

A Review by
Yushau A. Shuaib



AGENCY:
Image Merchants Promotion

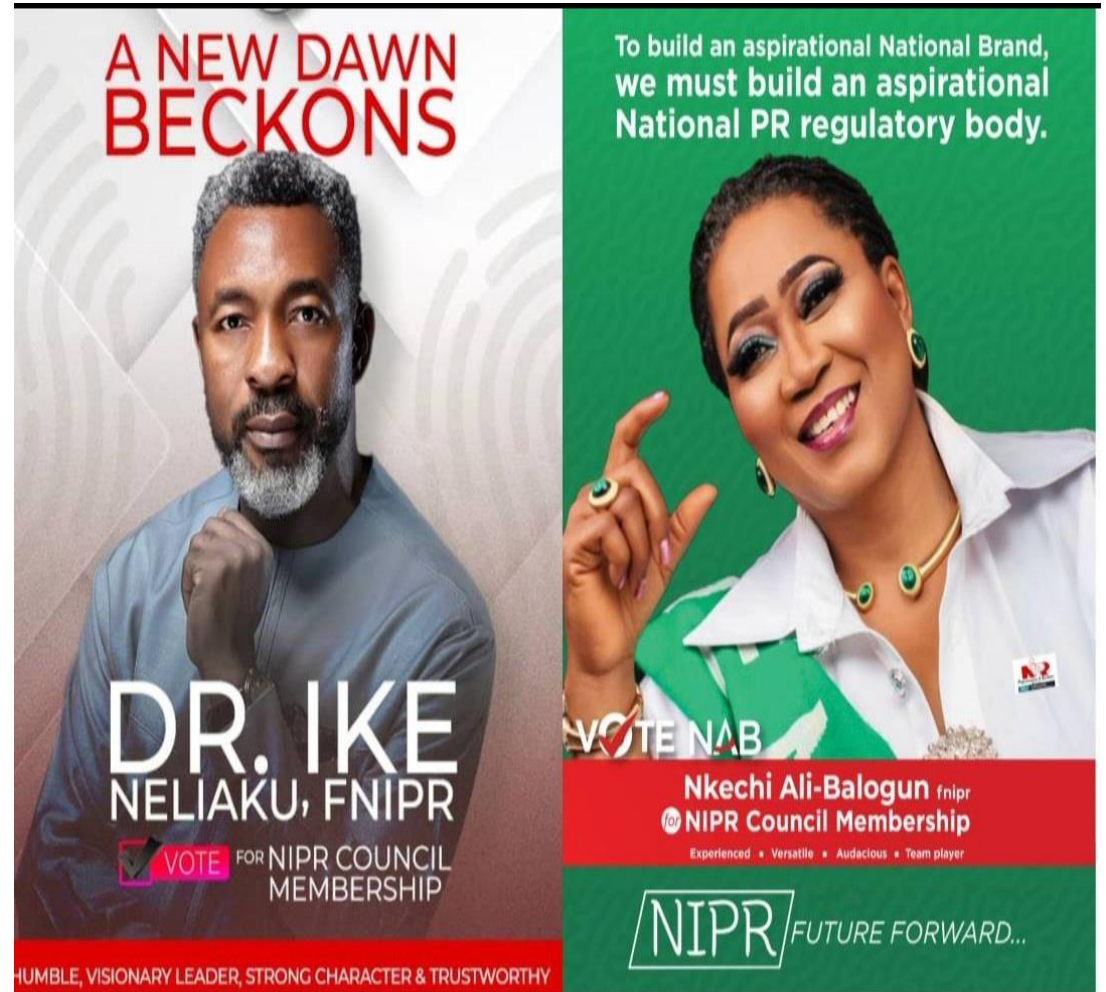
CLIENT: *NIPR, Ministry of
Information*

TITLE: *NIPR : Tackling PR
Quackery*

SUMMARY

After a campaign for professionalism in Public Relations practice, Dr Ike Neliaku was elected President of the Nigerian Institute of Public Relations (NIPR) on August 25, 2023.

Utilising Media Relations and Stakeholders Engagement, NIPR recorded unprecedented numbers of new registered members while certified PR practitioners are now being appointed spokespersons in major organisations in the public and private sectors, especially security and financial services .



BACKGROUND

NIPR Law Criminalise Non-Professional: The Nigerian Institute of Public Relations (NIPR) Practitioners Act of 1990 Cap N114 Laws of the Federation 2004, is National Law in the country that criminalises the employment, hiring or assigning of any officer who is not registered with NIPR as Spokesperson, Public Relations, Public Affairs, Corporate Affairs, Community Relations, Communication, Press Relations, Corporate Communication, Protocol or information functionary and allied services by any public or private organisation in Nigeria.

