

## CHALLENGES AND OPPORTUNITIES OF PRODUCING HUMAN RIGHTS RADIO PROGRAMMES ON DOMESTIC VIOLENCE AGAINST CHILDREN IN NIGERIA

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### Abstract

The study explored the challenges and opportunities of producing human rights radio programmes on domestic violence against children in Nigeria. The research aimed to identify the challenges faced by radio producers in creating and airing such programmes and to examine the opportunities for improving their effectiveness. A qualitative research design was employed, using library methods to collect data from relevant literature, reports, documents, and in-depth interviews with 10 professionals working with Human Rights Radio in Abuja. The research was guided by the framing theory, which emphasises the gravity and preventability of domestic violence, media can play a pivotal role in influencing public discourse, driving policy changes, and fostering a community-wide commitment to safeguarding children's rights and well-being. The findings revealed that limited funding, censorship, and lack of technical expertise were significant challenges, while the use of participatory approaches, community engagement, and innovative messaging could enhance the effectiveness of such programmes. The study's implications suggested that radio programmes could be an effective tool for promoting children's rights and preventing domestic violence in Nigeria, but the challenges faced by radio producers must be addressed. The recommendations made included the provision of adequate funding, capacity building for radio producers, promotion of participatory approaches and community engagement, and the use of innovative and creative messaging.

**Keywords:** Challenges, children, domestic violence, human rights radio programmes, Nigeria.

### Introduction

Domestic violence against children is a pervasive and complex human rights issue that affects their physical, psychological, and emotional well-being. In Nigeria, the prevalence rate of domestic violence against children is 60%, which is alarmingly high and requires urgent attention and action (UNICEF, 2015). The issue is deeply entrenched in cultural, social, and economic factors, with children often perceived as the property of their parents or guardians, and the use of corporal punishment and other forms of violence as a means of discipline and control widely accepted and practiced (Akpan, 2015).

The consequences of domestic violence against children are severe and long-lasting, affecting not only the child but also the family, community, and society at large. It can lead to physical injuries, chronic health problems, and even death, as well as psychological and emotional trauma, including anxiety, depression, post-traumatic stress disorder, and suicidal ideation (Akpan, 2015). Therefore, it is crucial to address this issue and promote children's rights and protection.

Radio programmes have been recognised as an effective tool for promoting human rights and addressing social issues, including domestic violence (Olorunnisola, 2014). Radio is a widely accessible and affordable medium of communication in Nigeria, with

the potential to reach a large and diverse audience, including those in remote and rural areas. Radio programmes can provide a platform for raising awareness, sharing information, and promoting positive attitudes and behaviours towards children's rights and protection. Moreover, radio programmes can empower and amplify the voices of children, enabling them to participate in decisions that affect their lives and well-being.

Human rights radio programmes play a crucial role in advocating for and safeguarding the rights of individuals, including children, addressing various issues such as civil, political, economic, social, and cultural rights, as well as challenges faced by marginalised groups (Olorunnisola, 2014). Despite facing obstacles like funding constraints, censorship, and limited child participation, there are opportunities for innovation through partnerships, digital technology, and inclusive production methods (Akpan, 2015; Olorunnisola, 2014). By employing participatory approaches and collaborating with stakeholders, including civil society organisations and government agencies, radio producers can effectively mobilize communities and advocate for children's rights, while digital platforms offer avenues to enhance outreach, particularly among youth and urban demographics.

However, there is limited knowledge and understanding of the challenges and opportunities of producing human rights radio programmes on domestic violence against children in Nigeria. The lack of knowledge in this area hinders the development of effective and sustainable strategies for using radio to address domestic violence against children. Therefore, this study aims to address this gap by exploring the experiences of radio producers in creating and airing human rights radio programmes on domestic violence against children in Nigeria. The study's findings will contribute

to the development of evidence-based and contextually appropriate strategies for using radio to promote children's rights and protection in Nigeria.

### **Statement of the Problem**

The potential of radio programmes to promote children's rights and prevent domestic violence have been recognised (Olorunnisola, 2014). However, there is limited knowledge on the challenges and opportunities of producing such programmes in Nigeria, particularly in the context of domestic violence against children. This gap in the literature hinders the development of effective strategies for using radio to address this issue. Therefore, this study aims to identify the challenges faced by radio producers in creating and airing human rights programmes on domestic violence against children and to examine the opportunities for improving the effectiveness of these programmes. By addressing this research gap, this study can contribute to the development of evidence-based strategies for using radio to promote children's rights and prevent domestic violence in Nigeria.

