

ANALYSIS OF THE IMPACT OF RADIO ON DISASTER
MANAGEMENT AWARENESS (A CASE STUDY OF
SELECTED RADIO LISTENERS IN FUFURE METROPOLIS

BY

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ADAMA WA STATE POLYTECHNIC YOLA,

DECEMBER 2014

TITLE PAGE

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BY

**MUHAMMAD ZAILANI MUSA
REG. NO/ASPY/CCE/NDMC/2012/045**

**BEING A PROJECT WORK SUBMITTED TO THE
DEPARTMNET OF MASS COMMUNICATION.
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NATIONAL DIPLOMA IN MASS COMMUNICATION**

DECEMBER, 2014

APPROVAL PAGE

This Project topic titled. An analysis of the Impact of Radio on Disaster management awareness (A case study of Selected Radio Listeners in Fufore Metropolis) by Muhammad Zailani Musa have undergone through the rules and regulations of writing this project work and has been read by my Supervisor **Mr. Abel Yarima** approved By:

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Also my appreciation goes to Morotimoti Members for their cooperation and support we give to each other financially and advices.

Dedication

I dedicated this research work to Almighty Allah (SWT) who impacted and granted me the knowledge and understanding, n which I depend and relied , and my parents Alhaji Musa Usman, My Mummy Hajiya Maryam Musa Usman for being there for me, I pray that Allah will reward them.

ABSTRACT

This study set out the analysis of the impact of Radio management awareness, this topic brings the facts about the impact of the effective way of communication to the Public and the nation at large, and the survey method was employed using the questionnaire to elicit information from respondents. Finding drawn from the analysis of data reviewed that a large percentage of the population identify the radio programme of a major source of creating awareness to the public

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Every where the world, radio plays a vital role in educating the public about disaster, warning of hazards, gathering and transmitting information about affected areas, informing individual, official group of people, government, non governmental organization, Community and society at large to specific needs and facilitating discussion responses, through media communication such as Radio.

However, sensitive Communication in the face of natural hazards are demonstrated, Through Radio, Radio Therefore is regard as the primary source of information of survivor in any type of disaster situation, Radio was the only medium available to the acceptability is enhanced (Baran 2004:198).

Anny (1994), sees disaster as a situation resulting and environment armed conflict that produce stress, personal injury, Physical damage, and economic great magnitude. So, in disaster management is no thing but skillful ways and method of controlling a disaster. Disaster management technique or rather methods are based on the economic status of the Country. Developed countries managed disaster better than developing countries for example, most of non governmental organizations rendering assistance to disaster victims are from the developed countries e.g Germany, USA France and Britain e.t.c

Therefore, for any disaster management method to be successful, it requires mass Participation which not only gives strength but also

makes the tasks very simple for example, for effective management of disaster in Nigeria, it is very important we bring about Radio Communication thereby making the people aware about disaster and educate them to know their responsibility during such occurrences.

1.2 Statement of the Problem

The positive contribution of radio on disaster management awareness is characterized with overriding problems. The problems of unavailable and un-affordability of communications system based on broadcasting via electronic waves. Other problems that have to do with disaster management is the lack of government effort in repositioning the system in other utilize lost effective resources operation.

Also government has not been fair to the media outfit as at times the media correspondence are not given free access in covering the disaster affected areas , thereby it causes an incomplete dissemination of information via radio commentary.

1.3 Objectives of the Study

The aim of the study is to change the impact of radio communication on disaster management awareness among the people of Fufore metropolis

The study has the following objectives:-

- i. To example how people's perception of Radio programmers/News on disaster management
- ii. To identify the perceived effectiveness of Radio Programme on disaster management to radio listeners of Fufore Metropolis

- iii. To find the problems of Radio listeners with regards to disaster issue on Radio.

1.4 Research Question

The study has the following research question:

- i. To what extent do the people perception of Radio programme/News on disaster management ?
- ii. What are the perceive effectiveness of Radio programme on disaster management to radio listeners ?
- iii. What are the perceive problems of Radio listeners on disaster related programme?

1.5 Significance of the Study

The study is significant to the media institutions because it will add to the body of knowledge in widening the scope of individual level of intellect and information dissemination which is relevant to the study such as NEMA, UNICEF, WHO e.t.c it will also be helpful to advocacy groups involved in creating awareness on any disaster related matters.

