



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

Semi-annual Report  
01 October 2008 to 31 March 2009

Implemented by:  
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*I was in Nairobi for a course and in my free time I came to know Sudan Radio Service, I am very glad to have this chance of writing to you since it is not known to us or me especially in Khartoum for all the best and bright future to come thank very much William Domazo Unango Udyanga*  
- William Domazo Unango Archdiocese of Khartoum box 49 Khartoum

*I am happy because the presenters of the Dinka program give the news and other programs exactly they way they are, they don't add or reduce. They follow things accurately. I appeal to other Sudanese radios to be like Sudan Radio Service. And those who are working must continue doing this good job with Sudan Radio Service.*  
--Participant in Feedback Forum in Rumbek

*My condole [sic] to the family and friends of late John Adhok. Death is beyond human control, if not John would have continue campaigning for HIV/AIDS and education/health issue awareness. His Music and love for culture will remain in the heart of young people and people who know him most. May almighty God rest his soul in peace.*  
- Pal Deng Mading.Australia

*...the news we heard today about Darfur makes me feel sad because if one of your relatives is happy and the other one is being killed, that is bad and that means the peace has not stabilized. And I am praying that God should give us revelation and that Omar should be captured and taken to prison because he is killing people because they are not from his ethnicity...*  
- Participant in Feedback Forum in Yei

*...if this news on Sudan Radio Service is done in a proper way then everybody will be interested in hearing because this is where the real news is.*

*I hear straight forward things without them going round before telling you the information. If you are able to listen to this station then you will be satisfied with what you hear from this station.*  
--Participant in Feedback Forum in Yei

*I would like to greet every body who work at the Sudan Radio Service. It is my pleasure to listen to this radio service every day, it really change my feeling when I listen to this radio in Nuer language and it give me a hope that this peace in Sudan, will be unbroken peace like the other peaces that were signed in Sudan before.*  
*I am really appreciate your work and I listen to you every single Wednesday.*  
Reath Pal, listener in the Diaspora

*Anything you did not understand on a different station like Omdurman, Sudan Radio Service will bring it to you in a simple language.*  
-- Participant in Feedback Forum in Wullu

For more listener comments, see Appendix A 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 October 1, 2008 through March 31, 2009. This covers the third and fourth quarters of FY 2008. Among the project's many achievements during this period:

- Outstanding coverage of the ICC arrest warrant being issued against Sudanese President Omar al-Bashir on March 4<sup>th</sup> 2009.
- Expansion of the Khartoum Bureau, adding two Producers, a Technician/Journalist, and an Office Manager.
- Successful transition from long time SRS COP, Jeremy Groce to Jon Newstrom.
- Progress is being made toward the move to Juba, and the Juba FM station is under construction in New Jersey, USA.
- Research shows SRS is rated in the top three listened-to radio stations, despite the fact that the others in this category can be heard on FM.

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



*A women's protest rally in Khartoum on March 4<sup>th</sup>, 2009 – The day the ICC issued an arrest warrant against Sudanese President Omar al-Bashir. Photo by SRS Producer Nichola Mandil.*

## 2. Production and Broadcasting

### **SRS News Highlights**

News is the core of what the Sudan Radio Service provides, and in this period we produced 575 original stories. Analysis of this coverage is provided below, however we would like to highlight just one event, the coverage of that event and the follow-up. In the first two quarters of FY09, the biggest news story was the ICC's decision to issue an arrest warrant against President Omar al-Bashir.

The warrant, which was issued on March 4th, was widely applauded by human rights groups both in Sudan and abroad but roundly condemned by al-Bashir's supporters. The ensuing debate centered on whether a lasting solution to the Darfur crisis could be found without bringing to court those accused of war crimes - or whether the ICC decision risked exacerbating the situation in Darfur even further.

It would appear that the latter argument is gaining ground. Hours after the judges made their decision al-Bashir ordered the expulsion of 13 foreign aid groups from Darfur. In an act of defiance clearly aimed at annoying those who wish to see him extradited, al-Bashir embarked on a series of trips to Egypt, Ethiopia, Eritrea, Qatar and Libya. More recently, the death sentences handed down to 81 members of the Justice and Equality Movement, accused of participating in last May's attack on the capital, can be seen as another provocative move designed to enrage his detractors.

The situation on the ground in Darfur is markedly worse than it was on March 4th, despite al-Bashir's promise to substitute the expelled foreign aid groups with Sudanese NGOs.

This was our coverage of the events of March 4th:

We broadcast extracts from the ICC press conference when the court's decision was announced.

We recorded a statement by the presidential advisor to Omar al-Bashir, Dr. Mustafa Osman Ismail, who described the ICC decision as part of a conspiracy by western countries against Sudan.

We interviewed Francois Grignon, the director of the Africa Program at the International Crisis Group, for his reaction. He took the view that there could be no peace in Darfur without justice.

We spoke to Farouk Abu Issa, a Khartoum-based lawyer and opposition politician, who described the next steps in the judicial process following the ICC decision to issue the arrest warrant.

We attended the press conference at which the President of the Government of Southern Sudan, Salva Kiir Mayardit, said that despite the ICC's decision to issue an arrest warrant for President Omar al-Bashir, the Sudanese people would not hand over the president to the ICC.

In the days following the announcement:

We covered al-Bashir's reaction to the decision at a series of rallies in Khartoum and in Darfur.

We interviewed Ali McDonald, a spokesperson for Oxfam, one of the NGOs which were subsequently expelled.

Gill Lusk is an associate editor of Africa Confidential. We asked her to evaluate the consequences of the expulsion for the people in Darfur who are dependent on receiving aid.

We spoke to Adin Mohammed Mahim, the head of the Humanitarian Committee in the Justice and Equality Movement, an anti-government group, who told Sudan Radio Service that the Darfur IDPs were happy with the ICC announcement.



*President Omar al-Bashir addresses the crowd after the ICC arrest warrant was issued. Photo by SRS Producer Nichola Mandil*

Roland Marchal, a Paris-based political analyst said that issuing the arrest warrant will not damage the peace process in Sudan.

The first Vice-President, Ali Osman Taha, reiterated that the Government of National Unity will not cooperate with the ICC.

The SPLM spokesperson, Yien Mathew Chol, announced that the SPLM is urging the NCP to avoid confrontation with the international community on the arrest warrant issue.

Our coverage featured prominently in the BBC's Monitoring Service for Sudan and Sudan Watch, a prominent and respected website which is consulted by professionals and non-professionals who have an interest in Sudanese affairs.

We are currently preparing our coverage of the census results announcement and the forthcoming elections.

See the complete e-mail report on our March 4th coverage in Attachment B below.

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

**Number of Civic Education Messages Relayed Through the Media and Supported by the USG:  
FY 2009 Target: 1,472 Actual to Date: 992**

SRS develops civic education programming on our own and in concert with USAID and its DG partners. This programming is designed to educate listeners about a specific issue (pre-planned programming) or event (responsive programming).

Based on discussions with USAID, SRS modified the definition and increased the targets for this indicator. In 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, in FY 2008 SRS broadcast several census-themed programs in "Road to Peace" and in "Know Your Government," but reported it as one civic education message disseminated. In FY 2009, we have adhered to a stricter interpretation of this indicator, counting every program with civic education content each time it is aired. Programs with civic education content are programs that inform listeners about key political events, institutions and processes.

