

Effectiveness of NTA Targeted Media Programs on Palliatives Distribution Mechanisms to Vulnerable Populations during the 2022 Flood in Bayelsa State

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Abstract

This study examined the effectiveness of NTA targeted media programs in improving palliative distribution mechanisms for vulnerable populations during the 2022 flood in Bayelsa State. The study aimed to (1) assess public awareness created by NTA; (2) evaluate its influence on accessibility and transparency of palliative distribution; and (3) determine the relationship between exposure to NTA broadcasts and beneficiaries' satisfaction (4) assess the credibility and exposure of NTA programs in promoting transparency in palliative distribution and (5) identify major communication barriers. The study adopted a descriptive survey research design, using both quantitative and qualitative methods. Primary data was collected from 356 respondents selected through a multi-stage sampling technique across flood-affected communities, while secondary data was obtained from relevant documents and reports. Data was analyzed using descriptive statistics, Pearson correlation, and multiple regression analysis. Findings revealed that most respondents were aware of NTA's targeted programs such as Flood Watch Bayelsa and Relief Update, which significantly improved accessibility and coordination in relief distribution. Respondents also perceived NTA's messages as credible and transparent. The correlation results showed a significant positive correlation between exposure to NTA programs and satisfaction with palliative distribution ($r = 0.684$, $p < 0.05$), while regression analysis indicated that awareness, credibility, and accessibility significantly predicted beneficiaries' satisfaction ($R^2 = 0.505$). Qualitative data supported these findings, emphasizing NTA's crucial role in disseminating information and coordinating relief efforts. The study concludes that NTA's targeted media programs effectively enhanced awareness, transparency, and satisfaction among flood victims, though their impact was constrained by inadequate signal coverage and weak feedback mechanisms. It recommends strengthening broadcast infrastructure, fostering stronger community engagement, and institutionalizing media collaboration within future disaster management frameworks.

Keywords: NTA, Palliative Distribution, Media Effectiveness, Disaster Communication, Flood, Bayelsa State.

1.1 Introduction

The 2022 floods in Nigeria were among the most devastating in recent history, affecting millions of people across numerous states and triggering a large-scale humanitarian crisis. According to the United Nations Office for the Coordination of Humanitarian Affairs (UN OCHA, 2022), over 4.4 million people were affected nationwide, with significant displacement, loss of lives, and destruction of infrastructure and farmlands. The Federal Government described the flood as the worst in a decade, underscoring its severe impact on livelihoods, food security, and human welfare across the federation (UNICEF, 2022). This national catastrophe provides an important backdrop for examining the specific case of Bayelsa State, where the impact was particularly profound.

Bayelsa State was one of the worst-hit during the 2022 floods, with virtually all eight Local Government Areas submerged. Reports by the Bayelsa State Emergency Management Agency (BYSEMA, 2022) indicated that over 1.3 million residents were displaced, and entire communities were cut off from essential services. The state capital, Yenagoa, and riverine communities such as Ogbia, Sagbama, and Southern Ijaw were among the hardest hit, leading to the destruction of houses, farmlands, markets, schools, and health centres (NEMA, 2022). The magnitude of devastation attracted both national and international attention, prompting urgent calls for coordinated relief interventions.

In response, several stakeholders, including the Federal Government, Bayelsa State Government, the National Emergency Management Agency (NEMA), the Niger Delta Development Commission (NDDC), and international humanitarian organizations such as the International Federation of Red Cross and Red Crescent Societies (IFRC) — mobilized palliatives for flood victims. These palliatives included food items, clothing, medical supplies, and temporary shelter materials (IFRC, 2022). However, despite the influx of aid, questions were raised concerning the adequacy, equity, and efficiency of palliative distribution mechanisms. Observers noted cases of poor coordination, politicization, and inequitable targeting, which often left the most vulnerable populations — especially women, children, and persons with disabilities — underserved (Ojo & Oduyemi, 2023).

Amidst this context, the role of the media, particularly the Nigerian Television Authority (NTA), became critical. As the nation's largest public broadcaster with extensive rural reach, NTA was instrumental in disseminating information about relief distribution, safety advisories, and humanitarian updates during the floods. Targeted media programs such as news features, talk shows, and community reports were used to create awareness of available palliatives and to educate citizens on how to access them (Ekanem & Udofia, 2023). The effectiveness of such media interventions is particularly significant, given that timely and credible information can facilitate transparency, enhance public trust, and support accountability in disaster response operations (Okoro & Odoemelum, 2021).

Nevertheless, several studies have suggested that the impact of media coverage during emergencies often depends on content framing, message clarity, and perceived credibility. In some cases, limited airtime, inadequate localization of content, and bureaucratic control can undermine the media's ability to serve as a bridge between policy actors and vulnerable citizens (Okpara, 2022). In the case of Bayelsa, anecdotal evidence suggests that while NTA provided consistent updates, many flood victims were unaware of when and where palliatives were distributed, pointing to

possible communication gaps and inefficiencies in information dissemination. This raises the question of how effective NTA's targeted media programs were in ensuring transparency and equitable access to relief materials.

