

**USAID/SOUTH SUDAN  
Educational Development Center/Sudan Radio Service  
FY 2012 Q3 Quarterly PROGRESS REPORT**

Report Type: Quarterly Report  
Award No. Associated Cooperative Agreement HDA-A-00-03 0015 00  
Period Ending: June 30, 2012

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July 30, 2012  
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This report is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of Education Development Center, Inc. (EDC) and do not necessarily reflect the views of USAID or the United States Government.

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## Acronyms and Abbreviations

AOTR	Agreement Officer's Technical Representative
AM	Amplitude Modulation
BIS	US Department of Commerce Bureau of Industry and Security
CBJ	Certificate in Broadcast Journalism
COP	Chief of Party
CPA	Comprehensive Peace Agreement
DA-1	Kenyan VAT exemption forms
D&G	USAID's Democracy and Governance Team and its partners.
DNIS	Darfur News and Information Service (an EDC project funded by DOS)
DOS	United States Department of State
EDC	Education Development Center
EMMP	Environmental Mitigation and Monitoring Plan
ERR	Environmental Review Report
FM	Frequency Modulation – the most popular form of radio broadcasting
FY	Fiscal Year
GOSS	Government of southern Sudan (former)
GPS	Global Positioning System
HF	High Frequency (generally refers to Codan type two-way radios)
IEE	Initial Environmental Examination
MOU	Memorandum of Understanding
M&E	Monitoring and Evaluation
NPR	National Public Radio
PSI	Population Services International in southern Sudan
RSS	Republic of South Sudan
SANU	Sudan African Nationalist's Union
SMF	Sudan Media Forum (an association of Sudan media organizations)
SRS	Sudan Radio Service
SPLM	Sudan People's Liberation Movement
SPLM DC	Sudan People's Liberation Movement for Democratic Change
TSL	Time Spent Listening
USAID	United States Agency for International Development
USAP	United Sudan Africa Party
USG	United States Government
VAT	Value Added Tax

## I. SUDAN RADIO SERVICE EXECUTIVE SUMMARY

### Qualitative Impact

This quarter's news coverage by SRS was dominated by frequent border confrontations between the Sudan Armed Forces and South Sudan's People's Liberation Army, including air raids by the SAF deep into South Sudan. South Sudan retaliated by occupying Heglig in April. The Heglig occupation ended following pressure from the International Community, even though South Sudan President Salva Kiir protested that the International Community's response to the border situation was unfair to the south.

SRS also covered Sudan's withdrawal and subsequent re-joining of the Addis Ababa peace talks. By June, both the south and the north were back at the negotiating table.

News coverage reported on the return of thousands of South Sudan returnees from Khartoum and other areas of the north, plus several hundred deported from Israel. Our newscasts and programs also covered every aspect of political, governmental, economic, health, agriculture and culture in the country.

SRS's legacy organization, the NGO, Eye Media, was registered as an official non-governmental organization in South Sudan on June 22. Prior to that date, the new NGO's constitution was drawn up, founders identified and prospective board members nominated.

The Certificate in Broadcast Journalism program began a new term, despite the closure of Juba University. Waiting on the University to re-open would have delayed the start of classes indefinitely. Enrollment for the term was the highest ever.

The SRS sales staff collected \$25,042 in sales already made. 80% of the sales were from new clients, with 20% coming from existing clients.

All equipment for the repeater and translator equipment system was ordered and shipment dates secured. Arrangements neared completion for installation on already existing towers and in secure compounds throughout the country.

### Quantitative Impact

SRS had broadcast a total of 5,459 Civic Education messages by the end of quarter 3. The annual target is 3,200. As a measure of the quality of SRS news, five non-state media outlets quoted SRS stories this quarter. 438 stories were quoted. We are 92% of the way to the target of 1,000 for this Fiscal Year. Shortwave broadcasts monitored by SRS achieved a 96% audibility rating this quarter. Our target is 85%.

44 Journalists were trained this quarter. With a target of 80, we have exceeded the target for that indicator, with a cumulative total for the first three quarters of 131. The number does not include students enrolled in the Certificate of Broadcast Journalism (CBJ) program. In



addition to the 15 students who have already graduated from the CBJ program; 15 new entered the program during this quarter.

### **Project Administration**

Chief of Party Jon Newstrom went on extended personal and medical leave late in the quarter. International Administrative Specialist Keith Roznowski is serving as Acting Chief of Party, assisted by News-Programming Advisor Charles Haskins.

SRS continues to share with all projects operating in South Sudan the problem of coping with changing and inconsistent application of customs and other regulations. The lack of transparent and consistent regulations causes delays and waste of staff effort on a daily basis. The most recent frustrations come from new labor laws.

Chief Engineer Philip Adar joined the project in April, and immediately began to speed up work on the SRS repeater-translator system.

## **II. PROGRAM PROGRESS AND KEY ACHIEVEMENTS (Qualitative and Quantitative Impact)**

This report covers all of Quarter 3, FY12. January activities were funded by a no-cost extension issued to EDC by USAID. February and March activities were covered by a cost-extension issued to EDC by USAID on 31 January 2012. That extension will end on 25 September 2012.

***Two tanks have been hit by the Sudan People's Liberation Army (SPLA) side today and 27 soldiers were captured by South Sudan Liberation Army (SSLA) troops***

SMS news tip from anonymous

### **SRS NEWS COVERAGE ON FM AND SHORTWAVE**

#### **NEWS HIGHLIGHTS DURING THE QUARTER**

In this quarter, much of the news was dominated by frequent border confrontations between the Sudan Armed Forces and the South Sudan People's Liberation army. Frequent air-raids were carried out by SAF deep into South Sudan territory. The south retaliated with the occupation of Heglig by the SPLA in April.

On April 10, the SPLA entered Heglig. The army said that they acted in self-defense in order to secure the oil field. SAF spokesman al-Sawarmi Khalid admitted that their forces lost control of Heglig to the SPLA and vowed to retaliate. Both the UN and the international community condemned the incursion.

Two days later, President Salva Kiir announced that the SPLA would not withdraw from Heglig. The statement came as a response to the UN Secretary-General's call for both sides to withdraw from the area. Kiir responded by saying that the international community had not reacted fairly regarding the tensions between the two countries.

Also in this quarter, Sudan withdrew from, and rejoined, the peace negotiations in Addis Ababa. The withdrawal of Khartoum's negotiation team followed the SPLA's occupation of Heglig. However, in June, the two CPA partners went back to the negotiating table and resumed talks, but this was only after the United Security Council threatened to impose sanctions on both countries if an agreement was not reached within three months.

This quarter also saw the return of thousands of returnees from Khartoum. This major return occurred just as the Israeli government announced the mass deportation of refugees to South Sudan. About 700 South Sudanese refugees living in Israel had been granted permission to stay, but the Israeli government successfully argued for the expulsion of the South Sudanese on the basis that the country became independent last year. The Israeli action saw yet another influx of returnees into south Sudan.

All of these events have been reflected, documented and reported in depth by SRS. Our newscasts and programs covered every aspect of political, governmental, economic, health, agriculture and culture in the country, as the following summaries indicate.

## **APRIL:**

On April 12, the Sudan Armed Forces carried out a bombing raid in Unity state. The bombs were dropped approximately 6 kilometers from the state capital, Bentiu. One person was killed and four others were wounded. The State Minister of Information, Gideon Gatpan, told SRS that a SAF Antonov aircraft dropped six bombs at 6.40 in the morning.

On April 15, Juba announced the arrival of a group of fourteen Sudanese prisoners of war who were captured in Heglig. SPLA spokesperson Philip Aguer said South Sudan would liaise with the International Red Cross to see if they were willing to facilitate their return home. He also revealed that seven SPLA soldiers were being held as prisoners of war by the Sudan Armed Forces. He appealed to the Sudan government to protect and hand over the seven SPLA prisoners to the South Sudan authorities.

On April 17, the United Nations Security Council threatened to impose sanctions on Sudan and South Sudan, if the two countries did not stop on-going military confrontations along their borders. The council also demanded that South Sudan withdraw from Heglig immediately and that Sudan stop aerial bombardments on the bordering areas.

## **MAY**

On May 14, the first group of South Sudanese refugees stranded in Kosti, White Nile State, flew from Khartoum to Juba. Four hundred returnees arrived in Juba, out of a total of around 15,000. On May 1, the governor of White Nile state, Yusuf Shamble, had given South Sudanese who were stranded in Kosti a one week ultimatum to leave the area by May 5, however the ultimatum was later extended to May 20.

Also in May, the African Union chief mediator, Thabo Mbeki, said that South Sudan and Sudan had agreed to a negotiation framework laid down by the AU High Implementation Panel. Mbeki, the former South African president, held a series of meetings with President Salva Kiir and Pagan Amum, the country's chief negotiator at the talks, on May 21. His trip to South Sudan followed a series of meeting with Sudan's President Omar al-Bashir.

On May 29, the UN peacekeeping mission in Abyei confirmed the withdrawal of SAF troops from the disputed border region of Abyei. The withdrawal followed the resumption of talks between Sudan and South Sudan in Addis Ababa. However, a government spokesman in Juba told SRS that the Sudanese Armed Forces had not withdrawn but had redeployed.

On May 30, the Ministry of Labor issued an order to all employers to terminate the contracts of Sudanese nationals by 28 June. The order stated that vacancies should be advertised and be filled by competent South Sudanese nationals. The ministry also demanded that all Sudanese nationals in the private sector, UN agencies and diplomatic missions should acquire work and resident permits within a period of 30 days to enable them continue working in the country.

## **JUNE:**

On June 4, the first direct high-level talks on border security between South Sudan and Sudan began in Addis Ababa. At the opening session, the parties discussed the cessation of hostilities and the unconditional withdrawal of troops, as defined by UN Security Council Resolution 2046.

On June 5, the Council of Ministers approved South Sudan's budget for the year 2012/2013. The 6.5 billion SSP "austerity budget" was presented to the cabinet by the Finance Ministry. Addressing the press after the council of ministers meeting, the minister of information and communication, Dr. Barnaba Marial said concrete measures will be put in place to clean up payrolls which still feature "ghost workers."

Later that week, parliament suspended government officials alleged to have stolen public money. This followed a majority vote by MPs who called for the suspension of individuals alleged to have stolen 4 billion USD from the government. Some MPs and ministers, including the ministers of parliamentary affairs and finance, condemned the decision, saying that it interfered with the president's initiative to fight corruption.

***For those who have used the government money for their own and private issues, the issue of writing letter is not a solution, because they will not comply with it. So the only solution is to bring them to court of justice for legal action.***

Email feedback from John Saturlino reacting to a news story he heard on  
SRS

On June 22, companies alleged to be involved in the Dura sorghum fraud were ordered to return over 200 million SSP to the government's account, or face justice. This came after the Ministry of Finance presented the Council of Ministers with a list of companies that were contracted to purchase sorghum for the states that were hit by food shortages in 2008. The Minister of Telecommunications, Biar Madut Yel, said that the council had decided that the named companies must return the money or risk being taken to court.

On June 28, the United Nations High Commission for Refugees warned of an imminent health crisis in Yida refugee camp in Unity state. The camp is home to thousands of Sudanese refugees fleeing violence in Southern Kordofan and Blue Nile. UNHCR communications officer Terry Ongaro told SRS in Juba that, as the number of the refugees increases, sanitary and hygiene conditions have worsened.

