



GENERAL OVERVIEW OF

RISE OF THE

MIC



Celebrating Excellence, Nurturing Greatness!

PACKAGED BY: PRIMUS MEDIA CITY



INTRODUCTION

The Primus Media Conference and Awards (PMCA) is a national platform designed to **recognize excellence, inspire professionalism, and strengthen capacity** within Nigeria's broadcast and media ecosystem. Building on four successful editions in Southwest Nigeria, the initiative is expanding into a national conference and awards programme that brings together broadcasters, media professionals, industry leaders, policymakers, corporate brands, and development partners.

The Conference and Awards respond to the growing influence of young broadcasters in shaping public opinion, promoting civic engagement, and driving national development narratives, while addressing gaps in recognition, mentorship, and sustainable career growth within the media industry.

ABOUT PRIMUS MEDIA AWARDS

On the 5th of December, 2021, we took a bold step with the maiden edition of Primus Media Awards, for young broadcasters in the city of Ibadan. The event was widely received and massively successful.

The target demographic so far has been 21–30 years old in Southwest Nigeria, but henceforth it will now be 18-35 years old in Nigeria.

Some of our Awardees are flying very high now in their career, and some of them have risen to the post of General Manager, while others are doing so well.

S/N	EVENT	CONF. THEME	AWARD THEME	VENUE	DATE
1	AWARD	NIL	The MIC is coming	Mauve 21, Ibadan	05-12-21
2	AWARD/CONF.	Power in your hands	Power and The MIC	Mauve 21, Ibadan	10-09-22
3	AWARD/CONF.	Professionalism and Profitability	The MIC	Mauve 21, Ibadan	08-09-23
4	AWARD/CONF.	Beyond the Broadcast	The MIC and The Glory	Mauve 21, Ibadan	06-09-24
5	CONFERENCE	Framing Influence, Fueling Change	NIL	IACD (American Corner, Ibadan)	05-09-25
6	AWARD/CONF.	Broadcasting Re-imagined	Rise of The MIC	LAGOS	11-09-26

VISION AND PURPOSE

The vision of the Primus Media Conference and Awards is to build a resilient, ethical, and future-ready Nigerian media ecosystem by identifying, celebrating, and equipping emerging and established broadcast talents.

Celebrate
Excellence Among
Young Nigerian
Broadcasters

**Promote
Professionalism
and Ethical
Broadcasting**

Encourage
Innovation Across
Radio, Television,
and Digital Media

Build a National
Network of Next-
Generation
Broadcasters

**Motivate Talent
Retention Within
the Broadcast
Industry**

Support National
Development
Through Youth-
Driven Media



PRIMUS MEDIA AWARDS

TARGET AUDIENCE

PRIMARY AUDIENCE

BROADCASTERS AGED 18-35

SECONDARY
AUDIENCE

**Media owners - Advertisers -
Regulators - Students of mass
communication - Media
Practitioners and Enthusiasts!**



PROGRAMME COMPONENTS

MEDIA CONFERENCE

The Conference features keynote sessions and panel discussions focused on:

- Media ethics and professionalism
- Digital transformation
- Monetization, sustainability, and career growth in broadcasting
- Media's role in democracy, development, and social cohesion

MEDIA AWARDS

The Awards segment recognizes outstanding broadcasters across carefully curated categories. Awards are designed to celebrate:

- Excellence and impact
- Innovation and creativity
- Leadership and consistency
- Social responsibility and community influence

Special Recognition Awards are also conferred on distinguished individuals and institutions for their contribution to media development and national progress.



