

# CURRICULUM VITAE

## Kunle Ogedengbe, PhD, FNIPR - A Brief

1. Fellow, Nigerian Institute of Public Relations (NIPR)
2. Chairman, Communiqué Committee, 160 Years of Journalism in Nigeria, 2019
3. Programme Manager, 140 Years of Journalism in Nigeria, at Abeokuta 1999
4. Facilitator, World Public Relations Forum, Toronto, Canada, 2016
5. Facilitator, All African Public Relations Conference, Africa Public Relations Association, Abuja, Nigeria, 2010
6. Judge, World Public Relations Forum Awards, 2016
7. Led Students and Lecturers of Mass Communication and allied fields (Theatre Arts and Information Management Systems from UNILAG, LASU and Babcock) to London on international educational excursion and tours, 2013
8. Judge, NIPR, Lagos State Chapter PR Essay Awards
9. Secretary NIPR Election Committee, 2013
10. Coordinator International Collaborations, NIPR
11. Post-Graduate Lecturer, PR and Advertising Management, MBA Programme, Lagos State University
12. Facilitator, School of Media and Communication, Pan-Atlantic University, Lagos, Nigeria
13. Lecturer (Part-Time) Mass Communication Department, UNILAG
14. Lecturer (Part-Time) School of Communication, LASU
15. Lecturer (Part-Time) Nigerian Institute of Journalism (Ibadan Campus)
16. Research Assistant on the Paper, *Insight Nigeria*, University of Hertfordshire, UK
17. Author of books including Media of Public Relations, Research Methods and Precision Journalism, Principles and Practice of Community Relations, A Premiere, Advertology (Co-authorship), Issues in PR (Co-authorship), among others
18. Former Head, Public Relations and Advertising Unit, Mass Communication Department, Lagos State Polytechnic, Ikorodu
19. Lecture Convener: Community Relations – Panacea to a Peaceful Niger Delta

20. Country Representative, Nigeria for the most influential newspaper in the world, Financial Times (The Banker), London, UK
21. Former Editor, Best of Business Magazine
22. Contributing Editor, Media Review Magazine
23. Trained in Nigeria and London with Nigerian and international/global experience and exposure
24. Vice Chairman, Lagos NIPR, 1999-2013
25. National Examiner, Examinations of the NIPR
26. National Examiner, Examinations of APCON
27. Programme Manager, Diamond Awards for Media Excellence (DAME)
28. Facilitator, The Tronix Training Programme London, UK

**Name:** Kunle Ogedengbe

**Date of Birth:** July 9, 1970

**Place of Birth:** Lagos, Nigeria

**Nationality:** Nigerian

**State of Origin:** Osun

**Local Government Area:** Ilesa East

**Contact Address:** 9, James Robertson Street, Surulere, Lagos State

**Phone Number:** 0803 406 5151

**E-mail: Address** ogedengbekunle@yahoo.com

**Marital Status:** Married

**Number & Ages of Children:** Three Children. Ages: 13, 11 and 9 years

**Educational Background  
(with dates):**

Babcock University, Ilishan-Remo PhD Mass Communication	2019
Lagos State University M.Sc. Mass Communication	2011
University of Calabar M.Sc. Finance	2005
Obafemi Awolowo University, Ile-Ife B.Sc. (Hons.) Politics, Philosophy and Economics (2 <sup>2</sup> )	1999
The Polytechnic, Ibadan Higher National Diploma Mass Communication (Upper Credit)	1997
Nigerian Institute of Public Relations Professional Diploma (Chartered) Public Relations	1997
Certificate, Business Data Planning and Analysis, Lagos Business School, Pan-Atlantic University	2008
Professional Certificate, Brand Marketing in PR Campaigns Chartered Institute of Public Relations, UK	2008
Professional Certificate Internal Communication Chartered Institute of Public Relations, UK	2009

## Work Experience:

2020 – Date	Senior Lecturer	Trinity University
2020 – 2020	Lecturer 1	Elizade University
2010 – 2019	Programme Manager	Diamond Awards for Media Excellence
2007 – 2009	Head	Sovereign Trust Insurance Plc
	Research & Business Development; Strategy and Research; Corporate Communications and Strategy; Research and Development; Deputy Divisional Head, Marketing & Relationship Mgt	
2005 – 2007	Lecturer, Mass Comm Dept.,	Lagos State Polytechnic
2003 – 2005	Advert (PR/Communication) Manager	Chellarams Plc
2003	Senior Editor	Best of Business Magazine
2001 – 2002	Business Development Manager	Corporate and Financial Comm. Ltd (PR Consultants)
<b><i>Seconded to MTN Nigeria Communications Limited where I instituted Public Relations/Corporate Affairs Functions and also contributed in making MTN the Brand of the Year 2001, the first Telecommunications Company to win the Award.</i></b>		
1997 – 2001	Reporter/Researcher (Head of Strategy)	Media Review Magazine
1992 – 1996	Reporter	Champion Newspapers
1990 – 1992	Publications Officer	De-Law Worldway Publications