In the first and second quarters of FY 2009, SRS aired 992 civic education messages. Messages were aired in the programs "Road to Peace," "Know Your Government," "Spotlight," "Ta king Point," the NDI-supported "Let's Ta k" as well as public service announcements.

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

**Road to Peace**

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

During this period, topics included the newly-formed National Elections Commission, an update on the progress of disarmament efforts, as well as programs on the effects of corruption on good governance in which SRS spoke with the Chairperson of the Anti-corruption Commission as well as ordinary citizens about their perceptions. We also covered the impact of cattle rustling on peace and security in Sudan.

**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.

364 of the civic education messages broadcast by SRS during this period were "Let's Talk" programs. These included programs on the principles of democracy, human rights, party affiliation, choosing good leaders, and the Constituency Development Funds, among others.

**Spotlight**

This program takes a comprehensive look at major, complex issues affecting citizens. One of the first "Spotlight" programs broadcast in April 2008 highlighted the importance of census for the government to plan and deliver services to citizens.

"Spotlight" programs aired included programs to update listeners on the progress and process of tallying census results as well as programs on the latest developments in CPA implementation.

**Know Your Government**

SRS also aired “Know Your Government” programs which featured, among others, the commissioner of Yambio County in Western Bahr el Ghazal State, David Billy, speaking about his job, and an immigration officer explaining the procedures for obtaining a National Identity Card and passport.

### Talking Point

This program addresses a range of issues concerning governance, sustainable development and social issues. For example, during this period, “Talking Point” featured the head of the women’s association of Unity state speaking about the role of women in politics.

### Public Service Announcements (PSAs)

231 anti-corruption PSAs were aired during this period. They focused on three different themes: being industrious, conserving the environment, and setting a good example in hiring practices. The themes were suggested by the South Sudan Anti-corruption Commission, who requested that SRS focus its messages on encouraging ethical behavior in a range of situations, rather than on catching and punishing corrupt politicians or business people.

## SRS’ Travel in Q1 and Q2, FY 2009

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 first half of FY 2009.

### October 10<sup>th</sup> – 17<sup>th</sup> 2008.

Two SRS producers went to Juba to train journalists from the Sudan Catholic Radio Network. The training was a continuation of a series of trainings offered by SRS on various journalistic topics. The journalists work for Bakhita FM in Juba.

### October 17<sup>th</sup> – 27<sup>th</sup> 2008

SRS’ Deputy Chief of Party traveled to Khartoum to recruit producers for the Khartoum bureau. Three producers were hired for the new SRS Darfur service He brought them back with him to Nairobi via Juba.

**October 27<sup>th</sup> - 30<sup>th</sup> 2008**

DCOP travelled from Khartoum to Juba to process the three producers' exit visas. The reason why the visas were processed in Juba is due to the political sensitivity of hiring Darfuris to operate the service.

**November 11<sup>th</sup> - 16<sup>th</sup> 2008**

Our News Programming Advisor traveled to Juba train journalists from the Catholic Radio Network. The training was offered to journalists from four of the states administered by the government of Southern Sudan. The training lasted for five days.

**November 17<sup>th</sup> – 26<sup>th</sup> 2008**

An SRS producer traveled to Yei County in Central Equatoria via Juba to interview people displaced by the activities of the LRA in the villages of Tore, Lasu and Morobo. This five day trip resulted in the production of both news and programs on refugee/IDP issues due to LRA activity.

**November 23<sup>rd</sup> - 30<sup>th</sup> 2008**

The SRS DCOP traveled to Juba to look for land for SRS' FM station in Juba. During the seven days the DCOP consulted widely with government officials, NGOs and business leaders on the possibility of acquiring land in Juba.

**Dec 23<sup>rd</sup> - Nov.2<sup>nd</sup> 2008**

Two SRS producers travelled to Wau, the headquarters of Western Bahr El Ghazal State, to collect audio material for radio programs on social issues affecting the women, youth and the disabled.

**Dec 30<sup>th</sup> - Nov. 7<sup>th</sup> 2008**

An SRS producer traveled to Juba to stand in for our Juba bureau producer who was asked to attend an in-house training in Nairobi for a week. The producer also sent a number of news stories on the meeting of senior SPLM leaders in Juba and he interviewed merchants on the problems facing businesses in Juba.

**Dec 16<sup>th</sup> – 18<sup>th</sup> 2008**

SRS' News Programming Advisor travelled Malakal, Wau and Juba to oversee the delivery of two Quad Bikes for SRS' bureaus in Malakal and Wau.

**Dec 16<sup>th</sup> – Jan 4<sup>th</sup> 2008**

SRS' Executive Producer traveled to Malakal to help in the registration process of the SRS Quad bike. She trained the Malakal Bureau Producer on news-gathering and interviewing techniques

**Dec 20<sup>th</sup> 2008 - Jan 3<sup>rd</sup> 2009**

SRS' Bureau Producer in Damazine travelled to Kurmuk to collect news and she interviewed Internally Displaced Persons, and returnees about issues of concern to them. She also traveled to other villages around Kurmuk to raise awareness about SRS.



*SRS Rebecca Okwaci, SRS Executive Producer, and Charles Haskins, SRS News Programming Advisor, take delivery of the quad bikes.*

**Dec 30<sup>th</sup> 2008 - Jan 8<sup>th</sup> 2009**

A Managing Producer traveled to Wau to provide on-the-job training to the Wau Bureau Producer. He also collected a lot of audio material on the work of artists in the State. The SRS bureau producer in Malakal has improved his news gathering.

**Jan 2<sup>nd</sup> – 10<sup>th</sup> 2009**

Three SRS producers traveled to Malakal, the state capital of Upper Nile State to cover the fourth celebration of the Comprehensive Peace Agreement. The team sent news stories and conducted several interviews with high-profile government officials in the government of Southern Sudan. The presence of SRS at the celebration was recognized and appreciated by state government officials.

**Jan 17<sup>th</sup> - 24<sup>th</sup> 2009**

Two SRS producers traveled to Juba to highlight environmental problems in Juba town. The team also visited Juba Teaching Hospital and the Ministry of Health to speak to environmental experts at the ministry. As a result of this trip, the producer was commended by WASH, the Water Supply and Sanitation Collaborative Council and the Stockholm International Institute for the quality of his report.

**Jan17<sup>th</sup> - 24<sup>th</sup> 2009**

The SRS DCOP traveled to Khartoum to recruit bureau producers for the expansion of the Khartoum office. The DCOP managed to recruit two experienced journalists to work in the Khartoum bureau.

**Jan 18<sup>th</sup> - 27<sup>th</sup> 2009**

An SRS producer traveled to Khartoum to interview political parties about the issue of the Census and the elections in Sudan. He also interviewed military officials on the fate of prisoners-of-war who were captured during an attack on Khartoum by JEM, a Darfur anti-government group.

**Jan 23<sup>rd</sup> - 31<sup>st</sup> 2009**

Two SRS producers traveled to Leer to attend training on the role of civil society in ensuring peaceful elections. The training workshop was organized by LINCS, a partner organization working with civil societies in Sudan. The training helped SRS to plan and anticipate issues that might hinder the election process in Sudan.

**Feb 7<sup>th</sup> - 19<sup>th</sup> 2009**

An SRS Marketing Coordinator, a Civic Education Specialist and the Damazine bureau producer traveled to Kurmuk to carry out a feedback forum to collect the views of people concerning radio listening habits and their preferred SRS programs.

**Feb 25<sup>th</sup> - 27<sup>th</sup>, 2009**

The new SRS Chief of Party, the former COP and the DCOP traveled to attend USAID's DG meeting for COPs and DCOPs in Juba.