1.6 Scope and Limitation of the Study

Although the topic is viewed on the impact of Radio in disaster management. It also decomposes the identification of proffering of solutions to a number of disaster matters.

The research is limited to disaster victims related agencies and the listeners on the development in regards to affected areas due to lack of enough time, financial problem, logistic problems such as transportation in gathering the data for the study.

1.7 Definition of Terms

Disaster is a situation resulting from an environment phenomenon or armed conflict that produces stress personal injury, Physical damage and economic destruction of magnitude or

Disaster is an occurrence of natural catastrophe technological accident or human caused even that has resulted in severed property damage, death or multiplies injuries.

Radio: is help process by which messages are passed through electronic waves to a large number of people.

Analysis: This means to examine something carefully in order to understand it.

2.0 LITERATURE REVIEW

2.1 Introduction:

This is the review of theories and studies conducted by scholars on the use of Radio in disaster management. The following variables have been treated in this chapter.

- ❖ Radio
- ❖ Disaster
- ❖ Disaster management
- ❖ The impact of disaster management
- ❖ Impact of radio on disaster management

2.2 Radio

The Broadcast media are meant to collate store, process and disseminate news and message, opinion and comments required in order to understand and react knowledgeable to personal environmental, national and internal and internal conditions or situations as well to be a position to take appropriate decision (Mac Bride, 1980)

According to Biagi (1996) today our memory of events that happened in the first half of the 20th Century is directly tied to radio.

Although radio is more accessible today what you hear is not the same as what you parents or grand parents heard, Advertisers, who once sought radio as the only broadcast access to an audience have many more chances today accessory rather than a necessity. No one had envisioned radio's place in today's media a mix when radio pioneers

began tinkering just before the turn of the 20th Century all they wanted to do was figure out a way to send sound along a wire not through the air.

Baran (2004) acknowledged this advantage when he states that the mobility of radio accounts in large for its personal nature, we can listen to radio anywhere and anytime, we listen at work, while Farming, even during exercising, while in the sun advertisers enjoy the specification of radio, because it gives them access to homogenous group listeners to whom products can be pitched.

Soola (2004:93) observed that the radio disseminates information to people about health, agriculture, education, economic and disaster among other issues common formats used for are lectures (or Straight talks) news. Especially discussions and jingles in Nigeria and each station has several programmers for this purpose.

Radio is a strong medium among audience, for example, the overall radio listening a sizable portion of the day. The highest audience measurement comes at approximately 8:00 to 9:00am then it tapers off, climbing back up to a Plateau between 3:00 to 7:00pm. These "High" are commonly called drive time, when many people listen to radio while communicating to take the audience after 8:00pm but among both high school and college students Radio is the primary mass medium, Bittner (1996).

2.3 Disaster

Century (1994) defines disaster as a situation resulting from an environment phenomenon or armed conflict that produced stress, Personal injury, physical damage and economic destruction of

magnitude. The concept of disaster in disaster management dates back to the early times when man has to contend with catastrophes of alarming tread in order to survive in a bid form a large society calamitous distressing effects of a disaster event such as, Flood, Fire Fraught and war disrupt critical function of an organization, society or system for a period enough to significant harm it or cause it failure.

The US federal emergency management Agency (FEMA) described a disaster as "an occurrence of natural catastrophe technological accident or human caused event that has resulted in sever properly damage, deaths or multiples injurries.

The world health organization (WHO) sees disaster as "the result of a vast ecological break down in the relation between man nad his environment, a serious and sudden slow, as in drought destruction on such a scale that the stricken community needs extraordinary effort to lope with it often with outside help international aid, however, there are two types of disaster on the basis of origin namely.

- Natural Disaster
- Human induced disaster

It is an event that is caused by natural hazard and this lead to human, materials, economical and environmental loses. They are beyond the control of human being nature provides us with all the resources, but it can sometimes have an adverse effect on the environment and its inhabitants. Some of these disaster are the 2012 earthquake in Gujirat the 2004 Indian ocean Tsunami, The 208 earth quake in China and the 2007 cyclone in Myanmar and the 2012 flood in 18 states of Nigeria, Davis (2008)

Manmade disasters are caused by human activities such as nuclear explosion, Chemical and biological weapons, industrial pollution, war accident etc. Some serious destructions are caused by human which affects lives and the socio-economic condition of the people, Davis (2008).

