



**Sudan Radio Service**  
(Associate Cooperative Agreement HDA A 03 0015 00)

**Semi-annual Report**  
**01 April 2007 to September 30, 2007**

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"We would like to thank the Sudan Radio Service producer who struggled and went to Abyei, where he conducted interviews with the chiefs of the area to bring out the real situation on the ground. We consider that a great effort which deserves high appreciation. We would like to urge all the journalists in electronic media and print media, through your radio station to reflect all the issues in our country. Finally, we would like to thank Sudan Radio Service once again for the great role they are playing concerning the Abyei issue."

- *The General Association of Abyei People in Greater Bahr Al-Ghazal State, Wau in September 2007*

"Dear SRS, I'm sending you this small note from Australia with indeed a humble gratitude to you all. You are doing a very wonderful job in ensuring that an adequate information is passed, not only to the residents of Sudan, but to all the Sudanese wherever they maybe. These and other services will ensure great prosperity in the road to development. On top of that, I would like to let you know that we do enjoy all your programs however, if you could introduce or add some sessions in your schedules for the local music, would be highly appreciated. Hope to hearing from you. Keep the words spreading!!!!!! Cheers, Akolde"

- *Akolde Mayom from Newcastle, Australia in September 2007*

"Sudan Radio Service is the main radio broadcaster which gives us the correct news and that's why we listen to its broadcasts."

- *Dinka Twic Man from Mabior during an NDI focus group in February/March 2007*



*Sudanese journalists march through Juba on 5 May 2007 to mark World Press Freedom Day. SRS provided advocacy T-shirts to the marchers and organized a workshop focused on journalism ethics and the importance of a free press to the development of a democratic society.*

## 1. Executive Summary

This report outlines progress in carrying out the activities and achievements of the Sudan Radio Service (SRS) under the terms and conditions set forth in the Associate Cooperative Agreement HDA A 03 0015 00. The period covers program activities from April 1, 2007 through September 30, 2007. This covers the third and fourth quarters of FY 2007. Among the project's many achievements during this period:

- Coverage of key issues such as the census; the transition from traditional to statutory justice paradigms in southern Sudan; the successes and challenges to the implementation of the CPA; efforts to resolve the Darfur conflict; the nationwide currency conversion; etc.
- SRS producers trained a record number of journalists from independent media outlets
- Independent listenership studies show that SRS continues to be a popular and trusted news source

Read more about these achievements and other activities of the Sudan Radio Service project in the following pages.

## 2. Production and Broadcasting

### ***Disseminating targeted information from DG implementing partners and others***

SRS' target in the third and fourth quarters of FY 2007 was to air 20 civic education thematic messages—ten per quarter. SRS aired 8 civic education thematic messages in the first quarter and 18 in the second quarter. Messages were disseminated via the civic education programs *Road to Peace* and *Know Your Government*, the NDI-supported *Let's Talk* program, as well as in newscasts, public service announcements (PSA's), and other regular programming. Many of these messages were created in collaboration with DG partners.

During the third quarter, the actual number of civic education thematic programs aired was lower than targeted because SRS repeated programming about the currency conversion in the lead up to the June 30<sup>th</sup> conversion deadline. As SRS was one of the few sources of public information concerning the conversion, SRS felt that it was important to focus on this issue. Bearing Point staff Noble Franson and consultant Kate Head advised SRS on details of the conversion process, which helped SRS develop its messages. SRS also repeated *Let's Talk* and accompanying *Road to Peace* programs in April, following the seasonal frequency shift, so that listeners would not miss key programs as they adjusted to the new frequencies.

In the fourth quarter, SRS exceeded the target number of civic education messages disseminated due largely to the introduction of a new, regular civic education program called *Know Your Government*. The program features interviews with government officials explaining what part their ministry, agency or office plays in the government structure. Officials are asked to tell listeners about their agency's accomplishments and plans, and how citizens can find out more about their activities. Interviewees have included the GOSS Minister of Information and Broadcasting, the GOSS Minister of Energy and Mining, as well as the Head of Mission for the GOSS Regional Liaison Office. *Know Your Government* airs every Thursday in English and Simple Arabic.

Some highlights of SRS' civics education thematic messages are summarized below:

- *Role of civil society organizations.* For *Let's Talk*, *Road to Peace* and other programs such as *Our Voices*, SRS interviewed civil society activists from northern states (Khartoum, Red Sea and Darfur) as well as CSO representatives in the south concerning their role in disseminating information and providing services to their communities. SRS also covered the Post-Oslo Civil Society Organization Conference held in Juba in June 2007 where CSOs detailed the successes and challenges of their work to date. In preparation for the CSO programming, LINCS staff member Gram Matenga spoke with SRS producers about key issues for CSOs in Sudan today.
- *Census and timeline of key events.* SRS has been providing extensive news coverage of census preparations around the country. In addition, two *Let's Talk*, two *Road to Peace*, and one *Women and Peace* programs focused on the purpose of the census, how the government plans to use the information gathered, and how the census will impact key CPA events like elections and the referendum. SRS also aired several *Debrief* segments on the topic, with SRS producers explaining the purpose of the census. Next quarter, SRS will continue to provide the public with details of the process and questions to expect on census forms with news, programs and public service announcements about key information.
- *Women in politics.* Two *Let's Talk* and two *Road to Peace* programs explained the individual and group rights the CPA and Interim Constitution of Southern Sudan guarantee to women. In subsequent news stories and current events programs, SRS reported on women's political participation in GOSS and state governments, focusing especially on whether the 25% participation guaranteed in the CPA is being implemented. SRS also broadcast a special four-part *Our Voices* series on the role of women activists in Darfur.
- *Implementation of the Abyei Protocol.* Early in the third quarter, SRS detailed the contents of the Abyei Protocol and interviewed citizens for their views in a *Let's Talk* and a *Road to Peace* program. In the fourth quarter, SRS followed up with another visit to the region to speak with local authorities and citizens about the lack of progress in implementing the Abyei Protocol. SRS aired their concerns in a four-part series on the program *The Target*. Several news items and a *Debrief* with the SRS producer who traveled there also focused on the situation in Abyei.
- *Land issues in Sudan.* Disputes over land ownership and use are one of the main sources of conflict in Sudan. During this period, SRS covered the efforts of the Southern Sudan Land Commission to develop its land policies and to gather citizen views on land issues. Two *Let's Talk*, two *Road to Peace*, three *The Future* programs and several news items explored how different communities in Sudan are resolving land disputes.