## **PROGRAMS FROM SRS**

Some of the following programs are aired on both SRS FM and on the SRS shortwave service. "FM only" will denote those programs heard only on the FM station.

### **PANAROMA (FM ONLY)**

*Panorama* is a women's empowerment program. It highlights issues that affect women from all walks of life. The series features these issues and provides solutions for them, to reduce abuse of all kinds. The series also aims to empower women by giving them a platform to talk and to highlight areas in which women have excelled and to use them as examples to encourage young women and girl-children to follow in their footsteps. In this quarter, *Panorama* covered the following issues:

- Family planning.
- International and national women leaders summit meeting.
- The plight of street children.
- Women's entrepreneurial organizations.
- The benefit of breast-feeding and the right time to wean a baby.
- World Press Day.
- Self-help women's projects: cooperative shops.
- Lulu soap: another income-generating project by women.
- Making ends meet: Life for women returnees in transit camps.

- How can women ensure a balanced diet for their families?
- Equal distribution of labor at home between girls and boys.

### **CHILDREN IN OUR LIVES (FM and SW)**

*Children in Our Lives* aims to improve children's standard of living by highlighting the issues that affect them, such as child abuse and the importance of education. The programs inform parents about how to raise children responsibly. The series also highlights areas in which policy makers and society as a whole need to work harder to make the nation a more conducive environment for the growth of children. Below are some of the issues tackled during this quarter:

- AVOWAC and NPA initiatives for child rights protection.
- Educating blind children and looking at the challenges that face them.
- What life is like for children in transit camps and at way stations?
- The Day of the African Child 2012. Theme: disabled children in South Sudan.
- International initiatives and programs for disadvantaged children and teenagers.
- Children's self-expression through drawing/painting.
- Children in prison, who are they and what is their crime?

### **KNOW YOUR GOVERNEMENT**

This program explains how parliament and the institutions of government function. Government officials and civil society leaders discuss how the decision-making process operates and how these decisions are translated into concrete actions, which affect the lives of citizens. In this quarter, the following issues were addressed:

- The health situation in the state: Minister of Health, Dr. Michael Milly Hussei



Minister Dr. Nadia Arop.

- Road and transport issues: Minister of Roads, Ger Chuang Aloung.
- Closing private universities: Minister of Higher Education, Nyaba Adwak.
- Postal services and telecommunication in South Sudan: Steven Juma, the undersecretary in the Ministry of Telecommunications
- South Sudan's membership in SECAFA: The Minister of Culture, Youth and Sports, Dr. Cirino Hiteng Ofuho.
- East Coast Fever: Deputy

- The future of tourism and wildlife in South Sudan: Minister of Wildlife, Conservation and Tourism, Gabriel Changson Chang.
- Hydroelectric power and electricity supply: Minister of Energy, David Deng Ator.

### **HEALTH FOR ALL**

*Health for All* is a health program that discusses health issues in South Sudan. Below are some of the issues tackled during this quarter:

- Esterina Novelo, chairperson of the HIV/AIDS Commission talked about the HIV/AIDS conditions in the country.
- Doctors came to talk about ulcers, water born diseases first aid, how to fight malaria and typhoid.
- The Minister of Health Dr. Michael Hussein talked about the medical sector and the support they are getting from international NGOs.

### **OUR VOICES**

*Our Voices* discusses youth-related issues and concerns. It highlights the role of young people in South Sudan in the nation-building process. In this quarter, the program explored the following topics:

- Capacity building.
- The impact of politics and religion on young people.
- Theatre in South Sudan.
- The National Youth Union.
- Athletics.
- Youth Empowerment.
- South Sudan's entertainment industry.
- Role models.

### **The NGO Forum:**

During this quarter, 98.6 SRS FM hosted the following individuals during the *NGO Forum* program:

- Mr. Costa Mwale, an agricultural productivity expert from Malawi WHO came to discuss the USAID-funded FARM Project.
- Miss. Anne Kyomugisha, Executive Director of the Forum for Community Change and Development, and Mr. Henry Swaka Joseph, Advocacy officer of Handicap International in Juba, talked about disability issues.
- The head of the UN Mission in South Sudan, Ms. Hilde Johnson was interviewed twice, once about the UNMISS mandate following the border clashes and again to discuss UNMISS activities since independence.

### **WEEKEND TALK SHOW**

The *Weekend Talk Show* discusses current and topical issues of public concern to South Sudanese, including issues of public concern in politics, business, economics, democracy, environment, culture and many others. This program is aired twice every week on Saturdays and Sundays from 4-5 pm. In this quarter, we covered the following topics:



**Officials of a South Sudanese theatre group are hosted at a Weekend Talk Show on 98.6 SRS FM. The theater group represented South Sudan in the Globe To Globe World Shakespeare Festival in London in May this year.**

- The role and responsibilities of the Relief and Rehabilitation Commission.
- The challenges facing the Ministry of Telecommunication.
- The role of the Juba county commissioner in the payams outside Juba County.
- The role of the police in internal security.
- The Undersecretary in the Ministry of Humanitarian Affairs, Mr. Clement Taban Dominic spoke about the repatriation of South Sudanese from Israel.
- Mr. William Denis, a representative of returnees from Khartoum, described the experiences of returnees from

Heglig when they came under attack in March.

### **THE WEEK IN PARLIAMENT**

In the last quarter, this newly-introduced program, *The Week in Parliament*, covered parliamentary activity and included the following topics:

- A debate on the austerity budget.
- A debate on the suspension of corrupt officials by the parliament.
- The introduction of the austerity budget.

### **THE BUSINESS PROGRAM**

The following topics were explored:

- The black market and the steep rise in prices in Juba town.
- The management of wholesale businesses.
- The Equatoria Tower Project Juba branch, how it can help business in the country.
- An overview of South Sudan economy.
- The investment environment in South Sudan.
- Taxation.
- How Local entrepreneurs promote their businesses.

### **EDUCATION FOR DEVELOPMENT**

This is a new program which is designed to highlight the importance of education in building and strengthening every aspect of the new nation. Some of the topics raised in this quarter included:

- A report released by the national ministry of general education and instruction, which highlighted the poor performance of children in mathematics and science.
- The general education Bill.
- Criteria for building schools.
- The concept of school as a zone of peace in south Sudan.
- How to fight illiteracy in south Sudan.
- The free education scheme for all children, launched by President Silva Kiir in 2008.
- Sudan school certificate results.
- The closure of Juba University.

### **HOTLINE**

*Hotline* is a call-in show in which listeners have an opportunity to air their views on topical and sensitive issues from politics to social issues of concern to the community. Issues under discussion included:

- Unsuitable place names: Rujal Mafi, Libas Mafi, Kuburi Kokora (No Men, No Pants, Separation Bridge).
- Cultural effects on youths returning from the diaspora.
- Early and forced marriage practices and wife inheritance.
- The contribution of foreigners to the economy.
- Cleaning up Juba.
- Maintaining graveyards and burial grounds at the homestead.
- Fire arms possession: disarming the civilians.
- The effect of tribal disputes.
- Discrimination against people living with disabilities.

### **MUSIC ENTERTAINMENT PROGRAMS ON 98.6 SRS FM**

#### **THE TOP TEN COUNT DOWN**

Every Sunday, listeners can tune to a live music show, which encourages listeners to call the station to vote for their favorite songs.

#### **A DATE WITH AN ARTIST**

Every Tuesday, this program features South Sudanese artists who are hosted to talk about their music and issues related to the music industry in South Sudan. It explores the role of arts and music in the Nation building process in South Sudan. This program also attracts artists who give their music to SRS FM and provide consent for the broadcast of their music, by signing a consent form provided by the station.

#### **AFRICAN MUSIC SHOW**

*African Music Show* is a music entertainment program that airs every Thursday, with the aim of entertaining listeners with variety of African music genres.

#### **REGGAE MUSIC SHOW**

*The Reggae Music show* airs every Sunday providing music entertainment to listeners who love reggae music.

#### **CIVIL SOCIETY: MEDIA FREEDOM AND FREEDOM OF INFORMATION. Private, Public and/or Community Media Infrastructure.**

**Objective 1: To assist in strengthening the Government of South Sudan’s core institutions by providing linkages with civil society groups and individual citizens, creating transparent and inclusive policies, laws and regulations.**

**Objective 2: To increase citizen engagement with government institutions by providing balanced news and information on civic education, government activities, peace and development, anti-corruption and women’s and minority issues.**

**Objective 3: To provide coverage of political party activities and assist in connecting parties to citizens through public forums and listener feedback mechanisms.**

**Objective 4: To the activities leading to an interim and then permanent constitution in order to inform and involve citizens and citizen groups in those processes.**

**Audibility Report for Q3 FY12**

FY12 Target: 85%, Actual: 96%

April	May	June	# of Hours monitored and rated above 3	Q3 Total # of Hours monitored	%
44	72	72	182	189	96%

**Summary:**

This section summarizes reception quality for the months of April, May and June, 2012. In the reception tables in Annex 4, we have calculated reports that correspond to SRS broadcast hours. This report does not include the DNIS broadcast hours monitored.

The discussion below is an analysis of the SRS broadcast hours that were monitored.

SRS used two (2) frequencies throughout this quarter; one in the morning hour and the other in evening hours.

The SRS AM Frequency at 13.720 kHz averaged at 4.8 in April, 4.6 in May and 4.6 in June. The early evening frequency at 17.745 kHz rated 4.5 in April, 4.5 in May and 4.5 in June.

All SRS broadcast hours monitored scored an average of 4.6 nationwide. They scored 4.6 in April, 4.6 in May and 4.6 in June.

**SRS stories quoted by non-state Sudanese media outlets**

This indicator is an indirect measure of the quality of SRS programming, as media outlets use news items that they accept as relevant and credible.

**Number of SRS news stories used or quoted by a non-state Sudanese media outlet  
 Q2 FY12**

<i>The number of SRS stories quoted by non-state Sudanese media outlet                  Q2 FY12</i>				
<b>Media outlet</b>	<b>Jan.</b>	<b>Feb.</b>	<b>Mar.</b>	<b>Total</b>
<b>BBC monitoring Service</b>	19	9	8	36
<b>Gurtong Media Website</b>	2	1	1	4
<b>UNMISS Media Monitoring</b>	0	2	0	2
<b>Bakhita Radio</b>	1	2	1	4
<b>Weer Bei FM</b>	66	66	63	195
<b>Total</b>	<b>88</b>	<b>80</b>	<b>73</b>	<b>241</b>

As shown in the table above, 5 non-state Sudanese media outlets quoted or used a total of 241 SRS news stories in Q2 of FY12.

The BBC monitoring Service, a division of the British Broadcasting Corporation, used 36 SRS stories. Gurtong Media Website used 2 SRS original news stories.

Weer Bei aired a total of 195 SRS news stories during the quarter. Weer Bei FM 99.9 is a community radio station in Wanyjok which is located about 25 km northeast of Aweil in Northern Bahr El Ghazal State. The station selects an average of 3 SRS original news stories each day, which the station then broadcasts within the station’s evening news segment from Monday to Friday. The SRS stories are used with permission from SRS and Weer Bei credits SRS in each newscast. *Weer Bei* means 'redemption' in the Dinka language, which is the main language of the station’s listenership.

