

## BRIEF CITATION ON MISS MANN OLUWAGBEMISOLA

**Mann** Oluwagbemisola was born on 21<sup>st</sup> of December, 1980 in FESTAC town, Lagos, Nigeria.

She attended the Command Day Secondary School, Military Cantonment, Lagos (1991-1997), where she won the Great Hope Walk, HOPE Worldwide Neatest Student Award and was the Senior Prefect during the 1996-1997 session.

She was later admitted to the Lagos State University (LASU), Department of Public Relations and Advertising in the 2003/2004 session.

During her studies at the Adebola Adegunwa School of Communication, Miss **Mann** Oluwagbemisola won several awards. She emerged SECOND in the Third Edition of the Nigerian Institute of Public Relations (NIPR) (Lagos State Chapter) Public Relations Essay Competition for Students in Tertiary Institutions in Lagos State. The cash awarded was fifty thousand naira (₦50,000.00) only. The award was presented on the 7<sup>th</sup> of February, 2008.

Moreover, Miss **Mann** Oluwagbemisola came fifth in the 2007 FIRSTBANK Annual Undergraduate Essay Competition. Over 600 students drawn from different Universities in Nigeria participated in the Essay Competition. Of this number, Oluwagbemisola was among the best 14 candidates selected for oral interview by the organizers. She eventually emerged the 5<sup>th</sup> overall best student in the completion, for which a certificate of Merit was issued.

For the duration of her four-year Programme at the Department of Public Relations and Advertising at the Adebola Adegunwa School of Communication, **Mann** Oluwagbemisola was a Lagos State University Scholar.

**Mann** Oluwagbemisola gained industry experience as an Intern in such leading advertising agencies as SO&U Saatch & Saatchi (2005/06) and 141 Worldwide (2007), where she is currently taking up a vacation job.

In July 2008, Miss **Mann** won the Association of Advertising Agencies of Nigeria (AAAN) BEST Graduating Student Award in Advertising in Lagos State, Nigeria. The Award was titled "Excellency in Advertising" award. She was presented a certificate of Merit and a cash award of fifty thousand naira (₦50,000.00) only.

**Mann** Oluwagbemisola graduated with a B.Sc. (First Class Honours Degree), Public Relations and Advertising. With this feat, she thus becomes the first to bag a first class honours degree, in the history of the Department of Public Relations (and the entire Adebola Adegunwa School of Communication).

To crown it all, Miss **Mann** Oluwagbemisola is now the **overall best graduating student in Lagos State University in the 2007/2008 academic session.**

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**SPEECH DELIVERED BY OLUWAGBEMISOLA MANN, (B.SC. FIRST CLASS HONOURS, PUBLIC RELATIONS AND ADVERTISING), ON THE OCCASION OF THE AWARD OF FIRST DEGREES AND DIPLOMAS IN ALL FACULTIES DURING THE 16<sup>TH</sup> CONVOCATION CEREMONY OF THE LAGOS STATE UNIVERSITY, ON BEHALF OF ALL GRADUATING STUDENTS OF THE LAGOS STATE UNIVERSITY, ON WEDNESDAY, FEBRUARY 11, 2009.**

The Visitor to the Lagos State University, His Excellency, Executive Governor of Lagos State, Babatunde Raji Fashola (SAN), all top government officials here present; The Chancellor of the University; the Pro-Chancellor and Chairman of Council of the Lagos State University, Mr. Akin

Kekere-Ekun; distinguished Members of the Governing Council of the Lagos State University; the Vice-Chancellor of the University, Professor Lateef Akanni Hussain; the Deputy Vice-Chancellor of the University, Professor Ibiyemi I. Olatunji-Bello; All Deans/Provosts of Faculties/Colleges/Schools; the Registrar of the University, Mr. Oluwatoyin Oshun; The University Bursar, Mrs. O.A. Awoliyi and University Librarian, Dr. Mrs. Idowu A.O.; All Head of Departments; other distinguished academic staff; the non-Academic Staff here present; distinguished parents and Guardians; distinguished invited guests; gentlemen of the press; distinguished ladies and Gentlemen; fellow graduants; other protocol duly observed.