### ***Non-State Outlets Using SRS Stories***

SRS aimed to have SRS' original news items re-broadcast or re-printed in 11 non-state news outlets: 5 in the third quarter and 6 in the fourth quarter. We have exceeded this goal. During this period, fourteen news outlets used SRS news items, seven in each quarter.

For our own information, SRS also counts the total number of stories used by the outlets. However in some instances, it is impossible to track the exact number of items used. For example, Radio Nhomlaau FM, the Internews-supported community radio station in Malualkon, re-broadcast SRS news items in the third and fourth quarters. According to their program schedule, the station re-broadcasts SRS news in English and Simple Arabic every day except Sunday. Radio Nhomlaau FM also re-broadcasts news in Dinka, *Let's Talk* in English and Simple Arabic, as well as selected SRS-produced programming on health, women's issues and the CPA. The station does not track the exact number of SRS news items it airs, and SRS is not able to independently verify the number aired. Therefore, these news items are not included in the total number of stories used by media outlets reported below. Although we do not know the exact number of news items used, the Radio Nhomlaau FM rebroadcasts are an important outlet for SRS-produced news and information. We look forward to extending our rebroadcasting agreement to other Internews-supported community radio stations.

In addition to Radio Nhomlaau FM, the following non-state media outlets re-printed thirty-eight SRS stories in the third quarter:

- BBC Monitoring Service reports
- Sudan Tribune website
- Gurtong website
- The Citizen newspaper
- Patriotic Vanguard website
- Vigilance website

In the fourth quarter, as well as re-broadcasts on Radio Nhomlaau, a total of 40 stories were picked up by the following print or online publications:

- BBC Monitoring Service reports
- Sudan Tribune website
- Gurtong website
- The Citizen newspaper
- The Khartoum Monitor newspaper
- Anyuak website

### ***Other Programming Highlights***

In addition to the civics education programming, SRS covered other important events and issues during this period, including:

- *The justice system in Sudan.* SRS aired a special four-part series called *Crime and Punishment* examining how different communities in Sudan conceptualize and administer justice. The programs compared the advantages and disadvantages of statutory law and traditional systems of justice, asking citizens' opinions and experiences with each. The programs also explored the impact of war and the "gun culture" on people's perceptions of crime and punishment.
- *Experiences of Sudanese in the USA.* SRS Radio Service Manager John Tanza visited Washington DC in August and September 2007 and met dozens of Sudanese living on the eastern seaboard. He conducted interviews with most. A fascinating diversity of views about life in the Diaspora was airing in a special series that began in late September.

### ***Programming Summary***

During this reporting period of 130 broadcasting days, SRS aired 1,363 programs. This includes programming created under the sub-award from NDI (*Let's Talk*), but not Toposa language programming created under our award from VSF-Germany.

### **Programs by Category and Language, April 2007 – September 2007**

	<i>Farming &amp; Livestock News</i>	<i>Business &amp; Econ. News</i>	<i>Civic Education</i>	<i>Culture &amp; Entertainment</i>	<i>Education News</i>	<i>Gender Issues</i>	<i>General Development</i>	<i>Health News</i>	<i>Human Interest</i>	<i>Current Events</i>	<i>On-going Peace Efforts</i>	<i>IDP and Refugee Issues</i>	<i>Special Programs</i>	<i>Totals</i>
Arabic	1	0	30	68	2	13	3	7	2	5	6	0	3	140
English	0	0	194	47	42	16	6	60	3	2	8	2	4	384
SA	27	24	78	47	97	16	50	77	91	58	81	29	13	688
Dinka	0	0	26	0	0	0	0	0	0	0	0	0	0	26
Zande	0	0	26	0	0	0	0	0	0	0	0	0	0	26
Moru	0	0	26	0	0	0	0	0	0	0	0	0	0	26
Nuer	0	0	24	0	0	0	0	0	0	0	0	0	0	24
Bari	0	0	25	0	0	0	0	0	0	0	0	0	0	25
Shilluk	0	0	24	0	0	0	0	0	0	0	0	0	0	24
<b>TOTAL</b>	<b>28</b>	<b>24</b>	<b>453</b>	<b>162</b>	<b>141</b>	<b>45</b>	<b>59</b>	<b>144</b>	<b>96</b>	<b>65</b>	<b>95</b>	<b>31</b>	<b>20</b>	<b>1363</b>

#### 4. Training Journalists

SRS's target for the third and fourth quarters of FY 2007 was to train 1 female and 4 male journalists each quarter, for a total of 10. This target was set when the Sudanese media environment was dominated by state broadcasters and SRS was one of the only independent news outlets. Much of our journalist training then focused on SRS staff, stringers and interns, with a few trainings planned for state broadcasters. Since then, other media organizations in Sudan have increased their activities. For example, the Sudan Catholic Radio Network opened a station in Juba and is training staff for four more planned stations. The Union of Journalists of Southern Sudan also held a seminar in Juba. As a result of this increased activity in the independent media sector, the demand for training increased in the third and fourth quarters. During this period, SRS provided journalism training for 125 people (88 men and 37 women).

