



# The PEOPLE'S VOICE

*Driven by Justice, Human Rights and Democracy*

## Newspaper Supplement Sponsorship

<b>Introduction</b>	The People’s Voice is a monthly newspaper supplement produced by the Union of Journalists of South Sudan (UJOSS), in partnership with the Media Diversity Institute (MDI), London, and published in the Juba Post and Southern Eye newspapers. The supplement’s purpose is to represent the views and concerns of the ordinary people of South Sudan, especially rural, minority and disadvantaged communities. At this key point in the history of South Sudan, creating a bridge between the ordinary people and their leaders, as the People’s Voice does, is an essential part of the process of democratic development and state-building. The project is part funded by the European Commission and the partners are currently seeking to ensure the continued success of The People’s Voice via the concept of sponsored editions.
<b>Sponsored Editions Concept</b>	UJOSS is offering to sponsors a package of three editions of the People’s Voice. In agreement with UJOSS, sponsors can choose which development topics the editions will focus on (e.g. health, education, children, infrastructure etc) and the union will use its nationwide network to file reports on the given subject. UJOSS will retain control of an independent editorial process.
<b>Target groups</b>	6,000 – 8,000 readers of each monthly edition including the South Sudanese elite.
<b>Final beneficiaries</b>	The ordinary people of South Sudan, especially rural, minority and disadvantaged communities.
<b>Estimated results</b>	<ul style="list-style-type: none"> <li>• A public and transparent link between elected representatives and ordinary people.</li> <li>• An independent media outlet in South Sudan that represents the views of ordinary people.</li> <li>• Strengthening the managerial and organisational capacities of UJOSS.</li> <li>• Development of the skills and professionalism of the team of journalists that work on the People’s Voice.</li> </ul>
<b>Costs</b>	Basic package of 3 editions (18,000 – 24,000 readers over 3 months): €38,000 (Other sponsorship packages are also available)

## **Relevance of 'The People's Voice'**

The views and concerns of the ordinary people of South Sudan, particularly rural, minority and disadvantaged communities, and especially women, are not sufficiently represented in the country's media, particularly the print media. As a result, there is a concern that they will not be able to feed into the election process and the political process beyond that. The People's Voice provides an opportunity for ordinary people to comment on issues that are important to them by ensuring that their voices are heard in mainstream South Sudanese publications.

The people of South Sudan are faced with enormous constraints, making it all the more important that their voice is heard during the state-building process. They have poor access to food, water, communication, information, the rule of law, health facilities, and education, among other basic needs. Under these circumstances, it is important that the media gathers views and information from them and feeds these back to decision-makers in Juba, to ensure that people at the top of the social pyramid have a clear understanding of the priorities and needs of the ordinary people.

## **Project Description**

(i) The People's Voice is published monthly in the Juba Post and Southern Eye newspapers. UJOSS is offering to sponsors a package of three editions of the People's Voice (options to sponsor 1 edition only or more than 3 editions are also available). These editions can be concurrent or spread out over a period of time. In agreement with UJOSS, sponsors can choose which development topics the editions will focus on. Topics could be for example: health, education, children, infrastructure, corruption etc. Previous stories covered by the People's Voice include: water supply problems; tensions over land allocation; the problems faced by IDPs; the poor state of medical facilities; conflicts over grazing rights; and an appeal by women to the media to give them a voice. The union will apply its journalistic code of ethics and produce high-quality and editorially independent reports that can provide readers with a trusted source of information. Sponsors will be publicized in each edition, ranging from acknowledgement to interviews with sponsor's representatives, dependent on the level of sponsorship offered.

(ii) The first edition of the People's Voice was published in January 2011. The Sudanese political elite have little access to information on the problems of ordinary people, especially in rural areas. The People's Voice is a powerful tool in developing regional debate on local issues, and holding those in power to account. It is estimated that there are 6,000 – 8,000 readers (based on 3-4 readers per copy) of each monthly edition, including the South Sudanese political elite, government ministers and officials, the international community, and the South Sudanese media.

(iii) Stories for the People's Voice are gathered from across South Sudan by a team of UJOSS journalists trained by Sorious Samura, a globally acclaimed reporter. The team look at development issues, government policies and laws, and ask communities to comment on what their needs and concerns are. Continued mentoring and development of the skills and professionalism of these journalists is a component of the People's Voice project.

(iv) The process involved in the management of the People's Voice project assists UJOSS in building their managerial and organizational capacities.

(v) Right to Reply: in late 2011, UJOSS will hold a one-day roundtable discussion in Juba with 20 government officials, who will assess progress in accountability towards the ordinary people and who will defend their position in relation to the comments and questions coming from the People's Voice. The round table will be summarised in an edition of the supplement.

## **The Partners**

The Union of Journalists of South Sudan was established in September 2005 and now has over 75 members, the majority of whom are journalists working out of Juba. One of the main priorities for the union is providing for the professional training of journalists in Southern Sudan. Defining minimum wages, improving working conditions and enhancing safety for journalists are other important tasks for the union, which is also in the process of registering with the International Federation of Journalists. UJOSS was formally founded in March 2009 and held their first General Assembly in November 2010, at which time a new Executive Board was elected.

The Media Diversity Institute, London, developed the concept of this project and pre-finances and manages its implementation, while providing onsite mentoring for UJOSS. MDI, established in 1998, works across the world in partnership with the media and civil society to ensure that the voices of minority, discriminated and disadvantaged groups are heard in the media.

## **Current Sponsors**

This project is part-funded by the European Commission.

## Expected Results

- A public and transparent link between elected representatives and ordinary people in South Sudan.
- An independent media outlet in South Sudan that represents the views of ordinary people, especially rural, minority and disadvantaged communities.
- Empowering ordinary people to speak out on issues that concern them.
- Development of the skills and professionalism of the team of journalists that work on the People's Voice.
- Strengthening the capacity of UJOSS to serve as an effective union for journalists in South Sudan by developing its managerial and organisational abilities.
- Promoting an independent and responsible media in South Sudan by: working with the media to promote its independence and impartiality; promoting freedom of expression and information; and supporting the representation and participation of marginalised groups in public life.

## Further Information and Contact Details

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