



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

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Education Development Center, Inc.
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SRS Producer Nichola Mandil speaks with GNU Presidential Assistant and National Congress Party deputy Nafie Ali Nafie in Khartoum in July 2008. Mr. Nafie was leading a protestors marching against the International Criminal Court's indictment of President Omar al-Bashir on alleged war crimes in Darfur.

"I couldn't believe my ears the first time I accidentally logged on the Sudan radio service, it's really the first step toward the developing of the people of the south Sudan it would enable them to know what is going on with their government, and educate them about the health care programmes, and encourage the children to go to schools, respect of the women rights. And if it's ok I have a question: why the radio is broadcasting from Kenya instead of south Sudan? Is it for the safety issues? I suggest that the radio should not only educate the people of south Sudan but it should also educate the south Sudanese government members to work hard and rebuild schools, hospitals and provide services to the citizens."

- David Lual in Prior Lake, Minnesota in the USA

"Thanks for all Sudan Radio Service and my big thanks to all southern Sudan people. I will hope for peace in Sudan no more killing and fighting let us build the new Sudan with no deference from South, West, East and North with there Janjawed. Many thanks."

- Abdulrahman, writing from somewhere in Darfur

"Dear Brothers and sisters I want to take this short golden opportunity to give you those who created this site briefly, I want to state that, you brilliant, thoughtful, an cooperative by creating this website, not only that I am very elated and totally excited because this is the first step for our great work and I hope we are not stopping, we are progressing with commitment, courage, respect, and mutual understanding Finally, I like this website because it will connect all of us around the as the members, and citizens of Sudan. May almighty God bless you for your great work."

- Olivia Aden

For more listener comments, see Appendix C of this document.

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, 2008 through September 30, 2008. This covers the third and fourth quarters of FY 2008. Among the project's many achievements during this period:

- Coverage of key issues such as the census; anti-corruption; forthcoming national elections and basic voter education.
- SRS trained journalists from both independent and state-run media outlets
- Reconstituted SRS Advisory Board met for the first time in Juba
- Expansion of Juba bureau and establishment of bureaus in Wau and Damazine

Read more about these achievements and other activities of the Sudan Radio Service project in the following pages. A breakdown of FY 2008 activities by region in Sudan can be found in Appendix D.

2. Production and Broadcasting

Disseminating targeted information from DG implementing partners and others

Throughout FY 2008, SRS counted "messages" towards this indicator by the number of themes that were highlighted or focused on in SRS programming. Each theme was only counted once, no matter how many times it aired and no matter how many programs it appeared in. So, for example, the census was the theme in "Road to Peace" and in "Know Your Government," but it only counted as one theme.

Based on discussions with USAID, however, we have revised the way we count messages. Starting in FY 2009, we will adhere to a stricter interpretation of the definition for this F-level indicator. This means that next year (FY 2009), we will count messages each time they are aired.

For our FY 2008 report, however, we will continue to report based on our original definition above.

SRS' target in quarters three and four of FY 2008 was to air 24 civic education thematic messages—12 per quarter. SRS aired 47 civic education thematic messages in these quarters, for a total of 93 messages for the entire FY 2008. 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 public service announcements (PSA's), and a new program called *Spotlight*, which you can read more about later on. Our target for this year was 48, so a total of 93 is almost a 94% increase.

The main reason for the increase was the introduction early this year of a program called *Know Your Government*. The program seeks out interviews with government officials at all levels with the aim of educating listeners about what roles these officials and their offices play in people's lives. Those interviewed range from Yambio County Commissioner David Billy to Pibor County SSLA (Southern Sudan Legislative Assembly) representative Buyuot Amum; from Western Bahr El Ghazal Governor Mark Nyipoch to GOSS Minister of Regional Cooperation Dr. Barnaba Marial Benjamin.

Then in the second half of 2008, SRS introduced a new special topics program called *Spotlight*. This program goes in-depth and seeks to cover all angles of Sudan's most pressing issues.

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

The Road to Peace

The Road to Peace is SRS' flagship program, which has been on-air since January 2004. The program started as a platform for educating listeners on the then-on-going north-south peace process, and has since shifted to educating listeners about the Comprehensive Peace Agreement and its implementation, in addition to issues of democracy, governance, and sustainable peace. Apart from news, it is the only program produced in all the languages heard on SRS. Some of the key issues covered this period include:

- Progress and failures in the implementation of the CPA, including a look at some of the external and internal constraints. This period was the middle of Sudan's interim period (as defined by the CPA).
- With nationwide elections anticipated in 2009, SRS began airing episodes devoted to voter education. Without firm voting processes yet defined or legislated for Sudan, *The Road to Peace* focused on general issues, such as the concepts of voting, democratic representation, etc.
- The program also focused on the role of women, particularly women leaders, in peace building.

Let's Talk

Sudan Radio Service produces *Let's Talk* with the support of the National Democratic Institute (NDI). The program uses drama, group discussions, straight talk, and interviews to educate, inform and entertain listeners on a wide range of civic issues. The program follows the same list of topics as *The Road to Peace*, so that the two programs can complement each other.

During this period, the program educated listeners on how political parties nominate candidates. The program described characteristics of good leaders to help voters prepare for elections in Sudan.

Since a majority of women are deprived of education and information, *Let's Talk* focused on women's participation in democracy.

Spotlight

This program takes a comprehensive look at major, complex issues affecting citizens. One of the first *Spotlight* programs was about the census, which took place in April. The program highlighted the importance of census for government to plan and deliver services to the people.

As a follow up in September, *Spotlight* returned to the issue of census, but this time census as a process instead of a concept. SRS spoke with government officials and citizens from around the country in an effort to gauge how people felt about how it went and whether they are confident that the results will be accurate, ahead of the release of results.

Know Your Government

This program was created in response to the need for listeners to learn what government officials and their offices—at all levels—do. The focus is not on the personalities, but on the substance of what officials do and are supposed to do.

The program featured, among others, the office of the Governor of Western Bahr el Ghazal State. The governor, Mark Nyipuocho, talked to SRS about the functions of his office as the chief administrator of the state in charge of ministries to ensure that they deliver services to the people and to maintain law and order in the state.

Talking Point

This program focuses on topical issues on democracy, governance, sustainable development and social challenges. In the last quarter of this year, the program ran a series on the achievements of the

Government of Southern Sudan (GOSS), as well as challenges and opportunities missed since GOSS was formed in 2005.

The program usually focuses on the service ministries like Education, Telecommunications, Commerce and Supply, Transport and Roads, etc., plus the commissions like the Land Commission and Human Rights Commission.

In the wake of the fight between the Sudan Armed Forces and the Sudan People's Liberation Army in Abyei in May 2008, in which thousands of people were displaced, this program hosted Abyei's SSLA representative, Mr. Arop Madut Arop, who gave graphic descriptions of the destruction and mayhem he witnessed there, describing Abyei as a ghost town inhabited by vultures feeding on unburied bodies.

SRS' Travel in Q3 and Q4, FY 2008

We believe that with continued expansion of the bureaus, SRS will be able to provide extensive coverage—in terms of both news and programming—of most of Sudan. However, regular travel into Sudan by the SRS team in Nairobi has remained critically valuable. There are several reasons for this, including:

- 1) Given the logistical challenges in Sudan, travel from Kenya is often no more difficult or is even easier than from other locations within Sudan. For example, some areas in Upper Nile or Jonglei state are more accessible from Lokichoggio than most towns in Sudan. As such, the expense involved for a producer to travel from Nairobi is usually no more than for someone to travel from within Sudan, except perhaps from Juba.
- 2) Coverage of a particular event or issue may require the specialized knowledge, experience, or language skills of a Nairobi-based producer.
- 3) The event or issue to be covered may be very sensitive or controversial politically and it is safer to fly in a producer who resides outside Sudan. A producer who can fly in, gather the facts and interviews on the ground, then fly out to report from Nairobi is going to be safer from reprisals or intimidation. A local or area producer would not be. It can also be more effective from a journalistic credibility standpoint to use someone from outside. For example, SRS is investigating the issue of the disputed border between Jonglei and Upper Nile states. The investigation is being headed by a producer who is not from either of these states or communities that live there, in the hopes that our eventual report will be more readily viewed as unbiased.