I consider this a rare privilege delivering this speech on behalf of the graduating set of the Lagos State University in the 2007/2008 session. All praises to the Almighty God in whom my Faith depends from beginning to the end for sparing my life to see this memorable day. I sincerely give Him all the glory for His faithfulness. This is a testimony to the truth in the word of God that He is able to do abundantly, exceedingly beyond that which we are able to ever ask or imagine. To him is all the glory in my life forever and ever. Amen.

The journey to the graduating ceremony of today began for most of us here during the 2003/2004 session and perhaps earlier than this for a few others whose academic programmes were for duration of over four years: But common to us at the time was that students were admitted into the Lagos State University where cultism was the order of the day; where a few students, innocent or otherwise, were sure to loose their lives during each semester examinations; where students waited endlessly for results of examinations; and where commitment to Information Communication Technology (ICT) was just a pipe dream by the University management.

But all these have become a thing of the past, with the assumption into office of the present Vice-Chancellor, Professor Lateef Akanni Hussain in 2005. It was from that time on that the transformation of the Lagos State University took a positive yet dramatic turn. Outstanding results of examinations were speedily processed and released. This trend is a continuous one with remarkable improvement on a yearly basis. Thanks to purposeful, progressive, dynamic and positive leadership of Professor Lateef Akanni Hussain, the Lagos State University has, overnight totally erased the negative public image of an environment where students break jaws, skulls and limbs; to one in which students now break outstanding academic records. Our University, Great LASUITE has truly become the citadel of learning, the preferred University and the center of excellence. For all this, special thanks go to our amiable Vice Chancellor, Prof. Lateef A. Hussain.

By the grace of God today, I have the privilege of presenting this address as the best graduating student (the first ever) from the Department of Public Relations and Advertising; and the best graduating student from the Adegbola Adegunwa School of Communication; and most humbly the overall best graduating student in the whole of the Lagos State University in the 2007/2008 session. This dream would not have seen the light of day today, but for our Vice Chancellor, Prof. Hussain whom God sent to me personally, and to us as an institution, as a Messiah. I am sure that majority of us would testify to the fact that since his assumption of office as the Vice Chancellor, there has been quite a lot of positive changes in this great University especially in redeeming the image of the school.

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As a child in my growing up years and as a freshman at LASU, circumstances around me threatened to kill my dream of university education. As an orphan, I had to work as a Cleaner in an Airline, simply to make ends meet during my secondary school days and for the first year of my studentship at LASU, Adebola Adegunwa School of Communication. I later became a professional photographer in my second year at LASU. This also proofs the practicality and relevance of our educational programme at LASU School of Communication since it was my exposure to a course in Photojournalism – Introduction to Film and Cinematography that fired my interest and equipped me with the professional skills of a photographer.

However, God's goodness and mercy found me with the assumption into the office of Prof. Hussain who introduced and has continued to sustain the Undergraduate Scholarship Scheme since the 2005/2006 Academic Session. I am grateful to be one of the pioneer beneficiaries of the scheme, which went a long way in helping me complete my first degree. This Scheme has equally brought about a healthy competition among Great LASUITES, thereby nailing the coffin of cultism in the University.

Mr. Vice-Chancellor Sir, I pray the good Lord will continue to strengthen you as you work had to revive this Institution of learning. As you continue to put smiles on the faces of indigent students, God will continue to cater for your own biological children, and grant you and Mummy the grace to live long to enjoy the fruit of your labour.

It has always been said that behind every great student is a great teacher or are great teachers. I wish to seize this opportunity to express my appreciation to the leadership of the Adebola Adegunwa School of Communication, particularly our most amiable, caring and loving Acting Dean, Professor A.I. Lawal, a father indeed; and to all the lecturers at LASUSOC, who have impacted positively on us, both intellectually and morally. I thank the Sub-Dean of the School, Dr. Rotimi W. Olatunji for his tireless efforts in helping students and for his intellectual input into my life; Mr. G.O. Akashoro (in whom it is always said "the fear of Akashoro is the beginning of wisdom"); Mr. Bola Dada (The great father of LASUSOC Film and Cinematography); Mr. Jide Jimoh; Mr. Tunde Akanni; Mr. Adeoye; Mr. Jimi Kayode and a host of others.

I would like to seize this opportunity to encourage the youth to always hold unto whatever is truthful, noble and honest and particularly to hold on to their dreams. The future belongs to those who believe in the beauty of their dreams and give their dreams all that it takes to be fully actualized. They should understand that cultism and other vices/evil desires of some youths would take them further away from the realization of their goals in life. It will also keep them longer on any assignment than they are willing to stay. They need to understand that the road to success is full of ups and downs but with perseverance, hard work, and a focused mind, they will reach their goal(s).

