

Media Kit

The Five C Theory

Culture, Corruption, Citizenship, Contentment, and Complacency in Sierra Leone

Author: Bhai-Dhawa Sesay

Publisher: Leone Connect Publishing

Publication Year: 2026

Media Overview

This media kit contains approved information for journalists, reviewers, broadcasters, podcasters, event organizers, educators, booksellers, and institutional partners covering *The Five C Theory*.

For interviews, review copies, speaking requests, event appearances, or institutional orders, contact Leone Connect Publishing using the official media contact information supplied with the published edition of this kit.

Book Information

Title

The Five C Theory

Subtitle

Culture, Corruption, Citizenship, Contentment, and Complacency in Sierra Leone

Author

Bhai-Dhawa Sesay

Publisher

Leone Connect Publishing

Publication Year

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Available Formats

- Ebook
- Paperback
- Hardcover
- Signed paperback
- Signed hardcover
- Institutional and group packages

Official Website

[Insert official website]

Media Contact

[Insert media contact name]

[Insert email address]

[Insert telephone number, where appropriate]

One-Sentence Book Description

A compelling examination of how culture, corruption, citizenship, contentment, and complacency reinforce one another in Sierra Leone—and how the cycle can be interrupted.

Short Book Description

Why do public failures remain durable even when citizens recognize them clearly?

In *The Five C Theory*, Bhai-Dhawa Sesay examines Sierra Leonean public life through five interconnected forces: culture, corruption, citizenship, contentment, and complacency.

The book explores how loyalty, patronage, weakened public membership, private adaptation, and repeated disappointment reinforce one another. It then turns toward reconstruction through equal citizenship, institutional accountability, and organized public action.

Medium Book Description

The Five C Theory offers a new framework for understanding the relationships among culture, corruption, citizenship, contentment, and complacency in Sierra Leone.

Bhai-Dhawa Sesay argues that public failure cannot be explained by corruption alone. Culture shapes obligation. Corruption turns public authority into private access. Weak citizenship reduces people to supporters, clients, or subjects. Contentment and resilience make institutional failure survivable. Complacency persuades citizens that meaningful public action is pointless.

The book does not condemn Sierra Leonean culture. It examines how valuable social strengths—including family responsibility, loyalty, faith, respect, resilience, and communal solidarity—can be captured by weak political and institutional systems.

Across twenty-four chapters, the book moves from diagnosis to reconstruction, asking how citizenship can be reclaimed, accountability made routine, and private frustration transformed into organized public action.

Long Book Description

Why do citizens who understand public failure clearly often feel unable to influence it?

Why do political parties condemn certain practices while in opposition and defend similar conduct when governing?

Why can family loyalty, religious faith, resilience, and communal responsibility strengthen society while also protecting weak institutions from accountability?

In *The Five C Theory*, Bhai-Dhawa Sesay presents a framework for understanding Sierra Leonean public life through five interconnected forces.

Culture defines belonging and obligation. Corruption converts public authority into private access. Weak citizenship lowers the expectation that power should answer. Contentment and resilience make hardship survivable. Complacency persuades citizens that organized action will change nothing.

Together, these forces form a cycle.

But this is not a book of national condemnation.

Sesay argues that the same cultural and moral strengths that help sustain the cycle can become resources for reform. Loyalty can demand truth. Respect can become mutual accountability. Faith can strengthen civic courage. Resilience can become organized prevention. Citizenship can widen public obligation beyond family, party, region, and personal connection.

Moving from cultural analysis to institutional reconstruction, *The Five C Theory* asks what citizens, leaders, political parties, families, professionals, religious communities, media organizations, and public institutions must do differently.

The result is a serious and accessible examination of the country Sierra Leoneans have learned to manage—and the republic they must refuse to abandon.

The Five C Framework

Culture

Culture creates belonging, loyalty, family responsibility, respect, identity, faith, and communal obligation.

The public challenge emerges when private loyalty overrides equal public duty.

