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**DISASTER COMMUNICATION MANAGEMENT: A STUDY OF
NIGERIAN MEDIA AND DISASTER MANAGERS IN FLOOD RISK
REDUCTION**

GANIYU MUTIU ADEKUNLE

**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
2018**



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Abstrak

Keperluan untuk para pemegang taruh saling bekerjasama semakin mendesak dengan berlakunya peningkatan kekerapan dan kemusnahan akibat bencana banjir di seluruh dunia. Sebagai pemegang taruh, media massa dan pengurus bencana memainkan peranan yang sangat penting untuk mengurangkan risiko banjir. Namun tidak banyak kajian yang telah meneliti kolaborasi antara media massa dengan pengurus bencana dalam pengurusan pengurangan risiko bencana. Kajian ini bertujuan menyelidik penglibatan serta kolaborasi media dengan pengurus bencana dalam pengurangan risiko banjir. Selain dari itu, kajian ini juga mengenalpasti faktor-faktor yang memberi kesan pada jalinan hubungan dan jangkaan komunikasi antara mereka. Untuk mencapai objektif kajian ini, teori pemingkaian dan teori pengurusan jalinan hubungan digunakan. Kaedah analisis kandungan dan temubual mendalam digunakan dalam pengumpulan data. Kejadian banjir di Nigeria pada tahun 2012 digunakan sebagai kajian kes dalam penyelidikan ini. Analisis kandungan terhadap 485 bahan yang berkaitan banjir yang diterbitkan dari 1 Januari 2012 hingga 31 Disember 2012 oleh dua akhbar arus perdana Nigeria yang berbahasa Inggeris, iaitu akhbar *Punch* dan akhbar *Trust* telah dilakukan. Seramai 16 orang pengurus bencana dan pengurus media ditemu bual secara mendalam untuk memperlihatkan jalinan hubungan antara mereka. Data temu bual dianalisis secara bertema dengan menggunakan NVivo 10, manakala analisis kandungan diperihai secara deskriptif. Dapatan menunjukkan bahawa media kurang membuat berita risiko banjir sebelum banjir berlaku. Hanya 90 bahan berita berbanding dengan 485 penulisan berkaitan banjir diterbitkan sebelum bencana. Dapatan menunjukkan bahawa media tidak bergiat aktif dalam komunikasi bencana sebelum banjir berlaku. Pengurus bencana pula didapati perlu bertindak dengan lebih cekap untuk memupuk hubungan yang lebih baik bagi memastikan berlakunya komunikasi dan kolaborasi yang lebih berkesan. Secara teorinya, kajian itu memperluaskan pengetahuan semasa mengenai topik ini dan kedua ia memberikan pemahaman yang lebih baik tentang konsep komunikasi bencana.

Kata Kunci: Komunikasi bencana, Pemingkaian akhbar, Pengurusan jalinan hubungan, Kolaborasi, Pengurangan risiko bencana.

Abstract

With increasing frequency and intensity of destruction being caused by flood globally, the need for stakeholders to collaborate is highly urgent. Media men and disaster managers, as key stakeholders in disaster management, have vital roles to play in reducing flood risks. However, as important as this role, there are few empirical studies on disaster communication before flood incidents and relationship of media men and disaster managers. This study, therefore, examines participation and collaborations of media and disaster managers in flood risk reduction. Its other objectives are to identify factors that affect the relationship and ascertain their communication expectations. Framing Theory and Relationship Management Theory were used to achieve the study's objectives. Mixed methods, which employed content analysis and in-depth interview was used for data collection. It takes the most devastating flood that occurred in 2012 as its case study. Content analysis of 485 flood related materials published from January 1-December 31, 2012 in two mainstream, English language newspapers (*Punch* and *Trust*) was done. Also, in-depth interviews were conducted with 16 disaster managers and media men to expose the relationship between media and disaster managers. The interviews data were thematically analysed through NVivo10 while the content analysis was descriptively evaluated. This study finds that there was a low reportage of flood risk before occurrence. Only 90 out of 485 flood related materials were published at the pre-disaster stage. The findings show that media is not actively involved in disaster communication before flood occurrences while disaster managers also need to work efficiently to engender relationship that will guarantee effective communication and collaboration. Theoretically, the study extends the current knowledge on the topic and secondly it provides a better understanding of the concept of disaster communication.

Keywords: Disaster communication, Newspaper framing, Relationship management, Collaboration, Flood risk reduction.

Acknowledgement

My foremost gratitude goes to Allah (SWT) for His protection throughout this journey and making this task possible. Also, Prophet Muhammad (SAW) for being an exemplary being, inspiration and guidance.

I also express my heartfelt appreciation to my exceptionally great supervisors, Associate Professor Dr. Rosli Mohammed and Dr. Awan Ismail for their guidance, constructive criticism and supervision. They challenged me in many ways and their mentorship is greatly appreciated. In many regards, I am truly privileged to have met and worked with Associate Professor Dr. Rosli, as his encouragement contributed immensely to my development.

I am grateful for the contributions of my VIVA Internal and external examiners, Dr. Mohd Khairie Ahmad and Associate Prof. Dr. Chang Peng Kee and VIVA chairperson, Associate Prof. Dr. Norhafezah Yusof.

My appreciation also goes to Professor Che Su Mustaffa, Associate Prof. Arrifin Abdul Mutalib, Dr. Bahtiar Mohamad, Dr. Nik Abdul Rahman and other teaching, non-teaching staff and postgraduate students of School of Multimedia Technology and Communication (SMMTC), Residents of Tradewinds and Proton Hostels and Nigerian Community in Malaysia for their encouragement, love, prayers and guidance to “Gbembira”-Happy/Ambassador. May Allah reward you.

Indeed, I am deeply indebted to my parents, Late Ganiyu Ayinde and Alhaja Ganiyu Kudirat for their spiritual, moral, emotional and financial supports. This height would not have been possible without God using you for me. My appreciation also goes to my siblings; Sakirat (Mama), Abiodun, Suleiman & Rukayat and in-laws; Late Alhaji Ganiyu & Mrs. Silifat Adeagbo, Olanrewaju, Adeleke, Olanrekanmi, Olanreunmi, Oluwatosin & Azeem Asiwaju,.

My eternal love, Adeola Kafayat, has also shown great love, uncommon patience, prayers and persistent encouragement. Indeed, she made it look achievable in the face of daunting odds. I am truly fortunate to have found someone willing to accept some of my responsibilities and give me the time needed to achieve my goals. My children, Ramat Oyindamola (Doctor), Abdul Rasheed Arisekola (Imam) and

Abdul Salam Olatubosun (President) deeply deserve ample appreciation for bearing with daddy.

The immense contributions of my mentors and friends are deeply appreciated. Some of these mentors are: Alhaji Iyiola Akande (NEMA), Mallam Shuaib Yushau (PRNigeria), Alhaji Babalola Olaniyi and Hammed Abodunrin (NSCDC), Elder Segun Akinwusi, Prof. Abiola Odejide, Prof. Ayobami Ojebode, Prof. Tayo Lamidi (all of University of Ibadan), Mr. Femi Adesina, Oluwafemi Ayeni (NBC), Dr. Lasisi Olagunju, Dr. Bamidele Ige (Federal Polytechnic, Offa), Late Prof. Lasisi, Alhaja Rasidat Oladimeji, Prof. MTO Ibrahim (Al-Hikmah University, Ilorin), Prof. Abdul Kareem Age (now Vice-Chancellor UNILORIN).Tope Oyekanmi, Bello Maruf, Hammed Oyegbade, Abiodun & Sola Oyeboade, They have been a great source of inspiration and support when the pressure of work seemed overwhelming. Their prayers and confidence that I could attain this qualification propelled me on.

Many thanks also go to my friends, mentors and colleagues at Al-Hikmah University, Ilorin, Universiti Utara Malaysia and other places within and outside Nigeria. Few of these people are Dr. Adisa Razaq, Musa Owoyemi, Ismail Hamzat, Debo Salimon, Abdulahi Gorondutse, Kamoru Olaide & family, Aliu Olanrewaju, Oniye, , Tihamiyu Eniafe, Iyanda Ismail, Raji Ridwan, Misbau Hameed, Waliu Shittu, Kehinde Hassan, Kehinde Aliyu, Kolapo Kazeem, Ogadi Emeyonu, Abubakar Umar (Nigeria Embassy, Malaysia) and others their companionship, educational, professional and emotional supports. Special thanks to the management of *Daily Trust* newspapers, Nigeria for supports. May we all reap the fruits of our labour (amen).

Table of Contents

Permission to Use	i
Abstrak.....	ii
Acknowledgement	iv
Table of Contents.....	vi
List of Tables	xi
List of Figures	xii
List of Appendices	xv
List of Abbreviations	xvi
CHAPTER ONE INTRODUCTION	1
1.1 An Overview	1
1.2 Media and Disasters	2
1.3 Problem Statement	4
1.4 Research Questions	11
1.5 Research Objectives	12
1.6 Significance of the Study	12
1.7 Scope of the Study	14
1.8 Limitation of the Study	15
1.9 Conceptual and Operational Definition of Terms.....	16
1.9.1 Disaster.....	16
1.9.2 Disaster Management.....	17
1.9.3 Disaster Risk Reduction (DRR)	17
1.9.4 Disaster Management Organisations.....	17
1.9.5 Disaster Managers	18
1.9.6 Nigerian Newspapers	18
1.9.7 Media Men	18
1.9.8 Participation / Involvement	19
1.9.9 Collaboration.....	19
1.9.10 Stages of Occurrence.....	19
1.9.11 Vulnerability	20
1.9.12 Resilience	20

1.9.13 Expectations from Stakeholders.....	20
1.10 Chapter Summary.....	21
CHAPTER TWO LITERATURE REVIEW	22
2.1 Introduction	22
2.2 The Role of Media in Disaster Management	22
2.3 Floods in Nigeria.....	33
2.4 Relationship between Disaster Management Organisations and the Media	39
2.5 The Media Contents and Disaster Risk Reduction	43
2.5.1 News.....	44
2.5.2 Features	45
2.5.3 Interviews.....	45
2.5.4 Editorial.....	45
2.5.5 Photographs.....	46
2.5.6 Opinion/Column and Letter to the Editor	46
2.5.7 Advertisement	47
2.6 Theoretical Framework	47
2.6.1 Framing Theory.....	48
2.6.1.1 Framing Effects in Journalism.....	51
2.6.2 Relationship Management Theory (RMT).....	56
2.6.2.1 Dimensions of Organisation-Public Relationship	59
2.6.2.2 O-PR Measurements, Media and Disaster Management Organisations	61
2.7 Media Relations	65
2.7.1 Mediating the Media Model.....	68
2.7.1.1 Internal Influences	69
2.7.1.2 External Influences	72
2.8 Chapter Summary.....	74
CHAPTER THREE RESEARCH METHODOLOGY	75
3.1 Introduction	75
3.2 Research Design.....	75
3.3 Study One: Quantitative Research Method-Content Analysis.....	78

3.3.1 Rationale	78
3.3.2 Rationale for using Newspapers	79
3.3.3 Population, Sample Size and Sampling Procedure	81
3.3.4 Rationale for the Selected Newspapers	82
3.3.4.1 Punch Newspapers.....	82
3.3.4.2 Trust Newspapers	83
3.4 Data Collection.....	84
3.5 Data Analysis Technique	85
3.5.1 Categories of Analysis	87
3.5.1.1 The Frequency of Reportage	87
3.5.1.2 The Prominence/Placement of the Report	88
3.5.1.3 Formats of the Report	89
3.5.1.4 The Space Allotted to the Report	90
3.5.1.5 The Originator(s)/Writer of the Report	90
3.5.1.6 The Stage of Reportage	91
3.6 Inter-coder Reliability	92
3.7 Study Two: Qualitative Research Method (In-depth Interviews)	95
3.7.1 Rationale	95
3.7.2 Data Collection.....	97
3.7.3 Population, Sample Size and Sampling Procedure	101
3.7.4 Data Analysis Technique	102
3.7.5 Research Locations	104
3.7.6 Validity and Reliability	104
3.8 Ethical Consideration	105
3.9 Chapter Summary.....	105
CHAPTER FOUR CONTENT ANALYSIS FINDINGS	107
4.1 Introduction	107
4.2 Data Analysis-Study One: Content Analysis	107
4.3 General Findings	108
4.4 Extent of Reportage of Flood Disaster in Nigerian Newspapers	108
4.4.1 Frequency of Reportage	109

4.4.2 Placement of the Stories.....	110
4.4.3 Space Allotted to Flood Disaster Stories	111
4.4.4 Formats of Stories on Flood Disaster.....	113
4.4.5 Writers of the Flood Stories	114
4.5 Stages of Reportage of Flood Disaster by Nigerian Newspapers	115
4.6 Summary	117
CHAPTER FIVE IN-DEPTH INTERVIEW FINDINGS.....	119
5.1 Introduction	119
5.2 Informants' Profile	119
5.3 Media and Flood Risk Reduction.....	122
5.3.1 Theme One: Perception on Disaster Management.....	124
5.3.1.1 Understanding of Disaster Management	126
5.3.1.2 Media Stage of Activeness	132
5.3.2 Theme Two: Factors Affecting Media Involvement in Flood Disaster Risk Reduction	139
5.3.2.1 Internal Factors	141
5.3.2.2 External Factors	150
5.3.3 Theme Three: Collaborative Activities between the Media and Disaster Management Organisations.....	156
5.3.3.1 Relationship between Media and Disaster Management Organisations	157
5.3.3.2 Communication Channels.....	161
5.3.3.3 Capacity Building	170
5.3.4 Theme Four: The Expectations of the Media from Disaster Management Organisations and Vice Versa	177
5.3.4.1 Expectations from the Media.....	178
5.3.4.2 Expectations from the Disaster Management Organisations.....	189
5.4 Summary	203
CHAPTER SIX	205
DISCUSSION AND CONCLUSION.....	205
6.1 Introduction	205

6.2 Discussion	205
6.2.1 Reportage of Flood Disaster in 2012 by the Two Selected Nigerian Newspapers	206
6.2.2 Reportage Targeted at Flood Risk Reduction	209
6.2.3 Perception of Disaster Risk Reduction by Disaster Managers and Media Men	211
6.2.4 Factors Affecting Media Involvement in Disaster Risk Reduction	212
6.2.4.1.1 Internal Factors	212
6.2.4.2 External Factors	214
6.2.5 Collaborative Activities between Disaster Managers and Media Men	216
6.2.6 Pathway to Better Relationship and Enhanced Media Involvement in Disaster Risk Reduction	219
6.3 The Study's Contributions	219
6.3.1 Theoretical Contributions	220
6.3.2 Methodological Contributions	223
6.3.3 Practical Contributions.....	225
6.4 Limitations	228
6.5 Suggestions for Further Studies	228
6.6 Recommendations	229
6.6.1 The Media	230
6.6.2 Disaster Management Organisations.....	231
6.6.3 Government and Other Stakeholders	233
6.7 Conclusion	235
REFERENCES.....	253
APPENDIX	278

List of Tables

Table 2.1 Severe Floods Disaster in Nigeria	35
Table 4.1 Frequency of Flood Stories Published by the Newspapers in 2012.....	109
Table 4.2 Placement of Flood Stories in 2012	110
Table 4.3 Space of Alloted to Flood Stories in 2012.....	112
Table 4.4 Formats of Stories on Flood Disaster by Newspapers in 2012	113
Table 4.5 Writers of the Flood Stories	115
Table 4.6 Stages of Reportage of Flood Disaster in 2012.....	116
Table 5.1 Informants' Background Information	120

List of Figures

Figure 2.1. Nigeria's map with flooded states (NEMA, 2013).....	37
Figure 2.2. Mediating the Media Model (Pang, 2010).....	69
Figure 5.1. Main Themes and Sub-Themes of Media and Flood Risk Reduction.....	124
Figure 5.2. Stakeholders Perceptions on Disaster Management	126
Figure 5.3. Understanding of Disaster Management	127
Figure 5.4. Prevention and Mitigation	128
Figure 5.5. Response.....	130
Figure 5.6. Recovery.....	131
Figure 5.7. The Model of Media Stage of Activeness	133
Figure 5.8. The Informants on Media Activeness at Pre-Disaster Stage	134
Figure 5.9. The Informants on Media Activeness at During-Disaster Stage	136
Figure 5.10. The Informants on Media Activeness at Post-Disaster Stage.....	139
Figure 5.11. Factors Affecting Media Participation in Disaster Risk Reduction.....	140
Figure 5.12. Internal Factors Affecting Media Participation in Pre-Disaster Stage	141
Figure 5.13. Informants' Responses to News Nature as an Internal Factor Affecting Media Participation in Pre-Disaster Stage	142
Figure 5.14. Informants' responses to Funding as an Internal Factors Affecting Media Participation in Pre-Disaster Stage	144
Figure 5.15. Informants' Responses to Manpower as an Internal Factor Affecting Media Participation in Pre-Disaster Stage	146
Figure 5.16. Informants' Responses to Unprofessional Attitude and Commercialization as Internal Factors Affecting Media Participation.	147
Figure 5.17. External Factors Affecting Media Participation in Pre – Disaster Stage.....	150
Figure 5.18. Informants' responses on Lack of Information as an External Factor Affecting Media Participation in Pre-Disaster Stage	151
Figure 5.19. Informants' responses on Lack of Information as an External Factor Affecting Media Participation in Pre – Disaster Stage	154
Figure 5.20. Informants' responses on Distrust as an External Factor Affecting Media Participation in Pre-Disaster Stage	156
Figure 5.21. Collaborative Activities between Disaster Managers and Media Men.....	157
Figure 5.22. Perception of Relationship between Disaster Managers and Media Men	158
Figure 5.23. Informants' that Viewed Relationship between Disaster Managers and Media Men as being Cordial	159

Figure 5.24. Informants' that Viewed Relationship between Disaster Managers and Media Men as Need Improvement	160
Figure 5.25. Communication Channels between Disaster Managers and Media Men	162
Figure 5.26. Informants' responses to Information Subsidies and Coverage as Communication Channels between Disaster Managers and Media Men .	163
Figure 5.27. Informants' Responses to Editorial and features as Communication Channels	166
Figure 5.28. Informants' responses to Adverts and Sponsored Stories as Communication Channels between Disaster Managers and Media Men.....	168
Figure 5.29. Informants' responses to External Sources as Communication Channels between Disaster Managers and Media Men	169
Figure 5.30. Capacity Building as a form of Relationship between Disaster Managers and Media Men.....	170
Figure 5.31. Informants' Responses to Training as a Form of Relationship between Disaster Managers and Media Men	171
Figure 5.32. Informants' responses to Advocacy and Inclusion in Planning as a form of Relationship between Disaster Managers and Media Men.....	173
Figure 5.33. Informants' Responses to Advocacy and Inclusion in Planning	176
Figure 5.34. The Expectations of Media from Disaster Management Organisations and Vice Versa.	177
Figure 5.35. Expectations of Disaster Managers from Media Men	178
Figure 5.36. Informants' Responses to Manpower and Professionalism as Expectations of Disaster Managers from Media men	179
Figure 5.37. Informants' Responses to Training and Self-Appraisal Expectations of Disaster Managers from Media Men	183
Figure 5.38. Informants' Responses to Trust as an Expectation of Disaster Managers from Media Men.....	184
Figure 5.39. Informants' Responses to Volunteering as an Expectation of Disaster Managers from Media Men.....	186
Figure 5.40. Informants' Responses to Concession as an Expectation of Disaster Managers from Media Men.....	188
Figure 5.41. Media Men Expectations from Disaster Managers.....	189
Figure 5.42. Informants' Responses to Training and Planning as Media Men Expectations from Disaster Managers.....	190
Figure 5.43. Informants' Responses to Pro - activeness and better Organisation as	

Media Men Expectations from Disaster Managers	192
Figure 5.44. Informants' Responses to Advert and Sponsorship of Special Desk / Pages as Media Men Expectations from Disaster Manager.....	197
Figure 5.45. Informants' Responses to Advocacy and Goodwill Building as Media Men Expectations from Disaster Manager.....	198
Figure 5.46. Informants' Responses to Avoidance of Unethical Practices as Media Men Expectations from Disaster Managers.....	201

List of Appendices

Appendix I	Informed Consent Form for Participants.....	262
Appendix II	Interview Protocol (Media Men).....	263
Appendix III	Interview Protocol (Disaster Manager).....	265
Appendix IV	Transcribed Interview (Media Men).....	267
Appendix V	Transcribed Interview (Disaster Managers).....	272
Appendix VI	Coding Book.....	279
Appendix VII	Coding Sheet.....	282
Appendix VII	Inter-coder Reliability Test Result.....	284

List of Abbreviations

DM	Disaster Manager
DRR	Disaster Risk Reduction
JADI	Journalists Against Disaster initiatives
MM	Media Man
NEMA	National Emergency Management Agency
NFFS	Nigeria Federal Fire Service
NIMET	Nigerian Meteorological Agency
NSCDC	Nigerian Security and Civil Defence Corps
UNISDR	United Nations International Strategy for Disaster Reduction

CHAPTER ONE

INTRODUCTION

1.1 An Overview

Globally, the media is a powerful actor in the societies. It is widely acknowledged that media is one of the veritable agents of change and development in all spheres of life. It educates, informs, persuades, mobilizes, stimulates debates, interprets and entertains the public about events (Akinfeleye, 2010; Dwivedi & Pandey, 2013). In the recent time, disasters occurrences are one of the events that have become a source of worry to the public. Disasters' scales, frequencies and destructions are becoming alarming and threatening developmental strides recorded by nations. Expectedly, the media has been focusing attention on these man-made and natural disasters. Flood, the commonest and most devastating disaster, is one of them (Killenberg, 2008; Miller & Rivera, 2011).

According to United Nations International Strategy for Disaster Reduction (UNISDR), between 1995 and 2015, flood disasters affected 2.3 billion and killed 157,000 people globally (UNISDR 2016). Also, a 2015 Report by the World Resource Institute (WRI) predicts that people that would be affected by flood globally by 2030 would be over 54 million from 21 million affected in 2015 (Statistic View, 2015). As a social and developmental problem, there is an urgent need for stakeholders to work together and find lasting solutions to the flood menace. Media is one of the key stakeholders. Its participation in disaster management has been identified as crucial (Al-Hmouudi, & Aziz 2016; Faulkner, 2001; Veil, 2012).

In Nigeria, flood is a commonest, perennial, highly destructive disaster (NEMA, 2013). It is affecting the country's developmental plans and threatening human existence. Currently, it is a source of concern to all stakeholders. Thus, there is need for stakeholders to collaborate in stemming the tide (Ahmad, R. Ahmad, Z.A. & Kshagar, 2013; Ahmed, 2013; Ballestreo, 2008; Busch & Austen, 2013; UNISDR, 2012; Tariq, Khan & Rahman, 2011; Walker, 2012).

It is time for stakeholders to embrace Disaster Risk Reduction (DRR), invest more resources on mitigation and be well-prepared for disaster that cannot be prevented. Stakeholders consist of government and its agencies at local, national and international levels and non-governmental organizations responsible for managing disaster, the media, corporate sector, experts, civil societies, communities and their leaders among others.

As one of the key stakeholders, this study investigates the roles being played by Nigerian newspapers in flood disaster risk reduction. Basically, it examines the media's involvement in flood disaster risk reduction campaign by assessing the existing relationship between disaster managers and journalists. It focuses on media participation in areas of communication and collaboration with other stakeholders.

1.2 Media and Disasters

Disasters attract attentions from many disciplines. Professionals from media, disaster management, medicine, engineering, security, humanitarian organisations, among others are always at hand when disasters occur. However, journalists and disaster management organisations play central role in disseminating information and overall

management of disaster (Liu, 2009; Lowery, Evans, Gower, Robinson, Ginter, McCormick & Abdolrasulna, 2007). In conjunction with others, both are vital elements in disaster management. Specifically, media roles are recognized by other stakeholders. It is a medium and channel being used to communicate and disseminate information to large heterogeneous audiences at all stages of disaster.

Communication, as a social interaction, is essential at all stages of human activities. Disaster is not an exception. Whenever and wherever disasters strike, mass media (radio, television, newspapers, magazines, online media etc.) are there to perform professional duties (Ashdown, 2013; Perez-Lugo, 2001; Ress, 2013; Wahlström, 2011). Professionally and primarily, media informs, educates and entertains. Moreover, news, one of the key contents of media, thrives mainly on unpredictable, sudden, oddity, human tragedy, devastating occurrences that characterized disaster.

It is instructive to note that most people in the world also know about and bear witnesses to disasters through the media (Kakonge, 2012; Sinha, 2011). For example, some recent large scale disasters like floods in Nigeria, India, Pakistan, Malaysia, Malawi (2017), landslides in Japan in 2014 and Burma in 2015, typhoon in Philippines in 2013, tornado in Oklahoma in 2016, wildfires in Australia and California in 2015 and 2016, among others, became instant major media events. Media organizations worldwide reported the happenings in the devastated areas on regular interval.

Furthermore, social science literature has underscored the importance of mass media in disaster management. Also, Al-Hmouudi & Aziz (2016), Quarantelli (1991),

Scanlon (2007), Zweynert (2013) assert that what people expect about disaster, the ongoing disaster and what they learned from the occurrence are mainly by the courtesy of the media. Importantly, media plays critical role in early warning information dissemination and education before disaster, report the occurrences of disaster and mobilize supports for victims and offer solutions to repeated incidences of disaster.

However, despite being the primary source of information on disaster happenings, media has also being accused of some bad behaviours like spreading false information and causing panic during and after disaster (Scanlon, 1991; Chan, 2012). As earlier explained, the media has critical roles to play in disaster risk reduction. Its roles at the three stages of disaster occurrence cannot be overemphasized. The stages are pre-disaster, during-disaster and post-disaster.

However, the main focus of this study is to examine media's involvement at the pre-disaster stage. Pre-disaster is a stage before disaster occurrence and it is mainly where disasters risk reduction is the focus. Succinctly, the role being played by Nigerian newspapers before the occurrence of flood disaster is the crux of this research.

1.3 Problem Statement

Despite the technological advancement that makes disaster occurrences relatively predictable, flood's frequency, impacts and scale of destruction have remained a strong source of concern to stakeholders. This worrisome trend has stimulated urgent need for improved, diverse strategies to reduce flood risks and manage it by

stakeholders. Communication is one of the strategies being employed in disaster risk reduction (Ress, 2013; Scanlon, 2007).

This is important because communication is central to stakeholders' strategies and collaborations to reduce risks of disaster at local, national and international levels. Additionally, improving the management of communication among disaster stakeholder is imperative in view of the fact that, disaster risk reduction efforts are not that simple. It requires active involvement of stakeholders such as media practitioners and disaster managers. Hence, media is a vital organ of communication being used in disaster management to disseminate messages to large number of people at different places simultaneously. Also, communication about activities of stakeholders can be conveyed to others and action plans can be mapped out through effective communication (Quarantelli, 2006).

In view of this, there is an urgent need for effective management of disaster communication and enhanced collaboration among the media and disaster managers to stem the tide of flood. According to Perez-Lugo, (2001), Reynolds and Seeger (2005) and Riveria and Miller (2011), the collaboration of the media and other stakeholders is imperative to reduce disaster risks. Therefore, understanding disaster communication management improves mass education, public awareness, early warning information dissemination, capacity building and inclusive and active participation of the public in disaster management.

Thus, this study sets out to explore the participation of the media and disaster managers in disaster communication in Nigeria. In specifics, this study aims at

studying the Nigerian newspapers reportage of flood and exploring the relationship between the media and disaster managers in disaster communication and flood risk reduction.

Academically, series of qualitative and quantitative researches have been conducted on stakeholders' roles in disaster management (Kurita, Nakamura, Kodama & Colombage, 2006; McDoland, Sonn, Sun & Creber, 2012; Stewart, Kolluru & Smith, 2009). However, few of these researches focused on the media involvement in disaster communication before flood occurrences. Most of these few researches on the media role in disaster communication and management were mainly on the media reportage of disaster during and after the incidents (Duhe, 2008; Hodginson & Stewart, 1991; Quarantelli & Wenger, 1990; Ride & Bretherton, 2011; Sood, Stockdale & Rogers, 1987; Spahiro, 2011).

These scholars essentially examined media's role during and after disaster occurrences and only a few have focused on the role of the media, disaster managers and other stakeholders before disaster occurrence (pre-disaster stage). In other words, little attention has been paid to the management of communication and collaboration between stakeholders through the early warning information dissemination and education of the public (Dodman, 2013; Meier, 2009; Nielsen & Lidstone, 1998; Omodanisi, Eludoyin & Salami, 2014; Paton, 2006; Quarantelli 1991).

Media active involvement in disaster risk reduction is essential. This is because previous studies (Al-Hmouudi & Aziz, 2016; EMAP 2007) have established that media is the most viable source of public awareness, warnings and information about

disaster risks. Furthermore, Barnes, Hanson, Novilla, Meacham, McIntyre, & Erickson (2008), McEntire, Fuller, Jhonston, and Weber (2002), and Shuaib, (2012) emphasised that media need to get actively involved in disaster management through the stimulation of public interest, people's opinion and galvanizing actions on disaster risk reduction as a key element of disaster management.

However, there is a dearth of literature on the participation of media before disaster occurrence and their relationship with disaster managers (Adekola, 2013; Audu-Bida, 2008; Christopher, 2009; Nwabueze, 2011). Therefore, this study sets out to fill this critical knowledge gap of inadequate research attention in the area of disaster communication and flood risk reduction. It is in the light of this that this study examines the time frame being used by the media in coverage of flood.

Also, there is knowledge and literature vacuum on the relationship between the media and disaster managers and their collective role in disaster risk reduction. The knowledge vacuum identified is that of inadequate studies on relationship between media and disaster managers and how their good relationship may positively affect disaster risk reduction. For instance, Newsome (2012) and Quarantelli and Wenger (1990) noted that the media has not been very active in providing disaster warnings and educate people on the causes, effects, reduction and prevention of disasters.

Additionally, Adelekan (2009) and Boykoff (2009) bemoaned that the reason for the low reportage of environmental and climate issues such as flood is because of their lack of active involvement with other disaster managers. These scholars opined that functional relationship among stakeholders would lead to disaster risk reduction.

Therefore, it is imperative to investigate how the media is assisting in building resilience of people by reporting adequate and timely pre-disaster information dissemination through their collaboration with other stakeholders in relations to flood disaster.

Buttressing this, some scholars have also emphasized the need for collaboration between the media and disaster managers to sensitize and mobilize people effectively in reducing disaster risks (Allen, 2011; Hussain, 2012; Palttala, Boano, Lund, and Vos, 2012; Reynolds & Seeger, 2005; Ryan, B. 2012; Saqib, 2012). To these scholars and other stakeholders, the media can make a great difference in the way people think and act about disasters.

Also, de Vreese (2005) and Reese (2001) note that through framing of its content, media can influence public opinion and change people's attitude. How the media frame flood in Nigeria in line with disaster communication management and risk reduction is one of the theoretical gaps examined by this study. Apart from informing populace of disaster occurrences, the media can explore the root causes of disasters and their social dimensions, help communities to understand what makes them vulnerable and increase their resilience. This assists in mainstreaming disaster risk reduction in government and public policy.

In addition, there is lack of focus among previous researchers on disaster communication management especially by exploring how the media and the disaster managers can collaborate to reduce flood more efficiently. Also, studies on the role of media reportage and framing of flood disaster have been limited. Hence, it is still

difficult to describe how the media is participating in flood risk reduction. More so, extant studies have not really explore the role of the media in disaster communication through their proactive reportage and disaster awareness creation and the frames of disaster communication by the media in reducing vulnerability and building resilience of the public (Barnes, 2008, Perez-Lugo, 2001).

Generally, the effects of media framing of issues on measurable changes in public attitudes and behaviours have been proven by scholars (Biazoto, 2011; Mcleod & Hertog, 2009; McQuail, 1994; Oyeleye & Osisanwo, 2013). Scholars like Hackett (2003), Kalyango Jr. & Vultee (2012), Musa and Ferguson (2013) observed that through framing, newspapers mould people's opinions, as newspapers are largely a source of information. Furthermore, de Vreese (2005) pointed out that framing is a foremost guidance to research on media contents and the studies of connection between media and public opinion.

To Reese (2001), framing studies show how news media can provide understanding of society's culture and behaviours and potentially shaped them. Therefore, to affirm the involvement of newspapers in disaster management by investigating the dominance and prominence of flood disaster warning information and education on disaster risk reduction in Nigeria. However, the reportage before disaster cannot be examined in isolation; hence the researcher also evaluated the performance of the media at the three stages of disaster.

Also, as advocated by relationship management theory, organisations need to constantly measure its relationship with its publics to be successful (Huang, 2004; Ki

& Shin 2006). While the disaster management organisations are crucial stakeholder in disaster management, the media is one of its key publics. Therefore, both the media and disaster managers should collaborate to reduce disaster risks through effective disaster communication. How the disaster managers in Nigeria are employing relationship management theory through usage of media relations, a key aspect public relations, is another theoretical gap identified by this study.

This study takes a particular interest in the disaster communication management in Nigeria due to the 2012 flood disaster which occurred in Nigeria. A number of disaster management experts blamed the severity of the said disaster on the mismanagement of the involvements of the media and disaster managers (Aronu, F.I, Ebeze, and Aronu, C.O., 2014). Series of skirmishes, assaults, conflicts and hindrances between media men and disaster managers, security agencies and other stakeholders were also reported. The problem of mismanagement emanated from lack of communication and miscommunication between the media men and disaster managers. Justifiably, the National Emergency Management Agency (NEMA) in Nigeria has hinted on lack of communication management between disaster stakeholders in Nigeria (Shuaib, 2013).

Meanwhile, the implication of disaster communication management in flood disaster management in Nigeria is rarely studied. Subsequently, this research is driven by the Framing Theory and Relationship Management Theory to examine the involvement of the Nigerian newspapers in flood disaster risk reduction. Also, this research focuses on the collaboration of the press with four (4) major governmental agencies in disaster management and reportage of flood by two mainstream Nigerian

newspapers. Hence, this study aims at providing answer to the questions on; how actively involved is the Nigerian press in flood disaster risk reduction, what is the dominance level of disaster reportage in newspapers and how is disaster communication managed between the media men and disaster managers in Nigeria?

1.4 Research Questions

Having established the basis for the involvement of the Nigerian newspapers in disaster risk reduction in the earlier discussion, the following questions are critically examined:

1. To what extent do the Nigerian newspapers report flood disaster in Nigeria?
2. To what extent does Nigerian newspapers report flood risks reduction before flood occurrence?
3. What is the perception of disaster management by Nigerian media men and disaster managers?
4. What are the factors affecting the Nigerian newspapers involvement in flood disaster risk reduction?
5. What are the collaborative activities between Nigerian media men and disaster managers?
6. What are the expectations of disaster managers from media men and vice versa?

1.5 Research Objectives

In line with the research questions, the following are the objectives of the study:

1. To examine the extent of reportage of flood by the Nigerian newspapers.
2. To examine the extent in which Nigerian newspapers report flood risks reduction before flood occurrence.
3. To know the perception of disaster management by Nigerian media men and disaster managers.
4. To identify factors affecting the Nigerian newspapers involvement in flood disaster risk reduction.
5. To ascertain the collaborative activities between the media and disaster management organisations.
6. To identify the expectations of disaster managers from media men and vice versa.

1.6 Significance of the Study

This study contributes to domain of knowledge in media studies (journalism and public relations) and disaster management. Generally, this work serves as a reference guide in the ongoing search for reducing the risk of flood disaster in Nigeria. But specifically, the study is significant through its contributions in three major ways-theoretical, practical and methodological.

Theoretically, with the critical examination of two theories, the researcher has brought to light the understanding and applications of the theories by disaster managers and media men in Nigeria. The two theories underpinning this study are

Framing Theory (FT) of media and Relationship Management Theory (RMT) of public relations. It shows inter connectivity between the media, public relations and disaster risk reduction. The study also enriches research into the usage of Relationship Management Theory in government-owned disaster management organisations in Nigeria. It focuses mainly on understanding and application of media relations. In the same vein, exploring how media frame flood disaster is also part of theoretical contribution.

Practically, this study reveals the extent of the reportage of disaster by the Nigerian press. One, the findings will help the Nigerian press to know the current level of its reportage of disasters and its performance at different stages of disaster. Also, other crucial areas where the press needs to be involved in disaster management are identified.

Two, it will assist other stakeholders in disasters management to identify challenges and forge effective partnership with the media. For disaster managers, the study will assist them in understanding that good functional public relations through media relations plans and other collaborative activities. Three, as disaster vulnerability is increasing mainly in developing countries, especially Africa, due to poor capacity for disaster risk reduction and management (Christopher, 2009; Pelling & Wisner, 2012), the recommendations from this research will be helpful for future planning and future work for researchers, practitioners and policy makers. Also, local and international communities will also benefit as the research adds to the existing knowledge on disaster management and collaboration especially in involving the media in disaster risk reduction plans.

Methodologically, two significant populations are examined-the media managers and the disaster managers. Also, the obvious outputs of the existing relationship between the two, the newspaper contents, are analyzed. Although, the use of content analysis is common when measuring the reportage of disaster by the press, this study is more interested in the empirical data of the stages of reportage of flood disaster and media's performance at each stage. Few studies have been done in this area. Moreover, the combination of content analysis and in-depth interview methods offer rich and reliable results.

1.7 Scope of the Study

This study analyses the contents of two Nigeria newspapers starting from January 1, 2012 to December 31, 2012 to determine the reportage of flood disaster in Nigeria. This enabled the researcher to examine the performance of the media at the three stages of disaster-pre, during and after. The two prominent national newspapers selected are Punch and Trust. The newspapers are highly circulated and represent Nigeria's South and North dichotomy respectively. Hard copies of the newspapers were content analyzed. This made the researcher to have complete contents of the newspapers unlike in electronic / online version where not all contents in the editions are posted online.

The rationale for selecting this period is that 2012 has been dubbed "the year of recurring disasters" in Nigeria (Ferris, Pertz & Stark, 2013; PreventionWeb, 2013). Furthermore, in 2012, Nigeria experienced its worst flood (30 out of her 36 states were affected), plane crashes, series of bomb explosion, road and water accidents, fire outbreaks, building collapses among others (Agbaje, 2013; English.news.cn,

2012; NEMA, 2013; OCHA, 2012; Olusola - Obasa, 2013; PressTV, 2012). Also, information on the roles being played by the Nigerian press in disaster management was gathered from journalists in the selected newspapers organisations. This is aimed at eliciting information from the media practitioners on their understanding of their roles in disaster management and existing collaboration.

Additionally, officials of key governmental disasters management agencies were interviewed. This is to know the existing relationship between them and the press involvement in disaster management. Officials of the following organizations were interviewed: National Emergency Management Agency (NEMA), Nigerian Security and Civil Defence Corps (NSCDC), Federal Fire Service (FFS) and National Meteorological Agency (NIMET). The officers spoke on their relationship, challenges and expectations from the press in the area of disaster risk reduction.

1.8 Limitation of the Study

The study examined the contents of only two Nigerian daily newspapers. The two newspapers are widely circulated, widely read, influential, daily, national newspapers representing the two broad divisions of the country- north and south. There are over 70 newspapers in Nigeria with most of them publishing hard copies and online versions daily (Owens-Ibie, 2013). In the light of this large number of newspapers, further studies can increase the number of newspapers to be examined. Also, the involvement of local/regional newspapers in disaster management can also be analysed.

Furthermore, the involvement of other media of mass communication such as radio, televisions, magazines and social media in flood disaster risk reduction can also be studied. In the same vein, the number of disaster management organisations can also be increased. Non-governmental organisations and other stakeholders' participation in disaster management can also be empirically examined.

1.9 Conceptual and Operational Definition of Terms

In this study, every concept and dimension defined and operationalized should be conceived as explained below:

1.9.1 Disaster

Disaster is defined as a sudden natural or man-made situation capable of engendering widespread human, material, socio-economic and environmental destruction far beyond what the affected communities can cope with (UNISDR, 2013). It is a disruptive and destructive man-made or natural occurrence that cause physical, economic, social hardship, loss of lives and damage to property and the environment. IFRC (2014) describes disaster as a product of combination of hazards, vulnerability and inability to reduce the potential negative consequences of risk.

There are many types of disaster like flood, drought, earthquake, tsunami, windstorm, fire, plane crashes, motor accidents, wars, environmental pollution etc. However, in the context of this study, disaster means flood which is the commonest disaster in the world and in Nigeria.

1.9.2 Disaster Management

Disaster management aims to avoid or reduce, the latent damages from disasters, taking necessary actions to assist the victims, and achieve rapid and effective recovery (NEMA, 2010). It involves series of activities aimed at managing the impact and frequency of disaster. Rather than seen disaster management as reactive, it should be proactive and tackle unresolved development problems that make it happen.

1.9.3 Disaster Risk Reduction (DRR)

This is a series of activities aimed at preventing disaster from occurring or re-occurring and mitigating the impact of disaster when it occurred. It refers to activities that reduce people's susceptibility or vulnerability to disaster and build their resilience. According to UNISDR (2013), DRR is a systematic approach to identifying, assessing and reducing the risks of disaster. It is a crucial sustainable development issue that all stakeholders should work together to institute and achieve (Van Belle, 2015). In the context of this study, DRR refers to stories/ contents about early warning information dissemination, education and other mitigation, prevention and preparedness activities published before the occurrence of flood disaster by the Nigerian newspapers.

1.9.4 Disaster Management Organisations

These include the agencies of government and non-governmental organisations that are primarily involved in disaster management. However, the focus of this study is on Nigerian government-owned disaster management organizations. Hence, disaster

management organisations in this study refer to NEMA, NSCDC, NIMET and Fire Service.

1.9.5 Disaster Managers

These are officials working in the disaster management organisations. In this study, the spokesperson/ Public Affair Officer/ Public Relations Officer and head, Disaster Risk Reduction (DRR) department of each organization represents the organisations. These disaster managers were interviewed.

1.9.6 Nigerian Newspapers

These are the newspapers being published in Nigeria. It is also called Nigerian press or Nigerian media. There are over 70 newspapers being published daily, weekly and monthly in Nigeria (Owens-Ibie, 2013). However, in this study, the Nigerian newspapers mean the Punch and Trust newspapers. The two newspapers were content analysed.

1.9.7 Media Men

These are the journalists working with Nigerian newspapers. These include reporters, photo journalists and editors. Their responsibilities are to gather stories, write, edit and publish the stories in their newspapers. Media men for this study are journalists working with Punch and Trust. For this study, reporters/ correspondents, photo journalists and editors were interviewed about their relationship and working with disaster managers and their involvement in disaster risk reduction.

1.9.8 Participation/Involvement

It means dissemination of early warning information and educating the populace of the risk reduction, prevention, planning and preparing for the impending flood disaster (Veil, 2012). In this study, it involves media reportage or coverage of activities of the disaster managers and other stakeholders geared towards risk reduction before flood disaster happens. Publishing of journalists and non-journalists generated materials on flood disaster and media participation in simulation exercises, facilities tours, workshops and other capacities building programmes are part of media participation / involvement being examined in this study.

1.9.9 Collaboration

This means reportage and publishing of activities of disaster management agencies and engaging in other relational activities that aid the course of disaster risk reduction by the media (Zweynert, 2013).

1.9.10 Stages of Occurrence

There are three stages of occurrence of disaster (Warfield, 2015). They are: Pre-disaster stage (prevention, mitigation, and preparedness), During-Disaster (happening/response stage) and Post-disaster (rehabilitation, reconstruction). This study's main focus is on pre-disaster stage. It is the pro-active stage and the main thrust of disaster risk reduction.

1.9.11 Vulnerability

This is defined as the conditions determined by physical, social, economic, and environmental factors or processes, which increase the susceptibility of a community to the impact of hazards (Alexander, 2006). In this study, vulnerability refers to actions or inactions and activities that expose people to danger of flooding. These are human actions, like blockage of waterway, non-existing or narrow drainage etc. that make people prone to flood disaster.

1.9.12 Resilience

It is an ability to withstand or cope with the impact of disaster. Resilience encompasses activities targeted at disaster prevention, mitigation and preparation (Boin, Comfort & Demchak, 2010). It is also seen as bouncing back strategy aftermath of disaster occurrence. According to Norris, Stevens, Wyche and Pfefferbaum (2008), resilience is a process connecting a network of adaptive capacities (resources with dynamic attributes) to survival aftermath of a disturbance or adversity. Resilience is built based on information at the disposal of the public, education by stakeholders, provision of basic amenities that reduce vulnerability, enforcement of rules against disaster triggering, catalyzing or escalating habits among others.

1.9.13 Expectations from Stakeholders

These are contributions that stakeholders expect from others in order to enhance active involvement in disaster risk reduction. In this study, the stakeholders are mainly disaster managers and media men. The expectations from others are in the

area of effective communication and collaboration that would engender better performance of each role.

1.10 Chapter Summary

This chapter introduces this study by explaining the background to the study after which the problem of the study was situated and research gaps to be filled were identified. Accordingly, the research objectives and questions provided insights into what the study sets to achieve after which the significance of the research was explained and subsequently the scope and limitations of the study were explained. Finally, key terms used in the study were conceptually and operationally defined.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The importance of the media in all affairs of the society cannot be underestimated. This study aims to add a critical aspect to the existing literature in the disaster management and how the Nigerian media can participate actively in flood disaster risk reduction.

2.2 The Role of Media in Disaster Management

Media of mass communication are considered as one of the key stakeholders in disaster management. This is evident in the three international Action Plans / Frameworks against disaster drawn by the United Nations. The three frameworks are Yokohama Strategy and Plan of Action for a Safer World (1994-2005), Hyogo Framework for Action (2005-2015) and Sendai Framework for Disaster Risk Reduction (2015-2030).

In the action plans, the media and other stakeholders are enjoined to collaborate and campaign against actions or inactions that could increase vulnerability (prone to disaster) of the world to disaster. Equally, the stakeholders, including media are urged to promote actions that would increase and sustain resilience (resistance capacity). Mass communication media consist of traditional media and new media.

Rovins (2011) emphasizes the need for collaboration among scholars, government agencies, community leaders and the media. The collaboration in the area of public

education, early warning, policy changes, and economic development, improved construction of facilities and stability, enforcement of rules and social development among other areas mainly to prevent and mitigate disasters are advocated. Importantly, as a “watch dog of the society”, “a purveyor of information”, “the glue that binds societies” and “an agent of mass mobilization and social change”, the media is expected to join other stakeholders and participate actively in the prevention of disaster through early notification, education and warning of impending calamities (Hodgkinson & Stewart, 1991; Lowrey, Evans, Gower, Robinson, oGinter, McCormick & Abdolrasulnia, 2007; Scanlon, 2007; Stanoevska-Slabeva, Zotto & Giardina, 2012; Walker, 2012).

Professionally, journalists, along with emergency professionals, are often among the “first responders” when disasters occur (Hight & Smyth, 2003). During disasters, media have an important role to play in providing clear and accurate information to the public. The United Nations Special Representative of the Secretary-General for Disaster Risk Reduction, Margareta Wahlstrom (UNISDR, 2013) underscores the role of the press in disaster management, noting that access to information is key to successful disaster management.

Stressing the importance of the media in disaster management, Redner in Shapiro (2011) and Quarantelli and Wenger (1990) note that in addition to official emergency channels of communication, media relay account of what happen, where it happened, who or what was affected, what is being done, where it is safe and unsafe to go, where can people get help among other vital information at the critical times.

Meanwhile, scholars like Fearn-Banks (2010); Haddow and Haddow (2008) and Rivera and Miller (2011) identify effective communication, collaboration and cooperation among stakeholders as crucial in disaster management. These assist in creating public awareness and entrenching sustained behavioral change and enduring partnership. Public awareness through reportage and other activities raise levels of consciousness with regards to likely risks. It makes people know what actions to take to help reduce the impact of disaster e.g. flood. This can be achieved when timely, adequate and accurate communication links are developed and sustained when a disaster is expected or ongoing.

It is the media's role to create public awareness by forging strong communication links between the disaster management organisations and the public. CDEMA (2010) affirms that public awareness activities assist in changing behavior, thus engender a culture of risk reduction. Through educating people by using communication outlets such as newspapers, magazines, radio, television, internet etc., people will be less prone to disasters. However, the present scenario is that the press feasts maximally on coverage of disasters during and after the havocs have been done (Barnes et al., 2008; Kakonge, 2012; Manyena, 2013). Efforts being made by key disaster managers and government to increase awareness through education and early warning still receive inadequate media attention. The early warning and education are aimed at developing human capacities to effectively cope when disasters occur.

Unfortunately, the surveillance role of the press is largely dormant before disasters occur (Barnes, et al. 2008). Accusations of selective reporting that manifest in focusing on drama, human tragedy, and blame-game, conflicts of interest among the

relief agents, victims and community affected are played up by the press during and after disaster occurrences (Ride & Bretherton, 2011). Also, Quarantelli and Wenger (1990) observe that the media organizations always see themselves as observers/reporters of disaster events rather than as possible victims or part of responding community actors. In the same vein, Quarantelli (2006) discloses that scholars have discovered that vigilance and participation among media organizations is very limited and poor. Furthermore, the relationship between the media men and disaster management, based on the past disasters, has been described as unsatisfactory (Palttala et al, 2012).

However, Cutter (2006) and Duhe (2008) note that whether a hazard becomes a disaster or not depends ultimately on people's vulnerability and preparation. All stakeholders, including media have role to play in making people resilient to disaster. The need for media to be actively involved in pre-disaster management is underscored in the report of Emergency Management Accreditation Program (EMAP, 2006). The report notes that an unambiguous and reliable message on likely disaster is very important to protect public safety and welfare.

