

SOUND OF UNITY REPORT

TRUE
MY
VOICE

TAKE
YOUR
VOICE
TO
SOUND
OF
UNITY



About Sound of Unity

Sound of unity is an initiative of Truemyvoice; a brain child of the Creative Cultural Revival. It aims to drive the narrative for every Nigerian that culture and tribe are valid; however, unity remains an essential element in harmonious coexistence. This theme is meant to promote ethno-cultural empathy as the elections threaten to divide us.

Originally envisioned to be a physical campaign, it morphed into a digital campaign comprising of:

- i) Virtual Masterclass
- ii) Sound of Unity Poetry Competition
- iii) Poetry performances
- iv) Panel Sessions
- v) Vox Pop
- vi) Recorded interview with stakeholders
- vii) A petition.

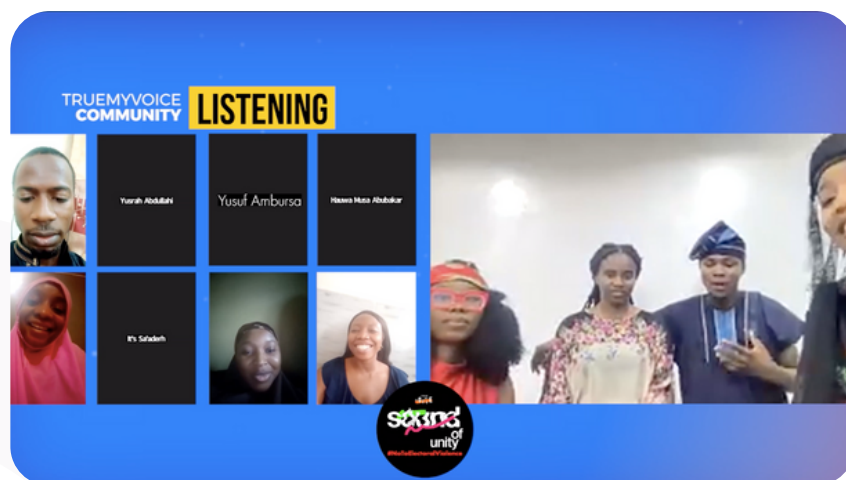
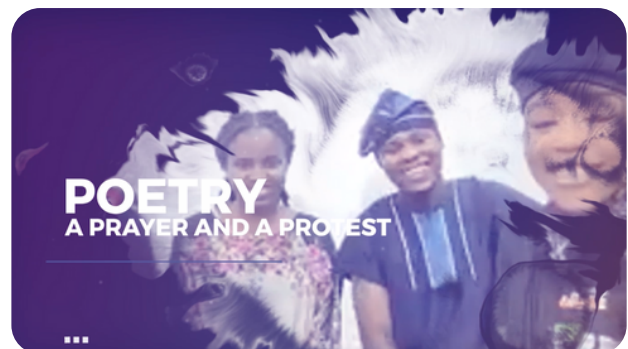
All of which affords the putting together of an audio-visual compendium on saying No to Electoral Violence.



Virtual Masterclass

[An Interactive masterclass was held on 17th of February 2023 virtually on the theme - Poetry; A prayer and a protest.](#)

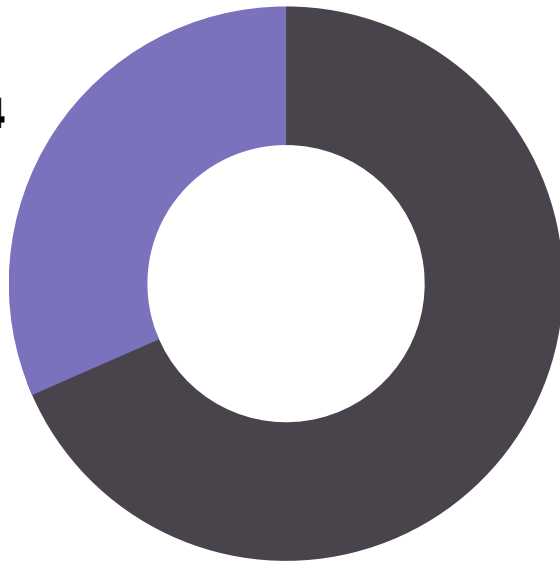
This explores the role of art as a medium for lending one's voice to a cause and also art that seeks to speak into existence - the change which the artiste wants to see within themselves and the world around them. This is part of a larger conversation around the coming elections, our hopes and prayer as artistes for a better Nigeria.



