



Official and Credible Information Platform
from authorised and reliable sources.



INTRODUCTION

Summary

PRNigeria has devoted its platforms for syndication, publishing and sharing official press releases from critical institutions, especially Military, Security, Intelligence and Response Agencies and other government organisations in Nigeria. PRNigeria platforms have remained the most reliable and credible source of official information from public institutions in the country.



PR Problems

PRNigeria, operated by Image Merchants Promotion Limited realised that causes of misrepresentations, misquotations and misconception in the media are due to lack of credible information and ill preparation of media engagements such as Press Conferences, Facilitate tours, Media Interviews and Chats. It discovered that the most effective PR tools for news control and to guard against likely media mischief and sensationalism is through the issuance of Press Releases.

PR Opportunity

Realising the challenges of incoherent and uncoordinated press engagements, Press release distribution is the most effective PR tool for the control of sensitive information. Therefore PRNigeria Platform serves as web portal for press release syndication from agencies under the Forum of Spokespersons of Security and Response Agencies (FOSSRA) and other government agencies in Nigeria.

OBJECTIVES

PR Communications objectives:

To ensure timely, responsible and accurate information to the public through the media.

PR Creative solution:



















PRNigeria receives, syndicates and publishes the Press Releases through its mailing list, portal and social media platforms i.e. email, website, Facebook, Twitter, Linkedin. The PRNigeria is now the main source for information from security and government bodies. PRNigeria has established a credible reputation of being the No 1 Press Release Platform for security and other government institutions in Nigeria.



Clients/Stakeholders

Organisations under the auspices of the Forum of Spokesperson of Security and Response Agencies (FOSSRA) are clients and major beneficiaries of PRNigeria. The forum is chaired by a Military General and Director Defence Information, Nigeria's Defence Headquarters (DHQ), the participating agencies are listed below.

PARTICIPATING AGENCIES

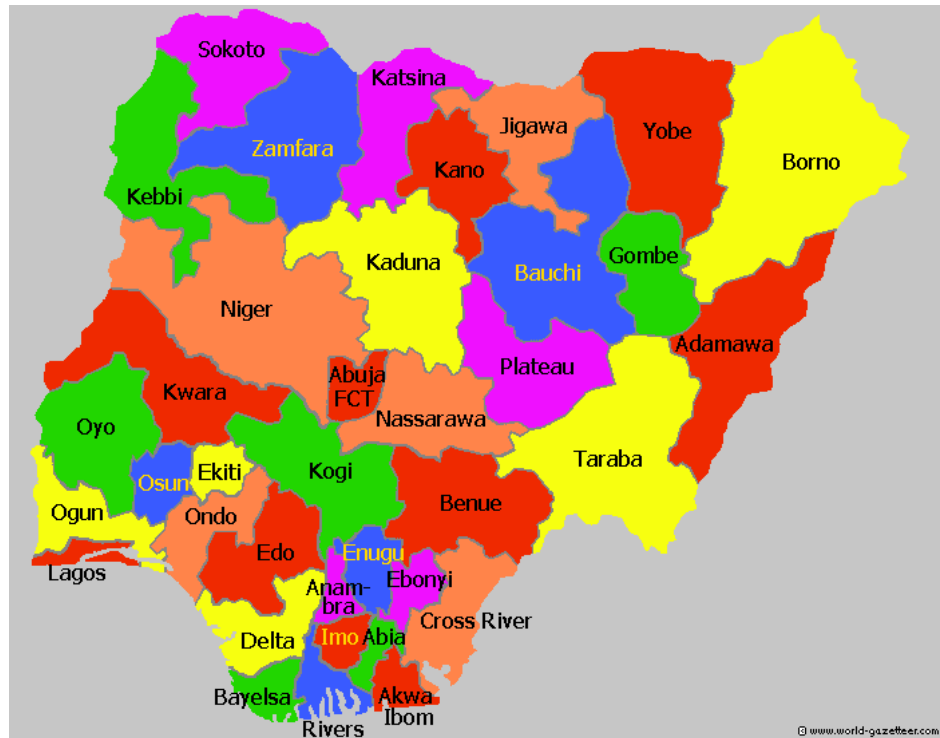
Defence Headquarters (DHQ) 	Nigerian Army (NA) 	Nigerian Navy (NN) 
Nigerian Air Force (NAF) 	Nigeria Police Force (NPF) 	Department of State Services (DSS) 
Nigerian Security and Civil Defence Corps (NSCDC) 	Nigeria Immigration Service (NIS) 	Nigerian Prisons Service (NPS) 
Nigerian Customs Service (NCS) 	Federal Fire Service (FFS) 	Office of the National Security Adviser (ONSA) 
Economic and Financial Crime Commission (EFCC) 	National Intelligence Agency (NIA) 	National Emergency Management Agency (NEMA) 
	Federal Road Safety Commission (FRSC) 	

Target audiences:

Foreign and Local Media including electronic, print and online in Nigeria are the target audiences as the major disseminators of information to the publics. They find PRNigeria Press Releases distributions as very useful and effective.

Geographic Location

Nigeria with 36 States and Federal Capital Territory, Abuja.



STRATEGIES/IMPLEMENTATION

Approaches for the Program:

- PR** Clients and stakeholders are advised to issue press releases for every occasion to avoid distortion.
- PR** PRNigeria receives, publishes and syndicates the Press Releases to the Media.
- PR** PRNigeria shares major releases through Social Media platform Facebook, Twitter and LinkedIn.
- PR** PRNigeria liaises and advises clients on media enquiries and the need for timely PR response.
- PR** PRNigeria intervenes in reporting sensitive information on behalf of the clients.
- PR** PRNigeria presents monthly reports at the Meeting of FOSSRA on the coverage.

