



EKITI STATE GOVERNMENT

EKITI STATE SIGNAGE AND ADVERTISEMENT AGENCY (EKSAA)

MANDATORY ADVANCE COMMUNICATION RULES OF UPCOMING CHANGES

**IN LINE WITH EXECUTIVE ORDER NO 01 OF 2023 ON THE PROMOTION OF
TRANSPARENCY AND EFFICIENCY IN THE BUSINESS ENVIRONMENT**

APRIL, 2024

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1.0 INTRODUCTION

Mandatory advance communication rules of changes refer to the requirement for notifying relevant parties about any upcoming changes in advance. This helps in ensuring smooth transitions and minimizing disruptions.

Here are a few key points to consider when implementing mandatory advance communication rules of changes:

1. Clearly define the timeline for when changes will be implemented and communicate this to all stakeholders.
2. Provide detailed information about the nature of the changes, including the reasons behind them and any potential impacts.
3. Identify key individuals or teams who will be responsible for overseeing the changes and ensure they have the necessary resources and support.
4. Establish a communication plan that outlines how and when updates will be shared with stakeholders.
5. Encourage feedback and open communication channels to address any concerns or questions that may arise.

2.0 LEGAL REFERENCE

Ekiti State Signage and Advertisement Agency (EKSAA) was established by law to provide for the regulation of outdoor structures for the display of signage, hoarding and advertisement in Ekiti State and other matters connected therewith (No 10 of 2007). EKSAA is responsible for regulating and controlling

outdoor advertising and signage display in the State. The law saddled the agency with the following responsibilities:

- i. to control outdoor structures to be used for signage and advertisement;
- ii. to issue licences and permits for the construction and placement of outdoor structures in any part of the State;
- iii. to protect the environment from potential adverse impacts from visual blights;
- iv. to control the number, size and location of outdoor structures;
- v. to ensure that outdoor structures are soundly and carefully designed, erected, modified, maintained or removed when it is no longer in use to avoid potential damage to lives and properties;
- vi. to ensure that outdoor structures are compatible with surrounding land uses and environment and further ensure the beautification of the immediate surroundings and vicinity of the advertisement;
- vii. to control the pasting and display of posters on public structures and highways;
- viii. to organise the procedure to regulate the ownership and operation of outdoor structures for the purpose of signage or advertisements under specific regulations as contained in the Law;
- ix. to reject, revoke or modify a permit if found to be in violation of any of the provisions of this Law or the conditions for its grant;
- x. to prepare and keep all records related to the issuance and denial of outdoor structures permits as well as appropriate general records;
- xi. to monitor and inspect through its monitoring unit any outdoor structure and verify its compliance with the law; and

- xii. to establish a database of all outdoor structures used for signage and advertisement, their owners and operators as well as their location and the reason for the operation.

3.0 VISION

To be a reference Agency in Signage and outdoor advertisement management in the country

4.0 MANDATE

The core mandate of the agency is the regulation of outdoor business structures for the display of signage, hoarding and advertisement in Ekiti State and other matters connected therein.

5.0 MISSION

To be a tip-class regulatory agency that promotes professionalism in standardization in signage and outdoor advertising regulation and beautification of the environment.

6.0 OUR CULTURE

Our culture is a sustainable service delivery system that draws upon teamwork, professional transparency fairness and responsiveness.

7.0 COMPREHENSIVE COMMUNICATION STRATEGY FOR INTERNAL AND EXTERNAL STAKEHOLDERS WITH TIMELINES AND MILESTONES

A stakeholder is an individual, or group of people, that all share a common interest in a project or organisation, and share an interest in its outcomes. A stakeholder is anybody that affects or is affected by a project or organisation. Each stakeholder has different interests and requests and should be communicated with on an individual level that suits them.

Stakeholders are internal and external people who are interested in your project or organisation. They can range from company employees to first-time customers. Understanding how to communicate with stakeholders is one of the most important skills in running a successful organisation or project.

A comprehensive communication strategy typically includes the following elements:

Identifying Stakeholders: Understand who your internal and external stakeholders are.

Setting Objectives: Define clear communication objectives for each stakeholder group.

Message Development: Craft key messages tailored to each stakeholder group.

Choosing Communication Channels: Select the appropriate channels to reach your stakeholders effectively.

Timeline and Milestones: Develop a timeline with specific milestones for communication activities.

Feedback Mechanisms: Establish feedback mechanisms to gauge the effectiveness of your communication efforts.

Evaluation: Regularly evaluate the strategy's performance and make adjustments as needed.

Creating a comprehensive communication strategy for internal and external stakeholders involves several key steps. Here is a general outline with timeline and milestones:

i. Research and Analysis (Week 1-2):

- (a) Conduct stakeholder analysis to identify key internal and external stakeholders.
- (b) Analyse current communication channels and strategies.
- (c) Set communication objectives and key messages.

ii. Strategy Development (Week 3-4):

- (a) Develop a communication plan outlining goals, target audiences, key messages, and channels.
- (b) Create a content calendar for regular communication activities.
- (c) Define roles and responsibilities within the communication team.

iii. Implementation (Week 5-12):

- (a) Roll out the communication plan, ensuring consistency across all channels.
- (b) Engage with stakeholders through various mediums like emails, newsletters, meetings, and social media.
- (c) Monitor feedback and adjust strategies as needed.

iv. Evaluation (Week 13-14):

- (a) Evaluate the effectiveness of the communication strategy based on predefined metrics.
- (b) Gather feedback from stakeholders through surveys or feedback forms.
- (c) Identify areas for improvement and make necessary adjustments.