Virtual Masterclass



24



52

KEY



Number of Registered Participants



Number of Registered Participants

Impact/ Feedback From Participants

“Five ways i was impacted

1. I was able to understand that everyone has a personal motive towards writing.
2. The discussion on how people view poetry was impactful and inspiring.
3. I was motivated to continue writing because my voice counts.
4. I also learnt that being a writer is a gift and an asset to the world at large.
5. Finally, Poetry is a tool for social advocacy. By the virtue of this I will make sure to continue writing and showcasing my work out there”

- OTHMAN AMEENAH

“Poetry can serve as both a prayer or a protest, depending on the content and intention of the poet.

1.As a prayer, poetry can be a form of spiritual expression or contemplation, often seeking connection with a higher power or expressing gratitude or supplication.

2.On the other hand, poetry can also be used as a form of protest, providing a platform for dissent, critique, and social commentary. Such poetry often employs strong, pointed language and imagery to challenge dominant narratives or social injustice. In this context, the poet may use their words to inspire change or draw attention to issues that need to be addressed.

poetry has the capacity to serve as a means of prayer or protest, depending on the message and purpose of the poet.”

- OTHMAN AMEENAH

Impact/ Feedback From Participants

"It was an honor to meet with such intellectual personalities.

I have learned a lot and am getting to know our writers much better.

The master class made it clear to me that we can raise our voice above such limitless things in order to make the changes we need. And I realized that as writers, God offers us very special things, because we are writers, we understand a language that is not for everyone. This inspired me a lot, because this is the best way to fight for our right and turn the impossible into a possibility.

We are ready to raise our voices

- SA'ADATU ALIYU UMAR

"The masterclass for me was more or less an inspiration, advice, guidance and all thing, It encompassed all the areas I was waiting to hear from great minds...it scratched those itching places for me. So poetry is far beyond what we see it to be depending on our views... That masterclass was an eye opener. It widened my horizon and creative thinking.

And it left me with many rhetorical questions 😊🤔"

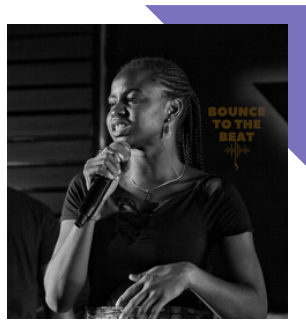
- RUKAYYA JIBRIL

Sound of Unity Poetry Competition

[Participants were required to record a one-minute video on Instagram](#) about a festival in their culture or tribe, using it to advocate for Peace Through the lens of - **SAY NO TO ELECTION VIOLENCE, VOTE NIGERIA**. The call for entries was made on the 26th of January and closed 8th of February 2023.



