

## Court Remands Woman Accused of Assaulting LASAA Staff

The Magistrate sitting in Ogudu area of Lagos State has remanded the owner of Fizak Fashion, Mrs. Olufisayo Gloria Nukasi in Kirikiri prison pending the fulfilment of her bail condition of one hundred thousand Naira (₦100,000).

The matter which was presented for hearing under her Worship, Mrs. O.A. Daudu had the accused pleading not guilty for a case of assaulting a staff of the Lagos State Signage and Advertisement Agency (LASAA).

The incident which took place on 26 May, 2022 in Magodo G.R.A. while the staff of the Agency was carrying out her lawful duties at the business location. The officer had approached the accused to confirm the payment of her new business sign which was due for registration. In an attempt to evade the Agency's compliance, the accused slapped, harassed and threatened to beat the visiting official of LASAA who remained civil.

Hearing the matter, the Magistrate, Mrs. O.A. Daudu expressed her shock at the behaviour of the accused for her effrontery on the assault meted on a government official. The sitting was adjourned till 28 July, 2022.

LASAA has decided to make a statement on the incident. According to the Managing Director of the Agency, Prince Adedamola Docemo, "We will pursue this matter to a reasonable conclusion." "We owe our staff the duty to protect them when

lawfully carrying out their duties." "We have said it repeatedly that nobody has the right to assault our staff." "This step serves as a deterrent measure for members of the public who always engage in this atrocious act."



Also speaking after the adjournment, the legal adviser to the Agency, Mrs. Titilope Raheem noted that: "We have had regular cases of members of the public assaulting our staff and this must end immediately." "The lives of our staff are precious and we shall continue to uphold the aim of justice by apprehending and arraigning anyone found guilty of such illegal acts."

It will be recalled that many officials of the Agency have recorded major life-threatening injuries owing to different cases of assault on them. One of such victims lost his sight while on similar duty in 2013. ■

so that the Agency can be closer to business sign owners who want to register and pay their annual fees.

Prince Adedamola during a brief said that creation of LASAA branch in the environ will provide accurate enumeration of signs in the area and guarantee better coverage to bring more significant revenue effectively.

Docemo, therefore, appreciates the magnanimity displayed by the Chairman of the Local Council Development Area, Princess Samiat Abolanle Bada for bringing to fruition her promise by making available the office space and for bridging the gap between LASAA, the LCDA and business owners in Magodo/Isheri.

Office equipment and furniture necessary to carry out daily functions and for the convenience of both Clients who visit the branch and staff working there have been provided for immediate commencement of work.

Ayodele assures that her team members allocated to the area will work effectively and will ensure much attention is given to all illegal signs to facilitate the registration so that no revenue is lost. ■



Head, Business Development and Innovations, Design & Implementation Department, LASAA, Buky Ayodele

## Business Development Secures Office Space in Magodo/Isheri LCDA

The Head of Business Development and Innovations, Design & Implementation Department, Buky Ayodele recently secured an office space in Ikosi/Isheri Local Development Council Area. This was a step taken with the approval and support of the Managing Director of the Agency, Prince Adedamola Docemo who saw the need for the creation of a branch in the area



## EDITORIAL

**W**elcome! This is LASAA Update Issue 40 and I welcome our readers as we give you this interesting edition which, like past editions is aimed at intimating you with the Agency's various laudable activities.

LASAA has since inception and till date witnessed various achievements that keep it going in the delivery of its mandate in Lagos State, with the aim to attain international standard as it is entrenched in its vision.

As an outdoor advertisement regulatory Agency, day in day out, we work assiduously to proliferate the THEMES Agenda of Mr. Governor Babajide Sanwo-Olu which we publish in this Update in order to carry you along.

We promise to keep you informed accurately and consistently with the Agency's achievements, its programmes, activities and news of events.

Thank you.  
Adetokunbo Akomolafe

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### Low Compliance on Advertising Structures in Epe: LASAA Reacts

**T**he management of Lagos State Signage and Advertisement Agency has raised concern over the alarming number of illegal signs in Epe in over a hundred real estate premises under construction and businesses in the area enjoying free exposure of development boards, despite several awareness the Agency officials have put up to obtain compliance.

