SABRE AFRICA AWARDS 2027 · CAMPAIGN ENTRY

From Grant to Growth

Nurturing Nigeria's Next Generation of Ethical Communicators

CAMPAIGN

PRNigeria Young Communication Fellowship

ORGANISATION

Image Merchants Promotion Limited (IMPR)

PARTNER

Adamu Abubakar Gwarzo Foundation



SUMMARY

Three editions. Ninety fellows. One pipeline.

Launched in 2024 by Image Merchants Promotion Limited, the PRNigeria Young Communication Fellowship equips emerging professionals with practical skills in journalism, public relations, fact-checking, AI and digital communication.

Evolving from grant support into a self-sustaining residential programme across Abuja, Kano and Ilorin, the Fellowship attracted 691 applications for 30 places in 2026. Women constitute 40% of participants and have emerged as top performers, while over 40% of alumni have secured jobs, internships or promotions.

A 2025 SABRE Africa finalist and winner of the Nigeria Digital PR Industry Impact Award, the Fellowship demonstrates measurable impact, inclusivity and sustainability.



691 Applications for 30 places in 2026

2025 SABRE Africa finalist, a year after launch

2026 Industry Impact Award, Nigeria Digital PR Awards

NOTE: PRNigeria Young Communication Fellowship 2026 attracts 691 applications https://dailytrust.com/?p=1926421

1 · THE CHALLENGE

A new media age. An old skills gap.

How do we prepare young communicators to enter the industry skilled, ethical and ready?



- AI is changing how content is made.
- Social media has sped up publishing.
- Misinformation has raised the cost of getting it wrong.
- Digital platforms demand new storytelling skills.

Many graduates know the theory but lack practice in editing, news gathering and fact-checking.

NOTE: Group equips 10 Nigerians with practical communication skills for professional excellence https://nannews.ng/?p=335970

2 · THE INSIGHT

The gap was not information. It was experience.

Young communicators can find information anywhere. What they struggle to find:

Practice	**Mentorship**
Professional networks	**Editorial judgement**
Ethical guidance	**Real-world exposure**

You cannot build the next generation of communicators through theory alone.



NOTE: NUJ President Flags Off Maiden "PRNigeria Young Communication Fellowship“ https://economicconfidential.com/?p=208660

3 · THE OPPORTUNITY

Turn the newsroom into the classroom

Fellows learn inside PRNigeria's working newsroom and communication practice, not in a lecture hall.

ABUJA

PRNigeria Academy, Lugbe

KANO

PRNigeria Centre, with a fellows' hostel

ILORIN

PRNigeria Centre, Ilorin



10 fellows per centre. Two weeks. Fully funded and residential.

NOTE: PRNigeria Young Communication Fellowship 2026 attracts 691 applications https://dailytrust.com/?p=1926421

4 · PLANNING

Four objectives. One pipeline.

01 **Build professional capacity.** Practical skills for journalism, PR and strategic communication.

02 **Put ethics beside technology.** Digital skills without sacrificing accuracy or credibility.

03 **Close the classroom–newsroom gap.** Real exercises with working practitioners.

04 **Build to last.** Turn a funded intervention into a platform that outlives its grant.



NOTE: *PRNigeria Fellowship: Soyombo Charges Young Journalists to Uphold Ethics, Public Interest and Safety*
https://economicconfidential.com/?p=228609

TARGET AUDIENCE

The communicators coming next

PRIMARY

- Communication graduates
- Young journalists
- PR practitioners
- Content creators
- Digital storytellers

SECONDARY

- Professional bodies
- Media organisations
- Training institutions
- Editors and practitioners
- Development partners

Open to young Nigerians aged 20 to 30, from any academic discipline.



NOTE: *PRNigeria Fellowship website*
https://fellowship.prnigeria.com/

5 · STRATEGY

Train. Practise. Mentor. Connect. Sustain.

Train	Contemporary professional skills.
Practise	Knowledge turned into published work.
Mentor	Direct access to experienced practitioners.
Connect	Doors to institutions, newsrooms and networks.
Sustain	A programme that continues beyond donor support.

Don't just teach communication. Create communicators.



