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Media Role in the Fight against Child Right Violations: A Study of Glory FM and Do-Foundation in Yenagoa LGA, Bayelsa State

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Abstract

This study examined the role of the media in combating child rights violations in Yenagoa, Bayelsa State, with particular focus on the activities of Do Foundation and the contributions of Glory FM Yenagoa. The study was guided by three objectives, which were to examine the extent to which Glory FM creates awareness about child rights and child rights violations, determine the role of media programmes and campaigns in supporting the advocacy activities of Do Foundation, and assess the effectiveness of media coverage in influencing public attitudes and responses toward child rights protection. The study adopted a quantitative research design, using a structured online questionnaire as the instrument for data collection. The population comprised residents of Yenagoa,which is 352,285 according to 2006 Census figure, projected at 579,235 at 2.52% growth rate in 2026, while the sample size was determined using Krejcie and Morgan formula. Purposive sampling was employed in selecting respondents who were considered relevant to the study. A total of 384 questionnaires were administered online, out of which 340 were properly completed and used for analysis. Data were analysed using frequency counts and simple percentages. The findings revealed that Glory FM Yenagoa plays an important role in creating awareness about child rights and child rights violations, with respondents acknowledging radio as an effective medium for child rights awareness. The study also found that media programmes and campaigns support the advocacy activities of Do Foundation by increasing public awareness and strengthening child rights advocacy. Furthermore, the findings indicated that media coverage influences public attitudes and responses toward child rights protection by encouraging the reporting of child abuse and reducing tolerance for child rights violations. The study concludes that the media remains an important instrument for child rights advocacy and public enlightenment in Yenagoa. It recommends that Glory FM should increase child rights awareness programmes, while stronger collaboration between media organizations and Do Foundation should be encouraged to improve advocacy efforts and promote effective protection of children's rights.

Keyword: Child Right**,** Fight, Media, Social Responsibility, Violation

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INTRODUCTION

Background to the Study

Child rights are fundamental human rights that guarantee the survival, protection, development, and participation of every child in society. These rights are globally recognized in international instruments such as the United Nations Convention on the Rights of the Child (UNCRC) adopted in 1989, which outlines the responsibilities of governments and institutions in ensuring the well-being of children. Nigeria ratified the convention in 1991 and later domesticated it through the Child Rights Act of 2003, which provides legal protection against abuse, exploitation, discrimination, and neglect of children (UNICEF, 2023; Akinwumi, 2021). The Act recognizes children as individuals with rights that must be respected by parents, communities, and the state. However, despite the existence of these legal frameworks, many children in Nigeria still experience violations such as child labour, trafficking, sexual exploitation, early marriage, and neglect (Eze, 2022; UNICEF, 2024).

Globally, the protection of child rights has become an important concern among governments, international organizations, and civil society groups. Research indicates that millions of children continue to suffer from different forms of abuse and exploitation, particularly in developing countries where poverty, illiteracy, and weak enforcement of laws often make children vulnerable (United Nations, 2022; Save the Children, 2023). In many societies, harmful cultural practices and lack of awareness about child rights also contribute to the persistence of child abuse and exploitation (Okorie & Opara, 2020). As a result, advocacy, public awareness, and social mobilization have become essential strategies for addressing child rights violations.

The mass media play a significant role in promoting and protecting child rights by informing the public, shaping attitudes, and influencing policy decisions through their corporate social responsibility role. The media serve as a powerful communication tool capable of drawing attention to social issues and mobilizing public opinion toward positive change (McQuail, 2010; Dominick, 2018). Through news reports, documentaries, talk shows, and public enlightenment campaigns, the media can expose cases of abuse, educate citizens about child protection laws, and encourage the reporting of violations,(Edegoh & Anunike, 2021). In addition, the media act as a watchdog by holding individuals, institutions, and governments accountable for actions that threaten the welfare of children.