Smith (1996) established that disaster management is nothing but skillful ways and methods of controlling disaster, disaster management techniques or methods are based on the economic status of country and hence it varies from one country to another, therefore the impact of the effect or disaster management of recurring disaster.

According to Fredrick (1983) it is impossible to fully control the damage caused by the disaster. However it is possible to minimize to some extent by clearly warning through radio, TV or any information outlet. Spreading awareness about disaster and tips can be in mitigation of disasters.

Any disaster management techniques involves certain amount of investment hence the process of management of disaster and this increasing safety involves a balancing act that between the cost of reducing of disaster and benefit arising from countries managed disasters better than the developing countries, Smith (1996).

According to findings disaster management involves massive participation of people, equipments and ideas, These include:-

- i. Cooperation between the government, the government, the intellectual community and general public.
- ii. Individual preparedness before, during or after the disaster

- iii. The tendency to help the victims of the disaster
- iv. Compliance with law and legislation for disaster control (Stephen 1984)

2.5 Disaster Management

Disaster management aims to reduce the occurrence of disaster and to reduce the impact of those that cannot be prevented. There are difference phases of disaster management these include:-

Response and relief: - The immediate measure take up in anticipating of disaster to ensure that the effects are minimized these are normally carried out simultaneously after a disaster.

Rehabilitation and construction:- These are initiatives taken up the government NGO and various others agencies which assist the effort community, Road Power supply, Communication, medical facilities must be restored.

Mitigation:- Any action taken minimized the extend of adisaster is known as mitigation. Mitigation can take place before or during disaster

2.6 Impact of Radio on Disaster Management

Impact of radio on disaster management from Nigeria context has gone a long way in redefining management of deserves, as a continues occurrence, despite the fact that disaster preparedness has not been identified as one of the MGS, it is apparent that

proper mechanism for disaster awareness and means of disaster recovering are essential to achieving MDGs in particular, the MDGs targets such as integrating the principles of the programmers, and reversing the law of environment resources can never be achieved without given due emphasis to effective disaster management strategies (Stephen, 2000)

Information dissemination helps in preventing disaster occurrences in many parts of Nigeria. There are several scholars whose researcher greatly to the role of the development world, according to unified theories the world is not save place to live in these days as disaster and terrorism can strike at any moment communication is the only relief, as time of disaster and hence the need for an efficient disaster management become imperative in public places and even in business establishment and important commercial joints were people move around in large number. Disaster strike in the form of natural calamities, terrorist, attacks and accidents. Thus an efficient disaster management system which will work in adverse condition is needed (Stephen 2000). In times of natural calamity like flood storm or fire the usual of communication like phone, mobile e.t.c might not work or might be lost the calamity, whatever be the situation one cannot really transporting fuel to keep the power up for vital facilities. Since the power lines could be napped with uprooted tree and power lines and towers twisted and broken completely or simply there is no road for the generators: either dies to flood or due to various obstacles like stress or damages roads or bridges. So any natural

phenomenon like earthquake or man made phenomenon like radio active can be a source of disaster depends on two factors:-

- i. **Physical Exposure:-** Reflecting the range of potentially damaging event and their statistical variability of a particular location.
- ii. **Human vulnerability:** Reflecting the breath of Social and economic tolerance to such hazardous event at the same site. Theoretical analysis suggested that radio is the most powerful tools used in preventing disaster situation through rapid information diffusion, disaster management is nothing but skillful ways and method of controlling disaster.

2.6 Theoretical Framework

Theoretical frame work is a scientific research refers to the concept, ideas or theory, occurs which the research is based in an attempt to make the contact of the topic ocean.

This is because Radio is use to analyse the impact on disaster management awareness to the listeners through informing Education and enlighten the audience, must especially that of the youth in the society either positively or negatively.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This Chapter deals with the method adopted to carry out the study. The chapter attempts to explain the following method of data collections Population of the study, sample and sampling techniques.

3.2 Research Design

The design for the study shall be case study. This is because of the nature, uniqueness and the suitability of the method of the study this will enable the research to have an in-depth study of the existing problem.

