

Strategic Communication Plan

Opposition to the reform
(Hired by His Royal Highness Oba
Tunji Lardner)

His Royal Highness Oba Tunji Lardner

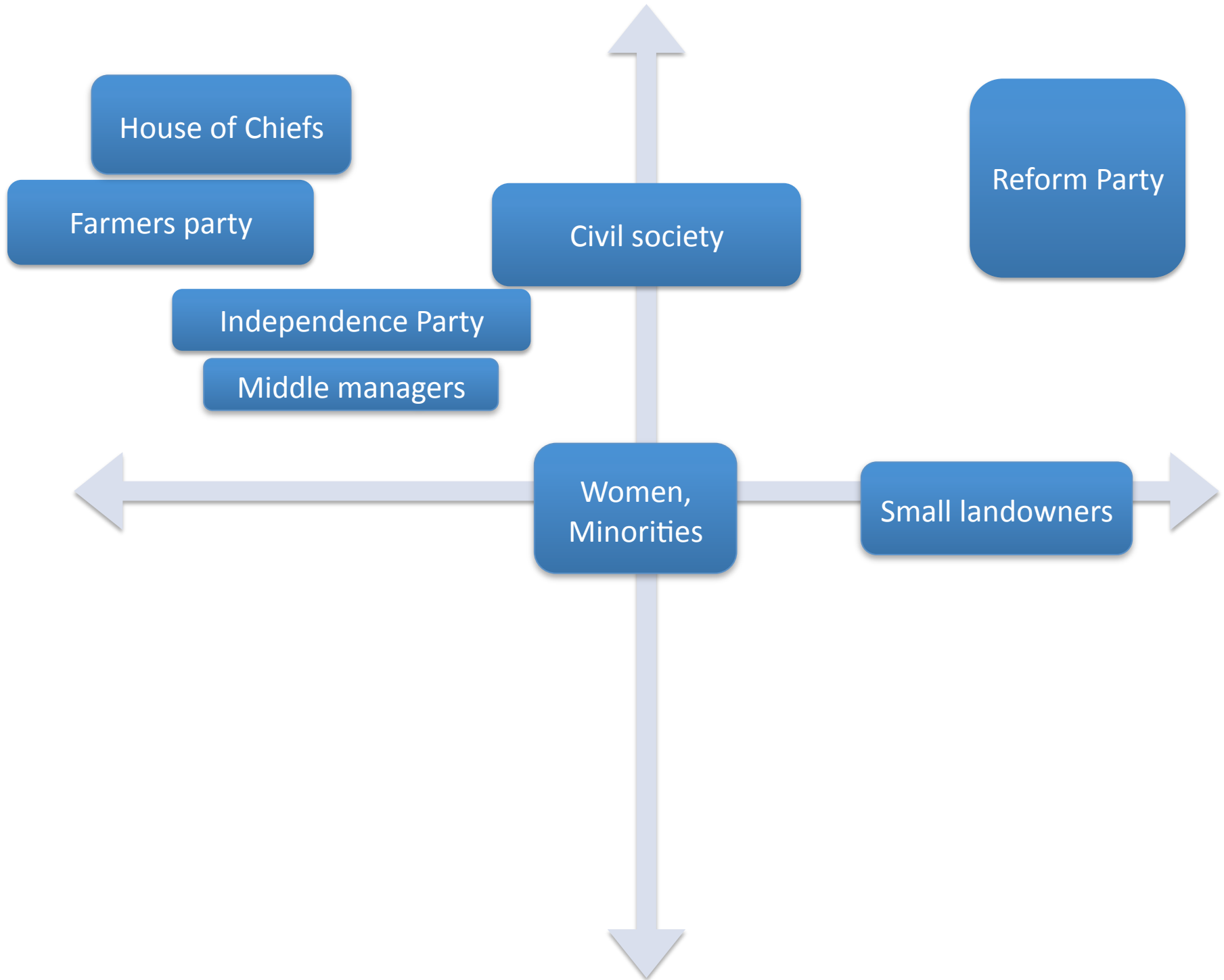


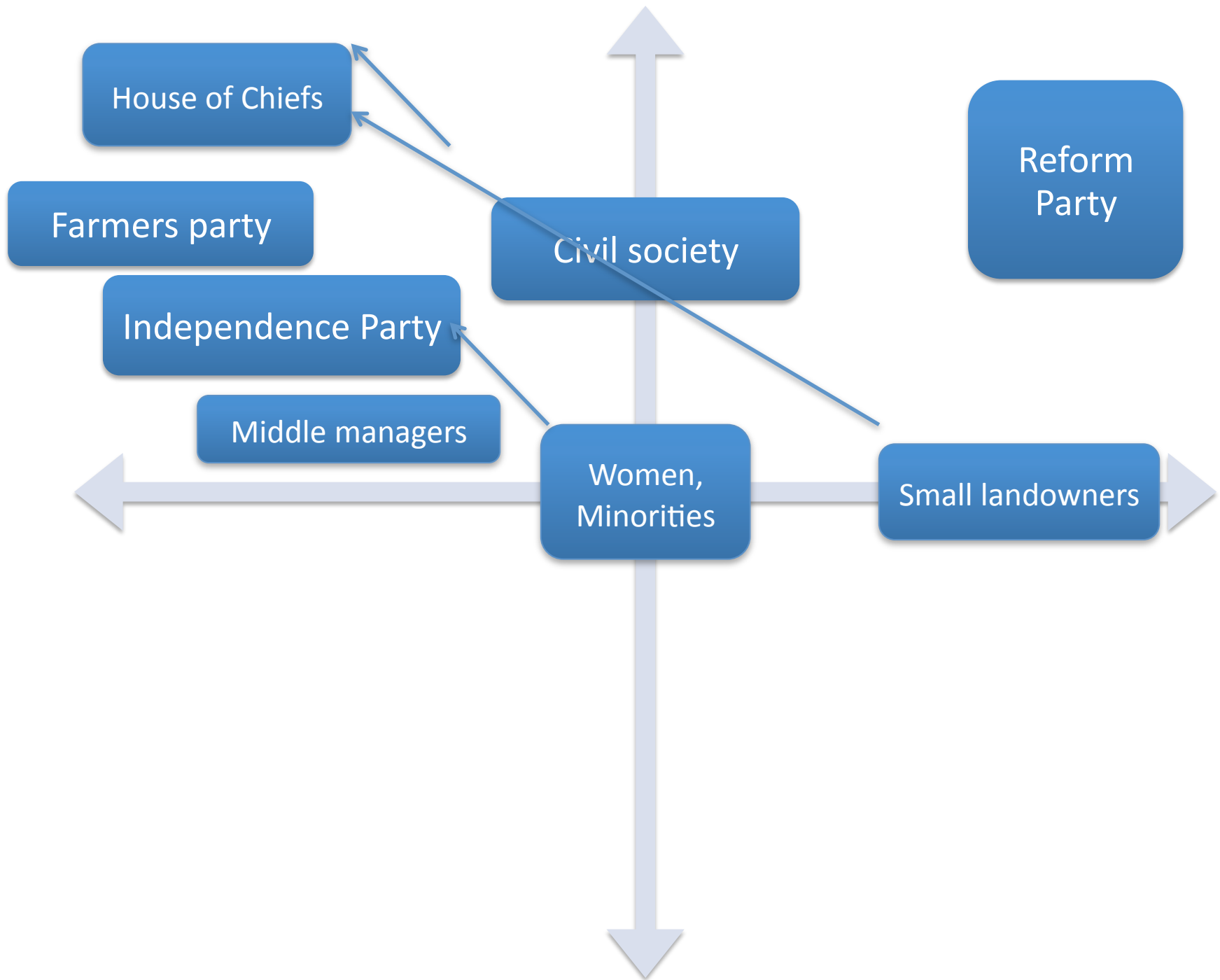
Group Members

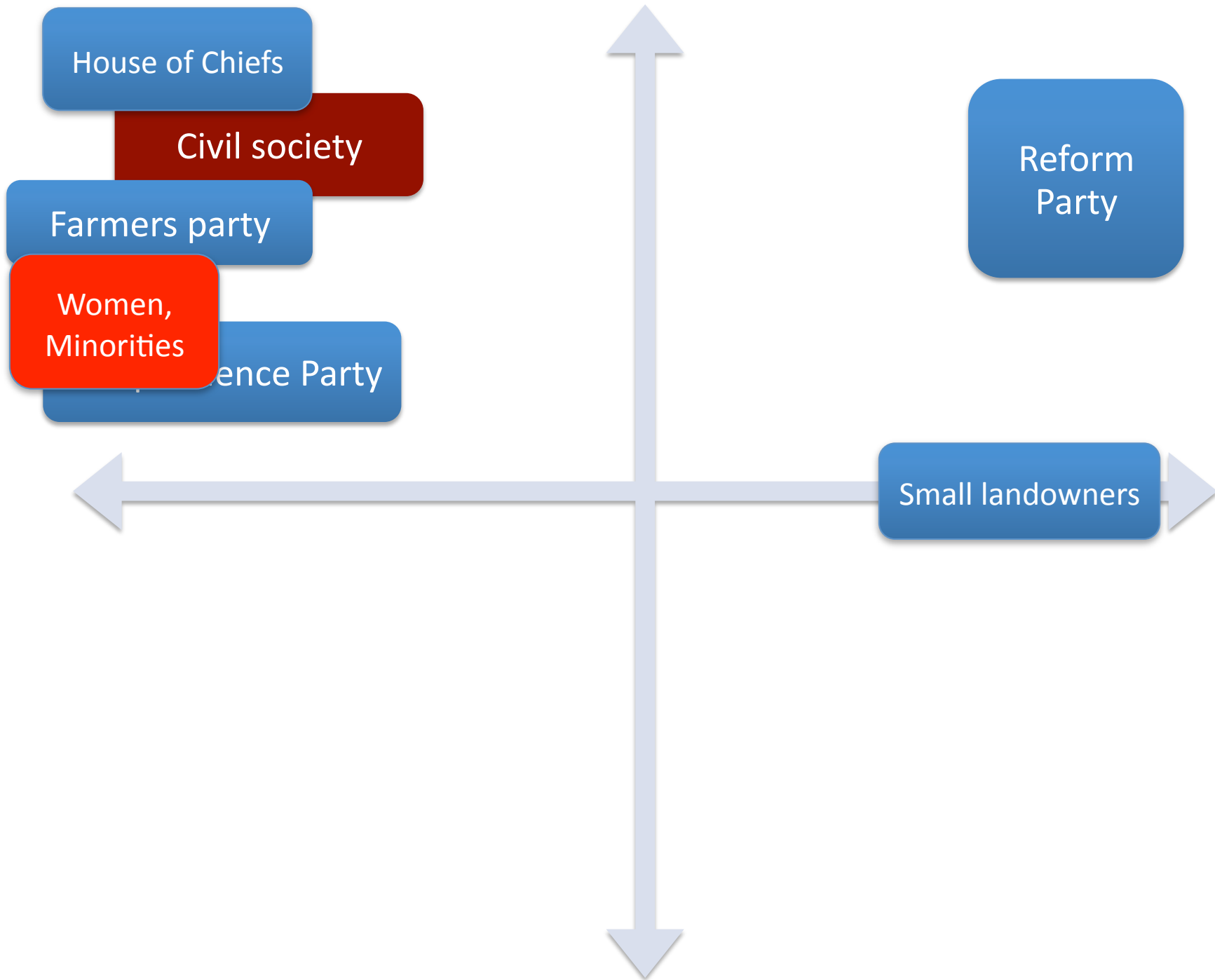
- Louise Agersnap
- Berdine Edmond
- Anietie John Ukpe
- Sk Sinha
- Raouf Zia
- Luwaga Liliane

Key stakeholder Analysis

Targeted Stakeholders	Influence	Interest
Civil Society	high	high
Independence Party	Middle	high
Women/ Minorities	Unknown	Unknown
Small farmers	low	High
Middle Manager	High	Middle







Goal

- To insert sufficient distrust in the proposed draft land policy to obstruct its adoption
- To delegitimize the World Bank and the Minister

Situational Analysis and Stakeholder research

- Situational analysis and survey among perceived stakeholders
- Individual meetings with Independence Party members and small land owners
- Focus group meeting with Council of Justice

Barriers

- Lack of trust by farmers

Risk Analysis

- Their power in land distribution will diminish
- Influence in society will reduce

Framing

Land reform is a threat to
Frelarian tradition and culture
steered by external powers

Key engagements

- Radio adverts and interviews with Chiefs
- Newspaper campaign including ads and interviews with and opinion pieces by the Chiefs
- Amplification and media coverage of traditional rituals
- Scare campaign through the social media
- Planting media stories underpinning the image of foreigners as a threat

Radio Ad

- Be ware this land reform will deform!
- Respect your ancestors and protect your land
- Join the fight against foreign powers that are stealing your ancestral grounds
- Say no, don't let them disrupt our age old traditions

Monitoring and Evaluation

- Attendance at traditional rituals
- Opinion polls

Ultimate key indicator: Reform plan fails