### **Objectives of the Study**

- 2 To identify the challenges faced by radio producers in creating and airing human rights programmes on domestic violence against children in Nigeria.
- 3 To examine the opportunities for improving the effectiveness of human rights radio programmes on domestic violence against children in Nigeria.

### **Conceptual Clarification and Literature Review**

#### **Domestic Violence**

Domestic violence encompasses various forms of abuse—physical, sexual, emotional, economic, or psychological—used to exert control over a partner or family member.

Domestic violence against children involves abuse by caregivers or family members and can severely impact a child's physical, emotional, and psychological well-being. Addressing this issue requires comprehensive approaches, including legal protections, social services, and public awareness campaigns (World Health Organisation, 2021).

Recent studies emphasize the critical role of media in combating domestic violence by educating the public and advocating for stronger protective measures. Media can challenge harmful cultural norms and promote legal and policy reforms to safeguard children's rights (UNICEF, 2022; Garcia-Moreno, Pallitto, Devries, Stöckl, Watts, & Abrahams, 2023). Domestic violence against children is a pervasive and complex human rights issue that affects children's physical, psychological, and emotional well-being (WHO, 2020). The World Health Organisation (WHO) defines domestic violence against children as "the intentional use of physical force or power, threatened or actual, against a child by a parent or other caregiver that results in, or has a high likelihood of resulting in, harm, injury, or death" (WHO, 2020, p. 1). In Nigeria, the prevalence rate of domestic violence against children is 60%, which is alarmingly high and requires urgent attention and action (UNICEF, 2015).

The production of human rights radio programmes on domestic violence against children in Nigeria presents several challenges, including limited funding and resources, censorship and repression, cultural and social norms, and limited access and participation of children (Adeola, 2018; Uchendu, Okoro, & Ibrahim, 2019). However, there are also opportunities for producing such programmes, including the use of innovative and creative approaches, partnerships and collaborations, and digital and mobile technology (Oyedele, Adeyinka-

Ojo & Adebayo, 2020). Radio producers can adopt participatory and inclusive methods to involve children, families, and communities in the production and dissemination of their programmes, while also leveraging resources and expertise from other stakeholders, such as civil society organisations, government agencies, and international organisations, to mobilize and engage the community in collective action and advocacy for children's rights and protection.

Despite facing obstacles like funding constraints, censorship, and limited child participation, there are opportunities for innovation through partnerships, digital technology, and inclusive production methods (Onuoha, 2017; Adeola, 2018). By employing participatory approaches and collaborating with stakeholders, including civil society organisations and government agencies, radio producers can effectively mobilize communities and advocate for children's rights, while digital platforms offer avenues to enhance outreach, particularly among youth and urban demographics.

### **The Concept of Human Rights**

Human rights are fundamental rights and freedoms to which all individuals are entitled, regardless of nationality, sex, ethnicity, religion, or any other status. These rights are universal and inalienable, encompassing civil, political, economic, social, and cultural dimensions. Key international documents, such as the Universal Declaration of Human Rights (UDHR) and the Convention on the Rights of the Child (CRC), underscore the necessity of protecting individuals, especially vulnerable groups like children, from abuse and neglect (United Nations, 1948; United Nations, 1989).

In recent years, there has been increased focus on integrating human rights principles into media content to advocate for vulnerable populations. This is crucial for

addressing issues like domestic violence against children, where media can play a pivotal role in raising awareness and promoting societal change (Freeman & Maybin, 2021; Amnesty International, 2023).

Radio programmes have emerged as a powerful medium for advancing human rights causes and addressing complex societal issues such as domestic violence (Olorunnisola, 2014). These programmes serve as a platform to not only educate but also empower individuals to assert their rights and demand accountability from governing bodies. Through storytelling, interviews, and interactive discussions, human rights radio programmes create spaces for dialogue and engagement, fostering a sense of community and solidarity among listeners (Robinson, 2017).

Moreover, the accessibility and reach of radio make it an invaluable tool for reaching diverse audiences, including those in remote and underserved areas. By broadcasting in local languages and collaborating with community leaders and grassroots organisations, human rights radio programmes can effectively bridge information gaps and empower marginalized groups to advocate for their rights (Goodman & Jacobs-Huey, 2014).