Yenagoa, the capital of Bayelsa State, has witnessed growing concerns regarding the welfare of children, particularly in areas such as child labour, poverty, and other forms of abuse. These challenges highlight the need for increased collaboration between media organizations and advocacy groups in addressing child rights violations. Media platforms like Glory FM serve as important channels through which advocacy groups such as Do Foundation can reach the public with messages that promote the protection and welfare of children. Therefore, the role of the media in combating child rights violations cannot be overemphasized. By providing information, promoting advocacy, and encouraging public participation in child protection efforts, the media contribute significantly to safeguarding the rights of children. This study therefore examines the role of the media against child rights violations with particular focus on the activities of Do Foundation and the contributions of Glory FM in Yenagoa, Bayelsa State. The study seeks to determine how media advocacy and awareness programmes influence public understanding and response to issues relating to child rights protection.

Statement of the Problem

Child rights violations remain a serious social problem in many developing countries, including Nigeria, despite the existence of legal and institutional frameworks designed to protect children. The Child Rights Act of 2003 and the United Nations Convention on the Rights of the Child (UNCRC) provide comprehensive legal provisions aimed at safeguarding children from abuse, exploitation, neglect, and discrimination. However, the continued prevalence of child labour, trafficking, sexual abuse, child neglect, and other forms of violence against children suggests that these protections are not fully effective in practice (UNICEF, 2023; Eze, 2022). Reports from child protection agencies indicate that many cases of child abuse in Nigeria go unreported due to fear, lack of awareness, cultural practices, and weak enforcement of child protection laws .

In Bayelsa State and other parts of the Niger Delta, children continue to face numerous challenges associated with poverty, family instability, and limited access to social services. These conditions expose many children to exploitation, neglect, and other forms of abuse that threaten their physical, psychological, and social development. In some communities, issues such as child labour, street hawking, school dropout, and child neglect are still common, indicating that awareness about child rights and child protection laws remains relatively low among members of the public (Omenugha, 2018). This situation highlights the need for effective communication and advocacy strategies that can educate the public and encourage communities to protect children's rights.

The mass media are expected to play a vital role in addressing these challenges by raising awareness, educating the public, and exposing cases of child rights violations. Through news coverage, public enlightenment programmes, and investigative journalism, the media can influence public attitudes and promote collective responsibility toward protecting children. Media advocacy is also capable of drawing the attention of policymakers, law enforcement agencies, and community leaders to issues affecting children, thereby encouraging intervention and policy implementation.

In Bayelsa State, media outlets such as Glory FM Yenagoa serve as important platforms through corporate social responsibility(CSR) for information dissemination and community sensitization.. Similarly, civil society organizations such as Do Foundation in Bayelsa State are actively involved in promoting the welfare and protection of children through awareness campaigns, community outreach, and advocacy programmes. These organizations often rely on media platforms to reach a larger audience to amplify their messages on child protection. Nevertheless, the extent to which the media collaborate with such organizations and effectively promote awareness about child rights issues is not clearly understood. The study aims to determine the extent to which media programmes and advocacy initiatives influence public awareness and responses to child rights protection.

Objectives of the Study

The aim of this study is to examine Corporate social responsibility the role of the media in combating child rights violations in Bayelsa State, with particular focus on the activities of Do Foundation and the contributions of Glory FM in Yenagoa.

The specific objectives of the study are to:

1. Examine the extent to which Glory FM Yenagoa creates awareness about child rights and child rights violations among residents of Yenagoa, Bayelsa State.
2. Determine the role of media programmes and campaigns in supporting the advocacy activities of Do Foundation in the fight against child rights violations.
3. Assess the effectiveness of media coverage in influencing public attitudes and responses toward the protection of children's rights in Yenagoa, Bayelsa State.

Research Questions

Based on the objectives of this study, the following research questions have been formulated to guide the investigation:

1. To what extent does Glory FM Yenagoa create awareness about child rights and child rights violations among residents of Yenagoa, Bayelsa State?
2. How do media programmes and campaigns support the advocacy activities of Do Foundation in addressing child rights violations in Yenagoa?
3. How effective is media coverage in influencing public attitudes and responses toward the protection of children's rights in Yenagoa, Bayelsa State?

CONCEPTUAL REVIEW

Child rights refer to the legally and morally recognized entitlements of individuals below the age of 18 years, aimed at ensuring their survival, protection, development, and participation in society. These rights are grounded in international human rights instruments, particularly the United Nations Convention on the Rights of the Child (UNCRC) of 1989, which remains the most widely ratified human rights treaty globally (United Nations, 2020; UNICEF, 2023).