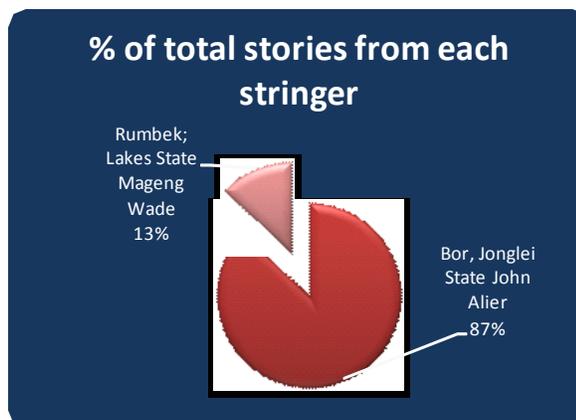
Bakhita Radio a social enterprise belonging to the Catholic Archdiocese of Juba used 4 SRS original news stories. Similarly South Sudan Media Monitoring Report (SSMMR) of the United Nations Mission in Sudan used 4 SRS Original news stories.

The target for this fiscal year is 1,000. The cumulative figure thus far is 479.

**Stringers identified and trained**

SRS’s target for stringers (freelance correspondents paid per story actually used) is seven stringers annually.

In this quarter, SRS used stories from two stringers who submitted a total of 16 news items. Two and 14 news stories were received from Rumbek (Lakes State) and Bor (Jonglei State), respectively. The indicator is designed to show the improved capacity and access to information in South Sudan.



Stringers are not regular employees of SRS. Instead, they are paid for their services on a per story basis. They are paid only if their stories actually pass through the editorial process and are broadcast. SRS provides

training for these stringers by sending them feedback about stories they submit through that editorial process. Should a stringer's story be rejected, they are told why the story was not used, so they can learn for future submissions.

The target for this fiscal year is to train 7 stringers. The project has used a total of 51 stories from five stringers thus far, well on its way to achieving the fiscal year target goal.

**Q3 FY12 Civic Education Messages**

**Number of Civic Education Messages Relayed through the Media and Supported by the USG: FY12 Target: 3,200; Q3 total: 2,384**

<i>Number of civic education messages relayed through the media and supported by USG</i>								
<b>Q3 FY12</b>								
	Road to Peace	Spotlight	Know Your Government	Special Program (Jonglei State Conflict)	Children in Our Lives	Land Act PSAs	Anticorruption PSAs	Total
April	46	12	0	2	0	77	6	143
May	50	7	0	0	2	54	8	121
June	46	17	0	0	0	18	0	81
SW #	142	36	0	2	2	149	14	345
FM #	155	13	50	1	0	1820	0	2039
<b>Totals</b>	<b>297</b>	<b>49</b>	<b>50</b>	<b>3</b>	<b>2</b>	<b>1969</b>	<b>14</b>	<b>2384</b>

In the third quarter of FY 2012, SRS aired a total of 2,384 civic education messages. The cumulative total for quarters 1, 2 and 3 is 5,459.

Programs with civic education content are programs that inform listeners about key political events, governmental institutions and processes and participation. Each such program actually contains several civic education messages.

401 civic education programs were aired: *Road to Peace* (297), *Spotlight* (49) *Know Your Government* (50), a special program series on the *Jonglei State conflict* (3) and *Children in our lives* (2). In addition, a total of 1,983 *public service announcements* were broadcast.

Some highlights of SRS's civic education programming are summarized below:

***Road to Peace***

*Road to Peace* has been on-air since January 2004, initially to educate listeners on the then, on-going north-south peace process. Its focus has since shifted to educating listeners about the Comprehensive Peace Agreement and its implementation and phase out, in addition to issues of democracy, governance, and sustainable peace.

During this period, some of the key issues covered included diplomacy in South Sudan, peace building, land issues in South Sudan, the role of the opposition in South Sudan, the judiciary, and the role of police in South Sudan.

SRS also highlighted the role of civil society organizations in South Sudan.

### **Know Your Government**

Following the independence of South Sudan, the *Know Your Government* program was re-created, in response to the need for listeners to learn what government officials and their offices at all levels do. The program does not focus on the personalities, but on the substance of what officials do and/or are supposed to do.

The program is currently airing on 98.6 SRS FM, in Juba. It aims to inform citizens about how government agencies ensure that they deliver services to the people and how law and order is maintained.

During the quarter, the program featured, among others, the Minister of Youth and Sports, Dr Cirino Hiteng, the Minister of Higher Education Dr. Peter Aduak Nyaba, Minister of Roads Gen. Choang Along, the Minister of Wildlife and Tourism, Gabriel Changson Chan.

### **Special Program (Jonglei Conflict)**

In the quarter, SRS aired special programs about violence in Jonglei State, South Sudan which began airing during Q2 FY12. The conflict centered around two tribal communities within the State; The Lou Nuer and Murle. The UN estimates that over 3,000 people have died as a direct result of fierce attacks between the two tribes.

### **Spotlight**

This program takes a comprehensive look at major, complex issues affecting citizens. During this quarter, *Spotlight* programs broadcast focused on women's participation in politics and World Press Freedom Day which is celebrated every year on 3 May.

During the quarter, the program featured, among others, the Executive Director of the Association of Media Development in South Sudan (AMDISS) who spoke to SRS about the role of the media in the country. He said:

***The role of the media is to educate, entertain and to inform the public so our media houses have a role to play as we are at in a war situation at the border between South and the North. AMDISS has this task to improve the standards of our journalists in the country... if we were to have our journalist in Heglig, they would have been feeding our public with the first-hand information instead of getting the information from Aljazeera, CNN, SKY – this is because we don't have the capacity***

A total of 1,969 PSAs dealt with the South Sudan Land Act. The remaining 14 PSAs were dedicated to Anti-corruption. The PSAs were slotted to air in between SRS programs.

### **PROFESSIONAL AND INSTITUTIONAL CAPACITY**

**Objective 5: To continue previous SRS priorities, including building the capacity of Sudanese journalists and media partners and to advance cross-cutting objectives like gender and informing South Sudanese on matters relating to health, agriculture, education issues and culture.**

**Journalists trained:**

<b>The number of journalists trained with USG assistance - Q3 FY12</b>					
<b>Q3</b>	<b>Staff of non-state-owned media</b>	<b>Staff of state owned media</b>	<b>Newly Employed Staff/In-house training</b>	<b>Students/Certificate in Broadcast Journalism (CBJ) trainees</b>	<b>Totals</b>
<b>Men</b>	11	1	2	16	30
<b>Women</b>	6	0	4	4	14
<b>Totals</b>	<b>17</b>	<b>1</b>	<b>6</b>	<b>20</b>	<b>44</b>

During this period, SRS trained 44 journalists (30 men and 14 women). This “F” indicator tracks the number of journalists who receive training during a workshop, a series of training sessions, or an internship at SRS.

This number does not include stringers, who receive training in the form of feedback on submitted news items.

<b>Special Topics Workshop Topic: The Art of the Interview</b>			
<b>Venue: MSI, Juba South Sudan</b>			
<b>Date: June 9, 2012</b>			
<b>Trainer: Brian Adeba</b>			
<b>Name</b>	<b>Media House/Employer</b>	<b>State-Owned</b>	<b>Non-State Owned</b>
Khemis Emmanuel Napoleon	Certificate in Broadcast Journalism (CBJ) Trainee		
Yope Michael	Certificate in Broadcast Journalism (CBJ) Trainee		
Lubajo Emmanuel Edward	Certificate in Broadcast Journalism (CBJ) Trainee		
John Makur Mading	CDA/post magazine		√
Lino Amany Akaba	Certificate in Broadcast Journalism (CBJ)Trainee		
Pita Lily Martin	Certificate in Broadcast Journalism (CBJ)Trainee		
Aromeo James	Certificate in Broadcast Journalism (CBJ)Trainee		
David Basoni	Certificate in Broadcast Journalism (CBJ)Trainee		
Joseph Kibok	Certificate in Broadcast Journalism (CBJ)Trainee		
Majok Emmanuel	Certificate in Broadcast Journalism (CBJ)Trainee		
Okech Lino Akur	Certificate in Broadcast Journalism (CBJ)Trainee		
Richard Malesh	Bakhita FM		√

Dravuga James Vuga	Certificate in Broadcast Journalism (CBJ) Trainee		
Onek Dominic	Certificate in Broadcast Journalism (CBJ) Trainee		
Lomoro Peter Samuel	Bakhita FM		√
Emmanuel Mathew	Bakhita FM		√
Mogga Francis	Certificate in Broadcast Journalism (CBJ) Trainee		√
Rasasi Paul D	Certificate in Broadcast Journalism (CBJ) Trainee		
Flora Elia	Bakhita FM		√
Lidena Gabriel	Bakhita FM		√
Yaal Manyang	Certificate in Broadcast Journalism (CBJ) Trainee		
Chol Dut Joseph	Bakhita FM		√
Mogga Franco	Bakhita FM		√
Jeina Jerisa	Certificate in Broadcast Journalism (CBJ)Trainee		
Nelson Malish K	National Assembly	√	
Longa Lino	Certificate in Broadcast Journalism (CBJ)Trainee		
Maneno Betty	Bakhita FM		√
Galdo Okwahimoi	Bakhita FM		√
Gabriel Kiir	Free Voice		√
Nancy Kiden Lino	Bakhita FM		√
Stella Navura	Bakhita FM		√
Agele Simon	Bakhita FM		√
David Lukan	Sudan Catholic Radio Network		√
Annabelle Rocsi	SSYPA		√
Evelyne Otto	Certificate in Broadcast Journalism (CBJ)Trainee		
Dominic Gabriel	Certificate in Broadcast Journalism (CBJ)Trainee		
Sunday Flora	Certificate in Broadcast Journalism (CBJ)Trainee		
Paul Kinga	Certificate in Broadcast Journalism (CBJ)Trainee		

This one-day special topics course was given by Brian Adeba an EDC/DNIS journalism trainer and news coordinator with extensive journalism experience in Africa and Canada, on 9 June at the MSI compound in Juba.

Thirty Eight participants (28 men, 10 women) were trained on the course entitled *The Art of the Interview*.

In a brief interview, News Programming Advisor Charles Haskins asked him why it is important for journalists to fine-tune their technique in this area, He said:

“The art of interviewing is one of the most important aspects of collecting information for a news story. However, too often, the interview is a neglected art. Poor preparation, lack of background research and follow-up questions are some of the shortcomings that kill a potentially good story. The special topics course “*The Art of the Interview*” offers a perspective on how to conduct good interviews and it will help you sharpen your skills as a gatherer of information.”

Twenty One of the participants were from the Certificate in Broadcast Journalism course. Sixteen were from non-state owned media outlets, including SRS

FM, Bakhita Radio Sudan Catholic Radio Network, SSYPA and Free voice.

The remaining one participant is an employee of the Republic of South Sudan National Assembly.



***A Special Topics Course session by Brian Adeba on “The Art of the Interview,” held at the MSI compound, Juba, South Sudan***

Existing staff journalism training						
Topics: "Elements of stories, story ideas and forms, Types of stories, Interviewing Skills and Conflict & Journalism"						
Venue: Conference Room, Nairobi Kenya						
Date: April 30, May 9, May 16 and May 30th, 2012						
Trainer: Brian Adeba						
	30 April, 2012	9 May, 2012	16 May, 2012	30 May, 2012	Gender	
	Elements of stories, story ideas and forms	Types of stories, & the 5 W's	Interviewing Skills	Conflict and Journalism	W	M
Clement Wani Cirisio	1	1	1	1	1	
Ayuen Panchol	1		1	1	1	
Margaret Lole	1					1
Linda Samson	1	1	1	1		1
Queen Makalele		1	1	1	1	
Hussein Mohammed		1			1	
<b>TOTAL</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>2</b>

The table above breaks down additional training that was conducted with SRS Staff during third quarter by Brian Adeba.