## LASAA Integrates Processing of MS&T into Sauto

**I**n the efforts put together to ensure that Lagos State Signage and Advertisement Agency (LASAA) also joins other government MDAs in ensuring progression of e-Government policy of the existing dispensation for ease-of-doing business for all its revered Clients in Lagos State, it has also implemented that the application processing of Mobile Advert, Small Format and Temporary be done through the Agency's Enterprise Management System for the convenience of all applicants in the State.

The Managing Director, Prince Adedamola Docemo in an interview recently commended the efforts engaged in achieving it and, therefore, encourages our numerous clients to process Mobile Advert, Small Format and all Temporary applications online to save time and to help reduce paperwork in LASAA.

In a statement released by the Head of Information Technology, LASAA, Nurudeen

Popoola revealed that the platform is yielding results as clients have been taking advantage of the opportunity from the convenience of their offices, shops and homes without needing to come to the Agency physically.



Head, Information Technology, LASAA  
**Nurudeen Popoola**

He added that feedbacks from users are encouraging as they express satisfaction in interacting with the user-friendly platform.

Popoola revealed that the online registration can easily be done on <https://pay.etransactng.com/lasaa>.

According to reports gathered, X Signs demanding registration of the advertising signs were pasted on the structures so that owners could register but when no cooperation was received, the Enforcement Team led by Dauda Adekola visited Epe to ensure all the illegal signs were removed. Their arrival at different locations where the illegal structures were identified witnessed readiness of some owners to register the illegal boards.

The Head of Mobile Advert, Small Format & Temporary Department, Adebayo Aluko gave an account of how substantial revenue was generated when the companies who had displayed the development boards without obtaining permit from LASAA began to pick up temporary forms on the spot. The team left no consideration for those recalcitrant owners as their structures were removed.

The Head of Compliance Department, Adeyinka Adejumo commended the joint operation carried out with the other departments of the Agency. He noted that consistent visits to the area will create more visibility and amplification for the regulatory roles LASAA is playing in Lagos which will increase compliance in the area. ■



### 3.

## Win Instant Gifts on LASAA's Social Media Handles

The Head of Unit, Digital & New Media, Corporate Communications and Strategy Department, LASAA, Ifeoluwa Dada hinted during an interview recently that a cash gift of up to ten thousand Naira (N10,000) will be given to any follower of all the Agency's social media accounts. She revealed that LASAA is present on Facebook; Instagram; Twitter; LinkedIn and Youtube.

Dada has encouraged staff of the Agency and friends from the



Head, Digital & New Media Unit, Corporate Communications & Strategy, LASAA, Ifeoluwa Dada

general public to take advantage of this opportunity by doing simple tasks of following all the handles, tagging and commenting. She noted that anyone with the highest number of tags in the comment section would win.

The Head of the Department, Temitope Akande encourages people to partake in the exercise which he describes as one that will increase followership on the handles and will promote corporate brand visibility for LASAA. ■



MD, LASAA, Prince Adedamola Docemo and management team during an inspection to the Agency's new office complex, at the Revenue House, Alausa, Ikeja, currently undergoing renovation

*Happy Birthday*

## Wunmi Abiola Hits 40 years!



Pic 1., L-R: The Managing Director, LASAA, Prince Adedamola Docemo; Head of Corporate Communications & Strategy, LASAA, Temitope Akande; Special Adviser Operations, LASAA, Adegbolahan Dixon; the celebrant and other staff of the Agency at the 40th birthday of Wunmi Abiola, recently

## Mariam Olajide Celebrates 50 Years!



A cross section of staff of LASAA during the 50th birthday of Mariam Olajide of Monitoring and Compliance Department, LASAA, recently

# 4.



## GUIDELINES ON THE USE OF ELECTION CAMPAIGN MATERIALS IN LAGOS STATE

Set below are the guidelines on the use of election campaign materials for the 2023 general elections in Lagos State.

