



Public Information Office (PIO)

FACT SHEET

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The role of the Public Information Office (PIO)

The Public Information Office serves as the main communications channel between the UN Mission in Sudan (UNMIS) and the public. It is responsible for supporting the implementation of the mission mandate and creating the public image of UNMIS locally, regionally and internationally. To achieve this, PIO issues public messages in various forms in addition to managing a radio station (*Radio Miraya*). PIO also advises senior management on all issues related to public information.

PIO's main objectives

To support implementation of the mission mandate by providing credible, accurate, timely and impartial information on various aspects of the Comprehensive Peace Agreement (CPA) and its implementation to the public inside and outside Sudan.

To demonstrate the benefits of UNMIS' presence in Sudan to support CPA implementation as well as the benefits of the UN system's presence in Sudan for humanitarian aid and reconstruction efforts, especially in Southern Sudan and the Three Areas (Blue Nile, Southern Kordofan states and the Abyei Area).

The PIO audience

The audience for PIO's activities includes the CPA parties, non-CPA political parties, civil society groups, community leaders and the Sudanese public at large. It also targets national and international media and the Sudanese diaspora.

PIO units

PIO comprises the media relation unit, which is led by the mission spokesperson, and *Radio Miraya* as well as the outreach, video/photography and print/web units.

UNMIS PIO is represented in Khartoum, Juba, Malakal, Wau, Kadugli and Abyei.

PIO activities and products

The media relations unit (spokesperson):

The media relations unit maintains relations with international and national media and provides daily media monitoring reports on Arabic and English media.

The office organizes regular press briefings on the mission's mandated tasks, with simultaneous interpretation in Arabic. The unit issues press releases and statements on mission activities and facilitates media trips for local and international journalists to areas of UNMIS responsibility. It also co-ordinates with other UN agencies' press offices on issues of common interest.

Radio Miraya FM

PIO and its partner Fondation Hirondelle operate *Radio Miraya*, which broadcasts in FM throughout the south of Sudan and is available in North Sudan via shortwave and on Nilesat. Please check www.mirayafm.org for frequencies and schedules.

The radio's output includes hard news broadcasts in Arabic, simple Arabic and English. It also broadcasts a range of current affairs, popular debate and round-table programmes as well as live and recorded music. *Miraya* is run according to editorial guidelines agreed upon between UNMIS and Fondation Hirondelle to assure editorial independence. Approximately 85 per cent of its staff is Sudanese nationals.

Outreach

Outreach activities include workshops, seminars and information days to disseminate the CPA and inform the public on UNMIS' role in the electoral process, popular consultations and the referendum, among other activities.

In 2010 in North Sudan, the unit has organized workshops and information days for 3,000 students, civil society organizations, traditional leaders, women and youth groups on the electoral process, referendum and popular consultations. It also held a

seminar on cultural diversity for 150 representatives from academia; and 25 sessions for newly arriving UNMIS civilian, military and police personnel on the CPA.

In the south, the outreach unit organized nearly 50 workshops, out of which 19 focused on referendum awareness, for a total of 3,160 participants over the course of the past year and a half.

Outreach plays an integral part in key UN activities such as disarmament, demobilization and reintegration and also organizes celebrations of international UN days. Most of its activities involve collaboration with civil society and governmental structures.

Video/still photography

The video unit has teams of producers and camera operators based in Khartoum and Juba, who travel across Sudan highlighting news and human interest stories for broadcasters worldwide.

The teams cover stories relating to the mission's activities, Sudan and its people. The unit delivers its edited stories free of charge to various TV news agencies through the UN television outlet UNIFEED, and makes them available for all local TV stations upon request.

The photography unit provides still images for use internally and externally by UN headquarters, UN websites and the media, and for photo exhibitions.

Print/Web

The print/web unit produces the monthly magazine *In Sudan* in Arabic and English, with content on Sudanese culture, economy and development, and topics related to peacekeeping and the mission's mandate.

The unit also manages the UNMIS website (www.unmis.org) and publishes news and feature stories online. In addition, it produces fact sheets on UNMIS' mandate and mission's sections, making these available online. When required, it produces brochures or posters on mission activities or CPA-related events.

UNITED NATIONS MISSION IN SUDAN

Ebeid Khatim Street
P.O.Box 69
Khartoum, 11111
Sudan

PHONE:
(249) 187-086000

FAX:
- Inside Sudan: 0 187 086200
- Outside Sudan: +1 917
3673523

E-MAIL:
ecomment-pio@un.org

We're on the Web!

See us at:
www.unmis.org