**March 1<sup>st</sup> - 8<sup>th</sup> 2009**

An SRS producer traveled to Juba to cover the anticipated reaction of Sudanese people following the announcement of the ICC decision to issue an arrest warrant for President Omar el-Bashir. The producer sent various news stories on the reaction of civil societies and political parties to the ICC arrest warrant.

**March 2<sup>nd</sup> - 18<sup>th</sup> 2009**

The SRS Wau bureau producer traveled to Akok, and Aweil to interview people about general development and the implementation of the Comprehensive Peace Agreement. The producer also spoke to community leaders about the census, the general elections and the situation of people who were forced to flee their homes in Abyei following heavy fighting in the town.

**March 3<sup>rd</sup> - 12<sup>th</sup> 2009**

An SRS producer traveled to Rumbek to facilitate a workshop on the role of the media in election reporting and civic education. The workshop was organized by Mercy Corps and the National Democratic Institute.

**March 10<sup>th</sup> - 13<sup>th</sup> 2009**

The Chief of Party and the Deputy Chief of Party travelled to Juba to pursue the land acquisition issue for EDC in Juba

**March 16<sup>th</sup> - 27<sup>th</sup> 2009**

The SRS Marketing coordinator and a producer traveled to Tamburo to carry out a feedback forum. The purpose of the forum was to help SRS gauge listeners' preferences in terms of programming.

## Non-State News Outlets Using SRS Stories

**Number of SRS news stories quoted or used by a non-state Sudanese news outlet  
FY 2009 Target: 300 Actual to date: 186**

This custom indicator was added in FY 2009. The indicator is an indirect measure of the quality of SRS programming, as news outlets would not use news items that are not relevant, credible or timely. Re-broadcasting or re-printing SRS news stories also expands our audience, as they can access SRS news via multiple outlets.

During this period, SRS news was used by 8 non-state news outlets that reprinted or rebroadcast 186 stories.

# SRS news stories quoted or used by a non-state Sudanese media outlet							
	March	February	January	December	November	October	Total
Anyuak Media	2	3	2	11	2	3	23
BBC Monitoring	18	5	17	41	8	13	102
Radio Bakhita	8	11	27	5	0	1	52
Sudan Watch	0	0	4	0	0	0	4
Uganda Watch	0	0	1	0	0	0	1
Global Health Reporting	0	0	1	0	0	0	1
Sudan Mirror	1	0	0	0	0	0	1
Congo Watch	0	0	2	0	0	0	2
Total # of stories	29	19	54	57	10	17	186

Radio Bakhita, a station of the Sudan Catholic Radio Network covering a radius of approximately 30 km around Juba, is one the most consistent users of SRS news, accounting for 28% of the news used in this period. Their news director receives our daily news email, selects stories to be re-broadcast, and often requests SRS to send the original audio sound bites. Radio Bakhita tends to use news stories about southern Sudan, which are either of regional interest or of interest to a particular state. Increasingly they also select national news stories. We value this relationship, as Radio Bakhita has the potential to reach an important audience in Juba.

Anyuak Media website also selected 23 news items about southern Sudan. Anyuak Media provides news, entertainment, and cultural information for the Anyuak people of Ethiopia and southern Sudan.

Sudan Watch, an independent website that posts stories on Sudan from a variety of sources, also reprinted several SRS stories.

Global Health Reporting, a project operated by the Kaiser Family Foundation with major support from the Bill & Melinda Gates Foundation, posted one SRS story on malaria. The site includes global data on HIV/AIDS, tuberculosis, malaria and more.

Congo Watch and Uganda Watch websites posted SRS news on the LRA during the second quarter. Sudan Mirror, a Sudanese newspaper released twice monthly, also selected one story about insecurity in Juba.

We are pleased that BBC Monitoring selected 102 SRS stories in the first and second quarters of 2009. BBC Monitoring is a division of the British Broadcasting Corporation which monitors and reports on mass media worldwide, selecting information from radio, television, newspapers, news agencies and the Internet from 150 countries in more than 70 languages. They then send the collected news stories to a global news listserv and post them on the BBC news website. BBC Monitoring tends to select news items of national and international significance, and less often picks stories specific to a state or to the regional south. SRS has focused on increasing its coverage of national news stories (as opposed to stories focusing on southern Sudan) this year, and many of these stories have been selected by BBC Monitoring for their Sudan news roundup.

SRS seeks to have 300 news items carried by other media outlets in FY 2009 and 350 items in FY 2010.

## SRS original news items

In addition to our daily broadcast audio archives, all SRS original news is archived in a Word document and categorized by state, region or national story.

There are no specific targets for this indicator. We do not, for example, have a target number of stories to be broadcast monthly about Upper Nile state. Our news is governed in large part by events on the ground. For example, in January, when fighting broke out in Malakal, we broadcast 13 stories about Upper Nile state. In comparison, in other months during the first and second quarters, we broadcast an average of 5 stories a month about Upper Nile state.

SRS management uses this indicator to assess its overall news output as well as the scope of its overall coverage to determine if there are under or over-covered areas.

SRS' output has increased significantly. During this period, SRS produced and aired 575 original news stories. This is an overall increase of 33% over the same time last year, when we produced 433 original news stories in the first and second quarters of FY 2008. This increase is likely due to our increased bureau presence, particularly in Khartoum, and the addition of a full-time News Programming Advisor to guide the news team.

One of the News Programming Advisor's main tasks is to improve the quality, variety and depth of SRS news. He helps the News Team Leader prioritize and assign stories, as well as guiding journalists in the best ways to pursue leads and build relationships with sources. As a result, journalists are relying less on stories produced by other news outlets and are working hard to chase news items for themselves. For example, a typical SRS newscast contains approximately 10 news stories. Last fiscal year, 3 to 5 of these were usually original SRS stories and the rest were sourced from other news outlets. In this period, SRS newscasts usually contained 5 to 7 originally sourced stories.

ANALYSIS OF SRS ORIGINAL STORIES FOR Q1 & Q2 FY20 09												
NAME OF STATE	Semi-Annual Total	%	MARCH	FEB.	JAN.	Q2 TOTAL	%	DEC.	NOV.	OCT.	Q1 TOTAL	%
Abyei	5	0.87%	0	0	0	0	0.00%	4	1	0	5	2.07%
Blue Nile	9	1.57%	0	1	3	4	1.20%	0	4	1	5	2.07%
Central Equatoria	22	3.83%	7	3	2	12	3.59%	5	3	2	10	4.15%
Darfur	61	10.61%	20	10	8	38	11.38%	10	10	3	23	9.54%
Eastern Equatoria	7	1.22%	0	1	0	1	0.30%	2	1	3	6	2.49%
Eastern Sudan	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Jonglei	25	4.35%	5	6	6	17	5.09%	0	5	3	8	3.32%
Khartoum (state)	14	2.43%	2	2	2	6	1.80%	5	2	1	8	3.32%