3.3 Population and sample of the study

The population of the study consist of radio listener of eighteen (18) years and above in Fufore metropolis. Since it will not be easy to study the entire listeners of eighteen (18) years and above in Fufore metropolis. Since it will not be easy to study the entire listeners, two hundred (200) listeners from Fufore Metropolis will be selected. This means that random sampling techniques will be adopted

3.4 Method of Data Collection

The instrument that will be use in collecting the data for the study shall be a questionnaire. The questionnaire will be presented to the responsible to tick or fill as appropriate. Hence guiding them is quiet complicating. The questionnaire will be collected for the analysis.

3.5 Method of Data Analysis

The method of Data analysis shall be based on simple percentage which helps the researcher in interpreting the underlined problem.

Each question will enable the researcher to analysis the data collection on the phenomenon.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter four deals with collected data resources for the purpose of analyzing the research problem in analyzing impact of Radio in disaster management. A questionnaire was designed and administered to 200 selected Radio listeners in Fufore metropolis using percentage. All 200 pieces of questionnaire were successful administered and retrieved percentage is used in percentage the study result.

4.2 Data Presentation

The administered questionnaire has a total of 13 items. The first item on the questionnaire is the gender of respondents, responses shows that 120 (60%) of the respondents are Female while 80 (40%) of the respondents are female as can be seen on the table 4.1

Table 4.2.1 on the gender of respondents

Sex	Frequency	Percentage
Male	120	60
Female	80	40
Total	200	100

Source: field study 2014

The second item on the questionnaire is on the age of respondents 42.9% of the total respondents full within the age group of 18 -25

4.3.2% Full within 26 -35 age, while group 49.3% all within the age of 36 - 45 lastly 64.6% full within the age of 46 and above.

Table 4.2.2 Age of respondents.

AGE COHORT	Frequency	Percentage
18 -25	42.9	21.45
26 - 35	43.2	21.75
36 - 45	49.3	24.65
46 & above	200	100

Source: field study, 2014

The third item on the questionnaire shows the educational background of respondents. As the table shows 20.1% illiterate, 39.8% primary school Certificate 62.1% have O' Level certificate 48.1% NCE/ Diploma Certificate while Degree and above 29.9 %

Table 4.2.3 Educational Background respondents

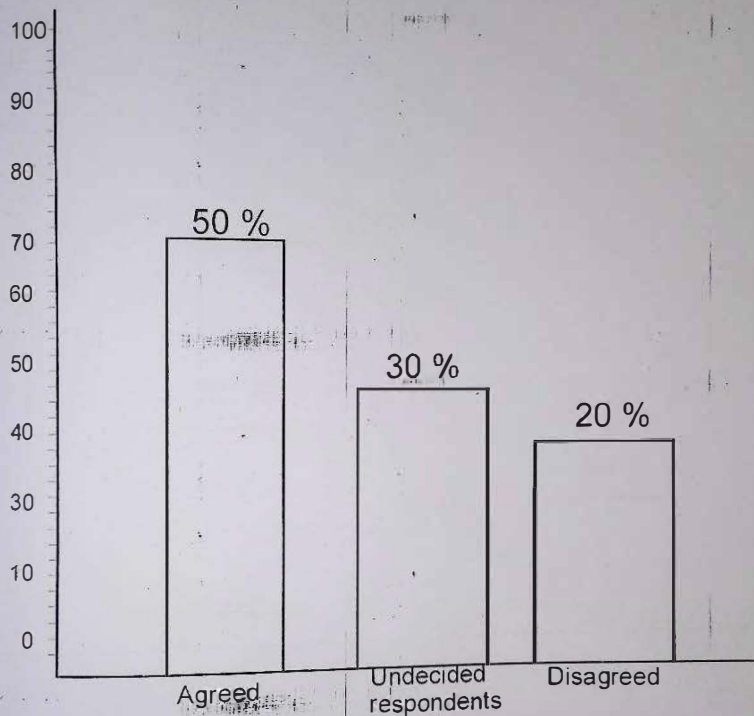
Educational Level	Frequency	Percentage
Illiterates	20.1	10.05
Primary	39.8	19.9
Secondary	62.1	31.05
NCE/Diploma	48.1	24.5
Degree & above	29.9	14.95
Total	200	100

Source: Field Study, 2014

The fourth item of the questionnaire is on whether radio plays a pivotal role in disaster management in Nigeria. 100 respondents opposed have undecided with any appreciable 30%. A combined 20 respondents opposed this view

making up to 20% this shows that 50% of the 200 respondents have pivotal role in disaster management.

