



## SOMALI MEDIA ASSOCIATION (SOMA) - PROFILE



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SOMALI MEDIA ASSOCIATION

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## ORGANIZATIONAL PROFILE

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Date of Re-registration: 18<sup>th</sup> February, 2018

Country of Registration: Mogadishu, Somalia

### 1. WHO WE ARE

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The Somali Media Association (SOMA) is an independent, non-profit and non-political media organization established by a group of media managers from Somalia. The organization was founded in Kampala on 13<sup>th</sup> February 2013 in a meeting held by 13 radio institutions from Somalia. The participants signed a Memorandum of Understanding (MoU) and development of the SOMA Constitution. The General Assembly held in May 2016 changed the name from Network 2013 to Somali Media Association (SOMA).

The purpose of the Association is to promote the principles of a free, independent and professional media in Somalia dedicated to advancing peace, unity, reconciliation and democratic values. SOMA is determined to advance and strengthen the capacities of radio stations as public service providers for the Somali community, thereby contributing to peace co-existence. SOMA has actively been involved in advancing the quality and value of media in Somalia, working all the Federal Member States of Somalia (FMS).

The Association is funded through membership fees registration, contributions and donations from member media houses. SOMA also conducts resource mobilization through fundraising and seeking funds from external sources such as partner organizations and foundations.

### 2. SOMA PHILOSOPHY, VISION AND MISSION

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SOMA is guided by the following vision and mission;

**Vision** – The Somali Media Association (SOMA) envisions to be the leading most respected electronic broadcast representative organization in Somalia.

**Mission** – To proactively support and promote the independence, legal and economic interests of its members through the provision of top quality research, advisory, consultancy, and advocacy in a changing business and regulatory environment.

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## 2.1 CORE VALUES

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The philosophy of Somali Media Association (SOMA) is driven by the following core values;

- ❖ Professionalism
- ❖ Neutrality
- ❖ Transparency
- ❖ Impartial judgment
- ❖ Independence
- ❖ Equality
- ❖ Team work
- ❖ Commitment

## 2.2 OBJECTIVES

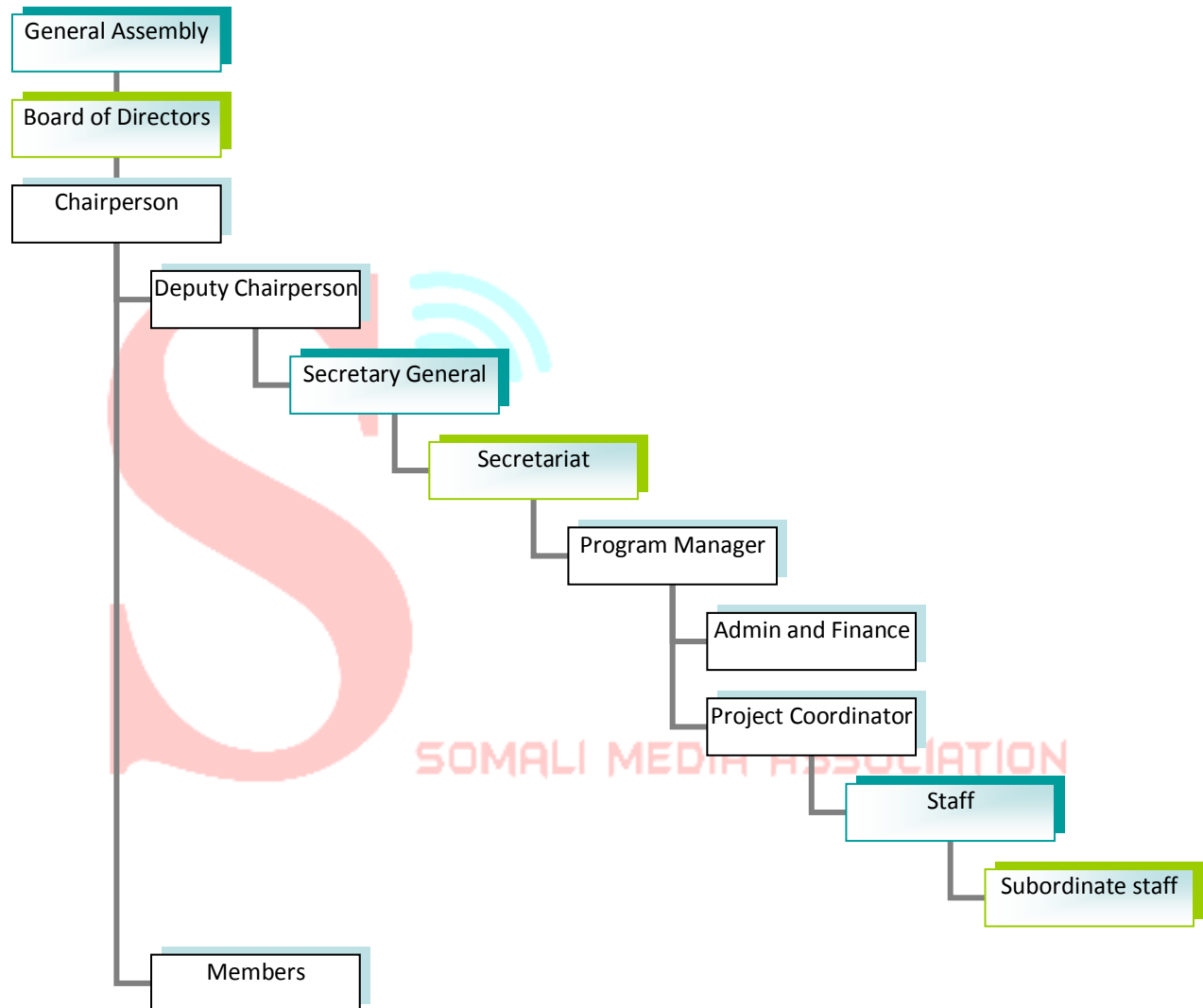
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The objectives of the Somali Media Association (SOMA) are rooted in the belief of empowering the community. It will be an engine for social development. SOMA objectives include;