Lakes	18	3.13%	4	1	4	9	2.69%	6	2	1	9	3.73%
National (all Sudan)	171	29.74%	43	26	38	107	32.04%	23	27	14	64	26.56%
Northern Bahr el Ghazal	2	0.35%	2	0	0	2	0.60%	0	0	0	0	0.00%
Regional North	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Regional South	120	20.87%	20	15	35	70	20.96%	19	14	17	50	20.75%
Regional Three Areas	1	0.17%	0	0	0	0	0.00%	1	0	0	1	0.41%
Southern Kordofan	10	1.74%	4	1	1	6	1.80%	1	1	2	4	1.66%
Unity	27	4.70%	2	3	8	13	3.89%	4	3	7	14	5.81%
Upper Nile	38	6.61%	2	6	13	21	6.29%	5	5	7	17	7.05%
Warrap	3	0.52%	0	0	0	0	0.00%	1	1	1	3	1.24%
Western Bahr El Ghazal	17	2.96%	0	2	5	7	2.10%	8	1	1	10	4.15%
Western Equatoria	19	3.30%	8	4	6	18	5.39%	0	0	1	1	0.41%
Jezeera	3	0.52%	1	0	0	1	0.30%	0	0	2	2	0.83%
Other	3	0.52%	0	0	2	2	0.60%	0	0	1	1	0.41%
TOTAL # OF STORIES	575	100.00%	120	81	133	334	100.00%	94	80	67	241	100.00%

SRS' goal for FY 2009 was to increase the number of news stories of national significance in order to appeal to a broad range of listeners, including those located in northern Sudan and the Three Areas. This was part of the reason that we have increased the number of bureau producers based in Khartoum. It seems that this strategy is paying off, as the number of national news stories broadcast in March, the month that 2 new producers began work in Khartoum, rose to 43. In previous months during this period, SRS averaged 26 national news stories per month.

Overall, SRS' national news coverage has been steadily increasing. In FY 2006, national news stories were only 10% of the total number of stories broadcast. In FY 2007 and 2008, that percentage increased to 21% and 23% respectively. So far, in FY 2009, 30% of stories broadcast are of national relevance.

SRS has also benefited from synergy with the State Department-funded Darfur News and Information Service, a half-hour service for Darfur that began regular broadcasts on December 29, 2008. Three journalists based in Khartoum work on the Darfur Service. If an item is of interest to a general Sudanese audience, SRS uses news gathered by the DNIS team in the SRS newscast. With the arrest warrant for President al-Bashir issued by the International Criminal Court and the subsequent eviction of 13 international NGOs from Darfur, news from Darfur has been at the top of the news agenda. It is likely that both events on the ground as well as our increased capacity to cover Darfur have contributed to the rise in SRS' coverage of Darfur. In FY 2006, 4% of SRS stories, or 29, were about Darfur. In FY 2007, we broadcast 42 stories, or 5%, on Darfur. In FY 2008, we covered 73 Darfur stories, or 8% of our total news stories. So far in FY 2009, we have already broadcast 61 stories on Darfur, which represents 11% of our total news stories.

### 3. Training Journalists

#### SRS journalism training

FY 2009 Target: 115 (29 women, 86 men)

Actual to date; 20 (7 women, 13 men)

This "F" indicator, tracks the number of journalists who receive training during a workshop, a series of training sessions, or an internship at SRS. It does not include SRS staff who receive daily on-the-job training, or stringers who receive training in the form of feedback on submitted news items.

During this period SRS trained 15 journalists for the Sudan Catholic Radio Network (10 men and 5 women), 4 SRS interns (one man and 3 women) and 2 new male SRS bureau producers.

The interns, one man, Ayuen Panchol Anyieth, and two women, Sarah Nyibak Chaat and Judy Chepkorir Towett, were given basic assignments, such as rewriting a story from the internet, writing and voicing a tease, and editing a sound bite. As they carried out these assignments, they sat with producers to review basic skills and production techniques. Mr. Anyieth, a recent graduate of Leader's Institute of Mass Communication and Journalism, was with us for 8 weeks. After his internship, he was offered temporary employment in the news department. Ms. Chaat is pursuing a degree in communications at Daystar University, and continued her studies after the three month internship. Ms. Towett studies at the Kenya Institute of Mass Communication, and is graduating in July. She is currently still an intern at SRS.

SRS' new bureau producers for Khartoum, Hussein Saad Mohammed and Alhadi Bakheit Hawari, spent a month in Nairobi completing a comprehensive training program. It includes a review of EDC's Policy and Procedures Manual and other administrative issues, as well as technical training. The producers learned how to use digital recording equipment and digital editing programs. They also worked as an integral part of the news team, learning how to judge newsworthiness of events and issues, how to cultivate sources and conduct interviews, how to write news, as well as how to produce special segments such as sports round-ups, press reviews, and debrief segments.

## ***Sudan Catholic Radio Network Training in Juba***

**11-15<sup>th</sup> November 2008**

The training was conducted by SRS News Programming Advisor Charles Haskins at the Comboni Sisters training centre in Juba over five days. The training was attended by 15 students (10 men, 5 women) aged between approximately 15 to 18 years. They had previously taken a course in writing for the radio and basic radio techniques. Mr. Haskins' task was to introduce them to the skills required by a radio presenter, to enable them to broadcast fluently and professionally. They were introduced to the following topics: breathing, pronunciation and diction, pace, pitch, rhythm, clarity, emotion/tone, silence, voice quality, writing for the voice, using the microphone, preparation in the studio, presenting the news, continuity/teases, imagining the listener, combating nerves and interviewing techniques.

Students did voice and breathing exercises, and received some pronunciation and articulation instruction. They practiced using SRS news items and critiqued each other's performance. Then the students wrote their own scripts about a subject they were familiar with, using simple language. They recorded their scripts and then each one was discussed. The improvement in confidence, delivery and fluency was remarkable. Students also did exercises to practice interviewing techniques, speaking without a script and handling a microphone outside a studio.

Finally, students took a practical exam which was graded by Mr. Haskins. His evaluation of student performance indicated that students made measurable progress over the three days. Even in the short time available to them, they became much more comfortable behind the microphone and really tried to put into practice what they had learnt. However, Mr. Haskins felt some of the students were handicapped by their level of English. This became apparent after the exam. The results were poor and certainly didn't reflect the level of knowledge acquired. He thinks in many cases, the students did not appear to understand the question. He regrets that the students did not have the opportunity to record items in their local languages. He is sure that would have given them greater confidence and the end result would have been more encouraging for everybody. However, what the students lacked in technique, they more than made up for in enthusiasm. They were very willing to learn, with a real enthusiasm for radio. Certain

individuals made remarkable progress over the training, both in terms of news sense and radio presenting. The students were eager to contribute to discussions and give their point of view. They were not afraid of asking questions and completed their assignments quickly and efficiently. They worked well as a team and were very supportive and encouraging towards each other. They were a friendly and enthusiastic bunch who seemed to have enjoyed themselves over the three days of training. One of the students is now working as a stringer for SRS in Torit.

### **Additional Learning Opportunities**

There were also several activities related to training which took place during this period, but not all are captured in this indicator as they were not workshops or formal trainings.

On March 9<sup>th</sup> 2009, a group of 11 journalism students from Moi University in Nairobi visited SRS. The students were shown our studios and the production area where SRS News Team Leader Lucy Poni explained the process of news production and the challenges involved. In the studios, technician James Kwaje explained and demonstrated how telephone interviews from Sudan are recorded and how other studio equipment operates. The students also met with SRS Marketing Coordinator, Michael Renzi who explained the role of the marketing department and the importance of monitoring and evaluation activities. Afterwards, they met with SRS COP Jon Newstrom and Deputy COP John Tanza.

On March 11, SRS staff members also benefited from a presentation by NDI's Susan Stigant on key elections events and processes. The presentation and subsequent discussion covered voter registration, the legal and the institutional framework of the elections commission, the planning process, candidate selection, campaigns, and the tabulation of results.

