



January 24, 2012

Dear esteemed colleague,

NEW YEAR UPDATE

It gives me tremendous joy to welcome you into this year of our Lord 2012. May all our dreams individually and collectively be realised in the course of this year.

Please accept my apologies for sending this out late. However, I am sure you are aware of the situation in Nigeria regarding the paralyzing strike called by Nigerian labour unions over the fuel subsidy removal. We are now back, up and running.

Allow me to provide you with some very significant updates:

1. AFRICAN UNION RECOGNITION

I am pleased to inform you that we have achieved tremendous strides regarding our AU recognition. Not only have we forwarded a request for affiliation, but I will also be representing the association at the forthcoming AU summit taking place in Addis Ababa between the 23rd and 30th of January courtesy of the Nigerian government.

2. WORKING GROUPS

We have established the following work groups and develop road maps for various aspects of the association. They are:

- A) Consulting
- B) Events and Conferencing
- C) Training and Capacity Development
- D) Research and Publications
- E) Accreditation
- F) Constitution Review
- G) Sponsorships and Partnerships
- H) Funding

Please indicate your interest in serving in a Work Group of your choice. Two heads they say are better than one.

3. OFFICE OF THE SECRETARY GENERAL

In order to enhance the structure of the association, the office of the Secretary General has been formatted along the following lines:

- A) Finance/Administration
- B) Media and Publicity
- C) Membership and Group Relations
- D) Stakeholders Intelligence

In addition to my company staff Mr. Segun Aluya (savaoo6@yahoo.com) and Ms. Tinuoluwa Adelegan (adelegan.tinuoluwa@gmail.com), Mr Kunle Ogedengbe and Kabir Alabi of the Guardian newspaper in Nigeria, have offered their time and resources to jump start the office of the Secretary General.

I thank them all.

4. PARTNERSHIPS

In order to build strong linkages for our association we have reached out to organizations that share our values.

I am pleased to say that this has started bearing fruits as we have entered into partnership with the African Press Organization (APO) based in Dakar, Senegal for the global dissemination of all APRA materials completely free of charge. You will be happy to know that only last Friday we sent out our first two media statements through APO, translated into five key languages spoken in Africa namely English, Arabic, French, Portuguese, and Spanish. We are immensely proud of this achievement. Please find attached the two statements and we encourage you to please also give them a push in your local media.

You can look forward to more rewarding partnerships with airlines, telecommunication companies, banks, etc.

5. MEMBERSHIP

As we all know there can be no association without meaningful membership. We are in the process of finalizing a review of the membership dues in line with the economic relatives of the time. We are considering a downward review of the dues to encourage wider participation and compliance.

Therefore in the next two weeks we should be announcing modalities for the revalidation of all membership categories.

I urge you to please take this with all the seriousness it deserves.

6. NATIONAL ASSOCIATIONS

National associations (and regional bodies) are our principal contacts in the development of the profession across the continent. We will continue to assist them in the area of establishment and growth. To the leaders of the national professional bodies we encourage you to please provide us with regular update and discuss your challenges with us to see how we can be of assistance.

In this vein, we congratulate the Nigerian Institute of Public Relations (NIPR) on their recently held AGM and Elections. Our felicitations go in particular to the President, Alhaji Mohammed Abdullahi FNIPR who was re-elected for a second term.

We also congratulate Zambia on its recently held Annual Conference.

7. APRA CHARTER

We have also developed a charter to encapsulate the values we stand for. Please also find this attached for your information.

STILL A LONG WAY TO TRAVEL

We know it's just the beginning and there is a very long road to travel but we are confident that with your support and Grace of God, we shall arrive at our destination.

Thank you and God bless.

Yours sincerely

Yomi Badejo-Okusanya

Secretary General