UNESCO underscores the transformative potential of human rights radio programmes in promoting a culture of human rights and strengthening democratic institutions (UNESCO, 2011). By promoting tolerance, understanding, and respect for diversity, these programmes contribute to the creation of inclusive societies where every individual's rights are upheld and protected.

Furthermore, human rights radio programmes play a crucial role in challenging entrenched social norms and discriminatory practices. By amplifying the voices of those affected by injustice and

inequality, these programmes help shift public perceptions and mobilize support for policy changes and legal reforms (Moyo, 2016). In essence, human rights radio programmes serve as catalysts for social change, empowering individuals and communities to work towards a more just, equitable, and rights-respecting world.

### **Prevalence of Domestic Violence against Children in Nigeria**

According to a study by Esere, Idowu, and Omotosho, (2009), gender-based domestic violence against children is a significant problem in Nigeria, with girls being more vulnerable to sexual and emotional abuse, while boys are more likely to suffer physical and neglect abuse. The study further revealed that the prevalence of domestic violence against children in Nigeria is high, with 6 out of every 10 children experiencing some form of violence. Similarly, a study by Diriwari (2023) found that domestic violence against children is a pervasive issue in Ibadan, Nigeria, with many children experiencing various forms of abuse, including physical, sexual, and emotional abuse.

The high prevalence of domestic violence against children in Nigeria has been attributed to various factors, including cultural norms, poverty, and lack of education (Esere et al., 2009). In a study by Olaaseinde, and Ogwuche, (2019), the authors found that cultural beliefs and practices that condone violence against children contribute significantly to the high prevalence of domestic violence against children in Nigeria. The study further revealed that the media, including television, often reinforces these cultural norms, leading to the perpetuation of violence against children.

Moreover, a study by Diriwari (2023) found that the welfare of children in Nigeria is often compromised by domestic violence,

with child protection services and law enforcement authorities failing to provide adequate protection and support to victims. The study further revealed that the lack of effective legislation and enforcement of existing laws is a significant barrier to addressing domestic violence against children in Nigeria.

### **Role of the Media in Promoting Children's Rights**

The role of the media in promoting children's rights and protection has been widely recognised and studied. The media has the power to shape public opinion, influence policy-making, and mobilize action towards social issues, including violence against children (UNICEF, 2016). In Nigeria, the media has been used to raise awareness and advocate for children's rights and protection, particularly in the context of domestic violence.

Several studies have highlighted the potential of the media, particularly radio, in promoting children's rights and protection in Nigeria. For instance, a study by Ajibola, and Awofeso, (2016) found that community radio stations in Nigeria can be effective in promoting child rights and protection, as they are able to reach and engage with local communities in a culturally sensitive and participatory manner. Similarly, a study by Olawale and Adegoke (2018) found that radio programs can be effective in promoting child protection and preventing violence against children in Nigeria, particularly when they involve the participation of children, parents, and community members.

The use of social media platforms has also been recognised as a potential tool for promoting children's rights and protection in Nigeria. A study by Amedu and Busari (2021) found that social media platforms, such as Facebook and Twitter, can be effective in raising awareness and mobilizing

action against domestic violence against children in Ibadan, Nigeria. The study highlighted the importance of using innovative and engaging messaging strategies, such as infographics and videos, to capture the attention of social media users and promote action.

In addition to the potential of the media in promoting children's rights and protection, several studies have also highlighted the challenges and limitations of using the media in this context. For instance, a study by Uzochukwu, Ezeonu, and Nwankwo, (2014) found that the media in Nigeria often sensationalizes and trivializes issues of violence against children, particularly in the context of domestic violence. The study emphasized the need for the media to adopt a more ethical and responsible approach to reporting on violence against children, in order to promote a more accurate and nuanced understanding of the issue.

Similarly, a study by Diriwari (2023) found that the media in Nigeria often fails to adequately engage with and involve the voices and perspectives of children in their programming and reporting, particularly in the context of violence against children. The study emphasized the importance of adopting a more participatory and child-centered approach to media programming and reporting, in order to promote a more accurate and nuanced understanding of the issue and to empower children to advocate for their own rights and protection.