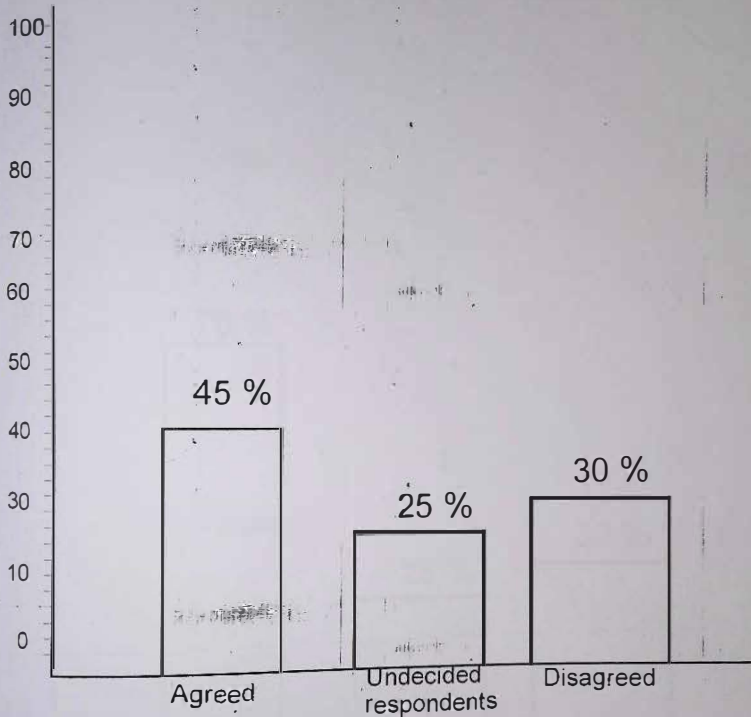
FIG 4.2: Do you agree that Radio Plays a Pivotal role?



The fifth item on the questionnaire is on whether radio played a significant role in disaster management awareness. 90 respondents which are 45% agreed with reservation 50 respondents which are 45% agreed, 25% disagreed on the role of Radio. While 60 respondents which are 30%

undecided. This shows that most agreed that radio plays a significant role in disaster management awareness.

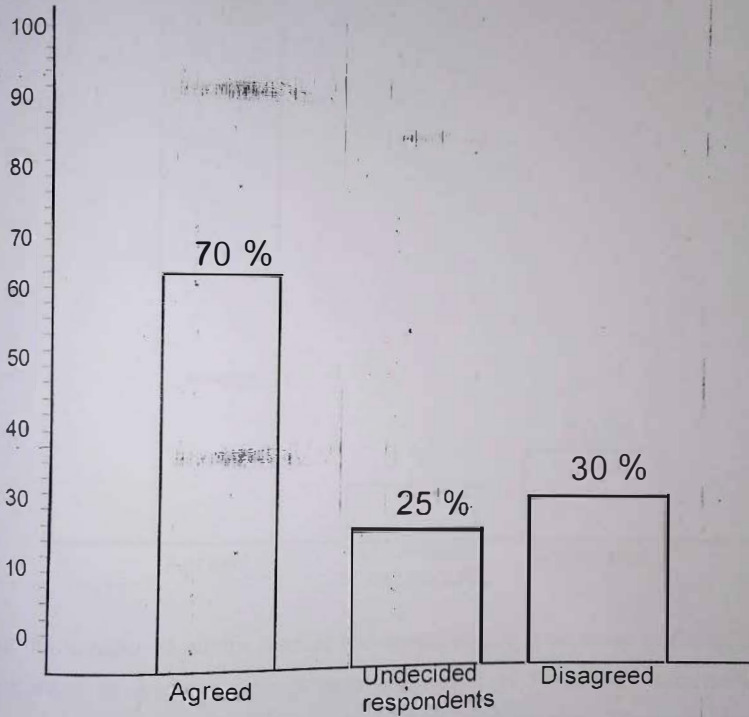
Fig 4.2: Does Radio Play a significant Role?