The target for this fiscal year is to train 80 journalists (20 women, 60 men). The cumulative total, thus far, is 130 (39 women, 91 men).

### **Certificate in Broadcast Journalism (CBJ) Update**

The current CBJ term began on June 19, due to the long closure of Juba University. SRS simply had to begin the course, whether Juba University was open or not. This term has attracted the biggest intake of students since the CBJ was launched in 2010. Twenty-five students, from all walks of life, have enrolled in a program of study which will place much greater emphasis on practical work than in previous terms. Four SRS lecturers offer courses four days a week, with a practical session on Saturdays, at which students have the opportunity to work alongside SRS journalists in the newsroom. This aspect of the course has proved to be highly popular.

MSI has kindly agreed to our request to provide us with their meeting room, from Tuesday to Thursday, between 5 and 7 pm. This means that students do not have to travel to the radio station every evening. This has had a beneficial effect on regular attendance figures compared to previous years. The station's distance from Juba town has proved to be a deterrent to regular attendance in the past.

In selecting this term's intake, greater emphasis was placed on levels of English comprehension so that students can really benefit from the lectures being offered, all of which are held in English. The students are enthusiastic, responsive and committed to the course.

Using a combination of traditional lecturing techniques, assignments, interactive sessions and practical modules, the students have already acquired the basic tenets of broadcast journalism and are learning to apply them in a real-life environment.

The semester ends on August 21, with examinations being held in the first week of September.

This quarter's special topics course was given by Brian Adeba, the SRS-DNIS journalism trainer and news coordinator. His lecture, "The Art of The Interview," held on June 9, at the MSI compound, outlined some of the skills required to be an effective interviewer. The course was attended by 43 students, including CBJ enrollees, journalists from Radio Bakhita, Internews and Free Voice.

### **Cross Cutting Issues**

As can be seen from the sections on SRS and FM programming, above, EDC provides coverage and discussion of cross-cutting issues on a daily basis. Programs appear regularly on the Environment, Agriculture, Health, Governance, Civil Society, Women's Issues, Education, and Development. Please see "Civic Education Messages" in Section II of this report for details on several program series that regularly feature cross-cutting issues. The *Panorama* (women's issues) program and the *NGO Forum* (all such issues) are outstanding examples of the emphasis SRS provides to these cross-cutting issues.

During this quarter, 98.6 SRS FM continued its broadcasts of educational programs for both school children (*The Learning Village*) and adults (*RABEA*). These are programs produced by our sister EDC project, South Sudan Interactive Radio Instruction (SSIRI), in coordination with the RSS Ministry of Education.

### **Sustainability**

This section summarizes the activities of the SRS marketing department for the third quarter.

This quarter, 98.6 SRS FM broadcast 18 classified adverts generating 76,129 SSP (\$25,042 USD, bank rate: 3.04 SSP per a dollar. 14,530 and 14,487 SSP were the sales for April and May respectively, whereas 47,112 SSP was generated in June. Over 80 per cent of the sales came from new clients, with 20 per cent from existing clients, MTN and Power Horn Company.

In this Quarter, sales revenue came from classified adverts, Talk shows and paid PSAS. Some of the new clients included SSBL, which paid 27,000 SSP. This indicates that there are good signs for sustainability. With the new name in the offing and the 10 states expansion strategy, via repeaters and translators, we project to control a significant market share in the next quarter.

There are also plans to acquire other revenue sources. For example, a studio for radio drama and live music production is under construction. Both activities will generate additional revenue for the radio station. The drama-music studio targets revenue from a fast growing industry in South Sudan, the music industry. It will be competitive and affordable. In addition, the Journalism training certificate program is a potential source of revenue for the station.

### **Environmental Compliance**

The Ultra Violet water filter, which removes bacteria from the water, was replaced in routine maintenance this quarter. In addition, a series of two 5-micron and two 10-micron filters, as part of the water filtration system, were changed during routine maintenance. Water directly from the bore hole on the SRS compound has always failed water tests for fecal coliforms. Therefore, EDC tested the water, post filter, and the water passed both tests.

EDC, as reported last year, completed the required fecal coliform testing for the first year. However these above tests were done to be on the safe side.

### **Lessons Learned**

Following the transfer of the majority of SRS staff to Juba, efforts have been made to maximize the efficiency of the production departments in both Kenya (working primarily on the shortwave service) and South Sudan (working primarily on the FM service). Previously, there was some duplication of effort in both offices. Maggy Lole in Nairobi and Lucy Poni in Juba have been working hard to ensure that the efforts of their respective news teams are complementary. Producers in both countries often work together on different aspects of a news story and our programming has also achieved greater depth, thanks to this closer collaboration.

### III. PROGRESS ON INDICATOR TARGETS (Quantitative Impact)

SUMMARY INDICATOR TABLE FY12							
Summary Indicator Table FY12							
Indicator	FY 2012 Target**	Quarterly Achievement Q1	Quarterly Achievement Q2	Quarterly Achievement Q3	Quarterly Achievement Q4	FY 2012 Achievement to Date	% to Target
Number of journalists trained with USG assistance	80	44	43	44		131`	164%
Number of civic education messages relayed through the media and supported by USG	3,200	607	2,468	2,384		5,459	171%
Percent of broadcast hours audible in Sudan on radios available in Sudan	85%	91%	99%	96%		95%	N/A
Number of students who successfully complete the SRS broadcast journalism certificate program	10	*	4**			4**	40%
Number of SRS news stories quoted or used by a non- state Sudanese media outlet	1,000	238	241	438		917	92%
* The CBJ operates on a semester basis. The program requires a minimum of two semesters to complete. The semester in session during Quarter 1 did not conclude until mid-January, 2012. **Four students had completed both semesters of work in January 2012. Other students will complete the program in quarters 3 and 4.							

## NUMBER OF JOURNALISTS TRAINED WITH USG ASSISTANCE

**INDICATOR TITLE: NUMBER OF JOURNALISTS TRAINED WITH USG ASSISTANCE**

**UNIT: Number of journalists**

**DISAGGREGATE BY: Location, topic, media outlet & job type, date and gender**

<b>Geographic location</b>	<b>Media outlet &amp; position</b>	<b>Topic</b>	<b>Date</b>	<b>W</b>	<b>M</b>	<b>Sub-total</b>
Juba, South Sudan	Certificate in Broadcast Journalism (CBJ) Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
Juba, South Sudan	Certificate in Broadcast Journalism (CBJ) Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
Juba, South Sudan	CDA/post magazine	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
Juba, South Sudan	Certificate in Broadcast Journalism (CBJ)Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
Juba, South Sudan	Certificate in Broadcast Journalism (CBJ)Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
Juba, South Sudan	Certificate in Broadcast Journalism (CBJ)Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	1	0	1
Juba, South Sudan	Certificate in Broadcast Journalism (CBJ)Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
Juba, South Sudan	Certificate in Broadcast Journalism (CBJ)Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
Juba, South Sudan	Certificate in Broadcast Journalism (CBJ)Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
Juba, South Sudan	Certificate in Broadcast Journalism (CBJ)Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
Juba, South Sudan	Bakhita FM	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
Juba, South Sudan	Certificate in Broadcast Journalism (CBJ)Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1

	Juba, South Sudan	Certificate in Broadcast Journalism (CBJ) Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Bakhita FM	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Bakhita FM	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Certificate in Broadcast Journalism (CBJ) Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Certificate in Broadcast Journalism (CBJ) Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Bakhita FM	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Bakhita FM	Special Topics Workshop; The Art of the Interview	09-Jun-12	1	0	1
	Juba, South Sudan	Certificate in Broadcast Journalism (CBJ) Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	1	0	1
	Juba, South Sudan	Bakhita FM	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Bakhita FM	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Certificate in Broadcast Journalism (CBJ) Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	National Assembly	Special Topics Workshop; The Art of the Interview	09-Jun-12	1	0	1
	Juba, South Sudan	Certificate in Broadcast Journalism (CBJ) Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Bakhita FM	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Bakhita FM	Special Topics Workshop; The Art of the Interview	09-Jun-12	1	0	1
	Juba, South Sudan	Free Voice	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1

	Juba, South Sudan	Bakhita FM	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Bakhita FM	Special Topics Workshop; The Art of the Interview	09-Jun-12	1	0	1
	Juba, South Sudan	Bakhita FM	Special Topics Workshop; The Art of the Interview	09-Jun-12	1	0	1
	Juba, South Sudan	Sudan Catholic Radio Network	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	SSYPA	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Certificate in Broadcast Journalism (CBJ)Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	1	0	1
	Juba, South Sudan	Certificate in Broadcast Journalism (CBJ)Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	1	0	1
	Juba, South Sudan	Certificate in Broadcast Journalism (CBJ)Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Certificate in Broadcast Journalism (CBJ)Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	0	1	1
	Juba, South Sudan	Certificate in Broadcast Journalism (CBJ)Trainee	Special Topics Workshop; The Art of the Interview	09-Jun-12	1	0	1
	Nairobi, Kenya	"Elements of stories, story ideas and forms, Types of stories, Interviewing Skills and Conflict & Journalism"	Existing staff journalism training	April 30, May 9, May 16 and May 30th, 2012	1	0	1
	Nairobi, Kenya	"Elements of stories, story ideas and forms, Types of stories, Interviewing Skills and Conflict & Journalism"	Existing staff journalism training	April 30, May 9, May 16 and May 30th, 2012	1	0	1
	Nairobi, Kenya	"Elements of stories, story ideas and forms, Types of stories, Interviewing Skills and Conflict & Journalism"	Existing staff journalism training	April 30, May 9, May 16 and May 30th, 2012	1	0	1

	Nairobi, Kenya	"Elements of stories, story ideas and forms, Types of stories, Interviewing Skills and Conflict & Journalism"	Existing staff journalism training	April 30, May 9, May 16 and May 30th, 2012	1	0	1
	Nairobi, Kenya	"Elements of stories, story ideas and forms, Types of stories, Interviewing Skills and Conflict & Journalism"	Existing staff journalism training	April 30, May 9, May 16 and May 30th, 2012	0	1	1
	Nairobi, Kenya	"Elements of stories, story ideas and forms, Types of stories, Interviewing Skills and Conflict & Journalism"	Existing staff journalism training	April 30, May 9, May 16 and May 30th, 2012	0	1	1
<b>Totals</b>				<b>14</b>	<b>30</b>	<b>44</b>	

**Number of journalists trained with USG Assistance - Cumulative Totals:**

	Baseline		Reporting period 31/Dec/11		Reporting period 31/Mar/2012		Reporting period 30/Jun/2012		Reporting period 30/Sep/2012		Cumulative for FY 2012		FY 2012 Target	
	W	M	W	M	W	M	W	M	W	M	W	M	W	M
Total, by gender	N/A	N/A	10	34	15	27	14	30			39	92	20	60
Nairobi, Kenya	N/A	N/A	0	1	0	0	4	2			4	3	N/A	N/A
Juba, South Sudan	N/A	N/A	10	33	15	27	10	28			35	89	N/A	N/A