At the request of the Minister of Information of Unity state, SRS will conduct a news writing and program production training course for journalists at the state radio station in Bentiu next quarter. We will also hire and train additional bureau producers. In the fourth quarter, SRS expects to start its certificate journalism coursework in Juba. We also hope to partner with Bearing Point to bring a specialist to conduct training for SRS staff on covering elections.

## **4. Listenership**

### **SSIRI Audience Research Results**

EDC's sister project, Southern Sudan Interactive Radio Instruction (SSIRI), commissioned an audience survey to determine the listenership of their educational radio programs, The Learning Village and TERBIA (Teaching English through Radio Based Instruction for All). In the course of this research, they obtained some information on SRS listenership. The relevant highlights are summarized below. (For the full report, please contact USAID's Education Office, or SSIRI. The full 49-page report is not appended here.)

The research company Consumer Options conducted a survey with 1194 respondents in urban and peri-urban areas around the towns of Juba, Yambio, Maridi, Panyagor, Wau and Yei. The breakdown of respondents per town is below.

State	Sample proposed	Sample achieved	%
Juba	250	269	23

Wau	250	244	20
Yei	200	206	17
Maridi	150	150	13
Panyagor	150	126	11
Yambio	200	199	17
Total	1200	1194	100

Fieldwork was conducted from the 4<sup>th</sup> to the 27<sup>th</sup> of December, 2008. Most interviews were conducted in English (44%), Arabic (29%) or Dinka (10%). Interviewers sought out English speakers for the survey, so the sample is biased toward English speakers. 22% of the total sample was aged between 15-19 years, 17% aged between 20-24 years and 16% aged between 25-29 years. Of this total sample achieved 69% were male, while 31% were female.

Due to the lack of census data, these results cannot be extrapolated to a general Sudanese population, however they do offer insight into listening habits in the specific areas where the study was conducted.

The study found that the top six radio stations mentioned by respondents were Miraya FM with 88%, followed by BBC World Service English with 62%, Sudan Radio Service with 54%, Liberty FM with 45%, Radio Omdurman with 38%, and Radio Juba with 29%. These were radio stations mentioned spontaneously by respondents when asked to list the stations they listen to.

SRS ranked third among stations that respondents said they had ever listened to. Miraya FM was first with 99%, followed by BBC with 83%, and then SRS with 80%. Radio Omdurman was next with 63%, closely followed by Radio Liberty with 62% and then Radio Juba with 54%.

Surveyors also asked respondents which stations they had listened to in the last 7 days. This is a common media survey question used to identify regular listeners. Again, Miraya was first with 82%, followed by BBC with 36% and SRS with 26%. Radio Liberty came in a very close fourth with 25%.

This research implies that many people are aware of SRS but that our shortwave service is likely to lose regular listeners in areas where FM radio stations are available. Many people may simply stop making the effort to tune to shortwave once they get used to the ease of tuning and strong signal typical of FM stations.

However, there were some discrepancies evident in the breakdown of results by location. This should caution readers that all surveys have a margin of error. For example, 65% of respondents in Panyagor said they had listened to Miraya FM in the past seven days although Miraya does not have FM coverage in Panyagor. This could mean that respondents were listening on shortwave, had recently traveled somewhere with Miraya FM coverage, misunderstood the question, or answered what they thought was expected of them. Similarly, 19% of respondents in Wau indicated that they'd listened to Liberty FM in the last 7 days although Liberty only has FM stations in Juba and Yei. See below for the breakdown of "listened to in last 7 days" by town.

When SRS listeners were asked to list the names of the programs they listen to, “News in English”, topped the list with 33%, followed by “Education for Development”, with 32%, English teaching programs with 28% and then “Road to Peace”, with 27%. [Note: SRS does not broadcast English teaching programs, but SSIRI’s programs are broadcast on a shortwave frequency.] The next programs mentioned most often were “News in Simple Arabic”, (23%), “Health for All”, (22%), “Know Your Government”, (21%), “Let’s Talk”, (19%) and “News in Dinka”, (17%).

	Total	Juba	Yambio	Maridi	Panyagor	Wau	Yei
Bases	1194	269	199	150	126	244	206
Miraya FM	82%	88%	97%	95%	65%	63%	85%
BBC World Service English	36%	34%	47%	52%	37%	31%	23%
Sudan Radio Service	26%	17%	44%	25%	33%	35%	6%
Liberty FM	25%	32%	5%	9%	5%	19%	65%
Radio Omdurman	16%	11%	10%	10%	13%	39%	7%
Peace Radio	16%	11%	4%	8%	6%	6%	61%
Bakhita Radio/ voice of church	14%	41%	5%	3%	3%	15%	3%
Radio Juba	12%	28%	6%	5%	9%	14%	3%
Spirit FM	11%	0%	0%	1%	0%	0%	60%
BBC World Service Arabic	9%	14%	7%	7%	11%	14%	2%
Capital FM	7%	19%	1%	1%	1%	8%	4%
Wau FM	7%	0%	2%	3%	3%	29%	1%
VOA in English	6%	3%	19%	17%	1%	1%	1%
Radio France Internationale	5%	0%	16%	18%	0%	2%	0%
Malualkan	5%	2%	1%	1%	7%	2%	15%
Radio Malakal	3%	1%	1%	0%	4%	9%	0%
Mirror FM	2%	1%	1%	1%	1%	6%	1%
Radio Nile	2%	0%	5%	0%	1%	3%	0%
Rumbek FM	2%	0%	0%	1%	1%	6%	0%
Deutsche Welle English	2%	0%	1%	18%	0%	0%	0%

## Broadcast Audibility

**% of Broadcast Hours Audible**  
**FY 2009 target: 85% Actual to date: 93%**

This indicator assesses how well the SRS frequencies are received in key towns around Sudan. SRS broadcasts on 5 different shortwave frequencies that change seasonally. We track all of these frequencies systematically. Reception monitors follow a set monthly calendar and all check the same frequency on the same day, at the same time. They rate the signal on a scale of 0 to 5, where 5 is excellent and 0 is no signal at all. Ratings of 3 and above are considered audible.

Shortwave reception is affected by atmospheric conditions and can vary considerably depending on local conditions. The signal may also deteriorate as the season progresses and the sun's position changes. This is why shortwave frequencies shift seasonally. Due to the variability of shortwave reception, it is close to impossible to have 100% audibility in every location, every day. SRS set a target of 85% audibility, meaning that the signal should be audible in 85% of the broadcast hours monitored.

Mar.	Feb.	Jan.	# rated 3 or above	Q.2 Total	%	Oct.	Nov.	Dec.	# rated 3 or above	Q.1 Total	%
52	42	41	135	149	0.91	34	34	36	104	109	0.95

SRS audibility in the first and second quarters was very good. The overall rating was 93%. In each of the quarters we surpassed the target of 85%. We monitored a total of 258 broadcast hours out of which 239 broadcast hours monitored rated above 3. Only 19 broadcast hours rated below 3, or were not audible. During this period, we received reports from Juba, Khartoum, Wau, Malakal, Yei, Leer, Rumbek, and Kauda.

For additional details, please refer to the monthly reception reports submitted by EDC.

