

## **Public Relations Strategies and Promotion of Agricultural Development and Food Security in Nasarawa State, Nigeria**

<sup>1</sup>Suleiman Garba, <sup>2</sup>Adams Geoffrey Shekobagu & <sup>3</sup>Yahuza Muhammad  
<sup>1,2&3</sup> Department of Mass Communication, Nasarawa State University, Keffi  
Email: [suleimangarba22@gmail.com](mailto:suleimangarba22@gmail.com) & [geofreyadams94@gmail.com](mailto:geofreyadams94@gmail.com)

### **Abstract**

Agricultural development and food security are critical issues in Nasarawa State, Nigeria. Effective public relations strategies can play a significant role in promoting agricultural development and enhancing food security. This study aimed to investigate the public relations strategies used in agricultural development and food security in Nasarawa State and evaluate the perception and awareness of farmers and other key actors regarding the importance of public relations in agricultural development. The theoretical frameworks used were the Agenda-Building Theory and Excellence Theory. A survey research design was adopted, and data were collected using questionnaires from 388 respondents. The findings revealed that media relations and partnerships with agricultural organizations were the most commonly used public relations strategies. The study also found that while many respondents viewed public relations in agricultural development as effective, there was still a need for ongoing evaluation and improvement of strategies. Based on the findings, the study concluded that public relations strategies are crucial in promoting agricultural development and food security in Nasarawa State. The study recommends that policymakers and organizations should leverage traditional and collaborative approaches such as media relations and partnerships to effectively disseminate information and foster sector-wide collaboration. Additionally, targeted outreach should be prioritized to better inform stakeholders, and ongoing evaluation and improvement of strategies should be implemented to ensure their effectiveness.

**Keywords:** Public Relations, Agricultural Development, Food Security, Stakeholders & Communication Strategies.

### **Introduction**

The importance of agriculture in driving socio-economic development cannot be overstated, especially in countries like Nigeria where it serves as the mainstay of the economy and a major source of livelihood for its citizens. In recent years, there has been a growing recognition of the need to promote sustainable agriculture practices to ensure food security, reduce poverty, and enhance rural development. Nasarawa State, located in the north-central part, is predominantly agrarian, with agriculture being the primary occupation for most of its inhabitants (Adamu, 2018). However, the state faces numerous challenges that hinder its agricultural sector's progress, including low productivity, inadequate infrastructure, limited market access, and vulnerability to climate change (Amos, Yohanna, & Joseph, 2019).

Public relations can significantly contribute to the promotion of agricultural development and food security by facilitating communication, fostering collaboration, and enhancing stakeholder engagement (Garba & Ekpo, 2023). Public relations initiatives can help shape public discourse, mobilize support, and drive positive change towards achieving agricultural productivity and food security goals (McCombs & Shaw, 1972). In the context of Nasarawa State, understanding the role and effectiveness of public relations strategies is essential for addressing the challenges faced by the agricultural sector and unlocking its full potential.

Nasarawa State holds a strategic position in Nigeria's agricultural landscape, and unlocking its full potential can significantly contribute to the country's overall agricultural productivity and socio-economic development (Famakinde, 2017). Nasarawa State's agricultural sector is poised

for significant socio-economic transformation and has the potential to contribute to national food security objectives. However, to achieve this, it is crucial to have a comprehensive understanding of the sector's dynamics, challenges, and opportunities. One aspect that requires examination is the role of public relations strategies in promoting agricultural development and food security in the state. Therefore, this study aims to assess the effectiveness of public relations strategies in driving agricultural development and enhancing food security in Nasarawa State.

### **Statement of the Problem**

Despite the critical role of agriculture in Nasarawa State's economy, several challenges hinder the sector's development and its ability to ensure food security. These challenges include low agricultural productivity, inadequate market access, poor value chain integration, and insufficient adaptation to climate change. Additionally, there are gaps in the dissemination of information and effective communication between stakeholders, which are crucial for the adoption of improved agricultural practices and technologies.

Public relations strategies have the potential to bridge these communication gaps and foster greater awareness and engagement among farmers and other stakeholders. However, there is a need to assess the effectiveness of these strategies in promoting agricultural development and enhancing food security. Various stakeholders, including government agencies, non-governmental organizations (NGOs), and agricultural extension services, implement initiatives aimed at improving agricultural practices and increasing productivity. Yet, the impact of these efforts on rural communities remains unclear, and there is limited research focusing specifically on the role of public relations in agricultural development and food security in the context of Nasarawa State.

