



# MIRAYA REFERENDA AND POPULAR CONSULTATIONS CHARTER

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Photo: Tim Mc Kulka/UNMIS



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## **PREFACE**

On January 9, 2011, Sudanese citizens from South Sudan will vote in a Referendum that will determine the political future of the country. Southerners will have the opportunity to either confirm the unity of Sudan by voting to sustain the system of government established under the CPA and the Constitution, or to vote for secession.<sup>1</sup>

Sudanese citizens of Abyei will vote on a Referendum to decide whether to retain Abyei's special administrative status in the north or become part of southern Sudan.<sup>2</sup>

In separate and likely later Popular Consultations, Sudanese citizens of South Kordofan and Blue Nile States, through their democratically elected legislatures, will be consulted on the progress of the implementation of the CPA in their respective states.

Civic education for voters and unbiased, professional reporting on the Referenda and Popular Consultations process will be crucial for democracy to take root in Sudan. As the only independent media with national coverage in Sudan, and as a reference and source for both print and broadcast media, Miraya will take on an enormous responsibility to cover the public debate with the greatest impartiality.

The Miraya Referenda and Popular Consultations Charter will govern Miraya's coverage of this process, from the campaign to polling, starting on January 9 for 7 days, through the post Referendum period. This key document, in English and Arabic, will serve as a basis for

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<sup>1</sup> Republic of the Sudan, Ministry of Justice, *Interim National Constitution of the Republic of Sudan 2005*, Article 222 (2).

<sup>2</sup> CPA, Protocol on the resolution of the conflict in Southern Kordofan and Blue Nile States, Articles 3.1, 3.2.

editorial and programming choices. It will also govern the process of evaluation and rectification of any complaints that might arise from Miraya's Referenda or Popular Consultations coverage. The Charter will be central to training of Miraya journalists. It will be shared with political parties and institutions dealing with the Referendum process including the Southern Sudan Referendum Commission (SSRC), Southern Sudan Referendum Bureau, Secretariat General, Referendum State High Committees, Referendum counties Sub-Committees, Referendum Centers, Political Parties Affairs Council, government officials and UNMIS.

The Miraya Referenda and Popular Consultations Charter is firmly rooted in fundamental principles of journalism, as well as the values of the United Nations and Fondation Hironnelle. It reflects the rigorous and disciplined approach that we, as media professionals, have set for ourselves.

Miraya was established following a Memorandum of Understanding between Fondation Hironnelle and UNMIS in May 2005. Its first live broadcast on FM was on 30 June 2006 in Southern Sudan. In addition to the 15 FM transmitters in Southern Sudan, Miraya broadcasts six hours a day on short wave, from 06:00 - 09:00 and from 17:00 - 20:00. Our English and Arabic news Website, [www.mirayafm.org](http://www.mirayafm.org), offers audio files and live streaming. Miraya covered the 2010 national elections from the campaign period through polling and the announcement of results with professionalism.

Our mission is to make a sustainable contribution to citizens' rights and good governance in Sudan by providing quality, impartial, independent news and information to national, regional and international audiences in Arabic and English.

## **INTRODUCTION**

### **1. FREEDOM OF THE PRESS**

Freedom of the press is a cornerstone of our society, since freedom itself cannot flourish without the free flow and exchange of ideas, opinions and information. This is a principle central to democracy and vital to the defence of individual liberty. As broadcast journalism has become a powerful and influential part of the information media, it shares the freedom, but must also recognize the obligations that come with it.

### **2. RESPONSIBILITY OF THE PRESS**

As contemporary life becomes more complex, the distance between what we know and what we need to know for proper understanding and informed decision making seems to be greater than ever.

Consequently, there has never been a greater need for truly effective media and for public confidence in the media. Trust in the media is of crucial importance. An increasingly sophisticated public, seeking ways to cope in an increasingly complex world, makes heavy demands on the media while at the same time expecting the highest standards of performance.

To meet these expectations, the media must be socially responsible. The broadcast media in particular have an obligation to be fair, accurate, thorough, comprehensive and balanced in their presentation of information. This is unmistakably true of Miraya, which is accountable to all Sudanese people.