Please Note: These guidelines are issued in accordance with the Agency's responsibilities as provided under its enabling law (i.e. the Structures for Signage & Advertisement Agency Law 2006, as harmonized in the Environment Management and Protection Law 2017) which regulates and controls outdoor signage, advertisements and boardings in Lagos State. They are issued to establish sanity and to protect the environment from defilement, visual blight and other adverse effects of uncontrolled/unregulated deployment /display of political campaign materials within the State during this electioneering period.

Kindly also note that, the guidelines are issued without prejudice to any political party, association or aspirant, as it is our intention to ensure fairness and equality amongst all concerned stakeholders, while judiciously performing our duties and applying the rules without sentiment or bias.

### 1. Billboards and Wall Drapes

Political campaigns may only be deployed on existing structures owned and operated by Outdoor Advertising Practitioners who are registered with the Agency and have obtained permits for such sites and structures.

Parties interested in deploying political campaigns may contact LASAA or owners of the proposed structure for clarification.

### 2. A-Frame

This may only be placed on road verges, medians on inner streets and must not exceed a size of 2x1 meter (big size) and 0.5x0.5 meters (small size). It must have a distance of not less than 100 meters between each sign deployed which must be made of standard and sturdy materials to ensure that they do not drop or block the roads.

### 3. Banners

This may only be displayed on inner roads and streets, subject to the following conditions:

- a. Only if the banner is attached to the wall of a particular building (with the consent/agreement of the building owners) limited to inner streets.
- b. Not to be tied to poles or public utilities (electric and telecom poles)

### 4. Posters

They may be pasted on designated surfaces on inner streets ONLY and are not to be seen on highways, major roads and high streets.

Posters must NOT be pasted on public utility structures, i.e., streetlamp poles, transformers, bridge pillars/barriers, road directional signs, electrical poles and other unauthorized surfaces.

The Agency strongly suggests that political parties and aspirants MUST refrain from indiscriminate deployment of campaign posters and embrace the use of other creative and innovative platforms, including:

- a. Stick in the ground.
- b. Billboards
- c. Mobile A-frames
- d. Mobile Adverts

Political aspirants must make request to LASAA for allocation of spaces at different locations to deploy items in no. a & c above.

### Penalties

1. Illegally displayed political campaigns (i.e. on unauthorized billboards/wall drapes) and non-conforming political campaigns (i.e. on banners, A frames, posters etc) would be removed without recourse to the owners.
2. Political campaign materials deployed at prohibited locations will be removed without recourse to the owners.

Finally, LASAA wishes to reiterate its readiness to assist and co-operate with all political parties, politicians, campaigners and their supporters in ensuring they have a hitch-free political participation, while also stating that, impunity and lawlessness in the deployment of political campaign advertisement materials will not be tolerated by the Agency. Please take further notice that, all the advertising materials must be removed immediately after the 2023 elections.

Signed:  
**Adedamola Docemo**  
Managing Director/CEO

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YOU MAY VISIT OUR BRANCH OFFICE WITHIN YOUR LOCAL GOVERNMENT AREA.

*Empowering the nation's development!*

## 7 Reasons why punctuality at the work place is priceless

It doesn't matter how smart, capable and competent you are, if you're habitually late, be it to work or on deadlines, you run the risk of undermining your professional reputation. Punctuality isn't a courtesy; it is a must at the workplace.

- It shows respect to your organization and its management.
  - It shows that you are a true professional.
  - It increases your credibility.
  - It reveals that you respect other people's time.
  - It ensures that you are not stressed.
  - It enhances the productivity of you and your team.
  - It makes you synonymous to integrity.
  - It can help you get ahead.
- Your performance and skills matter but punctuality may also help you scale the ladder of career advancement. - Diana DeLonzor
- Better three hours too soon than a minute too late! – W. Shakespeare



Culled from [www.monstergulf.com](http://www.monstergulf.com)



**LASAA**  
CORPORATE ID FOR MONTH  
As Representative of Honorable Members

**ARINBOLA TERIDI-OLANALE**  
an employee for the month of  
May, 2022



**LASAA**  
CORPORATE ID FOR MONTH  
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**IBITOYE AYOMIDE**  
an employee for the month of  
June, 2022



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