



DEVELOPMENT COMMUNICATION CONSULTANTS

ISU MEDIA LTD

(RC 710515)

COMPANY PROFILE

We save organisations time and resources on communication strategy development, implementation, and lesson learning.



PIONEERS OF IMPACT COMMUNICATION FOR DEVELOPMENT ORGANISATIONS.

WHO WE ARE

Isu Media Ltd is the pioneer development communications firm uniquely providing support for social impact organisations.

We devise communication strategies and solutions that strengthen individuals' and organisations' communication with their various audiences; in addition to writing, public relations and advertising services, training facilitation, and rapporteuring. We also specialise in media relations and multimedia content production for broadcast and print.

Registered with the Corporate Affairs Commission (CAC) in 2007, we are distinctively positioned in Nigeria's Federal Capital City, Abuja.

Most of our high-profile clients prefer to remain confidential and we respect their wishes. However, our other clientele has included: The Presidency's Institute for Peace and Conflict Resolution, non-governmental organisations such as the UK Department for International Development Coalitions for Change, Action Aid Nigeria, UNICEF, Plan International, Care International, PPFN, National Orientation Agency/Foreign Common Wealth Office, CISLAC, WARDC, CLEEN Foundation, Centre for Democracy and Development, Centre for Women Studies and Intervention, the Alliance for Credible Elections, and the Civil Society Legislative Advocacy Centre.