The totality of activities aimed at prevention, mitigation and preparedness, response and recovery (rehabilitation and reconstruction) is called disaster management (Noji, 2005; Etkin & Davis, 2007). Haigh (2014) observes that apart from investment in technology-based warning system, countries need functional, practical disaster risk reduction strategies, well-defined institutional responsibilities, public education programmes, and capabilities at all levels for effective dissemination and collaboration. DRR is a product of many years of work by stakeholders. It

emphasizes that the causes of disasters lie majorly with people's vulnerability and not with the hazard agents.

Meanwhile, disaster management is a collaborative process whereby all stakeholders have defined responsibilities. In this process, decision making, information sharing, dissemination and other forms of collaboration are very important (Asimakopoulou et al., 2006; Popp et al., 2004; Quarantelli, 1997). In disaster management, there are four channels of information flow as highlighted by Sagun, Bouchlaghem and Anumba, 2006.

The channels are:

- i. Within each participating organization: This is an intra-organization communication.
- ii. Between organisations: This is an inter-organization communication.
- iii. From people to organizations or organizations to the media: people in the communities initiate this communication. The message on ongoing or impending disaster is sent to the disaster management organization(s). Alternatively, such message can also be sent to the media for action of relevant authorities by the organization or people. Media relations strategies come into play at this point.
- iv. From organisations to people or media to people: Disaster management organisations sending messages to the communities or media reporting the likelihood of disaster occurrence or ongoing disaster based on the media's findings and reports.

From the foregoing and as a bridge between other stakeholders, the media in conjunction with disaster managers have significance role to play in preventing disaster through early warning dissemination, education and campaign against activities that could increase vulnerability. Gow (2003) and Smith (2001) note that the concept of vulnerability is an important factor that all stakeholders should work actively together to reduce. Resilience building should be the focus of all involved in disaster management. Here, mass media play an important role in aiding information dissemination, coordination and enhancing disaster management plans.

To buttress the role of media at pre-disaster stage (disaster risk reduction), Newsome (2012) enumerates the followings:

- i. Analysis of risk sources and patterns - factors increasing vulnerability of communities.
- ii. Public information – potential dangers and risk.
- iii. Early warning- providing proper information on early warning systems.
- iv. Advocate for risk reduction.
- v. Encourage people's participation.

During a disaster, the following roles are suggested (Newsome 2012):

- i. Inform the public with timely and factual information.
- ii. Advise the public about actions to be taken e.g. evacuation, safety techniques.
- iii. Inform of actions being taken by authorities and aid groups.
- iv. Disseminate messages on the welfare of disadvantaged groups.
- v. Facilitate communication among affected people.
- vi. Highlight the needs of survivors.

- vii. Communicate potential secondary risks to minimize further disasters or damages.

However, it is important to distinguish between warning and coverage. "Warning" in this context is alerting information provided by official sources (government, scientists, planners, etc.) to the community during the early pre-disaster stage (Perez-Lugo, 2001). This includes presentation of data about the possibility of events that can be dangerous and harmful.

Also, it presents information about preparedness and adequate behavior to avert human, materials and economic losses. Conversely, "coverage" is mainly the description of a disaster situation which has occurred at the local or the international level. It presents the facts associated with the classical media reportage formula of 5W's and H (when, where, what, who, why and how). The impact, the magnitude of the damage, human misery, economic woes and other aspects of the sad occurrence are reported sensationally or soberly.

The aim of the "coverage" is mainly to describe the facts. It forms part of the daily stories presentation and economic growth or profit making of the newspaper organization. Using these definitions, we can classify the literature in risk communication into two categories. One is the studies that use the "warnings" to measure the role of the media in risk reduction and disaster awareness. Two are the studies that consider the "coverage". From the foregoing, it is clear that coverage usually happens mainly during or after disaster has occurred.

This study focuses on warning and education role of the media in disaster management. This is because disseminating information about impending disaster or campaigning against activities that could make people vulnerable is a vital way of reducing disaster frequency, impact and loss. Warning messages are gathered from official sources such as government agencies (at local, national and international level), planners, policy makers, activists, experts etc. Therefore, the word “reportage” which encompasses all form of media presentation of information at all stages would be used in this study.

Many disasters happen without warning. But some such as flood give warnings and their risks can be reduced. The impacts of such disaster can be minimized with adequate preparation and preventive measures through multi-dimensional and multi-sectorial approaches (Ahmed, 2013; Abodunrin, 2010). Also, advancement in technology has made it easy to predict with a high measure of accuracy the occurrence and intensity of disasters even months before the tragedy (Enten, 2013; Ratien 1990). The daily weather forecast in some countries is a part of pre-disaster warning strategy. It assists in getting people prepared for the challenges of changes in weather condition.

In Nigeria, government organisations such as Nigerian Meteorological Agency (NIMET), National Emergency Management Agency (NEMA), Nigeria Security and Civil Defense Corps (NSDC), Federal Fire Service (FFS), Nigeria Hydrological Service Agency (NIHSA), Ministry of Environment and others are saddled with the responsibility of disaster management. Globally, the press plays pivotal roles in the nation’s development process. They are channels of communication disseminating

information to heterogeneous, large audiences simultaneously. The media performs three vital functions - informs (surveillance), educates and entertains. Regularly, they cover different issues such as politics, health, education, arts, crime, sports, science and technology, judiciary, legislative, labour, disaster, etc.

The press constitutes a strong pillar in the achievement of individual and collective goals. They are critical agents of social mobilization and through enlightenment and persuasion; the media create awareness and knowledge about issues of common interest. The Nigerian press has been performing the above roles and contributing its quotas to the development of the country in different sectors (Akinfeleye, 2003; Soola, 2004; Punch, 2012).

In disaster management, journalists are considered as one of the first responders to disasters along with disaster managers, police, civil defense, public health officers, and voluntary organizations (Lowery 2007). Journalists have been covering disasters whenever and wherever they occurred in the country. Most of the time, the press even get to the scene of disasters before other disaster managers, thus bear witness to heart-rending events (Ward, 2013; Wahl-Jorgensen and Pantti, 2013).

Like crime and conflict, disaster has most elements of newsworthiness; it is good news for journalists. Covering disaster outbreak and aftermath drain human and materials resources. (Blumenfield, 2004). The coverage of a single disaster can last for months as seen in the incidents of flooding, wild fire outbreak, terrorist attacks, oil spillages, hurricane etc.

The mass media are channels of communication that transmit same messages to heterogeneous audiences simultaneously. A pivot of development, the role of the media in all sphere of personal and national development cannot be over-emphasized (Clerveaux and Spence, 2011; Meyer, 2002; Soola, 2004). The mass media educate, inform, and entertain. These roles put huge responsibility on the media to be the watchdog of the society.

With its attendant challenges to development, loss of lives, property, trauma, environmental degradation among others, all stakeholders in the society are expected to work together to prevent and manage disasters effectively (Busch and Austen 2013; Michael et al, 2008). Scanlon (2005) aptly termed the concept as “twin concepts of risk management and sustainable hazard mitigation.” As the frequency of disaster is increasing, partnership and collaboration among stakeholders can help to increase efficiency and effectiveness in disaster management. Collaboration can assist in building resilience and reducing vulnerability as well as reducing wanton human and resources loss to disasters (Ki-Moon, 2013; Luna 2001; Rovins, 2011).

Aftermath of Hurricane Katrina that devastated United States in 2005, Micheal et al (2008), accuse media of underreporting disaster management by neglecting pre-disaster reporting. The scholars, however, acknowledged the “historic role” played by the media after the disaster “by pushing the government to take action, thus prompting a country of diverse citizens to reflect on natural disasters in their own communities”.

The press through its power can mobilize citizens to participate actively in preventing frequency and occurrence of preventable disasters (pre-disaster period), mitigating its impacts and creating awareness of its occurrence (disaster period), play active roles in the post-disaster period (rehabilitation of victims and reconstruction of damaged property and environment). Busch and Austen (2013) note that the press, apart from helping in preparing people ahead of disaster, it can also assist in building resilience of community to disaster.

As an agent of social change and mass mobilization, the Nigerian press is expected to participate actively in the management of man-made and natural disasters. Chan (2000) identifies public education and awareness campaign through different media of communication as one of the non-structural measures of combating disaster like flooding. It is, however, sad to note that the Nigerian press has not been doing well in this regard. Findings show that the Nigerian press is more visible in covering disasters as events (news, features, photographs, editorial and features) when they happened and do few follow up and less proactive in reporting disasters before they happen.

Scholars like Akinfeleye (2010), Folarin (2002) and Toennesen et. al. (2013) asserted that the media should play the role of facilitators of positive change through provision of adequate information that could reduce the degree of uncertainty and insecurity in the society. Folarin (2002) notes that on the positive side, mass media exponents often cite “pro-social instances” where media have used their “pseudo-environments” to effect positive changes.

Thus, if the press has such an ‘awesome’ and tremendous power, then such power should be effectively and responsibly used to assist in disaster management through information dissemination and making key government agents in the sector and other stakeholders responsible and responsive before disaster strikes. It is how Nigerian media uses its power to contribute to disaster risk reduction that this study examines.

2.3 Floods in Nigeria

Though flood is a worldwide problem, the location of this study is Nigeria. Hence, there is need for the researcher to do an overview of the occurrences of flood in Nigeria. This is to strengthen the justification for carrying out the study. This section review the history and challenges posed by flood globally but with special emphasis on Nigeria.

Flood is an abnormal progressive rise in the water level, which may result in overflowing and inundation of normally dry land (CDEMA, 2010). It has devastating, long lasting effects on all facets of life - health, education, environment, transportation, economy, agriculture, electricity, water resources, housing social, political etc.

Historically, the first flood can be traced to the time of Prophet Noah /Nuh when God in annoyance sent a deluge of water to the earth to exterminate mankind. According to Bible (Genesis 6-9) and Quran (7: 64; 11: 44; 23: 27), man’s sins were overwhelming and God decided to visit His anger on them. However, a warning was sent to them through Prophet Noah. Noah warned people on the impending flooding, urgent need to turn away from their bad practices, fear God and get salvation by

entering the Ark he constructed. Most of them did not obey his early warning call and education. The flood came and only few people and animals that were in the Noah's Ark were saved.

Till date millions of lives and property have been lost to flood worldwide (Melina, 2011). Until recent time, the belief that flood disaster is an act of God subsisted. Disasters like flood, earth quake, drought, plane crash, etc. were seen as a sign of God's fury against mankind and unpredictable. However, with advanced technology and man's identification of activities that could make the society prone to disaster, most disasters are now predictable and preventable.

Despite the predictability of flood disasters, its frequency and scale of destruction are disturbing. To stem the tide of disaster, stakeholders are collaborating to find solutions to practices that are making the society disaster-prone. Media is one of the key stakeholders saddled with responsibility of disseminating early warning information and educates people on disaster risk reduction and prevention.

Like other parts of the world, flood is the commonest and most recurring disaster in Nigeria. Nigeria is a rapidly developing country with over 178.5 million populations (World Populations Review, 2014). Its developmental plans and determination to become a developed nation are being threatened by disasters. According to NEMA (2010), at least 20% of Nigerian's population is at risk of flooding annually. It discloses that flood and heavy rainstorm affect urban and rural areas claiming lives and destroying millions of dollars' worth of property annually. Table 1 shows the of severe floods disaster in Nigeria.

Table 2.1

Severe Floods Disaster in Nigeria

No	Year	People affected
1.	1988	300,000
2.	1994	580,000
3.	1998	100,000
4.	1999	90,000
5.	2001	84,065
6.	2003	210,000
7.	2007	50,000
8.	2009	150,000
9.	2010	1,500,200
10.	2012	3,891,314

Source: EMT-DAT in FGN (2013).

Furthermore, Director-General, Nigeria Hydrological Service Agency, disclosed that states in Nigeria are classified as high risk, medium and low risk flood prone annually (Olaosebikan, 2014). In 2012, Nigeria, the 7th most populous nation in the world, witnessed its worst flood disaster in over 40 years. Heavy rains which started in July and ended in October threatened the existence of its about 180 million population (World Population Review, 2014). Major dams like Kainji, Shiroro, Jebba, Kiri, Lagdo and others overflowed their banks and wrecked unprecedented havocs (NEMA 2012).

Using the flood to illustrate the frequency, destruction and intensity of flood disaster in Nigeria, then President, Dr. Goodluck Jonathan, during a national broadcast and his visits to the affected areas, lamented that 25% of Nigerian population was

displaced in 32 out of its 36 states (Sharareporters, 2012; FGN, 2013). Also, the NEMA's Director - General, Mohammed Sani-Sidi said the flood was the worst in the country's history (Agbaje, 2013).

In the incident, 363 people died, 5,851 injured, 3, 891, 314 affected and N2.6 trillion (US\$ 16.9billion) lost were recorded while 24 out of 32 flooded states were severely affected (FGN, 2013; NEMA, 2013; OCHA, 2012). On its impact on development, a Post - Disaster Needs Assessment report by the Federal Government of Nigeria (FGN, 2013), indicates that it would take the country nearly three years to achieve full reconstruction of flood destroyed assets. This is only realizable if all other construction activities were stopped and the country's capacity was to be solely concentrated on reconstruction.

Sani-Sidi described the occurrence as a "litmus test" for the country's preparedness for disaster, urging stakeholders to prevent reoccurrence. He identifies natural and human activities such as local settlement patterns, environmental degradation, blocked, narrow drainages, and other harmful practices as factors making communities vulnerable to flood disaster.

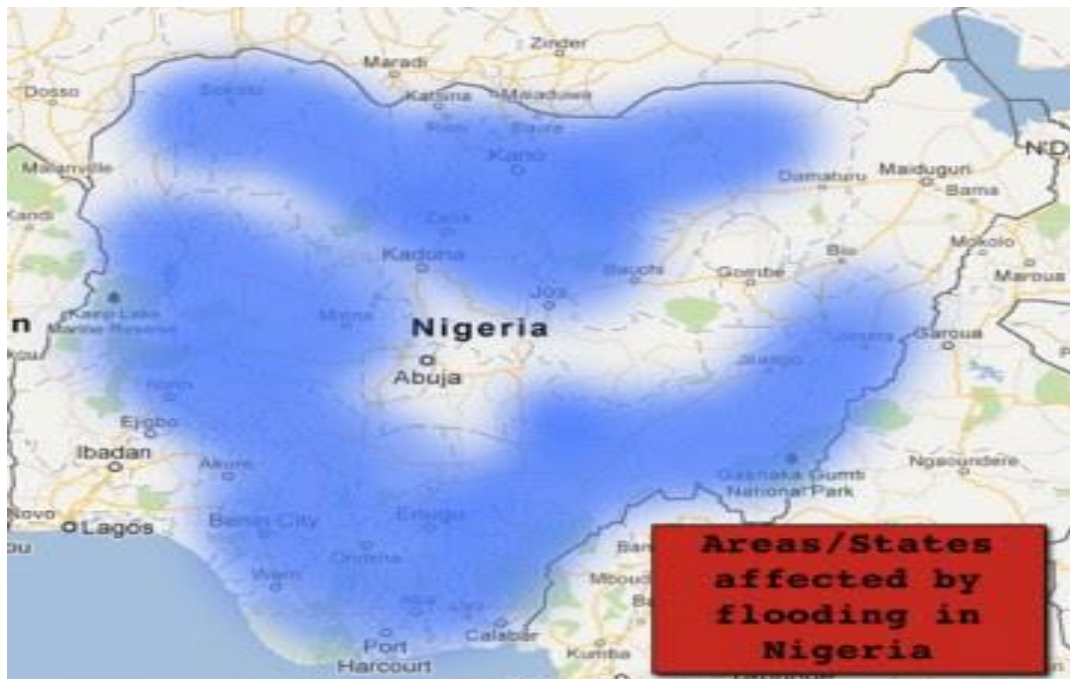


Figure 2.1. Nigeria's Map with Flooded States (NEMA, 2013)

Statistically, Nigeria is 10th on the list of the World's countries with the most of its people exposed to river floods (WRI, 2013). Based on climate, Nigeria is broadly divided into two: southern part and northern part with dry and rain seasons (Map of World, 2014). The southern part is relatively moister than the northern part. In the south, rain season begins in April and ends in October while in the north, it is between May - September. It rains in the remaining months. As part of its mandate, the Nigeria Metrological Agency (NIMET) every year conduct research on the annual rainfall pattern and make the result public at a press conference. All related agencies and experts are invited to the briefing.

In March 2012, NIMET released its Annual Rainfall Prediction, warning of likely heavy rainfall. Ordinarily, the prediction ought to be taken serious by the stakeholders because flood ravaged some states in Nigeria in 2010 and 2011. But as

reflected by the devastation of the 2012 flood, scanty attention was paid to the prediction before the flood started in July. It is when the disaster started that all stakeholders at national and international levels started reacting. The nature's fury lasted till October after wrecking temporary and permanent havocs in 32 states, displaced millions of people and destroyed trillions naira worth of properties.

With a benefit of hindsight, possibly, with effective and adequate dissemination of the early warning from disaster organisations, sustained education on the impending danger, active collaboration among stakeholders would have reduced the severity, impact and consequences of the 2012 disaster. "Prevention is better than cure" and "a stitch in time saves nine" are popular adages. These adages aptly capture the need to be pro-active in reducing disaster occurrences. And going by the increasing human activities that make the earth prone to disaster, the stakeholders need to always be prepared for disaster. A report on Nigeria Post-disaster Needs Assessment (FGN, 2013) has predicted that Nigeria is likely to suffer repeat of the 2012 soon and all stakeholders should be prepared.

Media has crucial role to play in creating disaster awareness through disseminating information on the looming disaster and educate people on how to be adequately prepared and avoid activities that would make them vulnerable. The media can do this through active participation and collaboration with other stakeholders. And rather than reporting numbers of people that died and properties destroyed in a disaster, it is time for media men to be conscious of how many lives and property could be saved when a pre-disaster stories are published frequently.

2.4 Relationship between Disaster Management Organisations and the Media

A media relation is one of the key aspects of public relations. It is an aspect of public relations professionals' work that deals with relating with media professionals. Much of the public relations professionals' time are taken up with media relations (Bland, Theaker & Wragg, 2000; Langett, 2013). Baines, Egan and Jefkins (2004) define public relations practice as the art and social science of analyzing trends, predicting their consequences, counseling organization leaders, and implementing planned programmes action that will serve both the organization's and the public interest. It is practice embraced by both private and public institutions to create understanding and work together in the interest of all stakeholders. It is a planned, deliberate and sustained attempt to create mutual understanding between the organization and its publics.

Disaster management organisations are services, public-oriented agencies that have to communicate with its internal and external publics regularly. There are several ways of transmitting information to the target audience. Information can be transmitted directly or through the use of media of mass communication. The large reach, cost-effectiveness and other attributes of mass media make them a veritable tool of information dissemination. Media is a powerful tool to persuade, inform and mobilize participation of members of public to participate in desired activities that enhance the fulfillment of the vision and missions of the organizations.

Public relations professionals have to serve two masters effectively. They have to serve their employer and the media (Center & Jackson, 2003). Thus, for them to do his effectively, they should be well-versed in their organisation's field of interest and

media. The basic presumption is that with mutual understanding and cordial relationship between the media and disaster management organizations, it would be easier to work together in preventing and reducing disasters.

However, creating enabling environment that would facilitate good working relationship needs constant nurturing. Scholars acknowledged the adversarial relationship between journalists and public relations professionals (Baines, et. al, 2004; Black, 1995; Dowling, 2001; Galilicano, 2013; Khodarahmi, 2009; Pang, 2010). Cases of confrontations between the duos abound especially when disasters have occurred and post disaster occurrence stage—when the emotion, distrust, blames among others are order of the day. To reduce this fiction, a good relationship based on mutual respect and professionalism should be established before the crisis or emergency period. The PR professionals are expected to have good knowledge of the media industry and be willing to assist the media men to have access to relevant information and personalities. Being ready to help is essential and a sure way of cultivating media interest in an organization.

Communication is vital to the success of disaster management - mitigation, preparedness, response, and recovery. Precise information relayed to the community, leaders/ policy makers and the media, saves lives and property, recovery and rehabilitation (Haddow G. & Haddow, K., 2014). Communication has been identified as a vital ingredient to disaster management. To build resilience, early warning and education of people to manifest and latent danger are very important. Walker, (2012) identifies failure to communicate as the primary failure in emergencies and this has dire consequences. Thus, having a good relationship with

the other stakeholders that would assist the disaster managers during the period of disaster is imperative. Functional good relationship ensures that the media professionals should also see themselves as relevant in the disaster management. The fire brigade approach has not been helping especially in disaster risk reduction.

Miller and Rivera (2011) note that accurate information dissemination to the stakeholders should be a priority of disaster managers as this engender understanding and collaboration. In the same vein, Harrison (1999) and Newsome (2012) also called on media organizations to regularly evaluate their reporting about disaster preparedness, collaborate with disaster managers and educate the public accurately.

Meanwhile, Gregory in Bland, Thaeaker & Wragg (2000) argue that since many public relations practitioners spend most of their time on dealing with the media, there is need to cultivate good relationship that will benefit both parties. He identifies lack of knowledge of how the media operates as a major obstacle to functional relationship and a source of friction.

Disaster management organisations need to cultivate the media before disaster happens. It is the goodwill that exists between them that makes collaboration and cooperation possible at all stages of disaster. Cases of confrontations between the two are one of the major features of during and after disaster stages. There are always mutual suspicion, misunderstanding and clashes of interest. The best time to build relationship, seek understanding and collaboration is when the media and disaster managers are not under intense pressure to execute their main functions. This can be achieved mainly before disaster strikes.

The media accused public relations professionals of some wrong practices. Some of them are; sending wrong, non-newsworthy materials to the media, presenting advertising materials as news, badly written press materials, pestering the media for the usage of materials, lack of understanding of the pressure being faced by the media when sourcing for information, among others (Bland, Thaeaker & Wragg, 2000). The state of relationship with the media can make or mar an organization. As a powerful tool of persuasion and information dissemination to a large audience, the media is used to encourage two- way communication and enhance the organisation's reputation.

According to Bland, Thaeaker and Wragg (2000) the main objectives of media relations is to enhance the reputation of an organization and promote its products/ services, to influence and inform the organisation's publics/audiences. Some of the objectives of media relations are; improve the organisation's image, higher and better media profile, change the attitude of the audiences, improve relationship with the communities, influence government policy, improve communication with stakeholders among others.

Better profile is achieved and sustained through favourable media coverage. To achieve this, disaster management organisations need to cultivate the media. Communication is central to the success of human beings and organisations. Effective communication affects relationship positively while inadequate communication affects it negatively. However, the quality of the communication is more important than the quantity. Thus, disaster managers should start relating with the media before the disaster strikes.

Flood management has two main components (Chan, 2012). These are Physical (structural) and non-physical (non-structural) components. While physical has to do with tangible facilities and technological infrastructures in place to control flood, non-physical are communication and psychology aspect. The emphasis of flood control should be balanced between the two. The mandate of disaster management organization is to reduce incidents of disaster, respond to it, and assist the victims. Its audiences are general public. However, some parts of the audiences are more prone than others. It is the duty of the organization to assist in reducing vulnerability. With other strategies, communication is vital to resilience building and vulnerability reduction.

In relating with the media, an organization needs to understand its functions, identify its audiences, and know intended messages and the media to use. In this study, the functions of disaster management organization are to prevent disaster. The target audiences are people living in Nigeria. The message is the need to prevent flood disaster. The media to use in conveying the message is newspaper.

2.5 The Media Contents and Disaster Risk Reduction

Newspaper consists of different sections which cover wide range of human activities. Like other media of mass communication; newspapers inform, educate and entertain readers. Media managers and media men can make use of all components of newspaper to create disaster awareness, disseminate information on prevention and educate people. The followings are the media contents available for disaster management:

2.5.1 News

This is the primary product of newspapers. People buy newspapers mainly because of news. News is defined as an account of events that are of interest to the public. It is reportage of the activities of governmental and non- governmental organisations and individuals and happenings in the society. News should be new, objective, appealing and relevant to the audiences. It's one of the best ways to make members of the public know about the existence and operation of an organization. News on organization can be positive or negative. Positive news is favourable and projects the image of the organization. Negative news, no matter how factual it is, is unfavourable. Organisations strive for good news as it assists them in fulfilling their objectives.

For disaster management organizations, getting good news materials before disaster happens, need more conscious, deliberate, sustained and planned efforts. The organizations are always in the news when disaster strikes and after the occurrence. Disaster, though a bad occurrence, is good news for the media. It consists of most ingredients of news. However, with good media relations, activities of the organization can also be in the news before the crisis period.

Thus, the organizations need to cultivate the media at pre-disaster stage. At this stage, seeking for cooperation and understanding are very important. Organizing series of media relations activities assist in building good relationship with the media. Such activities include issuing press releases, granting interviews, press conferences, workshops, seminars, facilities tour or simulation exercises, writing opinions, expert ideas, identifying with the media organization among others.

2.5.2 Features

A feature is more extensive and detailed than news. It consists of views of more than one source on topical issues. Unlike news which mostly takes few columns, a feature can be more than a page, a page, half a page and others. Photographs are often used to illustrate the features. Disaster managers can generate feature materials and place it in the media. They can encourage the media to write feature on the need for active involvement of all stakeholders in disaster prevention. Alerting media men to special events such as World Disaster Reduction day, October 13, visitation to disaster-prone areas, simulation exercises to show organisation's preparedness for emergency etc. are good sources of feature materials generation.

2.5.3 Interviews

Interview is one of the contents of newspaper. It is question and answer interaction between the news source and journalist(s). It may be face to face, telephone or mail interview. It may be short or long. The chief executive officer or others in disaster management organisations can be interviewed on issues related to their activities.

2.5.4 Editorial

This is the opinion of the newspaper's organization. It is a write up on a particular topic the media house considers of great importance to the public. It is written by the medium's members of the editorial board. As the board consists of people who have accomplished in their endeavors, the editorial is taking serious especially by the policy makers. With good relationship, disaster management issue could be brought to a front burner by the media's editorial board. Agenda on prevention and mitigation

can be set. As the board is powerful within and outside the media organization, cultivating members could assist in media focusing more on pre- disaster stage.

2.5.5 Photographs

A photograph tells stories more than one thousand words is a common saying in the media. People are first visually literate before being text literate. Photographs are used to illustrate stories or they can be used alone without being accompanied by stories. Good photography means photographs that are usable by the media and which reflect the intended message that the organization wants to disseminate. Disaster managers could send photographs to the media to create awareness and educate people of incoming, ongoing and past disasters. This assists in sensitize people and build resilience.

2.5.6 Opinion/Column and Letter to the Editor

These emanate from the readers. It is a feedback mechanism as well as a channel for readers to express their views on the happenings in the society. The views expressed may be reactions to the published materials or issues not reported by the media. It may be for an issue or against it. However, while columnists are largely engaged by the media houses and write regularly (once in a week in the newspaper or every edition of magazine), opinion and letter to the editor are not engaged by the organization nor write regularly. These individuals can contribute to disaster awareness by writing on impending or already happened disaster in the country. Disaster managers and media can also engage the services of some columnists and opinion writers to write on disaster prevention issues. Members of the community

can also be encouraged to raise alarm through mailing short notes and pictures of disaster waiting to happen to the media for publication.

2.5.7 Advertisement

Advertisement is another veritable way of disseminating information and educating the public. It is a paid for media content and advertiser (s) are clearly identified. The advertisers may be individual, groups, public and private organisations. However, the message may also be sponsored (supported with a space) by the media. As part of social responsibility and identifying with good course, media can donate space to good courses aimed at solving social problem, like disaster prevention, through public enlightenment and media campaign.

This study examines all these media contents to ascertain the media participation in disaster risk reduction in Nigeria. These are media materials examined for reportage or mentioning of flood and at what stage of occurrence did the selected newspapers (Punch and Trust) mentioned it from January 31-December 31, 2012. The data gathered are used to answer research question 1 and 2.

2.6 Theoretical Framework

This study is focused on Nigerian newspapers participation in flood disaster prevention is anchored on the following theories:

- i. Framing Theory
- ii. Relationship Management Theory

2.6.1 Framing Theory

One of the theoretical frameworks of this study is framing theory. To understand the participation of Nigerian newspapers in disaster management, there is a need to understand how newspapers reported flood disaster stories and the framing of such reportage. This is what research question 1-2 and research objective 1-2 set out to achieve. Framing theory has its origin in politics and psychology, but it started being applied to media studies in the late 1970s (Karnes, 2008). It clarifies and interprets the extent the media affect publics' understanding of issues of public importance (Lecheler & De Vreese, 2012). Furthermore, de Vreese (2005) notes that framing is one of the major theories when studying media and public opinion.

Framing Theory is closely related to one of the earliest theories of mass communication – agenda setting theory. In fact, framing theory is referred to as a second level of agenda setting theory (McCombs, 2005; Scheufele, 1999; Entman, 2003). It broadens the scope of agenda setting theory by focusing on the importance of particular issues. The two theories emphasis how media draws public's attention to specific issues of importance.

Both involve similar psychological processes but different cognitive processes (Shah, McLeod, Gotlieb, & Lee, 2009). The distinction between the two theories, however, is that while agenda-setting only tell the audience what to think about, framing tells them how to think about that issue. Media focuses on some issues of public importance often result into action taken in support or against the issues being projected (Biswas & Kim, 2016; Goffman, 1974; Entman, 1993).

McCombs (2005) defines framing as “the selection of thematically related attributes for inclusion on the media agenda when a particular object is discussed”. Also, Entman (2004) defines it as “selecting and highlighting some facets of events or issues and making connections among them so as to promote a particular interpretation, evaluation, and /or solution”. By reporting on some issues and leaving out some, the media is setting agenda for the society. However, framing theory goes beyond reporting the issues of importance. It is more interested in presenting the media contents especially news in a particular way to influence the thinking of the audience (readers, viewers and listeners).

The presentation of issues by the media creates a frame for such information and the frame influences the decision public make on the information. Framing (which involves selection and salience) is a deliberate choice by media men and it promotes problem definition, causal interpretation, moral evaluation, and treatment recommendations for the item described (Entman, 2003). The theory refers to the way journalists present their reports to the public in their media outlets. Also, it has to do mainly with the way communicated information is crafted and presented to the public with the aim of not only helping audiences to know but to understand, interpret and take decisions on particular issues being reported by the media (Lowery & DeFleur, 1995).

Meanwhile, it is important to note that framing is an essential part of human communication and behavior. Man brings his own frames or intention to bear on communication process. People interpret happenings around them through their primary frameworks. The media through its presentation and other agents of

socialization assist in building and setting up this frame (Entman, 2003; Goffman, 1986). However, for journalists, framing is more of professional, practice oriented and has its own self-regulatory arrangements that accord with its responsibility to the public (Siebert, Peterson & Schramm, 2000).

Goffman (1986) divides the primary framework into two-social and natural. While social framework sees events as socially driven determined by people, natural framework sees events as physical occurrences taking natural course without input of social forces. The basic assumption is that individuals are using these frameworks daily to process information received and communicate with others. Fiske and Taylor (1991) observe that man is "cognitive misers". By nature, man prefers to engage in minimal thinking and allow others to do the thinking for them.

Frames provide this opportunity a sources of information have already processed it for audience. It is just a matter of using an already existing mental filters or a schema to make understand the messages. Here lies the power of framing - it gives the source great power to influence receivers' interpretation of the message. According to Entman (1993), framing has four core functions which are: describing problems, identifying causes, making proper judgments, and then proposing remedies.

Relating this to flood disaster risk reduction, the media could use different frames to make people conscious of the need to embrace disaster risk reduction strategies. The media content can frame disaster as a purely physical phenomenon and that man is helpless or frames the contents as a social problem that man needs to take active role

in its mitigation, prevention and preparedness for it when it eventually occurred. The frame can also be viewed from the stage of disaster in which the flood is reported.

There are three stages of flood. They are: before disaster (reports targeted mostly at disaster risk reduction, mitigation and prevention activities), during stage (reports of ongoing occurrence activities) and after/ post disaster stage (whereby the reports will be on reconstruction and rehabilitation activities).

2.6.1.1 Framing Effects in Journalism

In journalism, like other forms of communication, framing explains how media shapes mass opinion and influence public discourse. Its effects refer to behavioral or attitudinal strategies that result from how particular information is framed in public discourse. In essence, the result of framing effects are not due to differences in what is being communicate, but rather to variations of how it is framed or presented (Scheufele, & Iyengar, 2011).

Tewksbury & Scheufele (2009) observe that many major communication journals contain papers on media frames and framing effects. The papers examined how news media frame particular news items and issues. In the papers, two approaches are used to understand framing effect-studies of framing as the dependent variable (frame building) and studies of framing as the independent variable (frame setting). This classification is in line with de Vreese (2005) that also divides framing effects into two-frame building and frame setting. Media promotes particular definitions, interpretations, evaluations and recommendations, through these two approaches.

i. Frame Building

Frame building refers to how journalists through framing create societal discourse about an issue and how different frames are employed by journalists. de Vreese, (2005) describes it as “the factors that influence the structural qualities of news frames”. Practically, framing applies to how journalists select stories, focusing on some aspects and de-emphasizing others. News frames are formed through internal factors like occupational constraints of journalists, particularly editorial policies and news values and also through external factors like interactions between journalists and elites (de Vreese, 2005).

Journalists frame stories in particular ways in order to get people to either read or view. Furthermore, framing enable journalists to subtly point out what people should focus on and what not to, by not reporting alternative viewpoints (Shoemaker & Reese, 1991). These important factors influence how a frame is built.

Frame building is related to at least three areas: journalist norms, elite actors, and cultural contexts. It assumes that several media frames compete to set one frame regarding an issue, and one frame finally gains influence because it resonates with popular culture, fits with media practices, or is heavily sponsored by elites. First, in news production, there are at least five aspects of news production that may influence how journalists frame an issue. These are; ideological or political orientations of journalists, external pressures from interest groups and other policy makers, larger societal norms and values, organizational pressures and constraints, and professional routines.

The second influence on frame building comes from elites, including interest groups, government bureaucracies, and other political or corporate actors. These are the news source that tend to influence or promote a certain frame. Lastly, cultural contexts of a society are also able to establish frame as frame has cultural roots (Goffman, 1986).

ii. Frame Setting

Frame setting refers to how media framing influences audience after being exposed to the media content (Scheufele & Tewksbury, 2007). When people are exposed to a new news frame, they will accept or reject the issues being presented but the possibility of acceptance is higher when there is previous knowledge or experience of issues being presented or framed. This is called the applicability effect. That is, when new frames invite people to apply their existing schema to an issue, the implication of that application depends, in part, on what is in that schema. Basically, the more the audiences know about issues, the more effective are frames.

Scholars have focused on attitudinal and behavioral changes such as the degrees of perceived importance of the issue, voting decisions, and opinion formations. Others are interested in psychological processes other than applicability. For instance, Iyengar (1991) suggests that news about social problems can influence attributions of causal and treatment responsibility, an effect observed in both cognitive responses and evaluations of political leaders, or other scholars looked at the framing effects on receivers' evaluative processing style and the complexity of audience members' thoughts about issues.

DeFleur (2010) notes that through reportage of events and issues, media influences audience's rating of issues. Thus, the issues regarded as important by the media through its coverage and presentation and the public become the agenda of policy makers. Policy makers may be government officials (e.g. political candidates, elected legislators, and judges) or those who can influence policy directions (e.g. clergy, spokespersons, scholars, professionals, activists etc.).

Furthermore, Dudo, Dahlstrom, and Brossard (2007) and Michael et al, (2008) agree that journalists influence public agendas and policies through careful coverage of events and issues, with the media stimulating policymakers and other stakeholders to take action and satisfy the public's interest or request for answers. Though the theory is used predominantly in political communication, it is also relevant to development communication.

As it is practiced in the political communication, agenda needs to be set to enhance development and build people's resilience against anti-developmental occurrences. This goes to show that the more coverage of disaster (especially pre-disaster and post-disaster stages) the better will the people be more conscious of their responsibilities and prepared for the challenges posed by disaster.

Each individual needs to be familiar with his physical and cognitive environment (McCombs & Weaver 1973 in McCombs, Shaw & Weaver, 2014). Framing theory is in tandem with its watchdog and surveillance of environment role of mass media. Media assists individual to get accustomed to the environment and through media

reportage people get information that enable them to function properly and prepared for the challenges the environment may pose.

Thus, the media role in prevention of disaster cannot be overemphasized. On the Need For Orientation (NFO) as propounded by McCombs & Weaver (1973), when there is a high uncertainty and high relevance of an issue, there is high need for orientation. Also, Baines et al (2008) note that media attracts attention to issues of importance in the society by concentrating on reporting the issue and subtly shape people's opinion. This is the case with disaster issue. There is high degree of uncertainty, suddenness, and devastating expectation of disaster. The need to prevent or mitigate disaster is highly relevant to all stakeholders and the media needs to contribute its quota in preventing disasters.

Meanwhile, mobilizing people for development is another key role of the press. This is the ability of the media to make certain issues important in the minds of the public and galvanize them to action. Folarin (2002) observed that the media predetermine issues that are regarded as important at a particular time in a particular society.

Through its presentation and framing, the press directs, moulds, guides peoples' mind and indirectly affects what people talk about and their behaviour. Fundamentally, the study focuses attention on effect on the media reportage of flood disaster in Nigeria. By critical examination of the selected newspaper contents, the frequency of reportage, prominence, space allocation, formats, initiators of disaster story etc. are revealed.

2.6.2 Relationship Management Theory (RMT)

Relationship Management Theory stresses the need for organisation to constantly measure its relationship with its publics. The need for evaluating relationship is necessary for the organisation to determine its success or failure and how to adjust accordingly (Bridges & Nelson, 2000; Ki & Shin, 2006; Grunig, L.A, Grunig, J.E & Dozier, 2002; Huang, 2004). The theory highlights the importance of relationship and its value within the organizations and to the society. It provides a linkage between public relations efforts and its outcomes.

RMT focuses on managing relationships between an organization and its internal and external publics. Publics of an organisation are defined as people or organisations that are somehow mutually involved and interdependent with an organisation (Cutlip, Center & Broom, 2000). It is a set of people/group whose organization directly or indirectly relate with. Publics are the stakeholders in an organisation. The relationship management theory changed the earlier practice of public relations which lays strong emphasis on communication message production and dissemination. The new trend is that public relations managers recognize relationship management as the main PR functions while communication is used as a strategic tool to achieve the PR objectives (Heath, 2007).

Historically, Mary Ann Ferguson in 1984 advocated that relationships should be the cornerstone of public relations. Ferguson conducted a content analysis of 171 articles published in the *Public Relation Review* from 1975 to 1984 and identified three key issues in public relations research. The issues are social responsibility and ethics; social issues and issue management; and public relationships. From the result,

Ferguson noted that importantly, relationships between an organization and its key publics should be a major concern in public relations.

Since then, many scholars have been working in the area of relationship between an organisation and its publics. Publics of an organization can be internal and external publics. Scholars like Broom, Casey, and Ritchey (1997), Huang (1998) and Ledingham and Bruning (1998) see relationship between an organization and its publics from the point of mutual influence and impact on overall well-being of others. It is aimed at effective management of the relationships between an organization and its internal and external publics. The scholars note that the relationships are dynamic, measurable, and distinct thus stakeholders should be conscious of the relationships.

Relationship Management Theory is related to this study as the work is to evaluate the relationship between disaster management organisations and one of their key publics-the media. Disaster management organisations are saddled with responsibility of reducing and responding to disasters. The publics of the organisations include government and non-governmental organisations (local, national and international), media, experts, community (leaders and other members) among others. Organisation needs to build a long term, mutually beneficial, collaborative stakeholders relationship (Svendson 2010; Heath & Coombs, 2006). Through public relations, the organization establishes relationship with its various publics.

However, media is a special type of public and this is recognized by the organisation be it public or private entity. Within the field of public relations, a concept called media relations exist. It is through this that organisation relates with the media. Communication is a very essential to organization, just as it is too human. Organization has to communicate with its internal and external publics. Building relationship with publics is very essential in order for the organization and its publics to work together to achieve common goal that will be of mutual benefits.

However, literature has established it that rather than building relationship with the media, disaster management organisations do only use media for information dissemination especially during and after disasters have occurred. The media also sees the organisations as mere sources of information when the needs arise. That explains why there are occasional face-offs between the two during the crisis period (during and after disaster occurrences).

Part of the objectives of this study is to examine the relationship between the media and disaster management organisations. This is reflected in research question 3-6 and research objective 3-6. The objectives are to know the factors affecting the relationship, channels of communication, how the relationship can be improved and assist in disaster risk reduction and prevention. The assumption is that if the relationship between the media and disaster managers is good, there will be collaboration and cooperation between them in term of early warning information dissemination and education on building resilience and reducing vulnerability among the populace.

Also, as crisis or disaster occurrence is part of organisation and human existence, how an organisation will come out of the challenging period depends largely on its established relationship with its publics. Therefore, media as an active public, the relationship should be cultivated ahead of emergency or response stage of disaster. Though all members of an organisation are saddled with the responsibility of projecting good image of the organisation, however, the task is mainly of the public relations unit. Cutlip Center and Broom (2000), Jackowski (2007) and Kirat (2005) assert that public relations play a key role in developing and sustaining an effective relationship which can impact on the success of an organization.

It is in the furtherance of building and maintaining active mutual relationship between organisations and its key publics that a concept of Organisation-Public Relationship (O-PR) emerged from relationship management theory. According to Broom, Casey & Ritchey (1997), Grunig and Huang (2000), Hon and Grunig, (1999) and Ledingham & Brunin (1998), relationship between organization and its public are measurable and conscious efforts must be made to improve the relationship.

2.6.2.1 Dimensions of Organisation-Public Relationship

Scholars in public relations have identified ways by which organization-public relationship can be measured. The followings frameworks and measuring dimensions have been developed:

- i. Hon and Grunig (1999) propose the measurement of satisfaction, commitment, exchange relationships, control mutuality, communal

relationships and trust. Jo, Hon and Brunner (2004) validate these measurements.

- ii. Ledingham and Bruning, (1998) identify open communication (openness), the level of trust, the level of involvement, investment in community, and long-term commitment as some of the ways by which OPR can be measured. To them relationship between an organisation and its publics should be viewed from interpersonal (individual) context rather than rigidly on corporate (organisation) context.

As can be seen, the key elements of this dimension can also be applied to interpersonal communication. At individual level, open communication, high degree of trust, active involvement, conscious investment in the relationship and commitment are basic ingredients of successful relationship. Based on statistical analysis, the scholars categorized OPR dimension into three: personal, professional, and community. These three types could be used to predict possible publics' behavior in any situation.

- iii. For the media and disaster management organisations, the mutual goal is to work together to make the society a better place for inhabitants. Preventing disaster is one of the ways of protecting lives and property and hastened development. Thus, there is a high need for open communication, trust in others, and active involvement in finding solution to society's problems, direct investment and commitment to the community development.

- iv. Ledingham, Bruning, Thomlison, and Lesko (1997) list the followings as dimensions of OPR: mutual goals, interdependence, cooperation, shared technology, performance satisfaction, comparison level of the alternatives, adaptation, structural and social bonds, investment, commitment, trust, comfort with relational dialectics, power imbalance, non-retrievable investment, intimacy and passion.
- v. To Grunig, Grunig, and Ehling (1992) mutual legitimacy, mutual satisfaction, and mutual understanding reciprocity, trust, credibility and openness are the dimensions of OPR.
- vi. Meanwhile, Ferguson (1984) identifies distribution of power and mutual understanding, mutual satisfaction/non-satisfaction, agreement, dynamic/static, open/closed and consensus as the OPR measurements.

2.6.2.2 O-PR Measurements, Media and Disaster Management Organisations

As this research is studying the relationship between the media and disaster management organisations, the followings O-PR measurements are related to the study:

i. Trust

This means confidence, faithfulness, loyalty and willingness of partners in relationship to work together and achieve individual and collective goals. Hon and Grunig (1999) state that, trust thrives on three concepts. The concepts are Integrity (that an organization is fair and just); Dependability (it will keep its promises) and Competence (it has wherewithal to keep its promises). Trust enhances productivity,

reliability, higher commitment and cooperation of internal and external publics of an organization (Bruning, DeMiglio & Embry 2006; Kim & Chan-Olmsted, 2005, Schroorman, Mayer, & Davis, 2007).

For relationship between disaster management organization and media men to be enhanced, there is need for mutual trust between them. Both need to see other as partner in progress in reduction and prevention of disaster.

ii. Openness

This is defined as a consistent sharing of ideas/ information between the organization and its publics (Wood, 2000). Many scholars in public relations identified openness as a key measurement of O-PR that is crucial to relationship development. It engenders understanding and cooperation. It involves sharing of information that will be of mutual benefits to the parties. Also, seeing as maintenance strategy of an organization, Al-Awan (2013) notes that it is in the best interest of organization to share information with its publics.

The relationship between disaster management organization and the media is premised on information sharing. Information gathering and dissemination is one of the key functions of the media. The more favourable disposed an organization is to information sharing, the better the relationship with media. Disaster management organizations are experts in collating information on disaster, hence, the need to be open to the media and work together in conveying disaster prevention messages to the people. Planning and controlling the flow of information before, during and after

a disaster will define your organization's credibility, trustworthiness, authority, and effectiveness.

iii. **Commitment**

This refers to extent to which each party trusts and feels that a relationship deserves being cultivated and sustained. According to Hon and Grunig (1999), commitment has two dimensions: continuance commitment (refers to a certain line of action) and affective commitment (an emotional orientation. Level of commitment to an organization is seeing as indication of O-PR quality and good relationship assist in sustaining commitment.

iv. **Community Involvement**

Involvement means participation (Ledingham & Bruning, 1998). It is a direct involvement and identification of an organisation to the development of its community. Thus, organization that participates in community activities will have good image and enjoy good relationship with its publics. In respect to the relationship between disaster management organization and the media, the former can identify with the activities of the media organization. Also, identifying with activities of other publics, especially related organisations, schools, communities etc. will portray the organization in a good light and attract favourable media relationship.

Similar to community involvement is communal relationship which is another dimension of measuring O-PR. Here, both parties provide benefits to others. They are concerned for the welfare and survival of others. For most public relations

activities, developing communal relationships with key public is much more important to achieve than would be developing exchange relationship.

v. Satisfaction

This is the extent to which parties in relationship feels favorably disposed to others because of positive expectations. Satisfaction reinforces relationship and desire to remain together. A relationship is good and satisfying when the benefits offset the costs. For disaster management organization and the media relationship to be satisfactory, each needs to assist other to achieve its goals. Both need to complement others. One of the assistance that media need is prompt response to enquiry while disaster management organisations need positive projection of activities. Once these desires are met, both will be satisfied and ready to work together.

vi. Exchange Relationships

In exchange relationships, one party gives benefits to the other only because the other has provided benefits in the past or is expected to do so in the future. Smith (2005) opines that relationship between an organization and its publics is an exchange relationship. This means that both parties should be ready to accommodate others by being ready to assist in growing and fulfill their objectives.

In disaster management, exchange relationship is necessary and relationship needs to be cultivated before response stage of disaster. Expectations are formed by the parties in the relationship. The organizations can rely on goodwill and relationship already built for good coverage and understanding during the emergency or crisis stage.

Summarily, studying public relations as relationships management requires the integration of some concepts from fields, such as mass-media, interpersonal communication, management, marketing, organizational behavior and social psychology (Boie,2012). It is in the light of this that a key aspect of public relations called media relations is critically examined as a fulcrum of relationship between the media and organization.

2.7 Media Relations

Media Relations is a vital aspect of public relations. It encompasses efforts of an organization in relating with media with the aim of informing the public of existence and activities an organization. Its focus is to present the organization in positive and responsible light to its publics. Media relations is targeted at currying media practitioners favour through establishing a cordial relationship with the media gate keepers. With good media relations, organisation's activities are likely to get good reportage with or without being paid for in form of advertising (Jane, 2008).

Media as an organization which has capacity to disseminate information to large, heterogeneous audience, relating with media to reach organisation's publics is very important. It is important to organisation's success and being seeing as a responsible entity. However, media has so many areas of public interest to cover and sustaining good media relationship demand efforts and expertise. Coupled with the media's interest and high demands in many areas of human endeavours, is that media is difficult to be controlled (Ridgway, 1996). Thus, public relations practitioners need to fully understand the media and its challenges. Knowing how to relate well with

journalists to get positive coverage of one's organization is the purpose of media relations.

Through many formats presented by media, organisation can create awareness of its services and goods to its audience build public support and mobilize public opinion for an organization (Wyatt, 2000). Media also encourage two-way communication between an organization and its publics. Some of the areas where organizations desire media coverage include; awareness/promotion of existing and new products and services; community engagement like corporate social responsibility activities; establishment/acquisition of new factories, offices, facilities; challenges facing the organization such as disasters, strikes, closure; success recorded such as financial, winning awards / certification, grants, collaboration among others.

Furthermore, Howard (2004) and Pang (2010) note that good media relations begin with establishing relationships. The duration and quality of this relationship assist a lot in securing media participation/reportage in the organisation's activities. In disaster management, disaster management organisations need to appreciate the media as one of its key stakeholder, cultivate and sustained this relationship, appreciate their contributions and understand their operation and peculiar challenges (Lowrey 2007). It is through this mutual understanding and respects that media could be galvanized to be actively involved in disaster risk reduction.

As important as having good relationship is, scholars (Cameron, Sallot & Curtin, 2016; DeLorme & Fedler, 2003) have, however, argued that relating with journalists is full of challenges. The scholars identify distrust, contemptuous treatment and

dislike as some of ill feelings that exist between public relations practitioners and media. Despite these, public relations practitioners still need to cultivate media in their own interest and good publicity in the eyes of the publics (Tilley and Hollings (2008).