While the principles of responsible journalism remain the same among public and private, print and electronic media, there may be wide differences in their application. In Miraya, those principles must govern daily practice so journalism will meet the highest standards of excellence and integrity.

## **I. WHY A MIRAYA REFERENDA AND POPULAR CONSULTATION CHARTER?**

### **MIRAYA'S OBLIGATIONS**

The Southern Sudan Referendum Act 2009 calls for the “freedom of expression for all the people of Sudan in general and the people of Southern Sudan in particular to enable them to dispense their views on the referendum through mass media or any other means.”<sup>3</sup>

Access to fair and unbiased information is also spelled out in the Abyei Area Referendum Bill of 2009, with the Commission and the Administration of Abyei Area guaranteeing “equal opportunities and fair treatment to the media for the advocates of the two options of the Referendum.”<sup>4</sup>

This bill underlines that “freedom of expression shall not be restricted by direct or indirect means or methods, including abuse of power and influence in the media and a apparatus of information owned by the State which may affect freedom of expression and publicity of information and opinions.”<sup>5</sup>

Miraya recognizes its responsibility to its audience in all situations and at all times. This Charter applies to all information programs, national as well as regional, and to all Miraya online journalistic material on [www.mirayafm.org](http://www.mirayafm.org). These programs include news and all aspects of public affairs as well as features on agriculture, arts, science, and sports, and music programming.

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<sup>3</sup> Southern Sudan Referendum Act 2009, Chapter 2, Section 7 (b).

<sup>4</sup> Abyei Area Referendum Bill 2009, Chapter VIII (2).

<sup>5</sup> Abyei Area Referendum Bill 2009, Chapter VIII (3).

All Miraya programs and journalistic online material on [www.mirayafm.org](http://www.mirayafm.org) must meet the standards of this Charter.

Miraya plays a key role in providing citizens with vital information as part of the implementation of the CPA and Sudan's democratic development. During the Referenda and Popular Consultations periods Miraya will add new contents and chronicles to its basic grid for accurate coverage of the democratic process and of the issues faced by individual Sudanese and their communities.

Particular care must be given to information programs during this period. News and programmes related to campaigns requires close and meticulous attention to overall political balance. Quantitative checks are normally employed for guidance during Referenda campaigns. Such quantitative checks must be supplemented by the exercise of qualitative judgments so that imbalance does not occur through the manipulation of events.

Miraya staff will be assigned to quantify Referenda and popular consultations coverage and data will be shared at daily editorial meetings.

### **Summary of Miraya Referenda and Popular Consultations Guidelines**

- Miraya covers Referenda based on the Southern Sudan Referendum Act 2009 and Abyei Are Referendum Bill 2009, where rules specify the measures to guarantee the rights of all sides and groups participating in Referenda in the use of public media on the basis of equality and equal opportunities, and prevent any kind of discrimination between them in coverage of Referenda campaign news.
- Miraya has a comprehensive program to guarantee the equal use of such means by all groups for their Referenda campaigns.

- Miraya covers all Referenda and Popular Consultations processes in the News and special programming.
- Miraya is not campaigning for any specific option. In accordance with Fondation Hirondelle and UN rules and standards of professional journalism, Miraya journalists are likewise not allowed to do so.
- Miraya does not take any position publicly in an election, referendum, or consultation.
- Journalists are not allowed to receive any gifts, other benefits, money or other special considerations that might influence or appear to influence the impartiality of Miraya as a media.

## **II. FUNDAMENTAL PRINCIPLES**

### **1. Free Flow and Exchange of Ideas**

The airwaves must not fall under the control of any individuals or groups wielding influence.

The full exchange of opinion is one of the principal safeguards of free institutions and democracy.

Miraya maintains and exercises editorial authority, control and responsibility for the content of all programs broadcast and online on [www.mirayafm.org](http://www.mirayafm.org).

Miraya itself takes no editorial position in its programming.

### **2. Credibility**

In an open society, credibility is an essential attribute of a media organization such as Miraya. The credibility of Miraya and that of its journalists are interdependent and connected.