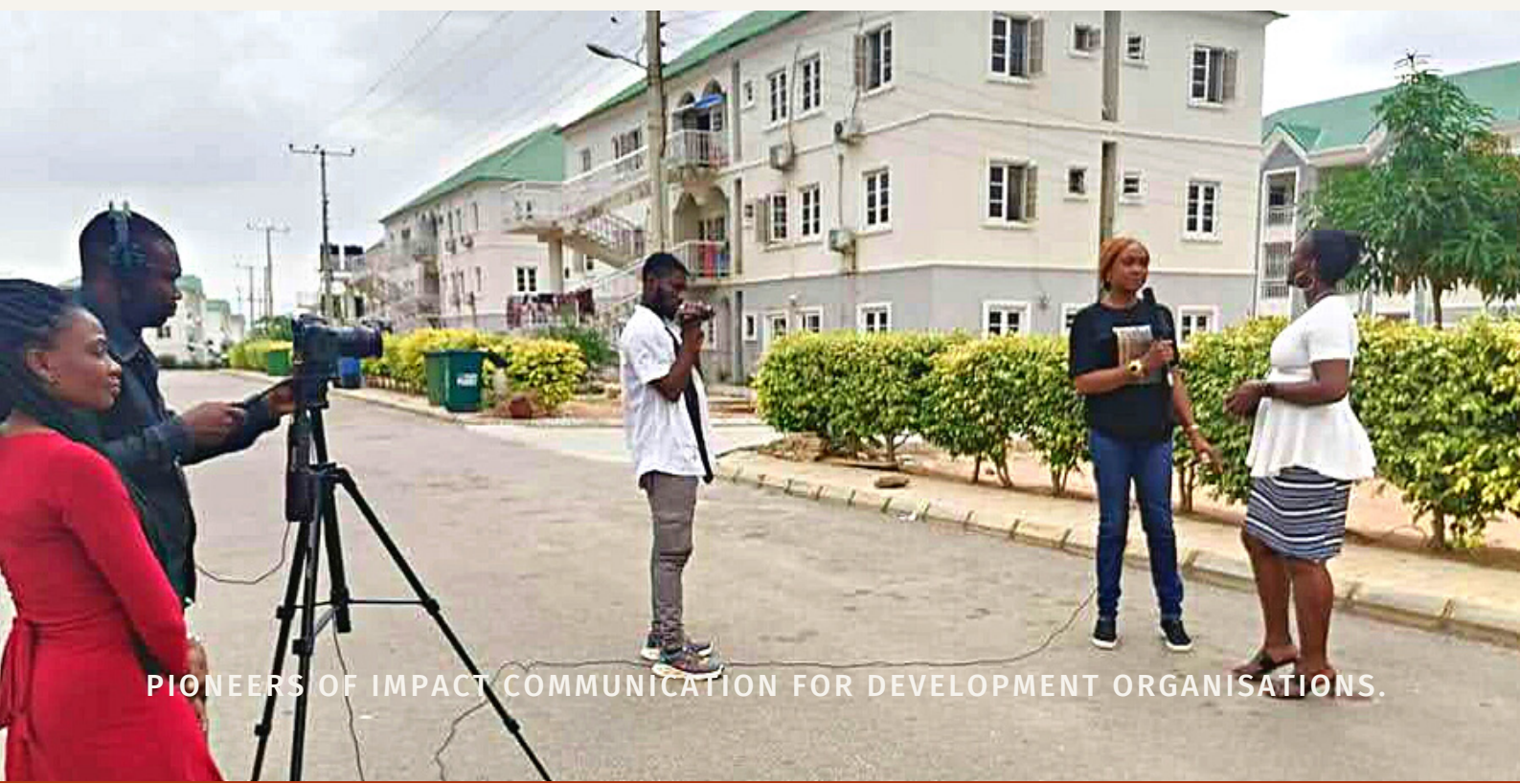
OUR VALUES

LIFELONG LEARNING We keep striving to learn new things and evolve more efficient ways to serve our communities.

TIMELINESS Our edge is in the ability to deliver our clients' jobs with high precision within the expected time.

INCLUSIVENESS We are open to ideas and we carry along with the interest of groups like women, children, and other disadvantaged individuals.

DILIGENCE We don't stop until a task is finished to the best of our abilities.





JOBS & CLIENTÈLE

Our jobs have ranged from the production of annual reports, book publishing, radio drama production, documentaries and TV programmes.

• **Care International Nigeria:** Documentary production and editing of report (August 2022).

• **Impact Investors Foundation:** Public relations and communication consultancy (2022).

• **Ignatius Igbauke Nomhwange Foundation:** Media relations, documentary production, live streaming and media coverage (2021).

• **Nigeria Social Insurance Trust Fund (NSITF):** Media consultancy, development of communication strategy, editing and production of NSITF newsletter, production of the NSITF Today Show (TV programme), training. (2016 -present).



- **UK DFID's Coalitions for Change:** Book editing (2012).
- **Action Aid Nigeria:** Book editing and layout (2008-2014).
- **CLEEN Foundation:** Media relations, jingle production, social media management and book editing (2007-2016).

• **Centre for Democracy and Development (CDD):** Documentary, jingle production, writing, editing, etc (2011-2016).

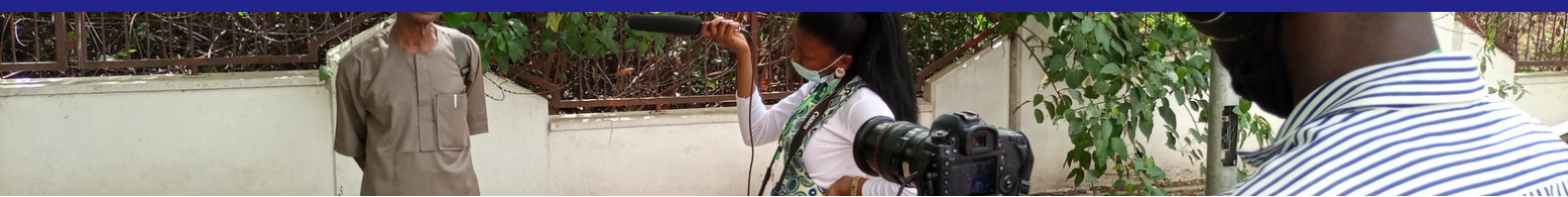
• **Centre for Women Studies and Intervention:** Book editing (2013).

• **Alliance for Credible Elections (ACE):** Newspaper adverts and radio jingles (2010-2011).



JOBS & CLIENTÈLE (CONT'D)

- **University of Benin Demonstration Sec. Sch. Old Students Association (UDOSA):** Documentary Production and Event management for N50m appeal fund launch (2010).
- **Civil Society Legislative Advocacy Centre (CISLAC):** Newsletter editing and production.
- **Women Environmental Programme (WEP):** Media relations and video documentation.
- **Web Indices Limited:** Event management; Marketing.
- **The Right to Know (R2K) Nigeria:** Video production, podcast production, writing services.
- **Friends for Global Health Initiative in Nigeria (FGHIN):** Publishing of photo book and production of documentary.
- **APIN Public Health Initiatives:** 25 minutes Documentary on "APIN through the Years."
- **Partners West Africa Nigeria (PWAN):** Training on impact communication for NGOs, training on podcast production, media relations, jingle production, writing, profile, book editing, cover design, photobook production.
- **Pathfinder International:** Capacity building workshop on documentation for family planning advocacy working groups.
- **ADRAP-INDRAP Learning:** Video shoot and editing for Port Health and PRO Health live teachings.
- **ADRAP-INDRAP Learning:** Video shoot and edit on NCDC COVID19 live teachings.
- **ADRAP-INDRAP Learning:** Video shoots and editing for Plan International eLearning videos.
- **AkweyaTV Ltd:** Facilitated the AkweyaTV Awards and Launch of 50 Million Media Funds.
- **The People's Alternative Political Movement:** Media relations, live streaming and media coverage.