Pang (2010) identifies six main reasons why editors reject news releases are: lack of news value; lack of local news angle; lack of information; lack of timeliness; poorly written and grammatical errors. Supa and Zoch (2009), Sallot and Johnson (2006b) and Kopenhaver (1985) also accused practitioners of poor news sense and self-serving in their relationship with the media. Other deficiencies identified against public relations practitioners are failure to inform the media of their assignment ahead of the date, failure to make necessary materials available, failure to be willing to work under intense pressure like journalists (DeLorme & Fedler, 2003; Zhang & Swanson, 2006), misconception about the duties of public relations, employing incompetent, not trained, ill-prepared person (Wilcox & Cameron, 2009) and bloated assumption of existence of cordial relationship between them and the media (Neijens & Smit, 2006) among others.

To enhance media participation in activities of an organization, public relations should understand journalist and journalism fully. To achieve this, Yoon (2005) recommended the followings three dimensions: fulfilling the information subsidy function (action dimension), ensuring practitioners gain knowledge of media operation (knowledge dimension) and directing efforts towards favorable coverage (strategy dimension).

In the same vein and to assist public relations practitioners in having more effective, productive relationship with the media, Pang (2010) developed a model. The model is called “Mediating the Media”. The main objective of the model is to win media over with the full appreciation of their work and understanding of their profession and its challenges. It is through this position that media relations is now being systematically being built. It lays emphasis on cultivating and sustains good relationship with media. The model is inspired by Shoemaker and Reese's (1996) theory of influence. It is based on three assumptions: Engaging in proactive media relations, cultivating good media relations and understanding of media operation and its environment.

2.7.1 Mediating the Media Model

The model by Pang (2010) identifies two types of influences on media relations. They are internal and external influences. Internal influences include journalist mindsets, journalist routines and newsroom routines. External influences comprise extra-media forces and media ideology. Mediating the media model consist of five concentric circle depicting each of the internal and external influences.

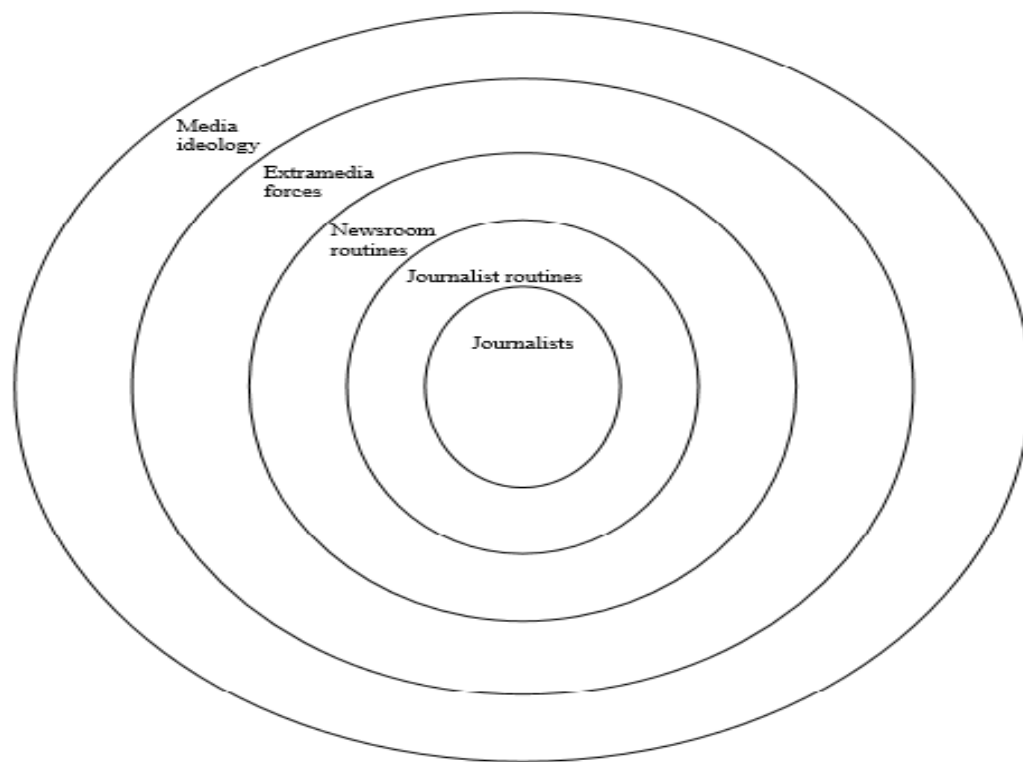


Figure 2.2. Mediating the Media Model (Pang, 2010)

2.7.1.1 Internal Influences

Below are the components of internal influences.

i. Journalist Mindset

Like every professional, journalists undergo some trainings (classroom and on the field trainings). This develops their mindset. The trainings equip them with knowledge and experience of how to discharge their duties as a key stakeholder in the society. Journalists are guided by some written and unwritten rules in this regards. Though background, education, political affiliation, religion, gender and ethnicity affect their performance to some extent, journalists are guided by traditional news values like immediacy, excitement, personalization, relevance, and novelty (Chibnall, 1977; Shoemaker & Reese, 1996; Sinaga & Wu, 2007).

It behooves the public relations practitioners to understand journalist mindset and tailor materials in accordance with newsworthiness of the materials / events. Doing this will ensure higher degree of such information subsidy and better reportage of the organisation's activities.

Furthermore, providing easy accessibility, useful, exclusive stories, timely, factual and well-written information, establishing interpersonal relationships, respect for media ethics would assist the relationship greatly (Bagin and Fulginiti, 2005; Sallot and Johnson, 2006). Framing of the materials correctly and selecting journalists and media organisation that could assist in realizing the organization's aspirations are also necessary skills to develop and nurtured effectively.

In disaster risk reduction, public relations practitioners need to be conscious of journalist's mindset that is largely fixed on happening now events. Through the above enumerated strategies, the mindset can be changed and media mobilize for disaster risk reduction effectively. Also, materials being issued / supply by the organisations need to be properly framed in disaster risk reduction perspective.

ii. Journalist Routines

Professionally, journalists have some routines they adhere to in order to discharge their duties and serve the audience better. These repeated practices include meeting deadlines, publishing balanced, fair stories and preferably exclusive stories (Richards, 1998; Ruff & Aziz, 2003). To achieve all these, journalists desire immediate information (Yoon, 2005) and cherish timeliness, accessibility and

transparency (Bagin & Fulginiti, 2005). Failure to assist in these regards result in loss of confidence, trust and affects fair media reportage.

Understanding and adhering to journalist routine engender good relationship and portray a practitioner useful and reliable. Such practice is of benefit to media and the organization as it assists both of them to achieve their aims with minimal challenges. This is crucial in disaster risk reduction as providing media relevant materials to assist in educating the populace is of great necessity. Disaster manager, especially those in public relations unit should have media training, monitor media and improve their writing skills (Sallot and Johnson, 2006).

iii. Newsroom or Organizational Routines

Media house is populated by different professionals working together to achieve the organisational's goals. Stories pass through different gate keepers and public relation practitioners need to understand the process and those responsible for the process. In newsroom, there are reporters/correspondents, line editors, editors, copy writers/sub-editors, photographers, owners and others. Others in other departments such as advert, administration, legal and others in the organization, through their relationship with the gate keepers can also influence editorial decisions for or against an organization. Thus, cultivating relationship with identified players in the newsroom help in securing media attention.

In the present era of inadequate budget and shortage of manpower, understanding newsroom routine is of great importance. Providing needed information to newsroom

at no cost to the media endear practitioners to media (Sinaga & Wu, 2007). When timely and well presented, such provision of information and supporting materials build trust and guarantee good coverage. Consequently, disaster managers can make best use of their understanding of newsroom routines as well as establishing relationship with members of the organization in the interest of success of campaign for disaster risk reduction.

2.7.1.2 External Influences

These comprises of extra media forces and media ideology. They are:

i. Extra-media Forces

These are forces mainly outside the media control. According to Pang, Chiong and Abdul Hassan (2014) and Shoemaker and Reese (1996), extra-media forces include the existing press-organization relationships, the market forces, legislations and policies of government, media competition among others. Understanding these extra media forces will assist greatly in getting the best out of relationship with media. The credibility of sources cited in the information subsidy is also important as this influence coverage favourably (Kim & Bae, 2006). In disaster risk reduction, public relations officers will be of great assistance by providing information from experts and highly placed officers in disaster management organization to buttress their points.

Also, having good relationship with professional organisations through support of their activities morally and financially are good strategies of nurturing good media relations. The following professional bodies, when well cultivated, can assist the

course of disaster managers: Nigerian Union of Journalists (NUJ), Nigerian Guild of Editors (NGE), Newspapers Proprietors Association (NPA), Journalists Against Disaster Initiative (JADI), media merit award organisations such as Nigerian Media merit Award (NMMA), Diamond Award for Media Excellence (DAME). Instituting awards for “Best Report” for individual journalists and “Media house” among others will promote more media attention in disaster risk reduction (UNISDR 2015).

ii. Media Ideology

Journalists are expected to play certain roles in the society. The media operates within a larger ideological framework as a compliment to the other stakeholders (Pang, 2010). Each media organization has its objectives and target audience. Its operation is geared toward achieving its ideology without unnecessary conflict with other institutions. The type of media system operating in each country needs to be understood by the practitioners. This will assist them to relate accordingly with the media and achieve their organisation’s objectives.

Media system has to do with the state-press relationship. It is about the extent of press freedom that operates in the country. In USA, Nigeria and other countries, media is free to operate with minimal state interference. In China, state controls media. Therefore, media ideology is one of the influences that practitioners should consider in relating with media. Media ownership is also a factor. Largely media in Nigeria are owned by private individuals and organisations. Thus, disaster managers need to be aware of business interest of the media and other socio, political, legal, ethical issues.

2.8 Chapter Summary

This chapter reviewed relevant literature in relations to Nigerian media and disaster management, mainly flood disaster risk reduction. This was preceded by clarification of key terms in this study and identification of gaps in literature. Relevant literatures were reviewed to fill the gaps identified and subsequently, the theoretical and conceptual frameworks of the study were explained.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The chapter presents the research methodology adopted to achieve the objectives of the study. It focuses on: research design, population and sampling procedure, the data collection techniques, instruments of data collection, data analysis methods, ethical consideration, rationale for each aspect of the chapter and the summary of the chapter.

This study examines the participation of Nigerian newspaper and disaster managers in flood disaster risk reduction. It studies the relationship between the media men and disaster managers in Nigeria and how this relationship influences flood disaster risk reduction in the area of early warning information dissemination and education by media.

3.2 Research Design

Every research is conducted to achieve certain objectives. For the objectives to be achieved, researcher has to organize the research activities and be goal-oriented. A research design is a framework, blueprint or road map for conducting research. It specifies the procedures needed for obtaining the data required to achieve research objectives, answer research questions, data gathering, data analysis and reporting of findings in qualitative and quantitative research (Creswell, 2012; Yin, 2002). Summarily, it is a basic step in conducting a valid research.

In line with the main objective of this study, which is to examine the participation of Nigerian newspapers and disaster managers in flood disaster risk reduction, both qualitative and quantitative research methods were used. This is also called mixed method. It is a technique whereby more than one method of research is employed in order to ensure confidence and validity of data collected (Bogdan & Biklen, 2006; Bryman, 2004; Jick, 1979; Wilson, 2014). The key objective is to ascertain the involvement of media men in flood disaster risk reduction.

Mixed method usage becomes imperative considering the problem statement of this study. The problem statement emanated from the observation that there is need for Nigerian newspapers and disaster managers to participate more actively in flood disaster risk reduction. The study examines the present participation of these two key stakeholders in flood disaster risk reduction. Also, it examines the present relationship between disaster managers and media men.

To do these effectively, there is need to examine the contents of the past published materials of the newspapers and conduct interviews with the officers of disaster management organisations and journalists. Summarily, using mixed method of research was informed by the roles of three categories of the population that the research questions are directed. The three categories are: the contents of the Nigerian newspapers, the Nigerian newspaper journalists, and disasters management officers.

Hence, the study employed qualitative and quantitative method of data gathering. Quantitative content analysis of two prominent, national newspapers in Nigeria (Punch and Trust) were conducted to evaluate the newspapers output concerning the

coverage of flood disaster in Nigeria. Also, in-depth interviews with disaster managers and media men were conducted to understand the present working relationship between the two.

Disaster is a social phenomenon. Understanding the factors that contribute to its frequent occurrences and increasing scale of destruction need a critical study of interplay of activities and relationship of the stakeholders. Also, reviewing the manifest output (media content) of such relationship is necessary. Thus, a mixed method of research is appropriate. The study used in-depth interview and content analysis to benefit from the strengths of both qualitative and quantitative data gathering methods. However, the qualitative method is the dominant method while quantitative content analysis method is supporting the former.

The choice of the method is validated by Creswell (2012) and Mertens and Hesse-Biber (2012) who argue that the basic assumption of mixed methods is that it provides better understanding of the research problem and strengthens external validity. However, the initial research design for qualitative aspect of this study is flexible and subject to change as the study progresses as suggested by Yin (2011). In this study the analysis of the two methods were done separately in chapter 4 and 5 for clarity while the findings from the two chapters were merged and discussed in chapter 6.

The data collection for this study took four months (April to July 2015). The interviews were conducted in June-July 2015.

3.3 Study One: Quantitative Research Method-Content Analysis

3.3.1 Rationale

Quantitative content analysis is the first method used in this study. The method was employed to answer research question 1 and 2. This is in line with Kerlinger (2000), Krippendorff (2004) and Macnaamara (2003) assertions that content analysis is most appropriate when researcher's aim is to examine manifest communication contents in a systematic, objective and statistical way for the purpose of measuring variables. It affords the researcher the opportunity of collecting data about media content such as topic of the issues, frequency of mentioning, and themes of the messages among others.

Through data gathering and analysis, quantitative content analysis empirically showed mindset and degree of importance the media attached to the issues of flood disaster risk reduction. The content analysis revealed the practical involvement of the newspapers in disaster management as well as reflecting whether the media was actively involved in the pre-disaster stage through publishing materials on early warning and education.

However, while research question 1 is examining general categories of analysis like the reports' frequency, prominence/placement, formats, space allotted and originator(s) of the flood materials, research question 2 is specifically examining the reports of the quantum of reportage of flood before its occurrence. The study did this by examining the stage whereby the media reported flood in the two selected newspapers from January 1-December 31, 2012. Also, the period was selected as the

most devastating flood in Nigeria, in the recent time, occurred in 2012 (NEMA 2013).

3.3.2 Rationale for using Newspapers

Despite the decline in the circulation figure of newspaper as a result of the advent of electronic and social media, newspaper is still a very strong medium of mass communication to reckon with (Little, 2013). Historically, newspaper predated other media of mass communication. Its critical, comprehensive approach to issue, portability, permanent form, graphical presentation, segmentation among other attributes still make newspaper relevant and a key agent of development, socialization and moulder of public opinion.

It is a medium for all classes of people in the society. As it serves the interest of commoners, so it does to elite and decision makers, who due to their tight schedule, may not have sufficient time to listen to radio, watch television or access social media. Its language of communication is average and easily understood. In this era of media convergence, where media organisations source information from other media (Lule, 2012), newspaper contents are being picked by other media.

In Nigeria, in recognition of the credibility of newspaper, richness, reach and to further break literacy barrier (78.6% of those over 15 years population in Nigeria are literate according to UNESCO 2012 report), radio and television stations have programmes that relay the contents of newspapers to audience daily. The programmes go with different appellations such as “From the Dailies”, “Newspapers Today”, “Top Stories” From the Editors”, “Editorial Comments” etc.

These programmes are relayed in English, Pidgin English and other three major languages in Nigeria (Yoruba, Hausa and Igbo) depending on the stations' location. The acceptance and popularity of these programmes (high listenership and viewership) reflects in the high volume of adverts/commercials being aired during the programmes. Also, to make maximum gain from the programmes some stations transmit newspapers-based programmes more than once daily. The content of such programmes become talking points for the masses, thus set agenda and mould public opinions.

Still on media convergence, almost all newspaper houses have converged with digital media. Digital media are media of communication through internet (email, social media and website) and mobile electronic like smart phones and iPad. Most Nigerian newspapers have online versions and mobile applications that make them more accessible to audience anywhere, anytime. This solves the problem of physical circulation and affordability as readers don't need to buy newspapers directly. There are also internet radio and television while most stations in Nigeria have online presence. These stations copy stories from newspapers to meet the information needs of their audience.

In this study, Nigerian newspapers are selected to represent all media of communication. The basic presupposition is that disaster managers relate with media irrespective of the type of medium or platform of disseminating information. Also, newspaper is more of critical, investigative medium than others and it will be of interest to scholars to examine how journalists employ these attributes to disaster risk reduction. Furthermore, with the national youth and adult literacy rate level in

English language of 76.3% and 57.9% respectively (NBS, 2010), and other strengths, the choice of the two newspapers written in English for this study is justified.

3.3.3 Population, Sample Size and Sampling Procedure

There are 78 printed (hard copy) newspapers and over 100 online newspapers in Nigeria (Owens-Ibie, 2013). However, Punch and Trust newspapers constitute the population of this study. Both have online and printed editions. The sample size contains all printed/hard copy editions of Punch and Trust newspapers published between January 1, 2012 and December 31, 2012. Altogether, 730 hard copy editions of the newspapers were examined. Hard copies were selected for the study because all the flood related contents of the newspapers were content analysed. The online versions of the newspapers were not suitable for this study because not all contents in the hard copy always appear in the online version.

Purposive sampling method was employed in deciding the newspapers to be content analyzed. All contents therein where flood were mentioned were content analysed in line with the research questions and objectives of the study. Also, the period of study was purposively selected. The rationale for choosing the period of the study is that the worst flood in Nigeria's history happened in 2012 (NEMA, 2013; Owolabi & Ekechi, 2014; Reliefweb, 2012; Shuaib, 2012). Stakeholders, especially media and disaster managers were accused of not doing enough to sensitize the nation of the impending danger. Hence, selecting year 2012 enables the researcher to present empirical data of the media participation.

3.3.4 Rationale for the Selected Newspapers

The followings are the reasons for selecting the two newspapers:

3.3.4.1 Punch Newspapers

Punch Nigeria Limited publishes The Punch, Saturday Punch and Sunday Punch. These are widely read and well-circulated national newspapers with a general acceptability among all classes of people in Nigeria. Printed / hard copies and online editions are available daily.

Though, the actual and current circulation figure of Nigerian newspapers is not readily available, the Punch is widely acknowledged as one of the leading newspapers in Nigeria. A 2009 report by the Advertising Association of Nigeria (ADVAN), rated Punch and Trust among the five newspapers with highest circulation figure (Ekwujuru, 2009). Thus, Punch also prides itself as “the most widely read newspaper”.

Though, a national newspaper, Punch, in term of content, advert and circulation, to some extent caters largely for the interest of the southern region. Also, it has a rich history of championing good social, political, developmental courses since it was founded in 1973 by an accountant, Late James Aboderin and a journalist, Sam Amuka.

As part of its acceptance, commitment and professional excellence, it has been winning laurels annually. In 2016, it emerged the “Newspaper of the Year”, its editor, Martin Ayankola won “Editor of the Year” award in the assessment conducted by a reputable media assessor organization, Diamond Award for Media

Excellence (DAME). In 2012, the year under study, it won the prestigious Nigeria Media Merit Award's (NMMA) as the "Newspaper of the Year". The same year, it clinched the "Editorial Writing of the Year" and one of its editors, Adeyeye Joseph emerged the "Editor of the Year" (NMMA, 2012). Also, many of its journalists and the organization have been winning laurels annually in recognition of its professionalism, wide coverage and popular acceptance.

3.3.4.2 Trust Newspapers

The newspapers are published by Media Trust Nigeria Limited. It has four newspapers in its stable - *Daily Trust*, *Weekly Trust*, *Sunday Trust* and *Aminiya* (this is a Hausa-language newspaper and it will not be used in this research). It was established in March 1998 by 19 shareholders, predominantly journalists. A general interest newspaper that offers unique opportunity to reach the northern market in Nigeria, it has 70:30 readership ratios between the northern and southern part (*Daily Trust*, 2003).

A highly rated and respected newspaper, it publishes hard copies and online editions daily that are well read and circulated. *Trust* has also won many laurels in recognition of its professionalism and contributions to the nation. In 2016, it is rated "Newspaper of the Year" and one of its editors bagged the "Editor of the Year" award by Nigerian Media Merit Award (NMMA).

As part of its corporate social responsibility, the organization annually holds "Daily Trust African of the Year Award" among other professional and corporate social responsibility activities. For example, in 2015, over N143 Millions was raised by

Trust media for Internally Displaced People (IDP) in the North East state of Nigeria (*Daily Trust*, 2015). The IDPs were victims of the deadly activities of Boko Haram terrorist group.

Summarily and as explained above, the two newspapers are selected for this study considering their popularity, availability, commitment to national development, professionalism and wide geographical reach in the northern and southern part of Nigeria. Nigeria is broadly divided into two parts and *Punch* largely represents the interest of the people in the Southern part of Nigeria while the *Trust* largely represents the Northern part.

3.4 Data Collection

In this study, the contents of the 730 hard/ printed copies editions of the newspapers covering the selected period were analysed to determine the extent of reportage of flood disaster in Nigeria. The contents of the *Punch* and *Trust* were examined. Data about their contents as related to flood disaster from January 1, 2012 to December 31, 2012 were collected using units of analysis identified.

Keyton (2015) defines unit of analysis as distinct elements counted in content analysis. It is a measurable unit that provides a standard way of dissecting the text or content into elements to be analysed. In this study, the units of analysis employed included all materials on flood disaster published in 2012 in the selected newspapers. These were: news, features, photographs, advertisement, editorials, letter to editor, opinions, columns and cartoons.

The operational definitions of the units of analysis have already been explained in chapter 2, sub section 2.5. All contents and editions were picked due to the fact that, though the researcher's focus is mainly on pre-disaster stage, it is also important to empirically know the overall participation of the media at the three stages of disaster occurrence.

A coding sheet and coding book were used to record the data collected from the selected newspapers. These recording instruments were used to record data collected from the editions. In the course of collecting the data, the messages (newspaper reports) were critically examined to learn about message contents. This gave insight to the perception, views and understanding of the role of those who produce the messages (Rubin, R.B, Rubin, A.L, Haridarkis, & Piele, 2010) in flood disaster risk reduction. The ultimate aim was to collect empirical facts that were analysed about the media involvement in disaster management through reportage of flood disaster.

3.5 Data Analysis Technique

Data analysis is a systematic method of treating data collected from the field. Here, different units of analysis were used to answer research question 1 and 2. According to Creswell (2012), a unit of analysis is one of the factors that determine the scientific nature and reliability of a research activity, as it gives the research clear focus and direction.

In conducting this study's content analysis, the main researcher and one Research Assistant (RA) took careful note of the mentioning of flood disaster issues in all editions of the selected newspapers. Emanating from the research question 1& 2 and

the research objective 1 & 2, the researcher designed coding book and coding sheet (see appendix IV and V).

The coding follows conceptual analysis form of content analysis. According to Devi (2009), Krippendorff (2004), and Palmquist, (1993) conceptual analysis is the analysis that measures existence and frequency of concepts. The concepts are mostly represented by words or phrases in a text. It begins with research questions identification and selecting a sample(s). After selection, the text is coded into manageable content categories. The coding is basically a selective reduction process. Here, texts are reduced to categories. By reducing the text to categories, the researcher can focus on, and code for, specific words or patterns that can be used to answer the research question.

Every mention of flood in the two newspapers was coded based on identified categories of analysis. These are entered into coding sheet by the two coders. Initially, as part of the coding procedure, all sampled articles were coded for their newspaper identity and date of publishing. Also, before scoring the categories, coders read the newspapers to identify unit of analysis that contain flood reports. The media contents that mentioned flood were read paragraph by paragraph (Prasad 2008). The coding sheet design underwent several revisions to make it more suitable to the study and to attain an acceptable level of reliability.

Meanwhile, necessary changes and amendment were made on both the coding book and coding sheet after the inter-coder reliability pilot test. Data gathered were

statistically analysed and the findings presented in tabular form with simple percentage. Descriptive statistics was used to explain the information gathered.

3.5.1 Categories of Analysis

All materials published in the editions of the two newspapers from January 1-December 31, 2012 constitute unit of analysis in this study. The coding sheet used in the study is self-developed. It emanated from the research objectives and research questions of the study. Neuendorf (2002), Rose, Spinks and Canhoto (2015) and Schreier (2012) noted that coding sheet can be adopted, adapted or self-developed.

Research question 1 and 2 are out to find the empirical input of the media to disaster communication. The coding sheet was intuitively developed after review of concepts and framing theory. According to Jacob and Furgerson (2012), the coding sheet should be good enough to answer the research questions and fulfill the objective of the study. It is on this basis that the following categories of analysis emerged:

3.5.1.1 The Frequency of Reportage

In this study, the frequency of reportage of flood disaster by the Nigerian press was determined by counting number of materials published on flood. Materials published included editorial/stories and advertorial. The following materials were counted: news, features, editorials, columns, letters to the editor, opinion, citizen journalism, photograph, cartoon and advert. All these published materials were counted in Punch and Trust newspapers of January 1-December 31, 2012. The volume of the report and the materials type were counted for twelve months.

3.5.1.2 The Prominence/Placement of the Report

The level of prominence given by the Nigerian media on flood disaster was determined based on the placement of stories in the two newspapers. Though placement refers to the page where a story appears and prominence refers to the font size of the headlines and its display, in this study the two mean the page where the story appears. The placement/prominence depicts the level of importance attached to a story by the media. The placement of materials is one of the ways the agenda setting strategies of the media is exercised.

Spaces are precious in newspapers. Materials (editorial and advertorial) placed on the pages reveal the importance the media organisation attached to such materials. Editorial materials or stories include news, features, editorial, letter to editor, opinion, photographs, cartoons etc. Majorly, editorial materials originate from journalists and others who contribute materials from the society. Advertisement contents are mainly paid for or sponsored by external bodies such as organisations, governments and individuals.

During the data gathering for this study, the prominence given to flood disaster materials and the page where the materials were placed were noted. For example, materials placed in the front page are chief and most valuable materials of the day. Under prominence/placement, the following are the sub category of analysis (according to their order of importance/prominence):

- i. Front page
- ii. Back page
- iii. Page 2 -5

- iv. Centre spread
- v. Others.

Apart from placement which is one of the ways of showing importance attached to published materials, the use of different font sizes, colours and other graphic, eyes - catching strategies also show prominence attached to the materials even when placed at the same page. However, this research only considered placement/prominence in the light of pages where flood disaster materials appear.

3.5.1.3 Formats of the Report

Formats refer to the type of media presentation used in reporting. General formats in newspaper are news, features, interview, editorial, photo, opinion, letters to the editor, citizen journalism, advert etc. However, in this study, the formats are categorized into:

- i. News /Photo/Cartoon
- ii. Features/Interview
- iii. Editorial
- iv. Opinion/Letters to Editor/Citizens Journalism
- v. Adverts

All these were the units of analysis considered. Thus, each edition of the newspapers was thoroughly examined to see the formats which the materials related to flood disaster are used.

3.5.1.4 The Space Allotted to the Report

This is measured according to the space occupied by the report in term of columns and inches. In this study, the space counting method adopted is:

- i. 1-9 Columns
- ii. More than 9 columns but less than half (1/2) of a page
- iii. Half (1/2) a page
- iv. More than half but less than one page
- v. One page
- vi. More than one page

3.5.1.5 The Originator(s)/Writer of the Report

This means the person/organization that generates the materials before it is published. The essence of this analysis is to empirically show who are the sponsor/authors of the materials published in the newspapers. The originators can be internal or external. Internal when it is the journalist(s) that generated the stories (news, features, editorial, columns, cartoons and photographs) through investigation, covering the flood related assignments, writing from press releases/materials with or without additional information. Here, the name(s) or bye line(s) of the journalist(s) is attached to the stories.

On the other hand, external originators are those who are not journalists but their materials are used in the newspapers. Their materials can be published as press releases used without bye lines, opinions, adverts, letter to editor and citizen journalists. These include materials sent by disaster managers, government officers,

non-governmental organizations, individuals, experts, columnist, citizen journalists, communities and others.

In this study, sources are broadly divided into three and materials originated by them were counted and analyzed. The three categories of the sources are:

- i. Media Men
- ii. Disaster Managers and Experts
- iii. Citizens

The numbers of the materials published from all writers were counted for each month and analysed.

3.5.1.6 The Stage of Reportage

There are three stages of disaster. They are:

- i. Pre-Disaster - This is a period before the occurrence of flood. It is characterized mainly by activities targeted at risk reduction / mitigation, prevention and preparedness.
- ii. During-Disaster - This is a period when flood is occurring leading to its attendant challenges. Here, rescue activities are prevalent and ongoing.
- iii. Post-Disaster - This is a period when the flood has stopped. Reconstruction and rehabilitation activities take place at this stage.

Here, the stages of occurrence of flood disaster when the media reported it were identified and recorded. Though, the focus of this work is on media report or coverage before the occurrence of flood disaster, it is also important to get empirical fact on the performance of the media at the three stages of flood disaster. The

numbers of the materials published at each stage were counted for each month and analysed based on the stages identified above.

3.6 Inter-coder Reliability

Inter-coder reliability is an essential part of content analyses research. It is known as inter-coder agreement or inter-rater reliability. It is a vital means of verifying the quality of data produced through researchers' observations of the content (Freelon, 2013; Neuendorff, 2002). Essentially, it denotes the tendency for coders to re-code the same data from the same population over a period of time in the same way. According to Hayes and Krippendorff (2007), Macnamara (2003) and Tinsley and Weiss (2000), inter-coder reliability in content analysis research measures the extent to which the different coders tend to assign exactly the same rating to each object under analysis.

To ensure the reliability of the data analysed in this study, one Research Assistant (RA) and the researcher performed the coding. The Research Assistant is a Master degree holder in Communication. The coding took place at Osun State Library Board, Okefia, Osogbo, Osun State and the library of College of Legal Studies, Ilorin, Kwara State. In the libraries, the contents of *Trust* and *Punch* newspapers of January 1 to December 31, 2012 were examined.

All 730 editions of the newspapers published in the year were studied for materials / stories on flood disaster. After ascertaining that 485 reports (*Punch* 255 and *Trust* 230) on flood were published by the two papers within the period under study, intercoder reliability coefficient was tested to ascertain the level of agreement among

the coders. The reliability coefficient was measured on 10 per cent of the data generated. This is in line with the recommendation of Wimmer and Dominick (2006). The scholars recommend that between 10% and 25% of the content should be examined for inter-coder reliability coefficient.

Hence, the inter-coder reliability for this study was established by randomly selecting 10 per cent of the items related to flood disaster from the pool of media contents. Arithmetically, 10 per cent of 485 newspaper reports is approximately 49. This study reliability coefficient was calculated by using Holsti's formula (1969) which states that:

$$PAO = 2A / (nA + nB)$$

Where PAO stands for proportion agreement observed which means the agreement reached by the coders. Also, A indicates the number of agreement between coders and 2 represents the two coders.

Lastly, nA and nB stand for the number of units coded by each coders. It means the number of samples arrived at from the total sample after applying 10 – 25% suggested by Wimmer and Dominick (2006) to test inter coder agreement.

Using Hoslti's formula to determine inter-coder reliability is one of the most reliable and commonest methods in content analysis research (Lombard, et al., 2003; Macnamara, 2003; Neuendorf, 2002).

Thus, in this study, 2A stands for 2(45) where 45 is the agreement between the two coders. This is equal to 90.

$nA + nB = (49 + 49)$ where 49 is the total sample coded by each coder. This is equal to 98. Mathematically,

$$PAO = 2A / (nA + nB) = 2(45) / 49 + 49 = 90 / 98 = 0.918 (91.8 \%).$$

Approximately, the overall inter-coder reliability coefficient was 92%.

This reliability is considered very high as noted by scholars like Frey, Botan and Kreps (2000) and Wimmer and Dominick (2010). The scholars suggested coefficient of 70 and above as reliable.

To ensure high reliability, this researcher performed the following tasks:

- i. The Research Assistant was properly briefed on the objectives of the study. Pre-coding trainings were conducted to familiarize the RA with the coding process. The need for high accuracy of the data collected was stressed. Questions were asked and the task was practiced independently before the final commencement of actual coding.
- ii. Pilot coding was done to test the understanding of the coder and adherence to the guidelines. 60 editions of the two newspapers were randomly selected and coded by the RA and the researcher. The exercise was reviewed several times until the researcher was satisfied that the coder had mastered the procedure and ready for the actual coding.

iii. After the final coding, before the submission of the coding sheets, the results obtained by the coder and the researcher were thoroughly cross - checked by all. Necessary adjustments, when noticed, were effected. All these steps were targeted at enhancing reliability and validity.

3.7 Study Two: Qualitative Research Method (In-depth Interviews)

3.7.1 Rationale

Qualitative method through in-depth interview was the second method used in this study. It was used to know the views, experience and understanding of media men and disaster managers in relations to flood disaster risk reduction. In-depth interview is a research that focuses directly on interactions between the researcher and the interviewees/respondents (Kazmer & Xie, 2008; Rubin et al. 2010).

It is a method often used in the social sciences and humanities researches to provide a deeper insight and obtain comprehensive information about respondents' thoughts, attitudes and behaviours (Boyle & Neale, 2006; Flick, 2002). Interview method is engaged to gain more insights into social phenomenon, human behaviours and relationship. This is because human and social sciences involve subjective world realities; hence, quantitative method could only provide inadequate understanding (Cassel, Symon, Buehring & Johnson, 2006).

In this study, purposive sampling is appropriate considering the influence that the two populations have on the nature of the materials published in the selected newspapers. While media men collect, process and publish information, disaster

managers are key source of information. Both groups exercise leadership power on what may be published.

Also, as the main aim of this study is to explore and understand the relationship between two groups, interviewing 16 people (sample size) is adequate. According to Guest, Bunce, and Johnson (2006), in a research with the aim to explore and understand views and involvements of a group of moderately standardized individuals, 12 interviewees should be enough. Also, Baker, Edwards and Doidge (2012), Creswell (1998), Dworkin (2012) and Thomson (2011), noted that 5-50 interviewees are enough. These scholars stressed that sample size is not fixed once the interviewees were able to provide needed answers that achieve the aims of the study.

In this study, data saturation was achieved with these 16 interviewees when the researcher started getting no further different information from the interviewees. According to Dworkin (2012) Benard (2011), saturation is a stage in which data collected no longer reveals different data from the initial one. Hence, the researcher discontinue with interviewing more interviewees after the 16th interviewee.

The interview method was used to address research question 3-6. It was used to ascertain the working relationship that exists between the disaster managers and media men, their understanding of each other` roles, perceptions, experiences, behaviors, attitudes and collaboration (Mason, 1996; May, 1997; Patton, 1987; Perez-Lugo, 2001).

Conducting an in-depth interview afforded the researcher a direct opportunity to critically assess the informants' understanding of the need to be involved in flood risk reduction. Since flood is a destructive, disruptive, perennial and social phenomenon in Nigeria, questions concerning the media men understanding of their roles as a critical stakeholder in disaster risk reduction and challenges hindering their participation were asked. Also, disaster managers were asked questions about their challenges, expectations from the media and the existing relationship between them.

3.7.2 Data Collection

A direct, personal, face-to-face interview of the two categories of informants (media men and disaster managers) were conducted to answer the last four research questions (question 3, 4, 5, 6) earlier stated. Open-ended (semi-structured) questions interviews were used to elicit information from the informants (Turner, 2010). The questions asked are contained in a two set of separate interview guides designed for media men and disaster managers.

The interview guide is self-developed based on objectives of question 4-6. This is in line with suggestion offered by Creswell (2012) and Rubin, H. J and Rubin, I.S. (2004) with regards to designing interview guide. An interview guide must be design in such a way that will assist the researcher in achieving the purpose of the study. Hence, this suggestion is employed in this study to design the interview guide based on the objectives of this study.

Also, two separate interview guides were designed for disaster managers and media men. According to Boyce & Neale (2006), separate interview guide is allowed when

more than one population is being studied. In this study, the protocol guide questions emanated from the research questions and research objectives. The guides were flexible to accommodate informants' responses during and after the interviews.

The interview guides are presented in Appendix II and III. An interview guide is a vital tool in collecting information. It contains topics, series of unambiguous questions and issues that the researcher wants to cover during the interview (Kajornboon, 2005). However, it is amendable as the needs to accommodate more relevant views of the interviewees arise. The questions are aimed at establishing the existing relationship between the informants, media men involvement in disaster management at the pre-disaster stage, media relations strategies adopted by the disaster managers, expected roles of the media and constraints among other relevant issues.

Follow up, probing questions were asked in the course of the interviews. The interviewees-media men and disaster managers-were interviewed at their organisation's head offices in Ogun State and Abuja, Nigeria. In order to have productive interview, interviewees first accepted to participate and signed "Informed Consent" form (see appendix I) after sighting others documents from Universiti Utara Malaysia that introduce the researcher. They were briefed on the objectives of the study and their expected roles.

The Informed Consent form assures participants of confidentiality of information gathered from them. It contains other information such as expected duration of interview, identity and affiliation of the interviewer, method of data collection (by

recording, observation and jotting) among others. According to Gill, Stewart, Treasure, and Chadwick (2008), this is necessary to give the participants the idea of what to expect during and after the interview session. Also, it is to ensure voluntary, active participation, relaxation and truthful answers to the questions asked.

Firstly, seven (7) media men from each of the two selected newspapers—*Punch* and *Trust*—were initially slated for interview. However, only 10 out of 14 were able to participate. Others gave excuses for not participating while some were not available throughout the period of data collection. The informants were purposively selected based on their positions as professionals who decide materials that are published in their newspapers.

The media men selected have spent more than five years in the newspapers and they have been involved in reporting series of flood that ravaged the country annually in different capacity. Consequently, they were on duty before, during and after 2012 major flood in Nigeria.

Those interviewed from the two newspapers were:

- i. Daily Editors
- ii. Saturday/ Weekend Editors
- iii. Sunday Editors
- iv. News Editor
- v. Feature Editor
- vi. Reporters that had covered flood disaster, environment or still covering the related beats.

The ten media men who were eventually interviewed provided information on their views and understanding of the media roles in flood disaster risk reduction. Also, they gave insight into their relationship with disaster managers. Basically, these informants provided answers to research questions 3, 4, 5 and 6.

Secondly, the perceptions of disasters managers on the expected roles of the media and the existing relationship and media men involvement in flood disaster risk reduction were discussed. In this study, two management officials each from the followings four (4) government disaster management organizations were interviewed. They are:

- i. National Emergency Management Agency (NEMA)
- ii. Nigerian Security and Civil Defence Corps (NSCDC)
- iii. Federal Fire Service (FFS)
- iv. Nigerian Meteorological Agency (NIMET).

Only six (6) out eight (8) informants initially slated for the interview participated. Two were not available for participation. Those interviewed were Heads of Disaster Reduction (DRR) department and Public Relations Officers/Spokesmen of these organizations. The informants provided answers to research questions 3, 4, 5 and 6.

The interviews were conducted in English language, recorded using digital voice recorders. Copious notes were taken in a notebook during the interview sessions. Apart from recording the interviews manually and electronically, the researcher was conscious of non-verbal cues emanating from the respondents and recorded such during the interview. Meanwhile, before embarking on the main interview exercise,

pilot study was conducted to determine the appropriateness of the questions contained in the interview guide. This is done to increase the prospect of success and validity of the study.

Together, 16 informants were interviewed. Considering the sample size, two types of informants, two methods employed, the busy and unpredictable schedules of the informants, diverse locations of informants' offices among other factors, the interview took two months. The interviews were conducted in June-July 2015 at the head offices of the media and disaster management organisations. The interview session with each informant lasted for average of 40 minutes. However, it took several days to transcribe the interviews and converted them to text form.

3.7.3 Population, Sample Size and Sampling Procedure

For the qualitative study aspect, the population consists of media men in Nigerian from the *Punch* and *Trust* newspapers and disaster managers in the four selected organisations. Out of this population, the researcher adopted purposive sampling method to select the sample size. The sample size comprised of informants from *Punch* and *Trust* newspapers and disaster managers.

Specifically, out of eight (8) informants, each from the *Punch* and the *Trust* newspapers, totaling 16 informants slated for interview, only 10 participated. Also, six (6) out of eight (8) disaster managers from government owned agencies comprising: NEMA, NIMET, NSCDC and FFS earlier slated were interviewed.

The informants were selected based on their position in the organisations and relevance to the study. The basic assumption is that a working relationship exists between the respondents by virtue of their position and professional callings. Media men are selected as they are largely responsible for the contents being published in the newspapers. For the selected disaster managers, they act as main sources of information on disaster risk reduction and are in position to relate and collaborate with the media to disseminate information and educate publics on disaster risk reduction.

3.7.4 Data Analysis Technique

Data analysis is a systematic method of treating data collected from the field to adequately report the informants' opinions (Keyton, 2015). In this study, media men and disaster managers proffered answers to research question 3, 4, 5 and 6 by answering the questions containing in the interview guide. After collecting the data, transcription of the recorded messages was done.

The responses of the informants were converted to text. The texts were re-read several times to enable the researcher to get better understanding of the texts and ensure its accuracy in line with the research objectives. After this, a thematic analysis was done through creation of categories. The transcripts were imported into NVIVO 10 qualitative data analysis software.

Nvivo software assists researchers to gather material about the perceptions of informants and then identified all themes, sub-theme and sub-sub themes patterns (Bryman & Burgess, 1994; Smith & Hesse-Biber, 1996; Welsh, 2002). It is used to

enhance coding, storing, sorting, analysis and presentation of graphical representation of the data.

In this study, after importing the transcribed interviews into Nvivo, every relevant segment was coded adopting two stages of open and axial coding and later organized into nodes which portrayed the themes. Basit (2003) notes that coding enables researchers to collate and understand transcribed data. Based on the research questions, themes, sub themes and sub sub- themes were done. Detailed coding and nodes emerged.

For coding process, three coding stages of open, axial and selective coding were adopted. In open coding, which is the first level, identification of different concepts and categories in the data were done based on research questions. Axial coding followed. Here, the researcher gradually re-examined the initial themes that were coded in the open coding. By the re-examination, some preliminary codes were eliminated as to ensure that the emerging codes and categories correctly represented the informants' responses.

The last stage is the selective coding stage. Here, all categories were reconsidered and rearranged. At this stage, the researcher read through the raw data again in line with the study's objectives. Finally, the nodes were grouped into themes, sub-themes and sub sub-themes. The thematic analysis finally generated four main themes, nine sub themes and 32 sub sub-themes. These were used to answer the research questions 3-6. The themes are: (1) perception on disaster management (2) factors affecting

media active involvement in disaster risk reduction newspaper (3) collaborative activities (4) expectations from key stakeholders.

3.7.5 Research Locations

Nigeria is the location of the research. The interviews were conducted at the headquarters of the two newspapers and disaster management agencies located in Ogun state and Abuja.

The followings are the research areas of study:

- i. Ogun State for *Punch*
- ii. Abuja for *Trust* newspapers and national headquarters of National Emergency Management Agency (NEMA), Nigerian Meteorological Agency (NIMET), Federal Fire Service (FFS) and Nigerian Security and Civil Defense Corps (NSCDC).

3.7.6 Validity and Reliability

To ensure validity of the data gathered from the interviews, the participants/ interviewees were presented with the transcribed data for verification. According to Keytone (2015), validity instrument is the degree an instrument is capable of measuring what it is meant to measure while reliability of instrument is the degree of dependability and stability of the measurement.

Therefore, disaster managers and media men were asked to comment on the transcribed materials and certify it to be the true representation of their discussion with the researcher. Hence, the validity of the data is established.

3.8 Ethical Consideration

In this study, high premium was placed on ethics of data gathering and analysis. This is to ensure that the respondents do not suffer any harm (legal, physical, psychological, economic or social) or adverse result during or after participating in the study (Cooper & Schindler, 2003; Creswell, 2012). From the beginning, the researcher obtained oral and written consents of the participants and informed them of the academic nature of the study. The participants were informed of the study's objectives and assured of their privacy, confidentiality of their responses, and fairness in the reporting of the findings.

Also, participants were encouraged to act voluntarily and participate actively. Copies of an Informed Consent Form from Universiti Utara Malaysia (UUM) and Letter of Introduction of the researcher were obtained before proceeding on the field study. A sample of Informed Consent Form filled by the respondents is in Appendix I.

3.9 Chapter Summary

This chapter contained a logical flow of the methodological aspect of this study. From the research design to data analysis method, explanations were provided on how the study was executed. Accordingly, this study adopted content analysis and in-depth interview to collect data which were analyzed and interpreted. There are two units of analysis in this study as there are two methods. For the interview method, media men and disaster managers in two selected newspapers and four government-owned disaster management organisations were interviewed. For the content analysis method, all materials in the newspapers presented in different newspaper formats that

are related to flood disaster are the units of analysis. The study is a predominantly exploratory study.

CHAPTER FOUR

CONTENT ANALYSIS FINDINGS

4.1 Introduction

The aim of this chapter is to present, discuss and analyse the data collected. Through the analysis, answers are found to all the research questions. The data were collected through in-depth interview and content analysis. The data were analysed through quantitative content analysis. The methods effectively and appropriately provide evidences on relevant issues related to the study. However, for clarity and adequate treatment this chapter is divided into two. The two parts are – Study One (Content Analysis) and Study Two (In-depth Interview analysis).

The cardinal objective of the study is to examine the involvement of the Nigerian media in flood disaster risk reduction. By analyzing the information gathered during the interview with officers of disaster management organisations and media men, as well as content analyzing newspapers for flood reportage, the objective of the study is achieved. Also, the analysis of the data in this chapter affords an opportunity to strengthen the theoretical framework that underpins the study. From the explanations that followed, the significances of the study are emphasized.

4.2 Data Analysis-Study One: Content Analysis

This chapter presents the analysis of the qualitative content analysis data of the study. It explains the aggregate of measurement from the selected Nigerian newspapers. Basically, the chapter contains the results of frequencies of newspapers reportage of flood disaster in Nigeria in 2012, the stage of reportage, its formats,

sources and framing of the reports. The results are presented in tables, and charts for easy interpretation of the findings in accordance with the objectives of the study.

Mainly, the content analysis method is used to find answers to research questions 1 and 2. The research questions are:

1. To what extent does the Nigerian press cover flood disaster?
2. To what extent does Nigerian newspapers report flood risks reduction before flood occurrence?

4.3 General Findings

A total of 730 newspapers editions were content analysed. From January 1-December 31, 2012, 485 materials related to flood were published. The unit of analysis is all materials published in the two newspapers pertaining to flood disaster in 2012. The materials include news, photographs, features, editorials, column, opinion, advert and letter to the editor. The justification for picking all media content is that flood related materials could be generated by all stakeholders. The study is also aimed at examining how media is being used as a platform to disseminate disaster risk reduction information. It is out to reveal how media offers itself as a critical agent in disaster risk reduction in Nigeria.

4.4 Extent of Reportage of Flood Disaster in Nigerian Newspapers

To determine the extent of reportage of flood disaster in Nigerian newspapers, five categories of analysis were used. This is aimed at finding answer to research question 1 of the study. The categories of analysis employed are; frequency of the stories,

placement of the stories, space allotted to the stories, format of the coverage and source/originator/writer of the stories.

4.4.1 Frequency of Reportage

As shown in Table 4.1, Punch published flood and flood related materials 255 times. Trust published the materials in 230 times. Accordingly, out of 485 times the flood issues were covered, Punch has 53% while Trust has 47%. Figure 5.1 gives a graphical explanation of the findings.

Table 4.1

Frequency of Flood Stories Published by the Newspapers in 2012

Month (2012)	Punch	Trust	Total
January	04	02	06
February	03	01	04
March	06	10	16
April	12	03	15
May	05	07	12
June	16	06	22
July	28	20	48
August	27	53	80
September	51	84	135
October	63	23	86
November	27	08	35
December	13	13	26
Total	255 (53%)	230 (47%)	485

4.4.2 Placement of the Stories

From Table 4.2, it is clear that most (386 = 79.60%) of the reportage of flood disaster in 2012 by the two newspapers were placed on less prominent (others) pages. The more prominent pages altogether has 99 (20.40%) placement. Further breakdown shows that; Front page has 33 (6.80%), Page 2-5 has 50(10.30%), and Back Page with 15 (3.10%) placement. Centre Spread has only one (0.20%) placement.

Concisely, the number of stories on prominent pages (all pages excluding “others”) is 105 representing 21.65% while the less prominent page has 380 stories (78.35%).

Table 4.2

Placement of Flood Stories in 2012

	Month	Newspaper	Front page	Page 2-5	Centre spread	Back page	Others	Total
1.	January	Punch	1	1	0	2	0	4
		Trust	0	0	0	0	2	2
2.	February	Punch	0	0	0	3	0	3
		Trust	0	0	0	0	1	1
3.	March	Punch	0	2	0	0	4	6
		Trust	0	0	0	0	10	10
4.	April	Punch	2	1	0	0	9	12
		Trust	0	0	0	0	3	3
5.	May	Punch	1	2	0	0	2	5
		Trust	0	0	0	0	7	7
6.	June	Punch	2	4	0	1	9	16
		Trust	0	1	0	0	5	6
7.	July	Punch	4	3	0	2	19	27
		Trust	5	3	1	2	9	20
8.	August	Punch	2	3	0	0	22	27
		Trust	1	6	0	0	46	53
9.	Sept.	Punch	3	8	0	1	39	51
		Trust	6	7	0	0	71	83

Table 4.2 Continued

10.	Oct.	Punch	6	7	0	2	48	63
		Trust	2	3	0	1	17	23
11.	November	Punch	0	1	0	1	25	27
		Trust	0	0	0	0	8	8
12.	December	Punch	0	0	0	1	12	13
		Trust	0	1	0	0	12	13
Total			35	53	01	16	380	485
%			7.22	10.93	0.20	3.30	78.35	100

4.4.3 Space Allotted to Flood Disaster Stories

According to the findings as shown by Table 4.3, 165 (34.02%) stories and 212 (43.71%) stories occupy less than half a page out of 485 flood disaster stories reported in 2012 by the two newspapers. However, 46 (9.48%) and 4 (0.82%) stories occupy half a page and more than half but less than a page space respectively. Furthermore, 43 and 15 stories representing 8.87% and 3.10 % respectively are stories that occupy one page and more than one page.