Personally, it was not easy pulling through my University education. Here before you is a First Class graduate of the Lagos State University, who had failed the Joint Admission and Matriculation Board (JAMB) University Matriculation Examination (UME) seven (7) times; who became so frustrated that she doubted if she could ever succeed in life; but with so much perseverance, dedication, hard work and faith in God, she eventually excelled the eighth time. That again confirms the truth in the Word of God: "For a just man fall seven times, and riseth up again" (Proverbs 24:16). Biographers of the great President of the United States of America, Abraham Lincoln, tell us that he was: defeated for the Legislature in 1832; defeated in Election in 1838; defeated for Congress in 1846; defeated again for Congress in 1848; defeated for Senate in 1855; defeated for Vice-President in 1856; again defeated for Senate in 1858; **BUT ELECTED PRESIDENT IN 1860**. If only we dare to make efforts as youths, we are surely going to WIN.

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My take in this is that the youths should strive to attain education for self reliance. I believe if majority of us think of creating jobs for themselves, Nigeria alone would be contributing to reducing the rate of unemployment by over 75%, thus gradually eradicating poverty (which is one of the Millennium Development Goals for 2015).

The Lagos State Government is already leading the other states of the federation in this regard. The Executive Governor of the state, His Excellency Babatunde Fashola has already shown that he is a trail blazer. The Lagos Mega City Project is a success already, even to the utmost surprise of world leaders and global unions such as the United Nations Organizations, amongst others. He has, in less

than two years, turned the Lagos jungle into a truly city of aquatic splendor. The 6<sup>th</sup> largest city of the world, Lagos State has truly become the garden city, without apology to any other location that might have pretended to be given that appellation. Provision of employment to the youths, improvement in the educational facilities; improvement in infrastructural facilities; qualitative conditions of service for employees at the state level; war against crime and other vices are a few of the noble achievements of the present administration under Governor Fashola. These should serve as incentives to our youths as well as give hope to other Nigerians that the nation can be better, given purposeful and dynamic leadership such as exemplified by the present Lagos State government.

Well, I cannot but thank my dearest brother, Mr. Oladeinde Mann and my sisters, Dr. Mrs. Shodiya (who also was the best graduating student from Olabisi Onabanjo University in the 90's), Mrs. Olamide Oso, Mrs. Olapeju Aluko, Mrs. Feyi Egbebiyi, whom God used to achieve his purpose for my life today by spurring me to study Mass Communication in LASU; Mrs. Temitope Ibitoye and Mrs. Oluwabusola Madagua as well as my aunt, Mrs. Modupe Fayemi all deserve my appreciation for their moral and financial support in ensuring I pulled through school despite the death of our parents. You all have become part of my career story for life. I also want to thank a family so dear to me, the Abatans, for their moral and financial support which augmented my success in school especially while typing my final year project.

I would be committing an offence under the true friendship Act, if I fail to thank Mr. Oluwatobiloba Olusesi, Omoye Akhagba, Lizzy Adetayo, Folake Adeleye, Abidemi Olusoji and a lot more, for their moral and financial support while in school. Special thanks to the love of my life for all the pieces of advice and encouragements in ensuring I become a successful career woman.

My heartfelt thanks to the geniuses in the field of Public Relations and Advertising in Nigeria like the Executive Director, 141 Worldwide, Bunmi Oke, the Chief Operating Officer, Cutler Ogilvy, Tokunbo Ekundayo Ajala for their overwhelming inspiration and motherly advice in ensuring I build a fulfilling career.

Most of all, I thank the University Management for providing the enabling environment for the realization of my fullest potentials during my undergraduate days; and most sincerely appreciate the efforts of the founding fathers of the Lagos State University for staying committed to the noble goal of our great University. GREATEST LASUITES! GREATEST LASUITES!! GREATEST LASUITES!!!

Finally, I would leave you with these words of encouragement: **Failure can truly be made the mother of success. Failure is not final and success is never ending. All those that aspire to succeed in life should refuse to be daunted or discouraged when faced with seemingly helpless and hapless situations of life. God is ALWAYS on the side of those who will never give up.**

Thank you all and God Bless.

**Mann Oluwagbemisola**

11 February, 2009