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Region: Juba, South Sudan

The Union of Journalists of South Sudan (UJOSS) in cooperation with the Media Diversity Institute (MDI)

organised a roundtable debate entitled 'Will my voice be heard in the new South Sudan? - The Role of Leaders and the Media in post-referendum South Sudan', on 26 November 2010, in Juba, South Sudan.

At the roundtable, politicians, experts, journalists, civil society representatives, as well as representatives from international NGOs, UN agencies and the British and Dutch governments discussed how the needs of rural communities throughout South Sudan can be heard by those in power, how the government plans to communicate with rural communities and address their needs, and how the media can play a role in facilitating this process.

'In a truly democratic society, which post-referendum South Sudan is envisaged to be, journalists are expected to turn the traditional pyramid upside down and instead of focusing on the top - political decision makers - they should look at the basis - the voters – those whose lives are affected by the decisions made at the top', said MDI's Executive Director Milica Pesic, and added:

'As much as citizens need the media to provide them with enough facts to make informed decisions on whatever is happening in their societies, the



Debate on media's role in good governance in a post-referendum South Sudan