##### ***Juba, 02 May 2007***

SRS Civics Education Specialist Lisa Hartenberger conducted a session on issues in press freedom for 39 journalists (29 men and 10 women) from various media outlets including the GOSS-run South Sudan Radio and TV, *The Juba Post*, the UN's Miraya FM and *The Khartoum Monitor*. The journalists were participating in a workshop hosted by the Union of Journalists of Southern Sudan (UJOSS) to commemorate World Press Freedom Day.

The session began with a short review of the basic elements of press freedom as elaborated in international agreements. Then we broke into groups to assess the current situation in Sudan and suggest ways of improving each of the five aspects of press freedom. Each group presented their results and we discussed them as a group.

The discussions were very fruitful, as journalists shared real examples of difficulties and how they handled them. For example, there was a lively debate about the responsibility of the press to protect public order when reporting on ethnic clashes. Journalists gave examples of specific incidents and how their media outlets decided to report the events, the information they excluded, and the importance of using neutral terms. Many journalists complained about how government officials avoid reporters, refuse interviews, and generally obstruct information gathering. These comments led to an interesting

discussion about the tendency of Sudanese journalists to consider the government the only, or most important, source of news. One person gave an example of how she was able to get good coverage of a cholera outbreak, even after being refused an interview by hospital administrators, by speaking with patients and family members.

All the participants emphasized the need for continued training to upgrade their skills.

### ***Juba, 12 – 18 June 2007***

Radio Service Manager John Tanza and SRS Senior Radio Technician Francis Iriagu conducted a five-day training for 15 staff (5 women and 10 men) of the Sudan Catholic Radio Network (SCRN) station in Juba, Radio Bakhita.

The goal of the training was to improve participants' field and studio recording techniques, interview skills, and editing techniques. Participants began by critiquing programs produced by SRS and Radio Bakhita, and identifying elements of a good program. They then brainstormed ideas for programs and outlined how to produce them. Participants were introduced to a field recording checklist, reviewed how to use recording equipment and how to conduct interviews. After conducting field interviews, participants practiced editing their material. By the end of the training, participants had produced three programs, two promos, and a plan for continued self-assessment.

Participants said that they particularly appreciated the emphasis on self-assessment and group critique. As most participants were already working at Radio Bakhita, they had some experience in radio. This training allowed them to identify their weaknesses, and set individual goals for improvement. Producers with little or no experience learned the basics of program production and editing. More experienced producers learned about advanced interview techniques, sound processing, ensuring audio quality and connecting mobile phones to the on-air studio.

### ***Yambio, 10 – 12 July 2007***

SCRN requested that SRS participate in a joint training with UNICEF designed to introduce basic concepts in communications to government information officers, civil society representatives and potential future staff of an SCRN radio station in Yambio. The training took place over five days, with the media sessions led by SRS scheduled during the last three days. SRS Executive Producer Rebecca Okwaci conducted the relevant training sessions for 40 participants (12 women and 28 men).

The SRS training began with a review of the different purposes for communication and appropriate channels for different audiences. Participants then learned about what makes news, and the elements (the "5 Ws + 1H") of a news story. As a practical exercise, participants were asked to write a brief news story which they reviewed the next day. Participants also learned the basics of interviewing and practiced on simple cassette recorders. They were given interview assignments and reviewed their efforts as a group. Finally, digital MP3 players were introduced and participants were given an opportunity to practice recording. The training also included a review of how media can promote democracy, and a discussion of ethics in journalism. Throughout the training, we emphasized the importance of accuracy, fairness and balance in reporting.

The group was quite diverse, with some participants having little to no background in journalism and others with basic knowledge. However, all participants were eager to learn and practice their new skills. According to SCRN, Rebecca Okwaci was rated by participants as the best trainer of the workshop.

### ***Wau, 16 – 23 August 2007***

Civics Education Specialist Lisa Hartenberger and Producer Koang Pal Chang participated as trainers in another joint SCRN-UNICEF-SRS communications workshop in Wau. Thirty-one participants (21 men

and 10 women) came from government offices, civil society groups and faith-based organizations in Western Bhar el Ghazal, Lakes and Warrap States. The SRS sessions were scheduled for the last 3 days of the five-day workshop.

The SRS training sessions began with a brainstorming session on what is news, and a review of eight key news values. We also reviewed the content and format of news stories, introducing the concept of the "5Ws + 1H" and the inverted pyramid in newswriting. In small groups, participants assessed news stories they had heard recently on BBC, SRS and Radio Wau. They discussed the news value in each story, and then identified the key content elements. Then participants learned about interview techniques and practiced interviewing each other with cassette recorders. Later, we introduced MP3 players and participants practiced recording and downloading audio. Finally, we brainstormed various program ideas and formats.