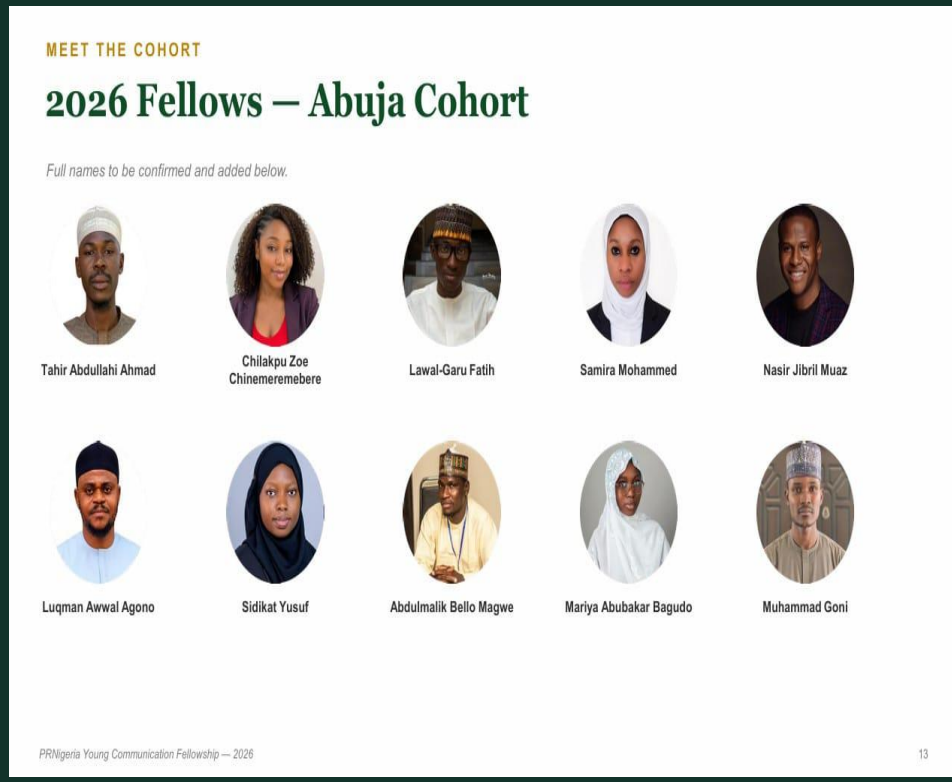
NOTE: *PRNigeria Fellows Alumni Directory*
https://prnigeria.com/2026/10/20/prnigeria-fellows-alumni/

7 · FROM DONOR SUPPORT TO SUSTAINABILITY

The grant ended. The Fellowship didn't.

MacArthur Foundation support, through WSCIJ's Collaborative Media Project, ended in 2024. PRNigeria kept all three centres running and made the programme fully residential.

From grant. To ownership. To growth.



NOTE: WSCIJ hails PRNigeria for sustaining Young Communication Fellowship beyond grant funding https://dailytrust.com/?p=1955921

8 · PARTNERSHIPS

A community formed around the idea

NIGERIA UNION OF JOURNALISTS
Professional endorsement partner

NIGERIAN INSTITUTE OF PUBLIC RELATIONS
Professional certification co-partner

WOLE SOYINKA CENTRE FOR INVESTIGATIVE JOURNALISM
Curriculum and investigative journalism partner

CENTRE FOR CRISIS COMMUNICATION
Crisis communication curriculum partner

ADAMU ABUBAKAR GWARZO FOUNDATION
Donor of the Lugbe academy and ₦10 million for 2026



NOTE: Adamu Gwarzo donates N10m to PRNigeria Fellowship https://tribuneonlineng.com/adamu-gwarzo-donates-n10m-to-prnigeria-fellowship/
MAAUN founder donates Abuja facility to PRNigeria Academy https://guardian.ng/?p=2757750

9 · THE PEOPLE RESULTS

From fellows to professionals

90 fellows completed the 2024, 2025 and 2026 programmes

3 training centres: Abuja, Kano and Ilorin

40% of participants were women

100+ stories, reports, fact-checks and communication outputs

40% of alumni secured jobs, internships, placements, promotions or bigger roles



NOTE: *PRNigeria Fellowship Experience & Impact*
https://prnigeria.com/2024/12/31/prnigeria-fellowship-2

10 · CAREER IMPACT

The Fellowship did not end at graduation

Alumni have moved into professional communication roles:

- **Media aides**
- **Communications officers**
- **Newsroom editors**
- **Frontline journalists**

Alumni now return to support new cohorts, and two 2025 fellows co-authored a 203-page book on policing in Lagos.

Learn → Practise → Progress → Give back



NOTE: PRNigeria Communication Fellowship: A Spectacular CSR Game-Changer
https://prnigeria.com/2024/12/10/prnigeria-communication-fellow

The industry noticed

RECOGNITION

SABRE AFRICA 2025: Shortlisted for the SABRE African PR Awards a year after launch.
NIGERIA DIGITAL PR AWARDS 2026: Industry Impact Award at the 11th Nigeria Digital PR Summit, Lagos.
NIGERIA UNION OF JOURNALISTS: President Alhassan Yahaya Abdullahi called it a vital investment in the future of journalism in Nigeria.
WOLE SOYINKA CENTRE: Commended PRNigeria for sustaining the programme beyond its grant.