7.1 Current Situation

EKSAA is tasked with regulating outdoor business structures for the display of signage, hoarding and advertisement in Ekiti State. The Agency has established strong ties with relevant stakeholders and the public. Achievements have been

realized through periodic service reviews and emphasis on ensuring safe service delivery to citizens.

7.2 Objectives of the Communication Strategy

- a) helps align the agency's stakeholders to address their concerns, and motivate them to embrace changes;
- b) Increase and sustain awareness of the activities and mission of the agency;
- c) Improve the dissemination of information to clients and the public;
- d) Maintain a good working environment;
- e) Secured commitment from stakeholders;
- f) Influence specific policies or policymakers around key aspects;
- g) Encourage participation and engagement among researchers, partner bodies and other stakeholders.

7.3 Goals

- i. Reputation Management Goal: Consistent Improvement in the stakeholders' opinions of the Agency;
- ii. Relationship Management Goal: enhanced communication with the stakeholders each year;
- iii. Task Management Goal: increase staff participation in ensuring a sustainable environment.

7.4 Target Audience

- ✓ Business owners and general public through the media channels: electronic and manual process;
- ✓ Community members at the grassroots through town hall meetings, advocacy with pamphlets and flyers;
- ✓ Staff of the Agency

7.5 Key Message per Target Audience

- a. Engage media support for the Agency's activities and disseminate information of the Agency to the public;
- b. Change stakeholders and media perceptions towards signage and advertisement etiquette;
- c. Emphasize the need for collaboration with other government agencies as partners to promote professionalism in standardization in signage and outdoor advertising regulation and beautification of the environment;
- d. Motivate the general public and staff to actively engage in issues relating to signage and advertisement;

7.6 Communication Mix

The communication mix refers to the specific combination of communication tools and channels that EKSAA uses to reach its target audience.

External Communication Mix:

- Press - Press Releases, Radio Programs, Opinions, Editorials, Documentaries, TV Services;
- Online platform - Websites
- Multimedia – Video, Slideshows, Email Newsletters and Social Media;
- Advertising – Print, Radio, Television;
- Print material – Brochures, Posters, Letters, Leaflets, Reports, and Billboards;
- Public Relations – Stakeholders Forums, Scoping Workshops, Panels Reviews, Telephone Calls and Conferences

Internal Communication Mix: Workshops, Seminars, Management Meetings, Internal Memos, Circulars, Minutes etc

7.7 Promotion

Promotion for the various messages from the Agency will be through town hall meetings, press conferences, jingles on the electronic and print media and short advertisements on social media platforms. Internally, the Agency's messages will be posted on the notice boards, circulars and memos.

7.8 Timeline and Modalities

Timelines and modalities in a communication mix refer to the schedules and methods used to deliver messages to a target audience. Timelines outline when specific messages will be communicated, while modalities refer to the channels or mediums through which the messages will be delivered. Timeline varies based on the Agency's communication strategy and goals.

S/N	MODALITIES	TIMELINES	REMARKS
1	Management Meeting with heads of relevant stakeholders	Weekly – Monday	The meeting allows the Agency to set the targets for each week
2	Press Releases, Radio Programs, Opinions, Editorials, Documentaries, TV Services	Seasonal/occasionally	The Director-General of the Agency to appear on radio and television stations on monthly basis. Press release and radio has a large audience of listeners as well as the group of stakeholders the Agency targets.
3	Online platform	As of when due	
4	Print Media	Continuously	
5	Public Relation	As of when due/seasonal	
6	Advertising	Occasionally	

7	Workshops, Seminars, Management Meetings, Internal Memos, Circulars, Minutes	As of when due/seasonal	
8	Email Newsletters and Social Media	As of when due/seasonal	
9	Stakeholders Forums, Scoping Workshops, Panels Reviews, Telephone Calls and Conferences	As of when due/seasonal	

7.9 Evaluating Success

Evaluating the success of communication involves assessing whether the Agency's message was effectively delivered and understood by the intended audience and relevant stakeholders. This can be done through various methods such as feedback, surveys, analytics, and observation.

Some key factors to consider when evaluating communication success include:

Clarity of message: Was the Agency's message clear and easily understood by the internal and external audience?

Audience engagement: Did the audience actively engage with the message and respond appropriately?

Impact: Did the communication achieve its intended goal or objective?

Feedback: What feedback did you receive from the audience, and how can it be used to improve future communication efforts?

To evaluate the Agency's communication success, below are the performance indicators and evaluation measures to be used. This is important so that we can effect change where necessary in the future.

EXTERNAL:

- i. Have we achieved our objectives in creating sustained awareness and a positive public image?
- ii. Did we reach the right audience?
- iii. Did we use the right tools?
- iv. Were decisions taken as results?

INTERNAL:

- i. Did our messages reach the staff within the Agency?
- ii. Did the staff understand the messages?
- iii. Did the staff do what has to be done?
- iv. Did we use the right tools to disseminate messages?

For more information, enquiry or complaints please visit Ekiti State Signage and Advertisement Agency, Old Governor's Office, Oke-oriomi, Ado-Ekiti.

or

Call: Desk officer (Ajidara Olatunbosun) on 08067948503 or send an email to eksa@ekitistate.gov.ng between 8:00 am. and 4:00 pm. (Monday - Friday, excluding public holidays)



Signed: Director-General,
Ekiti State Signage and Advertisement Agency
20th April, 2024