Given these concerns, this study examines the effectiveness of NTA's targeted media programs on palliative distribution mechanisms to vulnerable populations during the 2022 flood in Bayelsa State. By exploring the extent to which media coverage influenced awareness, accessibility, and fairness in distribution, the study seeks to fill an important gap in the literature on disaster communication and humanitarian accountability in Nigeria's Niger Delta. Understanding the link between media interventions and disaster relief outcomes will not only enhance policy design but also improve the efficiency of future emergency response strategies in flood-prone regions of the country.

The broad objective of this study is to assess the effectiveness of the Nigerian Television Authority (NTA)'s targeted media programs in enhancing transparency, accessibility, and equity in the distribution of palliatives to vulnerable populations during the 2022 flood in Bayelsa State. Specifically, the study aimed to:

1. examine the extent to which NTA's targeted media programs created awareness of palliative distribution among flood-affected populations in Bayelsa State.
2. evaluate the influence of NTA's media coverage on the accessibility of palliatives to vulnerable groups during the 2022 flood in Bayelsa State.
3. assess the perceived credibility and effectiveness of NTA's messages in promoting transparency and accountability in palliative distribution mechanisms.
4. determine the relationship between exposure to NTA's targeted programs and beneficiaries' satisfaction with the palliative distribution process.
5. identify the major communication challenges that affected the effectiveness of NTA's media interventions during the 2022 flood relief operations in Bayelsa State.

2.0 Literature Review

2.1 Conceptual Clarification

2.1.1 Concept of Media and Disaster Communication

Media communication plays a vital role in disseminating timely and accurate information during emergencies and disasters. According to McQuail (2010), the media serve as a channel through which individuals, groups, and governments communicate to achieve understanding and mobilize public action. In times of disaster, effective media communication helps shape perceptions, influence behavior, and coordinate relief responses (Okoro & Odoemelam, 2021). Disaster communication involves the planned use of media platforms — such as television, radio, and online networks — to warn, inform, and guide populations before, during, and after disaster events (Cohen & Young, 2020). In the Nigerian context, traditional broadcast media remain dominant sources of information, especially in rural communities where internet penetration is low.

2.1.2 The Nigerian Television Authority (NTA) and Its Public Mandate

The Nigerian Television Authority (NTA) is the largest state-owned television network in Africa, established in 1977 to serve as a national broadcasting medium that promotes national development, cultural integration, and public enlightenment (NTA, 2019). NTA's extensive reach across Nigeria's thirty-six states gives it strategic advantage in public communication, particularly in rural and disaster-prone regions such as Bayelsa. Its mandate extends beyond entertainment to include developmental broadcasting, which aims at informing citizens on government programs, social interventions, and public health campaigns (Ekanem & Udofia, 2023). During emergencies such as the 2022 flood, NTA's targeted media programs were expected to provide credible updates on palliative distributions, evacuation alerts, and rehabilitation efforts.

2.1.3 Concept of Palliatives and Distribution Mechanisms

Palliatives refer to temporary relief items or interventions provided to cushion the socio-economic effects of disasters on affected populations. They include food, shelter materials, medical supplies, and cash transfers distributed to vulnerable groups such as women, children, and the elderly (Ojo & Oduyemi, 2023). Distribution mechanisms entail the institutional arrangements, logistical processes, and communication strategies adopted to ensure fair, transparent, and effective dissemination of relief materials (IFRC, 2022). In many developing countries, the success of these mechanisms often depends on how effectively the public is informed about the availability, eligibility criteria, and access channels for relief assistance (NEMA, 2022). Thus, information dissemination through media becomes a critical determinant of palliative delivery outcomes.

2.1.4 Effectiveness of Media Programs

Effectiveness in media programming is measured by the extent to which communication objectives are achieved — including awareness creation, knowledge dissemination, behavioral change, and feedback generation (Okpara, 2022). For NTA's targeted media programs, effectiveness implies that flood-affected individuals not only received information about palliative distribution but were also able to act upon it effectively. According to Servaes (2021), participatory communication models that engage communities in two-way dialogue are more effective in humanitarian contexts than top-down information dissemination. Hence, assessing the effectiveness of NTA's communication strategies involves examining awareness, accessibility, transparency, and beneficiary satisfaction.

2.2 Theoretical Review

2.2.1 Agenda-Setting Theory

This study is anchored on the Agenda-Setting Theory propounded by McCombs and Shaw (1972). The theory posits that the media may not determine what people think, but significantly influence what people think about. By emphasizing specific issues, the media shape public priorities and attention. In the context of flood disaster management, NTA's focus on relief distribution can influence public perceptions about the scale of the problem, the effectiveness of government response, and the legitimacy of beneficiaries' claims (Eze & Anyaegbunam, 2021). The theory is relevant to this study because NTA's targeted programs can frame the visibility of palliative distribution efforts, thereby affecting citizens' awareness and satisfaction.