Table 4.3

Spaces Allotted to Flood Disaster Stories in 2012

No.	Month (2012)	Newspaper	1-9 Column A	10 + column but less than ½ a page	Half a page	More than ½ but less than a page	One page	More than one page	Total
1.	Jan.	Punch	1	1	1	0	1	0	4
		Trust	2	0	0	0	0	0	2
2.	Feb.	Punch	3	0	0	0	0	0	3
		Trust	1	0	0	0	0	0	1
3.	Mar.	Punch	3	3	0	0	0	0	6
		Trust	8	2	0	0	0	0	10
4.	Apr.	Punch	4	5	2	0	1	0	12
		Trust	3	0	0	0	0	0	3
5.	May	Punch	1	2	0	2	0	0	5
		Trust	4	2	1	0	0	0	7
6.	Jun.	Punch	4	4	4	2	0	2	16
		Trust	3	1	0	0	1	1	6
7.	Jul.	Punch	6	16	3	0	3	0	28
		Trust	7	10	1	0	1	1	20
8.	Aug.	Punch	11	5	6	0	4	1	27
		Trust	20	16	8	0	4	5	53
9.	Sept.	Punch	9	35	5	0	2	0	51
		Trust	18	51	5	0	9	1	84
10.	Oct.	Punch	11	35	8	0	8	1	63
		Trust	18	3	0	0	1	1	23
11.	Nov.	Punch	9	13	2	0	2	1	27
		Trust	8	0	0	0	0	0	08
12.	Dec.	Punch	7	6	0	0	0	0	13
		Trust	4	2	0	0	6	1	13
	Total		165	212	46	04	43	15	485
		%	34.02	43.71	9.48	0.82	8.87	3.10	

4.4.4 Formats of Stories on Flood Disaster

The data collected on the formats of report used in flood disaster in 2012 as presented in Table 5. 4 shows, the bulk of the report is presented in news format. News has 398 items representing 82.10% of the total reports of flood disaster in 2012 in the two newspapers. This is followed by features and interview which has 64 (13.20%) items and Letter to editor / opinion that poll 15 (3.10%) items. The two newspapers wrote Editorial on flood disaster in 2012 only in 8 times representing 1.70% of 485 reports. No advert on flood disaster was published in 2012.

Table 4.4

Formats of Stories on Flood Disaster by Newspapers in 2012

No.	Month	Newspaper	News	Features / Interviews	Editorial	LTE / Opinion	Advert	Total
1.	January	Punch	2	1	0	1	0	4
		Trust	2	0	0	0	0	2
2.	February	Punch	1	2	0	0	0	3
		Trust	1	0	0	0	0	1
3.	March	Punch	3	0	1	2	0	6
		Trust	9	1	0	0	0	10
4.	April	Punch	10	1	1	0	0	12
		Trust	3	0	0	0	0	3
5.	May	Punch	4	1	0	0	0	5
		Trust	7	0	0	0	0	7
6.	June	Punch	11	1	1	3	0	16
		Trust	4	2	0	0	0	6
7.	July	Punch	21	4	1	2	0	28
		Trust	11	4	1	4	0	20
8.	August	Punch	23	3	0	1	0	27
		Trust	43	9	1	0	0	53
9.	September	Punch	43	5	1	2	0	51
		Trust	75	9	0	0	0	84

Table 4.4 (continued)

10.	October	Punch	53	9	1	0	0	63
		Trust	22	1	0	0	0	23
11.	November	Punch	24	3	0	0	0	27
		Trust	8	0	0	0	0	8
12.	December	Punch	12	1	0	0	0	13
		Trust	6	7	0	0	0	13
	<i>Total</i>		398	64	8	15	0	485
	<i>%</i>		82.1	13.20	1.70	3.10	0	

4.4.5 Writers of the Flood Stories

In this study, writers of flood disaster stories are categorized into three. The writers are journalists, disaster managers/experts and citizens. These are three broad categories of stakeholders in disaster management. According to the findings as presented in Table 4.5, the bulk of the reports on flood disaster in 2012 were written by journalists. 447 stories representing 92.16% were written by journalists. Only 19 stories representing 3.92% each were contributed by disaster managers/ experts and citizens.

From the percentage ratio above, apart from journalists who make use of different media contents largely to report flood, other stakeholders, mainly disaster managers and citizens contributed little to publicizing flood risk reduction content in the media. Whereas there are opportunities of writing letters to editors, using opinion pages to discuss the issues, engaging columnists to discuss the issues, alerting the media to flood prone areas, exposing inadequate and failure of government facilities and earlier promises among other actions geared towards risk reduction. Hence, this finding empirically reflects that disaster managers, experts in disaster management and citizens are not making good use of newspapers in disaster risk reduction.

Table 4.5

Writers of the Flood Stories

No.	Month	Newspaper	Journalists	Disaster Managers/experts	Citizens	Total
1.	January	Punch	3	0	1	4
		Trust	2	0	0	2
2.	February	Punch	3	0	0	3
		Trust	1	0	0	1
3.	March	Punch	4	0	2	6
		Trust	10	0	0	10
4.	April	Punch	11	1	0	12
		Trust	3	0	0	3
5.	May	Punch	4	0	0	5
		Trust	7	0	0	7
6.	June	Punch	10	4	2	16
		Trust	6	0	0	6
7.	July	Punch	26	0	2	28
		Trust	18	0	2	20
8.	August	Punch	23	3	1	27
		Trust	53	0	0	53
9.	September	Punch	47	2	2	51
		Trust	82	0	2	84
10.	October	Punch	55	5	3	63
		Trust	21	0	2	23
11.	November	Punch	26	1	0	27
		Trust	7	1	0	8
12.	December	Punch	11	2	0	13
		Trust	13	0	0	13
Total			447	19	19	485
%			92.16	3.92	3.92	

4.5 Stages of Reportage of Flood Disaster by Nigerian Newspapers

This is to answer research question two and show empirically the performance of Nigerian newspapers in the three stages of disaster management. It is aimed at finding out how the media frame the reports of flood.

The stages are Pre-Disaster, During-Disaster and Post-disaster. Pre-disaster stage is when the flood is yet to start, during disaster stage is when the flood has commenced while post disaster stage is after the flood has stopped. However, it is instructive to note that the involvement of Nigerian media in disaster risk reduction, which is the focus of this study, happens mainly at pre-disasters stage. This is the stage where early warning information dissemination and education on the impending danger would be of assistance to the populace. The period is characterized by reporting activities geared towards flood prevention, mitigation and preparedness for its occurrence. Thus the study explored the frames being used by the media by examining the stages of reporting flood occurrences in 2012.

Table 4.6

Stages of Reportage of Flood Disaster in 2012

No.	Month	Newspaper	Pre flooding	- During flooding	After flooding	Total
1.	January	Punch	4	0	0	4
		Trust	2	0	0	2
2.	February	Punch	3	0	0	3
		Trust	1	0	0	1
3.	March	Punch	6	0	0	6
		Trust	4	1	5	10
4.	April	Punch	8	3	1	12
		Trust	1	0	2	3
5.	May	Punch	1	2	2	5
		Trust	3	3	1	7
6.	June	Punch	4	7	5	16
		Trust	2	3	1	6
7.	July	Punch	9	12	7	28

Table 4.6 (Continued)

		Trust	5	9	6	20
8.	August	Punch	9	12	6	27
		Trust	6	29	18	53
9.	September	Punch	7	31	13	51
		Trust	3	35	46	84
10.	October	Punch	1	22	40	63
		Trust	0	6	17	23
11.	November	Punch	6	1	20	27
		Trust	1	0	7	8
12.	December	Punch	3	0	10	13
		Trust	1	0	12	13
	<i>Total</i>		90	176	219	485
	<i>Total</i>	%	18.56	36.29	45.15	

4.6 Summary

This chapter has provided empirical evidence to the findings from the content analysis. By content analyzing two of the leading newspapers in Nigeria (*Punch* and *Trust*) the level of involvement/participation of Nigerian media and disaster managers in disaster risk reduction has been revealed. 2012 flood is used in the study.

It shows that though Nigerian media is involved in disaster management but perform least at disaster risk reduction which is the pre disaster stage. It is more active during and after flood disaster occurrences. Therefore, the chapter reveals the present state of media involvement in disaster risk reduction and call stakeholders attention to the need to collaborate and communicate more before the occurrences of flood disaster.

Also, the chapter reveals that disaster managers, experts and citizens are not making best use of media platform to disseminate information on flood disaster. The bulk of materials published on flood disaster in 2012 emanated mainly from journalist. Thus, there is urgent need for other stakeholders to use media platform more to educate and create disaster reduction awareness.

CHAPTER FIVE

IN-DEPTH INTERVIEW FINDINGS

5.1 Introduction

This chapter presents the analysis of study two from series of in depth interviews conducted with disaster managers and media men. Here, views of 16 respondents were analyzed with NVivo 10 software to answer the study's research questions 3, 4, 5 and 6. The cardinal objectives of this chapter is to examine the existing relationship between disaster managers and media men and how the relationship can be improved and assist the course of flood disaster risk reduction in Nigeria.

5.2 Informants' Profile

Sixteen (16) interviewees form the total population for the study in - depth interviews. Six interviewees were disaster managers while 10 interviewees were media men. One interviewee each came from NIMET and FFS while two interviewees each came from NEMA and NSCDC. Also, from the media, four (4) interviewees were from Punch, five (5) from Trust and one from Journalists Against Disaster Initiatives (JADI). By virtue of their profession, all interviewees are main stakeholders in disaster management in Nigeria. Detailed profile of the informants is presented in table 5.1.

Table 5.1

Informants' Background Information

	Informant	Organisation	Designation	Years of Experience	Highest Qualification	Course of Highest Qualification
1	DM1	NEMA	Press Officer PRO	6 -10	Master	Public Administration
2	DM2	NSCDC	PRO	6-10	Master	Law Enforcement & Criminal Justice
3	DM3	NFFS	PRO	16 & above	Post Graduate Diploma (PGD)	Journalism
4	DM4	NIMET	Assistant PRO	11-15	Masters	Media Arts
5	DM5	NEMA	Head, DRR	16 & above	PhD	Peace & Conflict
6	DM 6	NSCDC	Head, DRR	11-15	PhD	
7	MM1	Punch	Editor (Daily)	16 & above	Post Graduate Diploma (PGD)	Journalism
8	MM2	Punch	Editor (Saturday)	16 & above	Master	Communication Arts
9	MM3	Punch	Editor (Sunday)	11-15	Master	Media & Communication
11	MM5	Trust	Acting Editor (Daily)	11-15	Post Graduate Diploma (PGD)	Mass Communication
13	MM7	Trust	Assistant News Editor (Daily)	6-10	Master	English
14	MM8	Trust	Reporter	Less than 5	BSc	Mass Communication
15	MM9	Trust	Reporter	11-15	PGD	Mass Communication
16	MM10	(JADI)	Senior Correspondent / National Coordinator	16 & above	BSC	Linguistics

From Table 5.1 above, the designations of the 16 interviewees are showed. Among the six (6) disaster managers, four (4) of them were Public Relations Officers/ Spokespersons/ Information Officers. The remaining two were Head of Department of Disaster Risk Reduction (DRR). These officers are in charge of media relations/ information dissemination and disaster risk reduction respectively. In conjunction

with others in the organisations, both work together to inform and educate people about disaster risk reduction through several channels. Media is one of the channels.

Out of 10 media men interviewed in this study, six (6) were editors while four (4) were reporters/correspondents. Further breakdown show that out of 10 interviewees among media men, four were from the *Punch*, five from *Trust* and one from Journalists Against Disaster Initiatives (JADI). Though, the researcher initially set out to interview eight media men each from the two media houses, few of the earlier proposed interviewees declined participation or were not available during the interview sessions.

Also, from the table, it is evident is that six (6) interviewees fell into age 41-50, five (5) fell into 31-40, three (3) to 51-60 and two (2) interviewees fell below 30 years. This shows that the bulk of the interviewees were between ages 31-50 as 11 out of 16 interviewees were within this age range. Furthermore, table 5.1 shows none of the interviewee has education qualification lower than first degree or Higher National Diploma (HND). Three (3) has BSC/HND, 5 with Post Graduate Diploma (PGD) while six (6) has Master and two (2) with doctoral degree (PhD). This shows that 13 out of 16 interviewees had educational qualification higher than first degree/HND.

It also shows that five (5) interviewees were graduates of Mass Communication and Journalism, three (3) graduates of Communication & Language/Media Arts and two (2) graduates of English Language. There were one (1) graduate of Public Administration, Law Enforcement & Criminal Justice and Peace and Conflict each. However, one interviewee declined to state his qualification.

In term of experience of the interviewees on their professions, from the table, six (6) interviewees had spent 16 and above years on the jobs. Also, five (5) interviewees had spent 11-15 years on the job, three (3) spent 5-10 years and two (2) spent less than 5 years. The inference from this is that 11 out of 16 interviewees had been on the job for more than 10 years. Only five (5) interviewees had less than 11 years of experience. Thus, majority of the interviewees (media men and disaster managers) have been interacting professionally with others for many years and could effectively assess their relationship.

5.3 Media and Flood Risk Reduction

The spate and scale of destruction attending flooding incidents in the recent time are now a source of worry. Globally, flood is a commonest and one of the most destructive disasters. It is against this background and the urgent need to reduce its impact and possibly, prevent its frequency of occurrence that stakeholders are coming together to team up in reducing flood risks. The emphasis of disaster management is now on disaster risk reduction and prevention of disasters. The focus is now on before the occurrences of flood and what efforts the stakeholders should mobilize in order to prevent and mitigate the impacts of flood when it eventually occurs.

Media has been identified as one of the stakeholders. It is recognized as an important prevention agent; its contents are capable of creating disaster risk reduction (DRR) and awareness (Kakonge, 2012; Perez-Lugo, 2001). According to Ikramova (2012), contributions made by the media in disaster management can save lives and reduce

economic losses to a greater extent. With other stakeholders, such as disaster management organisations (government and non-government organisations), experts, communities, activists among others, the media is expected to play active role in disaster risk reduction campaign.

It is the participation of Nigerian newspapers in flood risk reduction that is the fulcrum of this study. To ascertain this, the researcher interviewed 16 disaster management organization officials and media men. Based on the research questions of the study, the informants provided answers to the following: (i) perception of disaster management by Nigerian media men and disaster managers (ii) factors affecting media active involvement in disaster risk reduction (iii) collaborative activities between Nigerian press and disaster managers (iv) expectations of disaster managers from the Nigerian press and vice versa.

After a comprehensive transcription of the interviews, data coding and identification of themes, sub-themes and sub sub-themes, QSR NVivo 10 data management software was used to analyze the data. The data analysis process involved detailed coding, nodes making and grouping of nodes into related categories. At the end of the exercise, 42 models emerged with 9 sub themes and 22 sub subthemes. These models are presented in Figure 5.1.

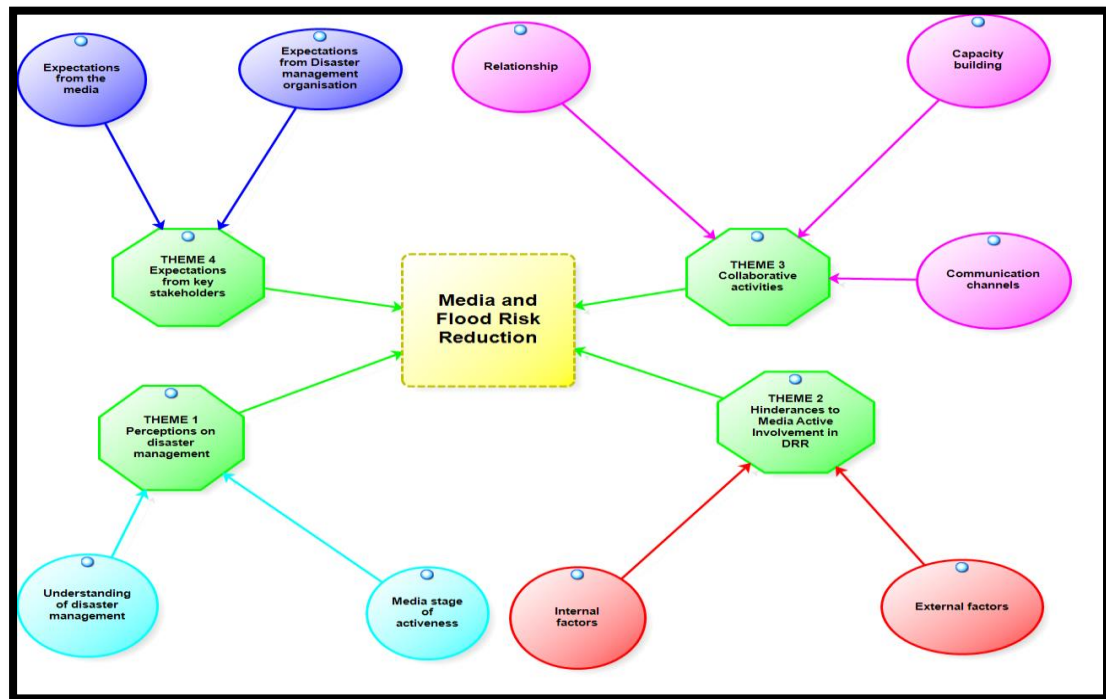


Figure 5.1. Main Themes and Sub-Themes of Media and Flood Risk Reduction

5.3.1 Theme One: Perception on Disaster Management

Management of disaster has become an important issue among stakeholders across the world. According to UNISDR (2013), disaster management is more than just response and relief. It is more pro-active rather than reactive exercise. It is a systematic process that involves the key management principles of planning, organizing, leading, coordinating, communicating and controlling. Furthermore, it is aimed at reducing the adverse effects or consequences of disasters (Taori, 2005). Its underlining philosophy is: when a disaster cannot be prevented; at least, its impacts should be minimized.

It is this paradigm shift that all stakeholders are working toward. The emphasis is now on disaster risk reduction (DRR) and the focus is mainly on pre-disaster stage activities. This comprises activities aimed at preventing, mitigating and preparing for

disaster occurrences. These activities are targeted at building resilience and reducing vulnerability. Also, it emphasizes the need for cooperation and collaboration among all stakeholders in the society. As a multi-disciplinary activity, disaster management demands active participation of all stakeholders.

Having recognized the media as a stakeholder in disaster management, the first theme of this study examine the perception of disaster managers and media men on disaster management. Through analysis of the information supplied by the informants by NVivo, two sub-themes and six sub sub-themes emerged. The first sub theme seeks to know the level of understanding of the two stakeholders on the three stages of disaster management. The stages are Pre-disaster, During-disaster and Post-disaster. Under this category, three sub themes emerged. They are: Prevention and Mitigation, Response and Recovery.

Furthermore, the second sub theme under the perception of stakeholders seeks to identify the stage of activeness of Nigerian press as judged by the press itself and disaster managers. This is a form of assessment of the level of activeness of the press at the three stages of disaster management. The sub theme has three sub subthemes, namely: Warning and education, Response and Recovery. The figure 5.2 illustrates the findings.

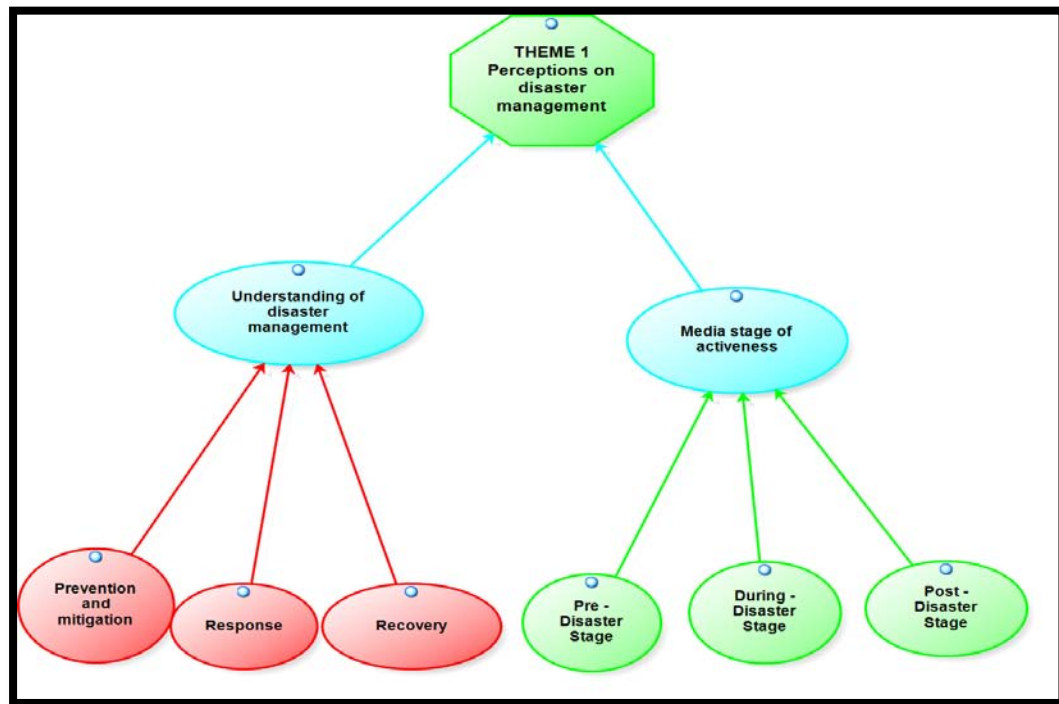


Figure 5.2. Stakeholders Perceptions on Disaster Management

5.3.1.1 Understanding of Disaster Management

Media has been recognized as a critical agent of development and a vehicle through which people get education and information about events happening within and outside their communities. To be able to discharge their duties effectively in disaster management, media men and disaster managers need to understand the concept of disaster risk reduction. It is this understanding that the researcher sought out under this sub theme.

The informants' responses are based on the three stages of disaster occurrence. The three stages, according to Palttala, Boano, Lund and Vos (2012), are – pre disaster (Prevention and mitigation), during disaster (response) and after disaster (recovery-rehabilitation/reconstruction). See the figure 5.3.

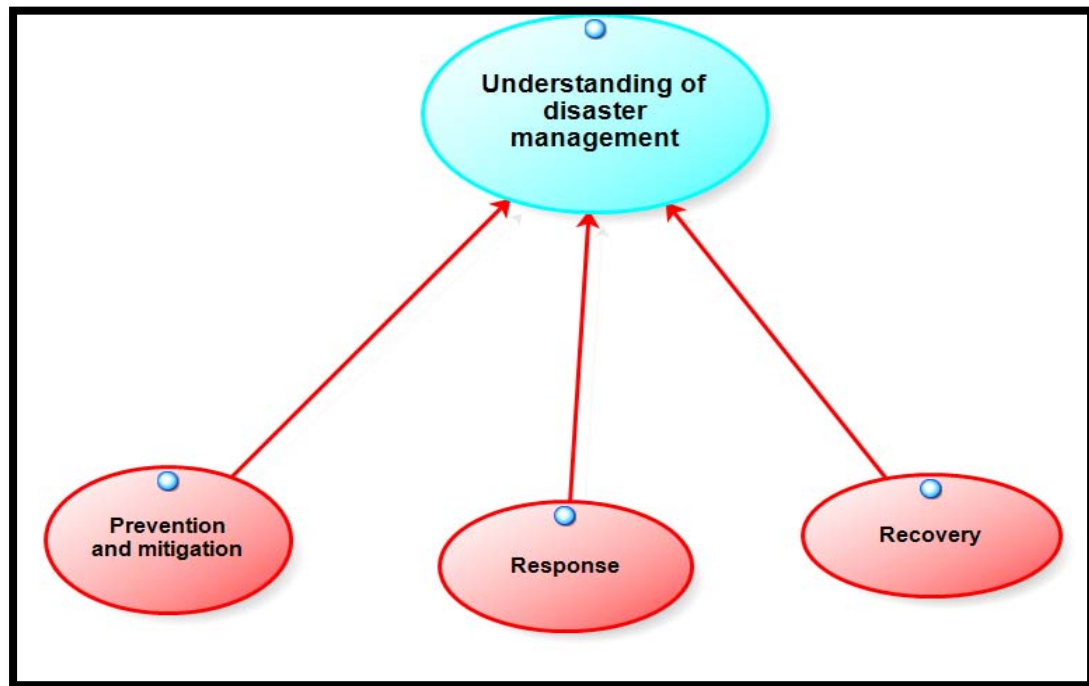


Figure 5.3. Understanding of Disaster Management

i. Prevention and Mitigation

As explained earlier, globally, the focus of disaster management is now on disaster risk reduction. The stakeholders, having analysed the attendant cost of flood in financial, material and human tragedies, agreed that it is highly beneficial to prevent flood disaster rather than responding to it or engaging in recovery activities after its occurrences (McConnell and Drennan 2006; NEMA, 2013).

The information gathered from the interviews conducted with Nigerian media men and disaster managers showed that most of them were of opinion that disaster management should be mostly about prevention and mitigation. According to the model emanating from NVIVO analysis of informants responses to their understanding of the term disaster management, 14 out of 16 of them agreed that disaster management should focus on disaster risk reduction. See figure 5.4.

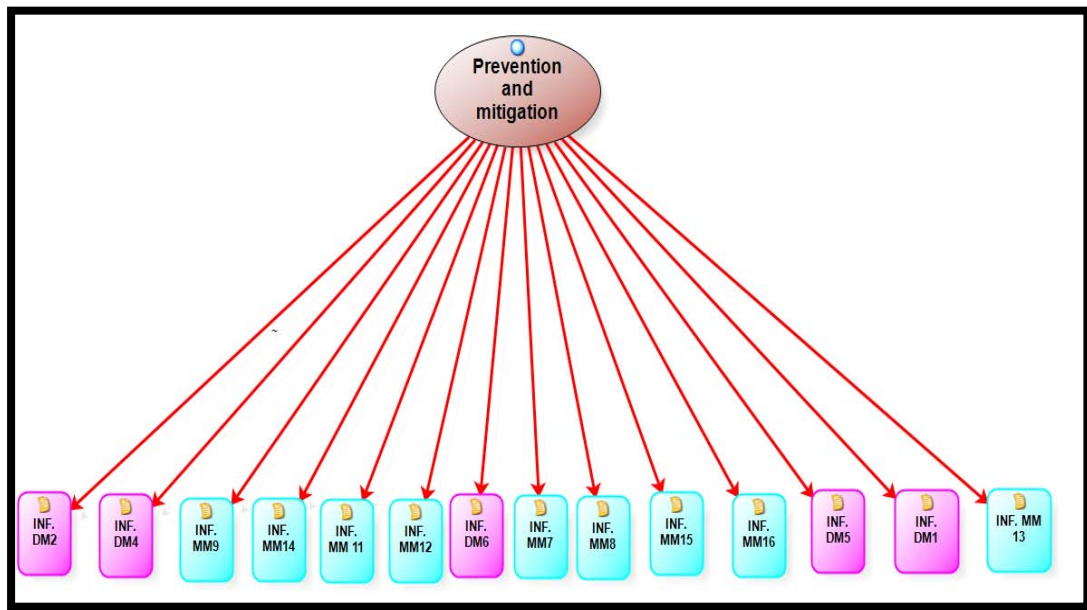


Figure 5.4. Prevention and Mitigation

These are pre disaster activities aimed at prevention, mitigation and preparedness for disaster. Though most of the informants took holistic view of disaster as all - encompassing activities comprising the three stages, the emphasis of their understanding is on pre disaster activities. According to informants DM4, DM5, DM6, MM8, MM12, and others, disaster management should be pro-active and focus should be on early warning, education on activities that make society disaster-prone and how to increase resilience.

For examples, Informant MM8 says: “It should be more focused on disaster prevention. To me, it means activities put in place to properly warn people of disaster and what to do when it happens”. Informant DM6 notes that it “is about disaster risk reduction”. While Informant DM5 is of opinion that disaster cannot be totally prevented but its risk can be reduced and reducing this risk and responding to disaster when it happens is disaster management. According to Informant DM 4, it is

about prevention and response to disaster that starts with the steps taken to prevent, reduce and respond to disaster.

Also, to informant MM9 understands:

Disaster management is being able to predict disaster, prevent disaster from happening, carrying out measures to prevent the calamitous impact of disaster and being able to assist and rehabilitate victims after disaster has occurred. Mainly it should be pro-active. However, many of them accused disaster management organisations and government of being reactive and relief materials distributing organs rather than keying into the global trend of disaster risk reduction.

Informant MM11 believes that disaster management should be more about disaster prevention and risk reductions. “But in Nigeria now, it’s more about responding to disasters”. Informant MM13 sees it as being pro-active and responds to disaster when it happens, but it’s sad that disaster management organizations in Nigeria are more of the relief materials distribution.”

Furthermore, Informant MM15 says:

Disaster management entails activities geared towards the reduction of impacts of disasters. It also involves response and rehabilitation. Disaster management organisations in Nigeria are still learning as their approach is largely reactive to disaster.

ii. Response

At response stage, flood has occurred with its attendant havocs such as loss of lives, destruction of facilities, and disruption of normal activities of the community affected among others. The occurrence of disaster is most visible at this stage.

Despite the fact that most informants situated their understanding of disaster management on inclusion of all stages, some maintain that they understood the concept to mean mainly responding to disaster. See the Figure 5.5.

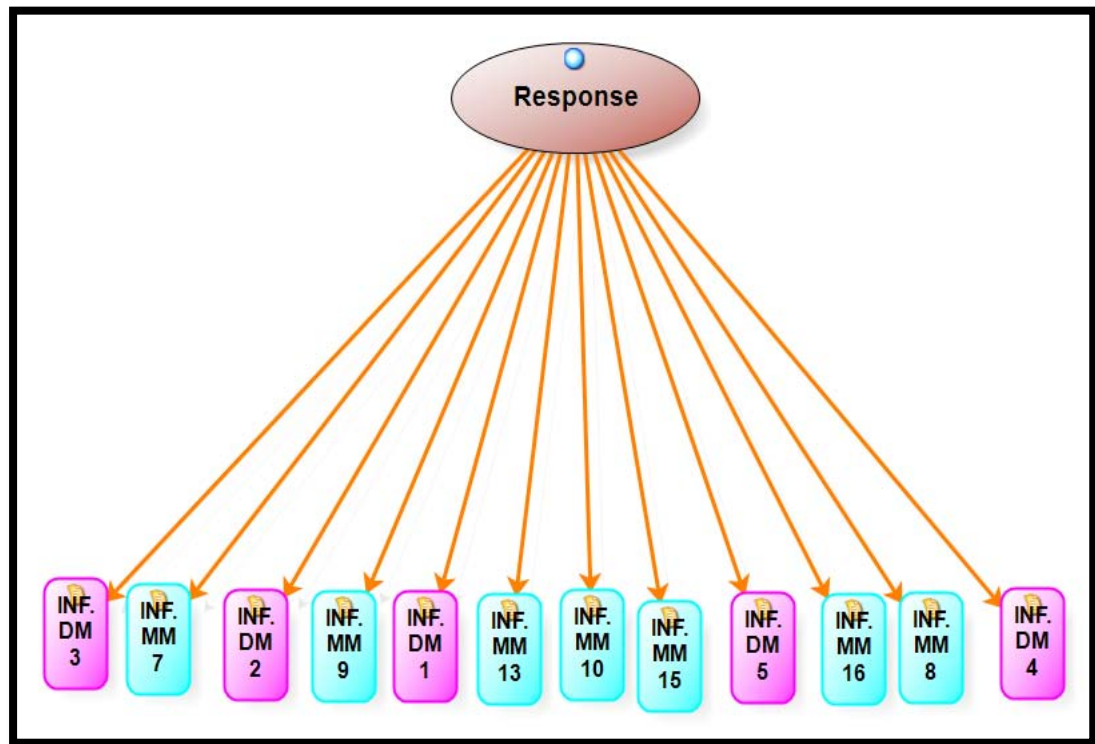


Figure 5.5. Response

Informant MM10 disclosed that:

To the best of my knowledge, disaster management comes after disaster has already happened. This is how it is in Nigeria. I may be wrong, but disaster managers and others are mainly active when a disaster has happened. Thus lending credence to the perception that disaster management is all about response after disaster occurrences.

Also, Informant MM8 lamented that “At present in Nigeria, it means managing disasters after occurrences. Rather than managing disaster after the occurrence, it should be more focused on disaster prevention.”

iii. **Recovery**

This is the third stage of disaster management. It consists of two main activities- rehabilitation and reconstruction. Model in Figure below emerged from the number of informants whose understanding of disaster management is premised on recovery stage.

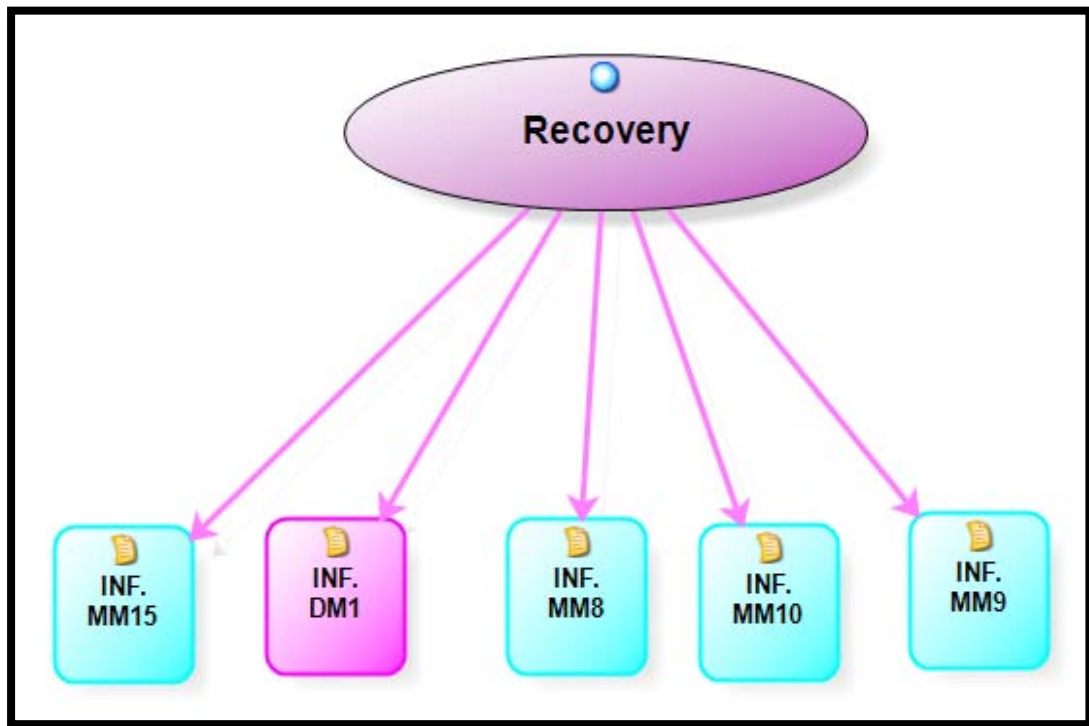


Figure 5.6. Recovery

As explained earlier, the informants' responses were interconnected and most of them premised their understanding of disaster management on interconnectivity of the three stages. Informant DM1 sees disaster management as all activities that are aimed at prevention, mitigation, response and recovery from disaster incidents.

Summarily, the deduction from the analysis is that opinions are divided on what disaster management is among Nigerian media and disaster managers. Most interviewees note that the focus should be more on prevention and mitigation. This is in line with various disaster risk reduction frameworks/ strategies of United Nations (UNISDR, 2014). However, some of them also lament that the reality in Nigeria is that disaster management is largely about response after occurrence.

5.3.1.2 Media Stage of Activeness

Media is one of the key stakeholders in disaster risk reduction. It is saddled with the role of awareness creation, early warning information dissemination, education and other roles targeted at complimenting other stakeholders' efforts. The analysis of responses provided by the 16 informants in this study serves as an assessment of the activeness of the media at the three stages of disaster cycle. Media activeness manifests mainly through the reportage of flood stories. The essence of the question is to enable media men to judge themselves and also to be judged by disaster management organisations.

Incidents of flood, like other disasters, based on traditional media orientation, are always good stories. Media covers such stories extensively and in some cases, sensationalizes the. However, with the recognition of the media as a key stakeholder in disaster risk reduction and the advent of development journalism, media is expected to change its orientation. It is expected to collaborate with others as an agent of sustainable development.

Views on media activeness in the following stages were sought:

- i. Pre-disaster (prevention, mitigation and preparedness). It is also called disaster risk reduction.
- ii. During-disaster (response). It is also called reactive stage.
- iii. Post-disaster (recovery - rehabilitation and reconstruction).

The pre-disaster phase is concerned with prevention, mitigation and preparedness.

The response phase is when the stakeholders must actually respond to the disaster as

the disaster is ongoing or just happened. The post-disaster looks for ways to tackle challenges brought by the disaster, rehabilitate the victims, reconstruct damaged/affected facilities, plan how to prepare better for the next crisis and fulfill commitment made during the disaster phase including follow-up information. All these stages provide story elements for the media and opportunities to display commitment to developmental agenda.

Apart from setting agenda through reportage of flood related stories, media has opportunity of framing stories and promote disaster risk reduction. This can be done through its outputs/contents such as news, features, editorial, columnists, opinions among others. Figure 5.7 shows the media stage of activeness.

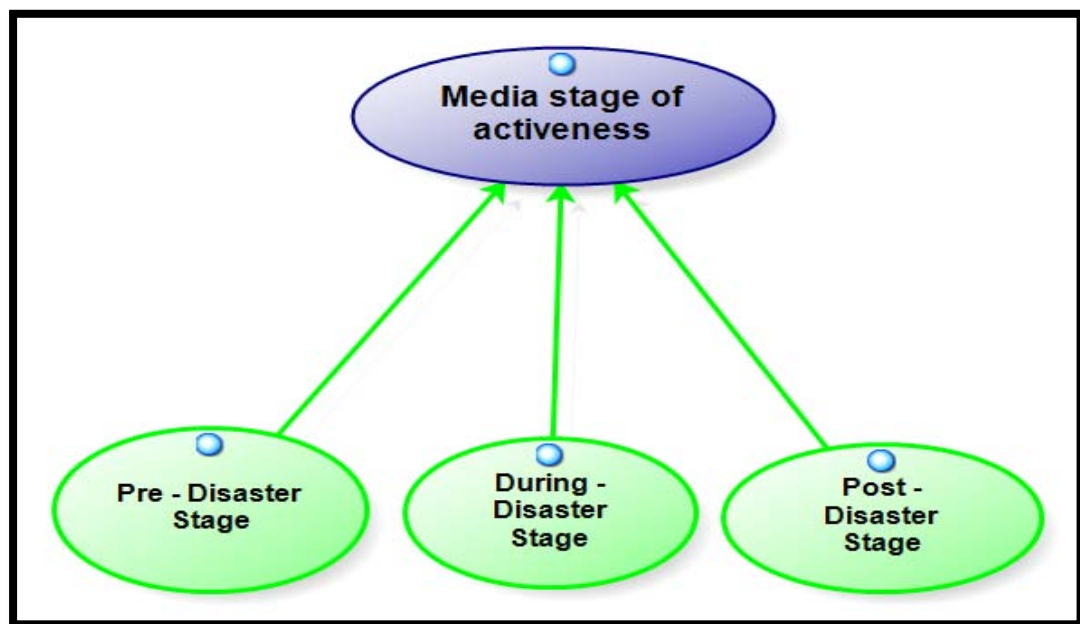


Figure 5.7. The Model of Media Stage of Activeness

i. **Pre-Disaster Stage**

This is before the occurrence of disaster. The target of media story at this stage will be on early warning information dissemination and education on the advantages and

disadvantages of some actions or inactions that can make people vulnerable.

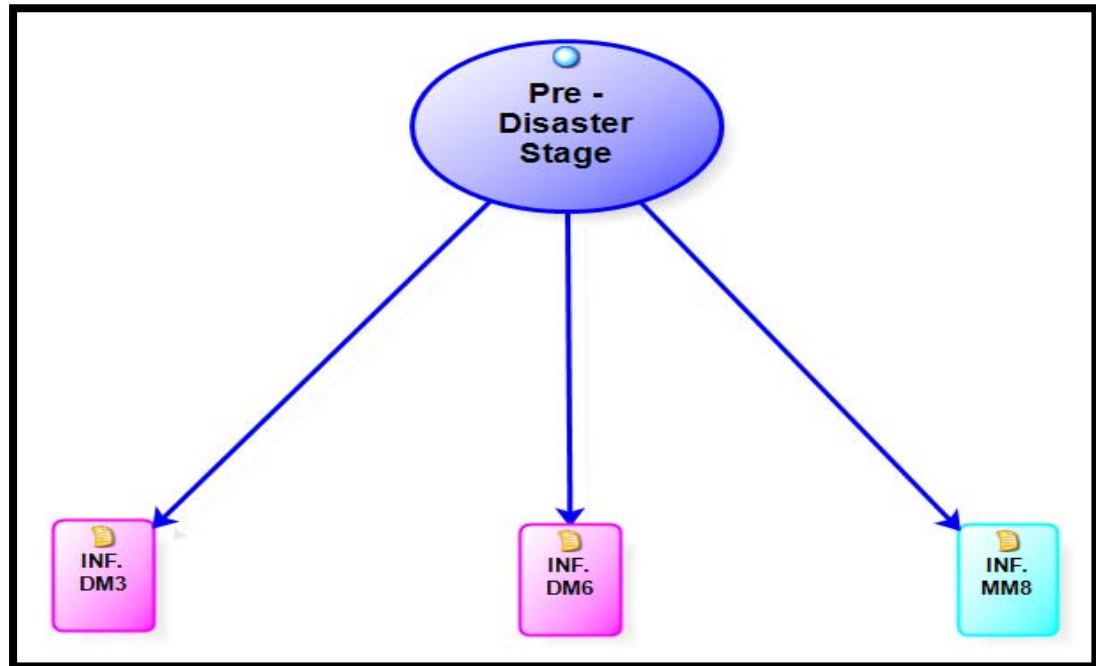


Figure 5.8. The Informants' Views on Media Activeness at Pre-Disaster Stage

Though most of the informants are of opinion that the media is reporting all stages of flood disaster, they, however, agreed that the degree of activeness differ in each stage. According to Informant MM8, “media performs least (least active) at pre-disaster stage”. Also, Informant DM6 notes that “like disaster managers, the media are also interested in prevention, but their participation and commitment here (pre-disaster stage) is very low”.

For Informant DM3, “media can help in creating awareness before disaster occurrence. However, both media and disaster managers need to do more in pre - disaster stage by warning people about the impending dangers and get them prepared for the looming disasters”. The informant attributes this to failure of media owners and some editors to key into disaster prevention agenda as “they don’t see themselves as part of active stakeholder”. Also DM4 observes that the “pre- event

(disaster) relationship is not there nor solid”, hence, low activeness in pre disaster stage.

The above analysis and findings confirms the result of content analysis whereby from January 1 to December 31, 2012, only 90 materials on pre disaster stage out of 485 materials were published. It shows lack of Nigerian media involvement in disaster risk reduction.

ii During-Disaster Stage

Also refers to as response stage, at this stage, flood incident has occurred or still ongoing. The affected communities and other stakeholders are responding to the challenges posed by the disaster. Traditionally and professionally media is attracted to this stage as human tragedies, suddenness of events, inherent dramas among others, are part of basic elements of news reporting. This assertion was confirmed by majority of informants interviewed in this study. The informants believe strongly that media can create awareness and partner with other stakeholders to reduce disaster risks. From Figure 5.9, it could be seen that Nigerian media is most active during disaster stage.

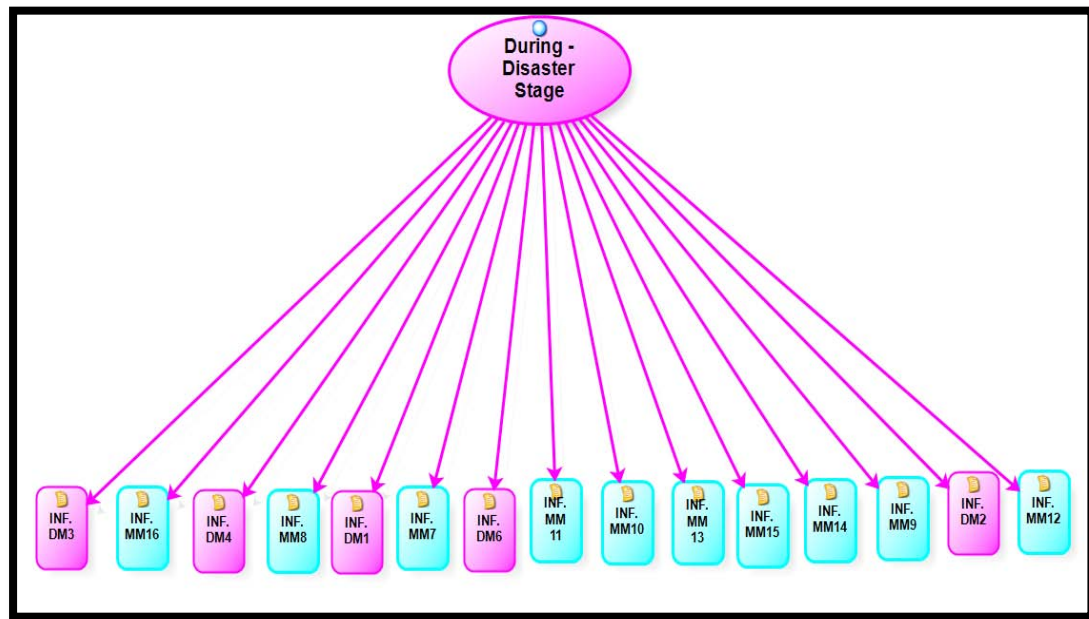


Figure 5.9. The Informants' Views on Media Activeness at During-Disaster Stage

According to Informants from disaster management organisations, Nigerian media is not visible before the occurrence of flood but swift to report flood incidents and its immediate challenges.

To informant DM1:

The Nigerian media is most active during response stage and least active before disaster occurs. Their focus is still more on response stage. Their participation through using their medium to educate and inform people about impending disaster like a flood is still low. They still need to do more. The reasons being that disaster management is an evolving field, so is the Nigerian media. The media and other stakeholders are yet to come to terms with their role as one of the key stakeholders in disaster management especially prevention.

Also, Informant DM3 asserted that:

The media are, however, most active during the disaster stage. It is less active in pre- disaster state. This may be a reflection of the challenges being faced by the media and the nature of their relationship with other stakeholders. Media celebrates sudden events and during the disaster stage is largely a sudden event which captures media attention most. If the above responses from disaster management organisations are

indicting, the responses of media men are self-recrimination. Informants MM9, MM11 and others confessed that they are most active during response stage.

Informant MM9 buttressed this:

Actually, we're most active at during stage. Once a flood disaster happens, we immediately send reporters to the scenes to get good stories. The impact of a disaster, the victims and lost, the history of the flood etc. are examined and published. That's why you see headlines like "flood kills 30 in Kastina", "1000 affected by flood in Nigeria" etc. Professionally, disaster outbreaks make good stories.

Also, Informant MM7 said:

We're more active during disaster stage. I think we love to cover disaster when it happens. At pre – disaster stage we try our best but we are not doing much at post disaster stage. Honestly, our focus is mainly on disaster reporting.

For Informant MM12:

Nigeria media are active in all stages. We do stories on blocked drainages and other conditions that may cause floods when rain falls. But we've higher coverage when disaster has occurred. At this stage many people want to talk as it has become a reality.

Media men identified the followings as reasons that made them most active during disaster: nature of news that thrives on suddenness, drama, calamity and tragedy; not aware of the awaiting disaster before occurrences; lack of information from other stakeholders, especially disaster managers, before disaster happened and their readiness to talk when disaster has happened among others.

Again, the above analysis and findings confirm the result of content analysis whereby from January 1 to December 31, 2012, 176 materials on during disaster stage out of 485 materials were published. It shows high activeness of Nigerian media during disaster occurrence.

iii. **Post-Disaster Stage**

This stage is after the disaster has occurred and response activities have been carried out. It consists of rehabilitation of victims and reconstruction of damaged facilities. Disaster management organisations and other agents of government and non-governmental organisations are working together to assist the affected people to resettle. This settlement may involve accommodating them in temporary shelters in Internally Displaced Persons (IDP) camps or providing facilities for them in their houses if the flood is not too severe. The duration of post disaster stage may last for few weeks to years.

In all these activities, media men are expected to participate by reporting the situations and efforts being made to safeguard future occurrences. As disaster stages are cyclical and one stage leads to another, there is a thin line between response stage and recovery stage as well as with pre-disaster stage. Thus, disaster stages can also be broadly categorized into two – Pre disaster stage and post disaster stage (response and recovery).

From those interviewed, Informant MM13 disclosed that:

Nigerian media is most active at the post disaster stage. We heard about disaster after it has happened. That is when we cover it and at times if it's still happening, we report it especially flood disaster. Also, Informant DM 3 observed that "Nigeria media are active in all stages. We also do follow up after disaster". Figure 5.10 shows their responses.