Following the general communications training, SRS conducted four days of follow-up training with the 6 future staff members (2 women and 4 men) of the planned SCRIN station in Wau. The goal of the training was to improve their newswriting skills, introduce them to program production, and practice using digital recording and editing. Participants listened to the raw audio from an interview conducted by an SRS producer and, in pairs, wrote a news story from it. Each pair selected a soundbite from the audio and recorded their narration using the MP3 players. Then we showed them how to edit the audio using digital editing software. Over the next 3 days, participants were given interview assignments from which they created news stories. We edited the stories as a group then each pair practiced selecting a soundbite, recording the narration, and downloading the audio. We also brainstormed a magazine format program and assigned each pair interviews to do for the group program. By the end of the training, the group had produced six news stories and one program.

The radio station's studio was still under construction during the SRS training and there was not yet any recording equipment available or computers installed. During the training, we used MP3 players provided by SCRIN just for training (we later returned them to SCRIN in Juba) and our own laptops. Two participants were able to do a very little digital editing on our laptops; the rest had no experience at all with computers. The training was a valuable introduction for them, but they will need quite a bit of additional training once the radio station equipment is installed and operational.

## **5. Listenership**

### ***Audience Size***

Our target for the third quarter was to have 35% of focus group respondents with access to radios say they listen at least sometimes to SRS; the target percentage was 40% in the fourth quarter. This indicator is being tracked with information from NDI focus groups. As the focus group methodology is qualitative, results are presented in the aggregate as trends. Individual responses are only included to illustrate trends. Therefore, percentages obtained are not statistically representative of the larger Sudanese population. However, they do offer an independent indication of SRS audience size with a cross-section of citizens from various regions of Sudan.

NDI included radio listening questions in the focus groups conducted across southern Sudan from February 20 to March 30, 2007. The study comprised 32 groups with a total of 356 participants in Yei, Juba, Leer, Malualkon, Maridi, Cueibet, Akobo, Torit, Pochalla, Wau, Wunrok and Mabior. Twenty-nine groups responded to the radio listening questions.

In 16 out of the 29 groups asked, or 55% of the groups, at least one participant indicated that SRS was among their most listened to radio stations.

Most radio listeners reported tuning in twice a day, in the morning and evening. This is consistent with SRS broadcast times of 6 to 9 a.m. and p.m. NDI reported that there was no clear geographic

listenership pattern, with groups in all areas of the country indicating that they listen to SRS. However, as a group, women tended to listen less frequently or not at all to the radio.

In most areas, respondents said they listened to the radio in their local language but many also listened in Simple Arabic. To a lesser extent, respondents listened to English or other local languages in addition to their own. Older participants, particularly women, tended to be those who listened only in their local language. This result is consistent with SRS' own research that indicates that women depend on local language broadcasts to get information about such topics as the CPA.

While FM radio stations are popular in areas where they are available, FM listenership does not seem to preclude SRS listenership on shortwave (SW). Many respondents who mentioned FM stations as their most listened to stations also indicated that they listen to SRS. While the sample is not representative, NDI reports that FM listenership seems to be highest in Juba, Wau and, to some extent, Torit. Feedback to SRS producers indicates that many FM listeners in Yei, an urban area, do not also listen to SRS. In contrast, the Internews community radio station manager in Malualkon reported that listeners tune to SRS early in the morning and then to Nhomlaau FM later in the day. We will have to continue to monitor FM versus SW listenership patterns to assess the effect of new FM stations on SRS audience size. EDC will also pursue avenues for increased FM rebroadcasting of SRS programming.

The full NDI report "Radio Listenership Patterns in Southern Sudan" is appended to this report.

SCRN also conducted radio listenership studies in 2005 and 2006, which are included as appendices to this report.

In 2005, SCRN conducted a survey of 290 people (75% men and 25% women) from Warrap (Marial Lou, Gogrial), Lakes (Tonj, Yirol, Mapourdit, Rumbek), Upper Nile (Old Fangak, Nyal), Eastern Equatoria (Torit), Central Equatoria (Juba) and in Kitale, Kenya. Sixty-nine percent of respondents said that BBC World Service in English was their favorite station, followed by SRS with 10% and Omdurman with 8% (this includes two respondents who called it "Khartoum Radio"). The remaining 13% was divided among BBC's Arabic language service, VOA, KBC, Radio Juba, Capital FM, and a Christian radio station broadcasting in Nuer (likely Feba Radio). Three listeners also said BBC Dinka was their favorite station. Since the BBC does not broadcast in Dinka, we suspect that these listeners probably mistook the SRS Dinka broadcasts for BBC.

In 2006, SCRN interviewed a total of 222 people (83% men and 17% women) in Malakal, Nuba Mountains, Tombura/Yambio, Torit, Wau and Yei. Station rankings were similar to the 2005 results, but the percentage of listeners who said they listened to SRS doubled. The 2006 SCRN survey found that BBC ranked first in listenership with 42%, followed by SRS with 20%, and then VOA at 14% and Radio Omdurman at 13%. The remaining 11% was divided between Vatican Radio (7%), local state stations (3%) and Radio Miraya (1%).

The SCRN surveys indicate that SRS popularity is rising, despite the competition with long established services such as BBC and an increasing number of FM radio stations available to listeners. One reason may be the SRS emphasis on news and informational programming, which surveys say listeners value above other kinds of programming. In 2005, 64% of respondents said that news was their favorite kind of programming. The results were similar in 2006, when 58% of respondents said their favorite program was news, and 66% said news programming was the reason they listened to the radio.

