



GOVERNMENT OF TARABA STATE
Ministry of Rural & Urban Development, Hammanruwa way
off Jalingo-Kuka Road, Jalingo, Taraba State, Nigeria.

**MANDATORY ADVANCE COMMUNICATION RULES OF UPCOMING
CHANGES**

**IN LINE WITH
EXECUTIVE ORDER ON THE PROMOTION OF
TRANSPARENCY AND EFFICIENCY IN THE BUSINESS ENVIRONMENT**

December 2023

TABLE OF CONTENTS

- I. Legal reference
- II. Vision
- III. Mandate
- IV. Communication Strategy for both Internal and External Public with Timelines And Milestones
- V. Conclusion

LEGAL REFERENCE

The Ministry of Rural and Urban Development was charged with regulating outdoor structures for displaying signage, hoarding and advertisement in Taraba State.

VISION

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

MISSION AND MANDATE

To ensure total compliance with policies and regulations in the enforcement and monitoring of activities through efficient, effective and sustainable signage management for wealth creation and enhancement of the socio-economic well-being of the citizenry.

SERVICES

- Issue permit for billboard and outdoor advertisement
- Renewal of permit for billboard and outdoor advertisement

COMMUNICATION STRATEGY FOR BOTH INTERNAL AND EXTERNAL PUBLIC WITH TIMELINES AND MILESTONES

A. Current situation /Background

The communication strategy shows how effective communication can:

- Help us achieve our overall organisational objectives
- Engage effectively with stakeholders
- Demonstrate the success of our work
- Ensure people understand what we to do
- Change behaviour and perceptions where necessary

B. Our Current Situation

Ministry of Rural and Urban Development is charged with the mandate to

1. Control outdoor structures to be used for signage and advertisements

2. Issue licenses and permits for the Construction and Placement' of outdoor structures in any part of the state
3. Protect the environment from potential adverse impacts from visual blights
4. Control the number, size and location of outdoor structures
5. Ensure that outdoor structures are soundly and carefully designed, erected, modified, maintained or removed when no longer in use to avoid potential damage to lives and property
6. Ensure that outdoor structures are compatible with surrounding land use and environment and further ensure the beautification of the immediate surroundings and vicinity of the advertisement
7. Control the pasting and display of posters on public structures and highways
8. Organize the procedure to regulate the ownership and operation of outdoor structures for signage or advertisements under specific regulations as contained in this Law
9. Reject, revoke or modify a permit if found to violate any of the provisions of the Law or the conditions for its grant
10. Prepare and keep all records related to the issuance and denial of outdoor structures permits as well as appropriate general records
11. Monitor and inspect through its Monitoring Unit any outdoor structure and verify its compliance with the Ministry's Law
12. Establish a database of all the outdoor structures used for signage and advertisement, their owners and operators, and their location and operation.

OBJECTIVES OF THE COMMUNICATION STRATEGY:

- i. Increased and sustained awareness of the activities and mandate of the Ministry
- ii. Improve on the message approach to our clients
- iii. Maintain a good working environment
- iv. Build awareness of our service among a wide but defined group of audiences and user groups.
- v. Secure the commitment of a defined group of stakeholders.
- vi. Influence specific policies or policymakers around key aspects.
- vii. Encourage participation among researchers or partner bodies.

C. GOALS

- i. Reputation Management Goals: We aim to improve stakeholder's opinions of our Ministry significantly annually.
- ii. Relationship Management Goals: We aim to improve communication with our stakeholders yearly.
- iii. Task Management Goals: We aim to increase staff participation in meetings.

D. TARGET AUDIENCE

- General public through the media: electronic and manual process
- Community members at the grassroots by means of town hall meetings, advocacies with pamphlets and flyers
- Staff of the Ministry in all the district

E. KEY MESSAGE PER TARGET AUDIENCE

Target audience is external or internal:

- To gather public support for the Ministry's activities and disseminate it to members of the public.
- To get stakeholders to change their perception towards signage and advertisement protocol.
- To let other related organisations and government establishments know they are needed as partners in signage and advertisement sustainability and environmental protection.
- To get the general public and staff motivated on the issue of signage and advertisement.

F. COMMUNICATIONS MIX

External Communications Mix:

- Press, Press release, Radio, Opinion Editorial, Features, Features advisories, Documentaries and TV series

Online:

- Other related websites

Multimedia:

- video, slideshows, E-mail newsletter and Social media,

Advertising:

- Print, Radio and Television

Print:

- Brochures, Posters, Letters, Leaflets, Scientific reports and Billboards

Public Relations:

- Stakeholders forum, workshops, Telephone calls and Conferences (Media and stakeholders)

Internal Communications Mix:

Workshops / Seminars, Face-to-face meetings of the Commissioner/CEO with staff, Internal memos/circulars, Minutes etc.

G. Promotion

- Promotion for the various messages and mediums will be through town hall meetings, press conferences, jingles on the electronic and print media and short advertisements on the social media platform.

Internally, there will be messages on the notice boards, circulars and notices.

H. TIMELINE

S/N	ITEMS	MODALITIES	REMARKS
1	Meeting with heads of relevant stakeholders	Letters should be written soliciting an audience with the relevant Chief Executives	It will create partnerships between the Ministry and a platform for sensitisation of BENEFICIARIES.
2	Monthly meeting with journalist	To bring them abreast monthly with the activities for the month, which will help in their coverage of the company	This will help give feedback on how we have been perceived and new ways to chart
3	Appearance on various radio stations	The Ministry's Commissioner is to appear at least on 3 radio stations in a month	Radio has a large audience of listeners and the groups of stakeholders the Ministry targets.

I. Evaluating Success

To evaluate our success, below are the performance indicators and evaluating measures we will use. This is important so that we can effect changes where necessary in the future:

External

- Have we achieved our objectives in creating sustained awareness and a good public image?
- Did we reach the right audience?
- Did we use the right tools?
- Were decisions taken as a result?
- Did we come in on budget? If we didn't, why not?

Internal

- Did our message reach the staff within the Ministry?
- Did they understand what the message was- did they do what had to be done?
- Did we use the right tools in the dissemination of the messages?