Measurable objective by which success is evaluated:

Media Reviews and tracking of the published releases in the print, online media and electronic media.

Difficulties encountered and adjustments made during implementation:

PR PRNigeria encourages clients/stakeholders against rejoinders, especially attacks and criticism on individuals or organisations but should rather explain issues devoid of ambiguity.

PR PRNigeria encourage regular media interfaces through press briefing/ interviews/chat to sustain mutual media relationship and follow-up with Press Releases.

PR PRNigeria also inspires clients to issue well-written Press Releases to also serve as backgrounders or updates on major events.

RESULTS/OUTCOMES

The PRNigeria Platforms for the Press Releases Distribution have:

- PR** Enhanced the capacity of organisations in providing newsworthy press releases.
- PR** Reduced the burden of reporters in writing news stories from the scratch.
- PR** Eliminated sensationalism and mischief in the press.
- PR** Provided full control on the news contents from the organisational perspectives.
- PR** Ensured wider publicity through the syndication of the releases to several media.
- PR** Increased reliability of the media on the PRNigeria Platform from credible information.
- PR** Recorded over 1700 Press Releases distributed through the PRNigeria Platforms which were subsequently published between January and December 2016.

Web: www.PRNigeria.com

Facebook: <https://web.facebook.com/prnigerian>

Twitter: <https://twitter.com/prnigeria>

Linkedin: <https://www.linkedin.com/in/prnigeria>

SOME USEFUL LINKS

NIGERIAN NATIONAL MEDIA

Troops kill 30 insurgents in failed ambush in Borno (November 27, 2016)

<http://punchng.com/troops-kill-30-insurgents-failed-ambush-borno/>

Army sends officers to Argentina to learn cattle rearing (December 20, 2016)

<https://www.thecable.ng/army-sends-officers-argentina-learn-cattle-rearing>

Nigeria's 'most wanted notorious job scammer' arrested (June 22)

<http://www.premiumtimesng.com/news/to-p-news/205744-nigerias-wanted-notorious-job-scammer-arrested.html>

Troops Arrest 1400 Boko Haram Suspects In One Week (January 5, 2017)

<http://saharareporters.com/2017/01/05/troops-arrest-1400-boko-haram-suspects-one-week>

Nigerian Army Maintains Apolitical Posture In Rivers Election- GOC (December 11, 2016)

<http://saharareporters.com/2016/12/11/nigerian-army-maintains-apolitical-posture-rivers-election-goc>

AFP

Kerry warns against crackdowns as Nigeria claims Boko Haram leader 'wounded' (August 23, 2016)

<http://www.dailymail.co.uk/wires/afp/article-3754732/Kerry-warns-against-military-crackdowns-Nigeria.html>

Troops gun down suicide bomber in northeast Nigerian city (November 21, 2016)

<http://www.news24.com/Africa/News/troops-gun-down-suicide-bomber-in-northeast-nigerian-city-20161121>

REUTERS

Would-be suicide bomber shot dead in northeast Nigeria (November 19, 2016)

<http://in.reuters.com/article/nigeria-security-idINKBN13E0JY>

Attack on Nigerian refugee camp thwarted (November 201, 2016)

<http://www.enca.com/africa/attack-on-nigerian-refugee-camp-thwarted>

GOOD NEWS! Troops finally recapture Damasak from Boko Haram (Video), (July 29, 2016)

<http://www.nigeriatoday.ng/2016/07/after-winning-war-against-boko-haram-troops-capture-damasak-from-insurgents-video/>

SOME USEFUL LINKS

YAHOO NEWS

Boko Haram video claims to show missing Nigerian school girls (August 14, 2016)

<https://www.yahoo.com/news/boko-haram-video-claims-show-missing-nigerian-school-124408137.html>

Nigerian forces repel Boko Haram attack near Niger border - army (April 19, 2016)

<https://www.yahoo.com/news/nigerian-forces-repel-boko-haram-attack-near-niger-213717970.html>

Second 'Chibok girl' rescued, says Nigerian army (May 19, 2016)

<https://www.yahoo.com/amphtml/news/rescued-chibok-girl-meet-nigerian-president-113042747.html>

ASSOCIATED PRESS

Suicide bombers hit Nigerian refugee camp, kill dozens, February 10, 2016

<http://www.cbc.ca/news/world/nigeria-suicide-bombing-dozens-killed-1.3442835>

Explosion at Police HQ in Northeast Nigeria Kills Four, February 25, 2016

<http://www.outlookindia.com/newswire/story/explosion-at-police-hq-in-northeast-nigeria-kills-four/931697>

INTERNATIONAL BROADCAST/PRESS MEDIA

Chibok schoolgirl kidnapped by Boko Haram found traumatized, with baby, (May 18, 2016)

<http://www.chicagotribune.com/news/nation/world/ct-chibok-schoolgirl-found-pregnant-20160518-story.html>

Boko Haram shows they've not been "technically" defeated (December 28, 2016)

<http://www.cbsnews.com/news/boko-haram-nigeria-not-been-technically-defeated/>

Second 'Chibok girl' rescued as traumatized first one is feted by president (May 20, 2016)

www.japantimes.co.jp/news/2016/05/20/world/nigeria-says-second-chibok-girl-rescued-traumatized-first-one-feted-president/#.WHNF9_krLD4

Second kidnapped 'Chibok girl' rescued - Nigeria army spokesman (May 20, 2016)

<http://www.stuff.co.nz/world/africa/80201289/second-kidnapped-chibok-girl-rescued--nigeria-army-spokesman>