<b>NUMBER OF CIVIC EDUCATION MESSAGES RELAYED THROUGH THE MEDIA AND SUPPORTED BY USG</b>							
INDICATOR TITLE: NUMBER OF CIVIC EDUCATION MESSAGES RELAYED THROUGH THE MEDIA AND SUPPORTED BY USG							
UNIT: Number of civic education programs and public service announcements	Baseline	Reporting period 31/Dec/11	Reporting period 31/Mar/12	Reporting period 30/Jun/12	Reporting period 30/Sep/12	Cumulative for FY2012	FY 2012 Target
	N/A	607	2,468	2,384		5,459	3,200

<b>NUMBER OF SRS NEWS STORIES USED OR QUOTED BY NON-STATE SUDANESE MEDIA OUTLETS</b>							
INDICATOR TITLE: NUMBER OF SRS NEWS STORIES USED OR QUOTED BY A NON-STATE SUDANESE MEDIA OUTLET							
UNIT: Number of stories	DISAGGREGATE BY: Media outlet						
	<b>Media outlet</b>						<b>Sub-total</b>
	BBC Monitoring Service						53
	Weer Bei FM, 99.9						194
	Nhomlaau 88.0 FM						182
	Bakhita Radio						4
	The power goals wordpress website						2
	Gurtong Media Website						3
	Total						438
Baseline	Reporting period 31/Dec/11	Reporting period 31/Mar/2012	Reporting period 30/Jun/2012	Reporting period 30/Sep/2012	Cumulative for FY2012	FY 2012 Target	
N/A	238	241	438		917	1000	

<b>NUMBER OF STUDENTS WHO SUCCESSFULLY COMPLETE THE SRS BROADCAST JOURNALISM PROGRAM</b>												
INDICATOR TITLE: NUMBER OF STUDENTS WHO SUCCESSFULLY COMPLETE THE SRS BROADCAST JOURNALISM PROGRAM												
UNIT: Number of students	Baseline		Reporting period 31/Dec/11		Reporting period 31/Mar/2012		Reporting period 30/Jun/2012		Reporting period 30/Sep/2012		FY 2012 Target	
	W	M	W	M	W	M	W	M	W	M	W	M
	N/A	N/A	*	*	3**	1**						3
<p>* The CBJ operates on a semester basis. The program requires a minimum of two semesters to complete. The semester in session during Quarter 1 did not conclude until mid-January, 2012.                      **Four students had completed both semesters of work in January 2012. Other students will complete the program in quarters 3 and 4.</p>												

<b>PERCENTAGE OF BROADCAST HOURS AUDIBLE ON RADIOS AVAILABLE IN SUDAN</b>							
INDICATOR TITLE: PERCENTAGE OF BROADCAST HOURS AUDIBLE IN SUDAN ON RADIOS AVAILABLE IN SUDAN							
UNIT: Number of broadcast hours audible divided by total number of broadcast hours monitored	Baseline	Reporting period 31/Dec/11	Reporting period 31/Mar/2012	Reporting period 30/Jun/2012	Reporting period 30/Sep/2012	Cumulative for FY 2012	FY 2012 Target
	N/A	91%	99%	96%		95%	85%

## **IV. MONITORING**

### **Feedback Forum**

The Feedback Forum held in Juba, during Quarter 2, while turnout was low, will be noted as the first of the two feedback forums for this fiscal year. We will hold another Feedback Forum in Quarter 4. We will make a strong effort to increase the turnout.

### **Efforts to ensure data quality**

As a response to lack of reporting by some shortwave monitors during quarter 2, we increased efforts to insure reliable reporting during this quarter. As a result of encouragement from our M&E staff and the replacement of one of the monitors, the number of successful monitoring reports increased significantly in May and June over the previous months' reports.

### **Monitoring geographic news coverage**

SRS tracks the number of original stories produced by geographic area (categorized by national, regional, or state). This information is presented to the SRS management team and to producers so that we can identify coverage gaps and brainstorm ways to get stories from under-covered areas.

During Q3 FY12, 48.71% of the coverage originated from Juba in Central Equatoria State. Juba has the largest listening audience for SRS so an increase is not overly surprising in and of itself. In addition, news coverage after South Sudan became its own State was also more Juba centered as the central government offices are located there and generated much of the daily news topics for the entire nation.

Coverage of the remaining 51.29% was broken down into Jonglei State, 8%, South Sudan National Coverage, 4.71%, Heglig coverage, 5.56%. Breaking out coverage specific to the three areas where conflict has broken out between Sudan and South Sudan, namely; Abyei, Southern Kordofan and Blue Nile states comprised 4.24% of the coverage for the quarter. While that percentage seems small, many of the stories originating in Central Equatoria and Khartoum had those conflicts as their central theme. Overall coverage of the Republic of Sudan is decreasing; a natural consequence of SRS concentrating its coverage on South Sudan. SRS's Darfur News and Information Service provides in-depth coverage of Darfur and the rest of Sudan.

### **A new geographical territory was added during the third quarter –**

Heglig is a disputed small town in Southern Kordofan state in Sudan, claimed by South Sudan as a part of Warrap State. The area was contested during the Sudanese Civil War. In mid-April 2012, the South Sudanese army captured the Heglig oil field from Sudan.

Sudan managed to take back the oil-rich region of Heglig in South Kordofan after a 10-day occupation by South Sudan's army (SPLA). Officials in South Sudan denied being forced out and insisted that they voluntarily withdrew.

See the detailed chart in Annex 3, for a graphic representation of original SRS stories by geographic area in this quarter.

## **V. NEXT QUARTER'S WORK PLAN**

### **SRS Programming**

The creation of the SRS legacy organization, Eye Media, will be completed in July. The on-air identity, Eye Radio, has already been chosen and the logo for Eye Radio has been designed and approved. By mid August, following the registration of the Eye Media NGO and the organization of the Eye Media Board of Trustees (see below), a major promotional campaign will begin to change the FM station's identity from SRS to Eye Radio. On-air jingles and promotional announcements will be reinforced by outdoor advertising, print advertising and local sound trucks.



Programming and news expert Rich McClear will return in August to assist in the name change campaign. He will also check on the progress made in modifying the FM program schedule to create better audience flow, and continue in assisting in the development of the format of a new morning program, combining music and news to create an easy mix that will hold audiences throughout the program.

As new translator and repeater stations are installed in other state capitals, the station's programs and announcements will begin to transition from a Juba-centric format to one that recognizes listeners and cultures in other areas.

### **Sustainability and Program Income**

A significant step toward the ultimate sustainability of SRS (Eye Media) will be taken in the next quarter. Eye Media will be registered as a South Sudan non-governmental organization (NGO). The NGO's Board of Trustees will be appointed and the Board will hold its first meetings.

Once Eye Media is organized, EDC will make a grant to the new NGO, allowing it to set up its bank account, hire its CEO and initial staff. Subsequent grants will allow Eye Media to assume control of and responsibility for the station's sales and marketing efforts.

Advertising sales should increase in the coming quarter, based on the level of revenue received in this quarter. As new translator and repeater stations are installed in other state capitals, the station will begin adjusting its rates to include the widening audience within the station's broadcast area.

Construction of the new drama studio will be completed by early August, with equipment installation to follow. The new studio will add to the station's sources of revenue, by charging fees for the use of the studio from the fast growing music industry in South Sudan. The production of dramas will add new programs, for which the sales staff can sell full program sponsorship, which are more lucrative than commercial announcements.

### **Journalism Training**

During the next quarter, the current term for Certificate in Broadcast Journalism classes will conclude and exams will be given. A new special topics course will be offered. On-going training of our staff in studio operations and journalism will be held. As stated earlier in this

report, the closure of Juba University caused a delay in CBJ program, which we finally chose to ignore and proceed independently.

## **VI. PROJECT ADMINISTRATION**

### **Constraints and Critical Issues**

The major constraints faced in this quarter dealt with South Sudan's newly enacted labor laws. The Under-Secretary at the Ministry of Labor, Public Service & Human Resource Development has recently issued two circulars, and a summary follows:

#### Circular no 7/2012, "Termination Of All Sudanese Employees And Employment Of South Sudan," 26 May 2012

- States that the employment of Sudanese nationals should be treated as international staff, not nationals.
- States that work permits are only to be issued by RSS Ministry of Labour, and work permits issued at state-level are nullified.
- Foreigners are not allowed to work as taxi/minibus or boda-boda drivers; and boda-bodas are only allowed to carry one passenger at time, with both driver and passenger wearing helmets.
- Asks certain categories of qualified South Sudanese (ie: heavy-truck drivers, and hospitality-trained staff) who are currently unemployed to register with Ministry of Labour.
- All employers are to provide lists of national and internationals staff within 30 days.
- Instructs all establishments to recruit South Sudanese nationals "at the managerial levels" within 60 days.

#### Circular 8/2012, "Press Release On Employment And Labour Issues," 26 May 2012

- Addresses working hours and overtime issues.
- Addresses termination of contracts, and payment of termination benefits.
- Notes the absence of national staff at „management levels.”
- Notes the right of staff to join staff associations.
- Notes that sick leave should be considered separately from annual leave.
- Restates the existing arrangements for accruing Social Insurance Fund contributions.
- Mentions modalities for payment of national staff salaries.

While some parts of these two circulars simply re-state or clarify existing guidelines or regulations, other sections appear to be new instructions. However, it may not be immediately clear whether the Ministry of Labor has sole jurisdiction over some of these issues, or whether other RSS institutions may also claim jurisdiction, and may perhaps apply, or already have, contradictory instructions or requirements. In particular, NGOs may wish to maintain their current payment modalities for national staff salaries, until clarity has been received from other relevant actors, such as the Bank of South Sudan.

South Sudan requires a visa from all foreigners entering the country, but the process continues to change regularly. Multiple entry visas are once again available, and work permits from the RSS still take from six to eight weeks for new applications, with renewals taking a slightly shorter time to process.

## **Security Issues**

In this quarter, SRS reviewed and consolidated its written security procedures and their implementation. Following the implementation of the Security Action Plan, an Emergency Action Plan was drawn up, in conjunction with EDC's Security Director, Ira Russ, and circulated among staff.

There were no major security concerns during this quarter. Reporters who were assigned to news stories involving a potential threat were instructed to go in pairs, sometimes accompanied by the SRS News Adviser, who is also the SRS Security Focal Point. There were no cases of harassment or detention of staff during this quarter. Police and security officials are increasingly inclined to question journalists who they perceive to be acting suspiciously, so all journalists are required to ensure that they have their SRS ID and personal identification with them at all times. Security at the compound was stepped up, with more a rigorous evaluation of the efficiency and accountability of VSS, the company responsible for the security of the compound.

## **Personnel**

Chief of Party Jon Newstrom went on extended personal and medical leave late in the quarter. International Administrative Specialist Keith Roznowski is serving as Acting Chief of Party, assisted by News-Programming Advisor Charles Haskins.

SRS continued its search for a new Marketing Director and an Admin/Finance Manager. Advertisements were posted on government job notice boards and on a Kenyan online job website. SRS is actively recruiting two new sales associates, and engaged an intern for a period of six weeks, to further assist the sales department. The current search may also include qualified non-South Sudanese. Station Manager Stephen Omiri is serving as Acting Marketing Director and the existing sales department is continuing to perform well (see Sustainability section of this report).

Philip Adar, Chief Engineer for SRS, arrived in Juba, South Sudan on May 1. He will begin preparing for the installation of the SRS repeater and translator network throughout South Sudan, which will allow the signal to be heard nationally in all ten state capitals and most populated areas.