EVALUATION

OUTPUT: Intensive professional training
OUTCOME: Alumni in professional roles
SUSTAINABILITY: Continued after the grant ended
DEMAND: 691 applicants for 30 places
SCALE: 30 graduates across 3 centres in 2026
INFRASTRUCTURE: An academy and new philanthropy



NOTE: *PRNigeria Young Communication Fellowship shortlisted for 2025 Africa SABRE Awards*
https://guardian.ng/?p=2583738
PRNigeria Fellowship wins Impact Award as IMPR CEO named Digital Communications Ambassador
https://dailytrust.com/?p=1968155
NUJ President lauds PRNigeria Fellowship as 10 communicators graduate from 2026 Abuja cohort
https://dailytrust.com/?p=1944289

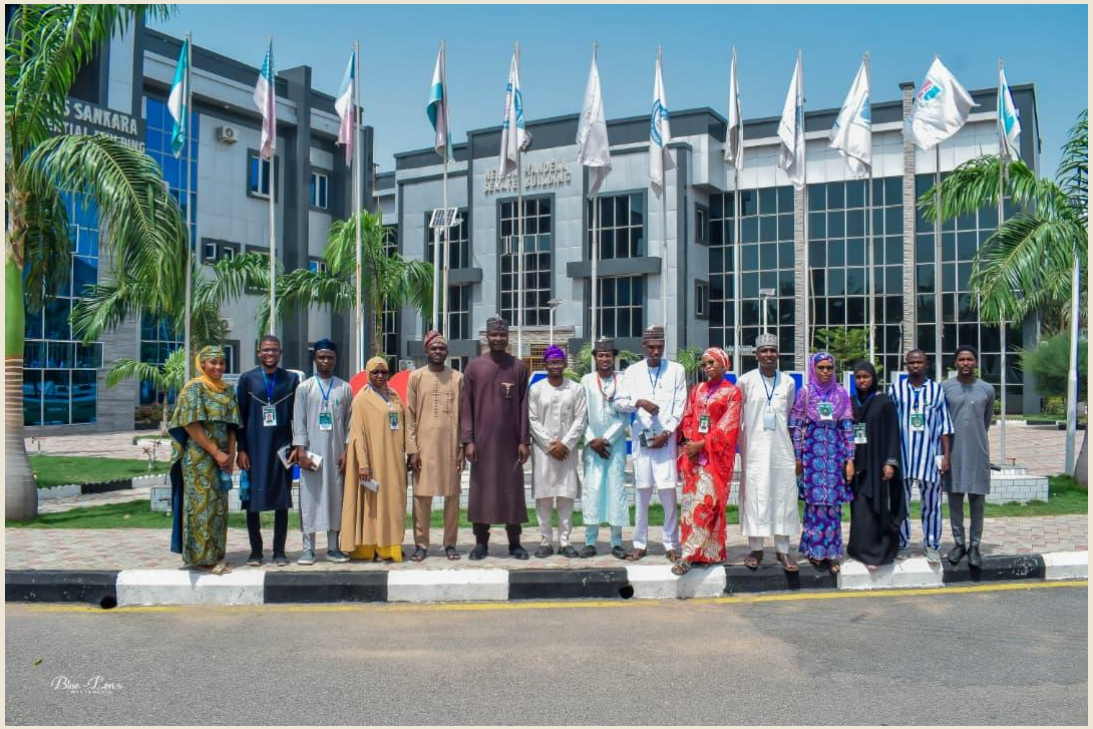
The programme survived. Then it grew.

2024 · LAUNCH 30 fellows trained across Abuja, Kano and Ilorin, with grant support.

2025 · CONTINUITY AND RECOGNITION Second edition after the grant ended. SABRE Africa finalist. Fellows' hostel opens in Kano.

2026 · INFRASTRUCTURE PRNigeria Academy opens in Lugbe, Abuja. ₦10 million gift from Adamu Abubakar Gwarzo.





NOTE: *Kano, Wole Soyinka Centre commend PRNigeria's Young Communication Fellowship https://guardian.ng/?p=2495500*

PHOTOS: IMPR Unveils Hostel for Young Communicators, Graduates Ten PRNigeria Fellows in Kano

https://prnigeria.com/2025/09/28/photos-impr-unveils-hostel

14 · MEDIA AND DIGITAL IMPACT

The fellows became the story

WATCH

Video assessments and reflections from fellows.

READ

Fellows' own accounts of the programme and their growth, on PRNigeria and Economic Confidential.

FOLLOW

Alumni progress and success stories on PRNigeria and Spokespersons Digest.

Coverage by NAN, Daily Trust, The Guardian, Vanguard, Tribune and Voice of Nigeria took each cohort to a national audience.



NOTE: *PRNigeria Fellowship Concludes 2026 Programme in Kano, with Women Making Up 40% of Participants and Emerging Best Across Three Centres https://economicconfidential.com/prnigeria-fellowship-2026/*
PRNigeria Fellowship Records Female Excellence, Career Breakthroughs as Programme Becomes Self-Sustaining https://spokespersonsdigest.com/2026/10/prnigeria-fellowship-records/

From grant to growth.
From classroom to newsroom.
From fellows to professionals.
From a project to a pipeline.

PRNigeria is not only telling Africa's stories. It is investing in the communicators who will tell them next.



NOTE: *PRNigeria Fellowship: A Journey Worth Every Mile, by Mukhtar Jibril*
https://economicconfidential.com/prnigeria-fellowship-journey-worth/
The PRNigeria Fellowship and Key Takeaways (2024 Ilorin fellow)
https://prnigeria.com/?p=153869