Therefore, this study seeks to address this gap by examining the extent to which public relations strategies contribute to agricultural development and food security in Nasarawa State. It will explore how effective communication and public relations efforts can enhance the adoption of improved agricultural practices, facilitate market access, and promote resilience to climate change, ultimately contributing to the socio-economic well-being of the state's rural communities.

### **Objectives of the Study**

- i. To assess the existing public relations initiatives and communication strategies implemented by various stakeholders in the agricultural sector.
- ii. To evaluate the perception and awareness of farmers and other key actors regarding the importance of public relations in agricultural development.

### **Conceptual Clarification**

#### **Public Relations**

Public Relations (PR) is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. It involves managing and disseminating information to influence public perception and foster a positive image. PR activities encompass a range of functions, including media relations, crisis communication, community engagement, and reputation management Adekunle and Okonkwo (2020). In the context of agricultural development, PR can play a pivotal role in facilitating the dissemination of information about best practices, technological innovations, and policy changes. By effectively communicating with farmers, stakeholders, and the general public, PR strategies can enhance awareness,

encourage the adoption of new techniques, and ultimately contribute to increased agricultural productivity and food security (Ajayi & Bello, 2021).

In Nasarawa State, the application of PR strategies in the agricultural sector involves engaging with rural communities to promote understanding and acceptance of agricultural initiatives. This includes the use of targeted messaging through various channels such as social media, community radio, and local events to reach a diverse audience. Effective PR can help address challenges such as resistance to change, misinformation, and lack of access to reliable information Akindele and Adeyemi (2018). By fostering trust and collaboration among stakeholders, PR efforts can support the successful implementation of agricultural programmes and policies, thereby enhancing the overall development and food security in the state.

### **Agricultural Development**

Agricultural development is a multifaceted concept that involves various strategies to improve farming practices, increase productivity, and ensure sustainable food production systems. Food and Agriculture Organization (FAO, 2020) defines it as a wide range of efforts addressing challenges such as poverty, rural development, and environmental sustainability through collaborations between governments, international organizations, NGOs, research institutions, and local communities. The role of agricultural development in addressing Nigeria's food security crisis cannot be overstated. It involves the implementation of various strategies aimed at improving farming practices, increasing productivity, and ensuring sustainable food production systems (FAO, 2020). These strategies range from the use of improved seeds and fertilizers to the adoption of modern farming techniques and the promotion of sustainable agriculture practices. Agricultural development also involves addressing the challenges faced by smallholder farmers, who are the backbone of Nigeria's agricultural sector, by providing them with access to credit, extension services, and markets (Adekunle, 2012).

The Nigerian government has implemented various agricultural development programs aimed at addressing the food security crisis. These include the Agricultural Transformation Agenda (ATA), which was launched in 2011 to transform the agricultural sector into a major driver of economic growth and development (FMARD, 2011). The ATA focused on improving agricultural productivity, increasing private sector investment in agriculture, and promoting value addition and agro-processing. Other programs include the Green Alternative, which was launched in 2016 to promote agricultural diversification and self-sufficiency, and the National Agricultural Land Development Authority (NALDA), which was established to promote rural development and food security through the provision of land for agriculture (FMARD, 2020).

Despite these efforts, agricultural development in Nigeria faces several challenges, including inadequate infrastructure, lack of access to credit and markets, and climate change (Ajibade, Adeboye, & Adeyemi, 2013). The inadequate infrastructure, such as poor roads and lack of storage facilities, makes it difficult for farmers to transport their produce to markets, leading to post-harvest losses. Lack of access to credit and markets also hinders the ability of smallholder farmers to invest in their farms and increase their productivity. Climate change, on the other hand, poses a significant threat to agricultural productivity, with droughts and floods affecting food production. Therefore, there is a need for a comprehensive approach to agricultural development that addresses these challenges and promotes sustainable food production systems.

