



# THE POPULIST MANIFESTO

OF **OLIVER OMOREDIA**  
FOR THE OFFICE OF  
**PUBLICITY SECRETARY,**  
**NBA LAGOS BRANCH**

**#AmplifyingVoices**  
**#InclusivePublicity**

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**Amplifying  
Voices...**

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## Forward ►►

The Bar is a voice — one that must never be muted. As lawyers, our collective voice should inform society, defend the defenceless, inspire future generations, and uphold the rule of law. But even more importantly, our internal voice — the voices of lawyers within the Bar — must be heard, respected, and represented in every communication, narrative, and message put out by our Association.

This manifesto is my personal and professional commitment to a Bar where every member feels seen, heard, and valued. It is a call to not only publicize our events but to project our dignity. It is a pledge to ensure that the NBA Lagos Branch speaks with clarity, credibility, and inclusivity — consistently.

## UNDERSTANDING THE MANDATE



Under the Third Schedule to the NBA Constitution the Publicity Secretary is charged with: Ensuring adequate and prompt publicity of the Association's activities; Presenting a good and progressive image of the Association; Issuing releases and statements on matters of general interest, after due consultation; and performing such other duties as assigned by the leadership of the Branch.

Beyond the text, the spirit of this mandate calls for a public communicator who is responsive, strategic, empathetic, articulate, and above all, ethical.

## THE VISION: PUBLICITY AS PRESENCE



My vision is to transform publicity from an administrative function into a strategic Unit that embodies the voice, values, and visibility of our Branch. In this regard, I hope to continue the great work of the current Publicity Secretary by amplifying:

- The Voice of the Branch, ensuring inclusive storytelling and accurate representation;
- The Image of the Legal Profession, projecting our image rightly in our messages;
- The Bridge Between the Bar and the Public, shaping narratives with purpose, not just reaction.

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## STRATEGIC PILLARS OF EXECUTION

### A. COMMUNICATION WITH PURPOSE



- Thematic Messaging: Align publicity with key themes of rule of law, member welfare, ethics and access to justice.
- Press Impact Series: Regular position statements, interviews, and op-eds in national media to place Lagos lawyers at the centre of public legal discourse.
- Crisis Response Protocol: Rapid, coordinated, and sensitive response system for public interest issues affecting the legal profession and the nation.

### B. BUILDING A PUBLICITY ECOSYSTEM



I intend to create a well-organized ecosystem for our Branch publicity across sundry Committees and Foras within the Branch. Every Committees' work should have the active support of an already **active and functioning media, publicity and branding Unit**. I believe this will reduce overhead costs for Committees and avoid situations where Committees have to renegotiate with technical partners for every event.

The Publicity Unit will also have a vibrant Editorial cadre issuing Quarterly newsletters and digital reports on activities all tied to an editorial calendar; the Unit will also have a **Social media/Content Management** arm to key into interests of our dynamic young and tech-savvy membership.

### C. TECHNOLOGY THAT CONNECTS



Our digital impact should never feel distant. I will push for the Branch to:

- **Retool our communication channels to suit member diverse needs:** For instance, members who are visually impaired will have direct phone lines that call them to inform them of Branch Offerings and Events.
- **Introducing tailored Communication:** Tiered communication for members to get concise updates tailored only to what is relevant for them e.g. Members can chose if they want to get only information about Training and Career Opportunities and Opt-out from other general email messaging from the Branch that they do not need.
- **Digital Law Café Webinars and Lawyer Interview Series:** Quick 10-minute updates on topical issues, ethics cases, or career resources; casual, useful, and inclusive. We will also have specific interview series with Mentors in the profession targeted and sharing vital insights for career progress in a Podcast like interview series.



## D. INCLUSION AS PUBLICITY POLICY

**Inclusivity will be policy, not a slogan**



- **Silent Voices, Loud Platforms:** Special series for under-represented voices like lawyers with disabilities, women in niche practice areas, and young lawyers in transition.
- **Law Firm Reps:** So many Lawyers in law firms are just too busy to follow information on Branch Groups or Social Media pages, for this reason we will have a dedicated Group of Representatives from various firms who will get specific important information on Branch activities for onward forwarding to their respective firms.
- **Data for Inclusion:** Use feedback tools and analytics to track engagement and targetted efforts to bridge gaps.

## CONCLUSION

I offer myself to serve not with ambition for title, but with a deep conviction that the voices within our Branch deserve to be heard, honoured, and amplified. However, beyond my service as Publicity Secretary, I understand fully that service on the Branch executive committee requires every member of the team to be innovative and hands-on, ready to do what work needs to be done, even when it is not within your Terms of Reference. So, with my vision to amplify voices, I approach you with a heart for service.

Together, let us build a Bar that communicates with purpose, listens with empathy, and speaks with one clear, dignified voice. With your support, we will not only amplify voices, we will make every voice count.



**NBA LAGOS BRANCH  
ELECTIONS 2025**

**VOTE OLIVER  
OMOREDIA**

AS PUBLICITY SECRETARY, NBA LAGOS BRANCH

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