With that in mind, following is a summary of SRS travel coverage highlights from the second half of FY 2008.

April 22 - 29

Two SRS producers went to Kakuma refugee camp in northern Kenya and Eastern Equatoria on a mission to accompany people who were voluntarily being repatriated to Sudan. SRS journalists traveled by road through Natapal and Narus and talked to the returnees, asking them about their feelings as they return home after the war was over, and their challenges and fears. The producers also talked with the authorities in Kapoeta, Eastern Equatoria state and collected audio on health and security, among other topics.

May 9 – 14

An SRS producer traveled to Malakal in Upper Nile to attend an NDI civic education workshop. SRS is in partnership with NDI to produce voter education and election matters programming. The producer got time to gather some material for a number of SRS programs.

May 18 – 22

SRS was invited to cover a conference entitled Peace Beyond Borders involving Sudan, Kenya, Uganda, and Ethiopia. It was organized by IKV-Pax Christi and was held in Kapoeta, Eastern Equatoria. The journalist went to learn more about the pastoralist communities involved, the root causes of their conflicts, and what could be done to bring peace. The producer interviewed chiefs and other community leaders,

participants (including many women) and state authorities on cattle-raiding, other security issues and various past attempts to bring about peace among the communities in the region. On the fringes of the conference, the producer got material on health, business and women's concerns.

May 26 – 30

SRS covered the official launch of the Yei electrification program in Central Equatoria. It was a quick trip via Juba, but apart from learning about how lights got turned on in Yei, the two-man team did a number of interviews on small business in the market and also covered a media workshop.

June 7 – 14

Two producers traveled to Juba to gather audio material for their programs and for their colleagues. They covered the launch of Africa Child Week, got information on child labor, census, and urbanization issues. They also gathered material that was used in programming focused on the blind, physically handicapped and those with prosthetics.

June 9 – 17

SRS producers traveled to Juba to cover the SPLM national convention. The team conducted interviews and gathered material for Women and Peace, Youth Agenda and sent daily news on the convention. It was not an easy event to cover, however, as security officials and others often intimidated journalists who attempted to access the hall.

July 11 – 19

SRS went to Juba to liaise with the Southern Sudan Environmental Authority as part of a partnership on environmental education programming. The trip resulted in wide coverage on solid waste disposal and forest conservation with regards to charcoal production, water pollution and the hazards of plastic bottles. The producer also reported on the rising commercial sex business in Juba.



SRS producer Gabriel Galuak speaks with a boy who scavenges for food and valuable items at a garbage dump near Juba.

July 21 – 28

An SRS producer went to Khartoum and surrounding locales to look at issues relating to education, health, business, women and gender issues, and social work. She also did a program about skin bleaching creams and their side effects.

August 3 – 8

A producer traveled to Juba with the purpose of assessing achievements, opportunities and challenges of GOSS which was formed three years ago. He interviewed senior officials in the ministries of road and transport, wildlife, telecommunication and postal services, commerce and trade. The producer found that many officials were reluctant to talk to the media, but overall the trip was a success.

August 19 – 26

A producer went to Juba upon invitation by a Diaspora civil society body known as South Sudan Women Empowerment Network. SRS had comprehensive coverage of the activities which included: women leadership, equal participation, analysis of the 25 per cent affirmative action, legal aspects, women and health, education, business and issues of violence against women. The producer sent news and hours of interviews and vox pops which enriched many other programs.

August 1 – 22

An SRS producer traveled to Bentiu in Unity state to gather audio material for our environmental programming. He visited oil fields and gathered material on environmental pollution, sanitation and issues of public health. He also got material for his colleagues on child labor, health and education. Since the trip was via Rumbek, he also visited a dumping site and conducted interviews and sent news items from there.

August 28 – September 11

A team of three traveled to Western Equatoria state to launch a comprehensive investigation into what government officials say is the rampant spread of HIV/AIDS in the area. They interviewed the deputy director of HIV/AIDS commission, visited VCT centers in the state and also talked with infected individuals and hospital authorities. They traveled around the state to get more information from people living with HIV/AIDS and record their experiences. The team collected more information during their transit in Juba. Apart from the main mission, they collected audio material on agriculture, development and security issues.

September 15 – 28

A trip to Unity state covered three counties because the objective was to understand the traditional way Nuer chiefs are elected. Though the electoral process was stopped due to violence, the producer managed to conduct interview with the traditional chiefs and also got material on health, water sanitation and issues of infrastructural development.

September 20 – 27

Two producers went to Juba to learn about corruption matters, the census, elections and the Disarmament Demobilization and Reintegration (DDR) process.

Overview

The majority of the trips were successful, but producers found it difficult to accomplish too much because of the difficulty in making appointments with government officials. And in most places outside Juba, a journalist needs “permission” or even escort by officials or soldiers in order to be allowed to do his or her work unheeded. Unfortunately, the presence of soldiers or security agents makes many ordinary citizens hesitant to speak with us.

We traveled to Khartoum during this reporting period and even have a full-time producer based in Khartoum, but our access to more news and figures of national interest is limited due to security and general intimidation. Furthermore, our bureau producer in Khartoum has been unable to gain accreditation as a journalist, with the two bodies responsible for accreditation passing him between them.

Transport is expensive and slow, when available, virtually everywhere in southern Sudan.

Non-State News Outlets Using SRS Stories

In an effort to respond to the F-level indicator “Number of non-state news outlets assisted by USG,” SRS counted the number of non-state outlets that use SRS news stories. The idea was that the outlets would benefit from SRS news (heard on the radio, received by e-mail, or found on the SRS website) by re-printing or broadcasting it, and by example, with SRS news providing the model of good journalism for other outlets to follow.

SRS’ FY 2008 work plan set a target for 8 news outlets to be assisted—that is, 8 news outlets that would use SRS’ news. The target in USAID’s records, however, is 32. Perhaps 32 was the target number of news stories used by other outlets, not the number of outlets. If so, the total number of news stories picked up by other outlets was 190. The number of outlets, however, was 9. The BBC Monitoring Service also picked up a sizable number of SRS stories, but we do not count it as one of the outlets, as it is not Sudanese.

SRS news was used on popular Sudanese news websites such as Gurtong, Red Orbit, Anyuak Media, and the Sudan Tribune, as well as public information sites, such as the GOSS US Mission website. Most significant, however, is SRS’ partnership with Radio Bakhita, the Juba radio station of the Sudan Catholic Radio Network (SCRN). In quarters 3 and 4, Radio Bakhita re-broadcast 58 SRS news items. Every morning, the station receives an email with the latest SRS news stories.¹ The Radio Bakhita news team then selects relevant items to integrate into their own daily news broadcasts, requesting accompanying interview soundbites as needed from SRS. Radio Bakhita enriches their news broadcasts by including stories that their own reporters have not been able to cover, and SRS is able to reach a Juba audience of FM listeners. SRS occasionally uses stories generated by Radio Bakhita journalists, as well. As SRS has conducted several trainings with SCRN, we are pleased to see this demonstration of the improved skills of Radio Bakhita journalists.