### **Food Security**

Food security, as defined by the Food and Agriculture Organization (FAO, 2009), is a complex and multidimensional concept that encompasses the availability, accessibility, utilization, and

stability of food supplies. It necessitates guaranteeing that all individuals have access to adequate, safe, and nutritious food to fulfil their dietary requirements and preferences (FAO, 2009). Achieving food security necessitates addressing a variety of interconnected factors, including agricultural productivity, market access, trade policies, social protection, and nutrition education (Pinstrup-Andersen, 2009). In the context of Nasarawa State, food security is a critical determinant of the population's well-being and the region's overall socio-economic development. Despite the state's agricultural potential, several challenges, such as low productivity, inadequate infrastructure, and climate change impacts, impede the realization of food security (Ajibade *et al.*, 2013).

In Nasarawa State, agricultural productivity is a significant determinant of food security. However, the state's agricultural sector faces numerous challenges, including low crop yields, inadequate access to credit, and limited use of modern farming technologies (Ajibade *et al.*, 2013). These challenges contribute to food insecurity by limiting the availability and accessibility of food supplies. Additionally, the state's infrastructure deficit, particularly in rural areas, hinders the efficient distribution of food, further exacerbating food insecurity (Ajibade *et al.*, 2013). Climate change also poses a significant threat to food security in Nasarawa State, with droughts, floods, and erratic rainfall patterns affecting agricultural productivity (Ajibade *et al.*, 2013).

Addressing food security in Nasarawa State requires a multifaceted approach that addresses the underlying challenges hindering the achievement of food security. This includes improving agricultural productivity through the adoption of modern farming technologies, enhancing access to credit for smallholder farmers, and improving rural infrastructure (Ajibade *et al.*, 2013). Additionally, there is a need for climate-smart agriculture practices that enhance resilience to climate change impacts (Ajibade *et al.*, 2013). Social protection programmes, such as cash transfers and school feeding programmes, can also enhance food security by improving access to food, particularly for vulnerable populations (Pinstrup-Andersen, 2009). Nutrition education can also play a critical role in promoting food security by enhancing knowledge on healthy diets and food preparation practices (Pinstrup-Andersen, 2009).

### **Public Relations Strategies in Agricultural Development**

Public relations (PR) strategies play a crucial role in agricultural development by facilitating effective communication between agricultural stakeholders, including farmers, government agencies, non-governmental organizations, and the general public. One significant PR strategy involves the dissemination of information on best agricultural practices and innovations through various media channels. This includes the use of social media, community radio, and print media to reach a broad audience, especially in rural areas where traditional communication methods may be limited (Garcia & Smith, 2021). By providing timely and relevant information, PR efforts can enhance farmers' knowledge and skills, leading to improved agricultural productivity and sustainability (FAO, 2014). Additionally, PR campaigns can highlight success stories and case studies, which can motivate other farmers to adopt similar practices and technologies, thereby fostering a culture of continuous improvement and innovation within the agricultural sector (Garcia & Smith, 2021).

Another essential PR strategy in agricultural development is stakeholder engagement and community involvement. Engaging local communities in the planning and implementation of agricultural projects ensures that the initiatives are culturally appropriate and address the specific needs of the target population. This participatory approach can build trust and support for agricultural policies and programmes, leading to more effective and sustainable outcomes (Malinga & Ntloane, 2017). Moreover, PR strategies can facilitate dialogue between farmers

and policymakers, enabling the development of policies that are informed by the experiences and insights of those directly involved in agriculture (Garcia & Smith, 2021). This collaborative approach can help address challenges such as market access, climate change adaptation, and resource management, ultimately contributing to agricultural development and food security in regions like Nasarawa State. Through effective PR strategies, agricultural stakeholders can work together to create a more resilient and productive agricultural sector.

### **Stakeholder Perception and Awareness**

Understanding stakeholders' perceptions and awareness of public relations in agriculture is crucial for designing effective communication strategies. Akpan (2016) explored the role of non-governmental organizations in supporting by agro allied organizations on agro allied organizations on orphanages, highlighting the need for targeted communication efforts to raise awareness and garner support for agricultural development programs. Broad literature further emphasizes that stakeholders include a wide range of actors such as farmers, policymakers, consumers, environmental advocates, and industry representatives, each holding unique perspectives and priorities.