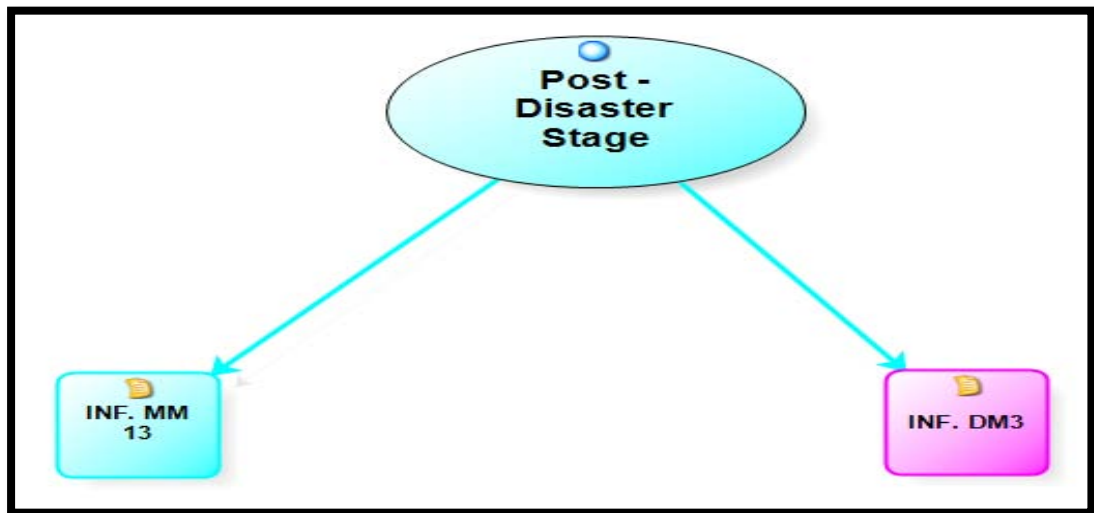


Figure 5.10. The Informants' Views on Media Activeness at Post-Disaster Stage

However, the above analysis and findings do not confirm the results of content analysis whereby from January 1 to December 31, 2012, 219 materials on post disaster stage out of 485 materials were published. This finding shows the inability of the interviewees to distinguish clearly between during and after disaster stage. To most of the interviewees, disaster stages are broadly divided into two-before disaster and after disaster. Hence the higher rate of materials published at post disaster stage. This is in line with cyclical nature of disaster stages as explained above.

5.3.2 Theme Two: Factors Affecting Media Involvement in Flood Disaster Risk Reduction

This theme is to find out some challenges or factors affecting active participation of Nigerian media at pre-disaster stage. Here those factors were examined. From theme one, it has been established that majority of media men and disaster managers understand disaster management to be mainly disaster risk reduction activities. Also, the informants had agreed that the media is least active before the occurrence of flood disaster. Thus, the theme two is out to explore challenges that are affecting the

relationship between media men and disaster managers. These are challenges affecting media getting involved in disseminating pro - active information and educating the society of impending dangers.

To situate these factors properly, there is need to view relationship between disaster management organizations and the media as inter-organizational relationship. Also, as flood is both human and natural phenomenon, the need for effective human and organizational relationship is highly imperative. It is these factors that hinder the media participation in contributing effectively to flood risk reduction that informants lay bare in the course of this study's enquiry. From the analysis of the responses of the informants with Nvivo 10 software, the model in Figure 5.11 emerged on the theme two of this study.

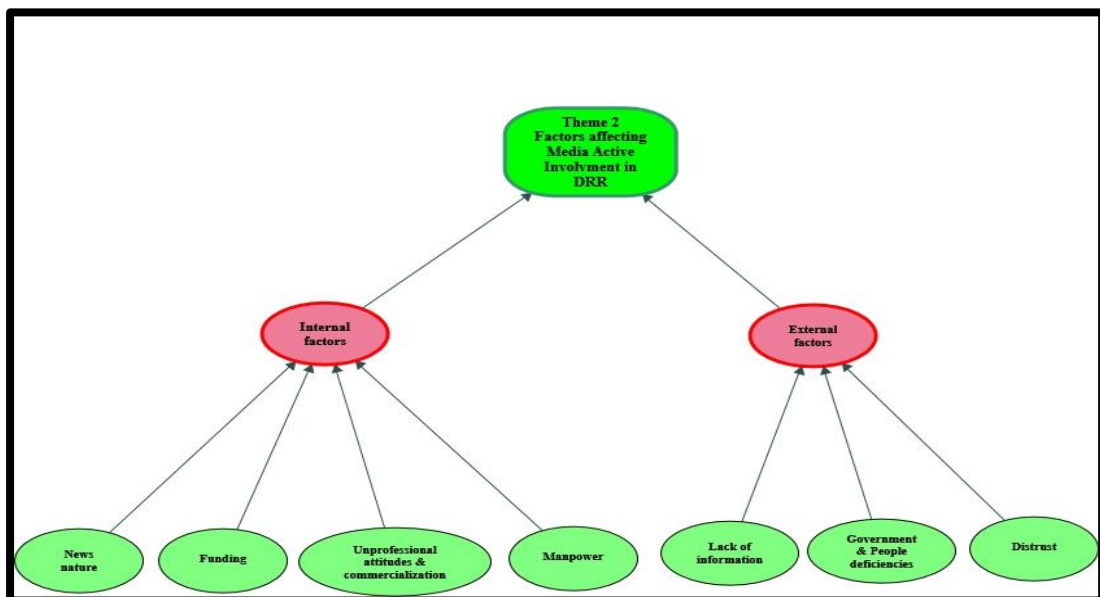


Figure 5.11. Factors Affecting Media Participation in Disaster Risk Reduction

From the above model, two sub themes are available. It shows that there are two types of challenges to media active involvement in disaster risk reduction. The

hindrances are categorized under internal and external factors. Under internal factors there are four sub-sub themes and three sub-sub themes under external factors. Factors under internal factors are news nature, funding, unprofessional attitude and commercialization and manpower. Lack of information, government and people deficiencies and distrust are factors under external factor.

5.3.2.1 Internal Factors

These are factors within media organisations that are affecting the media active involvement in flood risk reduction. Figure 5.12 shows the factors.

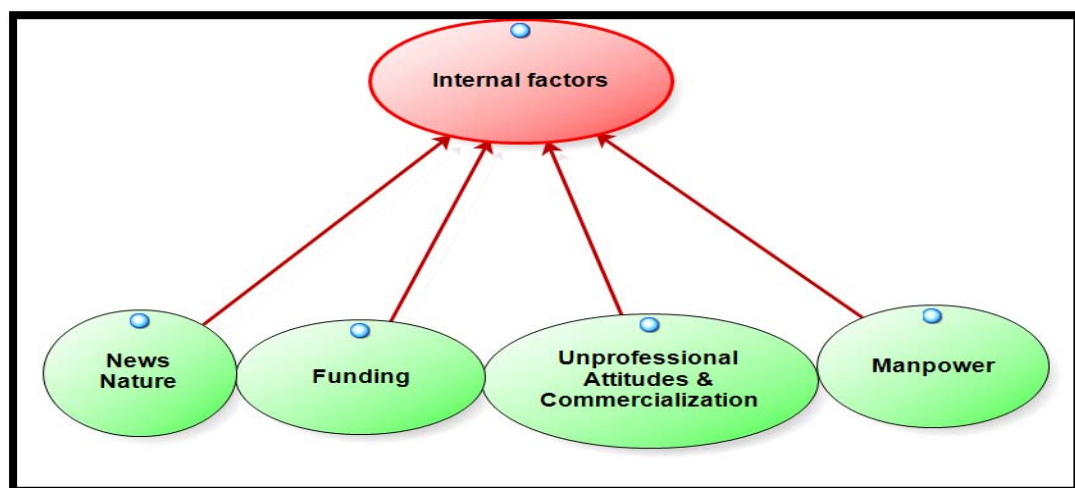


Figure 5.12. Internal Factors Affecting Media Participation in Pre-Disaster Stage

i. News Nature

News is one of the major outputs of the media. It is an essential content that attract people to newspapers, magazines, television, radio and other forms of media of mass communication. News has been defined severally by scholars and professionals. Traditionally defined, news is an account of event or happening that is of interest to the readers. However, there is some general consensus on what make news. These consensususes are called determinants and elements of news.

Flood disaster stories have most key elements of news. Thus, flood, though a bad, destructive occurrence is good news for the media. However, as revealed in the theme one, sub theme two (activeness stage of Nigerian media) the media is mostly active during (response stage) disaster while least active at the pre-disaster stage. The informants gave insight into this present state by citing the nature of news which thrives on suddenness, destruction, drama, shock among others as the push factor that make coverage of disaster during its occurrence a staple food for media. Figure 5.13 shows the responses of informants that identified news nature as hindrance to media active involvement in DRR.

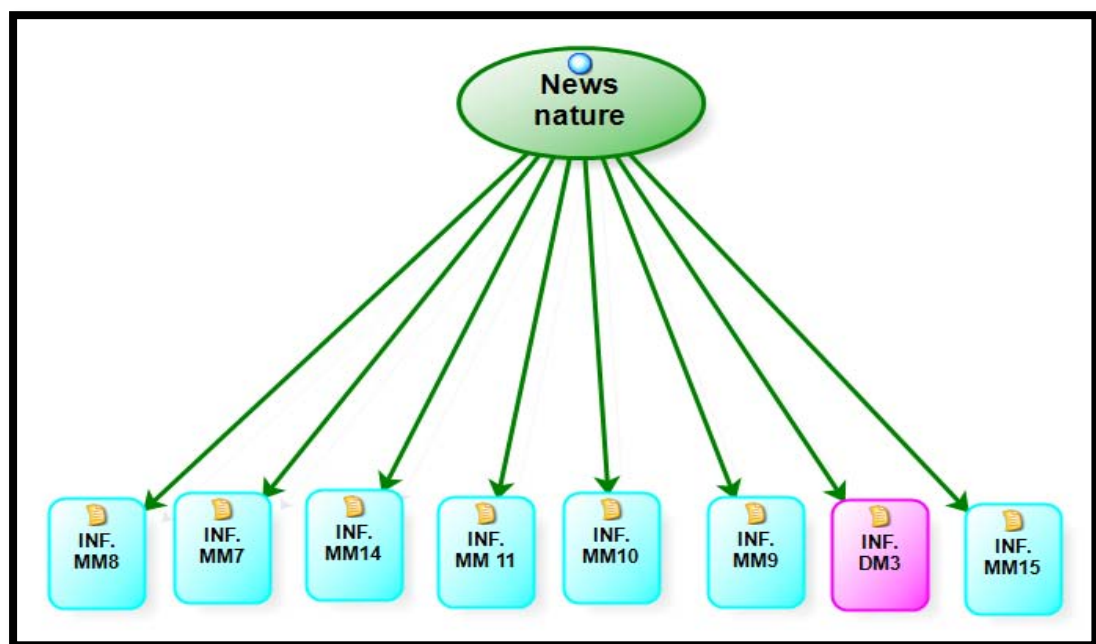


Figure 5.13. Informants’ Responses to News Nature as an Internal Factor Affecting Media Participation in Pre-Disaster Stage

Informants DM3, MM11, MM15, MM8, MM9 and others identified suddenness of flood and its trappings of human interest; its perennial nature that has made its coverage a routine; demand for stories that will make cover page and sell; readers huge appetite for happening now stories ; high demanding nature of journalism and

other limitations that give little room for digging up yet to happen or investigative stories; high volume of interesting, tragic stories happening daily among others as challenges facing media men involvement in disaster management.

Explaining further, Informant MM10 said:

The simple reason for this (media least activeness in DRR) is that the media and by extension, people are most interested in events that are happening now. I remember writing a story I titled “Disaster waiting to happen”. My editor didn’t use it. I don’t know why it wasn’t used. And when you do stories and they are not used, nobody will tell you before you know that you’re wasting your time.

The general notion in the newsroom is that yet to happen stories need not to be written until it happens. And when you do stories and they are not used, nobody will tell you before you know that you’re wasting your time. Many editors don’t appreciate stories that are yet to break. Also, people don’t appreciate such stories. For example, few people pay attention to the issue of global warming, but all will pay attention to tsunami and flood.

Some Informants also shared their personal experience and frustration concerning writing pre-disaster stories:

Human angle stories when a disaster has happened are attractive to readers than preventive stories. Twice, I wrote a pre - disaster story, but they are not used. To me, editors are not really interested in such stories. (Informant MM14).

It’s a “touch and go” approach we’ve to many issues. This limits our involvement and participation in disaster risk reduction. Two, when events happen frequently, no matter how important it is to the public, it becomes routine. Journalists, even our audiences, don’t like routine stories. For example, flooding is a perennial happening in Lagos state, Nigeria. My reporters always do stories on it and at time, it is as if we don’t have a story that is why we’re writing news and features on floods in Lagos. Media thrives on actions, present events. (Informant MM15).

However, the informants, summarily, blamed the media for putting temporary, narrow interest under the guise of ‘nature of news’ above their contribution to

sustainable development that disaster risk reduction presents; disaster managers for not supplying DRR materials to the media; the society people for being overtly interested in tragic and happening now stories; government for seemingly not taking determined steps to prevent flood and stop it from being a perennial problem and its reportage routine stories for the media.

ii. Funding

Like all other human activities, news gathering costs money. But informants noted that it costs more to produce disaster risk reduction stories than response disaster stage stories. While response stage stories are mostly visible and ready - made stories, DRR stories involve investigation and follow ups. It costs money and other resources. Below is the model representing the views of informants on funding being a hindrance to media participation in DRR.

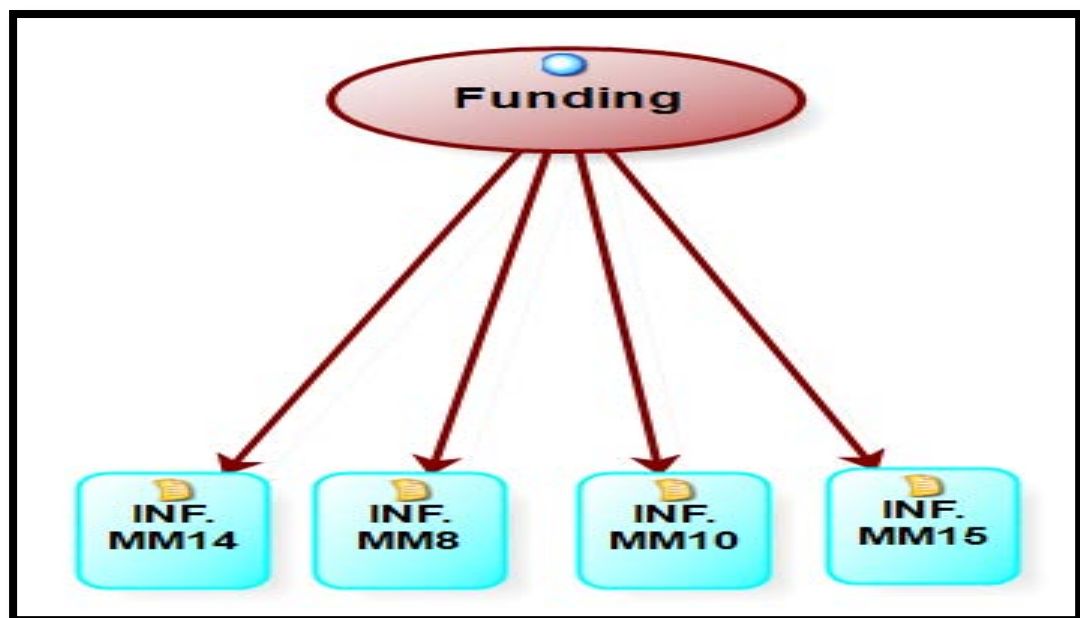


Figure 5.14. Informants' responses to Funding as an Internal Factors Affecting Media Participation in Pre-Disaster Stage

For Informant MM8:

Involvement in pre-disaster stage reportage costs money. It's an investigative work and you need to dig deep to get interesting and attention grabbing stories. As a company, we're not buoyant enough to do this. Once in a while we ask our journalists to do pre and post disaster stories.

Informant MM10 also disclosed that:

Also, time, money and other resources are not there for many journalists to do in depth, investigative report on activities that can make people prone to flood disaster. I am a news person and I don't have the luxury of time, space and resources to be looking for preventive, yet-to-happen stories. Moreso, there are abundant happening now, big stories. For my organisation, funding is not an issue as the management pays you money spent on good stories. But you have to present receipts of money spent. Here is the problem. You'll not get receipt for most activities you'll spend money on while gathering information on pre disaster stage.

Informant MM14 and MM15 also corroborated this assertion.

iii. **Manpower**

Manpower refers to the number of skilled workers available for a task. Media organisations employ professionals to gather, process and disseminate news and other editorial materials to mass audience through their medium. However, the parlous economic situation, selfish interest and owner's desire to maximize profit and other interests have been affecting quality and quantity of journalists available to cover events.

The model representing the views of informants on the negative impact of manpower on media participation in flood risk reduction is presented in Figure 5.15.

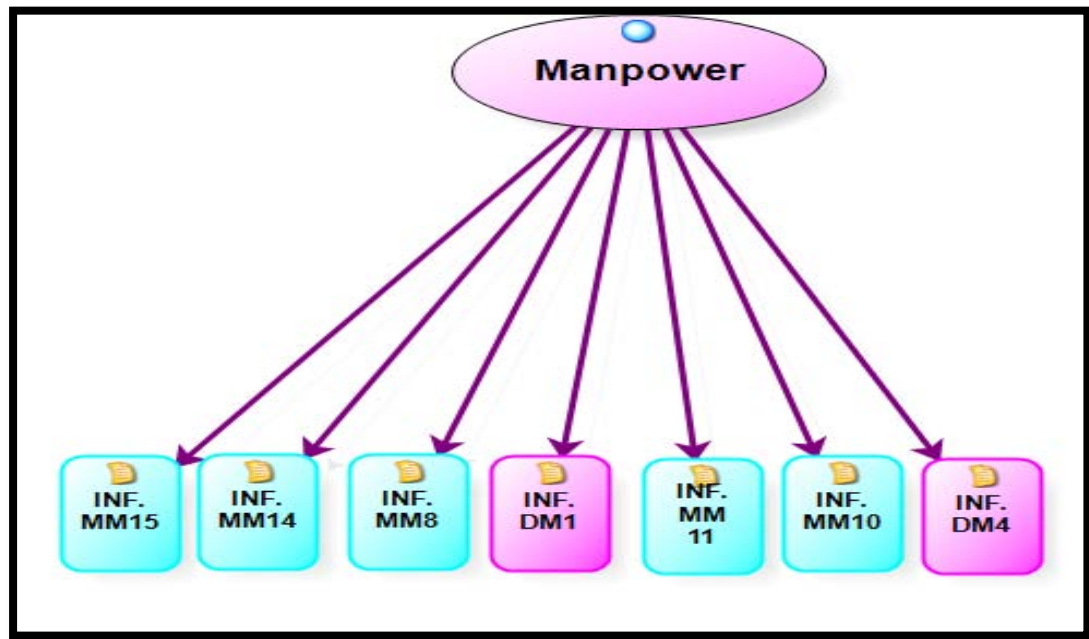


Figure 5.15. Informants’ Responses to Manpower as an Internal Factor Affecting Media Participation in Pre-Disaster Stage

Speaking on the hindrance, Informant MM10 noted that:

Manpower is also a factor hindering media involvement in disaster prevention. Manpower in media organisations is never enough. It’s a usual practice for one reporter to cover more than three beats. Hardly will you see a newspaper having two state correspondents covering activities outside its headquarters. It’s a capitalist mentality and economic situation in Nigeria allows it.

Also, MM8 said:

Manpower is also one of the factors. Though, this is not a problem in my organization as we’ve correspondents all over the country. The task of covering a state by one correspondent is, however, challenging. It leaves room to superficial coverage and high concentration on ‘happening now’ stories.

Furthermore, Informant MM11, MM10, MM14 and MM15 pointed out that media job is highly demanding and those involved are always under intense pressure. Thus, there is need for disaster managers to make good disaster risk reduction materials readily available and regularly.

Apart from shortage of manpower, Informant DM1 and DM4 lamented the regular transfer of journalists covering disaster beat affects disaster management. To them, “It does not allow proper understanding of disaster management” and “it takes time before the new person will understand the beat.”

iv. Unprofessional Attitudes and Commercialization

All professions have ethics and rules guiding the professional relationship. Ethics guides best professional practices and enhances quality service delivery. However, informants interviewed in this study identified unprofessional attitudes and commercialization as one of the hindrances to media involvement in disaster risk reduction. But it is instructive to note that both disaster managers and media men traded accusations while identifying these hindrances. The informants’ views are presented in Figure 5.16.

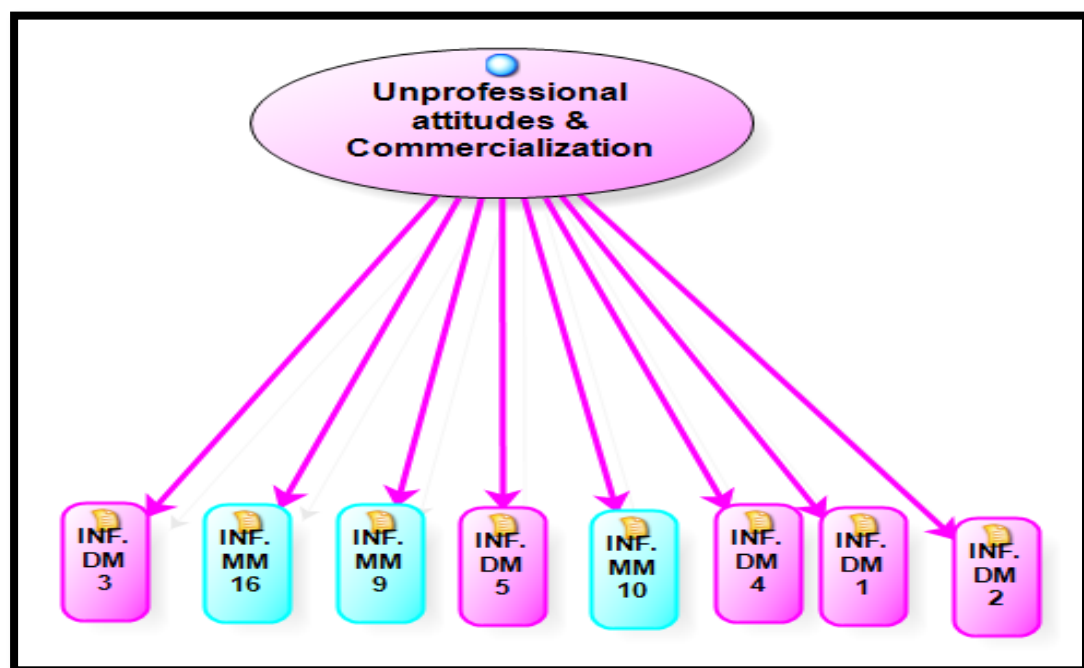


Figure 5.16. Informants’ Responses to Unprofessional Attitude and Commercialization as Internal Factors Affecting Media Participation

Let take the accusations of disaster managers against media men first. Informant DM1, DM2, DM3, DM4 and DM5 complained that journalists don't cover their activities regularly and effectively, impatient, very busy, few have interest in disaster management.

They elaborated on some of the allegations:

I should confess to you that most of our interactions cost money and at times it is difficult for us to satisfy journalists. We are not generating money. We are humanitarian service organisation. Some journalists do not see it from this point. Since, the media are yet to see itself as a key participant in disaster reduction; many are interested in financial gains from their participation. Having and sustaining good relationship with them is competitive. Relating to them is demanding and you have to package yourself well to get good publicity. Packaging means money!

Thus, when you take good care of them, you get good coverage. But once there is a little gap, some of them are not supportive and start writing against the organization. And we need understanding and cooperation of all stakeholders. As part of our way of carrying them along, we encourage them to be disaster volunteers. But many are reluctant to join. Many are asking for monetary gains before been actively involved in our programs. This is not good.
(Informant DM1).

Informant DM2 said:

The main challenge is that most journalists are impatient. Some of them are overzealous in doing their job. They reveal information that ought not to be revealed. By doing so, they put many things at risk. They sensationalize stories to make money. Some don't confirm their stories. Some of their reports make people panic and are counterproductive. Also, they don't investigate their stories or do follow up. Disaster prevention, stories are majorly investigative work. They don't have patience or interest or expertise to do a thorough investigation and report situation accurately.

Meanwhile, Informant DM2 blamed some media owners for not paying their staff, thus allowing them to behave unethically. It is sad that some organisations just

employ journalists without paying their salaries. It is what they make from the assignments that they live on. This turns journalism into beggar profession. It is full of unethical people. But they have to survive thus; they see news sources as their meal tickets. Professionalism is adversely affected as unethical behaviors reign.

Similarly, Informant DM4 raised the issue of fake journalists:

There are people who have no business in the media parading themselves as journalists. Media has remained an 'all comer's profession' and this is affecting professionalism. Fake journalists operate and tarnish the image of the media. Media owners and associations should urgently address this. Ethical code should be enforced and all journalists should have a license to operate.

In another breath, the media men also identified problems relating to unprofessional attitudes emanating from disaster managers and themselves. The problems, according to them, affect their relationship and hindering active participation in disaster risk reductions.

Hear them:

Another factor is that some in the public relations department of disaster agencies are not well trained to relate with the media and produce disaster risk reduction materials. Many lack commitment and passion for the job, have no media experience and could not understand the operation of the media. Writing good press releases, opinions and features are not easy for some of them. Also, corruption, selfish interest and material gains that they make from distributing relief materials, motivate their interest in during and post disaster stages. (Informant MM9)

Another challenge is from disaster managers. Some of them are good and responsive, but some are not. Getting information from them takes time. Their response time to disaster is slow. Many are not proactive in nature. (Informant MM10).

Journalists poor remuneration and non - payment of salary also affect media involvement. Thus, many journalists have to collect money

before reporting stories. Many lack passions for the work. (Informant MM16).

5.3.2.2 External Factors

These factors are those factors that emanate from outside media organizations.

Figure 5.17 shows the factors.

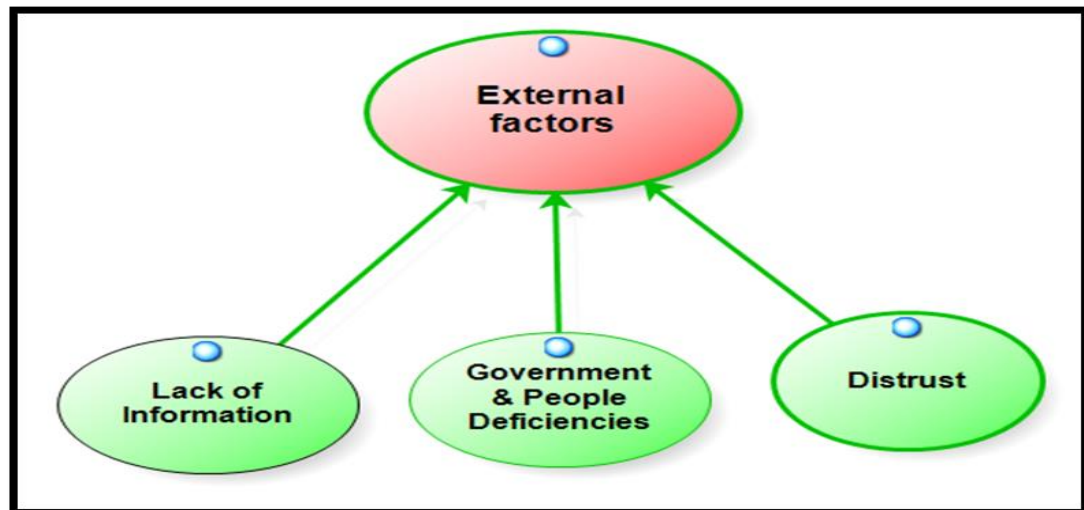


Figure 5.17. External Factors Affecting Media Participation in Pre-Disaster Stage

i. Lack of Information

Media thrives on the availability and quality of information at its disposal. The information can be generated through self and other sources. The hindrance posed by lack of information, according to the informants, is largely blamed on disaster managers. The informants' responses are represented by the next model.

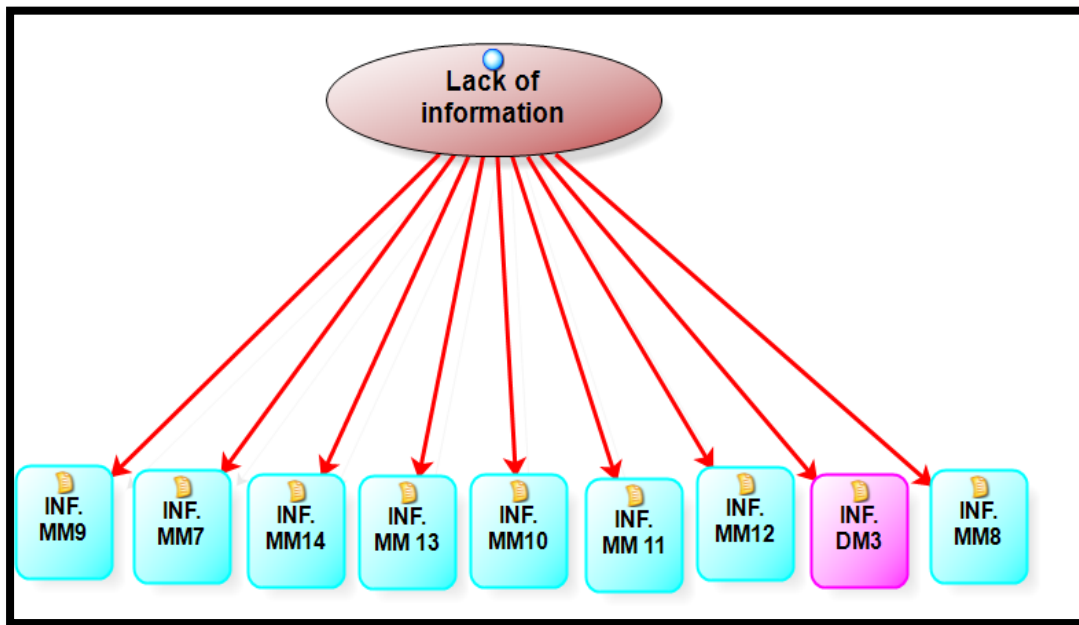


Figure 5.18. Informants' Responses on Lack of Information as an External Factor Affecting Media Participation in Pre-Disaster Stage

Eight out of 10 media men interviewed identified lack of information as one of the major impediments to media participation in flood risk reduction in Nigeria. Some informants put it in these ways:

I'll give Nigerian media 15% participation in flood risk reduction. Most of the time, we were taken unawares and we just follow the events. This is largely so because agents that are saddled with the responsibility of preventing disaster are also active when disasters have occurred. So the media are not alerted ahead of disaster. NIMET and NEMA are agents primarily saddled with this responsibility. NIMET predicts, forecasts weather while NEMA and its sister organisations, prepare people for the impending dangers. It's the information we get from these agencies that we report. Weather forecast in Nigeria is not effective and NEMA does reactionary communication with the media. They are interested in what government is doing to reduce the suffering of people affected by disaster not mainly what are being done to reduce the risk. (Informant MM9).

Lack of information from relevant bodies is a major factor. In the absence of such information, we do dig for it at times. For example, two weeks ago, we published a feature story on areas that are flood prone in Lagos. We visited the affected areas and talked to relevant

people. This is part of our contributions to disaster prevention. It's to sensitize people and government authorities. It's now left to the government organisations and other concerned bodies to act on our warning. They hardly do. (Informant MM11)

Disaster managers don't carry media along. They want the media to report only positive side of their activities. No transparency and accountability on their side. They are more of relief distribution, disaster response agents than pro-active. (Informant MM13).

Another challenge is from disaster managers. Some of them are good and responsive, but some are not. Getting information from them takes time. Their response time to disaster is slow. Many are not pro-active in nature. Let them sponsor features, opinion, letter to the editor, etc. Let them motivate experts and their staff to write for them. (Informant MM10).

Similarly, the only disaster manager, Informant DM3, in the model also agreed that poor exchange of information between disaster management organization and the media is an obstacle to disaster risk reduction reporting. He said:

However, both media and disaster managers need to do more in pre - disaster stage by warning people about the impending dangers and get them prepared for the looming disasters. Disaster management organisations need to also generate more materials on disasters prevention and make them available to the media. (Informant DM3).

Meanwhile, the media men also identified incompetency, lack of commitment, inexperience, little or no previous media job training, lack of regular trainings effective relationship with the media, selfish interest, lack of motivation and mobilization of other stakeholders to publicize their opinions and activities on DRR in the media and other negative attitudes that sustained non-availability of information on disaster risk reduction.

In another dimension, as part of efforts to create awareness and persuade all stakeholders to participate actively in Disaster Risk Reduction (DRR), globally,

every October 13 is set aside for its celebration. It is instructive to note that hardly could any media informant recollect when DRR day is and whether special stories had ever been published to commemorate it. They were of opinion that it is not their responsibility to publicize it, if those whose core mandate is disaster management are not promoting or celebrating the day.

Informant MM8 summarized this concern:

On the celebration of Disaster Risk Reduction (DRR) day, it is the agencies responsibility to mark it and give materials to us. There are so many days and it is those who are directly involved that should make materials available and organize events.

ii. Government and People's Deficiencies

Apart from disaster management agencies and media organisations, there are other stakeholders whose actions and inactions could promote or hinder institution of disaster risk reduction. Government, people in the disaster prone areas and non-disaster prone areas, experts, scholars, civil societies, non-governmental organisations and others are crucial to DRR.

The informants in this study, however, identified the failure of these people to act proactively, implement policies that will reduce flood, desist from attitudes that trigger flood among others as a major impediment. The model of the informants' views is represented by Figure 5.19.

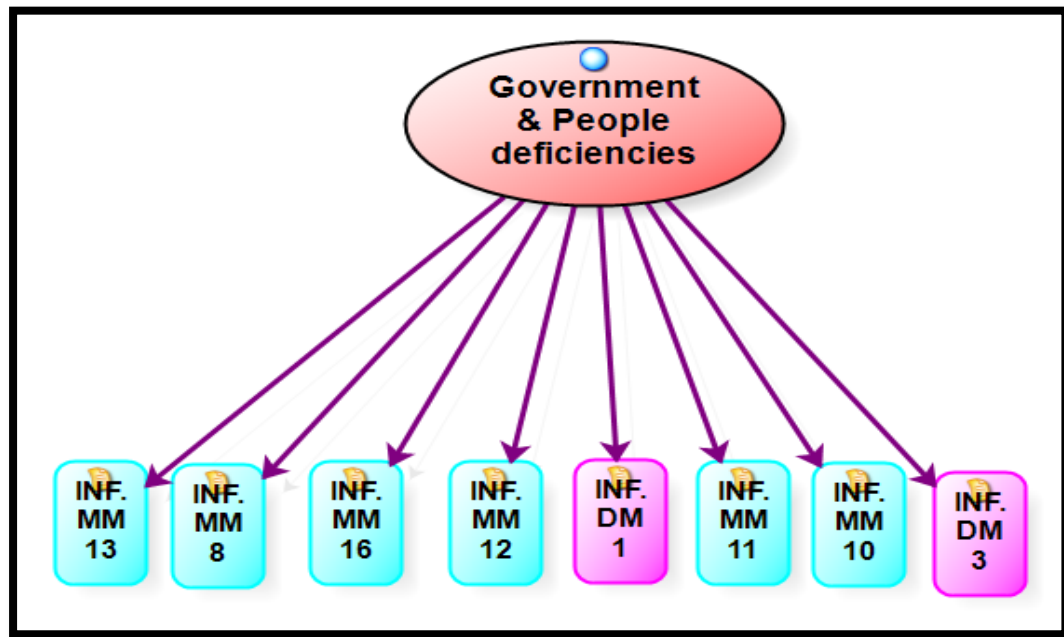


Figure 5.19. Informants’ responses on Lack of Information as an External Factor Affecting Media Participation in Pre-Disaster Stage

Informants identified some shortcomings of government and people that make media active participation in disaster risk reduction seemly a waste of resources and ordinary routine effort. The deficiencies include, government failure to enforce building and environmental laws, inadequate equipment and personnel, failure of government and people to act on media disaster warnings, delayed response to disaster outbreak or warning, people lack of interest in disaster risk reduction stories, practicing bad habits that make people vulnerable among others.

Some informants expatiated more:

There are many habits of our people that need to be discouraged. Some of them are; building houses close to rivers or on river channels, dumping refuses on drainage, etc. Disaster managers should mount campaigns and enlighten people of the consequences of their actions. The government and its agencies also need to be more proactive and enforce laws. Government should also implement legislations on disaster prevention. Journalists are not happy that nothing seems to change year in year out after writing stories on flood

occurrences. It's frustrating and disheartening. It reduces humanitarian and developmental issues to routine stories. (Informant MM8).

After 2012, the media started writing to warn people, but people hardly listen to the warning. Governments also don't enforce compliance. So the focus is still more on when disaster strikes. Their (disaster managers) response time is long and they lack basic equipment to carry out emergency operation. (Informant MM13).

The attitude of our people and government concerning the environment and danger is another factor. People don't take warning and sensitization serious. They do things that cause flooding. Until it happens and cause trouble for them, only a few take the media report seriously. Governments don't implement laws and respond to media warnings. (Informant MM8).

iii. Distrust

Trust is one of the ingredients of good relationship. Partnership requires honesty, trust, team work, mutual understanding and other positive attitudes. Informants in this study alleged others of distrust, dishonesty, dubious character, corruption, conflict of interest and operation among other constraints to effective relationship.

Informant DM1 said:

At times, journalists misquote us. Many of them don't trust us and have little or no interest in disaster management. They also see us as being economical with facts and figures. They see us as liars. We are not, but we've a procedure to follow before announcing any figure or policy.

To informant MM8:

The private media are critical and some of these agents are not favorably disposed to criticism. Some are not friendly, doubt the sincerity of journalists when they are approached for information, shield their bosses and lie on facts and figure. Part of our challenge is the media relations/ spokespersons of the government agencies. They don't want us to relate directly with the head of their organisation.

They are not sincere in our relationship and they are not comfortable that the media go for whatever and whoever they want. There is mutual suspicion. They want positive stories only. They are of opinion that we magnify their failure and play down their achievements.

Figure 5.20 represents this.

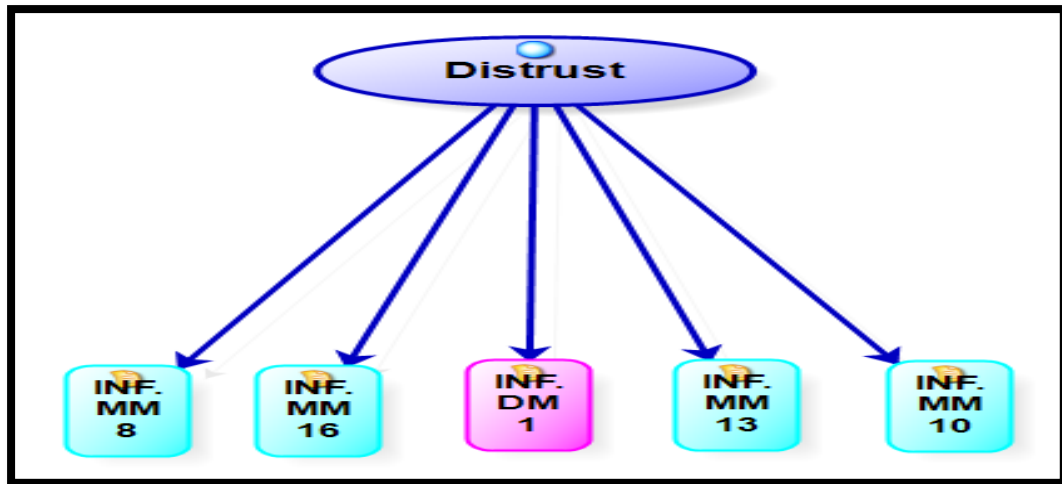


Figure 5.20. Informants' Responses on Distrust as an External Factor Affecting Media Participation in Pre-Disaster Stage

5.3.3 Theme Three: Collaborative Activities between the Media and Disaster Management Organisations

Collaboration among stakeholders has been identified as a major factor that would assist in instituting culture of disaster risk reduction. In recent times, international and national interests in effective disaster management have increased. Different stakeholders' roles are being critically evaluated and re-defined by local and international bodies. Also, researchers, policy makers and professionals from different disciplines and countries have been devising creative, innovative, participatory, cost effective, holistic, preventive ways of managing disaster (Fatti, 2014; Tariq, Khan, & Rahman, 2013; Shapiro, 2011; Ugokwe, 2005).

The scholars concluded that for the disaster risk reduction strategies to be sustainably implemented there is an urgent need for collaboration, coordination and communication. It is in this light that one of the themes of this study is to find out the collaborative work between disaster management organisations and media organisations in Nigeria. Figure below depicts the model representing collaborative activities between disaster managers and media men. It has three sub themes and nine (9) sub sub themes.

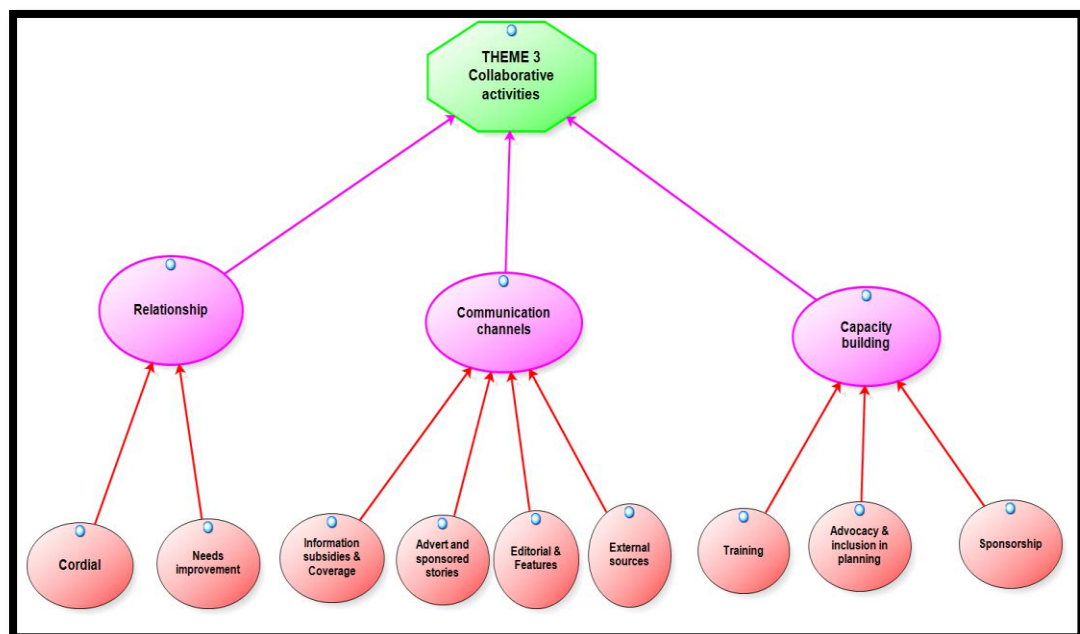


Figure 5.21. Collaborative Activities between Disaster Managers and Media Men

5.3.3.1 Relationship between Media and Disaster Management Organisations

To situate the collaborative activities between media men and disaster managers, there is need to know their perception of their relationship. Under relationship sub theme, two sub subthemes emerged after the interview. The sub subthemes are cordial and need improvement. Figure 5.22 shows the model.

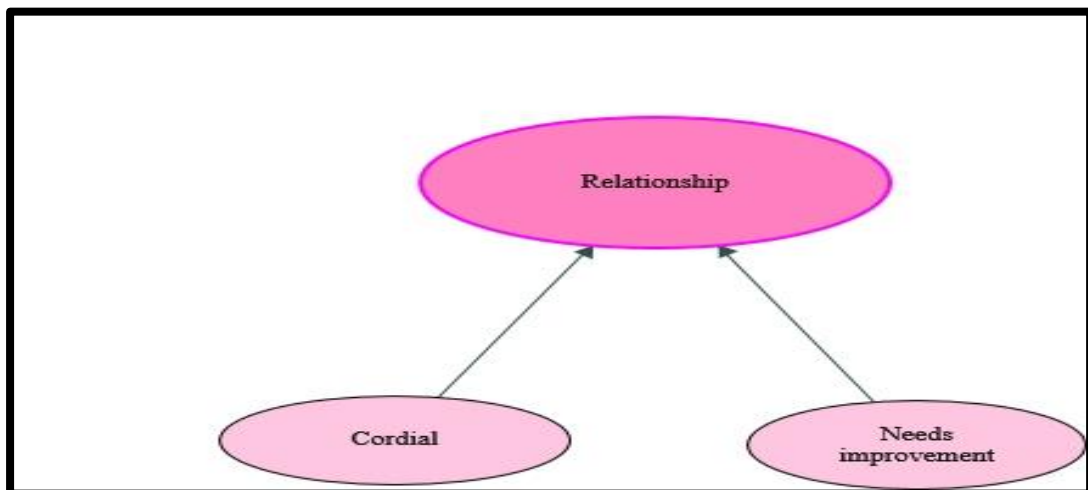


Figure 5.22. Perception of Relationship between Disaster Managers and Media Men between Disaster Managers and Media Men

i. Cordial

Most of the informants expressed that their relationship with others are cordial. The informants used words like good, cordial, healthy, professional, good interface, key partner, and partner in progress among others to describe their relationship.

Hear Informant DM6:

In NEMA, journalists are stakeholders, not reporters. Our media relation is very vibrant and we enjoy good press. We have robust, cordial relationship. They put us on our toes and assist us to serve better. We do a lot for them to make them believe us and have confidence in us.

However, Informant DM5 accused media men of refusal to consider some of their materials as of public good. He noted that “this won’t be so had it been that they see themselves as a key partner. In principle, we collaborate, but in practice, we don’t do this effectively.”

The media informants rated NEMA highest in relationship, followed by NSCDC, Fire Service and NIMET. Figure 5.23 shows the model.

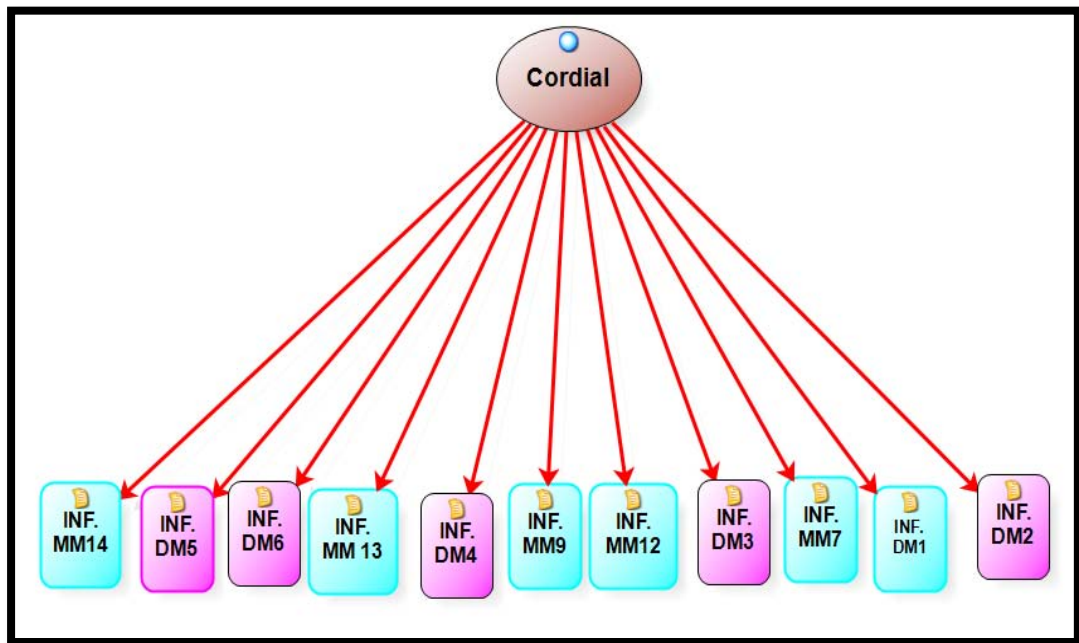


Figure 5.23. Informants' that Viewed Relationship between Disaster Managers and Media Men as being Cordial

ii. Needs Improvement

Like every relationship that can be improved, majority of informants emphasized the need to improve their relationship and work together. Figure below shows the informants' views.

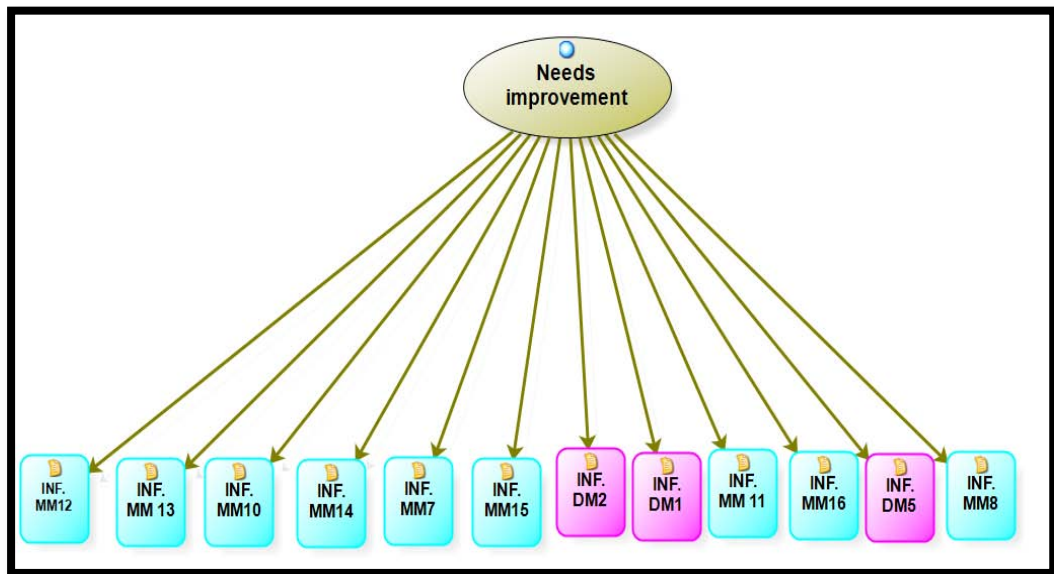


Figure 5.24. Informants' that Viewed Relationship between Disaster Managers and Media Men as Need Improvement.