The structure of the SCRN survey does not allow respondents to select more than one radio station when asked "What is your favorite radio station?" (as in 2005) or "Which radio station do you listen to?" (as in 2006). It is possible, given the NDI focus group results and anecdotal information from Internews, that audiences listen to multiple radio stations, even switching between FM to SW bands. According to the 2005 SCRN survey, 55% of respondents used a radio with all bands, 25% reported that they had SW radios, 15% said their radios had medium wave bands, and only 5% said their radios had only FM.

Both the NDI and the SCRN studies show that SRS is well-known and listened to throughout southern Sudan.

In 2006, SCRN interviewed a total of 222 people (184 men and 38 women) in Malakal, Nuba Mountains, Tombura/Yambio, Torit, Wau and Yei. Their survey found that BBC ranked first in listenership with 42%, followed by SRS with 20%, and then VOA at 14% and Radio Omdurman at 13%. The remaining 11% was divided between Vatican Radio (7%), local state stations (3%) and Radio Miraya (1%).

Respondents were asked, "Which radio station do you listen to?" This phrasing does not allow respondents to indicate if they listen to multiple stations, so we do not know if listeners who listen to BBC, for example, also listen to SRS.

The survey also found that listeners valued news above other kinds of programming. Fifty-eight percent of respondents said their favorite program was news, and 66% said news programming was the reason they listened to the radio.

### ***Broadcast Audibility***

In the first and second quarters, SRS was clearly audible in 92% of the broadcast hours monitored. Our goal in the third and fourth quarters was to have 85% of SRS' broadcast hours audible in Sudan. We nearly reached our goal in the third quarter with 83% of broadcast hours audible, but that percentage dropped slightly in the fourth quarter to 76%.

In the third quarter, monitors in Juba, Khartoum, Agok, Kurmuk, Kauda, Malualkon, Kapoeta, Yei and Yambio monitored reception quality of 127 broadcast hours, of which 10 were audible. Of the 92 hours monitored in the same locations in the fourth quarter, 70 rated as audible. May to September is the rainy season in Sudan, and heavy rains, particularly in the fourth quarter, contributed to the drop in audibility. See the attached reception reports for April to September for details.

The early morning frequency transmitted from Kigali appears to be weaker than other signals, even accounting for the general drop in audibility due to the rainy season. SRS will work with VTC to see if this half-hour can be moved to a different transmission site.

SRS had difficulties obtaining monitoring reports, particularly in the fourth quarter. As a result, we were able to monitor fewer hours in total (92 as opposed to 127 in the third quarter). In the month of August, the SRS bureau producers in Khartoum and Juba were the only ones to submit monitoring reports. In September, we did obtain reports from Kauda and Yambio as well. However, monitors in Agok, Kurmuk, Kauda, Malualkon, Yei and Yambio who are fulltime employees of partner organizations often travel or cannot submit their reception reports for other reasons. Our monitor in Kapoeta is no longer stationed there. In order to have a good picture of reception quality around Sudan, it will be important to improve the reliability of monitors. Next year, we intend to seek monitors from outside our partner organizations whom we can pay a small honorarium per reception report. Partner organization NDI has also agreed to reinforce with their own employees that completing the SRS reception form is a regular part of their work duties. We hope that these strategies will contribute to increasing the total hours monitored in different locations around Sudan.

## **4. Administration and Miscellaneous Issues**

### ***Expanding the Stringer/ Bureau Network in Sudan***

SRS had established a goal of establishing two more bureaus in FY 2007—one in Wau, another in Malakal. In May 2007, Radio Service Manager John Tanza, Civic Education Specialist Lisa Hartenberger and Khartoum Bureau Producer Nichola Mandil traveled to Wau to recruit a bureau producer. The position was advertised through Radio and TV Wau, and three candidates applied. During the interview

process, each candidate was asked to write a sample news story. The three SRS staff rated each candidate on their previous experience in journalism, ability to identify and write news items, language skills, knowledge of the area, and facility with computers. They all agreed that one candidate was far superior to the rest. A journalist for Radio Wau, he had a good knowledge of the area and experience with reporting although he had low computer skills and had never used digital recording and editing equipment. The candidate was offered the job and accepted, then later declined.

In July 2007, John Tanza, COP Jeremy Groce, and Junior Producer Flora Lado went to Malakal. We advertised the SRS bureau position on Radio Malakal and received 5 applications. Two were strong and in the end, a current producer with Radio Malakal who had previously provided news to SRS as a stringer was selected as the best candidate. In September he tacitly accepted an offer from SRS and will begin work in October.

### ***Progress on Media Laws and SRS' Involvement in AMDISS***

Sensational headlines sell newspapers and keep listeners glued to the radio. But the search for big stories can be a slippery slope for journalists, encouraging them to exaggerate, embellish or even invent stories. Others might be tempted to only print or air stories that will garner favor with local audiences and powerbrokers. Or journalists might state their own opinions as fact. In any country, these practices are considered poor journalism. But in Sudan, irresponsible and unethical journalism is unfortunately common and can spark ethnic clashes and political turmoil. The new nascent Sudanese professional press must tread carefully if they are to convince Sudanese citizens that they are a trustworthy source of accurate information.

Since 2005 senior SRS staff have been active in the Association for Media Development in Southern Sudan (AMDISS), an organization that is taking the lead in drafting media laws and regulations to be considered by the community of journalists and the Government of Southern Sudan.