The sixth item on the questionnaire is on disaster management awareness to be further enhanced radio should be used as a tool? About 70% agreed to the issue raised which are 30% respondents undecided 0% did not agree to issue which made up 100% respondents.

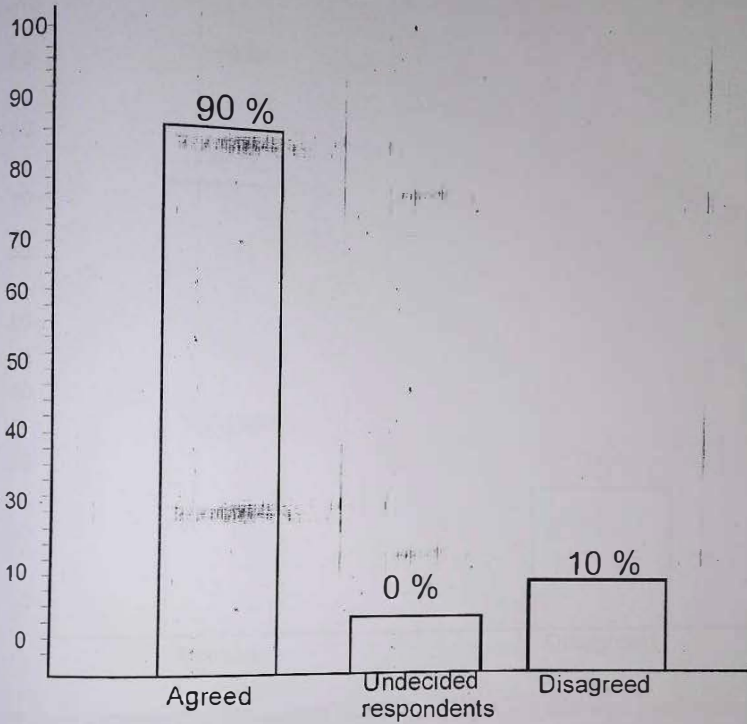
The seventh item of the questionnaire is on radio enlightenment has succeed in curbing disaster occurrence over the years? Is 200 respondents, 120 responded agreed making up 60% 20 respondents undecided that is 10% than 60 respondents which is 30% disagree with the issue. This shows a combined respondents of about 70% responded in affirmative away

Fig 4.2

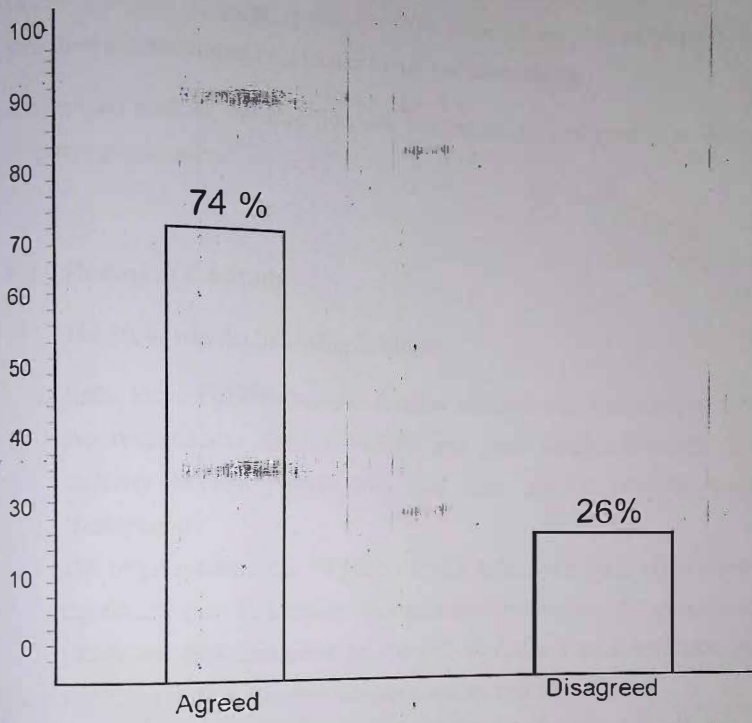


Questionnaire eight item as the extent to which radio transformation stemmed the tide of disaster crises which 200 respondents agree, that is 90% then non respondents undecided which is 0% and 20 respondents disagree

with the issue which is 10%, this shows that almost all respondents have agreed that radio development has curb the tide of disaster crisis.