Credibility is dependent not only on qualities such as accuracy and fairness in reporting and presentation, but also on avoidance by both the organization and its journalists of associations or contacts which could reasonably give rise to perceptions of partiality. Any situation which could cause reasonable apprehension that a journalist or the organization is biased or under the influence of any pressure group, must be avoided.

In order to maintain their own credibility and that of Miraya, all Miraya personnel must avoid publicly identifying themselves in any way with partisan statements or actions on controversial matters.

### **III. PRINCIPLES OF JOURNALISM**

Miraya's programs must reflect established standards of journalism.

#### **1. Accuracy**

The information conforms to reality and is not in any way misleading or false. Information is based on facts. Only accurate facts must be broadcast.

#### **2. Integrity**

The information is truthful, not distorted to justify a conclusion. Miraya does not take advantage of its power to present a bias.

#### **3. Fairness**

The information reports or reflects equitably the relevant facts and significant points of view; it deals fairly and ethically with persons, institutions, issues and events.

Application of these principles will achieve the honesty, objectivity and balance that must characterize Miraya's information programs.

#### **4. Facts and Sources**

The principle of transparency is important in democracy. Information sources are generally public. Journalists must, when reporting facts on air, identify their sources.

Miraya strongly upholds the principle of freedom of information and considers the protection of a journalist's sources to be an important element of this principle.

Sensitive information of public interest about which the public should know is sometimes only available through a confidential source. If the confidentiality of source were not respected as a matter of principle this would inhibit the free flow of information which is essential to the vitality of a democratic society. Source confidentiality needs to be protected in order to guarantee source security. The identity of a confidential source must be made known prior to broadcast to at least one senior editorial supervisor and to Miraya's Head of Media / Editor in Chief.

Off-the-record discussions with journalists, for example, are often held by public figures and others. It means a source does not want to be identified and wants his/her information to be broadcast. Miraya does not apply this practice. It opens the door to manipulation and creates confusion. Off-the-record information is not broadcast and sources are identified. Miraya's mission is to act as a public service and in the public interest.

## **5. Facts versus Opinion**

Miraya broadcasts facts and not the views of its journalists. A journalist is entitled to his own opinion about a specific situation. Journalistic professionalism requires a journalist to distance himself from his personal views in order to broadcast objective information. Journalists must at all times strive to improve their own standards and professionalism in order to overcome any identity and ethnic bias.

## **6. Diversity**

It is important to examine and keep before the public those positive aspects of Sudanese society as well as those which are being questioned, and those trends or events which are important but that may not be spectacular.

An appropriate balance must be maintained in information programming between the national, regional and local needs and undue weight should not be given to points of view of one region of the country. Programming cannot be limited to what the largest audience wants to know; it must include what the public is entitled and needs to know.

In order to achieve balance and fairness, Miraya, as a journalistic organization, should ensure that the widest possible range of views is expressed. Almost any opinion may contain a grain of truth that helps to illuminate the whole truth. But proper account must also be taken of the weight of opinion which holds these views and its significance or potential significance. Moreover, the range of views and the weight of opinion are changing and these dynamics of change must be reflected.

## **7. Balance**

Miraya programs dealing with matters of public interest on which differing views are held must supplement the exposition of one point of view with an equitable treatment of other relevant points of view. Equitable means fair and reasonable, taking into consideration the weight of opinion behind a point of view, as well as its significance or potential significance.

Journalists will have opinions of their own, but they must not yield to bias or prejudice. For journalists to be professional is not to be without opinions, but to be aware of those opinions and make allowances for them, so that their reporting is, and appears to be, judicious and fair.

When an appropriate representative of one side of the story cannot be reached, the journalist or producer should make every effort to find someone who can represent that point of view and, if unable to do so, should announce the fact in a simple and direct manner.

Continuing news and current affairs programs must present a balanced overall view of controversial matters, to avoid the appearance of promoting particular opinions or being manipulated into doing so by events. Such continuing news and current affairs programs are expected to present the general flow of ideas prevalent in Sudanese society.