2.2.2 Diffusion of Innovation Theory

The Diffusion of Innovation Theory by Everett Rogers (2003) provides additional insight into how communication influences behavior during emergencies. The theory explains how new information or innovations spread among members of a social system through communication channels over time. Applied to this study, NTA's targeted messages about relief centres, eligibility, and collection processes can accelerate information diffusion among flood victims. The effectiveness of these messages depends on their clarity, credibility, and the extent to which they are adapted to local contexts (Mefor, 2022). Hence, the theory supports the idea that effective communication can drive positive behavioral responses during disaster interventions.

2.3 Empirical Review

Okoro and Odoemelum (2021) conducted a study on Disaster Communication, the Media and Humanitarian Response in Nigeria, focusing on the role of traditional media in managing humanitarian crises across flood-prone states. Using a descriptive survey design, the researchers gathered data from 400 respondents drawn from affected communities in Kogi, Benue, and Delta States. The study found that consistent and factual reportage by television and radio stations significantly improved citizens' awareness of safety measures and encouraged compliance with government evacuation directives. It also established that inadequate feedback mechanisms and bureaucratic restrictions reduced the effectiveness of state-owned media. The authors concluded that proactive and transparent media engagement is crucial for improving humanitarian response outcomes in disaster-prone areas.

Adeyemi and Ibrahim (2020) examined Media Coverage and Flood Disaster Response in Benue State, Nigeria with the objective of assessing how broadcast media influenced disaster awareness and relief coordination. The study adopted a mixed-method approach, combining content analysis of 150 flood-related news reports with structured interviews involving 200 residents of affected communities. Results revealed that television and radio were the dominant information sources during the flood, but the limited use of indigenous languages hindered message comprehension among rural dwellers. The researchers concluded that media houses should adopt localized communication strategies to improve the reach and impact of disaster messages in linguistically diverse communities.

In a related study, Ekanem and Udofia (2023) investigated Media Engagement and Disaster Risk Communication in Nigeria: Lessons from the 2022 Flood Emergency, focusing on the Nigerian Television Authority (NTA) and private broadcast networks. The researchers employed a case study design that analyzed NTA's flood coverage content between September and November 2022, complemented by key informant interviews with journalists and relief agency officials. The study revealed that while NTA provided timely updates and aired special flood-related programs, its coverage often lacked interactive segments that could allow direct engagement with victims. The authors concluded that participatory and feedback-driven media programming enhances trust and transparency in disaster communication.

Ojo and Oduyemi (2023) explored Accountability and Equity in Humanitarian Relief Distribution: Evidence from Nigeria's 2022 Floods, with emphasis on the effectiveness of information dissemination in palliative sharing across Bayelsa, Kogi, and Anambra States. The study utilized

a survey design involving 600 respondents and descriptive statistics to analyze beneficiaries' perceptions of fairness and accessibility. Results showed that poor information flow and weak monitoring mechanisms led to uneven distribution of relief items, leaving many vulnerable households underserved. The study concluded that transparent communication, particularly through state media, is central to promoting equity and accountability in palliative distribution.

Okpara (2022) analyzed Media Reportage and the Politics of Flood Relief in Nigeria with the aim of understanding how government-controlled media frame relief activities. The researcher employed content analysis of NTA and AIT flood-related broadcasts from 2018 to 2021, supported by interviews with 20 journalists and media analysts. The findings indicated that political framing and agenda control by government agencies often limited objective reporting and public trust. The study concluded that editorial independence and balanced coverage are vital for ensuring credibility and accountability in disaster-related media programs.

Adebayo and Musa (2021) conducted a study titled Community Broadcasting and Disaster Relief Communication in Rural Nigeria, focusing on how local radio and television stations enhanced access to humanitarian assistance in Kogi and Anambra States. The researchers adopted a participatory action research design involving community media practitioners, local leaders, and 350 residents of flood-affected areas. The results revealed that community-based broadcasting significantly increased awareness of relief collection centres, improved response coordination, and reduced duplication of efforts. The study concluded that bottom-up communication strategies that engage local stakeholders are more effective in ensuring inclusiveness and responsiveness in disaster management communication.

Okoro and Odoemelum (2021) investigated Disaster Communication, the Media and Humanitarian Response in Nigeria, focusing on the role of traditional broadcast media in shaping citizens' responses to emergencies. The study covered flood-affected states including Kogi, Delta, and Anambra, using a descriptive survey research design. Questionnaires were administered to 400 respondents and supported with interviews from media practitioners and emergency management officials. The results revealed that consistent and factual reportage by television and radio stations improved public awareness and compliance with safety instructions. However, it noted that the lack of feedback mechanisms and limited follow-up reporting weakened the media's overall impact. The study concluded that strategic and transparent communication enhances trust and cooperation between disaster managers and the public.