CASE STUDIES



UNICEF

In response to the Covid-19 pandemic, the National Primary Health Care Development Agency (NPHCDA) developed a flip chart for Community Volunteers across Nigeria. The flip chart was developed with the support of the

European Civil Protection and Humanitarian Aid Operation and the United Nations system in Nigeria.

To deepen the understanding of how to use this tool, the UNICEF Field Office in Kano, collaborating with the National Orientation Agency (NOA), contracted Isu Media Ltd to adapt the flip chart into a culturally-appropriate form and harmonise the understanding of some technical terms used in the document.



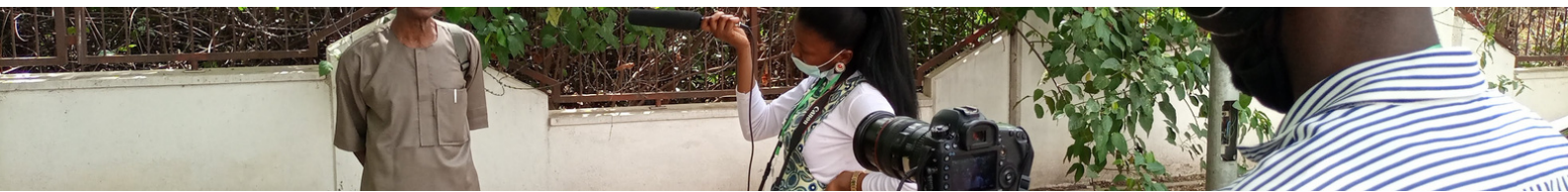
Working with community members, Isu Media Ltd produced culturally-acceptable messages and conducted trainings of community mobilisation teams in the three states. The teams embarked on social mobilisation that led to increased acceptance of the non-pharmaceutical measures for prevention of Covid-19.

PLANNED PARENTHOOD FEDERATION OF NIGERIA

In October 2021, Isu Media Ltd worked with PPFN to assess the results of their message testing work, reviewed and refined the draft communications campaigns, including the contents of the communications which tested most effectively.



The most effective communication channels for communication campaign piloting to reach parents and young adults were identified and we developed and produced a series of externally-facing creative communication products in preparation for piloting.



SERVICES

Our services include but are not limited to the following:

MEDIA RELATIONS: Strategic planning of media relations; writing and distributing press releases, arranging interviews and press conferences, monitoring media coverage and following up with media. We support organisations with their media relations needs using our proven expertise and network in the media sector.

REPORT AND PROPOSAL WRITING: Writing and production of annual reports, speeches, biographies, and books. We also specialise in grant proposal writing.

PROOFREADING: Editing for clarity, accuracy, and conciseness; proofreading publication design and layout; acquisition of ISBN; printer liaison; web content editing.

PUBLIC AFFAIRS GOVERNMENT RELATIONS: Stakeholder identification and segmentation, setting up meetings with key stakeholders (e.g business leaders in the client's sector); monitoring and reporting on government policy/industry issues.

NGO AND JOURNALIST TRAINING: We provide qualitative training for NGOs and Journalists in different aspects of communication to keep them abreast of innovation and new tools in the sectors.

SERVICES (CONT'D)

COMMUNICATION STRATEGY DEVELOPMENT: We help organisations develop a workable and result-driven communication strategy that improves staff performance and measurable results.

MEDIA PRODUCTION: We produce high-quality audio-visual content for television, radio, podcast and online platforms, in our multimedia studio. Our studio is equipped with professional staff and equipment.

EVENT PLANNING: We offer proficient and affordable event planning services that satisfy our clients.

RAPORTEURING: Our rapporteur services are among the best you find around. We are creative and efficient in our delivery.

