



# **ASSOCIATION OF COMMUNICATION SCHOLARS & PROFESSIONALS OF NIGERIA**

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## **2019 Annual Report**

1. ACSPN 2018 Annual Report launched on January 27, 2019.
2. ACSPN Newsletter 10th Edition launched; on January 29, 2019.
3. UNESCO endorsed the 2019 ACSPN Conference on “National Interest, Freedom of Expression and Governance in Africa” on March 26, 2019. In a letter signed by the Regional Director and Representative for West Africa, Mr Yao Ydo, UNESCO, not only acknowledged ACSPN’s “resilient” effort “in bridging the gap in areas of communication, with emphasis on domesticating global best practices”, but pledged the agency’s continuous support to the Association of Communication Scholars & Professionals of Nigeria. The letter noted that UNESCO would “participate at the event, promote the conference on our online media platforms and provide necessary technical support towards the success of the forthcoming conference”.
4. ACSPN, on April 18, 2019, launched its Diaspora Visiting Fellowship (ACSPN DVF) - a volunteer initiative anchored on the willingness of tested scholars and practitioners, to give back to Nigeria and its communication and media communities, using the period of the Fellowship, to impact various environments, with their competencies.
5. Maiden South West Zone ACSPN Empowerment Series, hosted by Crescent University, Abeokuta, holds at their Main Auditorium, with Martins Oloja, Head, Editorial Board of *The Guardian*, presenting on “Challenge of Election Reporting in a Multi-Ethnic, Multi Religious Setting: The case of Nigeria 2019 General Elections.”. The special guest was Comrade Tunde Oladunjoye, Political Strategist and Veteran Journalist, The host was Dr Kola Adesina, Head, Department of Mass Communication, Crescent University, the chief host was the Vice-Chancellor of the university, Prof Ibrahim Gbajabamila. The event was also attended by the President, ACSPN, Prof Lai Oso and Deputy President, Prof Umaru Pate, and

members from various institutions in neighbouring states and 30 media organisations.

6. Mr Dare Ogunyombo, ACSPN Information and Communication Technology Officer 1 and Group Head, Media, Brooks and Blake Nigeria Limited, Lagos, was nominated to serve on the Steering Committee of the Advertising Conference, organised by the Advertising Practitioners Council of Nigeria (APCON), based on a decision of the meeting of its various sectoral associations on April 11, 2019. The nomination was based on an April 15, 2019 request to ACSPN by APCON. The inauguration of the Steering Committee held on May 7, 2019.

7. ACSPN on May 1, 2019, unveiled how institutions, organisations and companies in Nigeria, could access the benefits of the ACSPN DVF, involving a Fellow supporting requesting entities.

8. ACSPN South West Zone Empowerment Series 2nd Edition, with Prof Ayo Ojebode, Head, Department of Communication and Language Arts, University of Ibadan, presenting on “Challenge of Qualitative Research in Media and Communication Studies/Professionalism”. The event, held on May 28, 2019, was hosted by Elizade University, Ilara Mokin, Ondo State, chaired by the institutions Dean, College of Social and Management Sciences, Prof Joseph Fabayo, with the Head, Department of Mass Communication, Dr Wole Adamolekun as host, and Prof Olukayode Amund, Vice-Chancellor, Elizade University, as chief host. The ACSPN President, Prof Lai Oso, and ACSPN South West Zone Vice-President, Prof Rotimi Olatunji, were among the special guests at the roundly applauded event.

9. ACSPN was awarded, and signed the contract for the “Media & Information Literacy Non-Curricular Activities in Sierra-Leone” Project, to develop print and electronic materials for use by those in the non-formal sector, on May 20, 2019. The grant was USD 21, 339.77.

10. UNESCO payed the first tranche of N6,100, 000 (six million, one hundred thousand naira) only, for the “Media & Information Literacy Non-Curricular Activities in Sierra-Leone” Project ACSPN contract, on May 31, 2019.

