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# BAYOARIYO

Since 1994

**Media and Communications Expert for visibility** with over 20 years' progressive experience in multimedia and press networks. Owns equipment to deliver global-standard Full-HD documentaries & events coverage, acceptable for broadcast on all European and Western HDTV stations. **Delivers Real-time HD Videos of your events & interviews.**

## OFFICIAL COMMUNICATIONS/VISIBILITY CONSULTANT ON EU PROJECTS

Consulted & collaborated on several UNDP, USAID, British Council/DFID, IOM, MSH, PEPFAR, FES-West Africa and EU-SIGN Communications projects. Proven records of satisfactory and timely delivery of Mass Media visibility tools and contents across Radio/TV, Prints and Internet/Social Media.

## MASS MEDIA ADVOCACY AND PROJECTS VISIBILITY EXPERT

Works within diplomatic circles, with International Development Partners and on intervention projects & activities. Produces Mass Media Advocacy tools, Behavioural Change, Social Mobilization and Information/Education Campaign IEC materials.



## EUROPEAN BROADCASTING UNION - EBU

Certifies Sony Professional PXW-X200 and PMW-200 for global high quality documentaries, events & ENG. Rated "Tier- 2L". The expert owns this camera-chain. Links: [1&2](#)

Most funded international aid, donor or intervention projects or activities utilize tax-payers' money, grants from foundations or philanthropists. The Media Specialist's duties include:

- \* Informing intended beneficiaries of this aid and educating them to maximize its uses
- \* Clearly showcasing benefits of this aid to facilitate acceptance and ownership
- \* Document progressions of the implementation processes to ensure full compliance
- \* Research and deploy familiar, popular and accepted mediums and communications concepts

Below are some proven mediums and methods used by this Media Expert since 2006.



Press coverage

## PRESS CONFERENCE: VISIBILITY IN BROADCAST, PRINTS AND ONLINE MEDIA

The Expert has very good working knowledge of the Nigerian media and is friends with many reporters, news editors and major stakeholders in TV, radio and print press nationwide. His projects get proper visibility in the media.

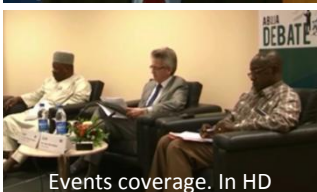
- \* Organize nationwide press conferences and media coverage of your events across all sectors in the media.
- \* Access to archived footage, media info and resources.
- \* Access to friends in the media for ground support (if required) at any time of day or night. Nationwide.



Documentaries in HD

## HIGH-PROFILE INTERVIEWS AND DOCUMENTARIES . IN HD

DOCUMENTARY SPECIALIST: Conducts interview sessions with high-ranking diplomatic officials across United States -US, European Union -EU, United Nations -UN funding and implementing partner offices as well as Nigerian counterparts. Interviewees include: \*French Ambassador to Nigeria; \*Head Health Unit EU Delegation to Nigeria; \*DCD UNDP Nigeria; \* TL, Conseil Santé HPI; \*President US IVLP; \*Minister National Planning Commission; \*Nigerian Minister of Works; \*Nigerian Ambassador to South-Africa; \*DG National Action Committee on AIDS, NACA. List goes on.

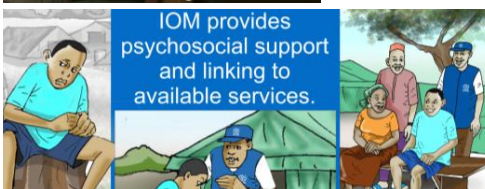


Events coverage. In HD

## EVENTS VIDEO COVERAGE: CUSTOMIZED BRANDING/VISIBILITY

Inspection tours, Seminars, Conferences, AGMs, Workshops or Trainings.

- \*Delivers real-time HD videos of events
- \*Media spots and press coverage
- \*Visibility concepts such as Microphone Flags (pictured), banners and backdrop
- \*Integrate video feed & PowerPoint presentations into large-screen HD displays
- \*High-profile interviews: Elite interviewers; concise, depth on discourse.



Billboards, posters, fact-sheets, flyers. In DI

## INFORMATION AND COMMUNICATIONS (IEC) TOOLS for SOCIAL MOBILIZATION, Behavioural Change Campaigns, Mass Media Advocacy & Public Orientation.

CGI/CAD Graphics and Illustrations. Multilingual translations. Direct Imaging (DI) Prints.

- \*Flyers, billboards, posters, brochures, roller banners and other large-format prints.
- \*Conceptualizing and team-work (physical and online collaborations) with all stakeholders

Thanks for your time. Hope to see you soon.