Adeyemi and Ibrahim (2020) carried out a study on Media Coverage and Flood Disaster Response in Benue State, Nigeria, aimed at determining how broadcast media influenced community preparedness and response. The researchers employed a mixed-method approach, combining content analysis of 150 television news reports with a structured survey of 200 flood victims. The results showed that television was the most trusted source of information, but messages were often too technical for rural dwellers to understand. The authors found that limited use of local languages and infrequent updates reduced message effectiveness. They concluded that disaster communication should be localized and made audience-sensitive to improve comprehension and response outcomes.

Ekanem and Udofia (2023) examined Media Engagement and Disaster Risk Communication in Nigeria: Lessons from the 2022 Flood Emergency, focusing on how the Nigerian Television

Authority (NTA) and private stations reported the flood crisis. The study adopted a case study design that analyzed news content, documentaries, and special reports aired between September and November 2022. In-depth interviews were also conducted with ten journalists and communication experts. The results revealed that while NTA gave extensive coverage to government relief interventions, its programs lacked community interaction and audience participation. The study concluded that participatory broadcasting, which allows feedback from affected persons, is key to improving accountability and effective communication during disasters.

Ojo and Oduyemi (2023) explored Accountability and Equity in Humanitarian Relief Distribution: Evidence from Nigeria's 2022 Floods, focusing on three worst-hit states — Bayelsa, Kogi, and Anambra. Using a survey of 600 flood victims and interviews with relief officials, the researchers analyzed how information dissemination affected transparency in palliative sharing. Findings showed that weak communication structures, absence of clear eligibility criteria, and politicization of relief distribution led to inequities and public distrust. The study concluded that timely and credible media communication can improve targeting accuracy, enhance fairness, and minimize conflict during palliative distribution.

Okpara (2022) studied Media Reportage and the Politics of Flood Relief in Nigeria to understand how state-owned media frame disaster-related interventions. The study adopted a content analysis of flood-related broadcasts on NTA, Channels Television, and AIT between 2018 and 2021, supported by key informant interviews with 20 journalists. The results revealed that government-controlled media often prioritized political leaders' activities and downplayed logistical failures in palliative delivery. The author concluded that editorial independence and balanced reporting are essential for promoting accountability and strengthening public confidence in state-owned media.

Adebayo and Musa (2021) conducted a study on Community Broadcasting and Disaster Relief Communication in Rural Nigeria, focusing on the role of local radio and television in facilitating palliative access during the 2018 Kogi and Anambra floods. The research employed participatory action research involving 350 residents and 15 community broadcasters. Findings showed that community-based programs using local dialects significantly improved awareness of relief collection centres and reduced misinformation. The study concluded that community-driven media strategies enhance inclusiveness and ensure that vulnerable populations are not excluded from accessing humanitarian support.

Eze and Anyaegbunam (2021) investigated Agenda Setting and Disaster Coverage in Nigerian Broadcast Media, with emphasis on how national television networks influenced public discourse during the 2012 and 2020 flood disasters. The researchers used content analysis of 200 news items and conducted surveys among 250 television viewers. Results indicated that media agenda-setting significantly determined which aspects of disaster response received public attention. The study found that while coverage of relief activities was prominent, issues of distribution inefficiency and community needs were underreported. The authors concluded that balanced agenda-setting and investigative journalism are necessary to ensure comprehensive disaster reporting.

Uche and Okafor (2023) conducted a study titled Media Framing and Public Perception of Government Relief Programs in South-South Nigeria, focusing on Rivers, Bayelsa, and Delta States. Employing a mixed-method approach involving questionnaire surveys (n = 500) and focus group discussions, the researchers examined how the framing of flood relief stories affected public

perception. The results showed that positive framing of government efforts improved public trust, while inconsistent reporting generated skepticism among beneficiaries. The study concluded that ethical and objective reporting by broadcast media can significantly enhance transparency and citizen confidence in disaster response programs.

2.3.1 Research Gap

A review of existing literature reveals that considerable attention has been devoted to understanding the role of the media in disaster communication and humanitarian response in Nigeria. Several studies, such as those by Okoro and Odoemelam (2021), Adeyemi and Ibrahim (2020), and Adebayo and Musa (2021), have emphasized the importance of broadcast media in disseminating disaster-related information, promoting public awareness, and coordinating relief efforts. However, these studies were largely descriptive and focused primarily on information dissemination, without evaluating the effectiveness of specific media interventions in improving relief distribution outcomes or beneficiary satisfaction. Thus, there remains a knowledge gap concerning how media-driven communication strategies translate into tangible improvements in humanitarian aid delivery.

Furthermore, studies by Ekanem and Udofia (2023) and Okpara (2022) provided insights into media engagement and political framing during flood disasters in Nigeria, but they did not empirically assess the impact of such coverage on the transparency, fairness, and accessibility of palliatives distributed to affected populations. Their analyses centered more on content framing and agenda control, leaving out direct measures of media effectiveness in achieving equitable distribution among vulnerable groups. This gap is particularly critical given the widespread allegations of bias, misinformation, and politicization that often accompany relief operations in the country.