In the number of ninth item of the questionnaire is on some of the failure recorded of disaster management was result of insufficient information dissimilation 74% agreed which is 148 respondents, 52 respondents constituting 26% of the respondents disagreed.



Maintain disaster occurrence in the future responses followed similar pattern through with slight difference in the way question were responded from the study of the researcher found out the radio plays a signification role in disaster management awareness. This was however be sized with problems this included inefficiency in using radio as a channel of information dissemination on disaster management lack of proper finding poor government policy and lack of awareness.

The chapter of research study stemmed from the first that data analysis needs to be interpreted order to arrive at the problem solving process.

In the previous chapter responses 1200 selected by the metropolis were stratified and tabulated researcher in each of the table fig.

Analysis on each of the question are tabulated and analyzed base on some response parameters.

4.3 Finding of the Study

The Study has the following findings:-

1. Radio Plays a pivotal roles in disaster management indicated by 50% of the respondents 30% undecided and 20% disagreed which is the majority of 200 respondents that have pivotal role in disaster management.
2. 200 respondents about 90 people which 45% agreed that radio played a significant role in disaster management awareness, 50 respondents which are 45% disagreed on the role of radio. This shows that most significant role in disaster management awareness.
3. Radio enlightenment has succeeded in curbing disaster occurrence over the years 120 respondents which is 30% disagree with the issue, this show a majority respondent in affirmative way.
4. About 180 respondents making up to 90% agreed response on the issue, and 20 respondents respectively has agreed that radio development has curb the tide of disaster crises.
5. Some of the failures recorded of disaster management was a result of insufficient information dissemination was find by 74% of respondents

that agree with the view which is 148 respondents 26% of the respondents disagreed.

4.4 Discussion

The first research question is what are the perception of radio programmes/news on disaster management in Fufore metropolis. It discovered that the nature of radio programme/News on disaster management to radio listeners in Fufore metropolis based on increasing the disaster awareness of the populace in town. This is with a view to assist the beneficiaries to acquire knowledge that will increase their disaster knowledge as it relate to disaster

Baran (2004) acknowledged this advantage when he states that mobility of radio account in large for it personal nature, we can listen to radio any where, we listen while farming, even when exercising, while sitting in the sun advertisers enjoy the specialization of radio, because it gives them access to homogenous group listeners to whom products can be pitched.

Secondly research question is what are the perceive effectiveness of radio programme on disaster management to radio programme on disaster management to radio listeners of Yola metropolis is shows in the seventh item of the questionnaire that radio enlightenment has succeeded in curbing disasters, 120 respondent agreed making up 60% 20 undecided that is 10%, than 60% respondent which is 30% disagreed with the issues this shows a combined respondent of about 70% responded in effectiveness of radio programmed News on disaster management in Yola metropolis which disaster that radio is the

channels that enlighten and educate people through some of the programmes like jingles, news on may matters, in support of this finding.

In support of this finding:- soala (2004:93) observed that the radio disseminates information to people about health, agriculture, education, economy and disaster among other issues. Common forms used as lectures or talks, news, especially discussion and jingles (in Nigeria) and each station has several programmers for this purpose.

Also bitnner (1996) radio is a strong medium among audience, for example, the overall radio listening a sizable approximately 8:00 to 9:00am then it tapers off, chining back up to a plateau between 3:00 to 7:00pm. These "highs" are commonly called drive time, when many people listen to radio while communicating to take over the audience after 8:00pm but among high school and college student, radio is the primary mass media.

Thirdly what are the perceive problems of radio listeners on disaster related programmes and it shows that some of the failures recoded programmes in disaster management in Yola metropolis is one of the radio listeners on disaster related programmes in support of the findghs macbride 1980 the broadcast media are meant to collate, store process and disseminate mecus, data and message, opinions and comment require in order to understand and react knowledgeably to person environment, national and international condition or situations as well as to be in position to take and appropriate decision.