Disaster managers explained that one of the ways to improve the relationship led to establishment of Journalists Against Disaster initiative (JADI) about seven (7) years ago. But they lamented that their efforts is yet to translate to active involvement of media in disaster risk reduction.

According to Informant DM1:

But relationship is not what you have now and relax. It needs constantly working on. To this end, NEMA facilitated the formation of a body called Journalists Against Disaster Initiatives (JADI). This body comprises of journalists working in disaster beat. They are still seeing themselves as an outsider and not a key stakeholder that has a role to play without being urged. Though the media are stakeholder in many spheres of life, still they need to get more involved in developing and humanitarian activities like disaster management.

And DM2 also corroborated this view:

Though, the emphasis is now on prevention and being pro - active, disaster agencies in Nigeria, the media and entire populations are yet to key into this agenda. Yes, media can do a lot to create awareness of disaster and influence people's attitude. But they are doing little in this regard presently. The relationship should not be one sided. It should not be occasional but functional at all times. It should not only be good when they are benefiting

materially from us. That is the situation now. The media are very important and we need to work together in the public interest.

However, most media men interviewed like Informant MM10, 12, 14, 16, were of opinions that JADI is not fully supported nor funded while disaster managers are paying lip service to mainstreaming media in disaster risk reduction in Nigeria.

Informant MM11 maintained that:

There is lack of collaboration and cooperation between the media and disaster management organisations. At present, the media are not carried along adequately. It'll help the society more if alerts and warning are issued on impending dangers. Media is ever willing to assist in disseminating such information. They don't relate with editors, but reporters and correspondents in the field.

Similarly, Informant MM13:

Disaster managers don't carry media along. They want the media to report only positive side of their activities. No transparency and accountability on their side. They are more of relief distribution, disaster response agents than pro-active. Media is interested in the issues and how people can be served better not out to massage anybody's ego. Because of this there are conflicts of interest and operation between us.

In conclusion, Informant MM8 proffered lasting solutions to how to improve relationship:

Lastly, relationship between the media and disaster managers needs to be more cordial and professional. Inter-organizational relationship that exists before disaster occurrence is very low. This needs to be worked on. That is why there are frictions between the media and disaster managers at the scenes of disasters. Pre-event relationship is not there or not solid. Our relationship is not bad. It's improving. Rarely do they visit our office. But their relationship is primarily with our journalists on the beat or state. I hardly relate with them.

5.3.3.2 Communication Channels

In relating with media organisations and other stakeholders, disaster management organisations employed many channels. The informants in this study identified such

channels. This is depicted in Figure 5.25 shows sub theme, communication channel and its four sub-sub themes. These sub-sub themes are information subsidies and coverage, adverts and sponsored stories, editorials and features, and external sources.

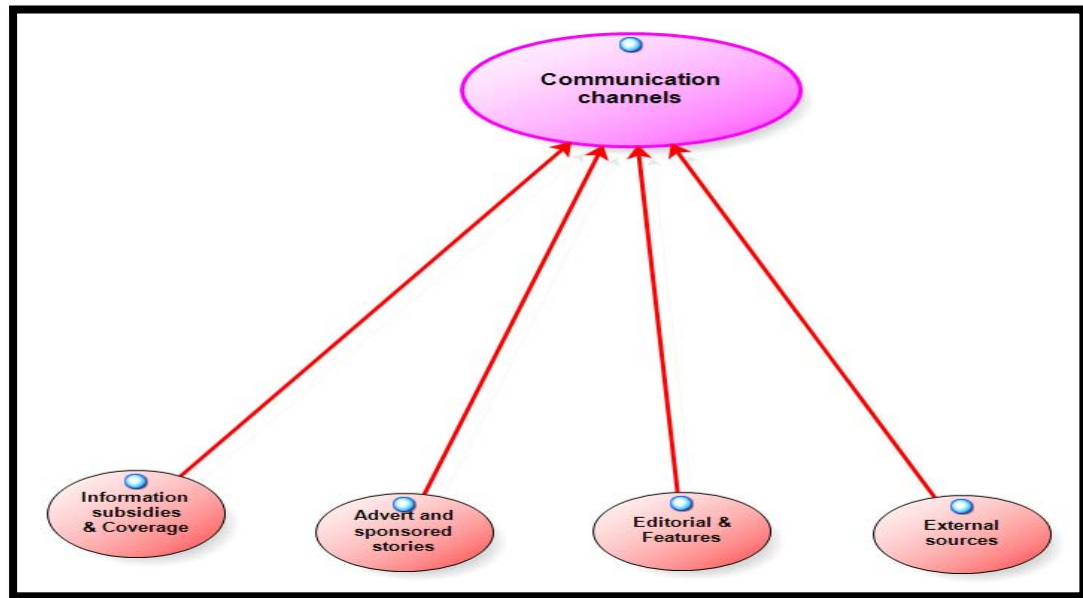


Figure 5.25. Communication Channels between Disaster Managers and Media Men

i. Information Subsidies and Coverage

One of the widely used channels of making information available to media men is through provision of information subsidies. Information subsidies are ready-to-use newsworthy materials provided for journalists by organizations, groups or individuals that desire media reportage. Examples of information subsidies are press releases, press briefing, seminars and conferences.

Provision of information subsidies is one of the guarantee ways of having access to media time and space. This is because the materials are already provided by the source and most of the time, journalists do little editing before usage. Apart from information subsidies being readily available, it also lowers the cost of news

gathering. In this study, information subsidies are materials provided for journalists by disaster management organization for dissemination to the public. However, coverage refers to information gathering done independently by media men.

Zoch and Molleda (2006) and Geert (1999) observe that using information subsidies apart from reducing cost of news gathering and manpower, it hastens news processing and to some extent, enable the source/author of the materials to frame it as desired and influence public thoughts. Thus, through making information materials readily available to media, disaster management organizations can influence the framing of the contents being presented to the public. However, Lane and Johnston (2017) observe that there is need for public relations practitioners to be well versed in writing materials that can be made readily available to the media. The types of information subsidies and coverage that are available to media are revealed by the informants in this study. The next model shows informants’ responses.

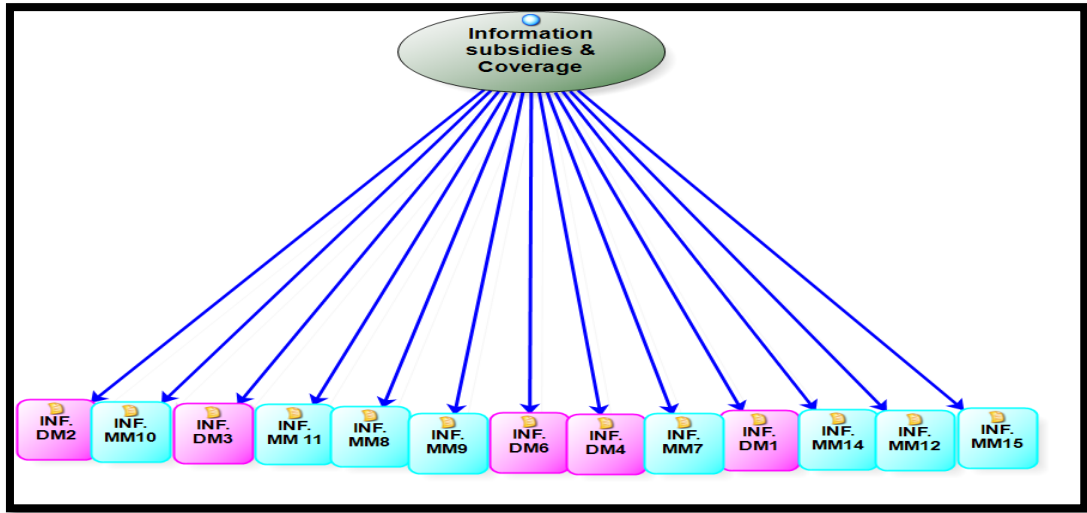


Figure 5.26. Informants’ Responses to Information Subsidies and Coverage as
Communication Channels between Disaster Managers and Media Men

Disaster managers interviewed (DM 1, 2, 3, 4 & 6) listed the followings as key ways media get information on the organisations: press releases, press briefings, press conference, supplying of syndicated stories, information from organisations' websites, social media etc. Also, stories are generated through coverage of activities like trainings, workshops, retreats, facilities inspections, simulation exercises, distribution of relief materials, and visitations of disaster-prone areas among others. Facilitating journalist access to organisations top officers for clarification of issues and interviews are also part of the efforts.

Informants disclosed that to ensure higher chance of being mentioned in the media, a consultant agent, PR Nigeria is engaged to improve their relationship and mobilize people for disaster management. Also, each organization publishes in-house newsletters and magazines like "Disaster News", "Fire Fighters", "The Defenders", "Emergency Digest" and others. These materials are also readily available to the media. Formation of JADI and FOSSAR are also in this regard.

Informant DM6 summarized their views:

We reach them through press releases, press conferences, NEMA newsletter, magazines, social media, workshops, simulation exercises, facility tours, visit to disaster prone areas, visit to scenes of disaster, internally displaced persons (IDP) camps, Annual breakfast with editors, retreats, annual report, journal of emergency management etc. Journalists Against Disaster Initiatives (JADI) is also there to improve media involvement.

Meanwhile, the media men confirmed that disaster managers do use above listed avenues to communicate with them and in return stories generated from these are disseminated to the public. But the media informants pointed out that most of the

information subsidies materials are not on disaster risk reduction but response to disaster and other promotional activities of the organisations. The media men commended the organisations for engaging the service of a consultancy agent, *PRNigeria* to coordinate some aspects of their media relations especially press release distribution.

But informants MM15 accused disaster manager of, at times, shielding top officers from answering media questions. “You hardly have the opportunity of having one-on-one interview with their bosses,” he said. Also, Informant MM9 alleged that “Writing good press releases, opinions and features are not easy for some of them. It’s only lately that some of them engaged a consultant, ‘PR Nigeria’ to send press releases to the media”.

2. Editorial and Features

Another communication channels whereby the audience receive messages from disaster management organization through the media are feature and editorial. These two media contents are generated internally. They are written by media men. Editorial is the opinion or position of the media organisations in some topical issues. However, a feature is extended news that present comprehensive perspectives of different news sources on an event or events that are of public interest.

Figure 27 shows informants that identified editorial and features as parts of communication channels and forms of relationship between media men and disaster management organisations.

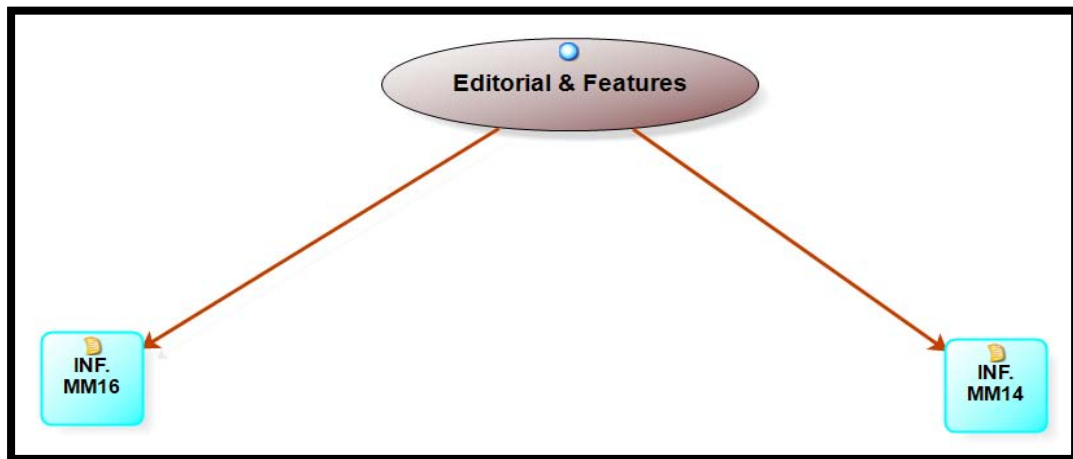


Figure 5.27. Informants’ Responses to Editorial and features as Communication Channels between Disaster Managers and Media Men

Informant MM14 noted that disaster risk reduction stories “are better done through feature (a bit lengthy write up). I don’t do feature. I write news only. Our organization does editorial once in a while on disasters, but mainly on during and after disasters had happened.”

Similarly, informant MM16 explained how journalists “do syndicated stories for them (disaster management organisations) without collecting money for them. We do this to assist them by making audience read about the operation from different perspectives”. However, most informants were of opinions that more features and editorial write up are needed to show media commitment to disaster risk reduction.

iii. Advert and Sponsored Stories

Advert and sponsored stories are other channels whereby the media and disaster managers relate and promote their activities. Both sponsored stories and adverts are paid for. However, while advert has fixed and publicized rate, amount paid for sponsored materials is not fixed and the transaction at most of the time are not formal. This is one of the ways of having favourable media reportage as the contents are determined mainly by the advertiser or the story sponsor (disaster managers).

Figure 5.28 shows the informants that identified adverts and sponsored stories as communication channels that are being used and needed to be used more by the two stakeholders. From the information gathered from disaster managers (Informant 1, 2, 3), hardly do they place advert in newspapers. This is due to their views that newspaper is an elitist medium and “our belief is that most of the people affected by flood disaster don’t read newspapers. They are poor and uneducated people majorly living in the rural areas.” (Informant DM2). Thus, they confessed that they use radio and television mostly especially after the 2012 flood that affected 32 out of 36 states in Nigeria.

Also, high cost of advert in newspaper was cited as another factor that prevented them from its usage. But once in a while, when disaster organisations have national or international conferences or major programmes, they place adverts in newspapers (DM3). However, Informant DM1 and DM2 disclosed that their organization has been sponsoring special features in newspapers and supplement. According to them, this is because of the far-reaching impact of newspaper contents on public opinion and influence on government policy. The media convergence, whereby radio and television stations in Nigeria review contents of newspapers to the audience daily in some of the highly patronized programmes were also cited to buttress the sponsorship.

He explained further:

We also sponsored some special features that are directly or indirectly paid for. We engage journalists to write from their perspectives or write the feature ourselves and place it in the newspapers. Also, once in a while, we place supplementary in newspapers during the World Disaster Risk Reduction Day (October 13). The content is however on

the activities of NEMA rather than on a particular disaster. We run special pages about disaster management in some newspapers such as “Daily Trust, Punch’, People’s Daily’, ‘Blueprint’ and ‘Guardian’. We paid to get this “Disaster Management” pages published in the newspapers.

For media men, Informant MM12 expressed a care - free attitude to placement of advert as “I’m a pure editorial person and I don’t know whether they place advert in our papers”. But informant MM8 and MM9 buttressed the collaboration between both organisations through adverts and sponsored materials. Informant MM8 said:” NEMA recently took our reporter to Niger republic to cover its event. NEMA sponsors “Disaster Management News”, a special page in our paper”.

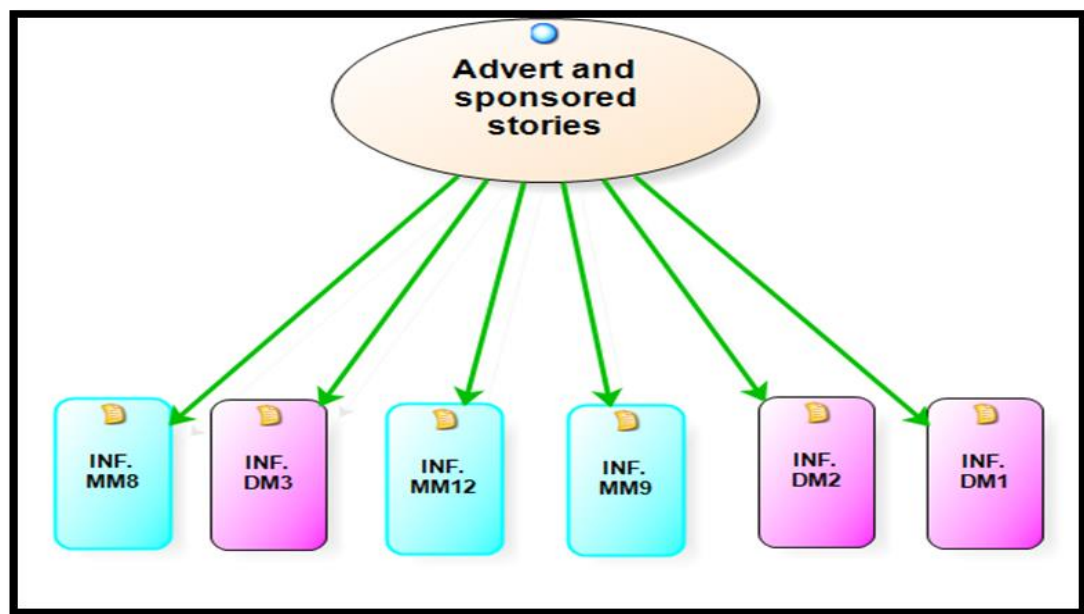


Figure 5.28. Informants’ responses to Adverts and Sponsored Stories as Communication Channels between Disaster Managers and Media Men

iv. External Sources

Apart from materials generated by media men and disaster managers, another way of whereby disaster management materials are made available to media houses is through external sources. These external sources include experts, scholars, non -

governmental organisations, civil societies, people in affected communities or disaster prone areas, concerned citizens, clerics and others.

Figure 5.29 shows the informants that are of opinion that information from external sources is one of the ways of relationship between disaster managers and media men.

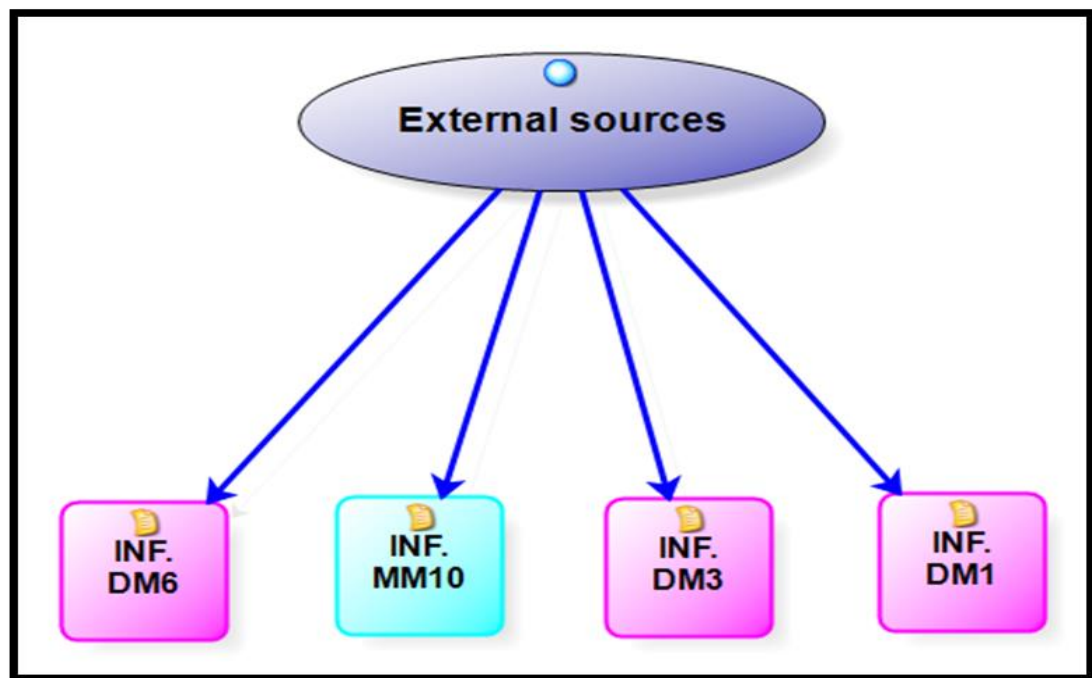


Figure 5.29. Informants' responses to External Sources as Communication Channels between Disaster Managers and Media Men

According to informants DM1, DM3 and DM6, other stakeholders in disaster management are encouraged and are using media to express their views and participate in disaster management. These stakeholders, like NEMA engagement of media consultant, who is a former editor of Punch newspaper and a reputable public relations consultancy agent, PRNigeria as well as retired officers of the organisations do write ups on disaster management that are being published in newspapers.

But media men believe that disaster managers are not doing enough in encouraging other stakeholders to contribute to disaster risk reduction through media. Informant MM10 expressed this worry, saying “Let them sponsor more features, opinion, letters to the editor, etc. Let them motivate experts and their staff to write for them”.

5.3.3.3 Capacity Building

Another vital aspect of relationship between media organisations and disaster management organisations is capacity building and development of expertise to enhance functionality of the partners. Figure 5.30 shows sub theme of Capacity Building with its three sub subthemes -Training; Advocacy and Inclusion in Planning; and Sponsorship.

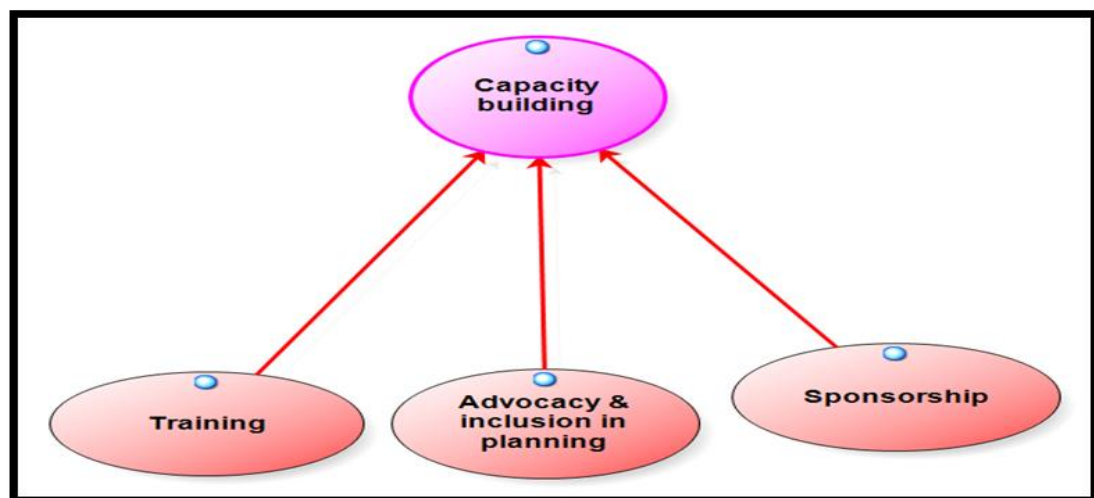


Figure 5.30. Capacity Building as a form of Relationship between Disaster Managers and Media Men

i. Training

Disaster management is a technical field that requires some degree of training for professionals in the field and others who want to participate meaningfully and actively in it. From the informants, the need for training of media men and disaster

managers cannot be over-emphasized. As a specialized field, disaster management has its jargons that need to be understood by journalists in other for information to be disseminated to audience with ease and clarity.

This necessitated the need for training of media men by disaster management organisations and also self-education by all involved is equally imperative. Figure 5.31 shows views of some informants on training as a form of relationship and involvement of media in flood disaster management.

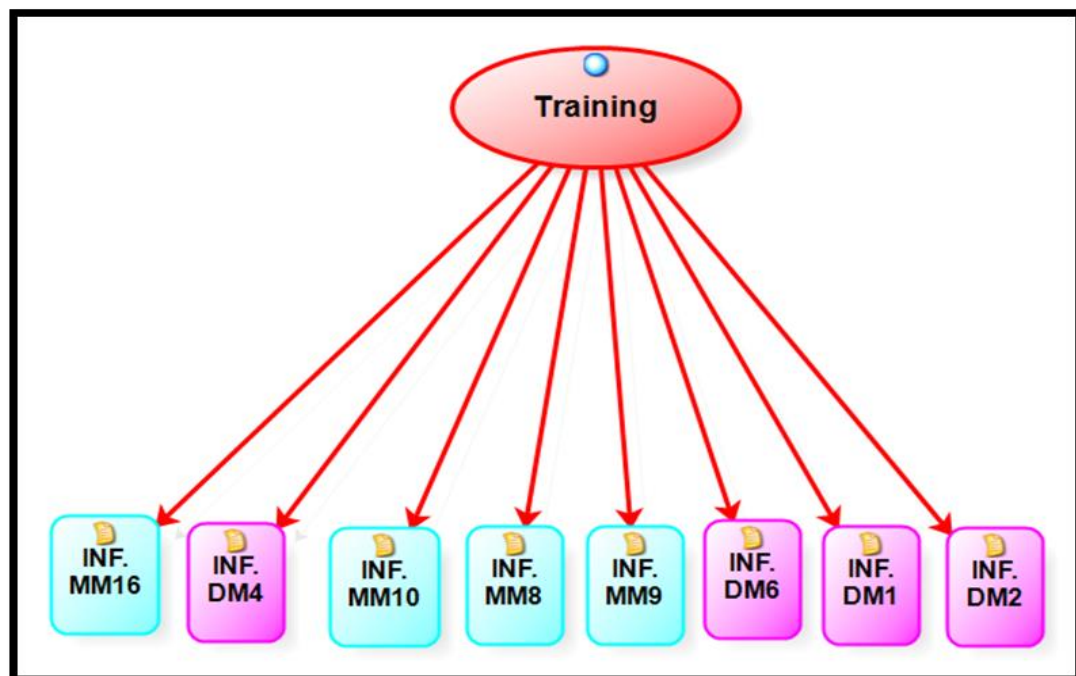


Figure 5.31. Informants' Responses to Training as a Form of Relationship between Disaster Managers and Media Men

Informant DM1, DM2, DM4 and DM6 disclosed that to build journalists capacity and key effectively into disaster management, workshops, trainings were organized by disaster management agencies solely for media men or together with other stakeholders. Also, informant DM 4 said disaster managers collaborate with professional associations like JADI, Nigerian Union of Journalists (NUJ) and

Nigerian Institute of Public Relations (NIPR) to organize knowledge acquisition activities.

However, Informant DM4 frowned at media organisations habit of changing “their correspondent’s beat regularly and it takes time before the new person will understand the beat. This is why we organize trainings for them”. Also, Informant DM 6 lamented that many media men are not interested in trainings and workshops to develop themselves. He said:

We organize training for them to build their capacity and increase their participation in disaster risk reduction. We organize workshops for them on their role in emergency. On training, many of them are not interested in training. They are only interested in the news aspect of it rather building their capacities and make them a better person.

To media men, it is true that one of the avenues being used for collaboration between the two is through capacity building, but they are of opinions that this aspect needs urgent improvement. While Informant MM16 said workshops for journalists were organized “once in a while” and Informant MM9 attended few times, Informant MM10 disclosed that for the past three years he has been covering disaster related beats, he has never been invited to participate in any capacity building activity designed mainly for journalists.

None of such advocacy workshop has been organized since I started covering the beat. May be, they don’t think this is necessary. Let them train journalists and engage in active partnership with the media house management and owners. These will assist them greatly as media will use its platform to educate people and warn them of the impending disasters. (Informant 10).

However, Informant MM8 underscored the necessity of training as a basic need for active involvement of media men in disaster risk reduction. He confessed that “even

many journalists are not aware of disaster risk reduction and how will you report what you don't know?"

i. Advocacy and Inclusion in Planning

Disaster management is all-inclusive field. Reducing disaster risk entails active participation of all stakeholders. Thus, there are needs to include all actors in planning and also embarking on advocacy to win supports of many stakeholders. From the interviews conducted with media men and disaster managers, views on advocacy and inclusion of media men in disaster management emerged.

Figure 5.32 shows the views expressed by the informants on relationship between media men and disaster managers on advocacy and inclusion in planning.

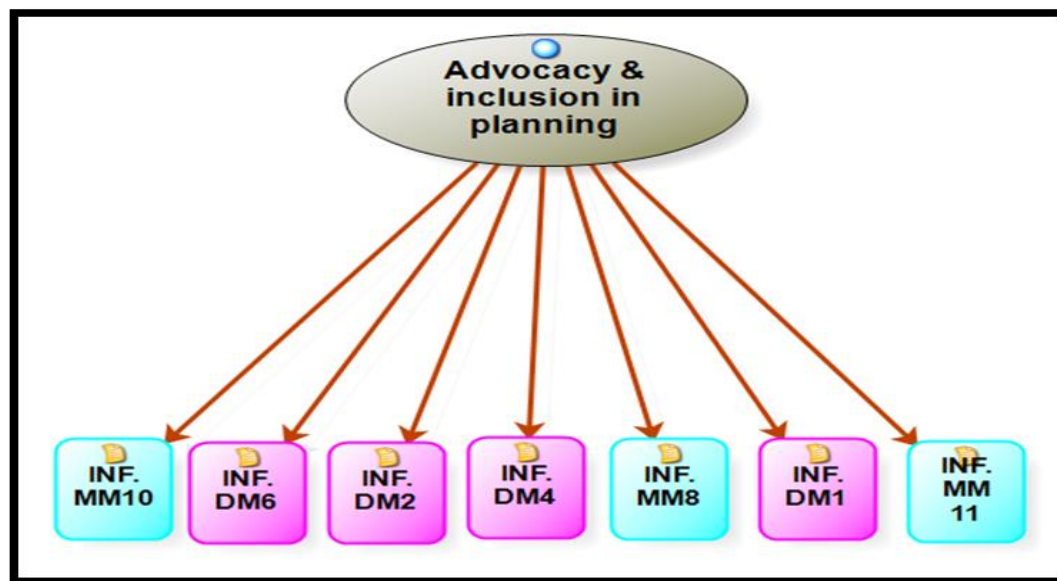


Figure 5.32. Informants' responses to Advocacy and Inclusion in Planning as a form of Relationship between Disaster Managers and Media Men

Informant DM 1, 2, 4 and 6 disclosed that their organizations once in a while embark on advocacy visit to media houses, participate in the media programmes, include them in planning and use them as resource persons.

Informant DM6 stressed the need for this relationship strategy:

Media is very important in advocacy, building capacity and creating awareness. In NEMA, we plan with the media. They participate in planning stage of our programmes. We organize training for them to build their capacity and increase their participation in disaster risk reduction.

Informant DM1 also pointed out the result of such gestures:

Also, the management of NEMA has parley/meeting with editors, at least once in a year. Interestingly, anytime we meet the editors, we've instant positive reports. Our visibility increases, but after a while it wanes. They lose interest rapidly.

But contrarily, media men who also identified advocacy and inclusion in planning affirmed that these strategies are not well employed by disaster managers. Informant MM11, 10 and 8 are of opinion that disaster managers are not committed to advocacy with the media nor include them in planning and execution of disaster management policies. They noted that the relationship is mainly between reporters/correspondents, leaving editors and media owners out of campaign for disaster risk reduction.

Hear them:

They have never visited my organization to solicit support of our editors and management. Let them train journalists and engage in active partnership with the media house management and owners. These will assist them greatly as media will use its platform to educate people and warn them of the impending disasters. (Informant MM10)

As an editor, my participation has not been sought directly. Though this is not a must, but visiting here for advocacy will be of good help. (Informant MM11).

Interestingly, these informants' views were buttressed by a disaster manager (DM2) who confessed that: "At times, we use them as resource persons in our programmes but we need to fraternize more with them especially the media owners and editors".

iii. Sponsorship

From the interview, sponsorship also emerged as one of the ways whereby disaster managers and media men are relating to enhance media involvement in disaster management. Only four (4) respondents mentioned sponsorship of media activities that are directly related or not related to disaster management. Media organisation, apart from its core mandate of informing, educating and entertaining populace, also embarks on some developmental, motivational activities for its members and community.

Parts of the activities are Union Week, Fund Raising, Scholarship, Donations to Needy among others. Media counts on the supports of individuals, groups, governmental and non- governmental organizations to complement their gestures in this regard. Friendly organisations are expected to identify with these good courses physically, financially and morally.

Figure 5:33 shows those who identified sponsorship as a form of relationship between the two organisations.

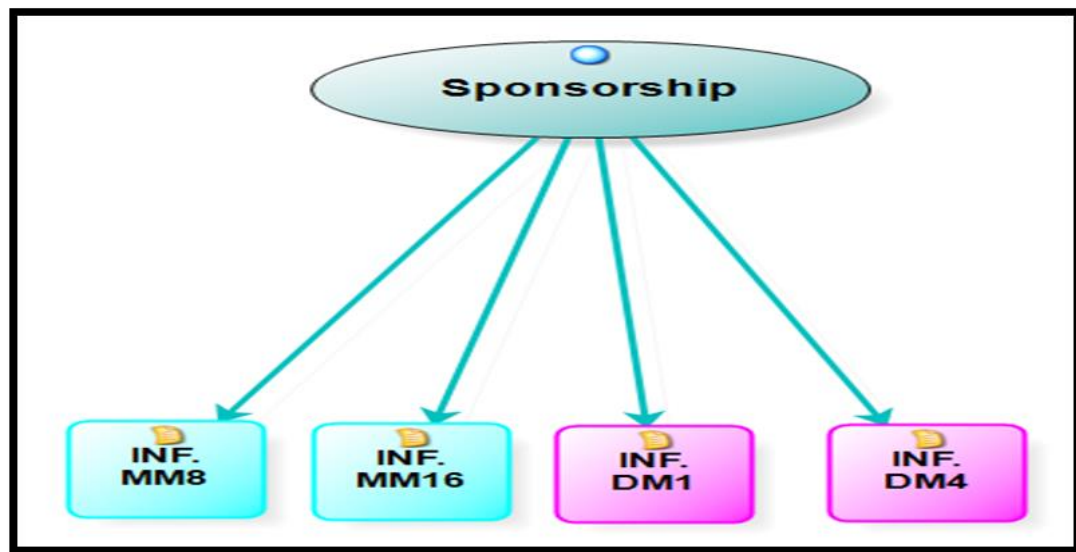


Figure 5.33. Informants’ responses to Advocacy and Inclusion in Planning as a form of Relationship between Disaster Managers and Media Men

Informant DM1 and DM2 disclosed that their organization support media organization “financially individually and corporately when the needs arise” as well as and “other relevant bodies that organize workshops and other activities”. Informant MM16, however, noted that disaster management organisations are not really keen in sponsoring media activities even the one related to disaster management. He disclosed: “Sponsorship of JADI’s programme is a major challenge. In the last two years, there has not been any workshop for journalists covering disasters. This is not good enough.”

5.3.4 Theme Four: The Expectations of the Media from Disaster Management Organisations and Vice Versa

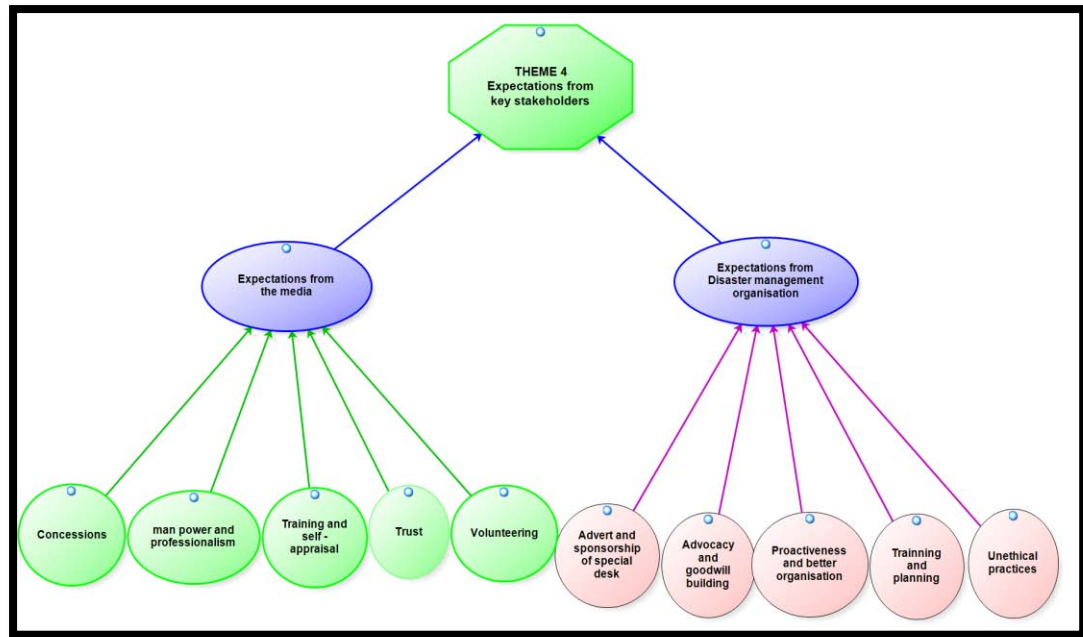


Figure 5.34. The Expectations of Media from Disaster Management Organisations and Vice Versa

The perennial nature of flood disaster in Nigeria calls for urgent attention and collaboration of all stakeholders. The relationship between the two key stakeholders in disaster management is important factor in ensuring collaboration in order to reduce flood risk.

Every relationship between organisation and its publics is characterized by expectations of each from other. The expectations mostly are in the areas of roles and responsibilities required to be carried out by individual stakeholder. The relationship between disaster managers and media men is not an exception. Relationship of organization and its publics can be professional, communal and personal. The expectations are contributions that stakeholders expect from others in order to

enhance active involvement in the success of the partners and overall objective of disaster management and risk reduction.

In this study, the stakeholders are mainly disaster managers and media men. The expectations from others are in the area of effective communication and collaboration that would engender better performance of each role. The next models show the expectations of each stakeholder from other.

5.3.4.1 Expectations from the Media

From Figure 5.34, it can be seen that disaster management organisations have five expectations from the media. These expectations are: Training and Self-Appraisal, Manpower and Professionalism, Trust, Concessions and Volunteering.

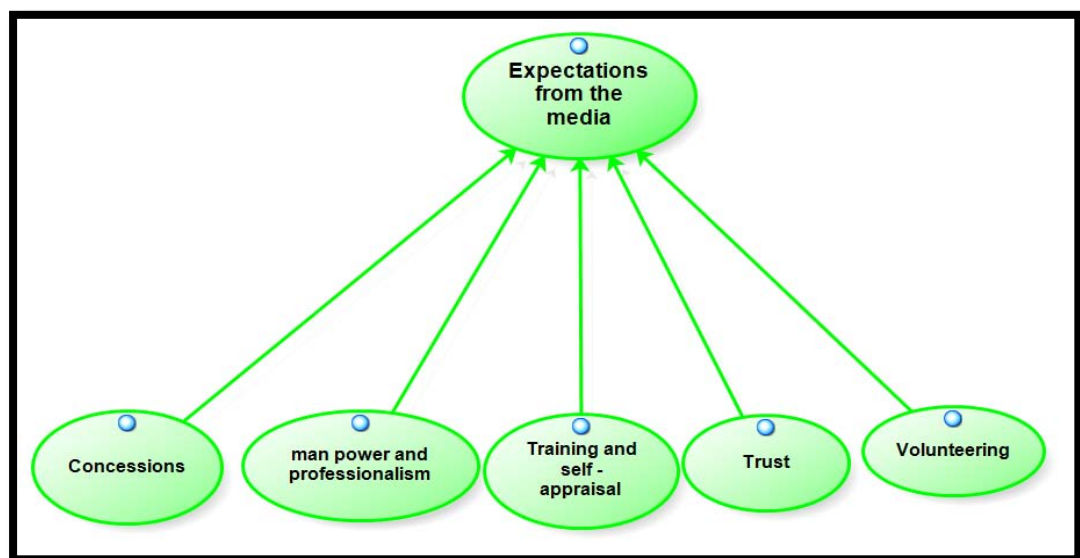


Figure 5.35. Expectations of Disaster Managers from Media Men

i. Man Power and Professionalism

Disaster managers identified increased man power and improved professionalism as parts of their expectations from the media. One of the militating factors against

participation of media men in disaster management is shortage of man power. Journalists are not sufficient to cover all major beats adequately. Thus, the few employed are maximally used. This leads to one journalist covering four or more beats.

Also, steady decline in professionalism whereby public interest is subjugated for selfish interest is of great concern to disaster managers and other stakeholders.

Figure 5.36 shows the informants that are of opinion that increased manpower and improved professionalism are expected from media men in order for media to participate actively in disaster risk reduction.

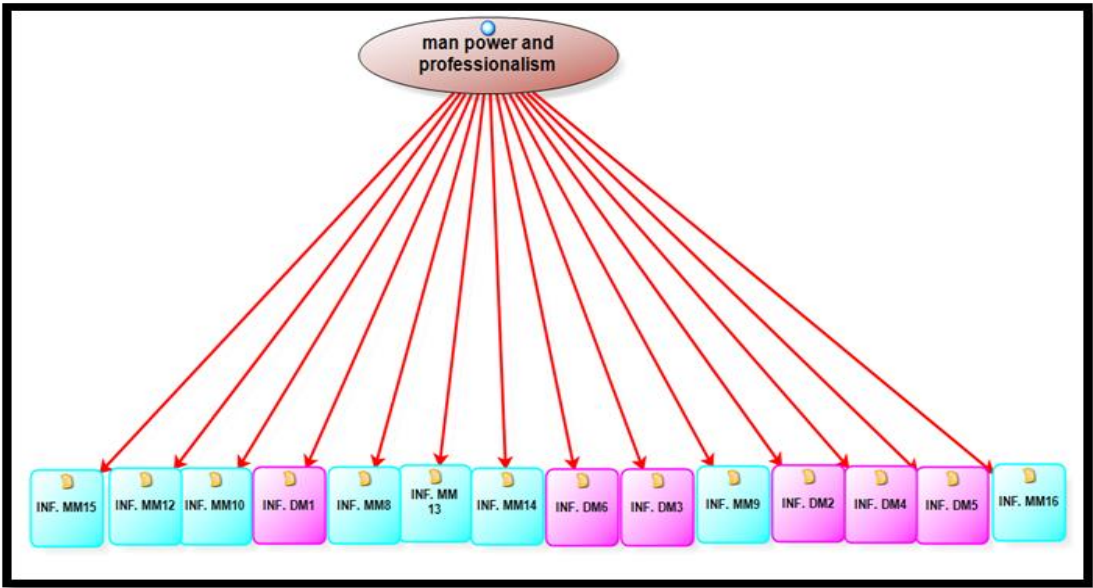


Figure 5.36. Informants’ Responses to Manpower and Professionalism as Expectations of Disaster Managers from Media Men

To underscore the importance attached to these expectation 14 out of 16 respondents listed them as their expectations. Informant DM1-6 disclosed that the present scenario where many media men are not well paid or not paid by their employers, free operation of quacks, few having journalistic training, regular transfer, lack of

specialization, few investigative reporting and follow up stories on disaster management and others are odds against media participation.

Disaster managers expected media organisations to tackle these challenges with determination as doing so is in the media and public interest. Also, media owners and managers are expected to address unethical and shortage of man power decisively.

These views are presented thus:

One, regular transferring of journalists covering disaster beat affects us. It does not allow proper understanding of disaster management. Though, we organize training for journalists on this beat, it takes time before the newly posted journalists understand our operations. At times, when some of them have mastered the rope, they are replaced by their organizations and the cycle of retraining continues. This limits professionalism. More investigative work and extensive report on activities that could make people/ community prone to flood disaster should be given priority. There is a need for specialization. This will assist the country and the media will also benefit immensely as journalists will become experts and impact knowledge better. (Informant DM1)

To reduce unprofessional behavior and restore dignity of the media journalists should be well taken care of. Better remuneration, life insurance policy and better packages will make them more committed to social causes. We expect them to do investigative work on some ills in the society that make people vulnerable to disaster and limit disaster management organization efficiency. The media should focus more on disaster prevention, like it did during Ebola outbreak in Nigeria in 2014. Media successfully assist in educating people and Ebola did not spread in Nigeria. (Informant DM3).

Media should seek experts' materials on disaster prevention. Move closer to disaster managers and motivate them to give you materials. The era of waiting for agencies to bring stories has gone. Everybody should be pro-active and work together to save the society from disasters. (Informant DM5).

Meanwhile, some media men also admitted that they have problems relating to shortage of man power and professionalism. Informant MM8, MM9, MM10, MM12,

MM14, MM15, and MM16 agreed that more follow ups, in-depth, regular, investigative, exclusive stories need to be done on disaster risk reduction. Also, welfare, professional development, reward of good journalists and discipline of erring journalists, developing and diversification of information sources for disaster related stories among others are advocated.

According to Informant MM14:

Though the media ought to be doing investigative work on disaster prevention, hardly do we do this. Also such story is better done through feature (a bit lengthy write up). I don't do feature. I write news only. Our organization does editorial once in a while on disasters, but mainly on during and after disasters had happened. The sources of such story are limited to government agencies. Some of them are not related well with journalists. I don't have relationship with non-governmental organizations in disaster management. They are the one who needs publicity and they always look for journalists when they need us.

Informant MM10 also said:

However, only those at weekend papers or feature desk have the luxury of time and space to do pre disaster stories. One reporter here even won national and international awards for writing an exclusive investigative story on the disaster that was waiting to happen. I must confess that it's good to write such story once in a while. To some journalists, funding may be an issue because you are likely to spend money in digging out stories that are yet to happen. But for my newspaper, funding is not an issue as the management pays you money spends on good stories. But you have to present receipts of money spent. Here is the problem, you'll not get receipt for most activities you'll spend money on while gathering information on pre disaster stage.

However, some of them countered the allegation of unethical behavior among journalists. Rather than blaming journalists, they called on disaster managers to improve their services and report journalists engaging in unethical practices.

On the issue of corrupt journalists, it's expected that regulatory bodies, NUJ, NPC, NBC, Ministry of Labour and Productivity etc. should see to the welfare of journalists and discipline the bad ones.

ii. Training and Self-Appraisal

Disaster management is a specialized field and like others, there is need for adequate training for players in the field. Respondents interviewed said media men are expected to be well educated in journalism and disaster management. Also, the need to embark on regular self-appraisal of their performance in disaster management is advocated.

Disaster managers, DM1, DM3, DM4, DM5 and DM6 lamented seemly lack of interest of media men in training and self-development. They observed that there are some technical aspects and terminologies of disaster management that media men need to understand and update their knowledge consciously in order to be able to disseminate information that will aid disaster risk reduction.

Informant DM1 observed:

Journalists should educate themselves on disaster management, show understanding and have a selfless interest in saving lives rather than reporting and celebrating lives and property that are lost to flood disaster. One of our expectations is that the media will make its members available for training. They are always in hurry and many of them have superficial knowledge of many fields.

Also, Informant DM4 disclosed that: "some of them found it difficult to understand scientific terminologies related to climate. They complain that our language is too

technical. Furthermore, some journalists also identified training and self - appraisal as key factors for improved media involvement in disaster management. Informant MM7, MM9, MM10, MM14 and MM16 called for recruitment of journalists who are passionate of development and organizing of well - structured trainings that would suit busy schedule of journalists.

Informant MM7 charged the media thus: “On media side, we need to be more active in pre and post disaster reporting. It’s sad we all suffer from collective amnesia. Our interest is not deep in developmental issues. This orientation needs to change”.

Figure 5.37 represents the respondents’ expectations.

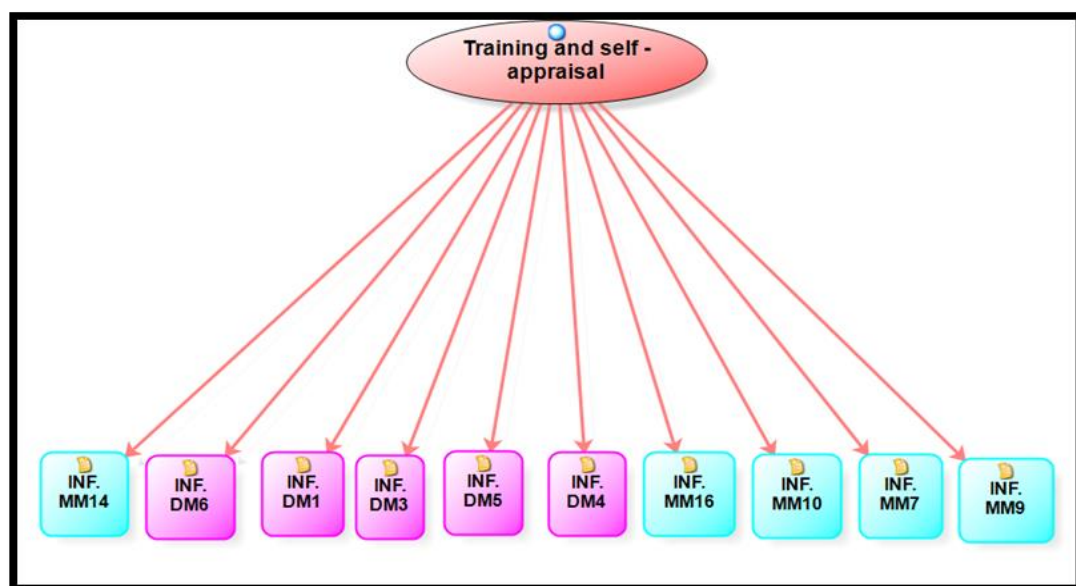


Figure 5.37. Informants’ Responses to Training and Self-Appraisal Expectations of Disaster Managers from Media Men

iii. **Trust**

In every relationship, trust is highly needed. One of the accusations jointly traded against others by the two stakeholders is lack of trust. Thus, disaster managers expected media men to trust them and understand their challenges. This lack of trust

between media and public relations practitioner is also identified by Pang (2010), Tilley and Hollings (2008) and Wilcox and Cameron (2009).