## 5. Feedback Forums

Number of Feedback Forums held:  
 FY09 target: 2 Year to date: 2

### ***Blue Nile and Western Equatoria States in 2009***

The purpose of the feedback forums is to gather qualitative information on listening habits, program preferences and suggestions for program topics. Participant 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 Kurmuk in Blue Nile state from February 9<sup>th</sup> to the 18<sup>th</sup>, and in Tambura in Western Equatoria state from March 16<sup>th</sup> to the 27<sup>th</sup>. We held focus groups of approximately 10 men or women in Arabic or local language. We spoke with four groups, for a total of 41 participants.

Location	Language	Men	Women	Total
Kurmuk	Arabic	10	10	20
Tambura	Zande	10	11	21
		20	21	41

In Kurmuk, the SRS team included Damazine-based bureau producer Husna Dafalla, as well as Michael Tamburo and Lisa Hartenberger from the M&E team. After receiving permission for the activity from the local SRRC office, they recruited participants in the market, local restaurants and the soccer field. The team also coordinated with a local woman's group to send representatives. In Tambura, a local resident recruited participants through women's groups and youth organizations. M&E Coordinator Michael Tamburo and SRS producer Clement Wani conducted the feedback forums in Western Equatoria.

Participants were advised that there would be no payment for the activity, but that refreshments would be provided. We also distributed promotional materials such as SRS T-shirts, fliers, pens, and CDs with selected SRS programs on different topics. We did not announce in advance that we would be giving away promotional items.

Most of the participants were adults between the ages of 18 and 45; only 2% were under 18. There was no one older than 45. Participants held a variety of occupations and included NGO workers, carpenters, nurses, community leaders, housewives, traders, teachers and students.

Each focus group began by asking participants to line up in order of listening frequency with the daily listeners on the far right and those who 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 listeners in one group and medium to high 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 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 this time, we are still translating and transcribing the Arabic and Zande recordings into an English transcript. The team will then analyze the transcripts and photos. We will also be able to compare the results to the feedback received from last year's forums.

## **Central Equatoria and Lakes States in 2008**

SRS held feedback forums in Yei from August 4<sup>th</sup> to the 9<sup>th</sup>, and in Rumbek and Wullu from August 25<sup>th</sup> to the 29<sup>th</sup>. 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.

Feedback Forum Participants, 2008				
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

At the time of writing the last semi-annual report, the findings from these feedback forums were not yet available. The final report (appended in its entirety here) was sent to USAID in January 2009. In summary, here are the major findings:

- Self-reported radio listening is very high with more than half reporting that they listen daily. This is true among women as well, although more women than men reported rarely or never listening

to the radio. Reasons for not listening included not having time, not having a working radio, poor reception and no batteries. Among women, male ownership/use of the household radio was also mentioned as a reason for not listening.

- Most listening appears to be targeted, that is, listeners tune in to particular stations at particular times, although some FM listeners say they leave the radio on for hours at a time.
- Male listenership of SRS was higher than female listenership. While about one third of men mentioned listening to SRS, both before or now, about one quarter of the women mentioned SRS, and most of these were in one group.
- SRS appears to be losing regular listeners to new FM stations; this was particularly evident in Yei. Some participants said they used to listen to SRS, but gave up trying to find the frequency when the FM stations came to town. Many more participants in Rumbek said they still listen regularly to SRS, even though they have FM options available. Only one mentioned reception problems.
- Broadcast language was a major reason why people did or didn't listen to specific stations. In general, listeners preferred their local language although they also mentioned listening in Simple Arabic and English. The high level of Arabic of some stations, including some SRS programming, was criticized by this group of listeners in Central Equatoria and Lakes states.
- Topics of news and programs that were most personally relevant to the listener garnered the most comments. For example, women listeners reacted very strongly to an SRS program on rape, sometimes recounting their own experiences, and Dinka listeners were very interested in the news on Abyei.
- Satisfaction with SRS programming was high. SRS was perceived as a station with "educational" programming, and listeners often mentioned news as well as coverage of health and peace efforts/CPA. Some listeners also associated SRS with news about or from Sudanese leaders.
- SRS news was appreciated by many for its use of language (local languages, English and Simple Arabic), timeliness, detail, accuracy and balance. The only negative comment about SRS news was from one listener who wanted a simpler Dinka, and more musical breaks in the newscast.
- Listeners often commented that they had learned something from SRS news and programs that they did not know before. A few listeners spoke about programming that they had heard before on SRS, and what they learned from it, and many commented about specific facts that they heard in the news and programs that we listened to during the feedback forum. Many listeners commented in general that they liked listening to the radio because they wanted to stay informed and to gain new knowledge.
- Participants were asked to rate their interest in a selected list of topics. The most popular subjects were news about south Sudan, health, market/agriculture and development, followed by sports and politics (although some listeners said they didn't want to hear about politics). News about northern Sudan and the world were the least popular of the categories. Participants also mentioned that they wanted programming about education, not drinking, religion and peace efforts.

For the full FY08 report, see Appendix C.

## 6. Administration and Miscellaneous Issues

This section provides us with an opportunity to discuss some administrative issues, and challenges we face. It is important to note that some, if not all, of the challenges are administrative but if not overcome will become programmatic. For example, problems with recovering VAT (see below) can result in paying these expenses from program funds (assuming appropriate waivers are obtained).

### Leadership Transition

On March 7<sup>th</sup>, 2009, Jeremy Groce left EDC and SRS for the United States, to study for a PhD. Jeremy was with SRS from the beginning, and for the last four years he served as Chief of Party. He built a good solid organization, building capacity in all areas which has resulted in a well-run organization. The staff passed the hat, and gave a proper farewell party for Jeremy before he left.

Jon Newstrom was selected as his replacement and has received the full support of the staff. The transition has gone well, with almost three weeks of overlap.

### Special Challenges: Work Permits and Tax Exemptions Delayed in USAID

In January of 2008, USAID changed the process for both work permits and tax exemptions in Kenya. As a result, the process has been delayed, coming almost to a standstill. Furthermore, in some cases the paperwork has been lost. We reported this problem in our last semi-annual report, and as you can see in the below tables the problem continues. The work permits are for Sudanese and American staff posted in Nairobi. The tax exemption is for the payment of VAT. If these exemptions are not processed they are unallowable. Before the change in process EDC was successful in pursuing work permits and VAT exemptions on its own. We respectfully ask that USAID either process these requests in a timely manner or allow us to do it ourselves.

#### WORK PERMIT STATUS

	NAME OF EMPLOYEE	STATUS	Immigration		Date Submitted to USAID
			No.	CIN/PASSPORT	
1	FLORA ANGELO LADO	Renewal	1259050	B0692596	19-Mar-08
2	VICTOR LUGALA	Renewal	879761	879761	28-Aug-08
3	QUEEN MAKALELE	Renewal	1206455	B0505953	28-Aug-08
4	KENT NOEL	Renewal	987896	017919717	28-Aug-08

#### DA1 Forms Update

	DA1 Forms #	Description	Amount in Ksh	Remarks	Year of Application
1	197902	AVR 100-22 24KVA	Principle	467,725.00	
		Product Code 97243100	VAT	74,836.00	