The news exchange partnership between SRS and Radio Bakhita is successful because we have cultivated a strong relationship by offering training and providing other programming, such as “Let’s Talk” programs, CPA summaries, etc, for the station to use. It is also possible because Radio Bakhita has a reliable internet connection and an enthusiastic news team.

The Internews-supported community stations have occasionally re-broadcast SRS news, but have been unable to make SRS news re-broadcasting a regular part of their program schedule, due mostly to unreliable internet connections. (Because the SRS news re-broadcasts are not regular and we don’t have reliable information about when SRS news was aired, we have not included the Internews community radio stations in this indicator.)

We have found that newspapers in Sudan also often carry SRS stories, but it is more difficult for us to track these, as there are too many papers for us to review every day. We’ve also found instances wherein a newspaper will run an SRS story, but make no mention or citation of SRS at all. In February, COP Jeremy Groce was reading a copy of the Southern Eye (a paper reportedly owned by GOSS Telecommunications Minister Gier Chuang) and found an SRS story reprinted verbatim. Credit was not given to SRS, but we are counting it in our tally of this indicator, as it was 100% an SRS story, most likely copied and pasted from our website.

At the beginning of 2008, Capital FM in Juba was airing SRS news and other programming we were putting together for them each day. The partnership worked well until a new manager came on board in July and decided that no outside programming would be aired unless paid for.

¹ *The daily SRS email news list has become an increasingly important avenue for informing the public. The list has grown from a few dozen people in 2005 to nearly 150 in 2008.*

Programming Summary

During this reporting period of 131 broadcasting days, SRS aired 294 civic education programs. This does not include the programming created under the sub-award from NDI (*Let's Talk*), nor does it include Toposa language programming created under an award from VSF-Germany.

	<i>The Road to Peace</i>	<i>Know Your Government</i>	<i>Spotlight</i>	<i>Totals</i>
English	30	25	3	58
SA	30	26	3	58
Dinka	30			30
Zande	30			30
Moru	29			29
Nuer	29			29
Bari	29			29
Shilluk	30			29
TOTAL	237	51	6	294

In total we broadcast 294 civic education messages in Q3 and Q4 of FY08.

3. Training Journalists

SRS's original target for the third and fourth quarters of FY 2008 was to train 30 journalists, for a total of 60 journalists trained in FY08. SRS exceeded its annual target, training 73 journalists (56 men and 17 women) in FY08. Much of the training took place in the first and second quarters of the year. During the third and fourth quarters, SRS provided journalism training for 14 students (10 men and 4 women) from the Sudan Catholic Radio Network. SRS also trained 2 interns (both women) and 6 new SRS staff members (4 men and 2 women), bringing the total number of journalists trained in this period to 22 (14 men and 8 women).

SRS also held a teambuilding for all SRS staff members, including the bureau producers based in Sudan. In addition, selected SRS staff participated in training on USAID rules and regulations, security procedures and report writing. This report will summarize the range of management and work skills taught during these trainings. However, the participants in these trainings are not included in the number of "journalists trained" above, as the training provided does not meet the F-indicator definition of training in journalism skills.

SCRN Training: Juba, 22-26 September 2008

Producer Agou John Wuoi conducted a five-day training in Juba for 14 journalists (4 women and 10 men) working with the Sudan Catholic Radio Network. SCRN has developed an approximately 3 month-long series of classes for potential staff members. Different instructors teach different parts of the curriculum

and SCRN asked SRS to teach the news writing part of the course. In March of this year, SRS taught the first class of five students to enroll in the program. This round of training is with a new group of broadcast journalism students. SRS will follow up with the same students in October, reviewing and deepening their knowledge of news writing.

In this introduction to news writing, participants learned about news gathering, fact checking and basic news writing methods. This included the elements and values of news, the basics of interviewing, techniques of newsgathering and writing news leads. The training was a mix of classroom lectures, exercises and field-based recording.

Interns and New Staff Members

SRS regularly accepts Sudanese communications and journalism interns. The internships range from 8 to 12 weeks and give the interns the opportunity to work in virtually all aspects of SRS radio production and news. Interns are expected to meet the requirements of SRS' full-time employment and be treated like employees, except they are not paid and do not receive benefits (they do receive a weekly stipend to help them meet transport costs).

They sit in on daily production meetings and are given basic assignments, such as rewriting a story from the internet, writing and voice a tease, and editing a soundbite. As they carry out these assignments, they sit with producers to review basic skills and production techniques.

SRS trained two young women as interns in the second half of FY 2008.

New members of staff also undergo rigorous training at SRS. Nairobi-based staff are groomed into the job much like interns are, at least in terms of the way work is assigned to them and they are gradually given more and more responsibilities. Sudan-based staff training is much more intensive and formal, as they must be able to fend for themselves in many ways once they return to their place of work.

In quarters 3 and 4 of FY 2008, SRS hired six new producers—three bureau producers, one each based in Juba, Wau, Damazine, and three full-time Nairobi-based producers. New bureau producers are trained for an average of one month, according to a required skills list (see the training checklist of Appendix C). The amount of time spent on each skill depends on the entering level of the producer and how quickly he or she is able to master the skill.

Emmanuel Levai joined SRS in June as a Juba bureau producer. Formerly a senior editor on the Miraya news team, Mr. Levai has a strong background in news writing, reading and editing. His month-long training at SRS in Nairobi focused on program production and editing techniques, as well as basic employee orientation and learning the nuances of SRS' news style.

Also in June, SRS hired Wau bureau producer Martin Siba. Mr. Siba had completed a UN-sponsored journalism training course, but had not worked in broadcast journalism. He spent a month in Nairobi practicing his news writing skills, as well as his editing and program production skills.

In mid August, Husna Issa Dafalla came on board as Damazine bureau producer. She had worked for the state news agency in Kurmuk previously, but had little experience with independent reporting. In Nairobi, her training consists of working with the news team to gather, edit and produce news packages. She is also learning how to use the computer to check emails, research online, write news stories and edit. We expected that Ms. Dafalla would require about 6 weeks of training in Nairobi. However, her training was interrupted by illness. She is well again and has returned back to her training. We expect that she will acquire the needed skills within the next few weeks, at which point she will return to her post in Damazine.

This quarter, SRS also hired producers David Sanango, Daniel Okumu and Linda Samson. None of the three entered with any journalism training, although all three had worked as stringers for SRS. As

stringers, their main responsibilities were to translate news or programs, as well as voice and edit materials. Now that they are fulltime SRS staff, they are learning news gathering and writing skills. They are mentored by more experienced journalists as the trainees make calls to news sources and draft news stories. In August and September, the three new junior producers and new Damazine bureau producer also met with Executive Producer Rebecca Okwaci twice a week for an hour to review basic concepts in journalism such as the elements of a newscast and program, identifying a good news story, writing a news lead, and interviewing techniques.

SRS Teambuilding

From May 1 to 3, SRS held a teambuilding for all staff members. Activities were facilitated by the staff of Savage Wilderness Tours, a company specializing in corporate teambuilding. The main goal of the retreat was to practice the skills needed for good teamwork, focusing on leadership, planning and effective communication. SRS staff also learned about different conflict management styles.



SRS staff members engaged in a problem-solving exercise during a teambuilding in May 2008.