Overall, the literature highlights the potential of the media, particularly radio and social media, in promoting children's rights and protection in Nigeria, particularly in the context of domestic violence. However, the literature also emphasizes the need for the media to adopt a more ethical, responsible, and participatory approach to programming and reporting, in order to promote a more

accurate and nuanced understanding of the issue and to empower children to advocate for their own rights and protection.

### **Challenges of Producing Human Rights Radio Programmes**

Producing human rights radio programmes addressing issues such as domestic violence against children in Nigeria presents various complex challenges that necessitate a multifaceted and culturally sensitive approach. These obstacles include financial constraints, censorship, cultural barriers, limited community engagement, language and literacy issues, audience perception, and stakeholder engagement (Akpan, 2015; Olorunnisola, 2014; Adebayo, 2016; Olawole & Adeniyi, 2017; Esere et al., 2009; Amedu & Busari, 2021; Diriwari, 2023).

Financial limitations pose a significant hurdle for radio producers striving to create high-quality human rights programmes. Securing funding for research, production equipment, and staff salaries can be daunting, particularly in regions with limited resources and competing priorities. As a result, producers may face constraints in the scope and frequency of their programmes, impacting their ability to effectively address critical human rights issues (Moyo, 2016).

Censorship and repression present formidable challenges to freedom of expression and media independence in Nigeria. Government regulations and political pressures may impede the dissemination of sensitive information or critical viewpoints, leading to self-censorship among radio producers (Akpan, 2015). This climate of censorship stifles open dialogue and hampers efforts to raise awareness and advocate for human rights causes, particularly those deemed controversial or politically sensitive.

Cultural and social norms also influence the production and reception of

human rights radio programmes. Deep-rooted beliefs and practices may perpetuate silence and stigma surrounding issues such as domestic violence, hindering efforts to address these issues openly (Olorunnisola, 2014). Producers must navigate these cultural sensitivities with care, employing culturally relevant messaging and engaging local communities to foster trust and dialogue. Moreover, limited access to technology and media literacy poses challenges to audience engagement and participation. In rural and marginalized communities, access to radios and other communication devices may be limited, restricting the reach of human rights programmes (Moyo, 2016). Additionally, low levels of media literacy may inhibit listeners' ability to critically engage with programme content, reducing the impact of advocacy efforts.

Language and literacy are also significant challenges in producing human rights radio programmes. The use of technical language and jargon in human rights radio programmes can make it difficult for listeners to understand and engage with the content, particularly in a country like Nigeria where there are diverse languages and varying levels of literacy (Adebayo, 2016). Radio producers should use simple and clear language to communicate human rights issues and consider translating programmes into local languages to reach a wider audience.

Audience perception and cultural sensitivity are other challenges that radio producers may face in producing human rights radio programmes on domestic violence against children in Nigeria. Cultural beliefs and attitudes can influence audience perception of domestic violence, with some listeners viewing it as a private family matter that should not be discussed in public (Olawole & Adeniyi, 2017). Similarly, cultural norms and practices can perpetuate

gender-based violence against children, making it difficult to challenge and address such issues through human rights radio programmes (Esere et al., 2009). Radio producers should adopt culturally sensitive approaches and engage with community leaders and stakeholders to address cultural barriers and promote positive attitudes towards children's rights and protection.

The utilization of social media platforms as awareness tools on domestic violence against children can complement human rights radio programmes and enhance their reach and impact (Amedu & Busari, 2021). Radio producers should leverage social media to engage with young people and urban audiences who may not have access to traditional radio or prefer digital platforms for information and entertainment.

Engaging with relevant stakeholders, including child protection services and law enforcement authorities, is crucial in addressing domestic violence against children in Nigeria (Diriwari, 2023). Radio programmes should collaborate with these stakeholders to mobilize action and advocacy for children's rights and protection, and also provide a platform for survivors to share their experiences and access support services.

In essence, producing human rights radio programmes on domestic violence against children in Nigeria requires a nuanced and contextually appropriate approach that takes into account various challenges, including limited funding and resources, censorship and repression, cultural and social norms, language and literacy, audience perception, and stakeholder engagement. By adopting participatory approaches, community engagement, innovative messaging, and digital technology, radio producers can enhance the effectiveness and impact of their programmes and contribute to the promotion and protection of children's rights in Nigeria.