Corruption

Corruption includes more than secret financial payments.

It also includes patronage, favoritism, selective enforcement, manipulated recruitment, hidden conflicts of interest, political interference, and public services delivered through private access.

Citizenship

Citizenship means more than nationality or voting.

It involves equal public membership, rights, responsibilities, political independence, and the ability to ask power to explain itself.

Contentment

Contentment can preserve dignity, gratitude, faith, and freedom from greed.

It becomes politically dangerous when private adaptation allows public institutions to avoid the full consequences of failure.

Complacency

Complacency is not simply laziness.

It is often the surrender of expectation after repeated disappointment teaches citizens that public action will achieve little.

Short Author Biography

Bhai-Dhawa Sesay is the author of *The Five C Theory*, a work examining citizenship, political culture, institutional accountability, corruption, civic action, and national development in Sierra Leone.

Medium Author Biography

Bhai-Dhawa Sesay is the author of *The Five C Theory: Culture, Corruption, Citizenship, Contentment, and Complacency in Sierra Leone*.

His work examines the relationships among political culture, public responsibility, citizenship, institutional accountability, corruption, civic action, and national development.

His writing is grounded in the belief that Sierra Leone's strongest social values—including loyalty, faith, solidarity, dignity, endurance, and communal care—can become resources for building stronger public institutions.

Long Author Biography

Bhai-Dhawa Sesay is a Sierra Leonean author whose work explores citizenship, political culture, corruption, public responsibility, institutional accountability, leadership, civic action, and national development.

He is the author of *The Five C Theory: Culture, Corruption, Citizenship, Contentment, and Complacency in Sierra Leone*, a book that brings five commonly separated social and political forces into one analytical framework.

Sesay's approach is critical without being contemptuous, culturally grounded without treating culture as destiny, and hopeful without minimizing the difficulty of reform.

His work asks how Sierra Leone can preserve the strongest elements of family responsibility, faith, loyalty, communal care, dignity, and resilience while building institutions that serve citizens fairly.

[Add verified professional, educational, community, and personal details before publication.]

Author Statement

"I wrote *The Five C Theory* to give language to patterns many Sierra Leoneans already recognize. The book does not ask readers to reject the country or its culture. It asks us to examine what our strengths become when they enter public life—and what kind of republic those strengths could help us build."

Central Argument

The Five C Theory argues that Sierra Leone's public challenges cannot be explained by corruption alone.

The five forces interact:

1. Culture shapes obligation.
2. Corruption converts public authority into private access.
3. Weak citizenship lowers public expectation.
4. Contentment and adaptation make failure survivable.
5. Complacency persuades citizens that organized action will not matter.

The framework also identifies possible points of intervention.

Culture can become public solidarity. Citizenship can be reclaimed. Contentment can restrain greed without lowering expectations. Resilience can become evidence for reform. Accountability can become a routine institutional practice.

Key Themes

- Sierra Leonean political culture
- citizenship beyond elections

- corruption beyond cash payments
 - patronage and private access
 - public service
 - family obligation
 - respect and authority
 - loyalty and complicity
 - party identity
 - ethnicity, region, and nation
 - faith and public responsibility
 - resilience and adaptation
 - complacency and learned helplessness
 - accountability
 - civic organization
 - diaspora responsibility
 - national development
 - institutional reform
-

Suggested Interview Topics

1. Why corruption cannot be understood separately from culture and citizenship
2. The difference between loyalty and complicity
3. Why the brown envelope is an incomplete symbol of corruption
4. Citizen, supporter, client, or subject?
5. How resilience can unintentionally protect institutional failure
6. The political uses of faith and patience
7. Why private complaint rarely produces public accountability
8. The unknown citizen test
9. Why exposure is not the same as accountability
10. How Sierra Leone can preserve cultural strengths while strengthening public institutions
11. The role of the diaspora in national development
12. Citizenship between elections
13. Why public rights are often treated as political favors