In June 2007 the organization completed drafting the first-ever code of ethics for southern Sudanese journalists. SRS Managing Producer Victor Lugala is the head of the AMDISS Task Force on Ethics. The "Code of Ethics of the Print Media in Southern Sudan" was drafted by the task force, with support from Article XIX, the Olaf Palme Institute and the Union of Journalists of Southern Sudan (UJOSS). The code was then debated and revised in a series of roundtable meetings. During the last media roundtable, held in Juba in June 2007, the Code of Ethics was officially adopted by nine print media and UJOSS. The purpose of the Code of Ethics is to set standards and guidelines for journalists to regulate themselves and avoid heavy-handed government regulation. Later this year, the Task Force on Ethics will finalize its draft of a similar code of ethics for broadcasters.

Victor Lugala and Executive Producer Rebecca Okwaci are also key members of the AMDISS Media Law Task Force, the committee responsible for drafting media laws submitted late last year to the Government of Southern Sudan for consideration. John Gachie, Sudan Program Officer for Article XIX, acknowledges the significant role that SRS has played in media development in Sudan:

"SRS has allowed and encouraged its key senior staff and producers to join in activities, meetings and task forces on media legislation, media self-regulation and as key resource personnel in our meetings both as individual journalists and broadcasting professionals and serve as role models to other young and even older but inexperienced journalists." Mr. Gachie adds, "For Rebecca in particular, her role as senior Sudanese female producer/journalist has had a remarkable impact on other women journalists in southern Sudan."

Sudan Radio Service has more journalists on AMDISS than any other media institution in southern Sudan. These are Jeremy Groce, Rebecca Okwaci, and Victor Lugala.

SRS will include the ethical guidelines in its training of journalists in the future. SRS is also taking the lead on a proposal to establish a media council in southern Sudan.

## Appendix A: NDI Focus Group Results on Radio Listenership

### RADIO LISTENERSHIP PATTERNS IN SOUTHERN SUDAN

- *Radio is a critically important information source for Southern Sudanese.*
- *Sudan Radio Service is widely recognized and often listed among participants' most listened to stations.*
- *FM stations are popular in their areas of broadcast, but participant responses suggest this is not, for the most part, to the exclusion of SRS.*
- *Many participants report listening to SRS in multiple languages with the Juba Arabic language mentioned most often across all areas.*

*NOTE: All information contained below was gathered through qualitative, not quantitative, research methods. References to numbers, frequencies, rates or levels should not be taken to represent statistical validity for any of the information provided.*

**INFORMATION SOURCES:** Participants say radio and word-of-mouth are the two most important sources of information in Southern Sudan. Sometimes the two are combined, with information learned from radio broadcasts being relayed to others who either do not own radios or do not understand the broadcast language. Older women are more likely to learn of important events through other people rather than directly from the radio.

*We hear [news] from those that have radios when they discuss the news they have heard.*  
(Dinka Twic Woman, Wunrok)

**FREQUENCY:** Of those that listen to the radio, most report tuning in twice a day, with morning and evening the most mentioned timeslots. Older women either do not listen to the radio or listen to it less frequently, at a rate of approximately 2-3 times a week. A few participants mentioned that the frequency with which they listen is dependent upon their possession of batteries.

**SRS LISTENERSHIP:** There is fairly widespread awareness of the Sudan Radio Service (SRS) broadcasts. SRS was listed by at least one participant in just over half of the groups<sup>1</sup> as a radio station that they listened to with some frequency. Add to that participants in another almost quarter of the groups who cited SRS as an additional station they sometimes listened to or who, when prompted with the SRS name, recalled that they listened to the station, and it is clear that the SRS brand has penetrated most areas of Southern Sudan. In only just under a quarter of the groups, did participants make no mention of SRS, and participants in two of these groups indicated they do not listen to the radio at all.

There was no clear geographic pattern to the responses. In almost every case, if a group in one town did not mention SRS, another group in the same town did. For example, in Wau the

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<sup>1</sup>Twenty-nine of the 32 groups responded to this question. Sixteen of those indicated that SRS was among their most listened to stations, although one of these groups later indicated that they did not listen to SRS (or any station) with frequency due to language barriers and reception problems.

women's group indicated they did not listen to SRS, the traditional authorities group said they did not listen to SRS often, but the men's group said they listened 3-4 times a week. However, although the data is qualitative and can not offer a definitive answer on listenership rates, it appears from the totality of answers given in this study that the most loyal SRS listeners may be in Western and Central Equatoria and Dinka areas across several states.

Among those that say they listen to SRS and responded to the question, most say the frequency with which they tune in is about three times a week, except in Maridi where listening to SRS is a daily habit.

**FM STATIONS:** FM stations are popular with listeners in areas where they can be heard. At least one participant in just under half of the groups<sup>2</sup> said that a local FM station was among those they listened to regularly. Participants in one additional group indicated the local FM station was one they listened to on occasion. In almost half of the groups listing FM stations as a favorite, participants also indicated that they listened to SRS regularly or on occasion. After being prompted with the SRS name, there were only three groups in which participants listing a local FM station as a favorite did not also indicate that they tuned into SRS at some rate. This suggests that SRS and FM listeners overlap in many cases. Of the locations visited as part of this study<sup>3</sup> (and again with caveat that this is not quantitative research), it appears that the popularity of FM stations may be greatest in Juba, Wau and, to a lesser extent, Torit.