## **Opportunities for Improving the Effectiveness of Human Rights Radio Programmes**

One opportunity for improving the effectiveness of human rights radio programmes is the use of innovative messaging strategies. According to a study by Adegoke and Adesina (2017), creative and culturally relevant messaging can increase the impact of radio programmes on listeners' attitudes and behaviours towards domestic violence against children. The study found that using local dialects, stories, and proverbs can help to engage listeners and promote a deeper understanding of the issues. Similarly, a study by Adebayo (2016) found that incorporating testimonials from survivors of domestic violence can be a powerful tool for raising awareness and challenging social norms that perpetuate violence against children.

Another opportunity is the use of participatory approaches that involve children and young people in the production of radio programmes. According to a study by Afolayan (2017), involving children and young people in the production of radio programmes can help to amplify their voices, promote their participation in decision-making processes, and foster a sense of ownership and empowerment. The study found that child-led radio programmes can be particularly effective in addressing issues such as domestic violence, as they provide a platform for children to share their experiences and perspectives, and engage in dialogue with adults and community leaders.

Community engagement is also a critical factor in improving the effectiveness of human rights radio programmes. A study by Oladapo (2018) found that engaging community leaders, religious leaders, and other influential stakeholders can help to build support for radio programmes and promote their acceptance and integration into

community life. The study recommends that radio producers should work closely with community gatekeepers to ensure that programmes are culturally appropriate, relevant, and responsive to the needs and concerns of the local community.

Finally, partnerships and collaborations between radio stations, civil society organisations, and other stakeholders can also enhance the effectiveness of human rights radio programmes. According to a study by Adebayo and Akinfeleye (2017), partnerships and collaborations can help to pool resources, share expertise, and increase the reach and impact of radio programmes. The study recommends that radio stations should seek to build strategic partnerships with organisations that share their goals and values, and work together to develop innovative and sustainable solutions to the challenges of addressing domestic violence against children in Nigeria.

### **Theoretical Framework**

This study is anchored on Framing Theory. It was conceptualized by Erving Goffman, delves into the way media content is organized and conveyed, profoundly influencing audience perception and comprehension. This theory posits that the media frames information in particular ways to highlight specific facets of a story, thereby shaping how the public interprets and responds to it (Goffman, 1974; Entman, 1993; Van Gorp, 2019). For instance, when radio programs address domestic violence against children, the framing can significantly impact public attitudes and reactions. By accentuating the severity of the issue, exploring its underlying causes, and discussing potential solutions, these programs can effectively mold public understanding and foster a sense of urgency. Such framing not only raises awareness but also prompts listeners to perceive domestic

violence as a critical social issue that requires immediate attention and intervention.

Moreover, the strategic framing of domestic violence in radio broadcasts can mobilize both community and governmental support for protective measures. When media emphasizes the immediate need to address domestic violence, it can galvanize collective action and resource allocation from various stakeholders. Effective framing can lead to heightened public consciousness and advocacy, pushing for the implementation of policies and programs aimed at preventing domestic violence and supporting affected children (Matthes, 2021). By shaping narratives that underscore the gravity and preventability of domestic violence, media can play a pivotal role in influencing public discourse, driving policy changes, and fostering a community-wide commitment to safeguarding children's rights and well-being.

### **Methodology**

The methodology of this study involved a qualitative research design, utilizing library methods to gather data from pertinent literature, reports, and documents. The data collection process comprised a thorough review of literature on domestic violence against children in Nigeria, human rights radio programmes, and the challenges associated with their production. Additionally, the study examined relevant theoretical frameworks and conceptual perspectives.

To gain comprehensive insights into the experiences of radio producers in creating and broadcasting human rights programmes addressing domestic violence against children in Nigeria, in-depth interviews were conducted with 10 professionals from Human Right Radio in Abuja. These participants were purposefully selected due to their extensive experience in producing such



programmes, ensuring a diverse range of perspectives and insights. The interviews were structured to facilitate open-ended responses, allowing participants to articulate their experiences and perspectives freely. By adopting this approach, the study aimed to capture the nuanced challenges and strategies employed by radio producers in navigating the complexities of addressing human rights issues on the airwaves.

The use of qualitative research design was justified as it allowed for an in-depth exploration of the experiences of radio producers in creating and airing human rights programmes on domestic violence against children in Nigeria. The library methods used in the data collection process enabled the researcher to gather comprehensive data on the topic, while the in-depth interviews provided a nuanced understanding of the challenges and opportunities faced by radio producers in producing such programmes. Overall, the methodology employed in this study was appropriate for achieving the study's objectives and contributing to the development of evidence-based and contextually appropriate strategies for using radio to promote children's rights and protection in Nigeria.

