

ENTRY NOMINATION

AGENCY:

Image Merchants Promotion Ltd

CLIENT:

Nigerian Air Force

TITLE:

NAF Women of War



Summary

SUMMARY

In its attempt to eliminate the stereotypical notion that the military is dominated by men; and that women have no place in combat zones, the Nigerian Air Force (NAF) carried out a campaign tagged 'Women of War' to prove that "what a man can do a woman can do better."

Through a video and other counter narratives on the field, NAF depicted how female inclusiveness in the military is paying off. The campaign has tremendously increased the participation of female personnel in combat and war support function, especially in the fight against armed banditry and insurgency in Nigeria.

Similarly, the campaign was birth to proffer answers to the roles of women in the NAF which has been ideated and underrated under certain cultural and moral ideologies.



Problems/Challenges

PROBLEMS AND CHALLENGES

1. There was presumed dominance of men in combat operations while the role of women in the war support is underrated
2. In respect to this notion, the public is forced to believe the malicious information aimed at smearing the image of women as well as NAF
3. Negative reports and insinuations demoralized women (particularly from northern parts of the country) to join the NAF
4. Fewer or absence of women in combatant and war support roles



Opportunity/Objectives

OPPORTUNITY/OBJECTIVES

Opportunity:

The Nigerian Air Force sought to ensure commitment in professionalism to birth a gender balanced institution with increased active participation of women in war front and the fight against the Boko Haram insurgency.

With NAF recording its first female fighter and first combat helicopter pilot like ***flying officer Kafayat Sanni and Flying officer Tolutope Arotile*** among others, NAF has recorded increased number of women in combat support roles.

Objectives:

The campaign was to counter the negative notion that women have no role to play in combat and war support positions as men do. The main objective is to dispel the notion and portray how women of war have persistently showcased fearlessness and courage as pilots, combatants, armament specialist among others.

The campaign also aimed at re-ideating NAF as a gender sensitive and balanced military institution.



Geographic Location/Targeted Organisations

Geographic Location:

Nigeria is an African country which is on the Gulf of Guinea bordering Niger in the North, Chad in the northeast, Cameroon in the east and Benin in the west.

Targeted Organization:

Government, international and local media; Nigerian public (particularly women)



Defining the Problem/ Endorsement

Define the Problem

There was an increasing stereotypical notion that the role of women in NAF particularly in combat and war support areas are invisible. This could have negative consequences and lead to speculations. Meanwhile, they are mere allegations that are fabricated to smear the image of the NAF.

Endorsement/Support

The Nigerian Airforce endorsed the campaign while PRNigeria provided reports on the activities of the women of war as they contribute to neutralizing armed banditry in North-West and Boko Haram insurgents in the northeast.



Theme and Communication Tactics

Theme and Focus of the Campaign:

The theme of the campaign was “NAF Women of War” aimed at correcting the impression that the combat and war support can only be carried out by men

The focus is also to maintain how the NAF has maintained a gender balanced and inclusive military line.

Communication Tactics:

Social media

Media relations

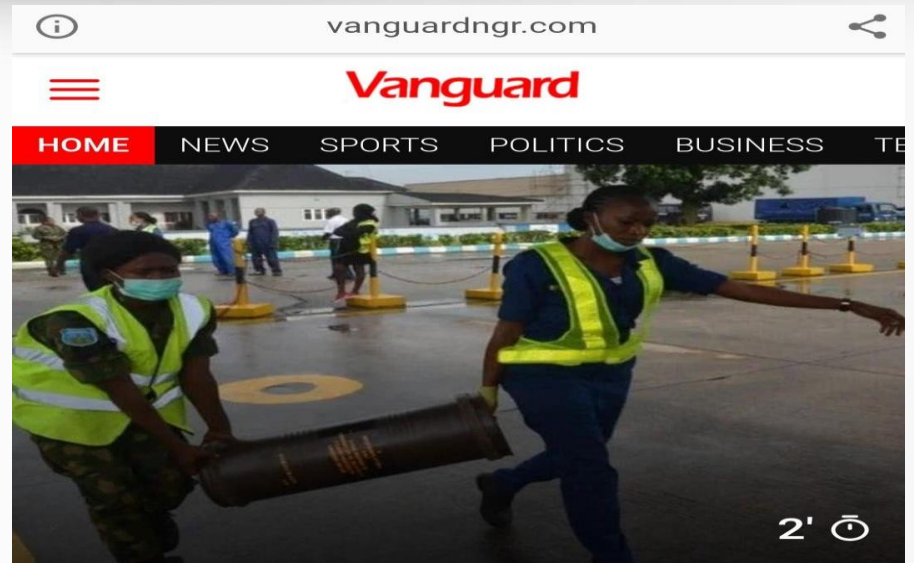
Crisis communication

Targets:

Citizens

Media

Military



📷 Nigerian Airforce (NAF) deploys Female Combatants

Home » News » NAF deploys female combatants to North-East

NAF deploys female combatants to North-East

ON JANUARY 27, 2019 10:22 PM IN NEWS

The Nigerian Airforce (NAF) has deployed

Executions of the Campaign Programme:

Orientation stage: The NAF was concerned about the stereotyping of women in the military, especially by some cultures as well as in media reporting that underrated the feminine contributions in combat operations

Brainstorming Stage: The NAF sought to correct the erroneous impression especially about women in the Nigerian Airforce considering the fact that some of them were sent on special trainings to improve their combat tactics and the skills while others are already playing strategic roles in the armed forces.

Decisive Stage: Considering the fact that the citizens were not adequately informed of the contributions of women in special missions, NAF decided to embark on strategic PR campaigns through proper utilization of multimedia contents and media relations in projecting the service as a gender sensitive military in Nigeria.

Implementation Stage: The NAF launched a captivating documentary titled “Nigerian Air Force Women of War” and followed it with the use of the media to highlight their actions using jingles, press releases, features and opinion

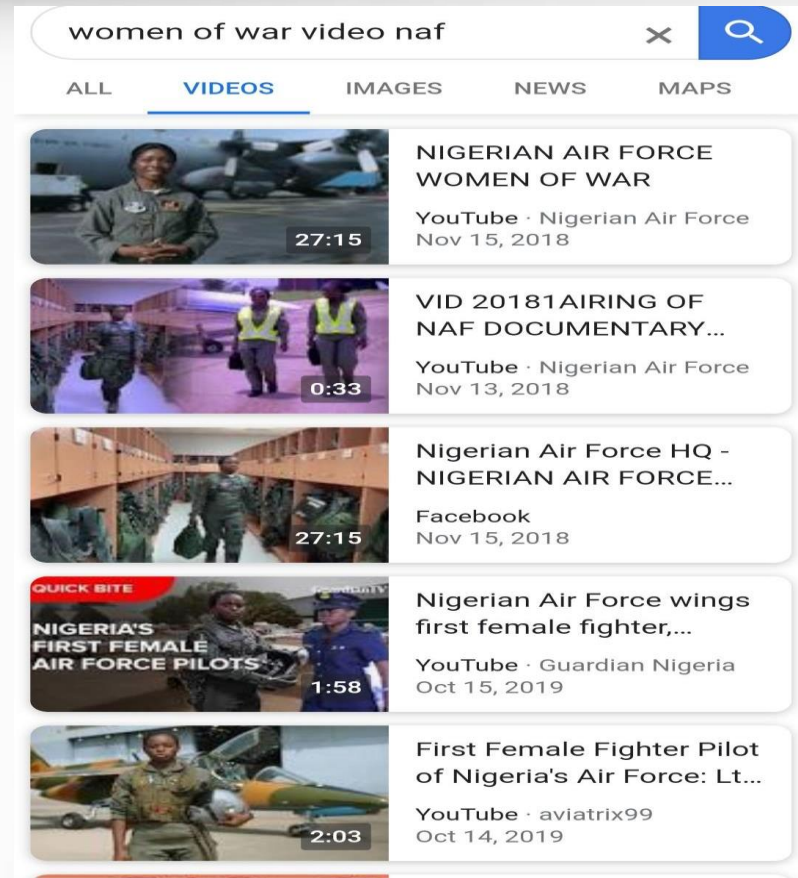
Feedback stage: Massive positive mentions as prominent media organization published the NAF’s women of war report via electronic and print media. The social media was also flooded with the report on increased female inclusion in critical combat areas.

Creative Solutions/Difficulty Eliminated

Creative Solutions: effective media relations where journalists were invited to cover some of the engagements of the women of war.

Difficulties Eliminated:

Despite some blogs carried the story with misleading headline, the campaign's credibility was sustained through images and videos of women of war in action. which in turn boosted the morale of the female combat and war support officers on the fight against Boko haram insurgency among others.