**LANGUAGES:** Participants in the study were most likely to say they listen to SRS in the language dominant to their area, but many also indicated they listen to the station's programs in multiple languages. In the Equatoria region and other areas such as Wau, the dominant language mentioned is Arabic/Juba Arabic, with English indicated to a lesser extent. A few participants say they also listen to SRS in Bari and Zande.<sup>4</sup> In Dinka areas, participants first mention Dinka, but a number add they also listen in Arabic/Juba Arabic and/or English. In Nuer areas, the data collected was not enough to establish a pattern. Some participants said they listened to SRS in Nuer only and others said they listened in Arabic/Juba Arabic or English. In general, it appears that older participants, particularly women, and those in more remote areas are more likely to listen to SRS only in the language dominant to their area. Across all areas, the language mentioned most often in relation to SRS broadcasts was Arabic/Juba Arabic.

*We get news in Dinka and Arabic because the kind of Arabic they speak is familiar and heard. (Dinka Gok Man, Cueibet)*

**OPINIONS OF SRS:** The questions in this study on radio listenership were not designed to elicit opinions of SRS. However, on five occasions participants expressed their opinions unsolicited. On two occasions these related to languages used in the broadcast and on one occasion addressed the quality of reception. The two other comments focused on the truthfulness of SRS news reports. These comments below are not representative, since most participants chose not to provide unsolicited opinions of SRS, but they are included here in the event they may be instructive for SRS personnel.

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<sup>2</sup>Based on responses from 29 groups.

<sup>3</sup>Locations visited were: Yei, Juba, Leer, Malualkon, Maridi, Cueibet, Akobo, Torit, Pochalla, Wau, Wunrok and Mabior.

<sup>4</sup>One participant also mentioned Shilluk and another Moru.

*Sudan Radio Service is the main radio broadcaster which gives us the correct news and that's why we listen to its broadcasts. (Dinka Twic Man, Mabior)*

*Sudan Radio Service is the best because it is broadcasting in so many native languages which are easily heard. (Dinka Gok Woman, Cueibet)*

*SRS is the best because it gives news in many languages. (Dinka Gok Man, Cueibet)*

*I don't usually listen to SRS because they repeat news daily and give so many lies to people. (Dinka Malual Man, Malualkon)*

*The Sudan Radio Service is not hearing well. (Anywaak Man, Pochalla)*

### Methodology

The above information was collected during a focus group research project conducted across Southern Sudan from February 20-March 30, 2007. The study comprised thirty-two groups with a total of 356 participants. All information contained above was done through qualitative, not quantitative, research methods. Any references above to numbers should not be taken to represent statistical validity for any of the information provided. For more on qualitative research, please see Appendix A.

### **QUALITATIVE RESEARCH**

The findings of this study were gathered through qualitative research method called focus groups. Focus groups are semi-structured group discussions directed by a moderator and following a pre-set guideline. Although focus groups are a superior research method in teasing out the meanings behind commonly-held attitudes, the total number of participants in focus group research is always relatively small and thus, it is not statistically representative of the larger population. Any research, including focus groups, is only a snapshot of public opinion at the moment it is undertaken. Public opinion is dynamic and evolves as people experience and react to major events. Therefore, the conclusions reached in this report can only be said to represent opinions in February-March 2007.

## Appendix B: SCRN Radio Listenership Survey from 2005

### Sudan Catholic Network Survey - from August to December 2005

#### Where I stay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Marial Lou	48	16,6	17,7	17,7
	Tonj	2	,7	,7	18,5
	Gogrial	6	2,1	2,2	20,7
	Kitale	57	19,7	21,0	41,7
	Yirol	3	1,0	1,1	42,8
	Torit	1	,3	,4	43,2
	Old Fangak	38	13,1	14,0	57,2
	Agangrial	41	14,1	15,1	72,3
	Rumbek	16	5,5	5,9	78,2
	Mapourdit	10	3,4	3,7	81,9
	Nyal	27	9,3	10,0	91,9
	Juba	22	7,6	8,1	100,0
	Total	271	93,4	100,0	
Missing	System	19	6,6		
Total		290	100,0		

#### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 16	30	10,3	11,0	11,0
	17-25	136	46,9	50,0	61,0
	26-34	68	23,4	25,0	86,0
	35-40	25	8,6	9,2	95,2
	41-50	11	3,8	4,0	99,3
	over 50	2	,7	,7	100,0
	Total	272	93,8	100,0	
Missing	System	18	6,2		
Total		290	100,0		

#### gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	211	72,8	75,1	75,1
	female	70	24,1	24,9	100,0
	Total	281	96,9	100,0	
Missing	System	9	3,1		
Total		290	100,0		

**Present activity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	school	173	59,7	63,6	63,6
	working	89	30,7	32,7	96,3
	priest	1	,3	,4	96,7
	at home	9	3,1	3,3	100,0
	Total	272	93,8	100,0	
Missing	System	18	6,2		
Total		290	100,0		

**Favourite station**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BBC WS english	187	64,5	68,5	68,5
	BBC arabic	9	3,1	3,3	71,8
	BBC dinka	3	1,0	1,1	72,9
	Omdurman	21	7,2	7,7	80,6
	SudanRS	28	9,7	10,3	90,8
	VOA	3	1,0	1,1	91,9
	KBC	4	1,4	1,5	93,4
	Khartoum Radio	2	,7	,7	94,1
	Presbyterian in Nuer	8	2,8	2,9	97,1
	Radio Juba	4	1,4	1,5	98,5
	Capital FM	4	1,4	1,5	100,0
	Total	273	94,1	100,0	
Missing	System	17	5,9		
Total		290	100,0		