Particular care must be given during Referendum campaign to News and Current Affairs programmes. Close attention must be given to overall political balance whether for Unity or Secession. Time given to each side (quantitative checks) and content analysis (qualitative analysis) will be applied, to prevent imbalance.

## **8. Public Opinion Surveys**

Public surveys during the Referenda process can have a powerful, and often unforeseen, impact. On the one hand, public surveys can, if conducted according to tested methods, give indications about voter tendencies at a specific moment or date. This does not mean voters will vote this way on voting day. On the other hand, public surveys can be a strong tool of manipulation by a specific group in attempts to influence public opinion.

Prior to broadcasting results of any survey, Miraya journalists are expected to:

- (a) obtain all necessary information on the methods used, as well as the main results of the survey;
- (b) compare the interpretation of the results by the authors of the study with the opinions of other experts in the field;
- (c) seek the advice of other survey specialists as to the validity of the methods used and the interpretation of the results.

In broadcasting the results of surveys, Miraya journalists must:

- (a) give prominence to the actual data over interpretations of that data;
- (b) report the name of the person or organization conducting the survey and, where relevant, their political party affiliation, the name of the sponsor, the population surveyed, the size of the sample, the period during which the survey was conducted, the response rate and the margin of error;
- (c) actively avoid leaving any impression that public opinion surveys are predictive.

To ensure the validity and reliability of their results, surveys of public opinion must be conducted according to tested methods and recognized standards. Any departure from methods or standards and other relevant information on the techniques or funding of such research should be made known to the public.

Miraya will verify the quality of a survey. Prior to broadcasting on air, the Head of Media / Editor in Chief or his Deputy must give authorization according to specific established criteria and will only do so with extreme caution. Miraya will never use any surveys results as a headline news.

## **9. Respect for human dignity**

Miraya journalists practice their profession inside a legal status. They must not defame nor undermine public security under any circumstances. Miraya journalists know and understand the difference between private life and public life. Protection of privacy, in the sense of protecting an individual's personal and private life, is at the same level as the fundamental right of information.

## **IV. PRODUCTION STANDARDS**

### **1. Non-payment to sources**

Under no circumstances does a Miraya journalist pay a source. The task of the journalist as a professional is to gather information freely given.

### **2. Misrepresentation**

Trickery must not be used to gain information. Miraya journalists should not misrepresent themselves or their purposes to obtain and gain information. As a general rule, journalism should be conducted in the open.

### **3. Your Views are Never on Air**

The Sudanese citizens want to know what is happening in their country; they desire facts. It is fundamental to communicate a factual, accurate, fair and balanced piece of information. It is neither ethical nor in the public interest for a journalist to air his/her point of view.

### **4. Rights of Guests and Invitees**

Miraya journalists must treat guests with fairness and respect. A journalist must respect each participant's point of view and cannot be critical of a point of view or show support to one or the other. Questions must be fair and balanced for all participants.

Artists invited as participants on air must not refer to their public or private sponsors. Miraya does not pay guests to participate, nor does Miraya receive payment to include a guest in a program on air.

## **5. Music policy**

Miraya will not broadcast music that is partisan in nature, which contains campaign slogans or can be identified with a particular political party or interest group.

Miraya reserves the right to refuse to play any type of music deemed unsuitable to its listeners.

## **6. Technical standards**

The technical quality of contents broadcast must be uniformly of the highest standards for all programmes and in equal measure. Miraya should avoid broadcast of a poor quality technical recording of a political figure so as not to favour an opponent.

## **7. Editing**

Editing must reflect reality without deforming or changing the original sense of recording. Editing should lead to greater clarity.

## **V. PERSONNEL STANDARDS**

Miraya must not only be impartial, but it must also project an image of impartiality.

### **1. Political Activities**

Voting is the democratic right of each citizen. All Miraya employees are advised to exercise secretly their voting right, as it is intended in a democracy.