11. Memorandum of Understanding (MOU) between ACSPN and Kainos Projects (Nig.) Ltd, was signed on June 1, 2019, to jointly conduct workshops and training programmes. Kainos is a Nigeria-based company, with its coordinators based in South Africa.

12. ACSPN Content Development Workshop on the Media and Information Literacy Non-Curricula Activities Materials development held from June 14-16, 2019. Participants included Profs Lai Oso, Chinyere Okunna, Rotimi Olatunji, Cecil

Blake, Abigail Ogwezzy-Ndisika, Victor Ayedun-Aluma, Nosa Owens-Ibie, Chido Onumah, Olunifesi Suraj, Kabir Alabi Garba, Dr Elizabeth Titilayo Aduloju, Dr Adama Adamu (ABU, Zaria), Austin Ezejimofor, Chris Ajufor, Ololade Okedara (copywriter), Moyosoreoluwa Adedeji (student), Ashtroph Oyewole and Sunkanmi Mutiu (artists). Ifedolapo Ademosu moderated the sessions.

13. First South West Zone (and 6th edition) ACSPN History Series, held on July 16, 2019, at the host University of Ibadan. It featured Dr (Ambassador) Akinyemi Bamidele Farounbi, General Manager, first at NTA Ibadan from 1977 (and later NTA Akure from 1981), Chairman, Broadcasting Corporation of Oyo State (BCOS) from 1981-1983, and established what is now called BCOS TV, Chairman of Daily Times of Nigeria 2002-2004, and former Chairman, Osun State Broadcasting Corporation (OSBC), and former Nigeria's Ambassador to Philippines. He spoke on "Reminiscences of Western Nigeria Television 60 Years After". The programme was chaired by Oloye 'Lekan Alabi, Agba Akin Olubadan of Ibadanland. The chief host was Prof. Abel Idowu Olayinka, Vice Chancellor, University of Ibadan, and the hosts were Prof. Demola Omobewaji Dasylva, Dean, Faculty of Arts, University of Ibadan and Prof. Ayobami Ojebode, Head, Department of Communication and Language Arts, University of Ibadan. The chief convener was WNTV Alumni Association.

14. Ahmadu Bello University, Zaria (ABU), through its Department of Mass Communication, on July 25, 2019, hosted for the first time in the history of the Series, two professional presentations, at the maiden North West Zone, Association of Communication Scholars & Professionals of Nigeria (ACSPN) Empowerment Series. The first on "The Challenges of Public Relations Practice in Nigeria" was presented by Dr Abuakar Shehu Minjiir, PR practitioner and lecturer, Department of Mass Communication, Bayero University, Kano. The second on "Career Building in International Broadcasting" was delivered by Dr Hadiza Isa Wada, who for over decades was an international broadcaster, and is currently, lecturer, Department of Mass Communication, Kaduna State University.

Previous editions of the ACSPN Empowerment Series, each featured a presentation. The interactive and well received session, held at Lecture Theatre I, Faculty of Social and Management Sciences, ABU Zaria, and was hosted by the Dean, Faculty of Social and Management Sciences, ABU, Prof Paul Pindar Izah, while the Head, Department of Mass Communication, ABU, Dr Shamsudeen Mohammed, was host. Prof Suleiman Salawu of the Department of Mass Communication, ABU, chaired the session.

15. Validation Workshop on August 3 to finalise on print and electronic materials developed on the UNESCO Media and Information Literacy Non-Curricula Activities Project, held at Adna Hotel, Ikeja, after the pretest of the materials undertaken in Zaria, Jos, Port-Harcourt, and Lagos. Participants for the validation were from Maiduguri, Kano, Port-Harcourt, Ogun, Delta State, Abeokuta, and Lagos. Participants from the non-formal sector, including artisans, a gateman and artists. Materials validated included two MIL Board Games from which one was selected, a MIL Instruction Guide for all platforms, a MIL Self-Read Illustrated Storybook, a 60-second Radio Script/Production from which an English and Pidgin English, and Creole (Sierra-Leone) version, would be produced.