Security Training

In the second quarter, SRS producer Koang Pal attended a three-day safety and security course organized by the Centre for Safety and Development. He found it very useful, and recommended that more SRS staff members take the course. CSD designed a course specifically for EDC staff (both SSIRI and SRS) that covered assessing and minimizing risks, mine and UXO (unexploded ordnance) awareness, and strategies for dealing with aggression. Nine SRS journalists, including the Juba, Khartoum and Wau bureau producers, attended the training on June 9th and 10th. We received very positive feedback from participants, saying that the course simulations helped them practice strategies to use when confronted with common problems such as aggressive soldiers or gatekeepers for government officials. Given the threats that can be faced by journalists in Sudan, EDC feels that this type of training is very important, particularly for bureau producers and producers who travel regularly to the field.

Management and Work Skills Training

At the beginning of the third quarter, from March 31 to April 2, SRS staff members John Tanza and Zenab Ramadhan attended a USAID Rules and Regulations training workshop organized by APVOFM in Tanzania. Mr. Tanza will assume the role of SRS Deputy Chief of Party in FY09, and Ms. Ramadhan manages SRS procurement, among other administrative duties. The course covered the relevant

regulations that govern USAID-funded Cooperative Agreements and how these affect the day-to-day management of a project.

Mr. Tanza and Marketing Coordinator Michael Renzi attended a course on professional writing skills conducted by KPMG Training Solutions from the June 9 to 11. Writing for reports, proposals and publicity materials is very different from journalistic writing and this course helped both of them improve their professional writing skills.

4. Listenership

Audience Size

Our target for FY 2008 was to have 40% of NDI's focus groups say they listen at least sometimes to SRS. Recently, after lengthy discussions with USAID, it's been determined that a different tool should be used to assess SRS listenership, as the focus groups cannot reliably be used to quantify listenership.

However, NDI did find that several people expressed unsolicited opinions about SRS when the topic of media came up. This occurred in 8 of the 10 focus groups. In their May 2008 report of discussion with governmental officials, NDI wrote:

State officials indicate the media they monitor is primarily radio, both internally and externally. If an FM station is available in the state capital or other town, it is likely to be the first choice for southern Sudan news, although some also monitor Sudan Radio Service (SRS). If an FM station does not exist in the state, officials are likely to rely on SRS for news and also for educational programming. Radio Omdurman is monitored by state officials in North-South border areas, although some do so reluctantly believing the station is not objective. Only a small number of state officials indicate they monitor southern Sudanese newspapers regularly and even fewer say they watch TV for news. BBC is by far the most listened to external channel among state officials. GOSS-level and SSLA officials in Juba say they rely primarily on newspapers for their southern Sudan news, although most also monitor the local FM stations. They also report an allegiance to external radio services, such as BBC.

Some opinions about from officials who spoke with NDI follow:

"Sudan Radio Service is very good, but they should come closer to the people, they should not base themselves outside. And I tune to it every-day."

- *Top State Executive in Western Equatoria*

"The Sudan Radio Service are the third on my list and I tune to it every morning."

- *State Minister in Western Equatoria*

"It's [SRS] is good. I tune to it from Monday to Friday."

- *SLA Member in Unity*

"SRS is very good. It needs to increase its operations so as to work very well. Every morning I tune to it and also in the evening."

- *SLA Member in Unity*

“Sudan Radio Service is active. I like their programs. As I told you I don’t have much time. I get home later. If I go to the county side over the weekend I tune to it. It’s very interesting in the local language. In a week maybe [listen to SRS] two times.”

- *State Minister in Unity*

“Sudan Radio Service is doing very wonderfully. I usually listen to their programs about the CPA, the rights of the common citizens and other educative programs. I monitor SRS more closely compared to other radios.”

- *SLA Member in Northern Bahr El Ghazal*

“The SRS is good. I often tune to it may be two times a week.”

- *State Minister in Northern Bahr El Ghazal*

A UN-supported media survey of June 2007, which covered 7 of 10 southern Sudan states, found that SRS is among the top 3 most popular radio services. There are no reliable population figures for southern Sudan, but based on a 2004 estimate by UNICEF of around 11 million people, SRS has at least 750,000 listeners. This is calculated from the 57% of assessment respondents who say they are listeners to radio at any time. Of those 57%, then, 12% said they have listened to SRS within the last 7 days (compared with 13% for Miraya and 11% for BBC World Service). This “weekly” estimate is what experts say is the most reliable in terms of gauging listenership size². That’s around 750,000 people. Because these figures are based on a population estimate (the official 2008 Sudan census information is unlikely to be revealed until January 2009 at the earliest), it’s probably safer to simply use percentages, such as the following from the survey:

- Awareness of radio stations was measured. The best known radio services are the BBC (43%), Miraya (42%), Radio Omdurman (42%), SRS (37%) and Radio Juba (30%).
- The station with the highest ever-listened-to rating was Miraya with 18% having ever listened. This was followed by the BBC World Service in English (16%) and SRS (14%).
- All listeners were asked when they had last listened to the various radio stations. Miraya led the field with 13% having listened “yesterday”; this was followed by the BBC World Service in English with 12% and SRS with 10%. Despite the high awareness of the radio stations, Radio Juba and Radio Omdurman, the yesterday listening figures were only 2% and 6% respectively.
- A wide range of radio stations is listened to and there are large differences between states. In Lakes, Rumbek FM is in the lead, in Eastern Equatoria it is the BBC WS in English, in Western Equatoria and Warrap it is SRS, in Central Equatoria and Western Bahr El Ghazal it is Miraya, while in Northern Bahr El Ghazal it is Radio Omdurman.

Similar findings were revealed in a media assessment EDC commissioned at the end of 2004, which found that SRS was already amongst the top 3 stations, then BBC World Service and Radio Sudan (Miraya FM didn’t go on the air until 2006).

At the time of writing, a broad USAID-supported media assessment survey was still being finalized. USAID hopes that this survey will complement the UN-supported survey just discussed that covered 7

² According to the assessors, given the commonest listening habits amongst southern Sudanese, the most reliable measure of listenership is of “last seven days,” meaning those respondents who say they tuned in to a particular radio service within the past week. Hironelle’s survey found that 13% said they had tuned in Miraya within the last seven days; 11% had tuned in the BBC World Service; and 12% had tuned in Sudan Radio Service. Given the statistical margin of error of the survey, it’s safe to say the three services are more or less equally popular. The next most popular service was Radio Sudan (aka Radio Omdurman, the national government service) with 8% listenership within the last seven days.

states. We expect that by the time we submit our next semi-annual technical report, we will have details of this survey to share.

Broadcast Audibility

Audibility of SRS' shortwave signal has improved over the course of FY 2008. In Q1 and Q2 SRS's audibility was 81% of the broadcast hours monitored, close to our 85% target.

Quarter Q3 and Q4 results were better, exceeding our audibility target of 85%.

The main cause of the improvement was the shifting of transmissions from sites in Rwanda and Russia to Portugal and the United Arab Emirates. Most SRS' broadcasts come from UAE now, with only two evening hours coming from Sines, Portugal. The signal from both sites is generally quite strong and clear. Both sites have high-strength transmitters of 250 kW and are close enough to our target area of Sudan that the signal only needs to make a single hop (shortwave signals are bounced off the radioactive ionosphere layer of the atmosphere; the more "hops" the signal makes the more it deteriorates).

We determine audibility based on ratings done by monitors we have throughout the country. So far we have five SRS staff monitors in Juba, Khartoum, Malakal, Wau and now Damazine, as well as non-SRS staff monitors based in Rumbek, Kauda, Leer, and Maridi. We will continue to look for new radio reception monitors and seek more throughout Sudan in FY 2009.

Feedback Forums

The purpose of the feedback forums is to gather qualitative information on listening habits, program preferences and suggestions for program topics. Participants' answers will also allow us to assess general satisfaction with SRS programs, how much listeners trust SRS news, as well as what knowledge they are gaining from SRS news and programs.