All Miraya employees must avoid:

- taking a position publicly in an election, a referendum or in a consultation;
- actively supporting a political party or a group

### **2. Conflict of Interest**

Miraya is very much in the public eye. All employees of Miraya, therefore, have an obligation to act in a manner that will hold up under the closest public scrutiny. No conflict should exist or appear to exist between the private interests of Miraya employees and their official duties. Upon appointment to office, and during the term of their employment with Miraya, employees are expected to arrange their private affairs in a manner that will prevent conflict of interest from arising.

#### **i) OUTSIDE ACTIVITIES**

- Employees may not work, on a paid or unpaid basis, for organizations considered by Miraya to be in competition.

- Employees may not trade on their positions in or their connections with Miraya for private personal gain.

**ii) GIFTS AND OTHER BENEFITS**

- Gifts, benefits, money or other special considerations offered to Miraya employees, whether for themselves or for a family member or close associate, in order to influence or appear to influence must be refused.
- Any gifts that might possibly be considered unreasonable or related to their position must be reported to the employee's supervisor.

**iii) PERSONAL BEHAVIOUR**

- Employees may not engage in activities likely to bring Miraya into disrepute.
- Employees may not take a stand on public controversies if, by doing so, Miraya's integrity would be compromised.

## **VI. ONLINE JOURNALISM**

Miraya acts as public service broadcaster. Its journalistic activities must be conducted with professionalism and in pursuit of the public interest.

Online journalism adds scope and depth to our service to the public. Miraya website is subject to the guidelines set out in the *Miraya Referenda Charter*.

- Miraya does not conduct online polling on questions related to political or public policy issues and does not use the results of such votes online or on the air.
- Hypertext links are fundamental to the presentation of online information and can provide opportunities for enhancing stories, providing users with context, perspective, additional information and a diversity of views. However, to maintain the credibility of the Miraya site, there will be no additional hyperlinks during the Referenda and Popular Consultations period.

Direct quotes from mirayafm.org articles are possible if the website "mirayafm.org" is mentioned and only if the meaning is not altered. www.mirayafm.org quotes should not be taken out of context, quotes should not be combined to create a sentence. Use of article excerpts is allowed without alteration to the intended meaning of the original text and with credit.

## **VII. AIR TIME FOR GROUPS ADVOCATING OPPOSING SIDES IN THE REFERENDA AND POPULAR CONSULTATIONS**

Balance should be respected within any program or within a series of programmes. The same balance should also be respected on the Miraya website.

In order to ensure balance in our programs dedicated to Referenda and Popular Consultations, Miraya has developed criteria that must be respected by political parties and other groups on opposing sides of the arguments prior to participation to any program. When parties are grouped under one political platform or when they are forming a coalition they will be considered as one group for the purpose of the criteria.

In order to ensure equal air time, Miraya has installed chronometers in its studios to clock contributions of participants in discussions on opposing sides of an issue. This is a “mandatory rule” that will be explained to the participants and audience prior to and during the program.

These criteria come from the principles of equity and objectivity and are intended to ensure that no one opinion or view has greater exposure on Miraya, as measured by minutes of airtime.

### **Miraya Referenda and Popular Consultations Programmes**

#### **1. In the News**

The political activity during this referenda and consultation process is the strongest item in any news bulletin.

The news team must stay informed of the activities of all legally registered political parties and representatives of both options in towns or rural zones, without neglecting other stakeholders in Sudanese society or international actors.

Journalists will be reporting from the ten southern states. Northern based staff will be present for coverage at each registration and polling bureau location, where applicable.

## **2. Radio Production and features**

Miraya's Current Affairs programming will include features and interviews from the field.

Special programming will include Public Service Announcements (PSA), Skits and Drama. This programming is intended to educate voters. Topics include the Referendum Acts, make up and activities of the Commissions, Bureau and State High Committees (basic facts/questions and answers), registration, voting guidelines, polling procedures, polling schedule, Post-Referendum arrangement, etc.

Additional special programmes developed by Miraya during this period are:

### *A) "Referendum Watch"*

Round table debates in simple Arabic with experts that examine pre and post referenda issues.

### *B) "Village Debate"*

A forum for Sudanese actors to express themselves on the options offered to Southern Sudanese, also in simple Arabic. These programmes will be organized in each of the states and take the form of village discussions focusing on the road to referendum and after.

