

Davis Peace Project Proposal 2014

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Country project will be conducted in: Swaziland

Educating Future Leaders in Swaziland

Facts:

- Swaziland total population of 1 403 362 people
- Life expectancy is at 49 years old
- HIV prevalence is at an average of 26%
- 75 000 children were orphaned by aids in 2011 alone
- Mothers mean age of first birth is 19 years old
- 0-14 years: 36.9% (male 261,954/ female 256,144)

Project Description: This project will be focused at children aged eight through fourteen. It consists of creating a youth focused newspaper targeted at this age group to help them focus their adolescent life on achieving their goals and dreams. The newspaper, which is based off of Kidsville News in Fayetteville NC, will be released once a month. Swaziland has both a rural and urban setting, although it is illegal for children not to attend primary and high school. Children are not brought up in an environment where they are encouraged to dream big, set life goals and strive to become more than their current situations. This can also be said about students who reside in the urban areas and have access to better education with private schools. Even these children are not motivated to reach their goals and strive for success and rather end up conceiving at a young age, contracting HIV/AIDs or just not trying hard enough at school because they feel like they do not have any positive future prospects.

We feel that educating the youth and reigniting the drive to succeed even with obstacles will give the youth of Swaziland a renewed desire to dedicate themselves to their school performance. This will also tackle the many issues that challenge our country such as the high HIV prevalence rate, the orphan population and pregnancy rates. As is noted in the "Facts" section Swaziland has a high literacy rate and yet not much ambition to back it, therefore resulting in students leaving school after high school and not seeing the benefit in continuing to invest in their education as well as their future.

Potential Themes: Each month will have a certain theme, leadership will always be the overall theme but it will be presented in different manners eg. One month can have a goal setting exercise as a focal point and the next can have articles based on successful leaders and their qualities. Below are some potential themes that will have an educational as well as a leadership aspect to them,

- Your Community and You

- Independence Day – Independent You
- The Future Looks Bright

Logistics: The newspaper will be free and delivered to all primary schools within the country once a month through regular newspaper channels. It will be printed at a facility owned by the Times of Swaziland, the national newspaper. It will also be delivered with their newspapers on the chosen date for release. Although there will be a collaboration between the newspaper and the national newspaper through printing and delivering the youth newspaper will be independent of the national newspaper and will not be an insert.

Sustainability: The project will be sustainable through collaboration with the United World College of Southern Africa community service and English language departments. In order to ensure that the newspaper is funded after the grant has been used, advertising space will be sold to local and SADC universities, government grants and businesses that encourage the fostering of the youth in Swaziland. A maximum of 40% advertising space can be bought in order to ensure that the main aim of the magazine is reached. These businesses can also sponsor a month and maybe be given a feature story in return for this.

Currently Kidsville news is also used by teachers as a supplement to their lessons in some cases because of its relevance and we hope to see this same pattern among the primary schools in Swaziland to. Once the newspaper has gained an audience we hope to incorporate a lesson plan as well as have articles that are present in both the youth magazine as well as the Times of Swaziland so that they tie but are presented in a more appropriate manner for the youth, allowing for parents and children to discuss some current issues. A collaboration by both Methodist University as well a Stanford University's Leadership department will also allow us to feature relevant exercises in the newspaper.

Marketing: Marketing efforts will be done mainly through the Ministry of Education. Other marketing efforts will include a news article in the two national newspapers. We will be visiting both rural and urban schools in order to continue with our research concerning the problems that are holding students back from succeeding educationally, to receive feedback on the released issues as well as to encourage the benefit of the newspaper.

Credibility: Kidsville news was started by Mr. Bill Bowman and since being started has expanded over 8 states continuing on with much success. He will be mentoring us on the project with information such as topics, best practices, distribution as well as showing us how he was able to create a success out of the newspaper.

Potential Sponsors:

- MTN – Mobile service provider
- Macmillan – Publishing Company
- SPTC – Swaziland Post and Telecoms
- Robert's and Bertram's – Law Firm
- Matsapha Township Board