## Fellowship/Membership of Professional Bodies:

- Fellow, Nigerian Institute of Public Relations (NIPR)
- Advertising Practitioners Council of Nigeria (APCON)
- Chartered Institute of Public Relations (CIPR), UK

## Publications (Books/Journals/Chapters):

### Journals

1. Adamolekun, Wole & **Ogedengbe, Kunle**. Corporate social responsibility practices in Nigeria: An Exploration of selected private sector organisations. *Caleb Journal of Social and Management Sciences*, 5(1), 2020  
<https://doi.org/10.26772/CJSMS2020050103>
2. Adamolekun, Wole & **Ogedengbe, Kunle**. Development communication and theatre for development practices in Nigeria. *Journal of Language, Theatre and Literary Studies*, Lead City University, Ibadan, 1(1), 2020.
3. Wole Adamolekeun & **Kunle Ogedengbe**. (2020) Crisis communication and stakeholders' Expectations: Implications for the practice of public relations in organisations. *Idia Journal of Mass Communication* 2020, 5.

4. Wole Adamolekeun & **Kunle Ogedengbe**. Mexican Statement and the Four Models: An Examination of Public Relations Praxis. *Journal of Media and Communication Review*, Lagos State University, 2019.
5. **Kunle Ogedengbe** & Kolade Ajilore. (2019). Public relations media and the operations of Nigerian underwriting firms, *Beyond Babel Journal of Language and Literary Studies*, Babcock University, Ilishan-Remo, Ogun State, Nigeria, 6, pp. 113-126.
6. Ying Hu, Cornelius B. Pratt, Wole Adamolekun & **Kunle Ogedengbe**. (2017). 'Communicating development' – a cultural shift: emerging discourses on entrepreneurial development and poverty reduction by Nigeria's banking and microfinance sectors. *Journal of Critical Arts* (2017). 30(5), 709-727, DOI: 10.1080/02560046.2016.1262439.
7. **Kunle Ogedengbe**. (2012). Alignment of the goals of host communities and energy companies in Nigeria: The strategic place of community development and corporate social responsibility for sustainable stakeholders' participation. *Society of Petroleum Engineers Journal*, USA (2012)
8. **Kunle Ogedengbe**. (2006). Corporate survival and the lubricating role of financial public relations. *Lagos Journal of Entrepreneurship and Technology (LJET)*, 1(1), pp. 121 – 137.
9. **Kunle Ogedengbe**. (2019). Advertisement and criticisms: An appraisal. *Zaria Journal of Communication*, Ahmadu Bello University, Zaria, 4(2), pp. 180-196.

#### **Books**

10. Ogedengbe, K. *Media of Public Relations* (2004, 209pp)
11. Ogedengbe, K. *Principles and Practice of Community Relations – A Premiere* (2007, 150pp)
12. Ogedengbe, K. *Advertology (Co-Authorship)* (2010, 202pp)
13. Ogedengbe, K. *Issues in PR (Co-Authorship)* (2005, 105pp)
14. Ogedengbe, K. *Introduction to Public Relations and Advertising: The Beginner's Guide (Co-Authorship)* (2019, 195pp)
15. Ogedengbe, K. *Understanding Public Relations (Co-Authorship)* (2019, 134pp)

#### **Chapters in Books**

16. **Kunle Ogedengbe**, (2018). Impact of outdoor media on business development in Nigerian. In A. Daramola & A. Tejumaiye (Eds.). *Nigerian Outdoor Advertising: Concepts, Constructs, Issues and Trends* (pp. 249-267). Lagos: University of Lagos Press and Bookshop Ltd.
17. **Kunle Ogedengbe**. (2001). Media relations, lubricant of pr. In L. Idowu (ed.) *Watching the Watchdog*. Lagos: Diamond Publications Limited.
18. Wole Adamolekun, Cornelius B. Pratt & **Kunle Ogedengbe**, (2012). Crisis in Nigeria's banking and financial industry: Government actions reassure skittish, jittery publics. In A. M. Amiso & C. B. Pratt (Eds.). *Case Studies in Crisis Communication: International Perspectives on Hits and Misses* (pp. 81-112). New York: Routledge.

#### **Accepted for Journal Publications**

1. Customer Receptivity of Nigerian Insurance Companies' Public Relations Activities (The Nigerian Journal of Business and Social Sciences, University of Lagos, Nigeria)
2. Performance-Audit of Nigerian Insurance Industry Public Relations Operations: A Qualitative Approach (Journal of Multimedia Technologies and Communication Studies, University of Lagos)

3. Public Relations and Misconceptions: A Conceptual Review (Tambari: Journal of Media, Theatre and Communication Studies, Bayero University, Kano)

### **Manuscript**

1. Public Relations Consultancy Practice in Nigeria
2. Research Methods and Precision Journalism

### **Some of my Published Essays on Communication, Marketing, Public Relations, Brand Management and the Economy in the Media:**

