



**GOVERNMENT OF CROSS RIVER STATE
CROSS RIVER STATE WATER BOARD LIMITED
147, NDIDEM USANG ISO ROAD**

**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

Cross River State Water Board Limited is incorporated under the Companies and Allied Matters: ACT 1990 and the company is limited by shares with registered Certificate No. 339739 on 12th August, 1998.

VISION

To maintain leadership in the provision of potable water to consumers at economic charges that will ensure survival and growth of the company and create enabling environment for staff job satisfaction

MISSION AND MANDATE

To lead in the exploitation, development and management of viable, sustainable and efficient water supply schemes in Cross River State to meet the demand of all categories of consumers.

FUNCTIONS

Cross River State Water Board limited is mandated to carry out the following functions:

- To control and manage all waterworks which have been or shall be vested in it in both urban and rural areas of the state and for that purpose
- To adopt with or without modifications or amendments master plans prepared for the maintenance and development of waterworks and supply of water in Cross River State.
- To establish, control, manage and extend existing waterworks and also to establish and develop new waterworks for the purpose of providing water to meet the consumption requirements of the general public and the needs of agriculture, trade and industrial sectors in the State.
- To ensure regular and adequate supply of clean and potable water to consumers.
- To engage in conduct of comprehensive research programmes relating to its functions that would enhance its performance.
- To produce, provide and where necessary market water in any form deemed fit.
- To abstract water from any lake, river, stream or other natural sources.
- To construct, reconstruct, maintain and operate waterworks and all other stations, building and works, necessary for the carrying into effect of the provision and supply of water.

- To carry any water pipe through, across or under any street, road or bye-pass or any place laid out or intended as a street, road or bye-pass.

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

A. CURRENT SITUATION/BACKGROUND

This communication strategy shows how effective communications can:

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

B. OUR CURRENT SITUATION

Cross River State Water Board Limited is charged with the mandate to supply potable water to its customers across the nine (9) major Urban Towns (Calabar, Akamkpa, Itigidi, Ugep/Ediba, Obubra, Ikom, Ogoja, Obudu and Okpoma).

The Cross River State Water Board Limited Information Unit has created a network of relationships with the media, stakeholders and the general public to tackle the above and to ensure that the Company is properly understood with regards to its mandate and place in the state. The recorded achievement were possible through channeling on the need to guarantee safe service delivery to citizens and periodic review of services.

C. OBJECTIVES OF THE COMMUNICATION STRATEGY:

- i. Increased and sustained awareness on the activities and mandate of the Company
- ii. Improve on the message approach to consumers
- iii. Maintain a good working environment
- iv. Build awareness of a 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.

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:** Our goal is to increase participation of our staff in meetings.

E. 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 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 company and disseminate it to members of the public.
- To get stakeholders to change their perception towards water management and sustainability.
- To let other related organizations and government establishments know that they are needed as partners in water management and sustainability
- To get the general public and staff motivated in the issue of water connection and management.

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

Public Relations:

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

Internal Communications Mix:

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

H. Promotion

- Promotion for the various messages and medium 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 relevant chief executives	It will create partnerships between the MDA and a 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 HEAD OF company to appear at least on 3 radio stations in a month	Radio has a large audience of listeners as well as the groups of consumers the company targets.

J. Evaluating Success

To evaluate our success, below is 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 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 organization?
- 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?