- ❖ Enhance the quality of media in Somalia by consolidating our efforts as media institutions
- ❖ Give voice to the voiceless and addressing community felt issues, views and needs
- ❖ Commitment to empowering the media houses and journalists, through empowerment and capacity development
- ❖ Strengthen unity of SOMA member media houses
- ❖ Empowering community through the power of information
- ❖ Actively addressing the Somalia challenges and tribulations, FGM, Hunger, Emergency services etc. through the media and active participation
- ❖ Building sustainable communities through valuable public network and involvement in development initiatives
- ❖ Advance the promotion and restoration of peaceful co-existence through the media

### 3 ORGANIZATIONAL STRUCTURE

SOMA comprises of an effective organization structure at to levels; the board and secretariat. The board being the highest level of governance and the secretariat charged with the responsibility of running day to day activities of the organization. SOMA comprises of 9 permanent staff members with varying competencies. The following is the organization structure of SOMA;



### 4 WHAT WE DO

The Somali Media Association (SOMA) is involved in the following fields;

#### 4.1 Media Houses and Journalists Empowerment

SOMA is committed to enhancing the capacity of its members; media institutions and journalists by supporting various capacity development programs meant to improve their

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ability knowledge and skills, quality and professional media services. Media empowerment is powerful means of increasing community awareness on important social issues through quality media messages which will eventually lead to creating knowledgeable citizens capable of carrying their civic responsibilities.

The radio broadcasts are considerably the cheapest means of communication reaching to the masses including the common man. Mass media communication is a basic process of enhancing the human right as everyone is entitled to valuable information.

#### **4.2 Promoting Safety of Media Houses and Journalists**

Somalia has a very high risk level for journalists. SOMA is working on capacity building programs to improve and create awareness through the membership on the need to develop safety protocols for the media journalists in Somalia, and how to ensure its full development. The safety protocol is significant in increasing the journalists' awareness and skills in dealing with life-threatening situations in conflict areas while covering events in conflicts zones. SOMA is working towards developing a final safety protocol manual to be used and shared among the media institution staff members in Somalia.

#### **4.3 Strengthening The Networking of Soma Media Houses and Journalists**

SOMA has a membership of 38 media institutions that are interlinked through common interests and objectives. The association has governing team of Chairperson, Deputy Chairperson, Secretary General and Executive members selected from the member organization on termly basis. The team is responsible for management of issues within the association. The membership organizations network forges a common front to issues thus creating a strong link and leverage for negotiation. Besides the network supported by consolidating resources thus increasing their supremacy in advancing common issues and positions.

#### **4.4 The Content Sharing Program**

SOMA has made it possible to share content, which align accuracy and quality reporting. Since 2016 SOMA has supported the production and transmission of more than 162 Episodes on weekly basis through the membership of radio media institutions across FMS in Somalia. Some of the shared information and programs spans across various fields including governance, peace, reconciliation, leadership, education, health and youth development. The main purpose of content sharing program is to serve media services sharing between the member radio stations and linkage of the community awareness-raising program, especially prevailing current issues programs to further improve the awareness raising of the community. Besides content sharing enhanced reduction on production costs thus improving institutions profitability and sustainability.

#### 4.5 Advocacy and Lobbying Campaigns

SOMA undertakes advocacy and lobbying campaign programs annually, taking into account the international standards of journalism expected to be replicated in Somalia. The campaign is also expected to improve the safety of journalism in Somalia which currently one of the highest risk in the world. The advocacy and lobbying campaigns are also aimed to promote the independence and freedom of expression and professional journalism.

#### 4.6 Addressing community challenges

SOMA works with the rest of the institutions to reduce the human suffering in Somalia, through special emergency program and other community project based project such as peacebuilding, emergency services (hunger and famine), WASH, protection including FGM and child labour, food security, education among others. Where possible SOMA uses the media to support the programs.