- Of Public Relations and Its Dynamics
- Media Relations, Lubricant of PR
- Environments of Public Relations
- How to Lobby
- Reputation Management
- Brand Building and Management
- Events' Sponsorship: The PR Edge
- Aiming for the Right Policy
- Financial Public Relations
- Insurance, You and the Nation
- Risk Assessment and Management
- Strategic (Corporate) Planning
- Solving the Problems of the Nigerian Economy
- Coping with Business Environment
- Strategy of Integrated Marketing Communication

### **Conferences/Courses attended (titles of papers presented)**

1. Crisis Management, Communication and Stakeholders' Expectations at the ACSPN Conference, Abeokuta, 2019
2. Online Journalism Practice in Nigeria: Perspectives, Problems and Prospects at the ACSPN Conference, Abeokuta, 2019
3. Crisis Communication and Reputation Management for Public Relations Professionals in the Digital Age: Prevention Perspectives/Strategies at the MCPD Seminar of the NIPR, 2019
4. African Traditional Media and Communication Strategies at the World Public Relations Forum, Toronto, Canada, 2016
5. Dynamics of Research and Evaluation at the Media and Election in Nigeria Workshop (a Nigeria Press Council sponsored Workshop) 2015
6. Media Agenda Setting and Development Communication in Nigeria at the ACSPN Conference, Bayero University, Kano, 2017.
7. Competitive Africa? A Critical Analysis of Africa's Positioning in Selected Western Media at the ACSPN Conference, Bayero University, Kano, 2017.
8. Africa in the Global Media: Does Africa Exist in the World's Socio-Political and Economic Dynamics? – The Challenges of Public Relations and Corporate Governance in Africa at the All African Public Relations Conference, Africa Public Relations Association, Abuja, Nigeria, 2010
9. Research Assistant on the Paper: Insight Nigeria at the Global Marketing Forum, University of Hertfordshire Business School, UK (2009)

10. Chairman of Session at the All African Public Relations Conference, Africa Public Relations Association, Kenya, 2011
11. Leader of Nigerian Delegation, All African Public Relations Conference, Africa Public Relations Association, Cameroon, 2015. Won the 2016 Hosting Right for Nigeria that made a Nigerian President of the Continental Body
12. Research and Evaluation in Corporate Communication (LBS/Pan-Atlantic University's School of Media and Communication Seminar, 2008)

#### **Other Conferences/Courses attended**

1. National Conference of the NIPR (Umuahia 2018)
2. Programme Manager, Watchdog or Captured Media (a Ford Foundation sponsored seminar, 2017), Lagos, Nigeria
3. Member, ACSPN/NUC Mass Communication Unbundling/Curriculum Review Committee, Bayero University, Kano, 2017 where Mass Communication was unbundled to seven courses
4. Programme Manager, Conflict-Sensitive Communication and Reporting Workshop (a UK Government sponsored workshop for Defence Correspondents and Security Services Communication Officers across Nigeria, 2014-2016)
5. National Conference of the NIPR (Ibadan 2016)
6. West Africa Public Relations Conference, Ghana, 2016
7. Coordinator of Nigeria's Participation at the Global Alliance World Conference on Public Relations in Emerging Economies, Kenya, 2015
8. Milan Expo, Italy, 2015
9. Global Alliance Association's Leadership Workshop, Spain, 2014
10. World Public Relations Forum, Spain, 2014
11. National Conference of the NIPR (Abuja 2014)
12. National Conference of the NIPR (Kano 2012)
13. National Conference of the NIPR (Abuja 2010)
14. National Conference of the NIPR (Nasarawa 2008)
15. Nigeria Union of Journalists (NUJ) National Conference, Ibadan, 1997
16. All African Public Relations Conference, The Federation of Africa Public Relations Associations (now Africa Public Relations Association), Abuja, 2004
17. Advertising: Media Independents: Evolution, Relevance and Challenges (2000)
18. Digital Democracy and its Discontents, London School of Economics and Political Science (2010)
19. Finance Nigeria Conference, London Stock Exchange, London, UK (2010)
20. Global Marketing Forum, University of Hertfordshire Business School, UK (2009)
21. World Public Relations Forum, London (2008)
22. Offshore Banking and the Challenges of Corporate Communications (2008)
23. Harvard Business School Association of Nigeria (HBSAN) Sharing Experience (with Young Managers) Series: Dick Kramer, Felix Ohiwerei, and Segun Osunkeye
24. Harvard Business School Association of Nigeria's E-Commerce Workshop
25. HBSAN/Accenture Accent on Leadership Seminar
26. Insurance: Misconceptions and the Facts (2000)
27. Television Documentary Production

#### **Hobbies:**

Travelling, Listening to Music, and Meeting People

**Awards:**

- Special Merit Award (NYSC)
- Double Commendation Certificates, Nigeria Media Merit Award, 2003
- Certificates of Commendation, NIPR, Lagos State Chapter, 2004, 2005 and 2006
- Plaque of Excellence NIPR, Lagos State Chapter 2007 and 2008.

**Special Skills:**

- Computer Literacy (Microsoft Word, Excel, PowerPoint, Outlook, Internet Explorer)
- Business Acumen
- Negotiating and Numerical Skills
- Multi-Disciplines and Operations

**Referees:**

To be supplied on request.