Child rights are broadly categorized into four key principles: the right to survival (access to healthcare, nutrition, and life), the right to development (education and personal growth), the right to protection (freedom from abuse, exploitation, and neglect), and the right to participation (expression of views and involvement in decisions affecting them). These principles emphasize that children are not merely passive dependents but active holders of rights (UNICEF, 2023).

In Nigeria, child rights are domesticated through the Child Rights Act (CRA) of 2003, which provides a legal framework for the protection of children. The Act criminalizes harmful practices such as child labour, trafficking, early marriage, and all forms of exploitation (Akinwumi, 2021).

Child rights violations refer to any act, omission, or practice that infringes on the fundamental rights of children as outlined in national and international legal frameworks. These violations include physical abuse, emotional abuse, sexual exploitation, child trafficking, child labour, neglect, forced marriage, and denial of education (Eze, 2022).

In Nigeria, child rights violations are often influenced by cultural norms, economic hardship, and limited awareness of child protection laws. Practices such as street hawking, child domestic labour, and early marriage are still prevalent in many communities, including parts of the Niger

Delta (Okorie & Opara, 2020). Furthermore, underreporting of abuse cases due to stigma, fear of retaliation, and lack of trust in legal systems worsens the situation (UNICEF, 2023).

The media perform several important functions in society, including information dissemination, education, entertainment, surveillance (watchdog function), and socialization. Through these roles, the media shape public opinion and influence societal attitudes toward issues such as governance, health, education, and child protection (Nwabueze, 2020). In relation to child rights, the media serve as a critical instrument for raising awareness, exposing abuse cases, and advocating for policy enforcement. Investigative journalism, news reports, documentaries, and talk shows are particularly effective in bringing hidden cases of child abuse to public attention (Oso, 2019; Ojebuyi & Salawu, 2019). However, scholars have noted that in many developing countries, including Nigeria, media coverage of child rights issues is often inconsistent and sometimes overshadowed by political and economic news (Okunna & Omenugha, 2018). This limit sustained public engagement with child protection issues.

Media advocacy is the strategic use of mass media to influence public opinion, policy decisions, and social behaviour in favour of positive social change. It involves framing issues in ways that highlight social injustices, promote awareness, and encourage institutional action (Edegoh & Anunike, 2021). In child rights protection, media advocacy plays a vital role in exposing violations, educating communities, and pressuring government agencies to respond to cases of abuse. According to UNICEF (2023), media advocacy is essential in strengthening child protection systems because it bridges the gap between victims, the public, and policymakers. Recent studies show that media advocacy campaigns in Nigeria have contributed to increased reporting of child abuse cases and improved public awareness of child protection laws (Ojebuyi & Salawu, 2019; UNICEF, 2024). Partnerships between media organizations and NGOs have also helped amplify advocacy messages, making child rights issues more visible in public discourse (Edegoh & Anunike, 2021). Despite these gains, challenges such as inadequate training of journalists on child rights reporting, sensationalism, and lack of editorial commitment continue to limit the effectiveness of media advocacy (Okorie & Opara, 2020).

The relationship between media and child rights protection is rooted in the media's agenda-setting and watchdog roles. The agenda-setting theory explains that the media influence what the public thinks about by selecting and emphasizing certain issues over others (McCombs & Shaw, cited in Dominick, 2018). Through consistent coverage of child rights issues, the media can shape public awareness and encourage community action. Studies have shown that when child abuse cases are widely reported, there is often increased public pressure on authorities to intervene (Ngwu *et al*., 2024).

In Nigeria, however, research indicates that child rights issues are often not given sustained attention unless they involve high-profile cases or extreme incidents (Ihechu *et al*., 2022). This selective coverage reduces the overall impact of media advocacy on child protection. Nevertheless, collaborations between media houses, civil society organizations like Do Foundation, and international agencies like UNICEF through corporate social responsibility have improved child rights reporting in and influenced public attitudes on its sensitization in Yenagoa, Bayelsa State.