		AVS100 230V 100A Product Code 91100000				
			Total	542,561.00	Pending	2007
2	206227	Rent for July - September	Principle	614,880.00		
			VAT	98,380.80		
			Total	713,260.80	Pending	Sept. 2008
3	206225	Rent for October - December	Principle	662,917.50		
			VAT	106,066.80		
			Total	768,984.30	Pending	Sept. 2008
4	206226	B-gans	Principle	1,842,953.72		
			VAT	294,872.59		
			Total	2,137,826.31	Pending	Sept. 2008
5	206228	Canon Digital Copier	Principle	506,197.00		
			VAT	80,991.52		
			Total	587,188.52	Pending	Sept. 2008
6	206127	Cisco Switch Layer 2	Principle	260,505.60		
			VAT	41,680.90		
			Total	302,186.50	Pending	July. 2008
7	206134	HP CBA35A Toner for HP 1005 Printer	Principle	37,500.00		
			VAT	6,000.00		
			Total	43,500.00	Pending	July. 2008
8	221551	Retainer deposit - Mohammed Muigai Advoc.	Principle	120,000.00		
			VAT	19,200.00		
			Total	139,200.00	Pending	Sept. 2008
9	206135	Legal Fees for various instructions	Principle	140,000.00		
			VAT	22,400.00		
			Total	162,400.00	Pending	Sept. 2008
10	221552	Executive Roller ink pens	Principle	120,000.00		
			VAT	19,200.00		
			Total	139,200.00	Pending	Nov. 2008
11	221553	Vacancy Advertismnt	Principle	61,776.00		
			VAT	9,844.00		
			Total	71,620.00	Pending	Jan.2009
12	221554	Office rent for 2nd quarter (April - June 2009)	Principle	708,737.50		
			VAT	112,215.60		
			Total	820,953.10	Pending	Apr-09

## **Moving to Juba – construction of SRS FM – Juba**

Procurement of the broadcasting equipment and construction of the studios of what will soon be SRS FM – Juba began in this period. EDC's subcontractor on this project, Radio Systems, is constructing the station at its headquarters in New Jersey, USA. Three studios, and the transmitter are being built into containers which will be shipped on May 15<sup>th</sup> to Mombasa and driven to Juba (pending approval of the BIS license which was applied for in early February). Radio Systems is poised to make the final installation in Juba this August.



*A Carpenter frames the walls in a container that will become one of the three studios of SRS FM Juba.*

Meanwhile, SRS has made substantial progress on the acquisition of land. Late in 2<sup>nd</sup> quarter of FY09, the Central Equatoria State Ministry of Land recommended a 60 x 80 meter parcel on Yei Road. This is slightly over 1 acre of land overlooking Juba. We hope that by the end of April the land will be surveyed and we can begin administrative procedures with the Ministry. The land is unoccupied, and presently not accessible by road. However, it will be literally across the street from the UNMIS headquarters and it is expected that the UN will put in the road. Having the road constructed will be essential to the project, as we will need to bring in heavy equipment such as a crane to erect the 120 foot tower to support the antenna.

EDC will face many obstacles in preparing the land, such as civil work which will be needed, as well as a bore hole for water, and a septic system, in addition to the concrete pads for the studios. The radio station being provided by Radio Systems includes a generator, but we are hoping to find an alternative energy source such as solar for the offices.

Also early in the third quarter, SRS will be renting an office space as we increase our presence in Juba. Initially, the office will accommodate our existing Juba bureau staff, who will be joined by two more Juba-based producers who have yet to be hired. An Office Manager will also be brought in as soon as possible to facilitate the move. The new office will be open in early May.

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

### **SRS full-time bureau producers**

**FY 2009 Target: 9 new, 13 total      Actual to date: 2 new, 6 total**

During this period, SRS boosted its Khartoum bureau by hiring 2 new producers. Hussein Saad Mohammed and Alhadi Bakheit Hawari. They were hired in February and came to Nairobi for training. In Nairobi, they worked with the news team and technicians to learn how SRS gathers, writes and edits news. They were both posted to Khartoum in March.

In addition, SRS technician Francis Butili relocated from Nairobi to Khartoum in late March. Mr. Butili assists the Khartoum team in technical matters, builds files and also assists in newsgathering and editing. In March, SRS also hired Hellen Mangindo as office manager to deal with administrative issues. EDC's Khartoum office now consists of 8 staff, 3 journalists who work on the Darfur service, 3 full-time journalists for SRS, one technician/journalist, and one office manager.

We have also provided our bureau producers in Wau and Malakal with quadbikes, or four-wheeled all-terrain bikes. Previously, these producers relied on public transportation which was sometimes inconvenient or difficult to obtain. Having SRS quadbikes allows producers to access sources and follow up stories more easily. We have not provided our Damazine bureau producer with a quadbike, as she does not know how to drive it and it would not be culturally appropriate in her location for a woman to straddle a bike.

In the third and fourth quarters, SRS will open new bureaus in Rumbek and Kadugli, and increase the number of producers based in existing bureaus, including Juba.

## ***SRS stringers***

**FY 2009 Target: 12      Actual to date: 12**

Stringers are not standard SRS employees, but people willing and able to provide SRS with news and who are paid only if SRS airs the news item.

In all, SRS used 52 reports from a total of 12 stringers across Sudan during the period from October 2008 to March 2009. We received stories regularly from Bentiu, Bor, Aweil, Rumbek and Cairo. We also occasionally received stories from stringers in Nadapal, Torit, Yei, and Leer.

## APPENDIX A: 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. The following are just some of the comments SRS has received in quarters the first two quarters of Fiscal Year 2009

شامل اى صق اى لا ملكتوص لصي يتح عيبرعلا غلللاب ةحفص اضري لكانه نولفت نا ينمتمن وضرب شامل اى انبنا نجن  
ىبرغلا

We are the children of the margin sometimes things we hope that there are also pages in Arabic to reach your maximum margin western.

Amir Yahia- Darfur

We the Uduks people have been poor in both Arabic and English in the Blue Nile area. Happening to listen to all the broadcasting in all different languages made me ask this question----- why not our language? Most of the Uduks spent all their lives outside Sudan with just little bit of education from the camp. How are we going keep up with everything that is going there? Is there a way that we can get our own station that we can listen what's going there?

Isak Soma, Blue Nile state

My condole to the family and friends of late John Adhok. Death is beyond human control, if not John would have continue campaigning for HIV/AIDS and education/health issue awareness. His Music and love for culture will remain in the heart of young people and people who know him most. May almighty God rest his soul in peace.

Pal Deng Mading, Australia

Once I met Rebecca in Nairobi I really admired her. At time, I was in a confused situation at the time. I was unable to communicate and share my views with her. Could it be possible to pass my address to her?

Hailemeleket Agizew in Addis Ababa, Ethiopia

It good sometimes to work on our own things that are why we want to leave Arab alone so you guys are..... Really doing well now any one of us can listen now.... even old people.....so thank you Makungu.

.....

Makungu Pandak, Australia

Please move to your country  
Anonymous

I would like to greet every body who work at the Sudan radio service. It is my pleasure to listen to this radio service every day, it really change my feeling when I listen to this radio in Nuer language and it give me a hope that this peace in Sudan, will be unbroken peace I ke the other peaces that were signed in Sudan before.

I am really appreciate your work and I listen to you every single Wednesday.

Reath Pal, listener in the diaspora

Second, we have a report that we want you to announce in Nuer language, if it is possible. What we need to report is our Mission to Ulang County, we the citizens of Ulang County who live in Canada, America,

and Australia decide that, this year our communities leaders will go to Ulang. The reason that we decide to do this, is to let development start in our County called Ulang. What we decide to do this year, is to build a House Reception that will accommodate all the visitors who are visiting the area or County. The House that we want to build is a complex House which comprise three building, one for women, one for men and other one is for restaurant with the meeting room in it. Our mission is due on December 01, 2008 up to March 01, 2009. This Mission is not only for people who live in abroad but also including our people who live in Juba, Malakal, and Khartoum.