14. What Sierra Leone must refuse to normalize
 15. What the present generation owes the unknown child
-

Sample Interview Questions

1. What first led you to develop the Five C Theory?
 2. Why did you begin with culture rather than corruption?
 3. Are you arguing that Sierra Leonean culture causes corruption?
 4. What is relational corruption?
 5. How does patronage differ from ordinary generosity?
 6. What is the difference between a citizen and a supporter?
 7. Why do citizens continue using connections even when they oppose corruption?
 8. What do you mean by resilience becoming an institutional subsidy?
 9. How does complacency develop?
 10. Why does the book distinguish contentment from complacency?
 11. What is the unknown citizen test?
 12. Why does the book move from diagnosis to citizenship and accountability?
 13. What role should political-party supporters play in holding their own leaders accountable?
 14. How can faith become a source of public courage?
 15. What can an ordinary reader do after finishing the book?
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Suggested Headlines

- The Five Forces Shaping Sierra Leonean Public Life
- Why Corruption Is Bigger Than the Brown Envelope
- When Loyalty Becomes Complicity

- Citizen, Supporter, Client, or Subject?
 - The Hidden Political Cost of Resilience
 - Why Private Complaint Does Not Produce Public Accountability
 - The Unknown Citizen Test
 - Citizenship Beyond Election Day
 - A Republic Worth More Than Survival
 - The Theory Is Not a Sentence. It Is a Map.
 - What Sierra Leone Must Refuse to Normalize
 - When Patience Becomes Permission
 - Why Public Rights Should Not Be Political Favors
 - From Private Survival to Public Membership
-

Approved Quotations

"The theory is not a sentence. It is a map."

"Complacency is the surrender of expectation."

"A right treated as a favor becomes politically conditional."

"Public money has no party."

"Culture is not only what a society inherits. It is what a society repeatedly permits."

"The strongest test of citizenship is the treatment of the unknown person."

"Resilience should help citizens survive hardship. It should not make institutional failure permanent."

"A country begins to change when it can hear itself publicly."

"Voting decides who receives authority. Citizenship determines what happens after authority is given."

"Loyalty becomes honorable when it protects what is right within the relationship."

Frequently Asked Questions

Is the book an attack on Sierra Leonean culture?

No.

The book distinguishes between cultural values and the ways those values may be politically manipulated.

It argues that loyalty, family obligation, faith, respect, resilience, and communal solidarity can become important resources for reform.

Is the book aligned with a political party?

The framework is intended to be nonpartisan.

It asks readers to apply the same standards to governing parties, opposition parties, allies, opponents, institutions, and citizens.

Is the book only about corruption?

No.

Corruption is one part of a larger system involving culture, citizenship, contentment, adaptation, political identity, institutional weakness, and civic expectation.

Does the book blame ordinary citizens?

The book distinguishes responsibility according to power, knowledge, benefit, vulnerability, and the ability to act differently.

Officials and institutions with greater authority carry greater responsibility.

Is the theory meant to explain every problem in Sierra Leone?

No.

It is a framework for examining recurring relationships and patterns. It should be tested, questioned, and qualified.

Does the book propose solutions?

Yes.

The final section examines citizenship, accountability, public organization, professional duty, civic memory, institutional reform, and national renewal.

Press Release Template

FOR IMMEDIATE RELEASE

Bhai-Dhawa Sesay Introduces *The Five C Theory*, a New Framework for Understanding Sierra Leonean Public Life

[City, Date] — Leone Connect Publishing announces the publication of *The Five C Theory: Culture, Corruption, Citizenship, Contentment, and Complacency in Sierra Leone* by Bhai-Dhawa Sesay.

The book examines why familiar public failures remain durable even when citizens recognize them clearly.

Sesay argues that corruption cannot be understood in isolation from cultural obligation, political identity, resilience, private adaptation, and the surrender of civic expectation.