Informant DM1 lamented that:

They also see us as being economical with facts and figures. They see us as liars. We are not, but we've a procedure to follow before announcing any figure or policy. They are impatient and rush to press with falsehood at times. We are trying to build trust in them, but it is not easy.

However, Informant MM13 was of opinion that some disaster managers are incompetent and fraudulent". He urged them to provide well-written materials promptly and "always be honest with us". Figure 5.38 shows trust as an expectation from media men.

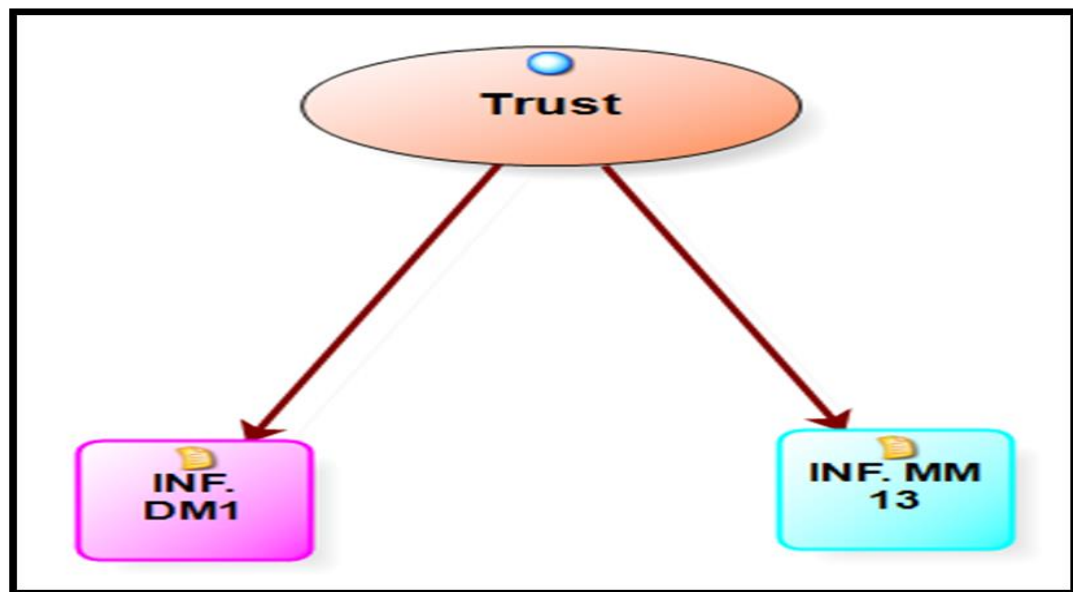


Figure 5.38. Informants' Responses to Trust as an Expectation of Disaster Managers from Media Men

As noted by Bruning, DeMiglio and Embry (2006), Kim and Chan-Olmsted (2005) and Schroorman, Mayer and Davis (2007), trust enhances productivity, reliability, higher commitment and cooperation of internal and external publics of an

organization. The respondents are of opinion that the trust level between the media men and disaster managers needs improvement.

iv. Volunteering

Volunteering is an important aspect of popular participation and civic engagement. Disaster risk reduction needs active involvement of all stakeholders. One of the way to ensure this is to encourage volunteerism. Media as one of the key stakeholders in disaster management are expected to get involved through volunteerism. This volunteerism may be in form of physical, direct participation or using of professional resources to propagate messages of disaster risk reduction.

From the interviews, one of the expectations of disaster management organisations is that media men should be volunteers for disaster management. The next figure shows the informants on media and volunteerism in disaster management.

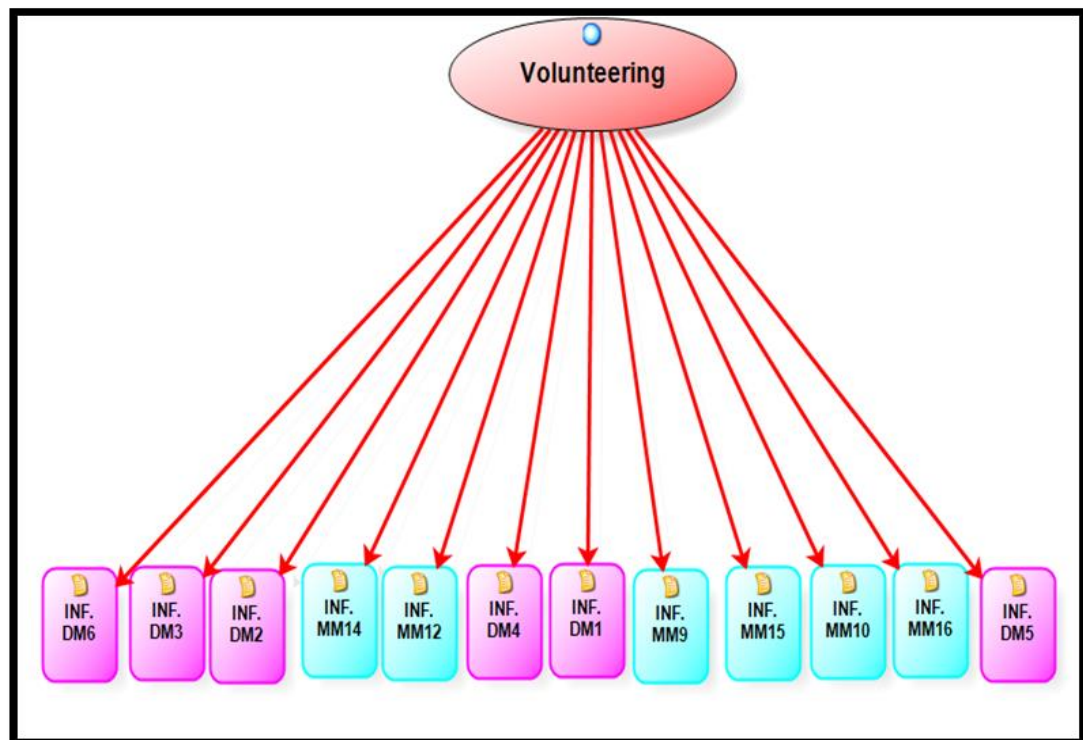


Figure 5.39. Informants' Responses to Volunteering as an Expectation of Disaster Managers from Media Men

According to disaster manager Informants, media organisations are lagging behind in volunteering for disaster management. The informants lamented that media need to practice more of development journalism and get actively involve professionally, physically, morally and financially.

Informant DM 1, 2, 3, 4, 5 and 6 attributed this to media still seeing self as an outsider and not key agent in disaster management. The Informants decried the present practice where only reporters (junior officers) interact with disaster management organizations, noting that this is not in the public interest.

Informant DM1 said:

Though the media are stakeholder in many spheres of life, still they need to get more involved in developing and humanitarian activities like disaster management. And we need understanding and cooperation of all stakeholders. As part of our way of carrying them along, we encourage them to be disaster volunteers.

Also, Informant DM6 expressed:

The media owners and editors are expected to get more involved. At present, only reporters on our disaster beats are mainly involved. We too need to get these people involved more. This is a good idea.

Disaster managers charged media to collaborate more with the organisations and de-emphasise financial and personal gains. Also, high premium needs to be placed on developmental challenges posed by flood disaster rather than humanitarian hype. They also requested for establishment of special desk or page for disaster risk reduction.

But media men disclosed that much as they would have been willing to volunteer for disaster management, disaster management organisations are not encouraging them enough. They agreed that media need to do more on volunteerism. However, Informants are divided on whether to establish special disaster/ environment page. Informant MM10 and 12 were of opinion that feature desk can adequately take care of this demand.

Informant MM10 stated this:

On the issue of having a special environment desk, well, it's a good idea. But rather than calling it environment, I think those at Feature desk should focus more on environmental issues. If it is environment alone, the editor may soon run out of stories. But feature encompasses so many areas that are of the public interest.

But for informant MM16, establishing disaster desk is desirable. He lamented that “there is no disaster reporting desk. Those few that have environment desk combined it with property. There is a lack of focus among journalists on disaster”.

v. Concession

Three informants identified concession as one of their expectations. Informant DM4, DM5 and DM6 wanted concessions in terms of reduced advert rate, establishment of disaster management desk, page(s), and other special treatment of disaster management organisations were part of their expectations. Informant DM6 observed that: “We are not placing advert for now, but if we work out affordable advert rate, possibly, we’ll consider placing adverts in the newspapers.”

Figure 5.40 shows informants views on concession.

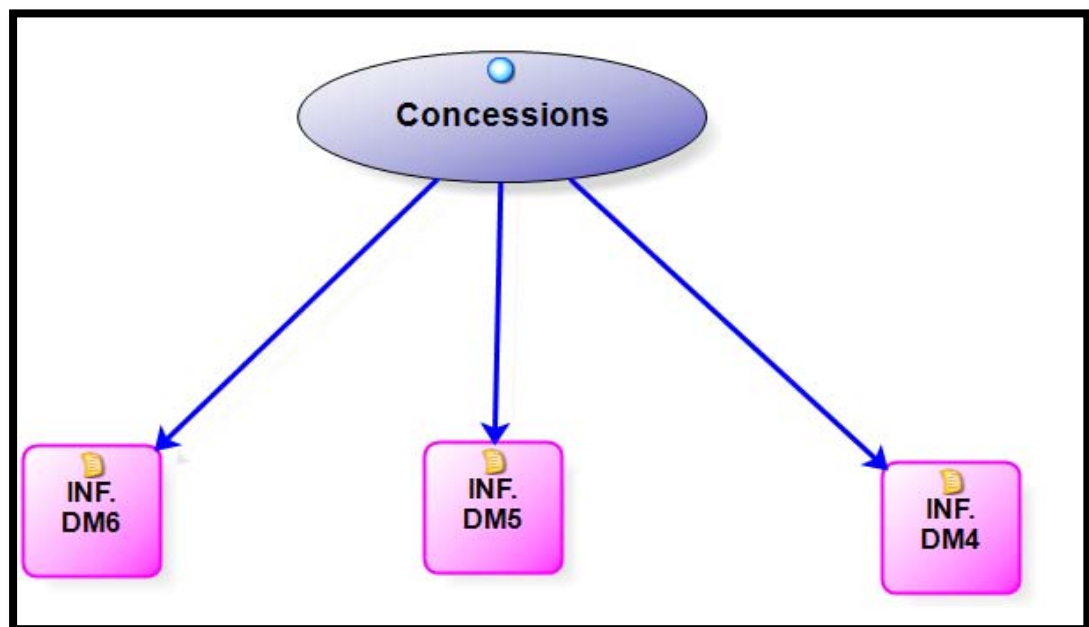


Figure 5.40. Informants’ Responses to Concession as an Expectation of Disaster Managers from Media Men

5.3.4.2 Expectations from the Disaster Management Organisations

Media men also have their expectations from disaster managers. The following are the expectations listed: advert and sponsorship of special pages; Advocacy and goodwill building; Pro-activeness and better organisation; Training and planning and unethical practices. Figure 5.41 shows the media men expectations from disaster management organisations.

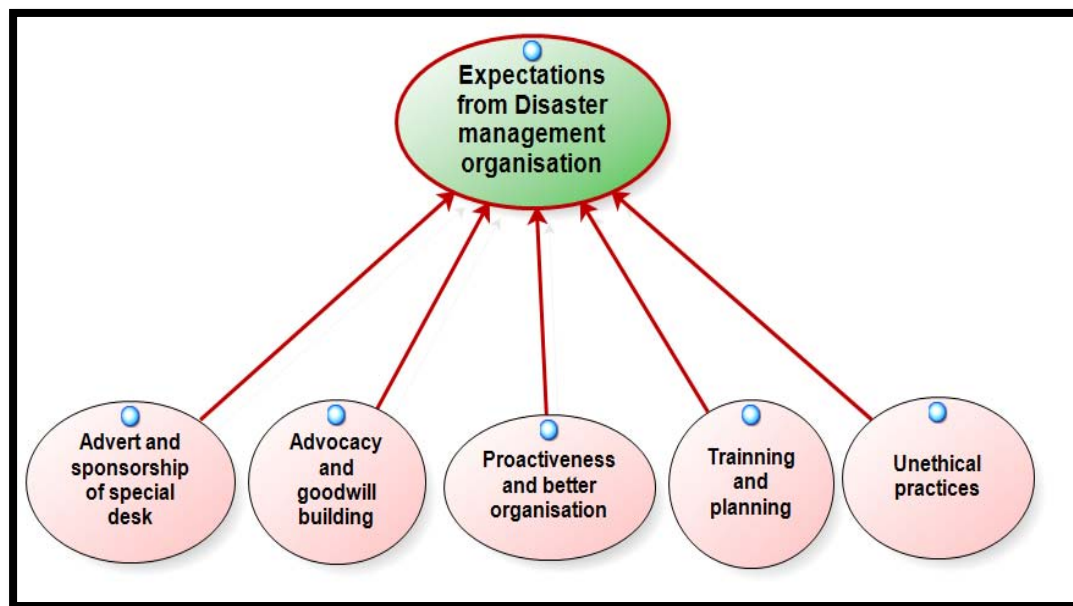


Figure 5.41. Media Men Expectations from Disaster Managers

i. Training and Planning

Training and adequate planning are very important in organisation's fulfilment of its mandate. Disaster management is an evolving field in Nigeria and series of trainings need to be organized for stakeholders to function harmoniously and effectively. Media men interviewed were of opinion that training for journalists should be part of the responsibilities of disaster management organisations.

Also, media men advocated for inclusion in planning and execution of disaster management policies. They lamented that they are mainly called upon to cover organisations' activities rather than seeking their inputs. Informant MM7 wanted media men to be engaged as resource persons during training for media men, disaster managers and other stakeholders. To Informant MM16, there should be a regular training, knowledge sharing among media men and disaster managers.

Figure 5.42 shows the informants that stated training and planning as part of their expectations from disaster management organisations.

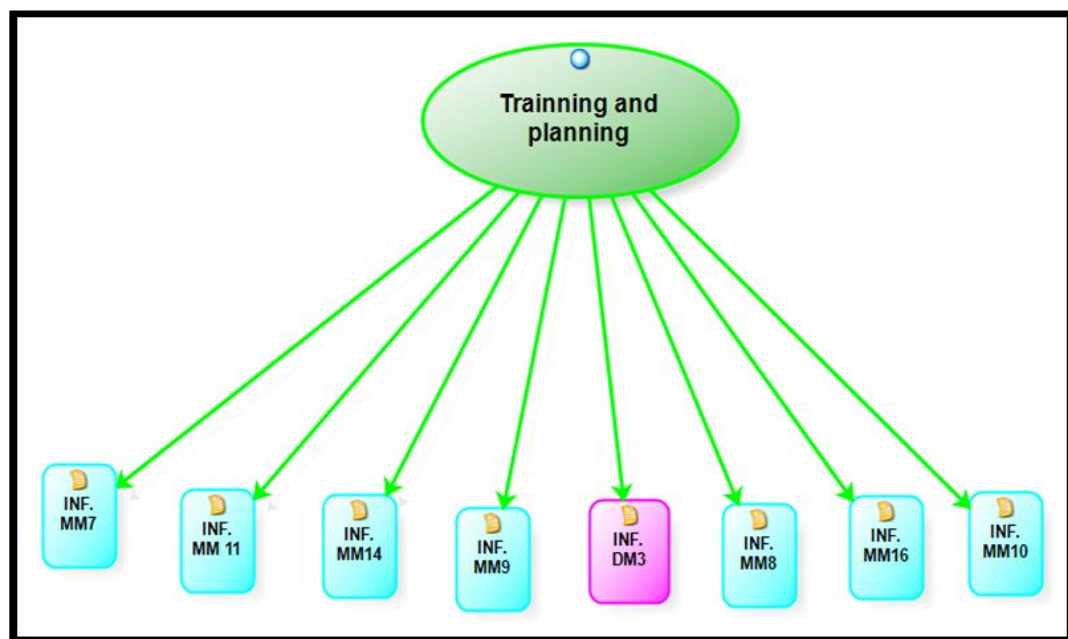


Figure 5.42. Informants' Responses to Training and Planning as Media Men
Expectations from Disaster Managers

Furthermore, on Training and inclusion in planning, media men expressed these views:

A different cadre of journalists should be trained in disaster management. At present, journalists are mostly invited to cover workshops, seminars and other activities. They should be participants in workshops that are well tailored to suit the demand of their job. This will build their capacity and make them more conscious of their

roles in disaster reduction. This should be done with sincerity of purpose, no corruption intention and favoritism. (Informant MM11)

Since I started covering metro three years ago, I have not been invited to be a participant at a workshop for stakeholders or journalists alone. None of such advocacy workshop has been organized since I started covering the beat. May be, they don't think this is necessary. Let them train journalists and engage in active partnership with the media house management and owners. These will assist them greatly as media will use its platform to educate people and warn them of the impending disasters. (Informant MM11)

More training programmes specially designed for the media should be organized regularly. It does not need to be a two day programme. Make it a few hours and build journalists capacity and motivate them to see self as a key stakeholder in disaster management. (Informant MM14).

Another factor is that some in the public relations department of disaster agencies are not well trained to relate with the media and produce disaster risk reduction materials. Many lack commitment and passion for the job, have no media experience and could not understand the operation of the media. Writing good press releases, opinions and features are not easy for some of them. Understanding how the media operate, get journalistic experience, organizing media training for them, writing opinions and generating good pre- disaster stories for the media will help greatly. Media won't participate actively if we're not carried along actively. (Informant MM9).

ii. Pro-activeness and Better Organisation

Pro-activeness and better organization emerged as other expectations of media men from disaster management organization. Why are pro-activeness and better organisations necessary in disaster management? Why are they parts of the expectations of media men from disaster management organisations? To underscore the importance of these expectations, all media men interviewed agreed that disaster managers should be more pro-active and the organisations need to be well organized.

Informants MM7-16 were of opinions that Nigerian media are not actively involved in disaster risk reduction campaign because disaster management organisations are not pro-active. They term their approach to disaster as “fire brigade approach”. To the informants, reporting disaster before its occurrence needs measures of pro-activeness and information from experts in disaster management. Also, media men identified lack of proper organization, coordination and collaboration among chief disaster management stakeholders as other factors that hinder media active involvement.

The informants were united in their views that most materials being sent to them are not mainly pro-active materials but public relations, “ego massaging”, relief materials distribution and other activities of the organisations. The media men declared that media makes use of materials readily at its disposal. Figure 5.43 depicts the informants’ expectations.

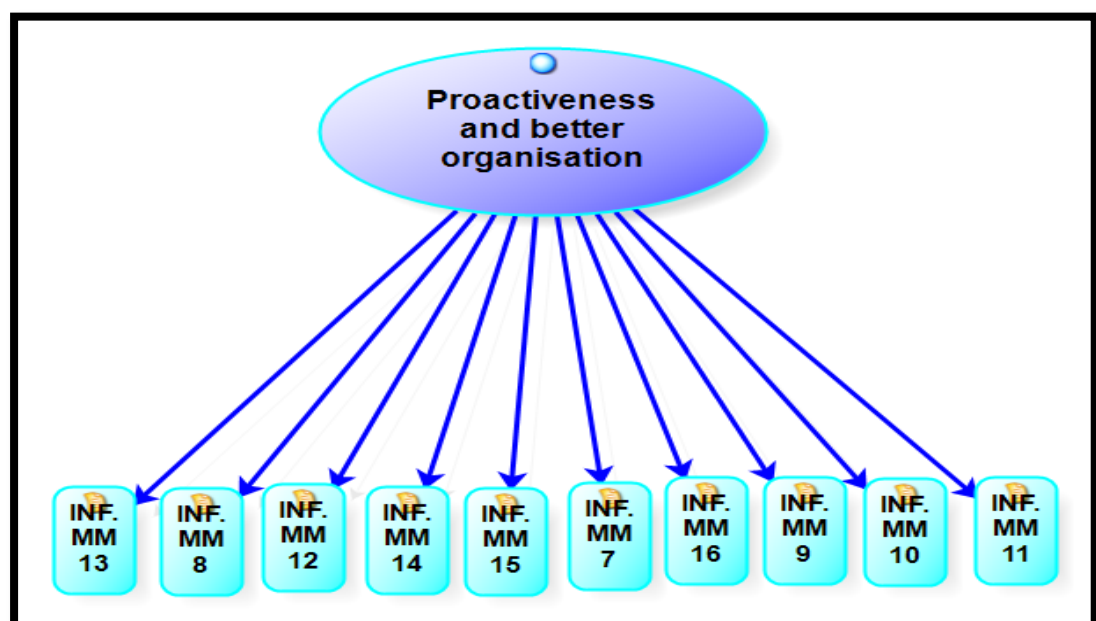


Figure 5.43. Informants’ Responses to Pro-activeness and Better Organisation as Media Men Expectations from Disaster Managers

Here are some of the informants' views:

Disaster managers are not also helping as they are also mainly active during and post disaster stage. Another challenge is from disaster managers. Some of them are good and responsive, but some are not. Getting information from them takes time. Their response time to disaster is slow. Many are not pro- active in nature. Lastly, government and many Nigerians are not sensitive enough to the plight of people. Well, I expect them to be more responsible and responsive to their duties. They should respond swiftly to emergency calls and respond fast to media inquiries on disaster occurrences. They also have to increase their manpower and be more pro- active. I suggest that disaster managers should be generating materials on risk reductions and make them available to media houses. (Informant MM10)

Disaster managers don't carry media along. They want the media to report only positive side of their activities. No transparency and accountability on their side. They are more of relief distribution, disaster response agents than pro-active. Media is interested in the issues and how people can be served better not out to massage anybody's ego. Because of this there are conflicts of interest and operation between us. Be proactive and responsive to emergency. (Informant MM13)

People and organisations concerned hardly talk before disaster happens. And media thrives on information. Disaster management organisations should be more pro-active and create awareness. Our peoples' attitude should change in environment. Government agencies in charge of environment should be more active in prevention and enforcing existing legislations. (Informant MM12)

It should be pro-active and they must be ready to respond to disaster occurrences. Let them be more pro-active. Prevention is better than cure should their watchword rather than responding to disaster and distribute relief materials. We expect the managers to respond more promptly to our inquiry with facts and figure. They should be more honest rather than being protective of their work. They should treat us with more respect and understand that we work in the public interest. Other agencies apart from NEMA should also get the media more involved in their activities. Some have poor media relations. (Informant MM14).

My observation is that Nigerians don't know much about disaster risk reduction. I expect disaster managers to do more of public enlightenment and work better with the media. I expect them to

always identify disaster prone areas and be pro-active in their approach. The PR stories on materials distributed won't assist this country. Media need to be well cultivated and integrated into the scheme. They keep on talking about the existence of Journalists Against Disaster Initiative (JADI), but the group is not functioning. They should revamp it and make it fulfill its objectives. Media has manpower problem. That is why we expect more prepared materials and information from experts and government agencies on disaster risk reduction regularly. Employ people who have passion for job in the PR department, trained and are committed to the public good. (Informant MM15)

Also, they should create more awareness and sensitize people about disaster. Even many journalists are not aware of disaster and how will you report what you don't know? Government should also implement legislations on disaster prevention. Journalists are not happy that nothing seems to change year in year out after writing stories on flood occurrences. It's frustrating and disheartening. It reduces humanitarian and developmental issues to routine stories. Part of our challenge is the media relations / spokespersons of the government agencies.

My main expectation from them is that they should discharge their duties responsibly to the public. They should be more responsive. They should see media as partner in progress. Their public relations department should be more professional and generate good materials - news, opinion, photographs etc. that can be readily used by the media. Professionals should be employed and service consultants will also help. They should understand the demand and pressure of our job and oblige us information when requested promptly. (Informant MM8)

On better organization, media men expected government to fund disaster management organisations adequately, employ people who have passion and qualified for disaster management job, give them better training, provide better equipment to ensure quick response duration to emergency calls among others.

Informant MM9 noted:

Another factor, I suspect, is that the agencies are not well funded and lack equipment to generate pre-disaster materials. Their budgets are not fully released to them. In 2014 and 2015, most government agencies don't have their budget released to them. Sad enough, none

of them will ever confirm it formally to the media. They are afraid to own up and provide evidence that will make media assist them in demanding for better funding and more equipment. Previously, you get weather report on radio, television stations, online and newspapers in Nigeria.

This started after 2012 devastating flood in Nigeria. It was sustained for a while and by 2014, only few media houses relay information on weather. This shows that we're not proactive and waiting to be active when disaster strikes again with its attendant loss of lives and property. I expect them to predict disaster accurately and sensitize people before disaster strikes. They should be more proactive. They should take cue from Japan and other countries that are experiencing frequent disasters like earthquakes, floods etc.

To Informant MM7:

The PR units should be staffed with people who can write good editorial materials like news, opinion, features etc. Relating with the media is more than having experience in civil service. Public interest and not government interest should be paramount and key focus of information being relayed to the public. Importantly, they need to be more pro-active and ensure that all stakeholders are encouraged to participate in disaster risk reduction.

Also, Informant MM16 said:

Those managing disasters should be professionals who understand their jobs and passionate about saving lives and serve the country selflessly. Politicization of civil service and high rate of unemployment have destroyed so many things, including response to disaster. Many in the field have no business or qualifications to be there. Professionals should be employed to manage public relations units.

iii. Advert and Sponsorship of Special Pages

Advert and sponsorship of pages play important role in survival of media organizations. Media houses have dual roles- to survive as a public entity and make profit. These two roles are better carried out through media contents. While news, features, editorials, opinions and others educate, entertain and inform the public,

advert mainly, ensure the continuous production of the newspapers and fulfilment of its obligations to owners and workers in the organisations.

It is in this light that the media men interviewed in this study disclosed that one of their expectations from disaster management organisations is that they should be supported through adverts and sponsored pages. The dictum “news attracts readership but advert sustains and ensures survival of newspapers” is played up here. While acknowledging that disaster management organisations are not profit-oriented, informants noted that it would not be out of place, if the organizations spend part of their budget on adverts and sponsoring of pages annually.

All disaster managers interviewed confessed that they hardly placed adverts in newspapers. But, they have been sponsoring programmes and place commercials on radio and television stations. However, they acknowledged the power of newspaper as a medium for policy makers and opinion leaders. They agreed that due to the present media convergence whereby different media outlet picked others content and disseminate, advertising in newspapers should be embraced.

Informant DM buttressed this by saying: “But with the convergence of media and inter-media dependence, newspaper is also relevant to disaster management and need to be patronized more by placing adverts”. Media men are of opinion that by placing adverts and sponsor pages, once in a while, disaster management organisations are supporting their survival ethically and professionally. Informant MM 7, 8, 10, 11, 14, 8 and 16 called for more investment in media and active nurturing of relationship. These, according to them will improve media participation in disaster risk reduction.

These are their views:

Placing adverts in newspapers, radio, television and other media will assist in making people aware of disaster risks. None of the agencies have placed adverts in our newspaper that I know of. Organisations and individuals should know that media also need to survive as a business entity. Let them sponsor features, opinion, letter to the editor, etc. Let them motivate experts and their staff to write for them. (Informant MM10)

Sponsor pages in newspapers to sensitize people of impending disaster. Media also need to survive as a business entity. The media should be supported through active patronage. (Informant MM16).

Figure 5.44 shows the informants that expected disaster management organisations to be placing adverts and sponsor special desk/pages.

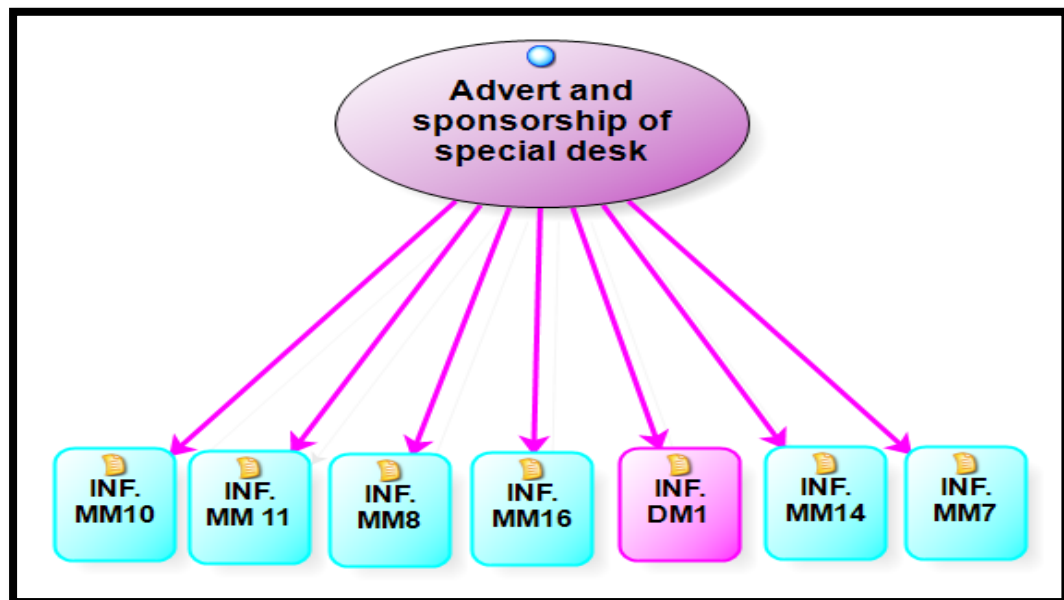


Figure 5.44. Informants' Responses to Advert and Sponsorship of Special Desk / Pages as Media Men Expectations from Disaster Managers

iv. Advocacy and Goodwill Building

To collaborate with other stakeholders, advocacy and goodwill building are very important. Professionally, disaster managers are more knowledgeable about flood disaster and its reduction. It is important for them to embark on advocacy campaign

and devise goodwill building strategies. Figure 5.45 shows informants that expressed these opinions.

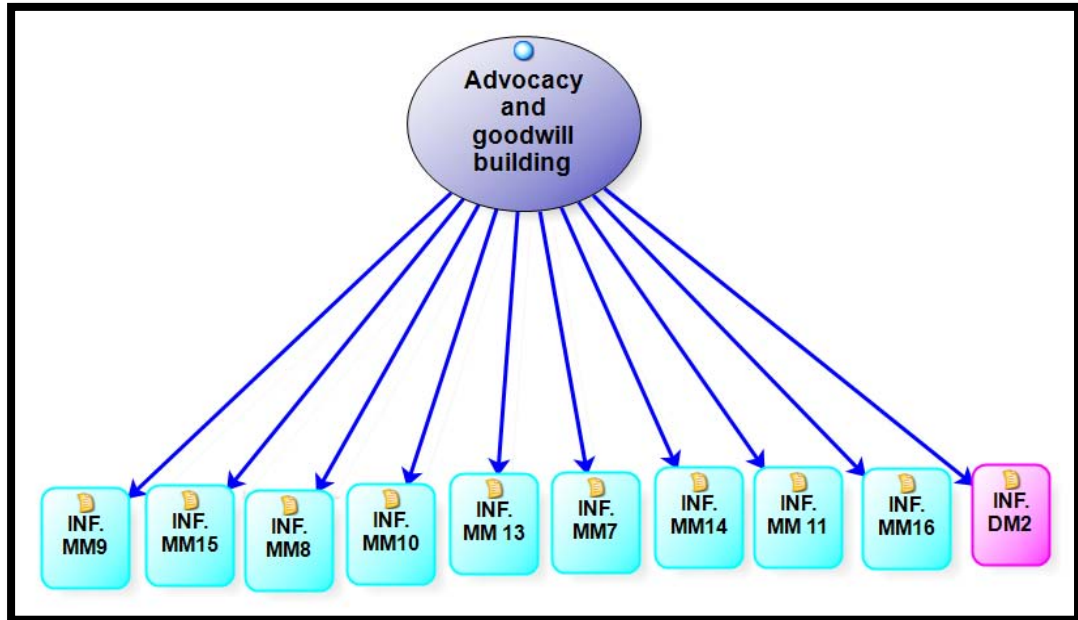


Figure 5.45. Informants' Responses to Advocacy and Goodwill Building as Media Men Expectations from Disaster Managers

According to the informants, disaster managers hardly visit media houses to solicit for their supports. It was disclosed that they mainly visit whenever they have what they termed as “bad press” or “media siege”. Operationally, “bad press” and “media siege” means when there are continuous negative media reportage on the organization. Informant MM7, MM10, MM 13, MM14, MM15, MM16 and others expressed displeasure that disaster managers do not see their visit to media house to solicit their supports as a priority and a good avenue to get media actively involved.

Some of the informants advanced these expectations:

As an editor, my participation has not been sought directly. Though this is not a must, but come here for advocacy will be of good help. They should invest in media by carrying out media advocacy, sponsored pages and placing adverts. Media is a public institution as

well as profit-oriented organization. There should be more collaboration in their activities, especially before disaster strikes. Robust relationship and trust are better built before disaster happens.

It's this goodwill that will assist them in having the effective participation of the media at all stages. Visiting media houses to seek support on disaster reduction and their activities will be of help. Meeting entire management staff rather than only field men will also assist their course better. We're responsible people and we're ready to assist them more in discharging their duties to the public. Public safety and betterment of the society are part of our core mandates also. (Informant MM11).

Journalists are not sufficiently convinced that they have a role to play in disaster risk reduction. Disaster agencies need to carry journalists more along. We also lack contact of those who can give us good materials on disaster prevention. Editors have space limitation and most of them don't see prevention, stories as big stories of high importance. Journalists are not sufficiently carried along in disaster management. Many of us are not enlightened enough and properly equipped to complement their efforts. Media need to be well cultivated and integrated into the scheme. (Informant MM15)

Also, they should create more awareness and sensitize people about disaster. Even many journalists are not aware of disaster and how will you report what you don't know? Lastly, relationship between the media and disaster managers needs to be more cordial and professional. The inter-organizational relationship that exists before disaster occurrence is very low. This needs to be worked on. The solution is for them to do what is right, carry the media and other stakeholders along more. Once this is done, the media and others will key into disaster prevention agenda. Rarely do they visit our office. But their relationship is primarily with our journalists on the beat or state. I hardly relate with them. (Informant MM8).

I expect them to relate more with the media and be more open. Lastly, I expect them to collaborate more with other stakeholders in reducing disaster risks. Apart from modern/ formal media outlets, they should use traditional/informal media like town criers, traditional, spiritual and community leaders. Local newspapers, radio and television stations should also be used. At present, their activities and public relations efforts are concentrated in Abuja and states capitals. Go to grassroots and carry them along in all aspects of disaster management. Disaster prone area should be identified early and concerted efforts should be

made with those involved to prevent or reduce the risks. (Informant MM9).

With effective advocacy and good will building strategies, media men declared that the media will adequately key into disaster risk reduction campaign. As part of creating awareness of disaster management, every October 13 is set aside by the United Nations (UN) as Disaster Risk Reduction (DRR) Day. Nigerian media hardly celebrate the day. Some informants gave the reasons for not celebrating DRR Day and what to be done to promote the day.

These are their views:

On marking disaster risk reduction day, again, it's the duty of disaster managers to generate materials and send them to the media. There are over 1000 events to be celebrated daily annually. It's the duty of the organisations concern to seek media involvement and coverage. I expect them to alert the media before October 13 disaster reduction day and generate materials for usage. They are not doing this now. They should have a definite plan of action on media relations and media involvement in disaster reduction. (Informant MM11)

No special attachment is to DRR day. It's disaster management organisations duty to carry the media along in celebrating the day. Also, once in a while their management especially NEMA visit us. This is especially when there is disaster or misrepresentation or what they perceived as "media attacks". (Informant 9)

Yes, I support the idea of media commemorating all important days, including DRR day. This will raise people's awareness and educate them about disasters and how to prevent and respond to it. But, the onus is on disaster management agencies to sensitize the media and have programmes to mark the day and annual action plan. There is nothing like this now. Some of the agencies don't even celebrate it. (Informant MM10).

Informant DM2, the only disaster manager who spoke on this expectation, said this:

It is true that we too need to do more in our relationship with the media. At times we use them as resource persons in our programmes

but need to fraternize more with them especially the media owners and editors.

v. Unethical Practices

Journalism and disaster management are professions. All professions have rules guiding them and professionals are expected to abide by these rules. So, it is not out of place when media men listed curbing of unethical practices among disaster managers as one of their expectations. Seven media men and one disaster manager are of opinion that curbing unethical practices would increase participation of media in disaster risk reduction. Figure 5.46 depicts the informants' views.

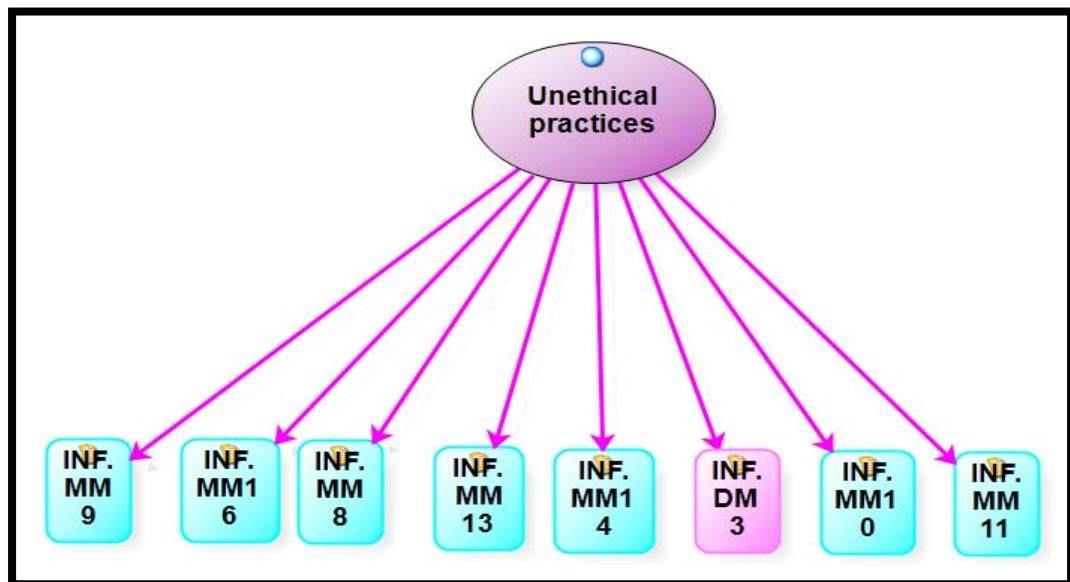


Figure 5.46. Informants' Responses to Avoidance of Unethical Practices as Media Men Expectations from Disaster Managers

Media men were opinion that unethical practices abound among disaster managers. They alleged that disaster managers consider distributing relief materials, operating relief camps and other during and post disaster activities more lucrative than campaigning for disaster risk reduction.

These are some of their views:

It's sad that disaster management organizations in Nigeria are more of the relief materials distribution. Relief materials are being diverted and this adds to the problems of victims and makes the media not to trust them. They also lie about facts and figure. Their response time is long and they lack basic equipment to carry out emergency operations. Their claim that media always demand for gratification is blackmail. Some of them are incompetent and fraudulent. Give us materials and always be honest with us. (Informant MM13)

Some even lie to cover their inadequacies and afraid of inquisitive journalists. They should be honest and stop lying about the figure of casualties. They play down figure, maybe to hide their inefficiency. The inter-agency conflict should also be eradicated. In Lagos, NEMA and Lagos State Emergency Management Agency (LASEMA) do fight over jurisdiction. This is not good for emergency management. (Informant MM10).

The media people of the agencies should have direct access to their boss and allow media men to meet their boss when the need arises. At present, many of them are afraid of journalists because they are incompetent and not transparent. (Informant MM16)

Meanwhile, Informant DM 3, a disaster manager also wanted media men:

To reduce unprofessional behavior and restore dignity of the media, journalists should be well taken care of. Better remuneration, life insurance policy and better packages will make them more committed to social causes. Media men also responded to the allegation of unethical practices levelled against media men by disaster managers. Informant MM8 challenged disaster managers to report any unethical practice by journalists to their editors.

Informant MM9 explained further:

On their allegation that some journalists want to be gratified before writing their stories, such journalists should be reported to their editors. Journalists work in the public interest and anyone who demands for self-reward should be reported. It's unethical. In our newspapers, we frown at this and we encourage sources to inform us if our journalists behave unethically. We've 'Whistle-Blower' and 'Thank You' to show our determination to practice best journalism.

From the foregoing, it shows that media men expected disaster managers to assist them to curb professional misconducts by reporting bad behaviors and not encouraging it.

5.4 Summary

This chapter has been a long and extensive one. In all, 16 media men and disaster managers were interviewed on the participation of the media in disaster risk reduction. A lengthy discussion and insightful analysis of the results emanating from the field exercise subsequently followed. This laid the framework for the research process. The discussion and analysis were based on four thematic areas and emerging sub themes and sub sub themes.

Through the opinion, perceptions, views and understanding of the informants, correlations were made concerning how the core issue of relationship between the media and disaster management organisations affect media involvement in disaster management before the occurrence of flood disaster in Nigeria.

With the usage of NVivo 10, four main themes, 9 sub themes and 32 sub sub themes emerged. These were then analysed and inferences were drawn from the answers provided by the informants. The findings showed that Nigerian media are not active before the occurrences of flood disaster due to some reasons. Some of the reasons are attributed to the media while some are attributed to disaster managers.

The two stakeholders summarily agreed that there is need for improved relationship between them in order to reduce disaster risk. Each stated its expectations from other and practical ways of collaborating against disasters were proffered.

CHAPTER SIX

DISCUSSION AND CONCLUSION

6.1 Introduction

The main focus of this chapter is to discuss the major findings of the study, offer recommendations and conclude the study. The study was designed to examine the role being played by the Nigerian media in disaster risk reduction. Also, it is out to evaluate the relationship between disaster managers and media men in Nigeria and how the relationship has impacted on media involvement in flood disaster risk reduction.

To achieve these objectives, two research methods were used. The first method was interview. Here, disaster managers and media men assessed their relationship and disaster risk reduction. The second method was content analysis of two major, widely circulated Nigerian newspapers. Here, 730 editions (printed version) of *The Punch* and *Trust* from January 1-December 31, 2012 were critically examined for materials on flood.

6.2 Discussion

This section focuses on explanation of the results of the data analysis carried out in Chapter Four (content analysis method) and Chapter Five (interview method). This discussion was guided by relevant literature and the theoretical framework of this study. The elements of study for discussion are (a) the reportage of flood in 2012 by the two selected, widely circulated national newspapers; (b) actual reportage targeted at disaster risk reduction before flood occurrence; (c) perception of disaster management by media men and disaster managers (d) identification of factors

affecting media involvement in disaster risk reduction; (e) identification of the present collaborative activities between disaster management organization and media men; and (f) pathway to better relationship and enhanced media participation in disaster risk reduction.

6.2.1 Reportage of Flood Disaster in 2012 by the Two Selected Nigerian Newspapers

Reporting events of public interest is a professional duty of the media. This is done through presentation of different types of content materials. Therefore, this study covers all genres of media contents usually found in standard national newspapers. The contents include news, features, interviews, editorial, opinion, letter to editor, column and advertorial. This is done to answer research question one (1) and research objective one (1) on the extent of reportage of flood disaster in Nigeria.

The findings indicate that in 2012, the newspapers reported flood disaster issues in 485 times. The *Punch* reported it in 255 times representing 53% of total reportage while the *Trust* reported it 230 (47%) times. This finding shows that while it can be said that the report of the two newspapers during and after flood occurrence is adequate, the report before flood is inadequate.

Further analyses show that majority of the flood reports were placed on pages that are less prominent. Save for the period of the flood disaster in July-October 2012, the media paid little attention to prevention and reduction of the risk of the perennial flood problem. Importance placed on reports in the media is determined largely by the report's placement. Placing the reports on flood risk reduction on less prominent

pages shows inadequate participation of the media and ineffective relationship between the media and disaster managers. Hence, it reduces effectiveness of disaster communication management and impact negatively on disaster risk reduction.

Also, on format of reportage of flood, it is evident that news format takes the lead with 398 (82.10%) items out of total 485. It is followed by features/interview with 64 (13.20%) items while Letter to the Editor/Opinion has 15 (3.10%) items and editorial only 8 (1.70%). The essence is to reveal which formats were employed most in disaster communication in Nigeria. It shows different formats that disaster stakeholders can use to disseminate information on disaster. This finding reinforces the earlier finding that journalists are responsible for the chunk of materials being published on disaster communication.

It is instructive to note that no advert was placed in the selected newspapers for the whole of 2012 by disaster management organisations, government and its other agencies, non-governmental organizations and other stakeholders. This implies that despite the media organizations level of participation in disaster management; none of other stakeholders supported the media financially with adverts. Adverts still remain a key professional avenue of generating fund for media organisations operations (Eastham, 2015; Patel, 2010).

Media survives largely and ethically on adverts. Despite media being a public institution, it is also a business that has to survive. The media men interviewed advanced that disaster management organization placing adverts; supplement and embarking on other public relations strategies will assist disaster communication

management and engender cordial relationship. They are of opinion that largely, by publishing materials on disaster, media is already carrying out social responsibility. Also, placing adverts enable disaster managers opportunity of framing the message to suit their agenda (flood risk reduction) without interference or input by the media. Furthermore, the more materials published on flood risk reduction, the lesser the scale of destruction of flood whenever it actually occurs.

But despite the failure to support the media houses with adverts in 2012, the quantum of published materials that emanated from journalists is still the highest. From 485 materials published on flood, 447 (92.16%) of them were originated by journalists. Materials emanated from disaster managers/ experts and citizens are 19 items each representing 3.92% of the total materials.

In summary, the outcome of the study reveals that the newspapers were mainly interested in disaster reportage during and after its occurrence. It shows that, rather than acting as one of the key stakeholders in disaster risk reduction, the media just inform people of the tragedy that has happened. However, the study also revealed that other stakeholders, especially disaster managers are not making best use of the media to champion disaster risk reduction as the bulk of the reports were initiated by the media while they do not support the media financially through advert placement in 2012.

6.2.2 Reportage Targeted at Flood Risk Reduction

Disaster risk reduction thrives on philosophies of prevention, preparation and mitigation (Perez-Lugo, 2001; UNISDR, 2014). These philosophies involves series of activities that make people aware of the likelihood of disaster and getting them adequately prepared to tackle it with minimal destruction. Awareness creation and education are vital to building of people's resilience to disaster. While all stakeholders have roles to play in building resilience and reduce vulnerability, the media is primarily saddled with the responsibility. By its professional callings, media educates, informs, mobilizes, entertains, moulds opinions among other roles. Framing of stories in line with disaster risk reduction can assist in building resilience and create awareness.

In this study, the newspaper contents were generally examined for the reportage on flood and specifically the contents that were targeted at flood risk reduction. This is done by critically examining the stage at which the flood was reported. The life span of flood disaster, like all disaster, is divided into three stages. The stages are: Pre/Before Disaster Occurrence, During Disaster Occurrence and Post / After Disaster Occurrence. Identifying the actual number of stories/ materials published at pre disaster stage is one of the key strengths of this study. This answered research question two and research objective two.

In the literature reviewed (Gow, 2003; Haigh, 2014; Newsome, 2012; Smith, 2001), scholars have, however, agreed that rather than managing disaster after occurrence (previous paradigm), concerted efforts need to be geared toward disaster risk reduction (new paradigm). It has been established that managing disaster after its

occurrence is costlier than making efforts to reduce its risk before occurrence (UNISDR, 2013; USAID, 2011; Zurich Foundation; 2015).

This study advances the need for media to be more pro - active in reportage of flood disaster and to team up with other stakeholders to reduce flood risks. The media could do this by creating awareness of disaster risks; disseminating early warning information received or source from stakeholders (government, disaster managers, experts and community people in disaster prone areas); and educating people on activities that could trigger and escalate disaster. All these can be done through framing materials in line with disaster risk reduction.

By doing this, that is, being pro-active in its reportage, the media is applying framing theory. Consequently, framing the reportage in disaster risk reduction frame (by directing people's attentions to the need to avoid practices that would make their communities vulnerable to flood disaster) would assist the campaign against flood disaster greatly. A general reporting of issues of public interest directs people's attention to the issue, thus setting agenda. However, adopting a specific frame such as risk reduction frame, tells people how to think about the issue and to reduce the risks, its frequency and impact. This is in line with assertions of Al-Hmouudi and Aziz (2016) Biswas and Kim (2016), Entman (1993) and Goffman (1974) on media framing of pertinent issues in the society.

Findings from the content analysis of the two selected newspapers empirically confirmed the poor performance of the media at pre - disaster stage (disaster risk reduction). Statistically, only 90 materials representing 18.56% of 485 materials

published in 2012 were on flood disaster risk reduction. They were materials targeted at awareness creation and early warning information dissemination before disaster occurrence. The remaining materials on flood - 176 (36.29%) and 219 (45.15%) were on during and after flood had occurred respectively.

With this, it shows that Nigerian media employs largely reactive frames while reporting flood disaster more than pro-active frames. This findings tally with the conclusions of Perez-Lugo (2001) and Wegner and Friedman (1986) that media reportage of disaster before occurrence is very low despite its importance in reducing disaster risks. This is not in the interest of the ongoing global campaign against disaster risk reduction (Hyogo Framework, 2005; Quarantelli, 1996; Wijkman & Timberlake, 1988).

6.2.3 Perception of Disaster Risk Reduction by Disaster Managers and Media Men

This study is mainly interested in disaster risk reduction, a current trend in disaster management. Disaster management consists of three broad stages (Palttala, Boano, Lund & Vos, 2012). Disaster stages are- pre disaster (Prevention and mitigation), during disaster (response) and after disaster (recovery-rehabilitation /reconstruction). While the last two stages are reactive, tragic and expensive, the first stage is pro-active, cost effect and life, property saving. Hence, the prevailing present focus of stakeholders on flood disaster risk reduction.

