

Assessment of Public Relations Advocacy Campaigns of Young Entrepreneurs of Nigeria (YEN) in Benue State

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Abstract

This paper evaluates public relations advocacy campaigns of Young Entrepreneurs of Nigeria (YEN) in Benue State. This was done within the context of leadership communication component of the entrepreneurship communication paradigm. Anchored on the Personal Influence theory, qualitative data was collected through In-depth interviews in three towns of Benue State – Makurdi, Otukpo and Katsina-Ala. Findings show that despite the cultural and geographic differences of the three towns, the leadership communication of youth entrepreneurs in Benue State under the umbrella of YEN is generally uniform. The study found that most of the youth entrepreneurs adopted two primary empowerment approaches related to leadership communications acts as public relations advocacy: transferring social awareness to encourage self-worth and involvement; and transferring skills to develop competence and encourage self-empowerment. Based on the findings, the study concludes that unlike the modest business world where transferring of social awareness and skills is considered top secrets for competitive business advantage, youth entrepreneurs in Benue tend to create open communication, focusing on persuasion, skills sharing, motivation and support for other youth's engagement in entrepreneurship. The study thus recommends

support, training and enabling environment for youth entrepreneurs to thrive and add a chain-value to the economy.

Keywords: Public Relations, Leadership Communication, Youth EThe Nigerian Journal of Communication (TNJC), Vol. 14, No. 1, October 2017. ntrepreneurship, Social Empowerment.