



INVEST IN YOUR STAFF, DIVERSIFY IN BUSINESS, FR. ANUSI ADVISES COMMUNICATION DIRECTORS

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By Josef Ishu

The Director of Communications, Catholic Diocese of Awka, Rev. Fr. Martin Anusi has advised his counterparts from other Dioceses and Religious Congregations to imbibe the culture of investing in their staff as a way of increasing productivity and dedication to work, even as he charged them not to rely on only newspaper production or radio/television if they most succeed in the media Apostolate of the Church.

Fr. Anusi gave the advice when he made a paper presentation on the topic: "Prospects of a Successful Catholic Media Office in Nigeria: Fides Experience in Awka", during a 3-day workshop for Diocesan/Religious Directors of Social Communications organized by the National Directorate of Social Communications, Catholic Secretariat of Nigeria, Abuja.

Fr Anusi, who is also the Director of Fides Media Ltd said: “Let your staff know they are not just working for you, but that you are also helping to build their lives”.

Sharing his Fides Media Ltd experience, Fr. Anusi revealed that when he took over Fides Media, he embarked on an ongoing formation, not only for the staff to better their competence in the areas of their work but also to expose them to various skills opportunities by inviting resource persons at intervals to engage them on various skills and small business initiatives. “We send them on professional training to better their skills, give them exposure by taking them around to conferences, seminars, workshops. I think it is a good policy by the diocese. It challenged and helped us to be a bit more creative and innovative. Sometimes, when you are pressed, your best comes out.”

Speaking of diversification in business, the Awka Director disclosed to his counterparts that the Press/Newspaper unit of Fides Media handles only newspaper and bulletin and their related dynamics.

Other business ventures of Fides Media Ltd, according to the Director include: Audio/Visual unit, Flex/Branding unit, E-Projects/Online & Internet unit, Photography unit, Fides Farms and Fishery unit etc.

