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Governors' Public Perception

Changing the Narrative through Reputation Management

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Preamble

- It is no longer news that Your Excellencies' image was at rock bottom by May 29, 2015, mainly due to a perception anomaly that ruled both the political elite and the media.
- It can't change overnight.
- However, a methodical and carefully contrived penetration of the national psyche through the print, electronic and social media can turn things radically around.



Timeline

- This project is expected to show in six months
- Strategic media tool by region
 - North – Radio / Hausa /social media
 - East - Radio / English & Igbo / social media
 - West – Newspapers / social media
 - South-south – Newspapers / social media



Step 1: Perform a holistic rebasing of Governors' identity and reputation eg

- i. Attack the root of the problem - Headlines and Captions (Q3, 2017)
- ii. Influence TV Viewers by providing TV guests with Lines of Response (LORs) on governance and governors (Q3, 2017)
- iii. Determine the messaging process



Step 2: Strategy

- i. Radio - Develop a discourse on governance at the subnational level in FRCN
- ii. Engage popular FM stations on our prescribed agenda
- iii. Cyberspace - Retain Social Media Influencers for “invasion”
- iv. Develop a Live Chat portal
- v. Recruit foot-soldiers’ or Linkmen

Step 3

Carry Governors' Media Aides Along

- i) Visit key newsroom players in Lagos to coopt them
- ii) Conference with Commissioners, SAs and Press Secs



Enablers & Tools

- i. Monthly Revolving Fund of N4m for Quick Response
- ii. Retain regularly invited political commentators and opinion molders on their TV or Radio talk shows.
- iii. Get talk-show hosts to demand proof on all unsubstantiated allegations against governors.
- iv. Be proactive in social media.

Involvement of Handlers & the expanded office

The Cameraman: Equip him adequately

The social media influencers: Engage them with commitments

Media Chiefs: Accommodate them in the project

The Public: Capture them



Involvement of Handlers

4a) Select opinion writers, columnists and editorialists and on a retainer arrangement make them comment on the activities of governors periodically

b) at other points engage them in any media altercation that erupts

5a) Installments of the Perception analysis index of all states

Timeline: Immediate



Reputation Management Project – Social Media

- i. Recruit two proficient and engaging young social media influencers to serve proactively on social media commentary for a fee (monthly).
- ii. Create a chatroom (Live Chat) for development commentary and invite folks to engage. Allow anyone with any suggestions on projects and programs taking place in the country a maximum of four hundred words to introduce the topic and summarize their comments for discussion by the general public.
This will be a reference-point for national and sub-national development Most of all, politely control foul language.

Timeline: Immediate



Outcomes

- i. Minimize toxic press
- ii. Improve awareness on Governors' efforts including cutting the cost of governance and transparency
- iii. Amplify individual Governors' achievements
- iv. Reignite and restore confidence in Governors
- v. Submit a quarterly evaluation of the media project
- vi. Enhance messaging. Develop language, spread glory
- vii. Make the NGF Newsletter (The Executive Summary) a ref point



Prayer

- i. Adopt Alternate Media Alliances Methodology
In the past, critical writers have acquired wealth and notoriety by being rewarded by governors when they “hit” at them. The strategy has only created more “hitmen.”
Discourage that type of patronage and identify those who see and propagate the positives for reward, if at all. This will change the direction of reporting and also help nation building.
- ii. Intensify interest in development journalism

Tentative Timeline – initiate the NGF Award for Development Reporting May 5 2017

Prayer

- iii. Upgrade the Media and Public Affairs Unit to a Directorate
With a commensurate upgrade in emoluments

- iv. Provide a Utility Car



Budget

S/N	DESCRIPTION	AMOUNT
1	Monthly Newspaper Editorials (Nation, Thisday, Daily Trust) - 1st Quarter	9,000,000.00
2	Television Programs (NTA, AIT, Channels TV) - 1st Quarter	9,000,000.00
3	Radio Programs (FRCN) on four major languages, English, Hausa, Yoruba & Igbo	12,000,000.00
4	Other Popular FM from each geo-political region on a Quarterly basis.	6,400,000.00
5	Social Media Influencers - 1st Quarter	5,000,000.00
6	To establish full contact with all media aides of the 36 governors & design a uniform strategy for engagement	5,000,000.00
7	Camera Equipment	4,200,000.00
8	Revolving Fund	4,500,000.00
9	Utility Vehicle	11,440,000.00
GRAND TOTAL:		66,540,000.00



Profile – Abdulrazaque Bello-Barkindo

- **Last Place of work:** Media and Communications Manager, Amnesty International, 2016
- Journalist with over 30 years local and international experience.
- Executive Editor Leadership Newspapers 2009
- Deputy Editor (back-page columnist) Thisday. 2008
- Chief Correspondent 234 Next,
- Political Editor Thisday 1996
- **Opinion Columnist**
- Thisday, The Daily Trust, the Daily Times, Gamji.com, NigeriaWorld.com and The New Nigerian.
- **International Experience**
- Editor, Look at Sweden Magazine in Gothenburg, Sweden 1998
- Editor at The Orange County Post (OC Post) in Los Angeles California, USA. 2004
- **The electronic media**
- Broadcaster in Hausa and Swedish.
- Reporter at Radio West in Uddevala in Sweden 2002
- Reporter/Presenter at the Voice of America Hausa Service 2006
- Broadcaster Hausa and English – Vision Radio Abuja - 2010
- He was also involved with media consultancy for organizations and personalities including the former Chairman of the Economic and Financial Crimes Commission (EFCC) Malam Nuhu Ribadu.