The Five C framework brings five forces into one analysis:

- Culture shapes belonging and obligation.
- Corruption converts public authority into private access.
- Weak citizenship reduces people to supporters, clients, or subjects.
- Contentment and resilience make institutional failure survivable.
- Complacency persuades citizens that little can change.

The book moves beyond diagnosis to explore equal citizenship, routine accountability, organized public action, and the national standards required for long-term reform.

“This is not a book of national condemnation,” Sesay says. “It is an effort to understand how Sierra Leone’s strongest values can be widened toward the public good.”

The Five C Theory is available in [formats] through [official website and approved retailers].

For interviews, review copies, event invitations, or institutional orders, contact:

[Media Contact]
[Email]
[Telephone]
[Website]

Sample Social Media Copy

Book Announcement

What happens when culture, corruption, citizenship, contentment, and complacency reinforce one another?

The Five C Theory by Bhai-Dhawa Sesay offers a new framework for understanding Sierra Leonean public life—and identifying where the cycle can be interrupted.

Published by Leone Connect Publishing.

[Book link]

Citizenship Post

A citizen is more than a voter or party supporter.

Citizenship means equal membership, public standing, responsibility, and the right to ask power to explain itself.

Explore the argument in *The Five C Theory*.

[Book link]

Resilience Post

Resilience can preserve dignity.

It can also allow institutions to transfer the cost of failure into private households.

When does adaptation become an institutional subsidy?

[Article or book link]

Framework Post

The theory is not a sentence.

It is a map.

Culture. Corruption. Citizenship. Contentment. Complacency.

Five connected forces. Many possible points of intervention.

[Book link]

Unknown Citizen Post

The strongest public institution is not the one that works only after an influential person calls.

It is the one that works for the unknown citizen.

[Book link]

Review Copy Request Form

The website request form should include:

- Name
- Publication, institution, or media platform
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- Message

Confirmation language:

“Thank you for your interest in *The Five C Theory*. Review-copy requests are assessed by Leone Connect Publishing. Submission does not guarantee approval.”

Media Asset Checklist

The downloadable media folder should contain:

1. High-resolution book-cover JPEG
2. Web-resolution book-cover JPEG
3. Transparent book-cover PNG
4. Vertical author portrait
5. Horizontal author portrait
6. Square author portrait
7. Short author biography
8. Medium author biography
9. Long author biography
10. One-sentence book description
11. Short book description
12. Medium book description
13. Long book description

14. Press release
15. Interview topics
16. Sample interview questions
17. Approved quotations
18. Publisher logo
19. Social-media graphics
20. Publication information sheet
21. Review-copy request instructions

All photographs, logos, fonts, quotations, and graphics must be owned, licensed, or approved for media use.

Media Usage Guidance

Media organizations may use the approved book-cover image, author biography, author portrait, publisher logo, and approved quotations when reporting on or reviewing the book.

Assets should not be:

- materially altered
- used to imply political endorsement
- used in unrelated advertising
- sold independently
- combined with misleading claims
- presented as endorsement by the author or publisher without authorization

Photographer and designer credits should be retained where supplied.

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[Insert telephone]

Speaking and Events

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[Insert review-copy contact or form]

Bulk and Institutional Orders

[Insert institutional-sales contact or website form]

Publisher

Leone Connect Publishing

[Insert publisher address or official contact]

[Insert website]

Boilerplate Publisher Description

Leone Connect Publishing is the publisher of *The Five C Theory* by Bhai-Dhawa Sesay.

The company supports writing and public discussion focused on Sierra Leonean identity, citizenship, leadership, culture, governance, institutional development, and national renewal.

[Revise this paragraph to reflect Leone Connect Publishing's final mission and publishing catalogue.]

Final Media Note

The Five C Theory should be presented as a serious work of civic and political analysis.

It is not a partisan campaign document, a condemnation of Sierra Leonean culture, or a claim that one framework explains every national problem.

It is an invitation to examine how social values, political behavior, public institutions, and citizen expectations interact—and where those relationships can be changed.