



Vision of Zara Selam Media



Our Vision

Zara Selam Media envisions an Eritrean society where **dialogue replaces silence, respect replaces hostility, and shared identity replaces division**. Our vision is rooted in peace, cultural renewal, and the belief that Eritreans can rebuild trust through honest, respectful communication.

“Our vision is to cultivate peace, one conversation at a time.”

We aim to create a platform where Eritreans everywhere can speak openly, listen deeply, and rediscover the values that once united us.



Why This Vision Matters

Eritrea’s history is built on sacrifice, resilience, and unity of purpose. Yet today, our people face profound challenges:

- **Political polarization**
- **Distrust** between government supporters and opposition groups
- **Fragmentation** among opposition organizations
- **Silence** replacing meaningful dialogue
- **Youth leaving** the country in alarming numbers
- **Refugees struggling and suffering** across the world

These realities shape our vision and give it urgency.

“We cannot build a future together if we cannot speak to one another today.”



What We Aspire to Build

Zara Selam Media strives to:

- Foster **respectful, open dialogue** across political, generational, and regional lines

- Promote **cultural values** such as humility, truthfulness, generosity, and respect
- Create a space where **all Eritrean voices** can be heard without fear
- Highlight shared national foundations, including:
 - The sanctity of **Eritrean independence**
 - Honor for our **fallen heroes**
 - The dignity of **every Eritrean life via justice and liberty for all**
- Inspire a culture where disagreement does not become animosity or hostility
- Support conversations that lead toward **peace, unity, and national renewal**

We do not claim to have all the answers. But we believe that **conversation is the beginning of solutions.**

Challenges on the Road Ahead

Our vision is noble — but not easy. We acknowledge the obstacles ahead:

1 Deep Political Divisions

Many Eritreans are skeptical of any message that calls for unity or dialogue.

2 Distrust Across Communities

Government supporters and opposition groups often see each other as adversaries. Even within the opposition, divisions run deep.

3 Fear of Speaking Openly

Years of tension have made many Eritreans hesitant to express their views.

4 Emotional Wounds

Families separated, youth fleeing, refugees suffering — these wounds shape how people react.

5 Misinterpretation of Intentions

Any call for peace can be misunderstood as political alignment. Zara Selam Media stands **above partisanship**, but we know not everyone will see it that way.

“Peace work is slow, difficult, and often misunderstood — but it is necessary.”

How We Pursue This Vision

Zara Selam Media approaches these challenges with:

- **Patience** — change takes time
- **Consistency** — we remain committed even when criticized
- **Transparency** — our intentions are clear and open
- **Respect** — every Eritrean voice matters
- **Cultural grounding** — we draw from the wisdom of our elders and traditions
- **Faith** — trusting that God blesses efforts rooted in truth and humility

We believe that even small steps can open the door to larger transformation.

Our Guiding Values

Truthfulness

We speak honestly and encourage others to do the same.

Humility

We approach every conversation with respect and openness.

Generosity

We give space, time, and dignity to every voice.

Respect for Elders and Mothers

Our cultural foundation begins with honoring those who shaped us.

Unity in Diversity

We embrace differences without letting them divide us.

The Future We Envision

We see an Eritrean community — at home and abroad — where:

- **Dialogue** replaces silence
- **Respect** replaces hostility
- **Shared identity** replaces division
- **Youth feel hope** instead of despair
- **Refugees feel seen and supported**
- **Cultural values** guide our interactions
- **Peace** becomes a national habit, not a distant dream

“We plant seeds today so that future generations may harvest peace.”



Conclusion

Zara Selam Media is not just a platform. It is a **commitment** — to peace, to truth, to cultural renewal, and to the dignity of every Eritrean.

We know the road is long. We know the challenges are real. But we also know this:

Eritrea deserves a future built on dialogue, respect, and unity. This is the vision we choose. This is the vision we will pursue — one step, one voice, one conversation at a time.

Zara Selam Media believes that all the efforts can only produce fruit if accompanied by prayers to the almighty God no matter what medium or how one prays.