Also biagi (2006) to day our memory of guns that happered in the
first half of the 20th century is directly tied to radio

CHAPTER FIVE

Introduction

This chapter deals with the summary of the project topic conclusion and recommendation. It is the inst chapter of the project which contains the research work on the topic. It also gives the conclusion of this research which base on various aspects of the study and the recommendation base on the finding of the study.

Summary

This study evaluate the contribution of radio to disaster management awareness with specific reference to Fufore metropolis.

The result obtain from the study reveals that

1. the radio has been able to create the necessary awareness on disaster management in Fufore metropolis
2. The radio is basically accessible to member of the public within the study area.
3. The radio has being identified as a medium for educating warning gathering and transmitting information about the disaster and affected area.
4. Radio plays a vital roll in disaster management in Fufore metropolis,
5. most of the 200 respondent agree that radio shoull use as a tool for disaster management awareness in Fufore metropolis.
6. The study reveal that radio is the most important disaster through some programmers and news.

5.2 Conclusion.

Base on the result of the finding the study conclude that the broadcast media with reference to has large extent contributed to disaster management awareness in Fufore metropolis. This finding collaborate with soola (2004-93) observe that radio disseminates information to people health, agriculture, education, economics and disaster among other issues. Common format used are lectures (or talks)news especially discussion and jingle (in Nigeria) and each station has several programmers for this purpose.

5.3 Recommendations

The following are the recommendation proffered by the research for the future study.

1. Radio efficiency should be enhanced in order to promote information on disaster management
2. Training programmers should introduce to radio for personnel with the sold aim of enhancing disaster management awareness.
3. Information and contribution on radio should be reform to meet demand for disaster management.
4. Research center should be established on disaster management which should work in co-operation with radio station throughout the nation
5. The society should be considered irrespective of education background literate or illiterate un terms of language and content, whenever programmers on disaster matter are been planned
6. The producer and presenter of such programmed should be trained in major language of the broadcast dominant.

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Adamawa State Polytechnic Yola,
Department of Mass Communication

Dear Respondents,

I am a final year student of the above institution and department; I wish to conduct a research in the impact of Radio on disaster awareness case study of Yola metropolis

The questionnaire are poised for gathering of information and strictly for academic purpose.

I hereby present the under listed questions for this research work to arrive at a credible and factual conclusion.

I wish to seek your assistance on the above mentioned subject mater.

The impact of radio on disaster management awareness. I hope you will give on approval consumer to best to your capacity, I am gracious for your kind cooperation

Yours faithfully,

Muhammad Zailani Musa

QUESTIONNAIRE

SECTION A: Demographic

1. Age
 - a. 18 - 25yrs
 - b. 26 - 35yrs
 - c. 36 - 45yrs
 - d. 46 & above
2. Gender
 - a. Male
 - b. Female
3. Educational Status
 - a. Illiterate
 - b. Primary
 - c. Secondary
 - d. NCE /Diploma
4. Do you listen to Radio ?
 - a. Yes ()
 - b. No ()
5. Is there any positive impact on disaster management on Radio programme over the years?
 - a. Yes ()
 - b. No ()
6. Do you agree that radio have help in Enlighten the people to relocate river bank of Fufore in metropolis Perior to the occurrence of disaster?
 - a. Agreed ()
 - b. Undecided ()
 - c. Disagreed ()
7. Do you agree for the use of radio as a total for disaster management awareness other the years?
 - a. Agreed ()
 - b. Undecided ()
 - c. Disagreed ()

8. Do you agree that radio has played a vital role in disaster management in Fufore Metropolis
- a. Agreed () b. Undecided () c. Disagreed ()
9. Do you agree that Radio should be used as a tool of disaster management in Fufore metropolis?
- a. Agreed () b. Undecided () c. Disagreed ()
10. Do you agree that radio enlightenment has succeed in curbing disaster occurrence over the year?
- a. Agreed () b. Undecided () c. Disagreed ()
11. Do you agree that some failure recorded in disaster management in Fufore Was a result of insufficient information?
- a. Agreed () b. Undecided () c. Disagreed ()
12. Do you agree that radio programme on disaster matter are sufficient to the people of Fufore metropolis
- a. Agreed () b. Undecided () c. Disagreed ()