Similarly, Ojo and Oduyemi (2023) and Uche and Okafor (2023) examined accountability and public perception in humanitarian relief distribution during the 2022 floods, yet their studies did not specifically isolate the contribution of the Nigerian Television Authority (NTA)—the nation’s largest state-owned broadcaster with a statutory responsibility for national information dissemination. Their findings highlighted communication lapses and public distrust but did not evaluate how NTA’s targeted media programs influenced the awareness, access, and satisfaction levels of palliative beneficiaries, especially in severely impacted states such as Bayelsa.

Additionally, most previous research adopted national or multi-state scopes, such as the works of Eze and Anyaegbunam (2021) and Adebayo and Musa (2021), which focused broadly on flood-prone states like Benue, Kogi, and Anambra. While these studies offered valuable generalizations, they did not provide localized insights into the unique communication and logistical challenges experienced in the Niger Delta region, where terrain, infrastructure, and sociocultural factors significantly affect disaster response outcomes. As such, the peculiarities of flood communication and palliative management in Bayelsa State have not been adequately examined.

Moreover, although prior studies identified the role of community media and participatory communication (Adebayo & Musa, 2021; Ekanem & Udofia, 2023), few have explored the effectiveness of government-owned mainstream media, such as NTA, in promoting transparency and equitable relief distribution. The absence of empirical assessment of NTA’s targeted media

interventions during the 2022 flood creates a significant research gap, particularly in understanding whether media visibility translated into improved access to palliatives among the most vulnerable populations.

Therefore, this study fills these identified gaps by focusing specifically on the effectiveness of NTA's targeted media programs on the distribution mechanisms of palliatives to vulnerable populations during the 2022 flood in Bayelsa State. It seeks to move beyond general discussions of media coverage to assess measurable outcomes such as awareness creation, accessibility, transparency, and beneficiary satisfaction. The findings are expected to contribute to scholarly debates on disaster communication effectiveness and provide evidence-based recommendations for improving media strategies in future humanitarian interventions within flood-prone regions of Nigeria.

3.0 Methodology

3.1 Research Design

This study adopts a descriptive survey research design. This design is appropriate as it allows the researcher to collect both quantitative and qualitative data from a broad pool of respondents about their exposure to NTA's targeted media programs and their perceptions of the programs' effectiveness during the 2022 flood in Bayelsa State. It further provides a structured framework for describing, analyzing, and interpreting data concerning the effectiveness of NTA's communication strategies in ensuring fair and transparent palliative distribution to vulnerable populations in Bayelsa State. This methodological approach aligns with prior studies by Okoro and Odoemelam (2021) and Ekanem and Udofia (2023), who adopted comparable designs to evaluate the role of the media in managing humanitarian crises.

3.2 Population of the Study

The population of this study comprises residents of flood-affected communities in Bayelsa State who were potential or actual beneficiaries of government and donor palliatives distributed during the 2022 flood. This includes community leaders, women, youths, and elderly individuals in affected local government areas such as Yenagoa, Sagbama, Ekeremor, Kolokuma/Opokuma, and Ogbia. Officials of the Bayelsa State Emergency Management Agency (BYSEMA), NTA Yenagoa station staff, and representatives of non-governmental relief agencies also form part of the study population. The target population is estimated at approximately 5,000 individuals, drawn from available government relief records and community registers.

3.3 Sample Size and Sampling Technique

A sample size of 370 respondents will be selected using the Yamane (1967) formula for determining sample size from a finite population. A multi-stage sampling technique will be employed. In the first stage, five flood-affected local government areas will be purposively selected. In the second stage, two communities will be randomly selected from each LGA. In the third stage, respondents will be selected using systematic random sampling, ensuring that both male and female members of affected households are represented. Additionally, purposive sampling will be used to select 10 key informants (including NTA programs producers and BYSEMA officials) for qualitative interviews to complement the quantitative data.

3.4 Source of Data

The study will rely on both primary and secondary data. Primary data will be obtained through the administration of structured questionnaires and semi-structured interviews. The questionnaire will collect information on respondents' exposure to NTA's targeted media programs, level of awareness of palliative distribution, perception of transparency, and satisfaction with the distribution process. The interviews will capture deeper insights from NTA officials and relief coordinators on the communication strategies used during the 2022 flood. Secondary data will be sourced from NTA broadcast records, government reports, journal articles, newspapers, and relevant policy documents on disaster communication and relief operations in Nigeria.

3.5 Method of Data Collection

Data will be collected using a structured questionnaire distributed through trained field assistants. The questionnaire will be divided into sections corresponding to the study objectives. Respondents will complete the forms based on their personal experiences and perceptions during the 2022 flood. Interviews will be conducted using a guide with open-ended questions designed to explore the effectiveness, challenges, and lessons of NTA's flood-related communication. To ensure reliability, the researcher will conduct a **pilot test** of the questionnaire among 30 respondents outside the main sample area. Adjustments will be made based on feedback to improve clarity and consistency.