**Favourite programs**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	news	183	63,1	64,2	64,2
	music	18	6,2	6,3	70,5
	both	82	28,3	28,8	99,3
	religious	2	,7	,7	100,0
	Total	285	98,3	100,0	
Missing	System	5	1,7		
Total		290	100,0		

**Have a personal radio**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	152	52,4	55,1	55,1
	no	124	42,8	44,9	100,0
	Total	276	95,2	100,0	
Missing	System	14	4,8		
Total		290	100,0		

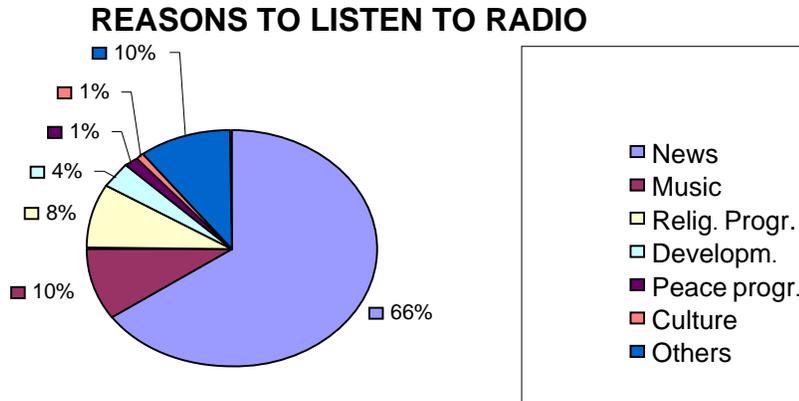
**Radio bands**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SW	65	22,4	24,3	24,3
	MW	40	13,8	15,0	39,3
	FM	14	4,8	5,2	44,6
	all bands	148	51,0	55,4	100,0
	Total	267	92,1	100,0	
Missing	System	23	7,9		
Total		290	100,0		

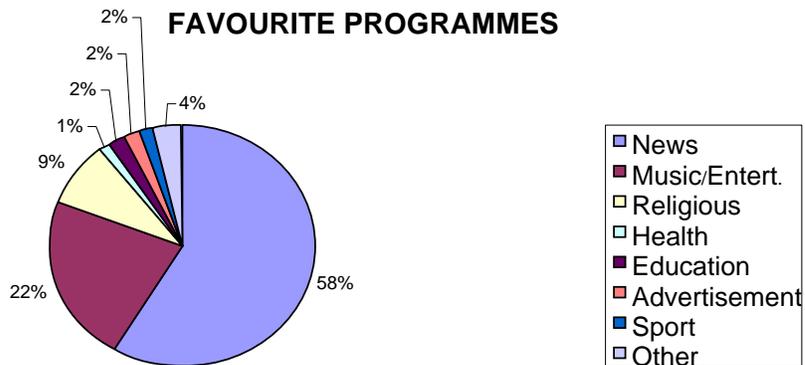
## Appendix C: SCRN Radio Listenership Survey from 2006

### QUESTIONNAIRES RESULTS FROM 6 LOCATIONS IN SUDAN: Malakal, Nuba Mountains, Tombura/Yambio, Torit, Wau and Yei

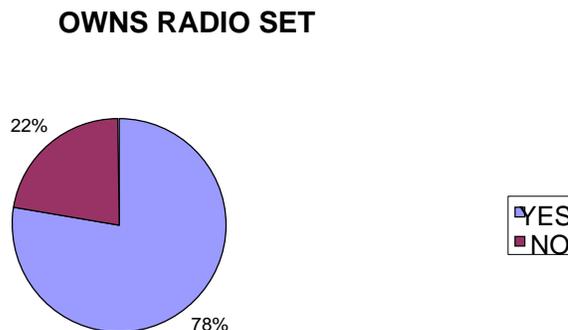
1. Answers to the question: *Why do you listen to the radio?*



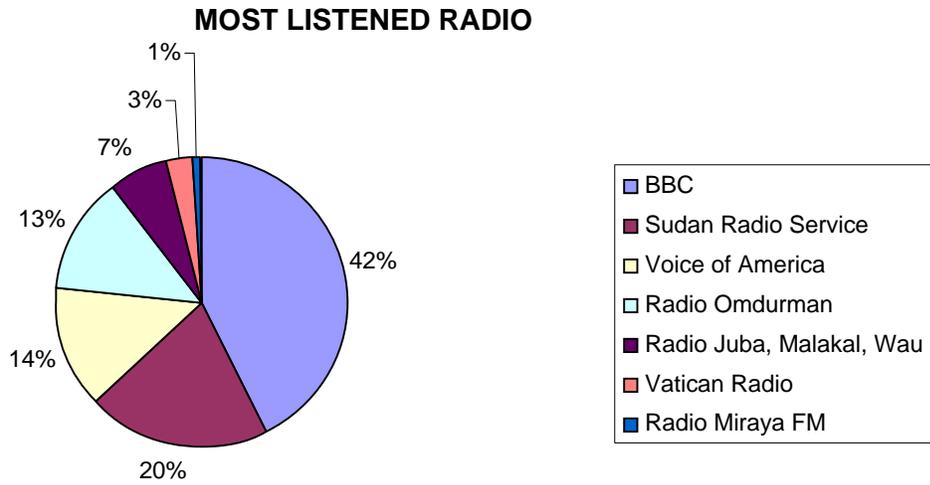
2. Answers to the question: *What are your favourite programmes?*



3. Answers to the question: *Do you own a radio set?*



4. Answers to the question: *To which radio station do you listen?*



5. Division of those who answered by gender.