SRS held two feedback forums, in Yei from August 4th to the 9th, and in Rumbek and Wullu (both in Lakes state) from August 25th to the 29th. We held focus groups of 5 to 10 men or women, in Simple Arabic or in a local language. We spoke with eight groups, for a total of 65 participants.

Location	Language	Men	Women	Total
Yei	Bari	7	9	16
Yei	Arabic	10	5	15
Wullu	Arabic	9	10	19
Rumbek	Dinka	6	9	15
		32	33	65

Participants were recruited by a local resident (our correspondent in Rumbek and an NGO worker in Yei) who announced SRS's arrival the week before and took names of volunteers to participate in each of the language groups. This person also acted as a translator for the local language forums. Participants were advised that there would be no payment for the activity, but that refreshments would be provided. We also distributed SRS T-shirts, but this announcement was not made in advance. Most of the participants, 81%, were adults aged 18-45; 17% were older than 45; and only 2% were under 18. We got a good cross-section of residents, as evidenced by the variety of occupations they listed. We spoke with NGO workers, government workers, housewives, drivers, small business people, teachers and students.

Each focus group began by asking participants to line up in order of how often they listen to the radio (any station) with daily listeners on the far right and those who have never listened on the far left. Then each person explained why they did (or did not) listen to the radio. We had intended to divide the group into two for the remainder of the activities, with low-frequency listeners in one group and medium- to high-

frequency listeners in another. However, in all of the groups only one or two people said that they never or rarely listened to the radio. Therefore, we included these participants in the larger group and did not disaggregate by low- and high-frequency listening.

Participants were then asked to list all the stations they listened to and tell us why they preferred those stations. Then the group listened to a selection of SRS news and programming, and rated how interested they were in each program, discussing particular aspects of each. Finally, the group was presented with different topic categories; they rated how interested they were in each topic; and they told us what additional topics they thought should be covered.

Visual responses to activities were photographed, for example when participants lined up, placed beans on names of stations or pictures representing various topics, or placed a mark on a scale to indicate how interested they were in a particular program. All oral responses were recorded.



At the time of writing, responses were still being analyzed. All audio files have been translated and transcribed in English. M&E team members are reviewing the photo responses and transcripts of answers for overall trends and the final report will be available in November 2008.

5. Administration and Miscellaneous Issues

Due to a change in the way work permits and tax exemption documentation are processed in Kenya, SRS' success in obtaining work permits for its Sudanese staff and obtaining VAT and duty exemption for its purchases has greatly declined. Previously, SRS was able to apply for work permits and tax exemptions directly. Now, USAID must take the lead. Out of eleven work permit applications forwarded to USAID, only one work permit has been approved. This compares with eleven approvals in the same period last year.

On a positive note, we were able to obtain six approvals for VAT exemption, after having waited for over a year to get even a single approval.

Expanding the Stringer/ Bureau Network in Sudan

Emmanuel Levai joined SRS in June as Juba bureau producer. SRS hired Wau bureau producer Martin Siba, also in June. In mid August, Husna Issa Dafalla came on board as Damazine bureau producer.

SRS' goal with stringers, or freelance correspondents who are paid piecemeal for stories they submit to SRS, was to have 10 consistent stringers by the end of FY 2008.

For the year, SRS has received a total of 101 stories from 16 stringers. The stringers send stories from Jonglei, Lakes, Eastern Equatoria, Northern Bahr El Ghazal, and Unity states, where SRS has not had a full-time bureau presence. SRS has also received stories from stringers in Juba, Nairobi, and Cairo, Egypt.

As SRS expands its bureau network in FY 2009, we anticipate needing to rely less on stringers in some areas, but will continue to seek to expand the stringer base.

SRS Advisory Board Meeting

SRS has set up an Advisory Board, which met in Juba in September 2008. This body will eventually set goals, define the mission and provide general oversight of the radio service, but while EDC is the implementing agency and USAID is the sole donor, this board will act more as advisors and undergo orientation and training.

SRS had formed an Advisory Board and it met in February 2005, but the events of 2005 overtook the members. Some joined government and went to Khartoum, Juba, and elsewhere.

So since last year, SRS has been working to revive the board. The first step in reviving the board was to develop an SOW. This was completed in quarter 2 (see Appendix A). SRS then began seeking participation from men and women who meet the qualifications and are willing and able to carry out the duties detailed in the SOW. By August we had five individuals committed to participating on the board.

The purpose of the board is to create a group of interested individuals willing and able to help guarantee SRS' independence and offer good advice to SRS management on a host of key issues.

Finding individuals who can do this has been extremely difficult, as most high-profile people with such qualifications are in government or are senior political party officials. To have a board with too government officials would undermine SRS' independence and could engender animosity amongst other groups. Others may hold views about media or free speech that are inappropriate to representing SRS in such a capacity. So the search for members took time, but we made excellent progress and successfully held our first meeting before the end of the fiscal year.

The board members currently include:

Albino Okeny: Mr. Okeny is currently the communications officer for the World Bank, but has been a long-time southern Sudanese journalist, who headed Radio Juba and co-founded the Khartoum Monitor. For two years he was the managing producer of Sudan Radio Service. Mr. Okeny is originally from the Juba area.

Gordon Gwang Obat: Mr. Obat is currently media advisor to the Government of Southern Sudan's DDR (Disarmament, Demobilization, and Reintegration) Commission, but has also been a long-time journalist who worked for years in Khartoum. He is originally from Malakal in Upper Nile.

Ngor Ayuel Kacgor: Mr. Kacgor is currently the chairperson of the Southern Sudan Chamber of Commerce, Industry and Agriculture. He has been a long-time successful businessman and supporter of a freer, more democratic Sudan. He is originally from Abyei.

Anis G. Haggar: Mr. Haggar is the chairman of Haggar Holding Company Ltd, one of Sudan's most successful companies. He created a foundation that gives to education (see the website www.haggarholding.com for more information). Mr. Haggar is of Syrian descent, born in southern Sudan, but lives in Khartoum.

Dr. Tabitha Boutros Shokai: Dr. Shokai is currently the GONU Minister of Health and chairperson of the National AIDS Council. She's a long-time supporter of the media who has said that the key to fighting AIDS is to inform the Sudanese people about transmission methods and prevention. She's originally from the Nuba Mountains (Southern Kordofan).



SRS advisory board members (front, from left to right) Gordon Gwang Obat, Albino Okeny Olak, and Ngor Ayuel Kacgor, joined by SRS staff (back, from left to right) John Tanza and Jeremy Groce.

Given the busy schedules and other commitments of these individuals, it was all but impossible to find a day on which all of them were available. We thought we had succeeded on Saturday, 27 September 2008, but just days before the meeting, Anis Haggar and Dr. Tabitha Boutros Shokai were pulled away for more pressing engagements.

Despite this, the first meeting of the reconstituted Advisory Board took place and was a success, with the three present board members expressing a strong willingness to assist in the development of SRS. They want to meet more often than once a year and brainstormed ways to make their involvement with the board more meaningful.

The group also discussed how to expand the board and named two other potential individuals, who will be approached.

At the time of writing this report, minutes from the meeting were not yet available, but will be shared as soon as they are.

Appendix A: Advisory Board SOW

Scope of Work for SRS Advisory Board (Pre-independence from EDC/USAID “ownership”)

Purpose:

While SRS remains a USAID project, the main purpose of the Advisory Board is to promote and protect SRS's status as an independent media house, review SRS's mission statement and annual goals, and assist in development efforts.

