



REPUBLIC OF SOUTH SUDAN MEDIA AUTHORITY

Telecom House, Juba
Wednesday, May 21, 2025

Launching the Media Authority Website: "Refer to the Source"

Today marks a significant milestone in the journey of media development in South Sudan as we unveil the Media Authority's official website under the theme, "***Refer to the Source.***"

This website represents a crucial step forward in fulfilling the Media Authority's mandate to regulate and promote the development of a pluralistic media landscape in our country. It serves as a vital tool to connect media practitioners, regulators, and the public, fostering a transparent and open flow of information. By encouraging everyone to "refer to the source," we aim to combat misinformation and promote the integrity of news and information circulating within our society.

At the heart of our mission is the unwavering commitment to uphold freedom of expression. We recognize freedom of expression as a fundamental right essential to democracy and social progress. Our regulatory framework is carefully designed to protect this freedom while encouraging responsible journalism that respects ethical standards. The website will be a resource to promote these ethical standards, ensuring that the media landscape in South Sudan remains professional, independent, and pluralistic.

Access to accurate and timely information is a foundation of an informed citizenry. The new website will enhance public access to information, offering a centralized portal where citizens can find reliable updates, media regulation guides, and news about licensing and accreditation processes. For journalists, this platform will streamline services related to licensing and accreditation, making it easier for media professionals to obtain the necessary credentials to practice their craft legally and ethically.

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We embrace digital media and mobile journalism as powerful tools for enhancing reporting capabilities. However, these technologies also present new challenges in the fight against misinformation. With the ease of sharing information online, it is more important to "Refer to the Source" and to verify the accuracy of what we read and share.

Moreover, the website will serve as a comprehensive resource portal addressing media regulatory issues. This will empower journalists, media houses, and the public with knowledge about media laws, rights, and responsibilities, thereby promoting openness and transparency in all media operations.

We extend our sincere gratitude to our partner, Journalists for Human Rights, whose unwavering support has made this launch possible. Their dedication to strengthening media capacity and promoting peacebuilding through responsible journalism in South Sudan is deeply appreciated.

We also appreciate CODELABS Co. Ltd for their expertise in creating this vital platform and for providing ongoing technical support.

Our ultimate goal is to build collaboration, support peacebuilding, and contribute to the development of South Sudan. Accurate and responsible reporting is essential for achieving these goals. By committing to "Refer to the Source," we can help create a more informed, engaged, and resilient society.

Thank you all for joining us on this important day. Let us continue to refer to the source, uphold the highest standards of journalism, and work collectively for a brighter future for South Sudan.

Thank you.

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