PROPOSAL NARRATIVE
THE NIGERIAN-LY SPEAKING PROJECT/COLLECTIVE
A Proposal for Amplifying the Voices of Young Nigerians

Introduction
Nigeria is an incredibly diverse nation, geographically and culturally, which is a strength. Located in West Africa, Nigeria is the most populous African country, with a population of over 200 million people. It has a rich culture, with a wide range of languages, religions, and ethnicities. The country is divided into 36 states, each with its own unique history, customs, and culture. These states are grouped into six geopolitical zones of states which share a common history. Nigeria is home to some of the world’s most important natural resources, such as oil and gas, and a vibrant agricultural sector. Recently, the country has become more divided with various groups calling for secession. The project is a way of amplifying the voices of young people from different parts of the country with the goal to foster difficult conversations and highlighting stories that are different.

Description of the Project
The project will be to identify students in 6 universities across the 6 geopolitical zones and equip them with podcasting equipment to create a monthly podcast. The type of show may vary as detailed below. I will review and check that no legal exposure exists and curate for the website on: www.nigerianlyspeaking.com and YouTube where they can be consumed by a larger audience. There are a wide variety of different types of podcasts that can be created as part of the collective. These include:
- Interview - This type of podcast is a great way to learn about various topics, gain valuable insights, and discover new perspectives.
- Explainer - This type of podcast can be used to explain a topic in a simple and easy-to-understand way.
- Feature - This type of podcast is a great way to learn about various topics, people, and events.
- Roundtable - This type of podcast is used to have a discussion between a group of people.
- Review - This type of podcast is used to review a specific topic, product, or event.
- Storytelling - This type of podcast is used to share stories in an interesting and engaging way.
- Commentary - This type of podcast is used to share thoughts and perspectives on current events.

Content Focus
The topics and content of the podcasts will be chosen by the collective. The aim of the collective is to create a space for dialogue about pressing issues and to create content that will help to shape the future of the nation. Hosting a series of podcasts on a variety of topics will help to achieve this goal. Topics may include, but are not limited to, social justice, education reform, economic opportunities, political participation, and mental health.

Target Audience
The target audience of the collective is primarily young Nigerians between the ages of 16 and 30. While it is not necessary to be a student in order to participate in the podcast collective, it is an ideal demographic. This age group will be able to provide valuable insight into pressing issues and create content that shares new perspectives. The collective aims to provide a platform for young Nigerians to express their creativity and share their ideas with a wider audience. The collective also aims to create a sense of belonging and community among Nigerian students.

Promotion Strategies
Creating a podcast is an excellent way to promote the students and share their ideas with a wider audience. As well as gaining exposure, podcasting can also be a very rewarding and enjoyable experience. By participating in the podcast collective, the students will have the opportunity to create a podcast that can help to shape the future of the nation. When the podcast is created, I will promote it using the platform I created on www.nigerianlyspeaking.com. These are the strategies that I will be using:

- Social Media - Create a social media campaign to promote the podcasts. This can be done by creating a hashtag and encouraging followers to use it when discussing the podcast.
- Email - People often check their email more often than social media. Email your podcast to friends, family, and colleagues and encourage them to share it online.
The Nigerian-ly Speaking Project/Collective
Nigeria
International House New York
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- **Guest Posts** - Write guest posts for other online publications, such as the university’s blog or an online magazine, and mention your podcast.
- **Paid Promotions** - There are many paid promotions that can be used to promote your podcast.
- **Syndication** - This strategy will help to increase the podcast’s exposure by hosting it on multiple platforms.

**Proposed Activities**
1. Advertising for applicants
2. Selecting the student winners
3. Providing equipment
4. Providing podcast hosting subscription
5. Editing the content and disseminating

**Resources Needed**
In order to host a successful podcast collective, there are a few resources that will be needed. These include:
- **Space** - Hosting the podcast events in a dedicated space, such as a classroom, can help to create a safe environment for open dialogue and self-expression.
- **Equipment** - Depending on the type of podcast you choose to create; you may need a certain level of equipment.
- **Resources** - It is important to provide your guests with any resources they may need such as a list of websites or books that they recommend.
- **Guests** - Guest speakers can greatly enhance the quality of your podcast and provide new perspectives.
- **Moderator** - Having a moderator to manage the event can help to keep the discussion focused and on track.

**Immediate Goals of the Podcast Collective**
The collective aims to provide a platform for discussing pressing issues and creating content that will help students, teachers, and the community to shape the future of the nation. By creating a space where students can openly express themselves, the collective aims to create a more inclusive and equitable society.

**Benefits and Results of the Podcast Collective**
There are many benefits to hosting a podcast collective, many of which could be seen as long-term goals. Some of these include:
- **Increased Inclusivity** - By hosting creative events that are open to all students regardless of gender, sexuality, ethnicity, or religious background, the collective can help to build a more inclusive campus culture.
- **Increased Empowerment** - Hosting events that provide a space for dialogue and self-expression can help to empower students and encourage them to share their voice.
- **Strengthened Community** - The podcast collective can help to build a stronger sense of community among students and enable them to create and share a sense of belonging.
- **Fostering Positive Social Change** - Providing a platform for discussing pressing issues and creating content that helps to shape the future of the nation can help to strengthen a community of socially conscious citizens.
- **Increased Accessibility to Education** - By creating podcasts on topics of interest to a variety of students, the collective can help to make education more accessible and inclusive.
- **Enhanced Learning** - Podcasts can be an excellent way to engage students in topics and encourage them to apply their knowledge through critical thinking and analysis.

*Note: All equipment to be purchased will be kept by the collective and rolled over to the next participants at the end of the year. This is a pilot project the goal is to replicate it and create a social enterprise that will be self-sustaining.*