Effective communication strategies must consider these diverse perspectives to ensure relevance and impact. Farmers may prioritize productivity and profitability, while environmental advocates focus on sustainability and conservation. Policymakers seek to balance economic development with regulatory measures to address societal needs. Tailoring communication to resonate with these varied interests requires a nuanced understanding of stakeholders' perceptions and awareness. As agriculture increasingly intersects with global issues like climate change, food security, and rural development, addressing misinformation, building trust, and fostering constructive dialogue become essential. Literature underscores the importance of communication as a strategic tool for bridging diverse interests, promoting informed decision-making, and advancing sustainable agricultural development. By understanding and engaging stakeholders effectively, communicators can help build a more resilient, equitable, and sustainable agricultural sector.

### **Theoretical Frameworks**

The excellence theory and the agenda-building theory provided the theoretical underpinning for this study. The excellence theory, developed by Grunig (1992), posits that effective PR practices are characterized by a two-way symmetrical communication model that emphasizes mutual understanding, trust, and collaboration between organizations and their stakeholders. According to Grunig (1992), the two-way symmetrical model enhances the credibility of organizations, improves relationships with stakeholders, and promotes the achievement of organizational goals. In the context of promoting agricultural development and food security in Nasarawa State, the excellence theory can be applied by adopting a two-way symmetrical communication model that enhances collaboration between the government, agricultural extension workers, smallholder farmers, and other stakeholders. This approach can improve the dissemination of agricultural information, enhance the adoption of modern farming practices, and promote the participation of smallholder farmers in agricultural value chains.

The agenda-building theory, developed by McCombs and Shaw (1972), posits that the media play a significant role in shaping public opinion by setting the agenda for public discourse. According to McCombs and Shaw (1972), the media influence public opinion by highlighting specific issues and framing them in particular ways. In the context of promoting agricultural development and food security in Nasarawa State, the agenda-building theory can be applied by leveraging the media to shape public discourse on agricultural development and food security. This approach can involve working with the media to highlight the importance of

agricultural development and food security, showcase successful agricultural initiatives, and frame agricultural development and food security as critical issues that require urgent attention.

Moreover, the agenda-building theory can be applied to influence policy-making by setting the agenda for policy discussions. This approach can involve working with policy-makers to highlight the importance of agricultural development and food security, showcase successful agricultural initiatives, and frame agricultural development and food security as critical issues that require urgent policy interventions. By adopting a two-way symmetrical communication model and leveraging the media to shape public discourse and influence policy-making, PR strategies can play a significant role in promoting agricultural development and food security in Nasarawa State.

In conclusion, the excellence theory and the agenda-building theory provide useful frameworks for understanding how PR strategies can be employed to promote agricultural development and food security in Nasarawa State. By adopting a two-way symmetrical communication model and leveraging the media to shape public discourse and influence policy-making, PR strategies can enhance collaboration between stakeholders, improve the dissemination of agricultural information, and promote the participation of smallholder farmers in agricultural value chains. However, the success of PR strategies in promoting agricultural development and food security in Nasarawa State depends on the effective implementation of these strategies and the availability of resources to support their implementation.

## **Methodology**

The research employs a cross-sectional survey design, enabling data collection at a single point from a diverse participant sample. This method is apt for assessing public relations strategies in promoting agricultural development and food security in Nasarawa State within the year 2023. The study's population includes agricultural stakeholders in Nasarawa State, such as farmers, extension workers, policymakers, and agribusiness owners. According to the National Bureau of Statistics, Nasarawa State's estimated population in 2006 was approximately 1.86 million, with a projected rise to about 3 million by 2022 (National Population Commission, 2022).

The sampling strategy ensures robust representation from Nasarawa State's thirteen Local Government Areas (LGAs) and three senatorial districts, utilizing a stratified random sampling technique. This method allocates sample sizes proportionally, with Nasarawa West receiving 50%, Nasarawa North 30%, and Nasarawa South 20% of the sample. Within each LGA, the sample size distribution reflects population sizes, employing simple random sampling techniques to select respondents, thus minimizing bias and ensuring reliability and validity. Using Taro Yamane formula for sample size calculation, with a population size (N) of approximately 3.8 million and a desired margin of error (e) of 5%, the sample size (n) was determined at 400. Out of the administered 400 copies of the questionnaire, 3 were retrieved, 12 were lost and the analysis was therefore based on the retrieved 388 copies of the questionnaire.

Data collection utilized structured questionnaire, tested for clarity and reliability using Cronbach's alpha. Data analysis involved descriptive and inferential statistics, conducted using SPSS to ensure accurate and reliable results.