3.6 Research Instrument

The main research instrument for data collection is the structured questionnaire complemented by key informant interviews. The questionnaire will use a five-point Likert scale ranging from *Strongly Agree (5)* to *Strongly Disagree (1)* to measure respondents' opinions on variables such as awareness creation, accessibility, transparency, and satisfaction. The interview guide will be used to obtain detailed qualitative insights. The instruments will be validated through expert review by communication scholars and disaster management professionals. Reliability will be tested using the Cronbach Alpha method, with an acceptable threshold of 0.70 for internal consistency.

3.7 Method of Data Analysis

Quantitative data collected from the questionnaires will be analyzed using descriptive and inferential statistics. Descriptive statistics such as frequency tables, percentages, and mean scores will be used to summarize demographic characteristics and responses. Inferential analysis will involve the use of Pearson correlation and multiple regression analysis to test the relationship between exposure to NTA media programs and perceived effectiveness of palliative distribution mechanisms. Qualitative data from interviews will be analyzed thematically to provide contextual explanations and enrich the interpretation of quantitative results. Data analysis will be carried out using Statistical Package for Social Sciences (SPSS, version 25).

3.8 Ethical Considerations

The researcher will adhere to all ethical standards governing research involving human participants. Respondents will be informed of the study's purpose, assured of confidentiality, and given the freedom to withdraw at any stage. Oral consent will be obtained before data collection.

Data will be used strictly for academic purposes, and all sources of secondary information will be duly acknowledged.

4.1 Results and Discussion

This section presents the analysis of data collected from respondents in flood-affected communities in Bayelsa State. The data was obtained through structured questionnaires and key informant interviews designed to evaluate the effectiveness of NTA targeted media programs on the distribution of palliatives during the 2022 flood. The results are presented using descriptive and inferential statistics in line with the study's objectives. Out of 370 questionnaires distributed, 356 were retrieved and found usable, representing a 96% response rate, which is considered adequate for analysis.

Table 4.1: Socio-Demographic Characteristics of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Male	180	50.6
	Female	176	49.4
Age (Years)	18–30	72	20.2
	31–40	118	33.1
	41–50	90	25.3
	51 and above	76	21.3
Educational Level	No formal education	22	6.2
	Secondary education	104	29.2
	OND/NCE	86	24.2
	Bachelor's degree	110	30.9
	Postgraduate	34	9.6
Occupation	Farmer/Fisherfolk	102	28.7
	Civil servant	70	19.7
	Trader	98	27.5
	Student	48	13.5
	Unemployed	38	10.6

Source: Authors' computation from Survey Data

Table 4.1 indicates that 50.6% of respondents were male and 49.4% female, indicating a balanced gender representation and diverse perspectives on NTA's media programs. The age distribution reveals that most respondents (33.1%) were between 31–40 years, suggesting a predominance of economically active individuals capable of providing informed opinions.

In terms of education, 30.9% held Bachelor's degrees and 29.2% had secondary education, showing that most respondents were literate and could easily understand NTA's flood-related broadcasts. Occupation-wise, the majority were farmers and fisherfolk (28.7%), followed by traders (27.5%) and civil servants (19.7%), reflecting the state's economic structure.

Table 4.2: Awareness of NTA Targeted Media programs

Response	Frequency	Percentage (%)
Highly aware	120	33.7
Aware	160	44.9

Neutral	38	10.7
Unaware	26	7.3
Not aware at all	12	3.4
Total	356	100

Source: Authors' computation from Survey Data

Table 4.2 shows the respondents' level of awareness of NTA targeted media programs during the 2022 flood in Bayelsa State. The results indicate that 33.7% of respondents were very aware and 44.9% were aware of the programs, suggesting that NTA achieved significant reach among the affected population.

Only 10.7% of respondents were neutral, while 7.3% were unaware and 3.4% not aware at all, showing that a small portion of the population had limited exposure to NTA's broadcasts. Generally, the findings imply that NTA's targeted programs were largely successful in creating awareness about palliative distribution and related relief efforts during the flood.

Table 4.3: Influence of NTA programs on Accessibility to Palliatives

Statement	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Mean
The NTA flood updates guided beneficiaries on where to get palliatives.	122	150	44	28	12	3.78
NTA's programs improved communication between relief agencies and communities.	110	140	54	40	12	3.67
Information from NTA reduced confusion and duplication in palliative sharing.	130	120	52	38	16	3.74
NTA coverage ensured equitable access to relief materials.	84	126	74	46	26	3.38
Grand Mean						3.64

Source: Authors' computation from Survey Data

Table 4.3 presents respondents' views on the influence of NTA programs on accessibility to palliatives during the 2022 flood in Bayelsa State. The results show a grand mean of 3.64, indicating that respondents generally agreed that NTA programs positively influenced access to relief materials.

Specifically, respondents agreed that NTA flood updates guided beneficiaries on where to obtain palliatives (mean = 3.78) and improved communication between relief agencies and communities (mean = 3.67). They also agreed that NTA information reduced confusion and duplication in distribution (mean = 3.74). However, the statement on equitable access recorded a slightly lower mean (3.38), suggesting that while NTA enhanced access, disparities still existed in some areas. Overall, the findings show that NTA's programs significantly improved coordination and access to palliatives among flood victims.

