

A Review by



**AGENCY:**  
*Image Merchants Promotion*

**CLIENTS:** *MacArthur  
Foundation, Kogi  
Government*

**TITLE:** *The Nigerian Ladies in  
PR*

## SUMMARY

With support of PRNigeria clienteles, female graduates are not only recruited, they are further trained on PR tools and strategies and tasked with advocacies that promote gender equality.

They executes major PR tasks from pitching, issuing press releases, article writing, event management, publications among others. The Ladies in PR also jointly authored books that were widely commended as are enrolled into membership of the professional body, the Nigeria Institute of Public Relations (NIPR)..



## BACKGROUND

- According to the United Nations' 2030 Agenda for Sustainable Development, advancing gender equality is ranked as the fifth of the 17 core Sustainable Development Goals (SDGs), which call for urgent action by all countries to develop global partnerships to drive gender empowerment and inclusion.
- Gender inclusion is a concept that transcends mere equality. It's the notion that all services, opportunities, and establishments are open to all people and that male and female stereotypes do not define societal roles and expectations.
- In one of its findings, PRNigeria observes that Public Relations is gaining momentum as a profession with many high institutions offering courses in Mass Communication. Surprisingly, most female graduates of communication hardly opted for career in PR.
- That development encourage PRNigeria Centre to be in in the forefront of promoting gender inclusiveness in Nigeria by mentoring, recruiting and assigning young ladies and women in Public Relations tasks.





## PROBLEMS AND CHALLENGES

1. Discrimination at places of work and by the general society toward women in communication industry.
2. Sociocultural hurdles that restrict women from public appearance and at events while reserving their roles as mothers and wives
3. Intimidating workplace structure where men outnumbering women in senior communication leadership positions.
4. Discriminatory policies that undermines female's ability to fully contribute in decision making
5. Lack of skills after formal education hindering women from proving their talents and worth
6. A patriarchal society with deeply embedded systems that allow women to be seeing but not to be heard.



## OPPORTUNITY.

- **SDG Alignment**
- PRNigeria Centre's mentorship programme are designed to aid the achievement of Sustainable Development Goals 4 towards ensuring inclusive and equitable quality education and promote lifelong learning opportunities for all as well as the 8th towards promoting sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



## OBJECTIVES OF THE PR CAMPAIGN

1. To influence women's perceptions on Public Relations career growth opportunities.
2. To advance gender equalities and empowerment in PR.
3. To empower women in public relations to reach their full potential in PR practice.
4. To explore practical solutions to address women's leadership challenges through an inclusive PR leadership lens.
5. To prove that “What a Man Can Do, A Woman can even do Better in PR Practice”





## LOCATION AND ENDORSEMENTS

### **Geographic Location:**

The young female PR practitioners executed the campaign from Nigeria's center - the Federal Capital Territory, Abuja - the message extended across the the 36 states of the federation.

### **Target Population:**

Young female communication graduates, media organisation, public and private institutions, critical stakeholders in the media industry.

### **Sponsor/Client:**

MacArthur Foundation, Kogi Government

### **Communication tactics:**

Article writing

Stakeholder Engagement

Event Management

Publications

# STAGES

**Internship/ Mentorship Programmes:** Apart from Campus visitations to lectures students on career prospects in public relations, PRNigeria management encourages and accept more female undergraduate and graduate for internship and executive trainees programme. This is to inspire in developing interest in PR practice

**Deliberate Recruitment:** As a policy PRNigeria offers automatic employments for female graduates that excelled during their management trainee programmes in a deliberate attempt to close the gender gap

**Professional Membership:** All new recruits are supported in joining membership of the Nigerian Institute of Public Relations (NIPR), a a mandatory requirement for the practice of PR in Nigeria

**Management Roles:** The female PR staff not only pitch ideas, they issues press releases, write media articles on behalf of clients and played prominent roles in the hosting of major Conference and award events in Nigeria.





## Creative Solution:

The collections of well researched articles of the Women in PR were further reedited into books that were presented to the clients on their memorable day, Birthdays and Appointment Anniversaries

## Difficulties eliminated:

A great deal of mentorship, practical assignments and non-discriminatory policy inspired the Women in PR to overcome anxiety in a male dominated turf.

### About the Book

Since the beginning of time, technology has been evolving with every passing minute. ICT is not any different as it has expanded the media of exchange of information and ideas beyond description. As things keep changing, observers and historians, even journalists, who want to keep up with the tide must remain on their toes for 24 hours in order not to miss out on any latest, breakthrough or innovation deployed to solve current challenges.

This is exactly what Fom Gyem and Zeenat Sambo have been doing for some time now - writing breathtaking feature articles on a regular basis to keep their largely youthful readers abreast of latest developments in the digital world and ICT-compliant Nigeria with a view to exposing the challenges the latter is facing in her bid to meet up with the former, and what is being done by the Ministry of Communications and Digital Economy, and other relevant public institutions as well as private trailblazers, to bridge the gap.

In this Book: "Building a Safer Digital Economy in Nigeria: Musings of Young Female Writers," the two young, brilliant female prose stylists take the reader through issues and developments in Digital Economy, Cybersecurity, Digital Infrastructure, E-Governance, Evolution of Startups, Skill Acquisition, Digital Literacy in Nigeria and lots more...It's a must read!

### About the Authors

Fom Gyem and Zeenat Sambo are both members of staff of Image Marchants Promotion Limited (IMPR), Publishers of PRNigeria and other titles.

The two authors have for months been contributing well-researched articles on ICT, digital innovations, etc. A couple of their interventions have been published in reputable media houses across the country. The two authors studied Mass Communication. While Zeenat Sambo graduated from the University of Maiduguri in 2015, Gyem completed her degree programme at Bingham University in 2020.

Zeenat is a Staff Writer with the Economic Confidential and Fom is a Reporter with the TechDigest.

When they are not writing or brainstorming on contemporary developments in the tech world, Fom plays volleyball and listens to classical music while Zeenat writes poems and watches good movies.



A Publication of PRNigeria

Building a Safer Digital Economy in Nigeria



A Publication of PRNigeria

## Building a Safer Digital Economy in Nigeria

Musings of Young Female Writers



Fom Gyem and Zeenat Sambo

# OUTCOMES

**NIPR Professional Membership:** Certified with their qualifications, experience and competence the female PR practitioners were offered Membership of NIPR on Merit

**Publications:** Some of the female staff published well researched and syndicated articles and co-author books on behalf of PR clients.

**Event Management:** The Female staff played prominent roles in organising and hosting Conferences and Award Ceremonies that became very successful events. They included annual Spokespersons Communication Awards (SCA 2022), Security and Emergency Management Awards (SAEMA 2022) and Arewa 30 Under 30 Awards



# OUTCOMES

- **Media Coverage:** several mainstream and online media including bloggers sustained reportage of the campaign contents reporting the clients' accomplishments and untold stories.
- **Credible Endorsements:** Apart from several book reviews on the joint co-authored publications, top officials and functionaries of the public and private sector openly hailed and identified with the contents of the book while showering encomiums on the female led team.
- **Gender Inclusion:** enabling passionate and budding female PR practitioners in leading and power driving successful PR campaigns thus contributing to goal five of the 17 United Nations Sustainable Development Goals (SDGs) 2030.





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