Non-Compliance: Due to lack of awareness on the legislation as regards the practice of Public Relations in Nigeria, most organisations do not comply to the legal provision on training and employment of their PR officers and Spokespersons.

Failed Advocacies in the Past: Previous NIPR's advocacy to attract new members to join the professional body were not taken seriously

Presidential Appointments: The newly elected President Bola Ahmed Tinubu appointed Mohammed Idris, a PR practitioner and a Fellow of NIPR as Minister of Information and National Orientation. Idris is a leading advocate for professionalism

New NIPR Leadership: During their campaigns for elections into new Governing Council, most of the candidates hinges their debates of promoting professionalism and fighting quackery in PR practice. They also promise to ensure that only certified and members of the Institute are appointed as Spokespersons and Communication Public Affairs Directors in big organisations



PROBLEMS AND CHALLENGES

1. Lack of adequate public awareness on the legal provision on Public Relations Practice in Nigeria
2. General misconception that anyone with media background can be hired as a public relations officer or a press secretary to public figures and organisations
3. Non-professionals were arbitrarily being appointed to perform PR roles and, in some instances, assigned to head PR departments where there are competent and trained professionals
4. Non-compliance of Ministries, Departments and Agencies (MDAs) to the legal provision of appointments of PR professionals, especially by security services
5. Poor activities activities of non-professional spokespersons that create bad impression on PR practice

Home » Government » NIPR Worries Over Ajuri Ngelale's Gaffes, Insists Tinubu's Spokesperson not 'Qualified' for...

Government National

NIPR Worries Over Ajuri Ngelale's Gaffes, Insists Tinubu's Spokesperson not 'Qualified' for PR Job

By **Pnnigeria** - September 24, 2023



NIPR President Ike Neliaku and Presidential Spokesperson Ike Neliaku

NIPR Worries Over Ajuri Ngelale's Gaffes, Insists Tinubu's Spokesperson not 'Qualified' for PR Job

RECENT PO:

On Nigerian Falle

Like NIPR on PR Appointment of N

NAF Kills Kaduna

NDLEA Intercepts Parcels of Drugs i

Pantami to Unveil Personal Experier

OPPORTUNITY:

- The appointment of a Fellow of NIPR as a Information Minister and the election of pragmatic PR person as the President of NIPR provided the right opportunity to resuscitate the campaign for profession in PR practice in Nigeria.


HOME COMMENTS JOBS EVENTS INTERVIEWS TIPS PERSONALITY NEWS

Home > Events > NIPR Inducts over 400 New Members – President Neliaku

Events News

NIPR Inducts over 400 New Members – President Neliaku

By Spokesperson's Digest - January 17, 2024



Recent News

National Unity and Values Re-orientation: A Minister's Clarion Call to Save Nigeria (3)

Betta-Gate: How Tactless PR Stunt Nailed Humanitarian Affairs Minister

PHOTOS: NIPR Inducts Army General, Top Media Aides, Communication Specialists, Lawyers

NIPR Inducts over 400 New Members – President Neliaku

Leveraging PR Contents to Achieve Economic Stability In Nigeria

Isah Gusau: In Memory of Dedicated Professional and Beloved Friend

Isa Gusau: Tinubu Mourns Accomplished PR Professional

When Death Strikes: Tribute to Malam Isa Gusau

AI, Reform Will Impact Marketing Communications in 2024

Leveraging Strategic Communication for Organizational Success

Information Minister Mohammed Idris Malagi and NIPR Officials at

st.com/2024/01/when-death-strikes-tribute/

OBJECTIVES OF THE PR CAMPAIGN

1. To Sensitize the public about NIPR Act
2. To Advocate recruitment of Certified PR for spokesperson roles
3. To Encourage PR Training and retraining
4. To Boost Membership drive through inductions
5. To Ensure public information adhere to PR ethical standards
6. Protect the reputation of NIPR as a professional body empowered by the Nigerian law.



LOCATION AND ENDORSEMENTS

Geographic Location:

Nigeria

Target Audience:

MDA

Spokespersons

Media

Communication specialists

Client:

NIPR

Supported

Ministry of Information

Communications Tactics:

Media Relations

Stakeholder Engagement

Event Management

STAGES

Orientation/Brainstorming stage: The new elected Governing Council of the NIPR at their inaugural meeting decided to mount campaign on PR professionalism and Compliance to NIPR Act on the appointment of certified PR professionals as spokespersons etc.