C) *"Referendum Diary"*

Summary of news in simple Arabic and English from the week compiled and edited from bulletins and programmes.

D) *"Referendum Talk"*

Miraya creates a forum in simple Arabic for the Commission and organisations engaged with voter education to participate in a 1 hour programme with public participation.

E) Miraya's website *www.mirayafm.org*

Referendum programs will be presented on dedicated pages as part of the Miraya English and Arabic home pages. Features and special programs will be available as Podcasts so that visitors can have access to Miraya Referendum productions any time. State by state *Village Debate* will be featured with a summary of arguments developed by participants.

## **VIII. Complaint Mechanism**

During Referenda campaigns, it is very important to maintain the balance in covering the activities of opposing coalitions or parties. The real weight of any group is the determinant factor in this process.

Miraya will make quantitative analysis during this period, in order to ensure the balance in all produced and aired material, and to make any amendment –if needed- in case of any deviation. Miraya will endeavour to ensure that quantitative and qualitative analysis does reflect reality.

The Head of Media / Editor in Chief for Miraya is in charge of maintaining this balance, based on the criteria mentioned above. He will ensure that all programs dedicated to Referenda and Popular Consultations will respect those criteria.

## **Contesting Mechanism**

An individual or group that judges unsatisfactory the airtime or balance of a Miraya transmission can contest this in writing to the Head of Media / Editor in Chief. This written complaint should contain the following information:

1. Official name of the group;
2. Names and contact information of at least two signatories filing the complaint;
3. Specific period of time subject of the complaint;
4. Specific program concerned by the complaint;
5. Subject of the complaint;
6. Reasons for the complaint.

Based on these elements, Miraya radio management (UNMIS and Fondation Hirondelle) will verify the validity of the complaint through analysis of on air records and programming schedule covering that period of time.

If the complaint is deemed not valid, the Head of Media / Editor in Chief will notify in writing the party without delay, stating the reasons for the invalidity.

In case the complaint is valid, the Head of Media / Editor in Chief will notify in writing the complainant without delay, informing him/her of the action undertaken by Miraya to correct the situation. This procedure is final.

**Annex I: Radio programs on Miraya featuring Referenda elements during the Referenda period**

Productions	Time	Content and comments
<b>News Bulletin</b> in Classic Arabic	6 AM, 6:30 PM	Complete News Coverage on a Daily Basis about Referendum process, broadcast nationally on SW and on FM in the South. Live stream available on Website, <i>Mirayafm.org</i>
<b>News Bulletin</b> in Simple Arabic	6:30 AM, 7 PM	News summary at 1 PM in the three languages and headlines in the three languages on the hour.
<b>News Bulletin</b> in English	7 AM, 8:00 PM	Announcements from SSRC, SSRB SSRSHC, PPAC, courts, political parties, etc, and general information on the electoral process (public meetings, gathering of political parties), broadcast nationally on SW and on FM in the South.
<b>Referenda News Service</b>	Regional PSAs aired during Current Affairs North and South 7:10 AM-9 AM and 5 PM-6:30 PM National PSAs from 6 AM-7:10 and 6:30 PM -8 PM	

<b>Current Affairs</b>	7:10 – 9:00 AM, Good Morning Sudan; 5:00 – 6:30 PM Sudan Tonight	Interviews, Live Journalists and Correspondents in the field. Features on different Issues.
<b>Skits</b> (shorts fictions, 2-3 minutes)	Morning, between 9:00 – 10:00 AM, 11:00 – 12:00; Afternoon: between 4:00 – 5:00PM Evening: between 9:00 PM– 00:00 AM	Skits (Simple Arabic, 10 Local; Languages and English) <ul style="list-style-type: none"> <li>• the law (basic facts)</li> <li>• the make up and activities of the commission (basic facts/questions and answers)</li> <li>• voters education; registration, voting guidelines, voting procedures, voting schedule</li> </ul>
<b>Drama</b>	Monday - Sunday 12:08 PM Repeat: Evenings 8:30 PM	The drama series, in Simple Arabic, for the exploration and understanding of the Referendum process. The series cover themes of roles and powers of SSRC, democratic participation, campaigning, and Voting.
<b>"Referendum Watch"</b> (Simple Arabic)	Monday, on Sudan Tonight, 7:10 – 8:00 PM	Round table debates with political analysts, economists, historians, and