### 5 PARTNERSHIP/COLLOBERATION

SOMA members are 25 media houses, 400 professional journalists and cumulative reaches out to more than 4 million listeners across the FMS. We also partner and collaborate with various other media institutions, universities, and private and government institutions, international and local organizations to promote media development and create networks for successful programs. Presently, SOMA is partnering and collaborating with the following institutions:



## 6 The List of SOMA Media Houses

No	Name of the Radio	Frequency	City	Contact Person	Email
1	Radio Risaala	102.2 MHz	Mogadishu	Mohamed Abduwahaab	mabduwahaab@gmail.com
2	Radio Kulmiye	88.0 MHz	Mogadishu	Mohamed Ahmed Turyare	info@kulmiyenews.com
3	Mustaqbal Radio	89.7 MHz	Mogadishu	Axmed Ciise Guutaale	ahmed.esse2014@gmail.com
4	Star FM Somalia	97.0 MHz	Mogadishu	Ibrahim Abdi Hassan	Macruufk2@gmail.com
5	Radio Alnur	106.6 MHz	Mogadishu	Abdiaziz Ali Hassan	alnurradio@gmail.com
6	Radio Abudwaaq	88.5 MHz	Abudwaaq	AbdiKarim Ahmed Bulhan	kulan105@gmail.com
7	Radio Alixsan Cadaado	88.8 MHz	Aadado	Sharmarke Moh'ed Moh'ud	radioalixsaan@gmail.com
8	Radio Adado	88.5 MHz	Adado	Sharmarke Moh'ed Moh'ud	radiocadaado@gmail.com
9	Radio Dhusamareeb	88.8 MHz	Dhusomareeb	Nafisa Hersi Oogle	ahmed_3111@hotmail.com
10	Codka Nabadda Galkacyo	89.5 MHz	Galkaio	Ahmed Moh'ed (Caana Geel)	caanogeel@gmail.com
11	Radio Daljir	88Mhz, 88.8Mhz & 89.1Mhz	Garowe, Bossaso, Qardho, Garoowe, Burtinle, Buuhoodle, Gaalkacyo & Abudwaaq	Jama Abshir	jabshir@comcast.net
12	Star FM Kenya	105.9 MHz	Nairobi	Mohamed Hassan	mohamed@starfm.co.ke
13	Radio Hiiran Weyn	88.8 MHz	Baleweyne	Mohamed Osman Makaran	mcmakaraan@gmail.com
14	Radio Jowhar	89.6 MHz	Jowhar	Mohamed Abukar Casey	mohacaseyr@hotmail.com

15	Radio Codka Mudug	89.5 MHz	Galkaio South	Hanad Abdi Farah	hanadnasta@gmail.com
16	Radio Warsan	88.2 MHz	Baidoa	Hilal Sheikh Shucayb	hilaalsheikh@gmail.com
17	Radio Baidoa	89.5 MHz	Baidoa	Mohamud Mohamed Kheyre	radiobaidoa@yahoo.com
18	Radio Galgadud	88.3 MHz	Baidoa	Abdifatah Hassan Farah	galgaduudradio@gmail.com
19	Radio Codka G/dhexe	89.9 MHz	Adado	Moh'ed Moh'ud Aw-Aadan	camaara2@gmail.com
20	Radio Garowe	85.5 MHz	Garowe	Ahmed Awil Jama	acdhangad@gmail.com
21	Radio Sooyaal	88.0 MHz	Kismaio	Ahmed Aidid Dirie	caydiid2022@gmail.com
22	Radio Maandeeq	88.8 MHz	Dolow	Mohamed Moalim	mmaadan32@hotmail.com
23	Radio Afgoye	103.6 MHz	Afgooye	Mohamed Muse Qanciye	radioafgoi@hotmail.com
24	Radio Markabley	88.8 MHz	Bardhere	Ahmed Omar Saalixi	<a href="mailto:radiomarkabley2008@yahoo.com">radiomarkabley2008@yahoo.com</a>
25	Radio Himilo	102.5 MHz	Mogadishu	Aweys Hussein Addow	radiohimilo.so@gmail.com
26	Ciyaaraha FM	103.0 MHz	Mogadishu	AbdiHafiid Abdisamad	ciyaarahafm@gmail.com
27	SBC Radio & TV	89.9 MHz	Bosaso	Mohamed Deeq Abdalle	sbcSomalia@gmail.com
38	Radio Hatuf	101.0 MHz	Mogadishu	Ibrahim Mohamed Ali	radiohaatuf@gmail.com
29	Radio Balcad	87.9 MHz	Bal'ad	C/xakiin Xuseen Islow	<a href="mailto:radiobalcad@gmail.com">radiobalcad@gmail.com</a>
30	Radio Wanlaweyn	89.5MHz	Wanlaweyn	South West State	wanlaweynradio@gmail.com