16. ACSPN 2018 Statement of Account as audited by Messrs Martins Kutus Oloruntoba & Co (Chartered Accountants), Jos, released and announced on August 4, 2019.

17. ACSPN unveiled Dr Adebayo Fayoyin on August 13, 2019, as the first ACSPN Diaspora Visiting Fellow under the ACSPN Diaspora Visiting Fellowship.

18. The appointment of Dr Adebayo Fayoyin, first ACSPN Diaspora Visiting Fellow, as Visiting Professor, Caleb University, Imota, Lagos, was announced on August 17, 2019.

19. The 6th Annual Conference of the Association of Communication Scholars & Professionals of Nigeria (ACSPN), held from September 4 - 5, 2019, at Park Inn by Radisson Hotel, Kuto, Abeokuta, Ogun State, with the theme: "National Interest, Freedom of Interest and Governance in Africa". It was opened by Araba Tola Adeniyi, former Managing Editor and Managing Director of *Nigerian Tribune* and *Daily Times* newspapers. There were participants (professionals, academics, students, guests) from all the geo-political zones of Nigeria, and from federal, state, and private universities, polytechnics, monotechnics, regulatory agencies, online media, marketing, public relations, and digital media companies, online media, newspapers, electronic media, professional associations, and other organizations. There were participants from South Africa and the UK. The Keynote Address on "Marketing Government Communication and Programmes in Africa: Issues and Prospects for National Interest and Development", was delivered by Prof Bolanle Idowu Akeredolu-Ale, University of Agriculture, Abeokuta. Prof. Muyiwa Popoola of Ajayi Crowther University, delivered the Lead Paper on "Who Defines National Identity: Perspectives on Media and Governance". ACSPN Book Series 4 titled " Fake News and Hate Speech: Narratives of Political Instability ", edited by Nosa Owens-Ibie, Majority Oji and Joyce Ogwezi, with the foreword written by Dr Winston

Mano, Reader and Director, African Media Centre, University of Westminster, London, UK, was presented by a veteran journalist and public relations specialist, Oba Olufemi Ogunleye, Towulade of Akinale, Owu, Abeokuta. All participants received a copy each of the book, while represented institutions got two copies each for their libraries.

Materials developed by ACSPN for UNESCO for Media and Information Literacy (MIL) Non-Curricula Activities in Nigeria and Sierra-Leone, including a board game, card game (the first-ever such to be developed globally for MIL), audio, animation, Non-Curricula Guide and self-read manual, were showcased. The first ACSPN Diaspora Visiting Fellow, Prof. Adebayo Fayoyin, currently the Regional Media and Health Communication Adviser, East and Southern Africa, UNFPA, Johannesburg, who will be on voluntary service in Nigeria from 2019-2020 under the Initiative, was unveiled. He has been appointed a Visiting Professor of Communication and Media Studies, by Caleb University, Imota, Lagos, which is the National Secretariat of ACSPN.

The Special Panel on “Journalism, Media Sustainability and the Consolidation of Democracy, 160 years after” featured Mr. Lanre Idowu, the CEO, Diamond Awards for Media Excellence, as Chairperson; and Dr. Niran Malaolu, CEO of Rock City FM; Mrs. Stella Jibrin, Director, Nigerian Press Council; Prof. Bayo Oloyede of Redeemer’s University; and Mr. Eddy Aina, former Director of Operations, National Broadcasting Commission, as panelists. The maiden Female Researchers Panel held, with the theme: “Media Empowerment and National Interest”.

