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PRESS RELEASE

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NIGERIAN GOVERNMENT SPOKESPERSONS PARTICIPATE IN TRAINING WORKSHOP

Abuja, Nigeria – Twenty Four Nigerian Government spokespersons participated in a four day hands-on practical training workshop organized by U.S. Mission Nigeria from October 30th to November 2nd, 2012. The participants were taught by a renowned U.S. media consultant and president of Washington-based Edel Communications, Mr. Christian Edel.

The Four day program included a half-day plenary session addressed by Ambassador Terence P. McCulley on October 30th.

Ambassador McCulley told the participants that as the public face of their various ministries, agencies or departments, spokespersons play an important role in the success of democracy. “Spokespersons help shape public debates and perceptions, and are central to the system of communicating with the people,” he said.

The Ambassador encouraged the spokespersons to participate actively in the training because it will help them learn how to enhance their relationship with the media, how to inform citizens in a clear and timely manner, and demonstrate how the government is addressing peoples’ needs.

The plenary session was followed by three full days of hands-on practical training, consisting of on-camera practice along with critiques in which a group of eight on each day worked together in pairs of two, all receiving individual attention from the trainer and peers.

Most participants said despite their long years of experience, they had learned new skills during the training. Mr. Christian Edel is one of the best instructors in this field, and has trained Ministers and government spokespersons from more than 60 countries including government representatives not only from Nigeria but also Mexico, Tanzania, South Africa, Turkey, Ukraine, and Lebanon. In addition, Edel Communications has trained thousands of U.S. State Department employees, including Assistant Secretaries of State, Ambassadors, and other diplomats.



Ambassador Terence P. McCulley addressing the participants. Embassy photo by Idika Onyukwu.

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Christian Edel teaches TV appearance at the workshop. Embassy photo by Idika Onyukwu.

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