Deputy Chief of Party Victor Lugala relocated from Nairobi to Juba in May. He has taken the lead in the Certificate in Broadcast Journalism program.

Stephen Lemmy, SRS Chief Technician, relocated from the EDC Nairobi office to the SRS office in Juba. Lemmy will directly manage two technicians and two IT staff, as well as be responsible for the future development of the drama studio on the SRS compound.

Due to the resignation of an SRS producer, recruitment of a replacement producer was under-taken. The recruitment process resulted in a field of six candidates who have been short-listed for an interview.

Koang Pal Chang, SRS Executive Producer, relocated from EDC Nairobi to the SRS office in Juba. Koang will mentor senior and junior producers

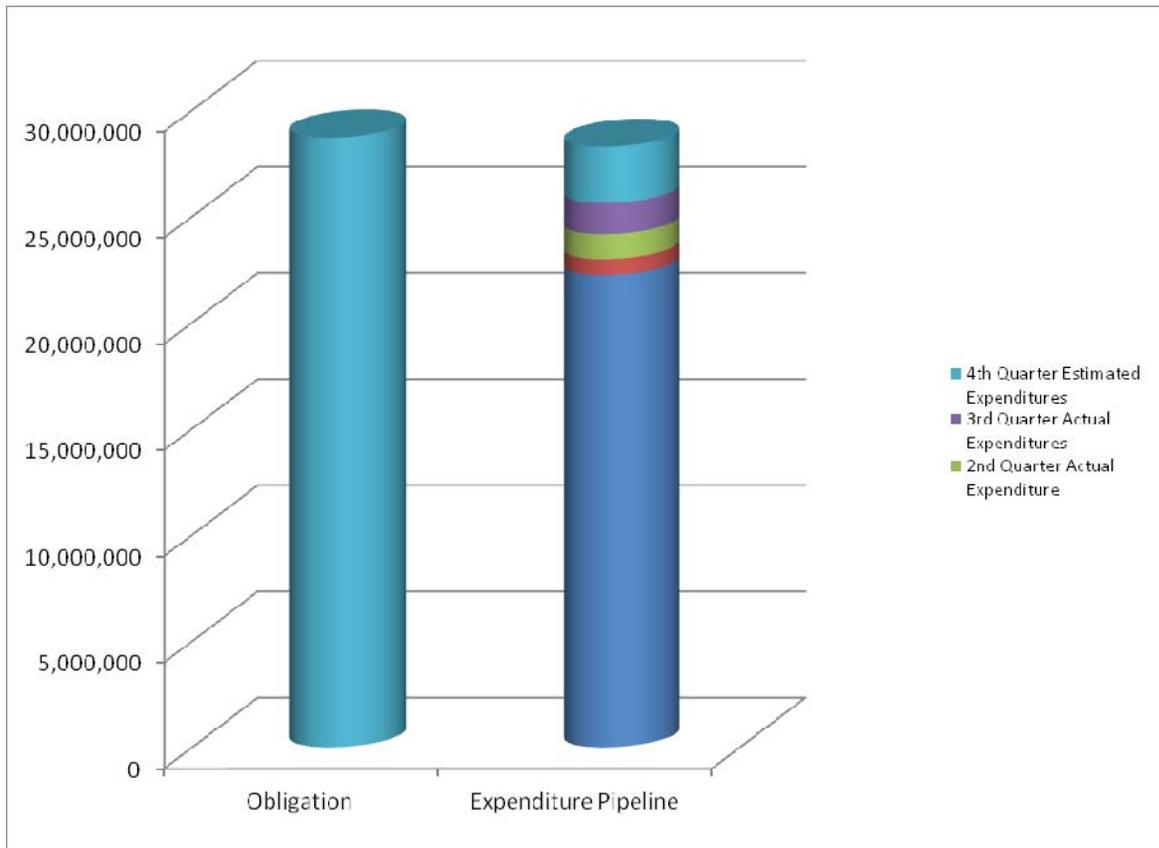
## **Modifications and Amendments to the Cooperative Agreement**

There were no amendments or modifications to this Cooperative Agreement (HAD-A-00-03-00-00105-00) during the quarter.

## VII. FINANCIAL INFORMATION FOR INTERNAL USAID USE ONLY

### Cash Flow Report and Financial Projections (Pipeline Burn-Rate)

Chart 1: Obligations & Current and Projected Expenditures



**Budget Details**

Table 2: Budget Details

Current Obligation	Actual Expenditure to 9/30/2011	1st Quarter Actual Expenditure	2nd Quarter Actual Expenditure	3rd Quarter Actual Expenditures	4th Quarter Estimated Expenditures	Total actual and projected expenditures
<b>28,709,126</b>	<b>22,237,485</b>	<b>752,187</b>	<b>1,175,454</b>	<b>1,463,613</b>	<b>2,643,060</b>	<b>28,271,800</b>
<b>Salaries/Benefits</b>	2,265,597	120,362	148,220	159,981	167,167	<b>2,861,326</b>
<b>Short-Term Assistance</b>	572,574	16,640	26,292	16,621	37,116	<b>669,244</b>
<b>Local Hires</b>	5,087,803	170,587	332,652	357,179	635,376	<b>6,583,596</b>
<b>Travel</b>	1,099,862	45,974	36,917	60,261	169,500	<b>1,412,514</b>
<b>Allowances</b>	1,025,674	68,699	78,126	86,720	190,761	<b>1,449,980</b>
<b>Other Direct costs &amp; Technical Activities</b>	3,558,098	114,316	156,921	282,406	316,515	<b>4,428,256</b>
<b>Overhead</b>	4,466,385	179,754	260,839	274,650	508,006	<b>5,689,633</b>
<b>Subcontracts &amp; Subcontract G&amp;A</b>	3,533,273	36,531	135,488	81,405	222,917	<b>4,009,614</b>
<b>Equipment/Vehicle/Participant Costs</b>	628,219	-676	-	144,391	395,703	<b>1,167,637</b>

Note: The numbers above reflect the cost extension that was approved January 31, 2012 in Modification #26.

**Budget Notes** (Listed below are assumptions, major changes, estimations, or issues intended to provide a better understanding of the numbers)

<b>Salaries/Benefits</b>	This includes salaries and fringe benefits for US hires including expatriates, home office staff and casual employees. EDC's fringe rate for full time employees is 29% and its fringe rate for casual employees is 8.5%.
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<b>Short-Term Assistance</b>	Short term assistance includes costs for temporary hires, frequency monitors, payroll and legal services, and international and local consultant services.
<b>Local Hires</b>	quarter 1 salaries for local hires was low due to the fact that only 2 months of salaries (October and November) were included, as a result of EDC's accounting cut off dates. Quarter 4 salaries for local hires contain 4 months of salaries (June, July, August, and September). 13th Month is paid out in Q2 and severance will be paid out in Q4
<b>Travel</b>	Travel is included for costs for international travel for home office staff and consultants, as well as travel between South Sudan and Kenya as well as within South Sudan for newsgathering and administrative work.
<b>Allowances</b>	Allowances are based on expatriate level of effort on the project and are highest in q4 when closeout will require the shipment of expatriates household effects back to their home country.
<b>Other Direct costs &amp; Technical Activities</b>	Other direct costs include costs for equipment less than 5K and regular office and operating costs.
<b>Overhead</b>	Calculated as per EDC's NICRA.
<b>Subcontracts &amp; Subcontract G&amp;A</b>	This line contains broadcasting costs for Babcock communications as well as a subgrant to SRS' legacy organization, as well as a 5% indirect rate.
<b>Equipment/Vehicle/Participant Costs</b>	These costs include construction of an office bunk house, a studio, as well as the translator and repeater equipment.

## **ANNEX 1: Success Story**

EDC created a “Case Study” story for the USAID *Telling Our Story* database at the end of the quarter. The story highlights the first steps of the transformation of SRS to Eye Media, the new non-governmental organization designed to gradually assume operation of the radio station and network. A PDF copy of the Case Study is attached to this report as Attachment III.

Note – The attachment is a PDF file, which is an approximation of the final *Telling Our Story*. The TOS submission process does not provide us with a final PDF version.

## Annex 2: Schedule of Future Events (July 1 – September 25, 2012)

Date	Location	Activity
July 7-10, 2012	Juba, Central Equatoria State	Special programming related to South Sudan's first anniversary of Independence.
July 10-11, 2012	Juba, Central Equatoria State	Charles Northrip consults with DCOP and Station Manager on final version of Eye Media Constitution and agenda for first Board of Trustees meeting.
July 16-18, 2012	Juba, Central Equatoria State	Charles Northrip consults with Station Manager and DCOP prior to the first Board of Trustees meeting (July 17); facilitates the meeting; and advises on first actions for Eye Media.
Early August , 2012	Juba, Central Equatoria State	Completion of construction of new drama/music recording studio and bunkhouse for late night and early morning control room operators and journalists. Installation of equipment to follow.
August 10-31, 2012	Juba, Central Equatoria State	Radio Programming Consultant Rich McClear returns to assist with the launch of Eye Radio's "branding" campaign and other programming and marketing issues.
August 18-Sept. 1, 2012	Juba, Central Equatoria State	Launch of new "branding" of SRS as "Eye Radio:" Billboards, sound trucks, on-air promotion, etc.
Mid to late August, 2012	Juba, Central Equatoria State	EDC makes first grant to Eye Media.
Mid-August throughout September, 2012	Throughout South Sudan	SRS Chief Engineer Philip Adar and Consulting Engineer Vern Egli will head two separate installation teams to install repeaters and translators in the nine remaining state capitals and other population centers.
Late August, 2012	Juba, Central Equatoria State	News and Programming Adviser Brian Adeba works with production staff on cooperation between newsrooms and delivers CBJ short course on "Reporting in a Post-conflict Environment.
August 31, 2012	Juba, Central Equatoria State	Classes end for current CBJ term. Exams the following week.
September 3-7, 2012	Juba, Central Equatoria State	M&E Specialist Emily Kiilu, with an SRS producer conducts a Focus Group/Feedback Forum in Juba to assess the effect of the "Brand" launching campaign.
July, August and up to September 25, 2012	Nairobi, Kenya and Juba, South Sudan	EDC conducts close-out activities for SRS and prepares to hand-over project to new implementer.