The tasks of the advisory board during this period would include:

- Promote the independence of SRS and the free flow of information based on the principals enshrined in the SRS journalistic code of ethics.
- Promote and defend freedom of expression principles laid out in the constitution and the CPA.
- Defend SRS against unreasonable government interference
- Review mission statement
- Review annual goals
- Review semi-annual and other reports provided by EDC
- Review project successes and challenges and make recommendations for future activities.
- Advise in development efforts, especially as pertains to ensuring the sustainability of SRS
- Oversee the creation of a business plan

Membership and selection criteria:

Initial appointees would be agreed upon by EDC with advice from USAID. Members would then be elected by the rest of the Board and 3 SRS representatives, likely the Deputy Chief of Party, Managing Producer, and a Senior Producer. Elected members would require a majority vote.

Selection criteria:

- As a group, representative of the regional, linguistic and gender diversity of Sudan
- Independent status, ie. does not hold a formal post with particular political parties.
- Able to provide specific services that contribute to SRS's independence and sustainability, ie. credibility and influence within particular constituencies, legal expertise, business skills, etc.
- A strong commitment to SRS and independent media for Sudan
- Experience in a managerial position

Meeting schedule:

- Bi-annual, specific dates contingent upon the members' schedules. The board will set its own dates for meetings
- Required quorum of five members
- Meetings to be held in Juba or wherever mutually agreed and convenient, with travel expenses borne by SRS

Appendix B: Listener Comments

Most listener comments that SRS receives comes via e-mail. However, we get a number of telephone calls and direct comments from people within southern Sudan who encounter SRS staff. Following are just some of the most interesting comments SRS has received in quarters 3 and 4 of FY 2008.

"Hey guys, I wanna thank y'all for the great work that you've doing. I was so happy to finally listened to Bari language over the Internet. This gives me that one day one our country will be like it was back then. Cheers to ma Uncle Steven Lokuron and Denis."

- Noel Lujang Lemi writing from Louisville, Kentucky, in the USA

"1) Death is some human being can't control, but create; only God can control. My deep condolences to them who lost their loving ones and to the Fathers and Mothers of those 27 children, if that is true. I keep on losing my words when I read that article on the 16/9/2008. Children are innocent. They don't know any thing about what your motives.

2) \$3 million located to Dr. John Garang institute of science and technology in Bor Jonglei state. Let children go to school. Thank GOSS.

3) Football. UEFA champion league. Draw between ARSENAL and their opponent is big relieved for ASRENAL when they play them at home."

- Pal Deng, writing from Australia, reacts to news he heard on SRS

"You had a story by Christina Jambo who interviewed a lady who is helping the disabled in Juba town Sudan. We are interested in trying to help her work. Could you please arrange to send her contact details? David Ford & Kassimiro Yanga Coffs Harbour Australia.

- David Ford, writing from Yanga Coffs Harbour, Australia, saying he was inspired to support people with disabilities in Juba following a news story he read on the SRS website.

"Football. Double win. WELL DON NILE CROCODILE. That is tremendous performance. And it's a huge relief for Sudanese national team fans in Sudan and else where. Sudan 3 Chad 1 on 10/9/008. The CROCODILE is capable now to face any creature whether green eagle of Nigeria or Indomitable Lions of Cameroon. Soccer jump higher in Asia. Australia national team starts with bang in their 2010 world cup qualify in Asia defeated their bitter rival Uzbekistan 1-nil. Not to confuse you, for some you who never hear name soccer, two words combine together, soccer and roo. Here in Australia we football and the ordinary soccer plus roo, roo is part of the name of the animal known us kangaroo that found only in Australia. Hope always come true, we hope fore better before game between Sudan and Chad now it happen. ARSENAL [THE GUNNER]is GON WIN SATURDAY night GAME, ARSENAL vs black burn [English league]. GO NILE CROCODILE/ GO SOCCERAOO.SEE YOU IN SOUTH AFRICA IN 2010 WORLD CUP."

- Pal Deng Mading, Australia

"I am in Abyei, So can you send me news? Thank you on news.

- Moses Mayen Koul, in Abyei

"Dear SRS. I hear from the news. Water force people out from Ulang County. How long did it take from Upper Nile State government to help their citizen? Also is the people of Ulang county still out from their

home and where did they go. If the Upper Nile State government find the way to help them. Or is there anything did South Sudanese federal government did anything to help them. By air. Thanks.”

- Daniel Gatluak Puot, former Sudanese community president in the US state of South Dakota

“It is mainly about happy incident, that I am preparing an essay about history of Radio in Sudan, mainly to explore the power relations in Sudan and how it is affected by Radio services. I found SRS; I don't know how to express my happiness. It is very amazing, last time I heard broadcasting in Arabic Juba was in 1982 in Dilling (South Kordufan/Nuba Mountains). Well done my friends' will talk to Sudanese people in Calgary City to listen to this amazing service. As a Sudanese am very proud of your services.. By the way I use internet to access your service and it is very clear and strong.”

- Mohamed Kubur, Calgary City, Alberta, Canada

“I would like to give you the words of appreciation on behave of our Radio-Africa team. I am always with u, listening to and pass your news on to the community. Please be proud of what you are doing. Thanks.”

- Akoc Acuil Adhil, from Australia

“Thank for good practices radio in south Sudan. And good communication every can get any information street away I be honest help our country especially south Sudan and together easy to growing up quickly. One more thing tells me what you need I be honest to do. Lack of facilities and link of information where looking for to find out more.”

- William Dut Madut 7/40-42 Manchester Street Merryalds, New South Wales, Australia

“My name is Joyce, am in Canada, but I always listen to your radio services online, you people are amazing and keep going on and success will always follow you. I am just wondering if you people can some more Arabic juba songs, because I love listening to them, they really express our culture and the nature of our country. May God bless you all my people.”

- Joyce, 1-980 Cheap Side St. London, Ontario, Canada N5Y 4MY

“Your Coming to Sudan is vital: I would like to send this request to your office and inform you too, that, the services you are rendering are overwhelming and required you to be home. Well, the poverty line in Sudan is factor that my denies those who live below daily international rate and can help the program and especially the entire nation in accessing you closely and put some lights in advising the Nation is overdue. I am aware of the challenges you may encounter in transiting your base to Sudan but all in all it is an issue of the paramount needs and desire. Those who can access the internet services are few due to fact that facilities are few. Please your devoted effort has been recognized and urged you to get around for easy access.”

- John Garang Akot, Bor

“My name is I'm young Sudanese rapper I make music about Sudan and Africa in general. I was born in South Sudan city of Wau in 1983. I and my family went through the pain and suffering that many people of Sudan have faced until today. I live in the U.S state of DC and I know you guys do a good job on the radio by providing us the youth with all the programs that people of Sudan need. I have songs that I took the time to write about my country and about my people my website is www.myspace.masterfrek.com on Google or I can send you the songs by email. All I'm asking is if you can play my music on the radio I will be there next summer thank you. My e-mail address is masterfrek@hotmail.com.”

- Parek Toby Maduot (aka Master Frek), in Washington DC

"I am Nuer. I would like to say thank for your hard working please keep it up I like to hear the news in my mother language clearly without dot. I really appreciate that."

- Buk Dojiok Jang, president of Nuer Community Association of South Australia

"Hello All, I love your programs on this service. I just wanted to ask if in the near future you are considering a program from which any person can be sending in greetings to their friends in Diaspora or locally. Also, I wanted to know if you have certain times that you play some African music. Thanks for your time and please note that you are doing a great job by connecting people together again. Keep up!"