@ZAHARAXJ_



@KJ_OFFICIAL



@AYOMI_WRITES



@OKORONKWOCHI



@IBN_EDRISS

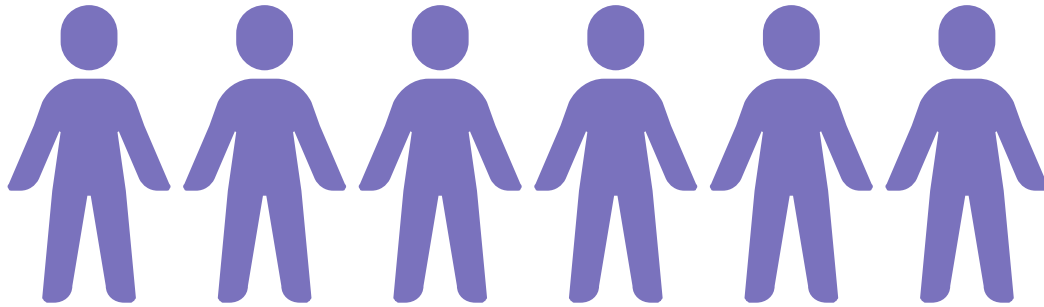


@ELISHA_BALA

6 WINNERS WERE SELECTED FROM THE 6 GEO-POLITICAL ZONES ACROSS THE COUNTRY.

Impact

6 WINNERS FROM THE 6 GEO-POLICAL ZONES WERE SELECTED



38 ENTRIES RECEIVED FROM ACROSS THE COUNTRY

38

INSTAGRAM CONTENT REACH WITHIN THIS PERIOD PEAKED UP TO OVER **14,000 PEOPLE.**



The Audiovisual Compendium

A [30-minute Audiovisual Compendium](#) was put together comprising of:

RECORDED INTERVIEW WITH STAKEHOLDERS



A PANEL SESSION DISCUSS



VOX POP



POETRY PERFORMANCE BY 6 POETS SAYING NO TO ELECTORAL VIOLENCE



ADDRESS BY THE CANADIAN HIGH COMMISSIONER.



CALL, URGING VIEWERS TO SIGN THE [PETITION SAYING NO TO ELECTORAL VIOLENCE](#)



This was then aired on various media outlets across the country including

[TVC, News Central TV, NTA, Trust TV.](#)

Abridged versions of the compendium were also put out on social media.

IMPACT

OVER 2 MILLION HOUSEHOLDS WERE REACHED THROUGH MASS MEDIA, AND ENLIGHTENED ON THE ILLS OF ENGAGING IN ELECTORAL VIOLENCE .

Gallery



SOUND OF UNITY



Expenditure

ITEMS	QUANTITY	PRICE	DISCOUNT	AMOUNT
Star Sapphire Media Production Company.	1	₦950,000.00.	₦400,000.00.	₦550,000.00
Competition Prize for Poets.	6	₦20,000.00		₦120,000.00
Honorarium for performance Poets	6	₦10,000.00		₦60,000.00
Data for Masterclass	1	₦20,000.00		₦20,000.00
Television Continental (TVC)	1	₦100,000.00		₦100,000.00
News central TV	1	₦100,000.00		₦100,000.00
NTA	1	₦50,000.00		₦50,000.00
Trust TV Free of Charge		-		-
Liberty TV Free of charge		-		-
Liberty Radio	1	₦50,000.00		₦50,000.00
Radio Now	1	₦100,000.00		₦100,000.00
Blogs <i>This would be for 6 blogs</i>	1	₦100,000.00		₦100,000.00
T-Shirts	9	₦6,000.00		₦54,000.00
Five Cowries Administrative fee	1	₦200,000.00		₦200,000.00
Info Naija Radia	1	₦100,000.00		₦100,000.00
		Subtotal		₦1604,000.00
		Total		₦1604,000.00

Partners



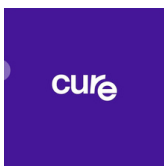
Arguably one of the world's topmost platforms for social change, **Change.org** aided in amplifying the reach of the petition to their numerous subscribers across the country, as well as on their social media platforms.



Star Sapphire Media is a full-service Creative Solutions, Digital Technology and Production Company based in Abuja, the Federal Capital Territory of Nigeria. For the Sound Of Unity Campaign and at a generous discount of 40%, they were the helm of producing the Audio-visual compendium.



The **Canadian High Commission** played the invaluable role as a principal funder of the Sound Of Digital Unity Campaign as part of its commitment to supporting creative endeavours that seek to utilize art for advocacy and social change.



Founded by Alhanislam, **The Creative Cultural Revival (Cure)** is the aegis under which the idea for the Sound of Unity Campaign was conceived. With the core mandate to spearheading Art and cultural-based initiatives that seek to advocate, empower, enlighten through Afrocentric means.

**THANK
YOU**

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