### Annex 3: SRS stories by geographic region

#### Quarter 3 – FY12

GEOGRAPHICAL ANALYSIS OF SRS ORIGINAL STORIES FOR Q3 FY 12					
NAME OF STATE	June	May	April	Q3 TOTAL	%
Abyei	2	7	1	10	2.35%
Blue Nile State	1	2	0	3	0.71%
Central Equatoria State	61	68	78	207	48.71%
Darfur (Regional)	0	0	0	0	0.00%
Eastern Equatoria State	2	8	1	11	2.59%
Eastern Sudan	0	0	0	0	0.00%
Heglig	2	3	19	24	5.65%
Jezeera State	0	0	0	0	0.00%
Jonglei State	16	9	11	36	8.47%
Khartoum (State)	2	8	9	19	4.47%
Lakes State	7	3	2	12	2.82%
Northern Darfur State	0	0	0	0	0.00%
Northern Bahr el Ghazal	3	2	0	5	1.18%
Northern Kordofan	0	0	0	0	0.00%
Northern State	0	0	0	0	0.00%
Other	9	16	1	26	6.12%
Qadarif State	0	0	0	0	0.00%
Red Sea State	0	0	0	0	0.00%
Regional Three Areas	0	0	0	0	0.00%
River Nile State	0	0	0	0	0.00%
Sennar State	0	0	0	0	0.00%
South Sudan (National)	4	6	10	20	4.71%
Southern Darfur State	0	0	0	0	0.00%
Southern Kordofan State	0	4	1	5	1.18%
Sudan	0	0	0	0	0.00%
Unity State	1	5	9	15	3.53%
Upper Nile State	0	2	5	7	1.65%
Warrap State	3	1	2	6	1.41%
Western Bahr el Ghazal State	2	2	4	8	1.88%
Western Darfur State	0	0	0	0	0.00%
Western Equatoria State	7	2	2	11	2.59%
<b>TOTAL # OF STORIES</b>	<b>122</b>	<b>148</b>	<b>155</b>	<b>425</b>	<b>100.00%</b>

## Annex 4: Shortwave Reception Monitoring Reports

### April

Date	Time	Frequency	Malwalkon	Nzara	Tambura	Rumbek	Al Geneina, Western Darfur	Nyala, Southern Darfur	National Average
1.04.2012	7:25 AM	11,800 kHz	5.0	NDR	5.0	NDR	4.6	4.0	4.7
3.04.2012	7:15 PM	15,500 kHz	NDR	NDR	4.8	NDR	NDR	5.0	4.9
6.04.2012	6:50 PM	17,745 kHz	5.0	NDR	5.0	NDR	3.2	5.0	4.6
9.04.2012	7:10 AM	13,720 kHz	5.0	NDR	4.8	NDR	5.0	4.0	4.7
14.04.2012	7:30 AM	11,800 kHz	5.0	NDR	4.8	NDR	4.2	4.0	4.5
16.04.2012	7:35 PM	15,500 kHz	5.0	NDR	4.8	NDR	5.0	5.0	5.0
18.04.2012	7:35 PM	17,745 kHz	5.0	NDR	4.8	NDR	3.0	5.0	4.5
20.04.2012	7:45 AM	13,720 kHz	5.0	NDR	4.8	NDR	4.8	4.0	4.7
24.04.2012	7:15 AM	11,800 kHz	5.0	NDR	4.8	NDR	3.8	4.0	4.4
26.04.2012	7:45 PM	15,500 kHz	5.0	NDR	5.0	NDR	5.0	5.0	5.0
28.04.2012	7:45 PM	17,745 kHz	5.0	NDR	4.6	NDR	2.8	5.0	4.4
29.04.2012	7:30 AM	13,720 kHz	5.0	NDR	4.6	NDR	5.0	NDR	4.9
			5.0	NDR	4.8	NDR	4.2	4.5	4.7

**NDR: No Data received**

### Summary of the report

97% of broadcast hours monitored in April were audible. A total of 44 out of 45 audible hours monitored rated above 3. A rating of 3 or above is considered audible.

We received reports from four field monitors. Two monitors are from South Sudan and two from the Darfur region.

Signal quality for SRS reception for April was at 4.7 on average. March was at a 4.8 on average.

Highlights from our monitors' reports are noted below:

-National averages in the towns were good. Malualkon was at 5.0, the same as we had in March. No data was received from Nzara and Rumbek. Tambura was measured at 4.8, the same as we had in March. Al Geneina in Western Darfur rated 4.2; down by 0.5; Nyala in Northern Darfur was measured at 4.5.

-The performance of individual frequencies was good. The signal for the SRS single morning frequency (13,720 kHz) rated 4.7; down by 0.3. The early evening frequency, 17,745 kHz rated at 4.5; same as March, The SRS Darfur service morning frequency was at 11,800 kHz and rated at 4.5, down by 0.5, the evening frequency at 15,500 kHz rated at 4.9; down by 0.1.

**May**

Date	Time	Frequency	Malwalkon	Nzara	Tambura	Rumbek	Al Geneina Western Darfur	Eldein South Darfur	National Average
1.06.2012	7:45 AM	13,720 kHz	5.0	4.8	4.8	5.0	4.4	4.0	4.7
4.06.2012	7:15 PM	15,500 kHz	5.0	4.6	4.6	5.0	5.0	5.0	4.9
7.06.2012	6:35 PM	17,745 kHz	5.0	4.6	4.6	5.0	3.6	5.0	4.6
9.06.2012	7:40 AM	11,800 kHz	5.0	4.8	4.8	5.0	0.0	4.0	3.9
12.06.2012	7:45 AM	13,720 kHz	5.0	4.8	4.8	5.0	3.8	4.0	4.6
15.06.2012	7:15 PM	15,500 kHz	5.0	4.6	4.6	5.0	5.0	5.0	4.9
18.06.2012	6:35 PM	17,745 kHz	5.0	4.8	4.8	5.0	0.0	5.0	4.1
21.06.2012	7:40 AM	11,800 kHz	5.0	4.4	4.6	5.0	3.4	4.0	4.4
23.06.2012	6:35 PM	17,745 kHz	5.0	5.0	5.0	5.0	3.6	5.0	4.8
25.06.2012	7:45 AM	13,720 kHz	5.0	4.8	4.8	5.0	3.6	4.0	4.5
27.06.2012	7:40 AM	11,800 kHz	5.0	4.6	4.6	5.0	0.0	4.0	3.9
29.06.2012	7:15 PM	15,500 kHz	5.0	5.0	5.0	5.0	3.8	5.0	4.8
			<b>5.0</b>	<b>4.7</b>	<b>4.8</b>	<b>5.0</b>	<b>3.0</b>	<b>4.5</b>	<b>4.5</b>

**NDR: No Data received**

**Summary of the report**

95 % of broadcast hours monitored in May were audible. A total of 69 out 72 audible hours monitored rated above 3. A rating of 3 or above is considered audible.

We received reports from six field monitors. Four monitors are from South Sudan and two from the Darfur region.

Signal quality for SRS reception for May was at 4.5, on average, down by 0.2.

Highlights from our monitors' reports are noted below:

-National averages in the towns were good. Maluwalkon was at 5.0, the same as we had in May, Nzara was at 4.6 up by 0.1, Tambura was at 4.8, the same as we had in May, Rumbek at 5.0 the same as we had in May, Al-Geneina in Western Darfur rated 3.0; down by 1.5: Eldein, Southern Darfur was at 4.5, the same as we had in May.

-The performance of individual frequencies was good. The signal for the SRS single morning frequency (13,720 kHz) rated 4.6; down by 0.1. The early evening frequency, 17,745 kHz rated at 4.5; down by 0.1. The SRS Darfur service morning frequency (11,800 kHz) rated at 4.0, down by 0.7, the evening frequency (15,500 kHz) rated at 4.8; down by 0.1.

- On the morning and evening of June 9, 18 and 27 our monitor in Al Geneina Western Darfur reported that there was no broadcast at all.

**June**

Date	Time	Frequency	Malwalkon	Nzara	Tambura	Rumbek	Al Geneina Western Darfur	Eldein South Darfur	National Average
1.06.2012	7:45 AM	13,720 kHz	5.0	4.8	4.8	5.0	4.4	4.0	4.7
4.06.2012	7:15 PM	15,500 kHz	5.0	4.6	4.6	5.0	5.0	5.0	4.9
7.06.2012	6:35 PM	17,745 kHz	5.0	4.6	4.6	5.0	3.6	5.0	4.6
9.06.2012	7:40 AM	11,800 kHz	5.0	4.8	4.8	5.0	0.0	4.0	3.9
12.06.2012	7:45 AM	13,720 kHz	5.0	4.8	4.8	5.0	3.8	4.0	4.6
15.06.2012	7:15 PM	15,500 kHz	5.0	4.6	4.6	5.0	5.0	5.0	4.9
18.06.2012	6:35 PM	17,745 kHz	5.0	4.8	4.8	5.0	0.0	5.0	4.1
21.06.2012	7:40 AM	11,800 kHz	5.0	4.4	4.6	5.0	3.4	4.0	4.4
23.06.2012	6:35 PM	17,745 kHz	5.0	5.0	5.0	5.0	3.6	5.0	4.8
25.06.2012	7:45 AM	13,720 kHz	5.0	4.8	4.8	5.0	3.6	4.0	4.5
27.06.2012	7:40 AM	11,800 kHz	5.0	4.6	4.6	5.0	0.0	4.0	3.9
29.06.2012	7:15 PM	15,500 kHz	5.0	5.0	5.0	5.0	3.8	5.0	4.8
			5.0	4.7	4.8	5.0	3.0	4.5	4.5

**NDR: No Data received**

**Summary of the report**

95 % of broadcast hours monitored in May were audible. A total of 69 out 72 audible hours monitored rated above 3. A rating of 3 or above is considered audible.

We received reports from six field monitors. Four monitors are from South Sudan and two from the Darfur region.

Signal quality for SRS reception for May was at 4.5 on average down by 0.2.

Highlights from our monitors' reports are noted below:

-National averages in the towns were good. Maluakon was at 5.0, the same as we had in May, Nzara was at 4.6 up by 0.1, Tambura was at 4.8, the same as we had in May, Rumbek was at 5.0 the same as we had in May, Al-Geneina in Western Darfur rated 3.0; down by 1.5: Eldein, Southern Darfur was at 4.5, the same as we had in May.

-The performance of individual frequencies was good. The signal for the SRS single morning frequency (13,720 kHz) rated 4.6; down by 0.1. The early evening frequency, 17,745 kHz rated at 4.5; down by 0.1. The SRS Darfur service morning frequency (11,800 kHz) rated at 4.0, down by 0.7, the evening frequency (15,500 kHz) rated at 4.8; down by 0.1.

-On the morning and evening of June 9, 18 and 27 our monitor in Al Geneina Western Darfur reported that there was no broadcast at all.

## **Attachment I: List of Deliverable Products**

The following deliverables were produced during Q3 FY 2012, and are attached to this quarterly report:

- II. Environmental Mitigation and Monitoring Plan Q3 FY12
- III. Telling Our Story (Separate .pdf attachment)



# *Environmental Mitigation and Monitoring Plan:*

## *SRS-FM Construction and Operation*

### **Purpose**

This EMMP sets out SRS’s approach to (1) assuring compliance with the conditions established in the SRS-FM environmental review report and (2) reporting to USAID on their implementation. It will be the working document that SRS uses to organize and track implementation of and compliance with these conditions. This EMMP completes the requirements for section E of the ERR.

*Note: This EMMP reproduces in full all mitigation actions set out the SRS-FM Environmental Review Report (ERR). To facilitate management and implementation, the conditions are re-organized and listed by project component rather than environmental component.*

### **Point of contact and responsible party**

The SRS Chief-of-Party, Jon Newstrom (jnewstrom@edc.org), is the point of contact and responsible party for the implementation of this EMMP. The current Acting Chief-of-Party is Keith Roznowski (krosnowski@edc.org).

### **Reporting to USAID**

A copy of this EMMP updated to reflect current status will be appended to each SRS quarterly report submitted to USAID.

### **Implementation of Required Mitigations: Process and Status Tracking**

#### **List of initialing authorities:**

(provides full names and titles for all individuals whose initials appear in the tables below)

Initials	Name	Title
JN	Jon Newstrom	Chief of Party, SRS
	(entries to be added as necessary)	

#### **A. Compound Design**

**Compliance process:** (1) Compound/station design elements specified by the ERR will be incorporated into the final technical/contract specification that governs the general contractor’s work. SRS will verify this for each mandated design element. (2) SRS will verify via field inspection that the final works meet these specifications, requiring remedy or otherwise resolving any non-compliant elements.