- Joseph Onek in Phoenix, Arizona, USA

"In June you had an article or an interview with among others Mr. Mohamed Ibrahim Nugud. I am quiet sure that he is an old friend of mine. We met 1953 in Bucharest so we are both pretty old now. I am 73 but I am still active in politics in our community Solna and first of all for elderly people. We lost touch after Mohammed went to Bulgaria. Do you think you can help me to get in touch with him? He can write to my home address if he does not like to email. I really really hope he will write to me."

- Barbro Björck, Odlingsvägen 3 5 floor 17077 Solna, Sweden

"First of all I would to give thanks for the effort you have done. My comment is based on the decision made by Louis Marino Okambuss [Louis Morena Ocamp, ICC prosecutor] against his Excellency Al Bashir. Frankly speaking, the man has to be presented to the court. Him, the vice president Nafy Ali Nafy, Salah Bosh and his Adviser. Those five men are the 5th column. They have spoiled the country. And if all of the Sudanese disagree with Okambus, I will be the only one to agree with Okambus. And thanks allot."

- Dr. Ohide Owutong Oduta

"Dear Brothers and sisters I want to take this short golden opportunity to give you those who created this site briefly, I want to state that, you brilliant, thoughtful, an cooperative by creating this website, not only that I am very elated and totally excited because this is the first step for our great work and I hope we are not stopping, we are progressing with commitment, courage, respect, and mutual understanding Finally, I like this website because it will connect all of us around the as the members, and citizens of Sudan. May almighty God bless you for your great work."

- Olivia Aden

"I am writing to inform you that, Western Equatoria is not very much covered by SRS, for the reasons I don't know, sometimes we the state journalists strive to send information to you, and we don't hear and see on your website. We do know that your radio is an independent media house, but should there be in inquiry in the news or information we send you, please try calling us back so that we can clarify or interview us by phone, we can connect you with the person in the news or information as the case may be. We don't want you to pay us back for the services or the news/information we send you. Let me hope you guys will contact me as soon as possible?"

- Richard Ruati, Deputy Director of Information and ICT, the Press Secretary of WES Governor

"Thanks for all Radio Sudan service and my big thanks to all southern Sudan people. I will hope for peace in Sudan no more killing and fighting let us build the new Sudan with no deference from South, West, East and North with there Janjawed. Many thanks."

- *Abdulrahman, writing from somewhere in Darfur*

"Dear Sudan radio service, please am inquiring why Lotuko language is not available in SUDAN RADIO SERVICE while other southern Sudan local languages are available. If they are no Lotuko reporters am ready to give assistance for that. Thank for your attention."

- *Zacharia Okila Vincent Abalu*

"You're telling people that those of Murle have been disarmed it is not true. Every one in Murle areas he have 4to5 guns and now they are giving only one gun to the government what about the rest of the guns?"

- *Chuol Deng*

"Thank you for your great work. I just want to let you know that I have been enjoying listening to your news in local languages of the Sudan every Wednesday. I am a Nuer who also speaks, listen, and write Dinka. I like listening to news in both languages. But the problem is that broadcast in these local languages is done on Wednesday only. One day in a week is not enough. When are you going to have them broadcast on the daily bases so that others and I do not have to wait for Wednesday? Besides, why can't you have written news in our languages that can be posted on your websites to be read by us who know how to read some of these languages such as Nuer and Dinka?"

- *Matthew Juan Riak Fargo, North Dakota, USA*

"Dear Sir/Madam, I would like to request estimated correction for Dinka news interpretation figuring out how the numbers in Dinka language are read (0 is called "piny ic ee path,Laak laak,piny ic ee baac") AS interpreted, my resident address is " War ee Thou Arad Estate-Ethirel" (Dead Sea Arad estate-Israel) The following people agreed in the above correction; 5 people; two from upper Nile Garang Awai Jonglei State, David Maliet Malalakals state, Abraham Makuei Malou Lake estate Yiroi, Gordon Meen Maker Buong Lake state Cuei Beet and Joseph Kuc. We are very disappointed from mis-interpretation of the above digit. For your excellence, we beg your consideration to correct it for the seek of information world wide for Dinkas speakers."

- *Joseph Kuc; Dinka in Rumbek-Agar*

"The Sudan Radio Service should focus more on youths affairs because they are the future leaders or they are mostly holding guns for the selfish interests of other politician. They should be taught on combating war and conflict, tribalism and reducing poverty."

- *Kenyi Yasin at 7 Said Helmy Street, Maadi, Cairo, Egypt*

"Congratulations to Salva Kiir for being the chairman of the SPLM. But the snake is you're next door. Watch out! I guest it wasn't by election but by nomination."

- *Luka Nhial Magock, in Bentiu, Unity state*

"I would like to say, thank to SRS for their work they carry on to supported the CPA. So thank you all brothers and sisters for well done job/work. Keep on all with the programmes and God blessing you all."

- Ajith Deng Abendigo, Para Hills West in South Africa

"I couldn't believed my ears the First time I accidentally logged on the Sudan radio service, it's really the first step toward the developing of the people of the south Sudan it would enable them to know what is going on with their government, and educate them about the health care programmes, and encourage the children to go to schools, respect of the women rights. And if it's ok I have a question: why the radio is broadcasting from Kenya instead of south Sudan? Is it for the safety issues? I suggest that the radio should not only educate the people of south Sudan but it should also educate the south Sudanese government members to work hard and rebuild schools ,hospitals and provide services to the citizens."

- David Lual in Prior Lake, Minnesota in the USA

"Would like to take this opportunity to pass my deep condolences for the demise of SPLA defense Minister Lt General Domic Dim and other heroes, may their souls rest in eternal peace as they die in the service of our nation. God bless us all."

- William Koang Tut Doh, in London, UK

"We were deeply saddened to learn of the plane crash in Southern Sudan. Please accept our condolences to the families of our late heroes and also to the government of Southern Sudan. May God bless those soul lost and give their families the strength to carry on."

- Jock Nhial Both, Australia

"Dear Sudan Radio Service, Just want to extend my gratitude and thanks for the efforts you are making constantly for Sudanese people in general. SRS is indeed a panoramic mirror for all. Keep well; I am enjoying the programs as well."

- Isaac Musa Kuku in Birmingham, UK

"Please my fellow south Sudanese avoid corruption, maintain peace, unity, law and order as we are waiting for the 2009 election and to be the citizens of the true South Sudanese."

- Lawrence Logira Narebo from Chukudum County in Eastern Equatoria

"Hi brothers and Sisters. I would like to thank you for your hard work. Secondly a bout Union of Southern Sudanese in Israel. We sat and chossed people that will run after our problems here in Israel. I am Puok Kech Gach that were chossed as a president of Southern Sudanese in Israel, I am working very hard going to jail to see our brothers and sisters whose are in jail and also speaking with UNHCR, HOTLINE, HUMANS RIGHT and some VIP offices in Israel thank be to Anad Bendor my Lawyer that work with me. I hope change will come soon, keep praying everyday so that i could win."