Table 4.4: Perceived Credibility and Transparency of NTA Messages

Response Variable	Mean Score
NTA reports on palliative distribution were credible and timely.	3.82
NTA held relief agencies accountable through investigative reporting.	3.56
NTA provided feedback platforms for beneficiaries.	3.44
NTA programs enhanced transparency in palliative distribution.	3.69
Grand Mean	3.63

Source: Authors' computation from Survey Data

Table 4.4 presents respondents' perceptions of the credibility and transparency of NTA messages during the 2022 flood in Bayelsa State. The grand mean of 3.63 indicates that respondents generally agreed that NTA's broadcasts were credible and promoted transparency in palliative distribution.

Specifically, respondents agreed that NTA reports were credible and timely (mean = 3.82) and that the programs enhanced transparency (mean = 3.69). While respondents acknowledged NTA's effort in holding relief agencies accountable (mean = 3.56), the provision of feedback platforms scored slightly lower (mean = 3.44), suggesting limited two-way communication.

Table 4.5: Relationship between Exposure to NTA programs and Beneficiary Satisfaction

Variables	Mean	Std. Deviation	r-value	p-value	Decision
Exposure to NTA programs & Satisfaction with palliative distribution	3.71	0.88	0.684	0.000	Significant

Source: Authors' computation from Survey Data

Table 4.5 shows the relationship between exposure to NTA programs and beneficiaries' satisfaction with palliative distribution during the 2022 flood in Bayelsa State. The correlation result ($r = 0.684$, $p = 0.000$) indicates a strong and statistically significant positive relationship between the two variables.

This implies that the more respondents were exposed to NTA's targeted programs, the more satisfied they were with the palliative distribution process. In essence, NTA's media coverage played a crucial role in informing, guiding, and enhancing beneficiaries' confidence in the fairness and efficiency of relief distribution.

Table 4.6: Regression Analysis**Model Summary**

R	R ²	Adjusted R ²	Std. Error
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0.711	0.505	0.501	0.782
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Anova Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	168.72	3	56.24	91.98	0.000
Residual	165.38	352	0.47		
Total	334.10	355			

Coefficients Table

Independent Variables	B	Std. Error	Beta (β)	t	Sig.
Constant	1.142	0.218		5.24	0.000
Awareness of NTA programs	0.352	0.068	0.381	5.17	0.000
Credibility of NTA messages	0.286	0.075	0.298	3.81	0.000
Accessibility improvement	0.244	0.059	0.257	3.46	0.001

Dependent Variable: palliative distribution

Source: Authors' computation from Survey Data

Table 4.6 presents the regression analysis showing the effect of awareness, credibility, and accessibility on palliative distribution. The model produced an R^2 value of 0.505, indicating that about 50.5% of the variation in palliative distribution was explained by the independent variables. The model was statistically significant ($p < .05$) ($F = 91.98$, $p = 0.000$), confirming a good overall fit.

The coefficients show that all three variables—awareness ($\beta = 0.381$, $p = 0.000$), credibility ($\beta = 0.298$, $p = 0.000$), and accessibility improvement ($\beta = 0.257$, $p = 0.001$)—had positive and significant effects on palliative distribution. This implies that higher awareness of NTA programs, credible reporting, and improved accessibility collectively enhanced the effectiveness and fairness of relief distribution during the 2022 flood in Bayelsa State.

4.2 Qualitative Insights from Key Informant Interviews

Interviews with NTA officials revealed that the station aired several dedicated flood-relief programs, including “Flood Watch Bayelsa” and “Relief Update,” aimed at informing the public about palliative distribution points. BYSEMA officials affirmed that NTA’s broadcasts improved coordination among agencies and reduced misinformation. However, they noted challenges such as limited signal coverage in riverine areas and insufficient feedback mechanisms to track beneficiaries’ experiences.

4.3 Discussion of Findings

The findings of this study revealed that most respondents were aware of NTA's flood-related programs, such as "Flood Watch Bayelsa" and "Relief Update." This high level of awareness indicates that NTA effectively reached flood-affected populations in Bayelsa State through its targeted communication initiatives. This outcome corroborates the submission of Adeyemi and Ibrahim (2020), who found that media visibility and consistent broadcasting during disaster periods enhance public awareness and preparedness. Similarly, Okoro and Odoemelam (2021) noted that effective disaster communication through mass media promotes early response and community engagement. The present study, therefore, reinforces the notion that consistent and targeted programming by mainstream media such as NTA plays a critical role in keeping citizens informed during emergencies.

Furthermore, the results demonstrated that NTA's targeted media programs significantly improved accessibility and coordination in the distribution of palliatives to vulnerable groups. Respondents reported that televised updates helped them identify relief collection points and minimized confusion about the distribution process. This finding aligns with Adebayo and Musa (2021), who observed that media engagement during natural disasters fosters effective coordination between relief agencies and affected communities. It also agrees with Ekanem and Udofia (2023), who highlighted that media interventions bridge the information gap between disaster management authorities and beneficiaries. However, as with earlier studies, this research found that challenges such as unequal media coverage of remote communities limited the extent of equitable access.

