

HITZARGIAK – Languages illuminating each other

The bimonthly newspaper “Uma Leht” (UL)

GENERAL INFORMATION		DATE: 2016/03/08
1	Name	Kadri Koreinik (Võro Institute)
2	Language	Võro-language (ESTONIA)
3	Working area (education, communication, teaching, leisure, administration...)	Communication. Print and online media
4	Email and phone number for contact	info@umaleht.ee Contact person: Ms. Ülle Harju (editor-in-chief)
5	Social networks (Webpage, Facebook, Twitter...)	https://www.facebook.com/umaleht/
DESCRIPTION OF GOOD PRACTICE		
1	Description of the practices	UL the only Võro-language newspaper; has been published for 15 years.
2	Brief description of the practices	UL has four pages and it is published bimonthly. Its topics include Võro-language news and feature articles about different activities, traditional life-style, people who have taken up different initiatives, country life, traditional/ethnic economy, heritage culture, etc. UL is an outlet for those people who have been willing to read and speak the Võro language and want to communicate with the Võro-speaking community via media. UL is also an outlet for ordinary people, non-professionals, who are interested in publishing their creative writing, such as fiction and memoirs; every year the publishing desk of UL organises a large competition of writings; the twelfth round was held in 2015. Over 12 years, more than 1400 stories have been sent to the competition with more than 250 different authors.
3	Precedents (reasons, needs...)	There was no regular press for Võro-speaking people. The Võro language had a reputation as non-standard language and its speakers switching to Standard Estonian only.
4	Objectives	The maintenance of the Võro language, sharing local news, building a sense of community.



5	Main and close working areas	Minority language education, language policy and planning, regional development
6	Collaborating entities and their working areas	Võro Institute (the maintenance of Võro language and culture), the Old Võro County cultural programme in the jurisdiction of the Estonian Ministry of Culture (maintenance of the Estonian identity, development of its vital cultural space)
7	Implementation period	Since 2000

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8	Expansion (number of influenced people, internal and external expansion...)	Its circulation is 10,300, which largely has not changed since its foundation in 2000. However, in the context of a decreasing and aging population, its readership has remained rather stable--approximately 32,000 thousand people (Saar Poll 2005, TÜ 2011). UL is delivered mostly (9,800) by direct mail, but it has over 200 subscribers in southeastern Estonia. Additionally, UL is available online (www.umaleht.ee) and can be read via Facebook.
9	Investment (economic, time, people...)	Annual budget is 70,700 euros. One full-time editor, a couple of others involved on a part-time basis or as freelancers.
10	Results	UL has remained an important Võro-language outlet for its constant readership for many years. Its impact lies in building an ability to read and write in the language known as an oral language. UL helped Võro-speakers to acquire confidence in reading and writing.
11	Documentation, reference material	Information about Võro-language: https://fedora.phaidra.univie.ac.at/fedora/get/o:308888/bdef:Content/get
12	Presentation video	
13	Other relevant information	