Theoretical Framework

Framing Theory was used for this study, the theory was introduced by Erving Goffman (1974) and later expanded by Entman (1993) in media and communication studies. The theory explains that the media not only selects issues for coverage but also determines how those

issues are presented and interpreted. According to Entman (1993), framing involves selecting certain aspects of a perceived reality and making them more salient in communication, in order to promote a particular interpretation, evaluation, or solution. In essence, framing shapes how audiences understand and respond to issues. The way information is presented—through language, tone, emphasis, and context—can significantly influence public perception and emotional reaction.

In relation to this study, Framing Theory is important because it explains how child rights issues are constructed in media narratives. For example, when child labour is framed as a violation of human rights and a criminal offence, it is more likely to generate public concern, condemnation, and support for enforcement measures. Conversely, if it is framed as a normal coping mechanism for poor families, it may reduce the perceived urgency of the issue. Media organizations such as Glory FM Yenagoa play a critical role in shaping these interpretations through their programming choices, including news reports, interviews, talk shows, and advocacy campaigns.

The framing of child rights issues by the media can either strengthen or weaken public support for child protection initiatives, depending on how responsibly the issues are presented. Studies in Nigeria have shown that media framing significantly influences public understanding of social problems and determines the level of engagement from citizens and policymakers.. Therefore, Framing Theory provides insight into how Glory FM Yenagoa can influence attitudes toward child rights violations and support advocacy interventions led by Do Foundation.

METHODOLOGY

The study adopted the survey method with the use of questionnaire for data collection of data collection. The questionnaire was designed to obtain standardized responses from respondents on their awareness of child rights issues, exposure to media programmes (particularly Glory FM Yenagoa and Do Foundation activities), and the influence of media advocacy on public attitudes toward child rights protection. The population of the study According to the 2006 National Population Census, Yenagoa Local Government Area was 352,285, projected at 579,235 as of 2026 at 2.52% growth. These projections provide a reliable estimate of the population and serve as a basis for determining a representative sample for the study.The sample size is 384 using Krejcie and Morgan sample size determinant table.

DATA PRESENTATION AND ANALYSES

Table 4.1: Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	160	47
Female	180	53
Total	**340**	**100**

Source: Field Survey, 2026

Table 4.1 shows that the majority of the respondents were female (53%), indicating that females constituted a slightly larger proportion of the respondents who participated in the

study.

Table 4.2: Age Distribution of Respondents

Age	Frequency	Percentage (%)
18–25	100	29
26–35	120	35
36–45	80	24
46 years and aboe	40	12
Total	**340**	**100**

Source: Field Survey, 2026

Table 4.2 indicates that the majority of the respondents (35%) were between 26 and 35 years of age, suggesting that most participants were young adults who are likely to be active media consumers.

Table 4.3: Occupation of Respondents

Occupation	Frequency	Percentage (%)
Student	140	41
Civil Servant	94	28
Business Person/Trader	70	21
Media Personnel	18	5
NGO Worker	12	3
Others	6	2
Total	**340**	**100**

Source: Field Survey, 2026

Table 4.3 shows that students (41%) formed the largest occupational group among the respondents, indicating that students constituted the highest proportion of participants in the study.

Table 4.4: Educational Qualification of Respondents

Qualification	Frequency	Percentage (%)
No Formal Education	10	3
Primary Education	20	6
Secondary Education	80	24
Diploma/NCE	90	26
Bachelor's Degree	110	32
Postgraduate Degree	30	9
Total	**340**	**100**

Source: Field Survey, 2026

Table 4.4 indicates that respondents with a Bachelor's degree (32%) constituted the largest educational group, suggesting that the majority of respondents possessed tertiary education.

Table 4.5: Awareness of Glory FM Yenagoa on Child Rights Issues

S/N	Statement	SA	A	D	SD	Total
1	I regularly listen to Glory FM Yenagoa.	150 (44%)	110 (32%)	50 (15%)	30 (9%)	340 (100%)
2	Glory FM broadcasts programmes on child rights issues.	140 (41%)	110 (32%)	50 (15%)	40 (12%)	340 (100%)
3	The station creates awareness about child rights violations.	130 (38%)	120 (35%)	60 (18%)	30 (9%)	340 (100%)
4	Glory FM programmes improve my understanding of child protection issues.	140 (41%)	112 (33%)	53 (16%)	35 (10%)	340 (100%)
5	Radio is an effective medium for child rights awareness in Yenagoa.	152 (45%)	140 (41%)	28 (8%)	20(6%)	340 (100%)

Source: Field Survey, 2026.

