



Professionalism & Excellence

**NIGERIAN INSTITUTE
OF PUBLIC RELATIONS**

(Established in 1963 and Chartered by CAP N114, Laws of the Federation of Nigeria, LFN, 2004)

Member of:



GLOBAL ALLIANCE

for Public Relations and Communication Management



"Trust, Truth and Transparency"

WORLD PUBLIC RELATIONS Day
July 16, 2022

MESSAGE BY

MALLAM MUKHTAR ZUBAIRU SIRAJO, fnipr, President and Chairman, Governing Council, Nigerian Institute of Public Relations in commemoration of the 2022 World Public Relations Day (WPRD)

Themed "Trust, Truth and Transparency", the 2022 edition of the World Public Relations Day (WPRD) is an opportunity for practitioners around the globe to redefine public relations practice; it is a time for public relations to, not only find its voice, but also reassert itself in the scheme of things especially in relation to the core essence of the profession which amongst other things, is the fostering of understanding, promotion of mutual trust and respect, building and sustenance of goodwill, creation of friendship and strengthening mutually beneficial relationships among different stakeholders.

Going by the current political and social situation in Nigeria, the theme for this year's edition cannot be more apt. Public Relations should therefore be, not only seen, but also deployed as a veritable tool in strengthening relationships across the various socio- ethnic and political divides, promoting transparency and upholding the truth while preventing crises by any means legal and necessary.

The conviction that effective communication is a veritable tool for promoting mutual understanding and coexistence, actually informed the decision of the Nigerian Institute of Public Relations (NIPR), with the support of over 60 other influential organizations cutting across professions, civil society, socio-cultural, religious, governmental and others, to convene a Citizens Summit for National Integration, Peace and Security, come August 23 and 24, 2022 at the International Conference Centre, Abuja.

The Summit is aimed at providing a credible platform for Nigerians to come together and reopen conversation with a view to strengthening national cohesion, peace building and reconciliation. The initiative is to bridge the trust gap that has been allowed to fester and widen, while at the same time making us to look at and deploy the diversity with which Nigeria is endowed towards more positive endeavors.

As reputation minders, I therefore urge all public relations practitioners, especially in Nigeria, to always be guided by the tenets of the profession and allow national Interest to supersede parochial interests in order for our country to take its rightful place in the comity of civilized nations.



Mallam Mukhtar Zubairu Sirajo, fnipr

President and Chairman, Governing Council, Nigerian Institute of Public Relations