Decisive stage: It was decided that a retired military officer, Major General Chris Olukolade should chair the Compliance Committee while an academic and a veteran spokesperson, Dr Sule Yau Sule should chair Committee on the National Spokesperson Summit and Awards. The purpose of the committees were central in driving the awareness campaigns

Implementation Stage: The two Committees use every opportunity to escalate the campaign through media relations, stakeholders' engagements and event management to amply the message

Feedback stage: Within 120 days of their election of the NIPR Governing Council, More organisation appointed certified PR person as Spokespersons while NIPR recorded more membership

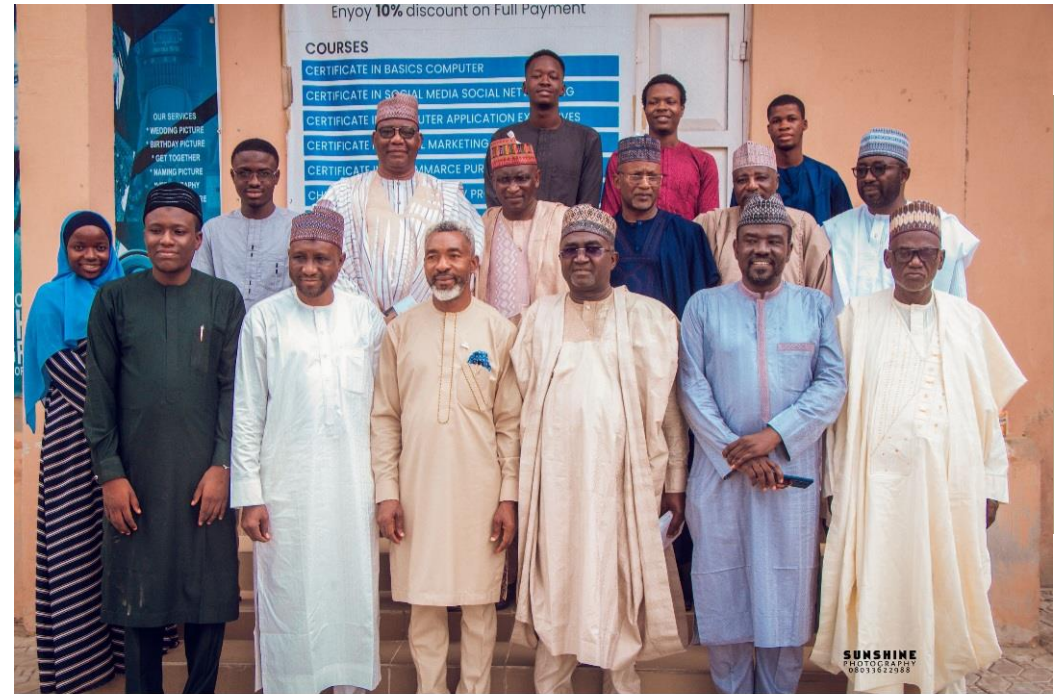


Creative Solution:

As a respected news release platform, PRNigeria was selected to provide exclusive reports on NIPR's strategic campaigns include official correspondences that are newsworthy

Difficulty eliminated:

For a soft-approach, NIPR engages notable critics of its position to private conversations and meetings for better understanding of the issues.



OUTCOMES

- **Ministerial Endorsement:** The national campaign for professionalism and war against PR quackery received an official endorsement of the Information Minister who also championed the cause
- **Certified Members as Spokespersons:** The campaign influenced the appointment of Certified PR persons as Spokespersons of Central Bank of Nigeria (CBN), Nigeria National Petroleum Corporation (NNPC), the Department of Security Service (DSS) among several other top organizations
- **VIP Membership:** It restores national relevance as top public figures including military General, Presidential Media Aides, Editors and Lawyers were inducted as new NIPR members. This attract more membership
- **Induction of Large New Professional Members:** Within 120 days of the election of the Governing Council, NIPR has trained and inducted over 400 New Members
- **Enhanced Professionalism:** The induction and workshop programmes enhanced professionalism of members in discharging their responsibilities
- **Professional Empowerment:** It provides professional, reputationa and financial values to members with signing of MOUs on Spokesperson Awards, Membership Register, REBIRTH Nigeria Project among others
- **Emulation by other Bodies:** P Probably motivated by NIPR campaign for compliance, the Nigerian Bar Association (NBA) also issues a warning to organisation appointment no-legal practitioners as Director of Legal Services.



MEDIA REVIEWS ON THE CAMPAIGN

ELECTION AND INAUGURATION OF NIPR COUNCIL

NIPR Presidency: Between Nkechi Ali-Balogun and Ike Neliaku
<https://www.guardian.ng/features/media/nipr-presidency-between-nkechi-ali-balogun-and-ike-neliaku/amp>

Neliaku, Dandaura emerge NIPR President, Vice President
<https://www.sunnewsonline.com/neliaku-dandaura-emerge-nipr-president-vice-president/%3famp>

Information Minister Inaugurates New Public Relations Council
<https://von.gov.ng/information-minister-inaugurates-new-public-relations-council/>

.....

