



**GOVERNMENT OF CROSS RIVER STATE  
CROSS RIVER STATE SIGNAGE AND ADVERTISEMENT AGENCY  
PLOT 245 BISHOP MOYNAGH AVENUE STATE HOUSING ESTATE, CALABAR,  
CROSS RIVER STATE**

## **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 Signage and Advertisement Agency was established by the Cross River State Signage and Advertisement (CRISSAA) Law No. 8 of 2011” to regulate outdoor structures for the display of signage, hoarding and advertisement in Cross River State.

## VISION

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

## MISSION AND MANDATE

To ensure total compliance of 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 wellbeing 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 organizational 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

Cross River State Signage and Advertisement Agency is charged with the mandate to

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

2. Issue license and permits for the Construction and Placement' of outdoor structures in any part of the state
3. Protect the environment from potential adverse impact 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 surrounding 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 the purpose of signage or advertisements under specific regulations as contained in this Law
9. Reject, revoke or modify a permit, if found to be in violation of 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 permit as well as appropriate general records
11. Monitor and inspect through its Monitoring Unit any outdoor structure and verify its compliance with the Agency Law
12. Establish a data-base of all the outdoor structures used for signage and advertisement, their owners and operators as well as their location and the operation.

#### OBJECTIVES OF THE COMMUNICATION STRATEGY:

- i. Increased and sustained awareness on the activities and mandate of the Agency
- 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 Agency 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.

## 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 Agency in all the district

## E. KEY MESSAGE PER TARGET AUDIENCE

Target audience is external or internal:

- To gather support from the public on activities of the Agency and disseminate it to members of the public.
- To get stakeholders to change their perception towards signage and advertisement protocol.
- To let other related organizations and government establishments know that 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 Director General/CEO with staffs, Internal memos/circulars, Minutes etc.

## G. 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 advertisement 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 (CRBC, ETC)	Letters should be written soliciting for audience with the relevant Chief Executives	It will create partnerships between the Agency 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 Agency Director general to appear at least on 3 radio stations in a month	Radio has a large audience of listeners as well as the groups of stakeholders the Agency targets.

## I. 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 Agency?
- 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?