforts to disseminate information on climate change for behavioural change, data analysis revealed that, *Radio Lagos*, 107.5 FMwas confronted with problems that militate against its robust operational performance such as inadequate funding, political interference, insecurity and inadequate digital technology amongst others. Owolade and Adebayo (2012) contend that the paucity of records, technology and funding encourages poor awareness among Nigerian about climate change implications especially in their immediate environment. Climate change is currently in dire need of wide range of publicity and other measures of awareness for the proper understanding of the phenomenon. Harris (2014) confirms that awareness and education about climate change effects especially

among vulnerable areas is lacking due to prolong beaurcracies, insecurity, language and cultural barriers.

Conclusion and Recommendations

This study found that the selected broadcast media, *Radio Lagos*, 107.5 FM has done creditably well in creating awareness for behavioural change on the causes and effects of climate change. The respondents confirmed unanimously that the degree at which they were exposed to the selected radio station's campaigns on climate change via news reports, commentaries, interviews, discussions, advertisements and documentaries is high and satisfactory. The impact of the publicity as testified by the respondents is tremendously impressive. Hence, motivated the Lagos people to perform desirable behaviours that are capable of curbing climate change and also enhance environmental sustainability. Indeed, this calls for the need for government agencies and non-governmental organizations to get involved in more impactful public education and awareness raising for climate change mitigation, behavioural adaptation and environmental sustainability. Despite the aforementioned huge campaign efforts, the *Radio Lagos*, 107.5 FMstill confronted with different challenges such as funding, inadequate digital technology, political interference and insecurity, militating against its future robust production and performance. Since the radio station still has significant place in getting the people persuaded about social and environmental issues, government should encourage the station by meeting their needs to serve the purpose of the present and future in awareness creation, behavioural change and people's attitude towards environmental practices.

The following recommendations are made in line with the findings of this study;

1. Government and relevant agencies should encourage the media by meeting their needs in order to step up publicity actions on climate change.
2. Radio stations being the most-wide spread branch of the media should be consistent in the dissemination of information and education of people concerning climate change implications.
3. People should take sole responsibilities in ensuring a safe environment from the effects and long-time implications of climate change by ensuring positive behavioural and attitudinal change towards government policy on climate change.

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