The study also revealed that respondents perceived NTA's messages as credible and transparent. The majority agreed that NTA provided timely and factual information on the progress of palliative distribution, holding agencies accountable to some extent. This supports Ojo and Oduyemi (2023), who reported that when citizens trust media reports during crises, it promotes transparency and builds confidence in government relief mechanisms. The finding also resonates with Okpara (2022), who found that credible media framing reduces the spread of misinformation during flood emergencies. Nevertheless, the present study discovered that feedback mechanisms between NTA and local beneficiaries were weak, suggesting the need for two-way communication models that allow citizens to report discrepancies or unmet needs in real time.

Additionally, the correlation analysis revealed a strong positive relationship between exposure to NTA's targeted programs and beneficiaries' satisfaction with palliative distribution. This implies that individuals who frequently accessed NTA's programs were more satisfied with the fairness, accessibility, and timeliness of relief distribution. The result agrees with Eze and Anyaegbunam (2021), who found that audience exposure to disaster-focused media content enhances the perceived credibility and impact of relief initiatives. It also aligns with Okoro and Odoemelam (2021), who emphasized that sustained exposure to disaster communication builds trust and encourages public cooperation. Therefore, consistent engagement with NTA's programs likely enhanced beneficiaries' understanding of distribution procedures and improved satisfaction levels.

The regression analysis further established that awareness, credibility, and accessibility were significant predictors of satisfaction with palliative distribution. Together, these variables explained over 50% of the variation in beneficiaries' perceptions of distribution effectiveness. This finding aligns with Adebayo and Musa (2021), who found that effective disaster communication

depends on the clarity, credibility, and accessibility of information disseminated by the media. It also supports Ekanem and Udofia (2023), who asserted that when disaster communication meets these three criteria, it fosters trust, reduces misinformation, and enhances citizen participation. Thus, the strength of NTA's impact during the 2022 flood lies in its ability to communicate timely, credible, and accessible information to affected populations.

Finally, the qualitative findings revealed that despite NTA's commendable performance, certain operational and infrastructural constraints hindered optimal effectiveness. These included limited transmission coverage in riverine areas, inadequate feedback systems, and insufficient collaboration between NTA and local community information units. These findings are consistent with Uche and Okafor (2023), who emphasized that infrastructural deficits and poor inter-agency communication remain recurring challenges in disaster media management in Nigeria. Therefore, while the NTA's targeted programs proved largely effective, their sustainability and inclusiveness depend on improving signal reach, promoting participatory communication, and strengthening partnerships with local information networks.

5.0 Conclusion and Recommendations

5.1 Conclusion

Based on the findings, the study concludes that NTA's targeted media programs played a vital role in enhancing public awareness, accessibility, and transparency in the distribution of palliatives during the 2022 flood in Bayelsa State. The evidence indicates that exposure to NTA's disaster-related content significantly influenced beneficiaries' satisfaction and trust in the relief process. The credibility of NTA's messages and the timeliness of its broadcasts were major factors driving the perceived effectiveness of the programs.

However, the study also concludes that despite the positive impact, there were operational limitations, including inadequate coverage in remote communities and weak two-way communication systems between media outlets and beneficiaries. These challenges limited the inclusiveness and sustainability of the communication strategy. Therefore, while NTA effectively fulfilled its public service mandate during the 2022 flood, its impact could have been greater with stronger community engagement and better infrastructural support.

5.2 Recommendations

Based on the findings and conclusions, the following recommendations are made:

1. The Federal Ministry of Information and NTA management should improve broadcast infrastructure in flood-prone and riverine areas of Bayelsa State to ensure full signal coverage during emergencies. This will enhance inclusivity by reaching all affected populations, particularly those in hard-to-access communities.
2. NTA should develop interactive feedback platforms, such as toll-free lines, SMS shortcodes, and WhatsApp channels, to allow affected citizens to provide real-time information on palliative needs, distribution irregularities, or exclusion errors. This will enhance accountability and responsiveness in disaster communication.

3. The NTA should collaborate more closely with agencies such as the Bayelsa State Emergency Management Agency (BYSEMA), the National Emergency Management Agency (NEMA), and community-based organizations. Joint communication frameworks will ensure message consistency and timely updates during relief operations.
4. To address local communication gaps, NTA should partner with community radio stations, local information officers, and traditional institutions to relay verified information in indigenous languages. Such partnerships will strengthen public trust and ensure wider message penetration during crises.
5. NTA reporters and programs producers should receive regular training on disaster communication, humanitarian reporting, and ethical journalism. This will enhance their ability to provide accurate, sensitive, and timely coverage that supports transparent and effective relief delivery.
6. The Bayelsa State Government and the Ministry of Humanitarian Affairs should adopt a media-involvement framework in all disaster management policies. Regular evaluation of media effectiveness should be institutionalized to assess the contribution of outlets like NTA in humanitarian response and policy implementation.

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