**Compliance record.** The table below lists all design elements mandated by the ERR and will be used to document compliance status.

Design requirement	Incorporated in final technical specifications		Built-as specified? (confirmed by field inspection.)			Notes (Issues and resolution)
	Date Confirmed	Initials	Y/N	Date of inspection	Initials	

<b>STREAM.</b> Total stream capacity cannot be diminished by the development of the compound. (Stream channel on average is 3m x 1m)	March 9, 2010	JN	Y	December 3, 2010	JN	
Stream must remain substantially in the same channel	March 9, 2010	JN	Y	December 3, 2010	JN	
<b>GRADING, SEPTIC &amp; DRAINAGE.</b> If construction results in substantially increased slope of any land within 10m of the stream, that slope must be protected with berms, plantings, etc.)	March 9, 2010	JN	Y	December 3, 2010	JN	
Site grading and drainage shall be designed and constructed to prevent accumulation of standing water	March 9, 2010	JN	Y	December 3, 2010	JN	
Aprons must be installed and drainage provided at water supply point(s)—no standing water allowed.	March 9, 2010	JN	Y	December 6, 2010	JN	
No direct gray or brown-water discharge to stream is allowed. All drainage with the exception of storm runoff and water point drainage must be channeled to the septic system.	March 9, 2010	JN	Y	October 20, 2010	JN	
If septic tank design is a pump-out tank without leach field, assure impermeable tank construction or min 30m separation between tank and stream and nearest shallow well.	March 9, 2010	JN	Y	July 18, 2010	JN	
If the septic system features a seepage field, the discharge terminus must be at least 30m from the streambed and any shallow well, on or off property.	March 9, 2010	JN	Y	July 18, 2010	JN	
Septic vent stack(s) will be screened and the system otherwise sealed. (e.g. access hatch covers must be tight-fitting.)	March 9, 2010	JN	Y	December 3, 2010	JN	
Septic pump-out point shall feature a concrete apron and drain with return to the septic tank. Pump-out point must be a minimum of 10m from the public water supply point.	March 9, 2010	JN	Y	December 3 2010	JN	
<b>FUEL &amp; GENERATORS.</b> Concrete aprons with berms or gutters/sumps shall be placed under generators, fuel storage, and fuel pump-in point (if different) sufficient in each case to capture at least a 20 liter spill.	March 9, 2010	JN	Y	December 3, 2010	JN	
<b>BOREHOLE &amp; WATER SUPPLY.</b> The borehole must feature a sanitary seal and concrete well apron.	March 9, 2010	JN	Y	December 3, 2010	JN	
The public supply point must feature a fence with gate or other barrier that reliably excludes livestock.	March 9, 2010	JN	Y	December 3, 2010	JN	
<b>RF SAFETY.</b> Access to the antenna will be physically restricted by fence with lockable gate	March 9, 2010	JN	Y	July 18, 2010	JN	

## B. Construction management & Materials sourcing

**Compliance process:** (1) Construction management practices specified by the ERR will be incorporated into the final technical/contract specification that governs the general contractor's work. (2) SRS will verify that each construction management practices is being implemented via at least one field inspection during the construction process. (3) SRS will require remedy or otherwise resolve any deficits identified.

**Compliance record.** The table below lists all construction management practices mandated by the ERR and will be used to document compliance status.

Construction management/ materials sourcing requirement	Incorporated in final technical specifications		Implemented as specified? (confirmed by field inspection.)			Notes (Issues and resolution)
	Date Confirmed	Initials	Y/N	Date of inspection	Initials	
<b>Stream.</b> If construction will result in an interruption to stream flow, provision must be made to provide a temporary bypass. Temporary damming of stream flow is not permissible.	March 9, 2010	JN	Y	July 18, 2010	JN	Stream was excluded from substantial construction area.
<b>Runoff management.</b> During construction, prevent sediment-heavy run-off from cleared site or material stockpiles to stream with berms, by covering sand/dirt piles, or by locating them so as to prevent run-off to stream. (Only applies if construction occurs during rainy season.)	March 9, 2010	JN	Y	December 3, 2010	JN	
<b>Standing water management.</b> . Construction must be managed so that no standing water on the site persists more than 4 days.	March 9, 2010	JN	Y	December 3, 2010	JN	Murram added 3/14/11 to low spot in driveway.
<b>Fill, sand and gravel.</b> SRS must require its general contractor to certify that it is not extracting fill, sand or gravel from waterways or ecologically sensitive areas, nor is it knowingly purchasing these materials from vendors who do so.	March 9, 2010	JN				Materials are gathered from a site designated by CES Directorate of Industry, Energy, and mining. Certificate on File
<b>Timber.</b> SRS must also require its GC to procure chain-of-custody-certified timber, if available in the local market, and otherwise to implement any feasible measures to increase the probability that timber is procured from legal, well-managed sources.	March 9, 2010	JN				Certification not available in local market.

### C. Service provider/contractor due diligence

**Compliance process:** Prior to engaging any service provider, SRS will confirm that their practices conform to the conditions set out in the ERR.

**Compliance record:**

The table below lists all such due diligence mandated by the ERR and will be used to document its results.

Service provider due diligence requirement. SRS must confirm that. . .	Date Confirmed	Initials	Short explanation of how confirmed
Septic pump-out service provider uses designated dump locations	1/26/12	JN	Followed truck to dump site
Solid waste disposal provider uses a designated dump locations			

### D. Water quality testing (applies if borehole is part of final design)

**Compliance process.** (1) After borehole stabilization and before any public provision of water, SRS will test for arsenic using the Hach test kit ([www.hach.com](http://www.hach.com)) and for fecal coliform. These tests will be repeated at 3, 6, 9 and 12 months after borehole stabilization. (2) If at any point an arsenic level in excess of 10ppb is registered, the borehole public tap will be shut down and borehole water not used internally for cooking or consumption. (3) if at any point fecal coliform is detectable in a 100ml sample, water will be treated or filtered and a zero-fecal coliform test result obtained prior to public provision or consumption inside the compound.

**Compliance record** (Water quality test results and action taken. Date = sample date.)

Scheduled Tests	Arsenic Test		Fecal coliform test			Initials	Action taken
	Date	Reading	Date	Reading	Test kit		
Upon borehole stabilization	12/08/10	Zero	12/8/10	Zero	Coliform EasyGel	JN	
3-month tests	3/3/11	Zero	3/3/11	Zero	Coliform EasyGel	JN	
6-month tests	6/9/11	Zero	6/9/11	Zero	“	JN	
9-month tests	9/23/11	Zero	9/23/11	Zero	Coliform EasyGel	JN	
12-month tests	12/12/11	Zero	12/12/11	Zero	Coliform EasyGel	JN	

### E. Station/compound general operation, maintenance, and upgrade

**Compliance process:** (1) PRIOR to station commissioning, station compound operation and maintenance practices specified by the ERR will be incorporated into station management protocols in a manner to be determined by the COP. (2) Implementation will be verified by the COP, in a manner to be determined prior to station commissioning. (3) SRS will remedy or otherwise resolve any deficits identified.

**Compliance record.** The table below lists the station compound operation and maintenance practices mandated by the ERR and will be used to document (1) how they will be implemented , (2) how verified, and (3) their verification record.

Mandated station operation and maintenance practice	How implemented, including responsible party	How verified	Verification record
The stream bed within the property, including point-of-entry (e.g. via culvert under perimeter wall) must be maintained free of obstructions to flow.	Inspection of outflow from compound and the stream. JN	Monthly walk through, more frequent during rainy season	1/3/11,2/14/11,3/10/11, 4/11/11, 5/6/11, 6/20/11, 7/9/11, 8/4/11, 9/13/11, 10/1/11, 11/10/11, 12/12/11, 1/12/12, 2/15/12, 3/9/12, 4/17/12, 5/23/12, 6/20/12
No work will be allowed on the antenna when live	Training program requires staff to read warning label on tower. Tower is secured by chain link fence and razor wire. Gate is locked. JN	Staff and trainer both initial training outline. Visual inspection of gate.	Training: Continuous  Visual Inspection daily
Solid waste being held for collection will be stored in sealed containers at least 10m from water supply points.	Visual Inspection. JN	Location of collection site approved by COP.	
Post-construction, drainage systems shall be kept free of obstruction and otherwise maintained in sound condition.	Visual Inspection and intervention as needed. JN	SRS Management inspects after rain.	Several times in April, May, & June 2012 (rainy season)
Any increase to station power during the period of USAID funding would require demonstration that the RF field strength remains compliant with US and any Sudanese standards	RF Safety documents from USA FCC kept on file. JN	Daily transmitter output inspection by station operators.	Daily

#### F. Reporting on Green Landscape and Building Features.

This section will be used to report on the adoption of non-compulsory green landscape and green building features in SRS-FM design and construction.

Item	Description
Tree Planting	A Mango tree was planted on June 26, 2010 by Jeremy Groce
Tree Planting	A Mango tree was planted on September 15, 2010 by John Tanza Mabuso
Planting	Between December 7 and December 12, 2010 over 130 assorted shrubs and trees were planted
Natural re-growth permitted	Natural regrowth was allowed to return. For example grass is now allowed to grow and go to seed. Some weeding will remove unwanted plants, while also providing room for grass to spread in a natural process.
Rainwater collection added	Two 5,000 liter rainwater collection barrels added to roof gutters to collect rain water for watering of plants, cleaning of

	vehicles, and other non-potable uses. November 15, 2010
Grass Seed Test	Two small areas were both planted with two types of grass seed to determine which grows better. Feb 28,2011



## CASE STUDY

# Eye Radio: A New Name for a New Nation

**USAID's Sudan Radio Service Continues to Serve with New Name**



*"Your Eye on South Sudan," is the new slogan to go with the former Sudan Radio Service's new name.*

*"We're eager to start using our new name. It will be great to reach out to communities all over South Sudan as the Eye Radio Network!"...SRS on-air staffer*

### Challenge

South Sudan became an independent country on July 9, 2011. Its citizens were extremely proud that they lived in SOUTH Sudan, not their former country, the Republic of Sudan. The USAID-supported Sudan Radio Service had long provided objective news, information and civic education to all of Sudan, but especially the south. SRS's FM station, serves South Sudan's capital of Juba as "SRS FM." After independence, station staff received listener comments asking why the station was still the "Sudan Radio Service." Some suspected the station was controlled by the Sudan in the north. Some reporters were interrupted in their work, treated rudely and threatened. SRS needed a new name.

### Initiative

SRS staff brainstormed for a new name; came up with several possible choices; ran them by local focus groups and partner organizations. Eye Radio was the top choice, particularly when paired with the slogan "Your Eye on South Sudan." The new name was adopted by a local NGO formed to begin assuming control of the station and its repeater stations throughout the country.

### Results

Eye Media, the new NGO, has been formed and its Board of Trustees, composed of South Sudan citizens, has been appointed. USAID involvement will decrease over time, as Eye Radio gains revenue from advertising, production fees and new donors. The station plans to introduce the new name through on-air promotion, local billboards and sound trucks driving through Juba. Advertising sales are increasing, as are contracts from other NGOs and private firms to sponsor station offerings. The station is installing repeater stations in every state capital in the country, which will result in country-wide coverage by what will become "the Eye Radio Network." Eye Radio has a bright future in the new country of South Sudan.