40 CATEGORIES OF THE AWARD

- 1.MOST IMPACTFUL
- 2.MOST EDUCATIVE
- 3.MOST CREATIVE
- 4.MOST ELOQUENT
- 5.MOST VERSATILE
- 6.MOST RESOURCEFUL
- 7.BEST REPORTER
- 8.BEST DJ
- 9.BEST NEW DISCOVERY
- 10.BEST USE OF SOCIAL MEDIA
- 11.BEST RADIO PRODUCER
- 12.BEST RELIGIOUS PRESENTER – CHRISTIAN
- 13.BEST RELIGIOUS PRESENTER – ISLAM
- 14.BEST NEWSCASTER - RADIO
- 15.BEST NEWSCASTER – TV
- 16.BEST POLITICAL PRESENTER
- 17.BEST SPORTS PRESENTER
- 18.BEST ENTERTAINMENT PRESENTER
- 19.BEST RELATIONSHIP/LIFESTYLE
- 20.PRESENTER OF THE YEAR

REGIONAL CATEGORIES

- 21.BEST POLITICAL PRESENTER - YORUBA
- 22.BEST SPORTS PRESENTER - YORUBA
- 23.BEST ENTERTAINMENT PRESENTER - YORUBA
- 24.BEST NEWSCASTER – YORUBA
- 25.BEST INDIGENOUS PRESENTER - YORUBA
- 26.BEST POLITICAL PRESENTER - IGBO
- 27.BEST SPORTS PRESENTER - IGBO
- 28.BEST ENTERTAINMENT PRESENTER - IGBO
- 29.BEST NEWSCASTER – IGBO
- 30.BEST INDIGENOUS PRESENTER - IGBO
- 31.BEST POLITICAL PRESENTER - HAUSA
- 32.BEST SPORTS PRESENTER - HAUSA
- 33.BEST ENTERTAINMENT PRESENTER - HAUSA
- 34.BEST NEWSCASTER – HAUSA
- 35.BEST INDIGENOUS PRESENTER - HAUSA
- 36.BEST POLITICAL PRESENTER - PIDGIN
- 37.BEST SPORTS PRESENTER - PIDGIN
- 38.BEST ENTERTAINMENT PRESENTER - PIDGIN
- 39.BEST NEWSCASTER -PIDGIN
- 40.BEST INDIGENOUS PRESENTER – PIDGIN



RATIONALE FOR SCALING TO NATIONAL LEVEL

Building on four successful editions in Southwest Nigeria, the Primus Media Awards is evolving into a national platform to recognize, inspire, and develop Nigeria's next generation of broadcasters.

By expanding eligibility to young professionals aged 18–35, the Awards identifies talent early and supports long-term growth at a critical career stage. As young broadcasters increasingly shape public opinion, culture, and democratic engagement, this national expansion affirms media as a strategic asset for national development.

The initiative responds directly to gaps in recognition, mentorship, and industry sustainability—**unifying, motivating, and retaining emerging broadcast talents while promoting excellence, professionalism, and a stronger, more resilient Nigerian media ecosystem.**



AWARD PROCESS & PROGRAMME STRUCTURE

Nomination Process

The Primus Media Awards operates an open and voluntary nomination system. Eligible broadcasters are invited to apply by submitting their entries through a standardized online nomination form, formally indicating interest to participate. This approach aligns with global best practices adopted by reputable international award platforms and ensures inclusivity, fairness, and accessibility.

Longlisting – Phase I (Compliance Screening)

All submitted entries undergo an initial screening phase focused strictly on compliance. Applications are reviewed to ensure adherence to submission guidelines, eligibility criteria, and required documentation. Incomplete, non-compliant, or void entries are eliminated at this stage to preserve the integrity of the process.

Shortlisting – Phase II (Technical Evaluation)

To maintain credibility and competitiveness, no award category is permitted to have more than five (5) nominees. Where a category receives multiple qualified submissions, a dedicated panel of subject-matter experts conducts a detailed evaluation and scrutiny of entries, resulting in a final shortlist of five nominees per category.

Jury Composition & Voting Process

The Awards is adjudicated by a 60-member jury comprising General Managers, senior editors, and respected veterans drawn from broadcast stations across Nigeria. Each award category is independently assessed by three (3) different jurors, with scores electronically collated to ensure transparency and eliminate bias. On the award night, the score sheet for each category will be displayed alongside the announced winner.

The flagship category, Presenter of the Year, is determined through a simple majority vote of the entire jury, reflecting its prestige and industry-wide significance.





Media Engagement (“The Mic”)

As part of pre-award visibility and industry engagement, “The Mic” media tour will run across selected broadcast stations nationwide, with particular focus on Lagos. This segment amplifies nominee visibility, audience engagement, and sponsor exposure.