Outcomes of the Campaign

Correct Erronous Impression: The campaign has corrected the negative impression and depicted women in vibrant roles and portrayed NAF as a gender sensitive military institution.

Media Exposure: The report had massive media mention as it was published by an impressive number of credible mainstream media organizations including blogs. On Social the Video has over 145,000 views on Youtube; over 127,000 views on Facebook, with over 300 favourable and 3000 Shares

Boosted Morale: The campaign has tremendously contributed in boosting the morale of the female troops who are everywhere especially in fighting armed banditry and terrorism in the Nigeria's Northwest and Northeast geopolitical zones.

Further Enlistment of Female: The campaign has further gingered the enlistment of female citizens into the Nigerian Airforce

Deployment to Combat: The campaign elicited interest of the existing female personnel who signified redeployment from General Duties to Combat Operations.



REFERENCES TO VIDEOS, PHOTOS IN MEDIA PLATFORMS

VIDEOS ON NAF WOMEN OF WAR

The Video Jingle on the Documentary

https://www.youtube.com/watch?v=ckh3oMSlg_s

Nigerian Women of War Full Video *(Over 145,000 Views on Youtube)*

https://www.youtube.com/watch?v=xrL4rF_x3Xc

Women of War on Facebook *(Over 127,000 views, 300 favorable comments, 3000 shares)*

<https://web.facebook.com/hqnigerianairforce/videos/1957230077687502/?v=1957230077687502>

VIDEO: Nigeria's First Female Fighter Pilot in Action

<https://youtu.be/ozxbKzIFg98>

PHOTOS: Air Force Decorates First Female Helicopter, Fighter Pilots

<https://www.channelstv.com/2019/10/15/photos-air-force-decorates-first-female-helicopter-fighter-pilots/>

Air force decorates female combatant pilots — first time in 55 years

<https://www.thecable.ng/air-force-decorates-female-combatant-pilots-first-time-in-55-years>

IMAGES AND BLOGGING ON SOCIAL MEDIA

Nigerian Air Force Showcases Unsung Nigerian 'Women Of War' (Photos/Video)

<https://www.gistmania.com/talk/topic,371277.0.html>

Nigerian Air Force Women of War

<https://www.nairaland.com/4849655/nigerian-air-force-women-war>

Twitter: "Nigerian Air Force Women of War",

<https://twitter.com/ogundamisi/status/1064146773223051265>

NIGERIAN AIR FORCE WOMEN OF WAR

<https://airmannews.ng/nigerian-air-force-women-of-war/>

Facebook: Nigeria Airforce Women of War

<https://web.facebook.com/watch/?v=1957230077687502>

REFERENCES TO MEDIA COVERAGE AND FEATURES

MEDIA COVERAGE

Women of War: NAF Deploys Female Combatants to North-East

<https://prnigeria.com/2019/01/27/women-of-war-naf-female-combatants/>

Boko Haram: Nigerian Air Force deploys female combatants to North-east

<https://www.premiumtimesng.com/regional/north-east/308299-boko-haram-nigerian-air-force-deploys-female-combatants-to-north-east.html>

Women of War: NAF deploys female combatants to North-East + photos

<https://www.thenewsnigeria.com.ng/2019/01/27/women-of-war-naf-deploys-female-combatants-to-north-east-photos/>

Nigerian Air Force Deploys Women of War in Anti-Boko Haram Operations North-east

<https://intelligencebriefs.com/nigerian-air-force-deploys-women-of-war-in-anti-boko-haram-operations-north-east/>

Nigerian Air Force deploys female combatants to fight Boko Haram

<https://dailynigerian.com/nigerian-air-force-deploys-female-combatants-to-fight-boko-haram/>

FEATURES/OPINIONS

Women's Day: Air Marshal Abubakar and the Women of War

<https://www.thenewsnigeria.com.ng/2019/03/08/womens-day-air-marshal-abubakar-and-the-women-of-war/>

Nigerian Air Force Women of War

<https://saynigeria.com/tag/nigerian-air-force-women-of-war/>

Women's Day: Air Marshal Abubakar and the Women of War, By Yushau A. Shuaib

<https://opinion.premiumtimesng.com/2019/03/08/womens-day-air-marshal-abubakar-and-the-women-of-war-by-yushau-a-shuaib/>

Focus on NAF's Women of War

<https://www.thisdaylive.com/index.php/2019/10/28/339665/>

NAF's remarkable gender inclusion

<https://guardian.ng/opinion/nafs-remarkable-gender-inclusion/>