CAMPAIGN AGAINST QUACKERY IN PR

NIPR Worries Over Ajuri Ngelale's Gaffes, Insists Tinubu's Spokesperson not 'Qualified' for PR Job September 24, 2023
<https://prnigeria.com/2023/09/24/nipr-ngelales-tinubus-spokesperson/>

Again, NIPR Cautions Security Chiefs against Appointments of Unqualified Spokespersons
<https://politicsdigest.ng/again-nipr-cautions-security/>

Public Relations: No more room for quackery – NIPR President September
www.vanguardngr.com/2023/09/public-relations-no-more-room-for-quackery-nipr-president/amp/

NIPR Taskforce Moves to Sanction Unlicensed PR Practitioners – General Olukolade
<https://spokespersonsdigest.com/2023/11/nipr-taskforce-moves-sanction/>

CERTIFIED PR PEOPLE AS SPOKESPERSONS

PR Practitioner, Hakama Sidi Ali, Emerges New CBN Spokesperson
<https://leadership.ng/pr-practitioner-hakama-sidi-ali-emerges-new-cbn-spokesperson/>

Afunanya Emerges Pioneer Director of DSS' Public Relations Directorate
<https://prnigeria.com/2023/09/27/afunanya-dss-pr-directorate/>

NNPC Announces Femi Soneye as New Spokesman
https://www.arise.tv/nnpcc-announces-femi-soneye-as-new-spokesman/#google_vignette

Stanley Ogadigo Appointed NIPR's Director of Public Relations
<https://brandcom.ng/2023/12/stanley-ogadigo-appointed-niprs-director-of-public-relations/>

Like NIPR on PR Practice, NBA Kicks Against Appointment of Non-lawyers as Legal Directors
<https://prnigeria.com/2024/01/21/nipr-practice-nba/>

.....

INDUCTIONS OF NEW MEMBERS

PHOTOS: NIPR Inducts Army General, Top Media Aides, Communication Specialists, Lawyers January 17, 2024
<https://prnigeria.com/2024/01/17/nipr-inducts-media-aides/>

NIPR inducts 31 police officers to bolster capacity, professionalism
<https://blueprint.ng/nipr-inducts-31-police-officers-to-bolster-capacity-professionalism/>

NIPR inducts 327 new members in Abuja
<https://persecondnews.com/2023/12/02/nipr-inducts-327-new-members-in-abuja/>

Senate President's Spokesperson Joins NIPR
www.theperiscopeglobal.com/2023/09/28/senate-presidents-spokesperson-joins-nipr/%3famp=1

NIPR Inducts over 400 New Members – President Neliaku
<https://spokespersonsdigest.com/2024/01/nipr-inducts-new-members/>

PROFESSIONAL MEMBERSHIP VALUE

PHOTOS: NIPR, IMPR Seal Deal on National Spokespersons' Communication Awards

<https://prnigeria.com/2023/11/19/nipr-impr-spokespersons-award/>

NIPR, DSA Seal Deal On National REBIRTH Initiative

<https://www.statepress.ng/2023/11/nipr-dsa-seal-deal-on-national-rebirth.html>

NIPR, The Rainbow Strategy sign MoU ahead of 2024 retreat

<https://www.thisdaylive.com/index.php/2023/12/10/nipr-the-rainbow-strategy-sign-mou-ahead-of-2024-retreat>

NIPR President inaugurates National Spokespersons Award committees December 9, 2023

<https://tribuneonlineng.com/nipr-president-inaugurates-national-spokespersons-award-committees/>

.....

NEW DOWN IN PR PRACTICE

Neliaku and the new era of Nigerian public relations

https://ntm.ng/2023/10/02/neliaku-and-the-new-era-of-nigerian-public-relations/#google_vignette

PR New Dawn: Dr Neliaku's 120-day game-changer for practitioners

<https://dailyrealityng.com/2024/01/14/pr-new-dawn-dr-neliakus-120-day-game-changer-for-practitioners/>

Public Relations important to growth of every economy – NIPR Boss

https://newsdiaryonline.com/public-relations-important-to-growth-of-every-economy-nipr-boss/#google_vignette

FG seeks collaboration with NIPR to restore public trust in government

<https://guardian.ng/news/fg-seeks-collaboration-with-nipr-to-restore-public-trust-in-government/>

NIPR soars under Neliaku, signs MoU on promotional services

<https://authorityngr.com/2023/12/11/nipr-soars-under-neliaku-signs-mou-on-promotional-services/>