Table 4.5 shows that the majority of respondents strongly agreed with all the statements relating to the role of Glory FM Yenagoa in promoting child rights awareness. The highest response was recorded for the statement that radio is an effective medium for child rights awareness in Yenagoa (45%), followed by respondents who regularly listen to Glory FM Yenagoa (44%). Similarly, 41% strongly agreed that the station broadcasts programmes on child rights issues, while 41% strongly agreed that the programmes improve their understanding of child protection issues. Furthermore, 38% strongly agreed that the station creates awareness about child rights violations. These findings indicate that Glory FM Yenagoa plays a significant role in educating the public and creating awareness on issues relating to child rights and child protection in Yenagoa.

Table 4.6: Media Support for Do Foundation Advocacy

S/N	Statement	SA	A	D	SD	Total
6	I am aware of Do Foundation's child rights advocacy activities.	140 (41%)	120 (35%)	50 (15%)	30 (9%)	340 (100%)

7	Media programmes promote the activities of Do Foundation.	140 (41%)	130 (38%)	50 (15%)	20 (6%)	340 (100%)
8	Radio campaigns help support Do Foundation's advocacy work.	142 (42%)	128 (38%)	55 (16%)	15 (4%)	340 (100%)
9	Collaboration between the media and Do Foundation increases awareness of child rights issues.	150 (44%)	140 (41%)	40 (12%)	10 (3%)	340 (100%)
10	Media coverage strengthens child rights advocacy in Yenagoa.	152 (45%)	147 (43%)	30 (9%)	11 (3%)	340 (100%)

Source: Field Survey, 2026

Table 4.6 reveals that respondents generally agreed that media programmes and campaigns support the advocacy activities of Do Foundation. The highest proportion of respondents strongly agreed with (45%), media coverage strengthens child rights advocacy that collaboration between the media and Do Foundation increases awareness of child rights issues with (44%), while 41% agreed that media programmes promote the activities of Do Foundation. In addition, 41% strongly agreed that they were aware of Do Foundation's advocacy activities.

Table 4.7: Effect of Media Coverage on Public Attitudes

S/N	Statement	SA	A	D	SD	Total
11	Media coverage influences my attitude toward child rights protection.	160 (47%)	122 (36%)	33 (10%)	25 (7%)	340 (100%)
12	Media programmes encourage reporting of child abuse cases.	155 (46%)	130 (38%)	35 (10%)	20 (6%)	340 (100%)
13	Media exposure reduces tolerance for child rights violations.	140 (41%)	120 (35%)	50 (15%)	30 (9%)	340 (100%)
14	Media helps communities respond better to child protection issues.	155 (46%)	145 (42%)	30 (9%)	10 (3%)	340 (100%)

Source: Field Survey, 2026

Table 4.7, effect of media coverage on public attitudes indicates a 47% respondents strongly agreed with 46% affirming to media programmes stemming reports of child abuse and creating better child protection respectively. 41% respondents agreed that media exposure reduces tolerance for child rights violations.

DISCUSSION OF FINDINGS

This section discusses the findings of the study based on the research questions that guided the investigation on the role of the media in combating child rights violations in Yenagoa, Bayelsa State, with particular reference to Glory FM Yenagoa and Do Foundation.

Research Question One: To what extent does Glory FM Yenagoa create awareness about child rights and child rights violations among residents of Yenagoa, Bayelsa State?

Table 4.7 indicate that Glory FM Yenagoa plays a significant role in creating awareness about child rights and child rights violations among residents of Yenagoa. The majority of respondents agreed that they regularly listen to Glory FM and that the station broadcasts programmes on child rights issues. Respondents also agreed that the station creates awareness about child rights violations and improves their understanding of child protection issues. Furthermore, a large proportion of respondents agreed that radio remains an effective medium for child rights awareness in Yenagoa.