Nominees’ Party

A nominees’ networking and celebration event will be hosted in Lagos, providing a relaxed platform for industry interaction, media coverage, and brand engagement ahead of the main ceremony.

Conference & Capacity Building

Leveraging the convergence of industry professionals, a Conference will be held earlier on the day of the award ceremony. This session focuses on learning, professional development, and industry discourse, reinforcing the Awards’ commitment to capacity building and long-term impact beyond recognition.

Main Award Ceremony

The flagship award night celebrates excellence across categories, honours winners, and showcases the highest standards of professionalism in Nigerian broadcasting.

Post-Event Publicity

Following the event, winners, highlights, and key moments will be widely published across traditional media, digital platforms, and social channels, ensuring sustained visibility for award recipients, partners, and sponsors.



SPONSOR IMPACT SUMMARY

1. Industry Visibility & Brand Amplification

Sponsors gain extensive brand exposure through national media coverage, event materials, and digital platforms, positioning their brand at the forefront of Nigeria's broadcast media landscape.

2. Talent Development & Capacity Building

By supporting panels, sponsors align with the empowerment of young media professionals, enhancing their reputation in corporate social responsibility and ESG initiatives.

3. Industry Credibility & Standard Setting

Sponsors are associated with promoting excellence and integrity in media, reinforcing their brand as a champion of high standards and best practices.

4. Nationwide Engagement & Grassroots Reach

The event's national scope ensures that sponsors connect with diverse audiences and regional markets, broadening their reach across Nigeria.

5. Influence on Public Discourse & Development Narratives

Sponsors support responsible storytelling and democratic engagement, positioning their brand as a catalyst for positive social impact.

6. Long-Term Brand Recall & Institutional Legacy

As a recurring event, the Primus Media Conference & Awards offer sponsors lasting brand association and continuous visibility within the media industry.



SPONSOR IMPACT SUMMARY

7. Relationship Building & Strategic Networking

Sponsors access valuable networking opportunities with media leaders, regulators, and content creators, fostering strategic partnerships and future collaborations.

8. Content Generation & Media Assets

The event produces rich multimedia content, providing sponsors with branded assets for ongoing marketing and PR campaigns.

9. Youth Retention & Industry Sustainability

By motivating young broadcasters, sponsors contribute to talent retention and the long-term sustainability of Nigeria's media sector.

10. Measurable Impact & Reporting

Sponsors benefit from detailed metrics and impact reports, ensuring transparent ROI assessment and informed future investment decisions.



PRIMUS MEDIA AWARDS

CALL-TO-ACTION

**Beyond Awards. Beyond Applause.
This Is About Legacy.**

Support a platform that celebrates
excellence, builds capacity, and
strengthens Nigeria's media future.

**Join the Primus Media Conference &
Awards**

PRIMUS MEDIA AWARDS

OUR 2026 GOAL

Cash prize of N200,000 for all category winners

A Car gift for the presenter of the year



PRIMUS MEDIA AWARDS

PICTURES FROM 2021 MAIDEN AWARD



#PRIMUS MEDIA AWARD DEC 2021 #NSERIESCOMMUNICATION

#PRIMUS MEDIA AWARD DEC 2021 #NSERIESCOMMUNICATION

PRIMUS MEDIA CONFERENCE

PICTURES FROM 2022 MAIDEN CONFERENCE



PRIMUS MEDIA AWARDS

PICTURES FROM AWARDS 2.0 (2022)



PRIMUS MEDIA CONFERENCE

PICTURES FROM CONFERENCE 2.0 (2023)



PRIMUS MEDIA AWARDS

PICTURES FROM AWARDS 3.0 (2023)



PRIMUS MEDIA CONFERENCE

PICTURES FROM CONFERENCE 3.0 (2024)



PRIMUS MEDIA AWARDS

PICTURES FROM AWARDS 4.0 (2024)



PRIMUS MEDIA CONFERENCE

PICTURES FROM CONFERENCE 4.0 (2025)





Office: Opposite El-Loving Arms Daycare,
Sharp Corner Area, Oluyole Estate, Ibadan
Email: primusmediacity@gmail.com
Telephone: 0816-274-6129