



**KWARA STATE GOVERNMENT  
KWARA STATE STRUCTURES FOR SIGNAGE & ADVERTISEMENT AGENCY**

**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**

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## LEGAL REFERENCE

**Kwara State Structures for Signage & Advertisement Agency** Law 2010 (as amended) was established by the legislation of the Kwara State House Assembly and assented to Law by the Executive Governor of Kwara State on December 3, 2013.

## VISION

To establish a vibrant and regulated signage and advertisement industry in Kwara State, fostering economic growth, enhancing urban aesthetics, and safeguarding public interests. Through proactive regulation, innovative policies, and strategic partnerships, the Agency aims to create a conducive environment for businesses to thrive while preserving our communities' cultural and architectural heritage. By promoting responsible advertising practices, ensuring compliance with standards, and leveraging technology, the Agency seeks to elevate Kwara State as a beacon of excellence in the signage and advertisement sector, driving sustainable development and enhancing the quality of life for all citizens.

## MISSION AND MANDATE

### Mission

To regulate and oversee the signage and advertisement industry in Kwara State with integrity, transparency, and efficiency. We are committed to fostering a conducive business environment, promoting responsible advertising practices, and enhancing the visual landscape of our communities. Through proactive enforcement, innovative initiatives, and stakeholder engagement, we strive to uphold public safety, protect the environment, and contribute to the state's socio-economic development."

### Mandate

1. **Regulatory Oversight:** Develop and enforce policies, regulations, and standards governing signage and advertisement activities within Kwara State.
2. **Licensing and Permitting:** Issue licenses, permits, and approvals for signage installation and advertisement placement, ensuring compliance with established guidelines.
3. **Compliance Monitoring:** Conduct regular inspections, audits, and enforcement actions to ensure adherence to signage and advertisement regulations and standards.
4. **Public Education and Awareness:** Raise awareness among businesses, advertisers, and the public about signage and advertisement regulations, best practices, and their role in promoting responsible advertising.
5. **Stakeholder Engagement:** Collaborate with industry stakeholders, government agencies, and community organizations to address emerging issues, gather feedback, and foster partnerships for effective regulation and enforcement.
6. **Innovation and Technology:** Embrace technological advancements and innovative solutions to streamline processes, enhance monitoring capabilities, and improve the efficiency of regulatory functions.
7. **Environmental and Aesthetic Considerations:** Promote environmentally sustainable signage practices and uphold aesthetic standards to enhance the visual appeal of Kwara State's urban and rural areas.
8. **Economic Development:** Support the growth and competitiveness of the signage and advertisement industry, which will contribute to job creation, revenue generation, and overall economic prosperity in Kwara State.

## SERVICES

- **Licensing and Permitting:** Facilitate the issuance of licenses, permits, and approvals for

signage installation and advertisement placement, ensuring compliance with regulatory requirements.

- **Regulatory Compliance Assistance:** Provide guidance and assistance to businesses and advertisers on complying with signage and advertisement regulations, including standards for design, placement, and content.
- **Inspections and Enforcement:** Conduct regular inspections and enforcement actions to monitor compliance with signage and advertisement regulations, address violations, and ensure public safety and welfare.
- **Public Education and Awareness Campaigns:** Organize educational campaigns, workshops, and outreach programs to raise awareness among businesses, advertisers, and the public about signage regulations, responsible advertising practices, and their role in enhancing community aesthetics.
- **Stakeholder Engagement and Collaboration:** Engage with industry stakeholders, government agencies, community organizations, and the public to gather feedback, address concerns, and foster partnerships for effective regulation and enforcement.

## **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 organizational objectives
- ❖ Engage effectively with stakeholders.
- ❖ Demonstrate the success of our work
- ❖ Ensure people understand how to do
- ❖ Change behaviour and perceptions where necessary.

### **B. Our Current Situation**

Kwara State Structures for Signage & Advertisement Agency is mandated to establish a vibrant and regulated signage and advertisement industry in Kwara State, fostering economic growth, enhancing urban aesthetics, and safeguarding public interests to promote trade and economic development in the state.

Kwara State Structures for Signage & Advertisement Agency has created a network of relationships with the media, stakeholders, and the public to tackle the above and ensure that the Agency is properly understood regarding its mandate and place in the state. The recorded achievements were possible through channeling the need to guarantee safe service delivery to citizens and periodic reviews of services.

### **C. OBJECTIVES OF THE COMMUNICATION STRATEGY:**

1. **Raise Awareness:** Increase awareness among internal and external stakeholders about establishing the agency, its mission, mandate, and regulatory role in the signage and advertisement industry in Kwara State.
2. **Promote Understanding:** Ensure stakeholders clearly understand signage and advertisement

- regulations, compliance requirements, and procedures for obtaining permits and licenses.
3. Enhance Compliance: Through education, outreach, and transparent communication, encourage voluntary compliance with signage and advertisement regulations among businesses, advertisers, and other stakeholders.
  4. Foster Engagement: Facilitate meaningful engagement and dialogue with stakeholders, including businesses, advertisers, community organizations, government agencies, and the public, to address concerns, gather feedback, and build trust.
  5. Provide guidance, assistance, and resources to businesses and advertisers on best practices for signage design, placement, content, and environmental considerations to promote responsible advertising and enhance community aesthetics.
  6. Ensure Transparency: Maintain transparency and accountability in agency operations by providing timely and accurate information to stakeholders, disclosing regulatory decisions and enforcement actions, and soliciting policy development and implementation input.
  7. Build Partnerships: Establish and nurture partnerships with industry stakeholders, government agencies, community organizations, and other relevant entities to leverage collective expertise, resources, and influence in addressing signage and advertisement-related issues.
  8. Monitor Public Sentiment: Monitor public sentiment, media coverage, and feedback channels related to signage and advertisement issues to proactively identify emerging concerns, misinformation, or misconceptions and address them through targeted communication efforts.
  9. Measure Effectiveness: Evaluate the effectiveness of communication initiatives and outreach activities in reaching target audiences, achieving communication objectives, and fostering positive relationships with stakeholders.
- Continuous Improvement: Identify opportunities for improvement based on stakeholder feedback, evaluation results, and evolving communication trends and adapt the communication strategy and tactics accordingly to optimize engagement efforts over time.

#### **D. GOALS**

- i. Reputation Management Goals: We aim to improve stakeholders'/consumers' opinions of our organization 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.

#### **E. TARGET AUDIENCE**

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

#### **F. KEY MESSAGE PER TARGET AUDIENCE**

Target audience is external or internal:

- ❖ To gather support from the public on activities of the Ministry and disseminate it to members of the public.
- ❖ To get stakeholders to change their perception towards trade promotion, expansion, sustainability, and economic development.
- ❖ Let other related organizations and government establishments know they are needed as partners in trade promotion, sustainability, and economic development.
- ❖ To get the general public and staff motivated in the issue of Export Promotion and economic development.

## G. 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

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

### Internal Communications Mix:

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

## H. 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.

## I. TIMELINE

S/N	ITEMS	MODALITIES	REMARKS
1	Meeting with heads of relevant stakeholders (CRBC, ETC)	Letters should be written soliciting for audience with the	It will create partnerships between the Ministry and a

		relevant Chief Executives	platform for sensitization 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 Commissioner 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.

## J. Evaluating Success

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

### External

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

### Internal

- i. Did our message reach the staff within the Ministry?
- ii. Did they understand what the message was- did they do what had to be done?
- iii. Did we use the right tools to disseminate the messages?

**SIGNED:**

**Permanent Secretary For: Hon. Commissioner**