- Puok Kech Gach in Jerusalem, Israel

Appendix C: Training Checklist for New Staff

√	Skill/Training Area	Trainer Signature
Human Resources		
<input type="checkbox"/>	* Sign contract	Admin
<input type="checkbox"/>	* Fill in insurance forms and give insurance orientation	
<input type="checkbox"/>	* Review P&P manual	
<input type="checkbox"/>	* Sort out bank and payment details	
<input type="checkbox"/>	* Review procedures for transport & office supplies costs	
Equipment		
	* Digital recorder:	Technicians
<input type="checkbox"/>	- batteries and AC adaptor; turning off and on	
<input type="checkbox"/>	- plugging in microphone and proper recording	
<input type="checkbox"/>	- playing audio back and monitoring w/ headphones	
<input type="checkbox"/>	- downloading with transfer cable	
<input type="checkbox"/>	- other options and settings of recorder	
	* Laptop	Technicians IT
<input type="checkbox"/>	- Cool Edit	
<input type="checkbox"/>	- Word	
<input type="checkbox"/>	- E-mail (Outlook, if applicable)	
<input type="checkbox"/>	- Cute FTP	
	* Satellite phone, if applicable	Production COP
<input type="checkbox"/>	- Numbers of SRS staff and studio lines	
<input type="checkbox"/>	- Numbers of important newsmakers, as needed	
<input type="checkbox"/>	- Written usage guidelines must be provided	
	* Digital Camera	Production COP
<input type="checkbox"/>	- Basics of camera usage and how to take good pics	
	* BGAN	Technicians COP
<input type="checkbox"/>	- How to connect with laptop and turn on	
<input type="checkbox"/>	- How to align with satellite and get good signal	
<input type="checkbox"/>	- How to access SRS FTP site, etc.	
<input type="checkbox"/>	- Written usage guidelines must be provided	
News Writing and Reporting		
	* Basics of Newsgathering	Production COP
<input type="checkbox"/>	- What is news? What is SRS' mission?	
<input type="checkbox"/>	- Wh-words	
	* Basics of Broadcast News Writing	
<input type="checkbox"/>	- Elements of broadcast scriptwriting	
	* News compiling and reading	
<input type="checkbox"/>	- Practice translating, reading news, etc. until natural and fluent	
	* Interviewing	
<input type="checkbox"/>	- Asking good questions, direct but not impolite	
<input type="checkbox"/>	- Seeking balanced and fair presentation of views	
Program Production and M&E		
	* Topic brainstorming and development	Production Marketing COP
<input type="checkbox"/>	- Consulting with Nairobi-based team on ideas	
	* Composition of programs	
<input type="checkbox"/>	- Sig tune, intro, stings, links/segues, etc.	
	* Fill out program completion, reception monitoring forms	
<input type="checkbox"/>	- Practice doing programs and submitting the forms.	

I, _____, have received training and thorough orientation in the areas outlined above. I have also communicated other training/skill needs to SRS management, as needed. I now feel adequately prepared to return to my bureau to carry out my work as of this date: _____.

Signed: _____

List of Equipment for Bureau Producer:

- 1) Laptop
- 2) Computer mouse
- 3) Laptop AC adaptor
- 4) Marantz digital recorder
- 5) Marantz to computer USB transfer cable
- 6) Microphone
- 7) Microphone cable
- 8) Memory card inside recorder
- 9) Recorder bag
- 10) Satellite phone (Thuraya)
- 11) Satellite phone charger
- 12) ID badge
- 13) Business cards
- 14) Notebook
- 15) Pens
- 16) Disposable batteries
- 17) P&P manual
- 18) Soft copies (on laptop) of important forms, including program completion form and reception monitoring form
- 19) BGAN
- 20) Cable linking BGAN with laptop
- 21) BGAN AC adaptor
- 22) Digital camera
- 23) Camera USB transfer cable
- 24) Motorcycle/four-wheeler
- 25) Riding helmet
- 26) Riding clothes
- 27) Riding gloves
- 28) Freeplay radio

Appendix D: SRS Activity by Region Chart, FY 2008

Journalism Training				
	Q1	Q2	Q3	Q4
Abyei town, Abyei	x			
Rumbek, Lakes		x		
Juba, Central Equatoria		x		x

Bureaus Established				
	Q1	Q2	Q3	Q4
Malakal, Upper Nile	x			
Wau, Western Bahr El Ghazal		x		
Damazine, Blue Nile				x

Feedback Forums				
	Q1	Q2	Q3	Q4
Wullu, Lakes State				x
Rumbek, Lakes State				x
Yei, Central Equatoria				x
Yei, Central Equatoria				x

Appendix D (continued): SRS News Coverage, FY 2008

NAME OF STATE	Annual Total	%	SEPT.	AUG.	JULY	Q4 TOTAL	%	JUNE	MAY	APR.	Q3 TOTAL	%	MARCH	FEB.	JAN.	Q2 TOTAL	%	DEC.	NOV.	OCT.	Q1 TOTAL	%
Abyei	43	4.71%	1	3	8	12	4.82%	11	10	3	24	10.39%	2	2	1	5	2.48%	0	2	0	2	0.87%
Blue Nile	2	0.22%	0	1	0	1	0.40%	0	0	0	0	0.00%	1	0	0	1	0.50%	0	0	0	0	0.00%
Central Equatoria	39	4.27%	1	4	3	8	3.21%	4	6	3	13	5.63%	4	2	2	8	3.96%	1	2	7	10	4.33%
Darfur	73	8.00%	9	8	6	23	9.24%	4	4	7	15	6.49%	5	1	8	14	6.93%	6	2	13	21	9.09%
Eastern Equatoria	23	2.52%	5	1	1	7	2.81%	2	5	3	10	4.33%	3	2	0	5	2.48%	1	0	0	1	9.09%
Eastern Sudan	4	0.44%	1	1	0	2	0.80%	0	0	0	0	0.00%	0	2	0	2	0.99%	0	0	0	0	0.00%
Jonglei	25	2.74%	2	1	0	3	1.20%	1	5	3	9	3.90%	2	4	4	10	4.95%	1	1	1	3	1.30%
Khartoum (state)	42	4.60%	3	10	3	16	6.43%	3	8	1	12	5.19%	4	4	1	9	4.46%	2	3	0	5	2.16%
Lakes	29	3.18%	0	1	1	2	0.80%	1	1	1	3	1.30%	9	4	3	16	7.92%	2	3	3	8	3.46%
National (all Sudan)	206	22.56%	16	19	18	53	21.29%	18	11	24	53	22.94%	14	12	6	32	15.84%	18	26	24	68	29.44%
Northern Bahr el Ghazal	11	1.20%	0	3	1	4	1.61%	0	0	4	4	1.73%	0	0	2	2	15.84%	0	0	1	1	0.43%
Regional North	8	0.88%	2	2	0	4	1.61%	1	0	0	1	0.43%	0	2	1	3	0.99%	0	0	0	0	0.00%
Regional South	222	24.32%	17	23	16	56	22.49%	15	26	12	53	22.94%	23	12	13	48	23.76%	11	24	30	65	28.14%
Regional Three Areas	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Southern Kordofan	3	0.33%	0	0	1	1	0.40%	0	0	2	2	0.87%	0	0	0	0	0.00%	0	0	0	0	0.00%
Unity	28	3.07%	2	2	3	7	2.81%	0	2	4	6	2.60%	10	1	2	13	6.44%	0	1	1	2	0.87%
Upper Nile	79	8.65%	7	9	7	23	9.24%	2	6	7	15	6.49%	3	7	12	22	10.89%	8	6	5	19	8.23%
Warrap	1	0.11%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	1	0	0	1	0.43%
Western Bahr El Ghazal	19	2.08%	2	7	4	13	5.22%	2	0	2	4	1.73%	0	0	0	0	0.00%	0	0	2	2	0.87%
Western Equatoria	53	5.81%	10	3	1	14	5.62%	1	1	3	5	2.16%	2	6	4	12	5.94%	7	13	2	22	9.52%
Other	10	1.10%	0	1	1	2	0.80%	1	4	2	7	3.03%	0	0	0	0	0.00%	1	0	0	1	0.43%
TOTAL # OF STORIES	913		78	98	73	249		65	85	81	231		82	61	59	202		59	83	89	231	108.66%