Findings of this study show that most of the interviewees (14 out of 16) belief that disaster management efforts should be mainly targeted at disaster risk reduction. But

unfortunately, the reality as confessed by them is that greater efforts are still being expended on managing flood disaster after its occurrence. This is contrary to the current global trend and ongoing advocacy as espoused by United Nations and other stakeholders at series of disaster risk reduction conferences (UNISDR, 2013).

Also, it is in contrast to one of the key objectives of establishing disaster management organization (NEMA2010). As a primary source of information on disaster management, disaster managers are expected to provide accurate timely information aimed at reducing vulnerability and enhancing resilience. This is in line with “Need for Orientation (NFO)” as propounded by McCombs & Weaver (1973). It advocates that when there is a high uncertainty, potential for risks and great relevance of an issue, there is high need for orientation by the experts in the concerned field.

6.2.4 Factors Affecting Media Involvement in Disaster Risk Reduction

Globally, it is agreed that the best way to combat flood disaster is to reduce its risk factors/vulnerability and build people’s resilience (Chan, 2013; Newsome, 2012), then why is this not predominantly practiced in Nigeria? The respondents advanced some factors hindering media involvement in disaster risk reduction. According to the findings of this study, the factors are broadly divided into two-internal and external factors.

6.2.4.1.1 Internal Factors

These are factors within the media that are hindering its effective participation in flood disaster risk reduction. These include:

i. Nature of News

According to the interviewees, the first challenge impeding the media involvement in disaster risk reduction is the nature of news. News is a highly prized commodity being produced by the media. It has been defined severally but essentially, it is an account of event that is of public interest. It thrives on happening - now, catastrophic, human angle, oddities, sensational, proximity, among other factors determining news (Schramm, 2016). Disaster stories, especially, stories emanating from during and post disaster stage have most of these elements while pre disaster stage events have few of these elements.

ii. Lack of Fund to pursue Disaster Risk Reduction-Oriented Stories

Paucity of fund to finance disaster risk reduction stories is also a factor affecting media active involvement in developmental agenda like disaster risk reduction. All interviewed complained of inadequate fund for the operation of the media activities. The ongoing economic recession and dwindling advert income to the media lead to reduction of operation. The modern day media are being managed strategically (Chan-Olmsted, 2003; Dimmick, 2003; Mierzejewska & Shaver, 2014) and resources are allocated to areas where media operators believe it will benefit the organization most.

iii. Inadequate Manpower

Just as media operation is capital intensive, so it is labour intensive especially in a country like Nigeria with extensive geographical space and non-availability or inadequate access to modern technology. The technology makes the business of news gathering, reporting and dissemination faster, labour and cost effective. More so, in

the present era of media convergence and economic challenges, manpower and other management problem affects media outputs (Fu, 2003).

iv. Unprofessional Attitudes and Commercialization of Media Contents

The respondents observed that these two are part of internal factors hindering the media from living up to expectation in collaborating with other change agents. While unprofessional attitudes have to do with the ethical orientation of individual journalists, commercialization is largely media organization insistence (direct or indirect) that media content should be paid for. These findings are in line with Adeyemi (2013), Omojola, (2010), Skjerdal (2010) and other scholars that identified unethical behaviours and commercialization among challenges facing the media.

6.2.4.2 External Factors

These are factors outside media organization that are hindering media involvement in disaster risk reduction. They are factors largely beyond the control of media that are hindering media's effective participation in disaster risk reduction. These include:

i. Lack of Information before Occurrence of Disaster

This has to do with inability of disaster managers to carry along media men and other stakeholders in planning and execution of disaster risk reduction programmes/campaign. In studying 2012 flood in Nigeria, Aronu, F.I, Ebeze and Aronu, C.O (2014) identified inadequate communication among stakeholders as one of the major challenges of disaster risk reduction. Perez-Lugo (2001) in studying floods in Puerto Rico also noted this. Media men interviewed in this current study were of opinion that without adequate, timely information about efforts being made

by disaster managers, there is little or nothing the media could do to create awareness and educate populace.

ii. Distrust between Media Men and Disaster Managers

Trust is one of the key elements in relationship. Whether personal, professional or communal, lack of trust or distrust affects relationship negatively (Bruning, DeMiglio & Embry 2006; Kim & Chan-Olmsted, 2005, Schroorman, Mayer, & Davis, 2007). The respondents identified trust issues as an impediment. To journalists exposing full facts of the event is in public interest while disaster managers think otherwise. Thus, a conflict situation and distrust always ensued.

iii. Deficiencies emanating from People and Government Care-free Attitudes

Situations whereby previous warnings are disregarded and people continue to embark on activities that can trigger or escalate flood demoralize the media and affect involvement. Here informants are of view that failure of government to enforce existing laws relating to flood reduction sustained perennial nature of the disaster (Odufunwa, Adedeji, Oladesu, & Bongwa, 2012). Also, people's care-free attitude to important issues that concern their well-being, such as flood risk reduction is identified as an impediment to media involvement.

Here, media men are of opinion that other stakeholders are also yet to imbibe the new trend of being pro-active to disaster. They pointed out that journalists are not soothsayers or magicians. To them, writing about disaster yet to happen repeatedly and without people changing their bad attitudes, coupled with government's failure to enforce environmental regulations, cast ones in the toga of "Prophet of Doom" and

alarmist. Thus, the society itself needs to change its focus from disaster management after occurrence to disaster risk reduction before disaster occurrence. The change is necessitated by the need to be proactive by all stakeholders and hearken to media and disaster managers' messages on flood risk reduction. Disaster communication, like other forms of communication, is targeted ultimately to change people's behaviours and attitudes for personal and communal benefits. For disaster communication management campaign to be successful, there should be a correlating attitudinal change by members of the society.

6.2.5 Collaborative Activities between Disaster Managers and Media Men

The benefits of collaboration of disaster management organisations with other stakeholders are numerous. Hence, the urgent need to team up against flood disaster (Fatti, 2014; Tariq, Khan, & Rahman, 2013; Shapiro, 2011; Ugokwe, 2005). A menace, like flood, deserves collective efforts to reduce its frequency, impact and scale of destruction. Disaster risk reduction is effective when all stakeholders play their roles actively (Busch and Austen 2013; Michael et al, 2008). Therefore, collaboration with proper coordination and effective, participatory communication are highly essential.

Findings from past studies (Bridges & Nelson, 2000; Ki & Shin, 2006; Grunig, L.A, Grunig, J.E & Dozier, 2002; Huang, 1998) show that good relationship between an organization and its critical publics like media engender collaboration and ensure success. The scholars identified three dimensions of relationship. The dimensions are professional, personal and communal. This is where effective and proactive media

relations is very crucial (Lerbinger, 2006; Pang, 2010). This study views collaboration between media men and disaster managers from the prisms of existing relationship between them. While most interviewees described their relationship as cordial, some declared that it is not. Both media and disaster managers agreed that the relationship needs improvement.

However, both confessed that, the relationship is largely professional and less personal and communal relationship. This finding is contrary to the position espoused by (Botan & Hazleton, 2006). It recommends that the three levels of relationship (personal, professional and community) should be well nurtured by organisations with its critical publics. Media is one of the critical publics of any organization as its reportage may promote or damage the reputation of organisations.

In Nigerian media men interviewed observe that the relationship with disaster managers should be more cordial to stimulate effective collaboration. Out of four government agencies understudied, journalists rated National Emergency Management Agency (NEMA) highest in term of relationship. NEMA is followed by Nigerian Meteorological Agency (NIMET), Nigerian Security and Civil Defense Corps (NSCDC) and Federal Fire Service (FFS) in decreasing order.

Another relationship parameter noted is communication channels through which the organization relates with media. Under this parameter, four dimensions emerged. They are: information subsidies and coverage; adverts and sponsorship; editorial and features and external sources. Here, interviewees were of opinion that using different channels of communication such as prompt provision and access to information

subsidies would aid better participation. Subsidies like press releases, press briefing /conference, syndicated stories, publication and distribution of in-house journals, magazines, production of radio and television programmes, updating information on organisation's website and social media as well as organizing seminars, conferences etc. would definitely enhance good relationship.

Furthermore, making prepared materials written by experts on disaster risk reduction available to media would assist in getting them more involved. It also assists disaster management organization to frame the materials in disaster risk reduction frame, thus setting agenda for media and by extension the public. This finding is in line with the view of Zoch and Molleda, (2006) that observed that providing subsidies to media increases the reportage of organization and also influence the direction / slant of the reportage mostly in favour of the organisation. Subsidies provision also assists media to reduce cost of information gathering and address shortage of man power.

Meanwhile, the interviewees corroborated the findings of content analysis which reveal that media reports on flood disaster are predominantly in news and feature format with few editorial, sponsored materials and no advert from disaster management organisations. Using external sources, especially consultants to package information on disaster risk reduction is also identified as a channel of communication that ensures collaboration.

Still on collaboration, building intellectual capacity of the media men through training, advocacy and inclusion in planning of disaster management organisation's disaster reduction activities and sponsorship /supports of media house programmes

/projects are identified by the interviewees. These recommendations are in line with the thoughts of scholars like Gowing (1997) and Seib (2002), who believe that the more knowledgeable and involved the media men are in issues of public interest the higher the chance of media assisting in using their platforms and profession for desired changes.

6.2.6 Pathway to Better Relationship and Enhanced Media Involvement in Disaster Risk Reduction

To successfully reduce flood disaster risk and build people's resilience, stakeholders need to cooperate with others and work together. Practical ways whereby the media and disaster managers would work together is the fulcrum of this research. Media men interviewed expressed their expectations. The expectations include; trust, training and self-appraisal, increased manpower and professionalism, volunteering, and concession. Also, disaster managers also advanced their expectations. The expectations are pro-activeness and better organization, advocacy and goodwill building, adverts and sponsorship of special desk and curbing of unethical practices.

The main inference from the interviewee's responses to their expectations from other is that the duos are ready to collaborate in several ways to perform their professional obligations and create a platform for sustainable development.

6.3 The Study's Contributions

Flood has been a perennial disaster in many countries, including Nigeria. It has remained a humanitarian and developmental challenge that constantly worries all stakeholders. Despite the numerous rich materials available in disaster management

and concerted efforts being made by national and international bodies (UNISDR, 2016), flood disaster still persists. Hence, the need for critical evaluation of the present approaches has become a major priority. There is an urgent need to reevaluate the status quo and offer pragmatic solutions. This is what this study has done.

The modest contributions of this study can be divided into three. They are theoretical, methodological and practical contributions to knowledge. However, this study is a beneficiary of ample past scholarly and professional work from different fields of knowledge. The contributions of these people from disaster management, media, public relations and other fields are well acknowledged. Details of the contributions of this study are:

6.3.1 Theoretical Contributions

This study is theoretically oriented. It derives its conceptual framework from the theoretical conception that linked media active participation to flood disaster risk reduction. Flood has remained a constant source of concern to developed and developing nations. The ultimate, modern solution identified is that all stakeholders should collaborate and perform their roles mainly before the onset of flood.

Despite the availability of literature on the involvement of the media in disaster management, only few focused on media participation in flood disaster risk reduction as depicts by reportage of flood related stories before occurrence. Largely, there is empirical gap in this regards and the need for new approach is desirable. This study serves this purpose.

Two theories are used in this study. They are: Framing theory and Relationship Management Theory. The former, which is a media theory, is the dominant theory in this work while the latter, a public relation theory, complements the former. Framing theory explains how media through its reportage of issues influences audience's behaviours, mould opinions, enhances decision making and mobilize people for personal and community development (Biswas & Kim, 2016; Entman, 2003; McCombs, 2005).

Since disaster risk reduction can be aided by positive change of attitude and taking preventive measures to improve community resilience, this study found framing theory most suitable. Through framing of its contents, media affects society and get involved in series of activities. By examining how the Nigerian newspapers framed their reportage on flood disaster in 2012, this study laid bare the application of the theory in the practice of journalism in Nigeria. Successes recorded by the media through its focusing and framing on attitudinal issues lend credence to the appropriateness of application of framing theory.

This has led to change of attitudes and social change as media involvement in campaign against tobacco smoking (Smith, 2005; Smith, Wakefield & Edsall, 2006), alcohol consumption and community health (Holder & Treno, 1997), HIV/ AIDS (Fatusi, & Jimoh, 2006) among others have yielded positive results. But despite these achievements in other areas of and linkage in literature that media is one of the key stakeholders in disaster management the study revealed that the media is yet to be framing most of its reports to assist in disaster risk reduction. Educating populace

and creating awareness are identified as media key contributions to disaster risk reduction.

Hence, this study pointed out the need for improvement on the existing usage of framing theory in disaster communication management. The existing frames being used at present are mainly during and after disaster occurrence stage. These frames are reactive rather than pro-active. This study applies framing theory to understand the media involvement in disaster communication. Specifically, the study explores the dominance of flood disaster reportage of Nigerian newspapers. Additionally, the result of this study provides evidence of framing of stages of flood by the media.

Also, Relationship Management Theory (RMT) was used to examine the relationship between the two stakeholders and how this relationship affects the campaign for disaster risk reduction. The continuous destruction attributed to flood called for urgent need to examine the relationship among the actors in its risk reduction. As one of critical publics of disaster management organisations, examining the application of the theory as this study does would assist organisation to adjust and cultivate better relationship thus engender other stakeholders' active participation.

It's instructive to note that the study found empirical evidence that showed a wide gap between the theory and practice. Most disaster managers interviewed were not conscious of Relationship Management theory and the need for more effective media relations. The conscious need to nurture and sustain professional, personal and community relationship before disaster occurrence do not manifest. To a larger

extent, disaster managers in Nigeria are still laying emphasis on communication alone as only mean of relating with the media.

This is contrary to the new paradigm in organization-media relationship that lay more emphasis on relationship (Heath, 2007). Thus, the study has exposed the low level of applicability of Relationship Management theory by disaster managers in disaster communication management. This has been one of this study's contributions to theory. In disaster communication like other areas of communication between organisation and its publics, , cordial relationship among stakeholders matter and cultivating, maintaining and improving on it has been identified as crucial to organisation's success (Smith, 2005; Veil, 2012)

Therefore, this study has contributed theoretically to knowledge through exploration of framing theory and relationship management theory with special emphasis on media relations in disaster communication management. Its attempt to enlarge the scope of understanding of the practitioners in disaster management and media concerning the two theories and their roles in disaster risk reduction is in line with its theoretical contributions.

6.3.2 Methodological Contributions

This study provides an evaluation of Nigerian newspapers involvement in flood risk reduction. Two significant populations were examined - the media managers and the disaster managers. The study employed both qualitative and quantitative method to achieve its objectives. Specifically in-depth interview approach and content analysis

approach were used. The latter was the dominant method while the former was employed to complement it.

The combination of the two methods assisted in presenting two perspectives to the disaster communication body of knowledge. The methods present the media men and disaster managers perspectives. Mixed method enhances the understanding of the roles being performed and expected to be performed by the two key stakeholders in disaster communication management.

Combining these methods was informed by the nature of this study which set to examine the relationship between disaster managers and media men and how this affect media participation in disaster risk reduction. Although, use of content analysis is common when measuring the coverage of disaster by the press, this study is more interested in the empirical data of the stages of reportage of disaster by the press. Few works have been done in this area. Moreover, the combination of content analysis and in-depth interview methods offer richer and reliable results.

To do this effectively, there is a need to evaluate the existing relationship and the output of the relationship. Hence, examination of newspapers contents for a period of time (one year) to analyse the reportage of flood disaster with emphasis on disaster risk reduction. Application of these methods is a departure from past studies whereby mostly only one method is used. Also, the content analysis approach assisted in bringing out the empirical facts of the performance of the media.

Furthermore, the in-depth interview method also revealed the actual state of relationship between the media and disaster management organization. With this method the two were able to express their minds frankly about others and how better relationship and participation may be institutionalized. This is in line with De Lisle (2011) observation that a qualitative approach to mixing methods is capable of generating new ways understanding the complexities and context of social experience. In this study, the two methods were analyzed in separate chapters to enable research deals with the data adequately. Apart from the individual analysis and explanation of findings, the two methods were later discussed together in chapter six. This is another contribution to methods used in this study.

6.3.3 Practical Contributions

This study would contribute to advancement of knowledge and development of humanity in many ways. One, it reveals the extent of the reportage of disaster and other participation of Nigerian press. Reportage of events is a key professional function of the media and disaster reportage is not an exception. Through its reportage or non-reportage of events, the media influences and sets agenda. The study's result is very important considering the spate and impact of annual flood in Nigeria. As part of the efforts to find lasting solution to the problem, stakeholders need to collaborate.

Media is identified as one of them. Through its contents and other collaborative activities, flood disaster risk can be tackled effectively. This is one of the salient facts this study has exposed and reinforced. Thus, , this study would serve as a clarion call

for media organisations to get more actively and professionally involved in alleviating human and development tragedy that flood disaster represent. It would enable them to be proactive and save lives and property rather than celebrating, sensationalize human tragedies after recurrent flood has wreaked havoc. Also, understanding and practicing the “mediating the media model”, a journalist centric model by Pang (2010) is another practical contribution.

Secondly, the result points to the need for training of media men in disaster risk reduction to enable them to write their reports toward disaster risk reduction. Findings from the study showed that majority of reports on disaster management are on during and after flood occurrence. Thus, there is need for regular training and provision of well-written, timely materials on disaster risk reduction and encouragement to use such materials. The encouragement may be in term of sponsorship of special desk on disaster management, placement of adverts, sponsorship of media events, and advocacy to media organization among others.

Thirdly, another distinct contribution of this study lies in its empirical nature that significantly provided insight to the existing relationship between two crucial agents in disaster risk reduction-the media and disaster management organisations. It exposes the perception of one to another and the challenges being faced in the relationship. . For disaster managers, the study will assist them in understanding that good functional public relations through media relations plans would help the agencies to perform their duties effectively. Solutions offered on how to relate better would assist largely in ensuring better collaboration and involvement in disaster risk reduction.

Furthermore, active engagement of media would increase citizen's participation and influence policy direction and better funding, management and monitoring of disaster management agencies. As disaster vulnerability is more magnified and increasing in less developed countries than the developed countries due to poor capacity for disaster management (Christopher, 2009), the recommendations from this research will be helpful for future planning and future work for researchers, practitioners and policy makers. Similarly, local and international communities will also benefit as the research would add to the existing knowledge on disaster management and collaboration especially in involving the media in disaster risk reduction plans.

Also, it will prompt government to embark on some measures that would discourage people from embarking on activities that would make them and community vulnerable. Discouraging people, through sanctions and enlightenment, from flouting environmental and safety laws, such as building structures on waterways, building roads and structures without drainage, refuse dumping on drainages and rivers, would be of great assistance to reduce flood risk. As several efforts made by government in the past have yielded little results on flood in Nigeria, getting media actively involved and support media crusade against activities that would make society disaster prone is a veritable alternative. Ultimately, this study will serve as a good reference material for stakeholders in disaster management.

6.4 Limitations

This study used two research methods, namely in-depth interview and content analysis. The dominant method is the in-depth interview while quantitative content analysis was used to complement the former findings. Thus, the findings of this study can only be taken as exploratory and cannot be used to generalize the Nigerian media involvement in disaster risk reduction.

This limitation arise from the small size of the sampling population drawn from only two media organisations and four main flood disaster management organisations in Nigeria. Only 16 informants participated in the interview. Also, the newspaper sample analysed was small being as only two newspapers out of over 50 newspapers being published in Nigeria were selected.

However, the limitations, though unavoidable, were marginal as the informants are representative of disaster management organisations and media organisations in Nigeria. Also, the two newspapers are prominent, well circulated national newspapers and the editions analysed (one year) as well as units of analysis examined were reasonably large to achieve the objectives of the study.

6.5 Suggestions for Further Studies

As research is a continuum and can be done from different perspectives and methods, further studies need to be done in the area of media involvement in flood disaster risk reduction. Also, considering the perennial and destructive nature of flood more studies on communication, collaboration and coordination among stakeholders are highly necessary.

This study has achieved its objectives and contributed to the discourse. However, it is obvious that more scholarly studies need to be done to extend the research frontiers. One, while this study focuses on newspapers involvement in disaster risk reduction, further work can be done on other media of communication involvement too. In essence, the involvement of electronic media (radio, television, online and social media), and magazines need to be studied. Two, the size of newspapers selected and periods of examination can also be increased.

Three, the participation of community newspapers and other local means of communication need to be examined, instead of national newspapers used in the present study. This is important as all disasters are local and local people are primarily adversely affected. The importance of usage of community media to create awareness and educate people should also be studied. Four, examining the relationship between the media and non-governmental disaster management organisations, experts and communities prone to flood disaster is another area that may be studied. Lastly, further studies can employ focus group method whereby all stakeholders would discuss issues relating to disaster risk reduction and how to work together effectively.

6.6 Recommendations

Having examining the involvement of media in disaster risk reduction through analysis of data collected, review of relevant literature and theories, some recommendations for active, effective involvement of media will suffice. The followings are recommended:

6.6.1 The Media

There is need for media organisations to be more pro – active in their reportage of flood disaster in Nigeria. The framing of stories should be more on disaster risk reduction. Through publication of reports that warn people of consequences of activities that make community flood – prone, dissemination of early warning and education on disaster risks, this would be achieved. Photographs of disaster waiting to happen, editorial, features and other formats of reportage need to be employed more in disaster reportage.

Also, considering the increasing spate of disaster, environmental, safety and other developmental challenges, media men should be adequately trained formally (in schools) and informally (on the job and self-education) the fundamentals and practices of development communication and pro-active journalism. At present, media reportage of these issues is being criticized as lacking development-orientation. Institutions training journalists and public relations students should design a course in this regards.

Furthermore, embarking on investigative journalism on the causes and solutions to perennial flood disaster would be of great assistance to disaster risk reduction and save the country from recurring agony being caused by flood. Flood is a commonest man - made disaster. Some activities of man induced it. Heavy rain is a natural phenomenon, an act of God. Mostly, it is when man, due to his actions or inactions, impedes the free flow of water that flood majorly occurs, especially in Nigeria. Thus, journalistic investigation into the triggers of flood and curbing such would be of great importance to disaster risk reduction.

Lastly, though media organizations survive mainly on adverts, and disaster management organisations are not profit making organization, still there is need for the latter and other stakeholders to support the former to survive. Media exists for two main reasons - a social and business entity. It has to survive as a business entity first to enable it function effectively as a social institution. To achieve this, working out special advert rate, sponsorship of pages and special editions, and other ethical, financial assistances would motivate media to participate more effectively.

6.6.2 Disaster Management Organisations

Conscious efforts should be made to staff public relations/ affairs department of disaster management organisations with people who have basic training in journalism and public relations. People who have worked as journalists before are suggested for this office to enhance and sustained good relationship with media. Studies show that professionals would use their experience, exposure, connections and training to effectively mainstream media in the activities of the organizations and assist in disaster risk reduction (Sallot & Johnson, 2006a; Sinaga & Callison, 2008).

In addition, it is important that the management of the organisations should recognize the recommendations of the in - house media professionals and fund media and public relations department activities adequately. Public relation is a management function and should be accorded due respect. Also, materials being distributed to the media should be mainly framed towards disaster risk reduction and not dominated by massaging of ego of the top government officers, relief materials distribution and other after disaster events as it obtains now. Providing issues - based

media materials and embarking on pre disaster activities would get media more actively involved.

As disaster management involves many stakeholders, media and disaster managers should encourage other stakeholders (mainly practitioners in related fields, community leaders, non-governmental organisations etc.) to contribute to disaster risk reduction campaigns. Motivating them to express their opinions, raise alarms on impending dangers, proffering solutions and make contributions through media and other communication outlets should be a priority. At present, the rate of participation of other stakeholders is low according to the findings of this study.

Similarly, for effective, prompt dissemination of information, disaster management organisations and other stakeholders should make good use of all channels of communication and contacts with media. Such channels include sending information through email, Facebooks, twitters, Instagram, skype, WhatsApp, SMS, calls, letters, video and audio recording etc. The more accessible and credible the sources of information are, the higher the chances of using the materials by the media. Engaging in proactive media relations will also assist.

By understanding internal (journalist mindset, Journalist routine and newsroom routine) and external factors (media ideology and extra media forces) influencing media operation and assisting media to overcome its challenges, more media involvement is higher. Through cultivating professional, personal and community relationship with the media, the objective of disaster risk reduction can be achieved.

These could also be done by identifying with media organisation's activities and donating to worthy courses such as fund raising for victims of disasters, less privileged, annual get-together, association week celebration, sponsoring journalists on developmental courses/ projects. Inaugurating awards for "Best Reporter in Disaster Risk Reduction", "Best Disaster Risk Reduction Supportive Media Organisation" etc. would motivate media to compete favourably and support the drive. Such award could be presented through organisations like Nigerian Union of Journalists (NUJ), Nigerian Guild of Editors (NGE) and media performance assessment organisations like Diamond Media Award (DAME), Nigerian Media Merit Award (NMMA) and others.

Also, involving media in planning and execution of disaster risk reduction activities (as resource persons or participants), as well as embarking on advocacy visit to media houses (at least once annually) to solicit for active supports of media owners, management and staff would create positive image and genuine desire of recognition of media as a key stakeholder in disaster management.

6.6.3 Government and Other Stakeholders

Government at all levels should strengthen its enforcement agencies and implement legislations relating to environmental laws. One of the main complains of media and disaster managers is that little or nothing is being done in monitoring human activities that induced flood and punishing the offenders by government. To them, their campaigning against such activities is becoming routine, unproductive, time and resources wasting. With enforcement and punishment of those violating

environmental laws, the campaign against risk behavior would be more productive and sustainable.

Also, when warning information is disseminated, the concerned authorities in conjunction with all stakeholders need to be adequately prepared to prevent and mitigate the impact of the impending disaster. As observed by media men, disaster management organisations and Nigerian governments are still being political and paying lip service to disaster risk reduction.

The prevailing attitude is termed “Fire Brigade approach”. They are mainly reactionary and seem to be interested in distributing relief materials, massaging the ego of leaders, camping internally displaced people (IDP), reaping political benefits, bulk passing, blame game among others after disaster has struck. Such situations frustrate genuine and sustained involvement of professionals like media.

Still on government, effective combination of structural (provisions of physical, technological infrastructures) and non-structural (human) approaches of combating flood would enhance involvement of stakeholders. Regular dredging of canals, construction of drainage and its clearing, installation of early warning gadgets in areas prone to flooding, relocation of community on flood paths, embarking on campaign against disaster induced activities, supports and adequate funding of bodies working to reduce disaster risk (government and non-government) and other practical approaches would be of benefit.

Intra and inter agencies rivalry (among disaster management organisations), distrust (between disaster managers and media men), lack of commitment, poor funding, and other hindrances that portray disaster management organisations and government as half- heartedly committed to disaster risk reduction, should be consciously addressed. Effective communication, collaboration and coordination of all stakeholders should be cardinal objective.

These are some recommendations that if implemented would enhance media and other stakeholders' active participation in disaster risk reduction and reduce destructions from perennial flood disaster in Nigeria.

6.7 Conclusion

In the final analysis, the study was able to provide empirical evidences of Nigerian newspapers involvement in flood disaster risk reduction. It establishes the level of involvement of Nigerian newspapers in flood disaster management. However, it reveals that the media is not that actively involved in flood disaster risk reduction. Also, it shows that the relationship between disaster management organisations and media organisations needs improvement for effective collaboration and more active media involvement to take place.

Thus, it is evident that disaster management organisations need to practicalize the tenets of Public Relations Management theory more. Also, media needs to employ more of disaster risk reduction frame (Framing theory) when reporting flood disaster. Media and other stakeholders are to be deliberately cultivated and relationship sustained (proactive media relations) to achieve basic objective of disaster risk

reduction. As a vital segment of disaster management, disaster risk reduction deserves deliberate, planned, coordinated, creative and sustained efforts. Experts in the field should educate and involve other stakeholders to enable them participate actively.

Media organisations have many issues of public interest competing for attentions and limited resources (manpower, space, airtime, funds, facilities, knowledge etc.) to effectively report them. Thus, embarking on activities that would get them more sustainably involved and frame their stories in disaster risk reduction frame should be the one of the main objectives of disaster management organisations, governments and other stakeholders. Three dimensions of relationship (professional, personal and community) should be adequately cultivated and sustained.

Flood would continue to wreak havoc in Nigeria unless its risk factors are curtailed and stakeholders are pro-active in its management. Specifically, media needs to be more development-oriented, pro-active and acquire new skills that would make them function as a critical stakeholder. Evidences from this study and theories applied showed that the media, at present, is reactionary and yet to see itself as a key participant with abiding interest in disaster risk reduction.

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Appendix I

Informed Consent Form for Participants in a Research

Topic: Media and Disaster Management: A Study of Participation of Nigerian Media in Flood Disaster Risk Reduction

Dear sir/ma,

Thank you for granting me the opportunity to meet you. My name is **Ganiyu Mutiu Adekunle**, a doctoral candidate (Communication) at University Utara Malaysia (UUM). My thesis is on media and flood disaster risk reduction. I would like to know your understanding and perception of the media participation in flood disaster risk reduction in Nigeria.

The interview will not be longer than necessary. During the session, I will be recording the discussion because I don't want to miss any of your comments. I will also be taking notes. These are done to ensure clear understanding and not to misrepresent your comments.

All responses will be kept confidential. I assure you that your comments will only be used for academic purpose. Also, I will ensure that any information included in the report does not identify you as the interviewee. Kindly note that you don't need to talk about anything you don't want to be reflected in the thesis. Please sir/ma, any questions about what I have just explained? Are you willing to participate in this interview?

Name:

Organization

Designation:

Signature/Date:

Interviewee:

Witness:

Thank you.

Ganiyu Mutiu Adekunle

justmutiu2009@gmail.com

Appendix II

In-Depth Interview Protocol (Media Men)

Media and Disaster Management: A Study of Participation of Nigerian Newspapers in Flood Prevention

Dear Respondent,

The researcher, Ganiyu, Mutiu Adekunle, a doctoral candidate (Communication) at University Utara Malaysia (UUM) is conducting a research on the participation of Nigerian media in flood disaster risk reduction.

I am interviewing media professionals to know their understanding and perception of their role in flood disaster risk reduction and relationship between them and disaster management organisations.

The interview will be concise and recorded. Information provided during the interview will be used solely for the research purpose. Thank you sir/ma.

Part A: Demographic Details

Name	
Organisation and position	
Age	Less than 30 years [] 31- 40 years [] 41- 50years [] Above 51 & 60 [] 61 years & above []
Highest Education Qualification	Below HND/BSC [] HND/ BSC [] PGD [] Master [] PhD [] Others []
Course where the highest qualification was obtained	
Years of Experience in Journalism	Less than 5years [] 6- 10 years [] 11 – 15 years 16 & above []
Date/Time/Place	

Part B: Interview Questions

1. (i). What do you understand by the term ‘disaster management’?
- (ii). In your rating at which stage of disaster management is Nigerian press most active?
2. What are the factors that you can identify as challenges against media participation in flood disaster risk reduction?
3. What are the ways the disaster management organisations are relating with the media?
4. What are your expectations from disaster management organisations?
5. Any other views on how media can participate more actively in disaster risk reduction?

Appendix III

In-Depth Interview Protocol (Disaster Managers)

Media and Disaster Management: A Study of Participation of Nigerian Newspapers in Flood Prevention

Dear Respondent,

The researcher, Ganiyu, Mutiu Adekunle, a doctoral candidate (Communication) at University Utara Malaysia (UUM) is conducting a research on the participation of Nigerian media in flood disaster risk reduction.

I am interviewing disaster management organization officers to know their understanding and perception of their role in flood disaster risk reduction and relationship between them and media professionals.

The interview will be concise and recorded. Information provided during the interview will be used solely for the research purpose. Thank you.

Part A: Demographic Details

Name	
Organisation and Position	
Age	Less than 30 years [] 31- 40 years [] 41- 50years [] Above 51 & 60 [] 61 years & above []
Highest Education Qualification	Below HND/BSC [] HND/ BSC [] PGD [] Master [] PhD [] Others []
Course where the highest qualification was obtained	
Years of experience in disaster management	Less than 5years [] 6- 10 years [] 11 – 15 years 16 & above []
Date/Time/Place of the interview	

Part B: Interview Questions

1. (a) What do you understand by the term disaster management?

 (b) In your rating at which stage of disaster management is Nigerian press most active?
2. What are the ways you use in reaching to media?
3. In what ways do you partner with the media?
4. What are the challenges affecting your effective usage of the media to disseminate information about your organisation?
5. What are your expectations from the media?
6. (a). From your experience, what factors are affecting media men active participation in disaster reduction?

 (b). How can the media overcome the challenges?

Appendix IV

Transcribed Interview (Media Men)

Interviewee: Media Manager (MM2)

Position: Editor

Question 1: Sir, what do you understand by the term disaster management?

It means managing disasters. Rather than managing disaster after the occurrence, it should be more focused on disaster prevention. To me, it means activities put in place to properly warn people of disaster and what to do when it happens. Human being's actions make them disaster prone and reducing disaster risk is in everyone's best interest.

Question 2: At what stage does Nigerian media most active and from your experience, why is this so?

From my experience, Nigerian newspapers and other media are active at all stages of disaster. Though, the focus is more on during disaster stage as presently happening events make news. The bad news is good news. We report disasters to the best of our ability. You should know that there are so many stories competing for media attention. Yet-to-happen events hardly make it.

Occasionally, we cover stories on disaster waiting to happen. There are many habits of our people that need to be discouraged. Some of them are; building houses close to rivers or on river channels, dumping refuses on drainage, etc. Disaster managers should mount campaigns and enlighten people of the consequences of their actions. The government and its agencies also need to be more proactive and enforce laws. Media perform least on pre-disaster stage. Media has so many things to cover and the job is tasking. Three factors determine our coverage- significance, interest and likely beneficiaries. Relevant agencies need to carry media along more.

Question 3: What are the factors affecting Nigerian media involvement in flood risk reduction?

There are many challenges hindering media participation in disaster management. One, media uses information at their disposal. Disaster managers are trying but can do better in providing information that would make journalists participate more in disaster prevention. They want media to promote their activities, not their lapses.

Two, the ownership of the media is also a factor. Apart from government owned media that are mouthpiece of government, the private media are set up to serve the public interest and make a profit to survive. The private media are critical and some of these agents are not favorably disposed to criticise. Some are not friendly, doubt the sincerity of journalists when they are approached for information, shield their bosses and lie on facts and figure. So some journalists also have minimal interaction with them before the disaster occurrence. Then there is no hiding place for them.

Three, man power is also one of the factors. Though at Daily Trust, this is not a problem as we've stated correspondents all over the country. The task of covering a state by one correspondent is, however, challenging. It leaves room to superficial coverage and high concentration on 'happening now' stories. Four, being involved in pre- disaster stage reportage costs money. It's an investigative work and you need to dig deep to get interesting and attention grabbing stories. As a company, we're not buoyant enough to do this. Though, once in a while we ask our journalists to do pre and post disaster stories. We do follow up stories, especially what have changed after the last disasters.

Also, they should create more awareness and sensitize people about disaster. Even many journalists are not aware of disaster and how will you report what you don't know? Lastly, relationship between the media and disaster managers need to be more cordial and professional. The inter-organizational relationship that exists before disaster occurrence is very low. This needs to be worked on. That is why there are frictions between the media and disaster managers at the scenes of disasters. Pre-event relationship is not there or not solid.

The solution is for them to do what is right, carry the media and other stakeholders along more. Once this is done, the media and others will key into disaster prevention agenda. Government should also implement legislations on disaster prevention. Journalists are not happy that nothing seems to change year in year out after writing stories on flood occurrences. It's frustrating and disheartening. It reduces humanitarian and developmental issues to a routine story.

Question 4: How would you describe your relationship with disaster managers?

In what way do they relate to you?

Not bad. It's improving. We get press releases from them and in the recent time through their public relations consultant, PR Nigeria. Our reporters attend their press conferences/briefings and we contact them whenever we need information or clarification.

Rarely do they visit our office. But their relationship is primarily with our journalists on the beat or state. I hardly relate with them. NEMA recently took our reporter to Niger republic to cover the event. NEMA sponsor "Disaster Management News", a special page in our paper. Part of our challenge is the media relations/ spokespersons of the government agencies.

They don't want us to relate directly with the head of their organisation. They are not sincere in our relationship and they are not comfortable that the media go for whatever and whoever they want. There is mutual suspicion. They want positive stories only. They are of opinion that we magnify their failure and play down their achievements.

On the celebration of Disaster Risk Reduction (DRR) day, it is the agencies responsibility to mark it and give materials to us. There are so many days and it is those who are directly involved that should make materials available and organize events.

Question 5: What are your expectations from disaster management organisations?

My main expectation from them is that they should discharge their duties responsibly to the public. They should be more responsive. They should see media as partner in progress.

Their public relations department should be more professional and generate good materials- news, opinion, photographs etc that can be readily used by the media. Professionals should be employed and service consultants will also help. They should be ready to pay for promotional contents. We consider their organization important that is why we attach a reporter to them. They should create an enabling environment for journalist to key into disaster prevention agenda. If our reporter behaves unethically, we expect them to report to us. Journalists should be included in their plans and give them trainings. They should understand the demand and pressure of our job and oblige us information when requested promptly.

Appendix V

Transcribed Interview (Disaster Managers)

Interviewee: Disaster Manager (DM1)

Organisation: National Emergency Management Agency (NEMA)

Question 1: What do you understand by disaster management?

Disaster management is all activities that are aimed at prevention, mitigation, response and recovery from disaster incidents. Although disaster has been with man for ages, it is still an evolving discipline in many countries including Nigeria.

Question 2: At what stage of disaster would you say Nigerian newspapers are most active and why?

Well, the Nigerian media is most active during response stage and least active before disaster occurs. The reasons being that disaster management is an evolving field, so is the Nigerian media. The media like other stakeholders are yet to come to terms with their role as one of the key stakeholders in disaster management especially prevention. Disaster is both humanitarian and development issues, but the media concentrates more on its humanitarian aspects, hence, the massive coverage during and, to some extent after disaster occurrences.

Question 3: In your opinion, do you believe that the media can educate people about disaster?

In NEMA, we believe strongly that the media is crucial to disaster management. That is why we always involve them in our activities.

Question 4: How would you describe your relationship with the media?

NEMA has a good relationship with the media. We make conscious efforts to make them key into all aspects of disaster management. But relationship is not what you have now and relax. It needs constantly working on. To this end, NEMA facilitated the formation of a body called Journalists Against Disaster Initiatives (JADI).

Members are journalists covering disaster organizations. They are at the national headquarters and zonal offices. Though, I should confess to you that JADI is not that active at zonal level (states). Apart from interacting with them as a group, individual relationship is also cordial. Gradually, they have started to understand their role as a critical partner in disaster management.

Question 5: What are the channels of relating to the media by your organization?

We reach them mainly through press releases, press briefings, press conferences. We hold trainings, workshops, retreats for them. Part of the ways we relate with them is through placing syndicated features in their medium, taking them along when we

visit disaster- prone areas and disaster zones. We invite them to distributions of relief materials to affected people and meetings with other stakeholders. However, they don't normally attend most of these activities. Journalists are impatient and very busy. Many times, we invite them and only few seem to be interested in some of these activities. On our own, we record the events and write stories for the media after the events.

NEMA has a decentralized command and this enhances our effectiveness. The zonal offices are responsible for media relations in their zone. However, I must confess that the media relations at zonal level still need improvement and we are working on this. We have not been placing much adverts in the newspapers, but we do in electronic media. We placed adverts in the media, especially after the 2012 flood. The messages were targeted at preventive measures to prevent reoccurrence. We use electronic media more because we discovered that Radio, followed by television has the largest number of our target audience, especially people in rural areas mostly affected by flood. The newspaper is an elitist medium. It circulates largely in urban areas. Our target audience is mainly in the rural areas. Though with the convergence of media and inter - media dependence, newspaper is also relevant to disaster management.

We also sponsored some special features that are directly or indirectly paid for. We engage journalists to write from their perspectives or write the feature ourselves and place it in the newspapers. Also, once in a while, we place supplementary in

newspapers during the World Disaster Risk reduction Day (October 13). The content is however on the activities of NEMA rather than on a particular disaster.

We run special pages about disaster management in some newspapers such as “Daily Trust, Punch’, People’s Daily’, ‘Blueprint’ and ‘Guardian’. We paid to get this “Disaster Management” pages published in the newspapers. In conjunction with NEMA and other stakeholders, JADI organizes programmes such as workshops, trainings and other capacity building programmes. We support them financially and in other ways. Also, the management of NEMA has parleyed with editors, at least once in a year.

Interestingly, anytime we meet the editors, we’ve instant positive reports. Our visibility increases, but after a while it wanes. They lose interest rapidly. Of course, meeting them cost us money. This is so because the media are yet to fully key into disaster management. They are still seeing themselves as an outsider and not a key stakeholder that has a role to play without being urged. Though the media are stakeholder in many spheres of life, still they need to get more involved in developing and humanitarian activities like disaster management.

Question 6: What are the challenges being faced in your relationship with the media?

We have many challenges. One, regular transfer of journalists covering disaster beat affects us. It does not allow proper understanding of disaster management. Though,

we organize training for journalists on this beat, it takes time before the newly posted journalists understand our operations. At times, when some of them have mastered the rope, they are replaced by their organizations and the cycle of retraining continues. This limits professionalism.

Two, I should confess to you that most of our interactions cost money and at times it is difficult for us to satisfy journalists. NEMA is not generating money. We are humanitarian service organisation. Some journalists do not see it from this point. Since, the media are yet to see itself as a key participant in disaster reduction; many are interested in financial gains from their participation.

To be fair to them, the media is a stakeholder in many sectors of human endeavours- politics, business, education, health etc. Having and sustaining good relationship with them is competitive. Relating to them is demanding and you have to package yourself well to get good publicity. Packaging means money!

Thus, when you take good care of them, you get good coverage. But once there is a little gap, some of them are not supportive and start writing against the organization. And we need understanding and cooperation of all stakeholders. As part of our way of carrying them along, we encourage them to be disaster volunteers. Many are asking for monetary gains before been actively involved in our programs. This is not good.

There is a need for them to collaborate more with us. Disasters don't discriminate. All stakeholders need to work together actively and sincerely. Their focus is still more on response stage. Their participation through using their medium to educate and inform people about impending disaster like a flood is still low. They still need to do more.

Lastly, at times, journalists misquote us. They sensationalize stories for personal financial gains. They are more interested in drama and politics of disaster, blame game and conflicts. In some cases, they are not objective and balance their stories. They don't quote official figures, but inflate figures.

They also see us as being economical with facts and figures. They see us as liars. We are not, but we've a procedure to follow before announcing any figure or policy. They are impatient and rush to press with falsehood at times. We are trying to build trust in them, but it is not easy. Importantly, they do not follow up stories and investigative journalism that will assist in disaster prevention.

Question 6: What are your expectations from the media?

We want the relationship to be better. We want them to be our active partner. We want them to see disaster prevention as an area that needs urgent attention. More investigative work and extensive report on activities that could make people/community prone to flood disaster should be given priority.

All agents of government involved in sustainable development, legislation and enforcement should be educated on their roles and enjoin to perform their duties without fear of favour. Journalists should educate themselves on disaster management, show understanding and have a selfless interest in saving lives rather than reporting and celebrating lives and property that are lost to flood disaster.

One of our expectations is that the media will make its members available for training. They are always in a hurry and many of them have superficial knowledge of many fields. There is a need for specialization. This will assist the country and the media will also benefit immensely as journalists will become experts and impact knowledge better.

Appendix VI Coding Book

Introduction

This coding book is specifically designed for the content analysis method part of the research titled: Media and Disaster Management: A Study of Participation of Nigerian Newspapers in Flood Disaster Risk Reduction.

The research is being conducted Ganiyu Mutiu Adekunle under the supervision of Associate Professor Rosli Mohammed and Dr. Awan Ismail, Department of Communication, School of Multimedia Technology and Communication (SMMTC), Universiti Utara Malaysia (UUM).

The study's objectives are:

- (1) To identify the extent of reportage of disasters in Nigeria by the Nigerian newspapers.
- (2) To identify the extent Nigerian newspapers create awareness and educate people before flood occurrence.

Instructions

1. All coders must study and understand this coding book very well before coding of the newspapers content pertaining to flood disaster in 2012.
2. All coders must strictly follow the operationalized concepts and meaning of variables contained in this book.
3. All coders are advised to always refer to this book for clarification and general guide.
4. After picking a story, the coder is expected to read through it carefully to identify unit of the story that answer the category then record it by ticking the appropriate box in the coding sheet.
5. Please use one code sheet for each article.

Variables / Categories Operationalization

		Operationalization
1.	Coder ID	Write your ID as applicable. The Coder One (1) is GM (Ganiyu) The Coder Two (2) is OT (Olamijoju Tosin).
2.	Newspaper ID	Record newspaper ID as applicable. The first newspaper ID is TR (Trust) The second newspaper ID is PU (Punch)
3	Article Number	The article number is determined in order of analysis within the coding sheet assigned to each coder.
4	Date	Record the date of publication for each of the article being coded thus Day/ Month/ Year.
5	Placement of the Report	Placement means the pages where the stories / materials on flood disaster appear in the newspapers. Record the findings under the under listed items: 1. Front page (FP) 2. Back page (BP) 3. Page 2 -5 (P2-5) 4. Centre spread (CS) 5. Others (OR)
6	Stage of Occurrence of the Report	1.Pre – Disaster (PD) 2.During – Disaster (DD)

		3.Post – Disaster (PR)
7	Space Allotted to the Report	<ol style="list-style-type: none"> 1. 1 – 9 Columns 2. More than 9 columns but less than half (1/2) of a page 3. half a page 4. More than half but less than one page 5. Full Page 6. More than one page
8	Source (s) of the Report	<ol style="list-style-type: none"> 1.Media Men (MM) 2.Disaster Managers / Experts (DME) 3. Citizens (CZ)
9	Formats of the Report	<p>Formats refer to the type of media presentation used in reporting flood disaster. The following are the formats:</p> <ol style="list-style-type: none"> 1.News (NW) 2. Features / Interview (FI) 3.Editorial (ED) 4. Opinion / Letters to Editor (OL)/ Citizen Journalism (CJ) 5. Advert (AD)

Appendix VII

Coding Sheet

No.	Variables	Coding
1.	Coder ID	
2.	Newspaper ID	
3	Article Number	
4	Date	
5	Placement of the Report	<p>Placement means the pages where the stories / materials on flood disaster appear in the newspapers. Record the findings under the under listed items:</p> <p>1. Front page (FP) []</p> <p>2. Back page (BP) []</p> <p>3. Page 2 -5 (P2-5) []</p> <p>4. Centre spread (CS) []</p> <p>5. Others (OR) []</p>
6	Stage of Occurrence of the Report	<p>1.Pre – Disaster (PD) []</p> <p>2.During – Disaster (DD) []</p> <p>3.Post – Disaster (PR) []</p>
7	Space Allotted to the Report	<p>1. 1 – 9 Columns []</p> <p>2. More than 9 columns but less than half (1/2) of a page []</p> <p>3. half a page []</p> <p>4. More than half but less than one page []</p> <p>5. Full Page []</p> <p>6. More than one page []</p>

8	Source (s) of the Report	1.Media Men (MM) [] 2.Disaster Managers / Experts (DME) [] 3. Citizens (CZ) []
9	Formats of the Report	1.News (NW) [] 2. Features / Interview (FI) [] 3.Editorial (ED) [] 4. Opinion / Letters to Editor / Citizen journalism [] 5. Advert (AD) []

Appendix VIII
Inter coder Reliability Test Result

Unit	Coder OA	Coder OT	Agreement (A) & Disagreement (D)
P1	1	1	A
P2	1	1	A
P3	1	1	A
P4	1	1	A
P5	1	1	A
P6	1	1	A
P7	1	1	A
P8	1	1	A
P9	1	1	A
P10	1	1	A
P11	1	1	A
P12	1	1	A
P13	1	1	A
P14	1	1	A
P15	1	1	A
P16	1	1	A
P17	1	1	A
P18	1	1	A
P19	1	0	D
P20	1	1	A
P21	1	1	A
P22	1	1	A
P23	1	1	A
P24	1	1	A
P25	1	1	A
P26	1	1	A
P27	1	1	A

P28	1	1	A
P29	1	0	D
P30	1	1	A
P31	1	1	A
P32	1	1	A
P33	1	1	A
P34	1	0	D
P35	1	1	A
P36	1	1	A
P37	1	1	A
P38	1	1	A
P39	1	1	A
P40	1	1	A
P41	1	1	A
P42	1	1	A
P43	0	1	D
P44	1	1	A
P45	1	1	A
P46	1	1	A
P47	1	1	A
P48	1	1	A
P49	1	1	A
P = 49 newspapers	Coded	A = 45	
		D = 04	

This study reliability coefficient was calculated by using Holsti's formula (1969) which states that:

$$PAO = 2A / (nA + nB)$$

Where PAo stands for proportion agreement observed which means the agreement reached by the coders.

Also, A indicates the number of agreement between coders and 2 represents the two coders.

Lastly, nA and nB stand for the number of units coded by each coders. It means the number of samples arrived at from the total sample after applying 10-25% suggested by Wimmer and Dominick (2006) to test inter coder agreement. Hence, 10% of 485 newspapers where flood materials are found is 49 newspapers (approximately).

Thus, in this study,

2A stands for 2(45) where 45 is the agreement between the two coders. This is equal to 90.

$nA + nB = (49 + 49)$ where 49 is the total sample coded by each coder. This is equal to 98.

Mathematically,

$$PAO = 2A / (nA + nB) = 2(45) / 49 + 49 = 90/98 = 0.918 (91.8 \%).$$

Approximately, the overall inter-coder reliability coefficient was 92%.