	Repeat: Saturday 10:03 AM, on Betna	<p>experts on how to examine pre and post referenda issues.</p> <ul style="list-style-type: none"> <li>• referendum law (legal experts)</li> <li>• referendum activities (CBO's/Commissioners)</li> <li>• political/social/and economic challenges of SECESSION/UNITY</li> <li>• core issues subject to post-referendum arrangements as defined in the CPA (nationality, currency, assets, property, treaties and conventions, natural resources, property rights, national security and security forces, etc.</li> </ul>
<p><b>"Village Debate"</b> (Simple Arabic)</p>	<p>By-Monthly: Friday on Sudan Tonight, 7:10 – 8:00 PM</p> <p>Repeat: Sunday on Betna, 10:03</p>	<p>Forum for political, social and economic actors to express themselves on the options offered to Southern Sudanese. Guests will include representatives from the Referendum Commission or</p>

		<p>Bureau and Civil Society Associations working on the referendum.</p> <ul style="list-style-type: none"> <li>• Topics to be focused on angles of political/economic and social loss and gains against the choice of Unity OR Secession. (Experts/Analysts and Civil society representatives to participate)</li> <li>• Preparation and progress of the Commission to conduct the referendum</li> </ul>
<p><b>"Referendum Diary"</b> (Simple Arabic and English)</p>	<p>Simple Arabic <i>Referendum Diary</i> on Common Slot Saturday 8:15 PM and repeat Monday 8:15 PM.</p> <p>English <i>Referendum Diary</i> on Regional Slot Saturday 8:30 AM and repeat Monday 7:35am in <i>Good Morning Sudan</i></p>	<p>A special summary of news from the week compiled and edited from bulletins and programmes.</p>
<p><b>"Referendum Talk"</b> (Simple Arabic)</p>	<p>Thursday 3:00 – 4:00 PM</p>	<p>Collaboration with Southern Sudan Referendum Commission (SSRC) and</p>

	Repeat Sunday at 3.00-4.00 PM	<p>Southern Sudan Referendum Bureau (SSRB), Abyei Referendum Commission</p> <p>Referenda talk shows: Forum for the Commission and other organisations engaged with voter education on referendum to participate in a 1 hour programme.</p>
<p><a href="http://www.mirayafm.org">www.mirayafm.org</a></p>	Arabic and English website	<p>Referendum programs will be presented as part of the Miraya home page. Features and special programs will be put as Podcasts as from October 2010 so that visitors can have access to Miraya referendum productions any time. Programs will be featured with a summary of arguments developed by participants.</p>

## **Annex II: About Miraya**

Miraya is a 24 hour, 7 day a week radio operated by a partnership between the United Nations Mission in Sudan (UNMIS) and *Fondation Hirondelle*, Media for Peace and Human Dignity. Programmes are broadcast on 17 FM relays (South Sudan only) and produced in Juba, regional capital of Southern Sudan, and in the Sudanese capital Khartoum, in classical and simple Arabic, and English. Miraya also broadcasts 6 hours of daily short wave (SW) programming accessible countrywide. Its popular website, [www.mirayafm.org](http://www.mirayafm.org) provides live audio streaming, news bulletin scripts and selected programmes.

Miraya core programming is directly related to informing listeners about the peace process, notably through interactive programmes. Miraya plays a key role in civic and voter education and raising public awareness, promoting political dialogue with civil society and providing unbiased coverage throughout Referenda and Popular Consultations period in 2011.

Miraya has a staff of 100 Sudanese, including 8 junior managers, and 20 internationals (UNMIS and *Fondation Hirondelle*). Germany, Sweden and Switzerland are the 2010 donors to the *Fondation Hirondelle* project in support of Miraya.