MEET OUR TEAM



PEOPLE BEHIND THE BRAND



**ODOH DIEGO
OKENYODO**

MANAGING DIRECTOR/CEO

Odoh is a communication specialist with over 20 years' of experience spanning journalism, public relations, advertising, and communication for development. He has led major brand accounts such as the Federal Inland Revenue Service (FIRS), Transcorp Hilton, and PR for the rebranding of Unity Bank. Mr Okenyodo has consulted for ActionAid Nigeria, the Coalitions for Change, International Organisation for Migration (IOM), Partners West Africa-Nigeria (PWAN), Centre for Democracy and Development (CDD), United Nations Office on Drugs and Crime (UNODC). At UNICEF, he led the capacity building of over 20,000 frontline community mobilisers for the as Training Officer in the Communication for Development Section in which capacity he led social marketing campaigns on breastfeeding, water and sanitation, and nutrition. He also worked significantly on immunisation, especially against polio, and recently immunisation against Covid-19.



**PAUL TERKHIMBI
LIAM**

HEAD OF OPERATIONS

Paul Terkhimbi Liam brings to bear his years of experience in different niches of service provision in managing the diverse clients and staff of the firm to achieve mutually satisfying results. Liam's professional experience cuts across creative writing, media practice, volunteerism, and public service.

For four years, he worked as a Special Assistant on Research & Documentation with the Niger State Government, and the Niger State Book and Research Development Agency, Minna, from 2012 to 2015, where he was the head of *Interpreter*, a journal of the Niger State Government House.

Liam is a workshop facilitator; most recently he facilitated a Plan International training (as lead facilitator) on Social and Behavioural Change Communication and Social Media for Middle Belt Young Peace Ambassadors in Kaduna, November 2021, UNICEF-NOA training on the Effective Use of NPHCD COVID-19 Flip Chart by the VCM Network in Kano, Katsina and Jigawa States, January 2021.



HOPE AFEMEYE

HEAD OF FINANCE
& ADMINISTRATION

Hope is a finance and administration specialist, who has been managing complex project finances. She is a graduate of Caritas University Enugu, Enugu State, from where she got a B.Sc. Accountancy. She has hands-on experience in budgeting, inventory management, event management, donor relations and also delivering clerical, secretariat and administrative duties. She is also a great relationship manager.

Ms Afemeye is currently a student member of the Chartered Institute of Taxation Nigerian (CITN). At Isu Media Limited, her portfolio covers social responsibility, managing the company's financials: account/bookkeeping and finance, budgeting for projects, all statutory compliance (Tax Clearance, NSITF, ITF, PENCOCOM, and BPP), Inventory management, event management, and more.

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MEET OUR TEAM (CONT'D)



**GOD'SWILL
ADEIZA SANNI**

PRODUCTION OFFICER

Mr. Sanni is a passionate young man who has a keen interest in the creative space. As the Production Officer of Isu Media Limited, Mr. Sanni has brought his passion and wealth of experience from over eight years working with and for different clients in government and non-governmental organisations to bear. He has worked with different movie producers and directors, including the chairman of the Northern filmmakers Mr. Umar Yakubu Ali as a Director of Photography in several movies.

As the acting Production Officer in Isu Media, he has been saddled with diverse responsibilities, including producing professional content for our clients. He has handled different documentary projects for individuals and government and non-governmental organisations.



**OCHULAYI
ACHADU UDEH**

CINEMATOGRAPHER
& VIDEO EDITOR

Udeh Ochulayi is a graduate of Agricultural Engineering from the University of Agriculture Makurdi, a graduate member Nigerian Institute of Management, and an experienced cinematographer and video editing expert, with a proven track record of content production, and creating videos that are both visually and emotionally compelling. A diligent and detail-oriented cinematographer/video editor with over 5 years of managing camera footage, dialogue sound effects, and more to produce a final film or video product. with advanced video editing skills and knowledge of the latest video editing software, tools, and techniques



OMOLE IBUKUN

EDITOR AND
CONTENT SPECIALIST

Omole Ibukun studied Civil Engineering at the Obafemi Awolowo University, Ile-Ife, Nigeria where he developed a passion for literary writing and activism. While taking up secretarial roles in activist organisations in school and taking up leadership roles for change as a student unionist, he cut his teeth as an internationally published poet and a seasoned opinion/essay writer for national news platforms. Beyond that he has taken up both secretarial and research writing roles at a digital agri-business firm and at a development publishing firm respectively. It is with this wealth of experience and certifications from workshops and short courses in journalism, digital rights, innovation, etc that he plays the role of Editor and Content Specialist for the Isu Media Ltd, where he writes to create new internal or external written content or develop/edit such for clients.

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