**Result of the Findings**

**Table 1: Public Relations Strategies in Agricultural Development**

Public Relations Strategies	Frequency	Percentage
Media relations	120	30.93%
Community engagement events	80	20.62%
Social media campaigns	70	18.04%
Partnerships with agricultural organisations	90	23.20%
Other	28	7.22%
<b>Total</b>	<b>388</b>	<b>100%</b>

**Source: Field Survey, 2023.**

Table 1 shows respondents' preferences for public relations strategies in agricultural development. Media relations (36.08%) and partnerships with agricultural organizations (20.10%) are the most common. Social media campaigns (15.46%) and community engagement events (20.62%) are also significant, with other strategies at 7.73%. The emphasis on media relations and partnerships highlights the value of traditional and collaborative approaches. Policymakers and organizations can leverage these to effectively disseminate information and foster sector-wide collaboration.

**Table 2: Public relations role in agricultural development among farmers and stakeholders**

View of Stakeholders	Frequency	Percentage
Very ineffective	10	2.58%
Ineffective	30	7.73%
Neutral	60	15.46%
Effective	200	51.55%
Very effective	88	22.68%
<b>Total</b>	<b>388</b>	<b>100%</b>

**Source: Field Survey, 2023.**

Table 2 presents the views of stakeholders on the role of public relations in agricultural development among farmers in Nasarawa State, Nigeria. Out of the 388 respondents surveyed, 10 (2.58%) rated public relations as very ineffective, while 30 (7.73%) rated it as ineffective. A total of 60 respondents (15.46%) were neutral, while 200 respondents (51.55%) rated public relations as effective. Moreover, 88 respondents (22.68%) rated public relations as very effective. Therefore, the majority of the stakeholders (74.23%) perceived public relations as effective or very effective in promoting agricultural development among farmers in Nasarawa State.

### **Discussion of Findings**

The study investigates the role of public relations strategies in promoting agricultural development and food security in Nasarawa State, Nigeria. The research involved the analysis of 388 questionnaires to gain insights into current initiatives, stakeholder perceptions, challenges, and recommendations for improvement. The results indicate a strong emphasis on media relations and partnership building as key public relations strategies. Additionally, the findings reveal that stakeholders hold positive views regarding the effectiveness of public relations in promoting agricultural development and food security in the state.

The findings of this study provide valuable insights into the use of public relations strategies in promoting agricultural development and food security in Nasarawa State, Nigeria. Table 1 shows the frequency and percentage of public relations strategies employed by stakeholders in the agricultural sector. Media relations was the most popular strategy, with a frequency of 120 (30.93%), which aligns with the agenda-building theory that posits that the media plays a significant role in shaping public opinion and setting the agenda for public discourse (McCombs & Shaw, 1972). By leveraging media relations, stakeholders can influence public perceptions of agricultural development and promote their initiatives.

Community engagement events were the second most popular strategy, with a frequency of 80 (20.62%). This finding supports the excellence theory, which suggests that effective public relations involve building mutually beneficial relationships with stakeholders (Grunig, 1992). By hosting community engagement events, stakeholders can create opportunities for farmers and other key actors to learn about and engage with their initiatives, thereby fostering positive attitudes and perceptions.

Social media campaigns were the third most popular strategy, with a frequency of 70 (18.04%). This finding is consistent with literature on the role of social media in public relations and agricultural development (Malinga & Ntloane, 2017; Garcia & Smith, 2021). Social media platforms offer stakeholders a cost-effective and efficient means of reaching large audiences and engaging with them in real-time.

Partnerships with agricultural organizations were the fourth most popular strategy, with a frequency of 90 (23.20%). This finding supports the excellence theory, which suggests that effective public relations involve collaborating with stakeholders to achieve mutual goals (Grunig, 1992). By partnering with agricultural organizations, stakeholders can leverage their expertise and resources to promote their initiatives and create a sense of shared ownership and responsibility.

Table 2 shows the perceptions of stakeholders regarding the effectiveness of public relations in promoting agricultural development and food security. The majority of respondents (74.23%) perceived public relations as effective or very effective, while only 10.31% perceived it as ineffective or very ineffective. This finding supports the excellence theory, which suggests that effective public relations can enhance the reputation and credibility of organizations and their initiatives (Grunig, 1992). The high level of perceived effectiveness suggests that



stakeholders view public relations as a valuable tool for promoting agricultural development and food security.

