



Joint Press Release

15 February 2010

Miraya – Sound of Sudan

Khartoum, Juba - Miraya FM is officially launching today its new national and regional programme, in an effort to keep its listeners better informed and closer to the current affairs of Sudan.

Three programmes of national stream, namely “*Good Morning Sudan*”, “*Sudan at Noon*” and “*Sudan Tonight*” will broadcast news in classic and simple Arabic and English, as well as features on economy, sports, civic education and general information.

Studios in Khartoum and Juba have been linked to enable North-South debates and ensure the participation and feedback from the citizens. From six in the morning until eight in the evening, listeners are updated with news on the top of the hour.

The new programme of Miraya brings further two regional streams for northern and southern Sudan produced by the Khartoum and Juba studios respectively and broadcast twice a day. “*Current Affairs*” and “*Social and Entertainment*” programmes inform on regional news, popularise traditional music and provide an interactive format to discuss topics of special interest to women (from 10:00 to noon) and youth (from 15:00 to 17:00)

The programmes follow the Miraya long established tradition since its launch in June 2006 to address issues that are important to communities across Sudan and to promote better understanding of each other and themselves.

Miraya is preparing special electoral programming which will include “*Ask NEC*”, “*Ask SSHC*”, an elections drama “*Under the Tamarind Tree*”, debate and elections news and information “*My Ideas, My Program*”. Miraya electoral coverage is governed by the Miraya Electoral Charter, available on-line at www.mirayafm.org

Following Miraya’s policy of promoting the local culture and the Sudanese artists, the *sound* of Miraya is original music produced by northern and southern Sudanese musicians performing with traditional and modern instruments.

Miraya is a 24 hour, 7 day a week radio operated by the United Nations Mission in Sudan in partnership with Fondation Hironnelle, a Swiss non-governmental organization.

How to listen to Miraya:

- Miraya broadcasts on 101FM in southern Sudan through 15 transmitters and relays in Juba, Malakal, Wau, Rumbek, Torit, Maridi, Yambio, Bor, Yei, Bentiu, Aweil, Nasser, Melut, Raja and Kapoeta.
- Miraya is also available on the internet (www.mirayafm.org)
- Miraya broadcasts on the audio channels of NileSAT (search menus for “Miraya”)
- Miraya broadcasts six hours a day of news and information on Short wave. You can listen from 6:00 to 9:00am on 7385 kHz and from 17:00 to 20:00pm on 15670 kHz. The broadcast includes “Good Morning Sudan” and “Current Affairs North and South” as well as “Sudan Tonight” and of course the news on the hour in three languages.

Stay tuned!

UNMIS Press Releases are posted on <http://unmis.unmissions.org>

For further information, contact Ashraf Eissa, UNMIS Spokesperson. Phone: + (249) 912 39 22 70. Email: eissaa@un.org or Kouider Zerrouk. Phone: + (249) 912 39 65 39. Email: Zerrouk@un.org