“Miraya” is the Arabic word for “mirror”, chosen as the name of the station to reflect the particular realities of both North and South Sudan. The project provides national programming with North and South variants mirroring one another. Miraya was established following a Memorandum of Understanding between *Fondation Hirondelle* and UNMIS in May 2005. Its first live broadcast on FM was on 30 June 2006 in South Sudan.

## **Annex III: Fondation Hironnelle, Media for Peace and Human Dignity**



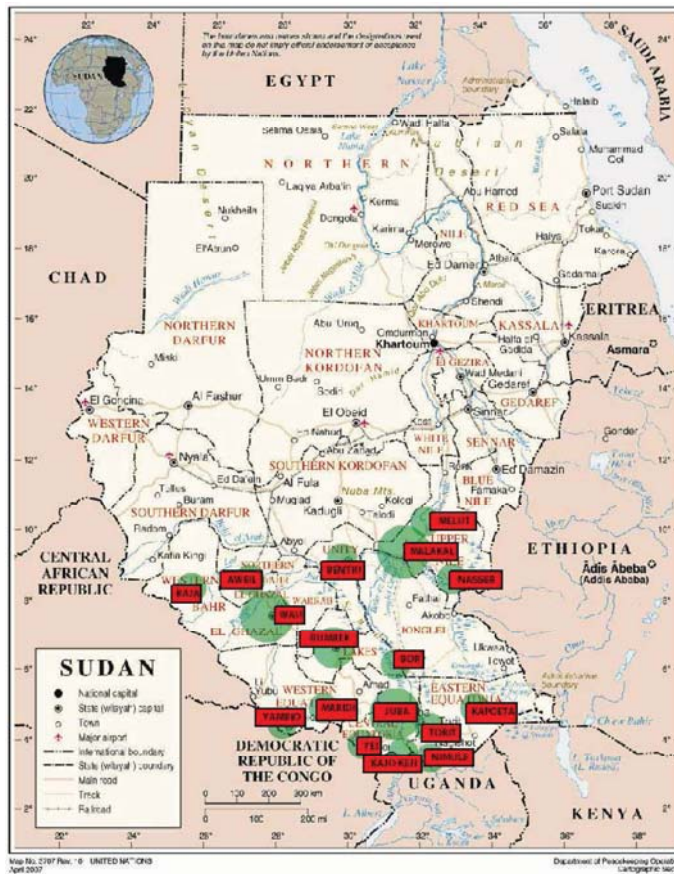
Fondation Hironnelle is a Swiss non-governmental organization founded and run by journalists which creates independent media in conflict and post-conflict zones. Wherever it works, Fondation Hironnelle seeks to bring relevant, impartial news and information to people who would otherwise be deprived of it.

Fondation Hironnelle works according to strict editorial rules. For example, facts must always be verified from at least two sources, and Fondation Hironnelle staff must not broadcast their own commentary. News and information must be selected and ordered according to perceived public interest, and not for any other reason. Fondation Hironnelle is independent of any political or formal religious affiliations. Its donors include the European Commission and the governments of Belgium, Britain, Switzerland, Germany and Sweden, among others.

Since its foundation in 1995, Fondation Hironnelle has set up and managed a number of successful media projects around the world, including: Radio Agatashya in the Great Lakes region of Africa; Star Radio in Liberia; Radio Blue Sky in Kosovo; Radio Ndeke Luka in the Central African Republic; Moris Hamutuk radio project for refugees in East Timor; Radio Okapi in the Democratic Republic of Congo (with the UN); Radio Miraya in Sudan (with the UN); and Cotton Tree News in Sierra Leone. For more information, go to [www.hironnelle.org](http://www.hironnelle.org).



## 101 FM from 17 transmitters in southern Sudan



### Short Wave

6 to 9 am (Sudan Time)	7385 kHz	41 metre band
5 to 8 pm (Sudan Time)	15670 kHz	19 metre band

Live internet streaming on [www.mirayafm.org](http://www.mirayafm.org)

**NileSat** Frequency: 12.206 GHz, Symbol rate: 27000 KBaud/s, FEC 3/4