However, it is worth noting that a significant proportion of respondents (15.46%) were neutral regarding the effectiveness of public relations. This finding highlights the need for stakeholders to continually evaluate and improve their public relations strategies to ensure that they are meeting the needs and expectations of their target audiences.

In summary, the findings of this study suggest that media relations, community engagement events, social media campaigns, and partnerships with agricultural organizations are effective public relations strategies for promoting agricultural development and food security in Nasarawa State, Nigeria. The high level of perceived effectiveness among stakeholders supports the excellence theory's assertion that effective public relations can enhance the reputation and credibility of organizations and their initiatives. However, the significant proportion of neutral respondents highlights the need for ongoing evaluation and improvement of public relations strategies. Stakeholders should consider adopting a more strategic and integrated approach to public relations, one that aligns with the agenda-building theory and emphasizes the importance of setting the agenda for public discourse on agricultural development and food security. By doing so, they can enhance the effectiveness of their initiatives and contribute to the achievement of sustainable agricultural development and food security in Nasarawa State.

## **Conclusion**

The study investigated the effectiveness of public relations strategies in promoting agricultural development and food security in Nasarawa State, Nigeria. The findings revealed that media relations, partnerships with agricultural organizations, community engagement events, and social media campaigns were the most commonly used public relations strategies. The study also found that a significant proportion of farmers and stakeholders perceived public relations as effective in promoting agricultural development and food security. However, there is still a need for improvement in the implementation of public relations strategies to enhance their effectiveness.

Based on the findings of this study, it is recommended that:

- i. Policymakers and organizations should prioritize media relations and partnerships with agricultural organizations as key public relations strategies to effectively disseminate information and foster sector-wide collaboration in promoting agricultural development and food security in Nasarawa State.
- ii. To improve the effectiveness of public relations strategies, there is a need for ongoing evaluation and improvement. Policymakers and organizations should regularly assess the impact of their public relations strategies and make necessary adjustments to ensure they meet the needs and preferences of farmers and other stakeholders.
- iii. Targeted outreach and awareness campaigns should be prioritized to better inform farmers and other stakeholders about the role of public relations in agricultural development and food security. This can help address the issue of low awareness and improve the overall perception of public relations strategies in promoting agricultural development and food security in Nasarawa State.

## Reference

- Adamu, A. (2018). *Agricultural landscape of Nasarawa State*. *Journal of Agricultural Studies*, 5(3), 45-56.
- Adekunle, A.O. (2012). Agricultural policies and food security in Nigeria. *African Journal of Food, Agriculture, Nutrition and Development*, 12(3), 9757-9776.
- Adekunle, A. & Okonkwo, B. (2020). *Empowering youth through agricultural skills training: A PR perspective*. *Journal of Agricultural Communication*, 25(3), 67-81.
- Ajayi, C. & Bello, D. (2021). *CSR initiatives for orphanages by agro allied organizations: A PR approach*. *Journal of Public Relations Research*, 33(2), 112-126.
- Ajibade, A.O., Adeboye, A. A., & Adeyemi, I. O. (2013). Climate change, food security and sustainable agriculture in Nigeria. *Journal of Sustainable Development*, 6(6), 14-24.
- Ajzen, I. (1991). The theory of planned behaviour. *Organizational Behaviour and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Akande, B., Aliyu, H., & Halima, S. (2021). *Informing agricultural policy in Nasarawa State*. *Journal of Rural Development*, 12(2), 112-127.
- Akindele, F., & Adeyemi, G. (2018). *Corporate social responsibility and sustainable agriculture: Stakeholders' perspectives*. *Journal of Sustainable Agriculture*, 12(4), 45-58.
- Akpan, H. (2016). *Agro allied organizations in agricultural development: A PR analysis*. *Journal of Agriculture and Rural Development*, 8(1), 89-102.
- Amos, B., Yohanna, K., & Joseph, M. (2019). *Challenges facing agriculture in Nasarawa State*. *Journal of Sustainable Agriculture*, 7(1), 33-48.
- Brown, D., & Smith, J. (2018). *Stakeholder engagement in agricultural communication: A review of the literature*. *Journal of Agribusiness*, 32(3), 112-127.
- Campbell, R., & MacPherson, I. (2003). *Communication barriers in agricultural development projects*. *International Journal of Agricultural Sustainability*, 7(2), 89-104.
- Chen, Y. et al (2022). *Stakeholder perceptions of public relations in agriculture: A qualitative study*. *Journal of Public Relations Research*, 45(1), 23-38.
- Clarke, M. & Jennings, P. (2008). *Strategic communication planning for agricultural sustainability*. *Journal of Sustainable Agriculture*, 14(3), 67-81.
- Coombs, W.T., & Holladay, S.J. (2015). *It's a PR world: The central role of public relations in contemporary communication*. Routledge.
- Famakinde, T.M. (2017). *Unlocking agricultural potential in Nasarawa State*. *Nigerian Journal of Agricultural Economics*, 23(4), 89-102.
- Fishbein, M. & Ajzen, I. (1975). *Belief, attitude, intention, and behaviour: An introduction to theory and research*. Addison-Wesley.
- Fishbein, M. & Ajzen, I. (1980). *Understanding attitudes and predicting social behaviour*. Prentice-Hall.
- Federal Ministry of Agriculture and Rural Development (FMARD)(2011). *Agricultural Transformation Agenda (ATA)*. Abuja: Federal Ministry of Agriculture and Rural Development.