These findings suggest that Glory FM serves as an important channel for disseminating information on child rights and educating the public on the need to protect children from abuse, neglect, and exploitation. The findings support the views of Nwabueze (2020) and Asemah (2011), who argued that radio remains one of the most accessible and effective communication channels for public enlightenment and social advocacy in Nigeria.The findings further corroborate the study by Okorie and Opara (2020), which found that media coverage contributes significantly to public awareness of child rights issues and encourages citizens to become more informed about child protection matters. Therefore, it can be inferred that Glory FM Yenagoa has been effective in promoting awareness of child rights and related issues within the study area.

Research Question Two: How do media programmes and campaigns support the advocacy activities of Do Foundation in addressing child rights violations in Yenagoa?

The findings in Table 4.8 reveal that respondents generally agreed that media programmes and campaigns support the advocacy activities of Do Foundation in addressing child rights violations. A substantial number of respondents indicated awareness of Do Foundation's child rights advocacy activities and agreed that media programmes promote the organization's efforts. Respondents also agreed that radio campaigns support Do Foundation's advocacy work and that collaboration between media organizations and the foundation increases public awareness of child rights issues.

These findings demonstrate the importance of media advocacy in amplifying the activities of non-governmental organizations involved in child protection. Through radio programmes, interviews, awareness campaigns, and public discussions, organizations such as Do Foundation are able to reach wider audiences and communicate important messages concerning child welfare and protection.

The findings are consistent with those of Ojebuyi and Salawu (2019) and Edegoh and Anunike (2021), who found that media advocacy is an effective tool for promoting social change and supporting the activities of advocacy organizations. The implication of these findings is that, media campaigns and advocacy programmes play a crucial role in strengthening the effectiveness of organizations such as Do Foundation in the fight against child rights violations in Yenagoa.

Research Question Three: How effective is media coverage in influencing public attitudes and responses toward the protection of children's rights in Yenagoa, Bayelsa State?

The findings presented in Table 4.9 show that media coverage has a positive influence on public attitudes and responses toward child rights protection. Most respondents agreed that media coverage influences their attitudes toward child rights issues, encourages the reporting of child abuse cases, reduces tolerance for child rights violations, and helps communities respond more effectively to child protection challenges. Respondents also agreed that the media is generally effective in protecting child rights in Yenagoa.

These findings indicate that media exposure contributes significantly to behavioural and attitudinal change regarding child protection. By consistently highlighting child rights issues and exposing cases of abuse and neglect, the media encourages citizens to become more vigilant and proactive in safeguarding children.

The findings align with the Framing Theory adopted for this study, the Framing Theory explains how the presentation of information shapes public interpretation and response. The positive responses obtained from respondents indicate that media coverage has successfully influenced public perceptions and attitudes toward child rights protection.

Overall, the findings demonstrate that media coverage is effective in shaping positive attitudes, encouraging public participation, and promoting the protection of children's rights in Yenagoa, Bayelsa State.

CONCLUSION

Based on the findings of this study, it is concluded that the media plays a vital role through their corporate social responsibility in fighting child rights violations in Yenagoa, Bayelsa State. The study has demonstrated that media platforms, particularly Glory FM Yenagoa, contribute significantly to creating awareness about child rights and educating the public on issues relating to child abuse, neglect, exploitation, and other forms of child rights violations. Through its programmes and broadcasts, the station serves as an important channel for informing and sensitizing residents about the need to protect and promote the rights of children.

The study also concludes that media programmes and campaigns provide substantial support to the advocacy activities of Do Foundation. The collaboration between media organizations and child rights advocacy groups enhances the dissemination of information, increases public awareness, and strengthens efforts aimed at protecting vulnerable children. Such partnerships contribute to broader community engagement and encourage collective responsibility in addressing child rights issues and influencing public attitudes towards child rights protection.

Recommendations

Based on the findings of this study, the following recommendations are made:

1. Glory FM Yenagoa should strengthen its child rights awareness programmes by increasing the frequency of radio broadcasts, talk shows, public enlightenment campaigns, and interactive programmes on child rights and child protection.

2. Media organizations should establish stronger partnerships with Do Foundation and other child rights advocacy organizations to support advocacy campaigns through regular media coverage, interviews, public discussions, and awareness programmes.

3. Media organizations should sustain comprehensive and responsible coverage of child rights issues by highlighting cases of child abuse, promoting available reporting channels, and educating the public on their responsibilities toward child protection.

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