### **Discussion of Findings**

The study's findings revealed that radio producers in Nigeria face several challenges in creating and airing human rights programmes on domestic violence against children. One of the significant challenges is limited funding. One of the respondents stated, "Funding is a major challenge. We do not have enough funds to produce and air quality programmes" (Respondent 1). This finding is consistent with the literature review, which indicated that limited funding is a significant challenge in producing human rights radio programmes (Akpan, 2015; Olorunnisola, 2014).

Censorship and repression are also significant challenges faced by radio producers in Nigeria. One of the respondents stated, "We are often cautious about what we air because of the fear of being censored or repressed by the government or powerful individuals" (Respondent 3). This finding is also consistent with the literature review, which indicated that censorship and repression are significant challenges in the Nigerian media landscape (Olorunnisola, 2014).

The study's findings also revealed that radio producers in Nigeria lack the technical expertise to produce quality human rights radio programmes. One of the respondents stated, "We do not have the necessary technical skills to produce quality programmes. We need training and capacity building" (Respondent 5). This finding is consistent with the literature review, which indicated that limited technical expertise is a challenge in producing human rights radio programmes (Akpan, 2015).

Despite the challenges, the study's findings also revealed several opportunities for improving the effectiveness of human rights radio programmes on domestic violence against children in Nigeria. One of the significant opportunities is the use of participatory approaches. One of the respondents stated, "Involving children and young people in the production of the programmes can make them more engaging and effective" (Respondent 6). This finding is consistent with the literature review, which indicated that participatory approaches can enhance the effectiveness of human rights radio programmes (Esere et al., 2009).

Community engagement is also an essential opportunity for improving the effectiveness of human rights radio programmes on domestic violence against children in Nigeria. One of the respondents stated, "Engaging with the community and

involving them in the production of the programmes can make them more relevant and effective" (Respondent 8). This finding is consistent with the literature review, which indicated that community engagement can enhance the effectiveness of human rights radio programmes (Diriwari, 2023).

Innovative messaging is also an opportunity for improving the effectiveness of human rights radio programmes on domestic violence against children in Nigeria. One of the respondents stated, "Using innovative and creative messaging can make the programmes more engaging and memorable" (Respondent 10). This finding is consistent with the literature review, which indicated that innovative messaging can enhance the effectiveness of human rights radio programmes (Akpan, 2015; Olorunnisola, 2014).

Overall, the study's findings provide valuable insights into the challenges and opportunities faced by radio producers in creating and airing human rights programmes on domestic violence against children in Nigeria. The findings can inform the development of evidence-based and contextually appropriate strategies for using radio to promote children's rights and protection in Nigeria.

### **Conclusion and Recommendations**

In conclusion, the study has identified the challenges and opportunities for improving the effectiveness of human rights radio programmes on domestic violence against children in Nigeria. The findings of the study have revealed that limited funding, censorship, and lack of technical expertise are significant challenges faced by radio producers in creating and airing human rights programmes on domestic violence against children in Nigeria. However, the study has also shown that the use of participatory approaches, community engagement, and

innovative messaging can enhance the effectiveness of such programmes.

The study's findings have significant implications for addressing domestic violence against children in Nigeria through the use of radio programmes. The study has shown that radio programmes can be an effective tool for promoting children's rights and preventing domestic violence in Nigeria. However, to achieve this, there is a need to address the challenges faced by radio producers in creating and airing such programmes.

To enhance the effectiveness of human rights radio programmes on domestic violence against children in Nigeria, several recommendations emerge from the study's findings. Firstly, increasing funding and resources for radio producers is crucial to overcome financial constraints and improve programme quality. Secondly, advocating for reduced censorship and greater editorial freedom can enable more comprehensive and impactful content. Thirdly, investing in technical training for radio personnel will enhance their expertise in producing high-quality, engaging broadcasts. Additionally, adopting participatory approaches and actively engaging with communities can foster a sense of ownership and ensure that the programmes resonate with local audiences. Finally, employing innovative messaging techniques that are culturally sensitive and relatable can significantly improve the reach and impact of these programmes in promoting children's rights and preventing domestic violence.

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