- Federal Ministry of Agriculture and Rural Development (FMARD) (2020). *National Agricultural Land Development Authority (NALDA)*. Abuja: Federal Ministry of Agriculture and Rural Development.
- Food and Agriculture Organization. (2009). *Food security and nutrition: Concepts and issues*. [Report].
- Food and Agricultural Organizations (FAO)(2020). *Agricultural development*. Retrieved from <http://www.fao.org/agricultural-development/en/>
- Freeman, R. E. (1984). *Strategic management: A stakeholder approach*. Pitman.
- Garba, S. & Ekpo, A.H. (2023). Public relations and communication strategies for promoting Tsangaya (Almajiri) education in Nigeria. *FUWJSS Journal*, 2(1). <https://fujss.com/wp-content/uploads/2023/07/Paper-7.pdf>
- Grunig, J.E. (1992). *Excellence in public relations and communication management*. Lawrence Erlbaum Associates.
- Jacob, S.P., Garba, S.S., & Chinelo, U.E. (2018). Level of Broadcast Media Contribution to Farmers' Knowledge of Agricultural Innovations in Benue State, Nigeria. *Novena Journal of Communication*, 7, 125-138. Retrieved from [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=en&user=dR-7F9cAAAAJ&citation\\_for\\_view=dR-7F9cAAAAJ:\\_FxGoFyzp5QC](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=dR-7F9cAAAAJ&citation_for_view=dR-7F9cAAAAJ:_FxGoFyzp5QC)
- Johnson, L. & Brown, S. (2019). *Media relations in agriculture: Best practices and challenges*. *Agricultural Communication Review*, 15(2), 76-89.
- Malinga, T. & Ntloane, M. (2017). The role of social media in public relations: A case study of the South African government. *Journal of Communication Management*, 21(3), 268-283.
- McCombs, M.E. & Shaw, D.L. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, 36(2), 176-187. <https://doi.org/10.1086/267990>
- National Population Commission. (2022). *Population projection for Nasarawa State*. Retrieved from <https://population.gov.ng/projections/>
- Ogunbameru, O. (2013). *Sustainable communication strategies for agricultural development*. *Journal of Sustainable Development*, 11(4), 112-126.
- Ogunbanwo, O.O. & Adebayo, A.A. (2020). Agriculture and socio-economic development in Nigeria: Prospects and challenges. *Journal of Economics and Sustainable Development*, 11(12), 27-36. <https://doi.org/10.5539/jesd.v11n12p27>
- Okoye, A. & Okafor, U. (2020). *Promoting agricultural entrepreneurship through communication strategies*. *Journal of Agribusiness Management*, 28(2), 45-58.
- Oladokun, S.O., Adeyemi, I.O. & Ibrahim, A. (2019). Determinants of agricultural productivity in Nasarawa State, Nigeria. *Journal of Agriculture and Rural Development in the Tropics and Subtropics*, 120(1), 1-10. <https://doi.org/10.17870/jartd-120-1-10>
- Pinstrup-Andersen, P. (2009). Food security: definition and measurement. *Food Security*, 1(1), 5-7.
- Smith, J. & Garcia, M. (2019). *Communication strategies for agricultural development: A review*. *Journal of Development Communication*, 22(1), 34-48.