There were four masterclasses on “Getting Published” by Dr Oluyinka Esan, University of Winchester, UK, “Communication Strategies and Tools for Engaging Oil Industry Publics”, by Mr Oluwole Agunbiade, retired Manager, Chevron, “Negotiating Deals in Media Marketing”, by Mr. Tunde Kajogbola, Managing Director, Grace and Mercy Associates Ltd and “Developing a Digital Strategy & Roadmap”, by Mr. Monday Ashibogwu, CEO, AV Parke.

The simulated version of “Iwe Irohin for Awon Ara Egba ati Yoruba” and Celebration of 160 Years of Journalism in Nigeria at the Palace, was presented by the Alake of Egbaland, HRM Oba Adedotun Aremu Gbadebo (Okukenu IV), in the company of the Alake in Council and Paramount Rulers of Egbaland, at the Alake’s Palace. A Special Guest was a former Minister of Justice and Attorney General of the Federation, former Judge of the World Court at the Hague, and Proprietor, Crescent University, Prince Bola Ajibola. Copies of ACSPN publications were presented to the Alake by the ACSPN President, Prof Lai Oso.

To mark the 60th Independence Anniversary of Nigeria, Abuja is to host the 7th ACSPN Annual Conference 2020 on “Communicating Identities and Nationhood: The Media, the Government and the People”, while the theme for the Special Panel is “The Media, Artificial Intelligence and Smart Cities”. The theme for the Female Researchers Panel is “The Woman’s Identity, the Media and the Building of Sustainable Nations”. The event is to hold at Zuma Hall, Rockview Hotel Royale, Wuse 1, Abuja from September 2-3, 2020.

20. Final versions of materials developed by ACSPN for UNESCO for Media and Information Literacy (MIL) Non-Curricula Activities in Nigeria and Sierra-Leone, including a **board game, card game (the first-ever such to be developed globally for MIL)**, audio, animation, Non-Curricula Guide and self-read manual, delivered to UNESCO on September 20, 2019.

21. Call for Papers for the first National Conference on Advertising with the theme: “Advertising in the Post-Digital Age: The Profession, The Business and Nigeria’s Socio-Economic Development”, from November 26-27, 2019, organised by the Advertising Practitioners Council of Nigeria (APCON) circulated on the ACSPN platform on September 21, 2019, in furtherance of the collaboration between ACSPN and APCON.

22. The first announcement of the 7th Annual Conference of the Association of Communication Scholars & Professionals of Nigeria (ACSPN) on "Communicating Identities and Nationhood: The Media, the Government and the People", scheduled to hold from September 2- 3, 2020, at Rockview Hotel Royale, Wuse 1, Abuja, was circulated on October 22, 2019.

23. ACSPN was one of the major stakeholders that supported the organization/sponsored the first National Conference on Advertising organized by the Advertising Practitioners Council of Nigeria (APCON) from November 26-27, 2019, at Transcorp Hilton Hotel, Abuja. The others were Association of Advertising Agencies of Nigeria (AAAN), Advertisers Association of Nigeria (ADVAN), Outdoor Advertising Association of Nigeria (OAAN), Media Independent Practitioners Association of Nigeria (MIPAN), Broadcasting Organisations of Nigeria (BON), and the Newspaper Proprietors Association of Nigeria (NPAN).

24. The first Fellow of the volunteer ACSPN Diaspora Visiting Fellow (ACSPN-DVF), Prof Adebayo Fayoyin, current Regional Adviser, Media, Advocacy and Health Communications, UNFPA East and Southern Africa region, Johannesburg, South Africa, assumed duties in Nigeria on November 27, 2019, at the Caleb University,

Imota, Lagos Secretariat of ACSPN, where he simultaneously assumed duties as Visiting Professor to the Department of Mass Communication of the institution.

25. 12th Edition of ACSPN Newsletter released on December 23, 2019.

26. Electronic version of ACSPN Book Series 4:"Fake News and Hate Speech: Narratives of Political Instability", edited by Nosa Owens-Ibie, Majority Oji, and Joyce Ogwezi, released on December 25, 2019.