We would like you to do this for us, you the Sudan radio service, and we will be very happy to heard it in the air and sky. And thank you for your consideration to our request. Our Communities leaders who will go to Mission, their names are

Moses Choat Jock (Canada) Gatluak Nyoak Biey (America) Jock Gatdet (Australia) The author is at University of Calgary (Canada)  
Reath Puok Nyuon, Canada

Hi SRS, The news page on your website has not been updated for the last two weeks? Please update it; we need to know what is taking place in Sudan. Sue

Susan Chaat, United States International University, Nairobi Kenya

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 Louisville, Kentucky

Thank you for your really good work may God bless you I working as Radio producer here. but please officer may you connecting me with my brother there from Dinka I need there email and there phone numbers Agou told me that he out in office remained Deng Agot Makuach Chol Wal and James Magok sometime my phone is 0724725602 and thanks you by peter Machok Monykuer Lal Ajak Dinka producer in Merf Radio Lokichoggio Kenya

Peter Machok Monykuer from Loki, Kenya

I was in Nairobi for a course and in my free time I came to know Sudan Radio Service, I am very glad to have this chance of writing to you since it is not known to us or me especially in Khartoum for all the best and bright future to come thank very much William Domazo Unango Udyanga

William Domazo Unango Archdiocese of Khartoum box 49 Khartoum

I like this website. I wanted to confirm if there is a possibility by which you can create a link on the internet where someone can listen to live news. Thanks.

Ngor Deng,, Sherbrooke, Quebec Canada.

I have not listened to my language for long time what happened? (Toposa language Thanks Zainab Maksudi Canada

Zizi Masaoud in Canada

Sudan Radio Service broadcast is cutting edge and provides a good forum to share ideas towards the achievement of the Sudan dream. Good Work.

Joseph Akol Akol, Nairobi, Kenya

To whom it may concern. Comment on press. 2/25/09 time 5: PM ST Zone. Form SPLA S Sudan government engineering the difference that occurred and frequently occurred between his forces and SPLA. Khartoum has hope to achieve unknown subject, but we south Sudanese in (U S A) will deal with

Khartoum in practice intelligences. Arabs refuse if you have notion or ideas of table to settle the plight or problem. Fighting is an only solution to them.

Pach Bior Alier, USA

Our voice to the government of southern we citizen is to take legal procdured against mr Tanginy we vow if the law is above human being he can improve to the people that he is innocent we are waite the resulted to see and he can not face the law he prove himself that he are above the law we need the law in southern Sudan to be the gospital of the day Tanginy can not pited in the sight of the people of Malakal of is attempted two time to bloodshed because of his owne benifit thank you

Mariano Akech dhal

Dear Sudan Radio, I am very pleased for the news which I always listening. And I am really enjoy and Thanks you very much. Thanks James Yen

James Chan

We are worry what happen always in our land and losing of our beloved fellow citizen and it is the first step the want ot know how strong or weaken you are because the are no rest the try their level best to do what is best for them. my question is where is secerity? let us make secerity to be the gospital of the day in the south Sudan because the help us to protect our people

Mariano Akech Dhal

It's goog for us to work for our peopel in south Sudan, specaily those who are living in the local areas or counties, government should open health center and shcools clean drinking water around the region that the must important part. Does basic idea if we needs our country to get improved forward, Thanks you. See you in contact'

Alfred Lucagi, Salt Lake City USA

Hi, brothers and sisters I am very please of the work you are doing down there in our country, I think we have seen the light of our country raising with the shine." Shall we be having the sweetness of our country". Thanks you all by yrs, Gabriel ken

Gabriel Ken Malek

Sudan Radio Service broadcast is cutting edge and provides a good forum to share ideas towards the achievement of the Sudan dream. Good Work.

Joseph Akol Akol, Nairobi, Kenya

Please SRS continue on with the spirit of informing, equipping and educating us with what is taking place in Sudan and how to go about with the CPA. SRS has made me be at home though physically I am separated from home with a vast distance. Before I could go to work I always listen to the news and the other SRS programs. Thank you.

Peter Towongo John, from Alberta Canada

## APPENDIX B: March 4th News

4 March - (The Hague) - The International Criminal Court has issued an arrest warrant for President Omar Hassan al-Bashir for war crimes and crimes against humanity in Darfur.

The Judges' decision was made public by Laurence Blairon, spokesperson for the ICC, speaking at a press conference at The Hague.

[Laurence Blairon]: "Today, Pre-Trial Chamber I of the International Criminal Court, composed of Judge Akua Akua Kuenyehia of Ghana, the presiding Judge, Judge Anita Ušacka from Latvia and Judge Sylvia Steiner from Brazil, issued a warrant of arrest for the arrest of Omar Hassan Ahmed Al Bashir, the President of Sudan, for war crimes and crimes against humanity. Omar al Bashir is suspected of being criminally responsible as an indirect co-perpetrator or in the alternative, as an indirect perpetrator for intentionally directing attacks against an important part of the civilian population of Darfur, Sudan. Murdering, exterminating, raping, torturing and forcibly transferring large numbers of civilians and pillaging their property. This is the first warrant of arrest ever issued for a sitting head of state by the International Criminal Court."

The ICC judges stopped short of charging al-Bashir with genocide.

[Laurence Blairon]: "The majority of the chamber, Judge Anita Ušacka dissenting, found that the material provided by the prosecution in support of its application for a warrant of arrest failed to provide reasonable grounds to believe that the Government of Sudan acted with specific intent to destroy in whole or in part the Fur, Massalit and Zaghawa groups. Consequently, the crime of genocide is not included in the warrant issued for the arrest of Omar al-Bashir. Nevertheless, the judges stressed that if additional evidence is gathered by the prosecution, the decision would not prevent the prosecution from requesting an amendment to the warrant of arrest in order to include the crime of genocide."

The ICC issued two arrest warrants for Sudanese Humanitarian Affairs Minister Ahmed Haroun and the Janjaweed militia leader Ali Abdul Rahman in 2007. The Sudanese government has always refused to hand the two men over to the international court.

4 March - (Khartoum) - In response to the ICC arrest warrant, the presidential advisor to Omar al-Bashir, Dr. Mustafa Osman Ismail, appearing on Sudan TV, said that the decision was expected.

He described it as a conspiracy against Sudan by western countries.

[Mustafa Osman Ismail]: "The government is committed to protecting our foreign guests, but I am connecting this message with a threat. Any foreigner in Sudan, whether a diplomat, or a tourist, or an employee with the international organizations should respect these three things. First, the country's law. Second, the customs and traditions of the Sudanese people and thirdly, the agreement signed between the government and the organizations. If you want to stay respectful and to be appreciated in Sudan, you should respect these three things. Otherwise, they should leave Sudan immediately and voluntarily before we force them to."

The ICC decision was followed by public demonstrations of support for al-Bashir particularly in Khartoum.

4 March - (Nairobi) - Following the decision by the ICC on Wednesday, Sudan Radio Service asked Francois Grignon, the director of the Africa Program at the International Crisis Group, for his reaction to the news from The Hague.

[Francois Grignon]: ""Any peace which doesn't provide a component of justice is indeed extremely fragile. Crimes which have been committed leave very strange marks on the community and the desire for revenge remains very strong when justice has not been found. Now, finding justice can be provided through different ways, it doesn't have to necessarily be the International Criminal Court, it depends. First of all, the ICC only deals with genocide, war crimes and crimes against humanity."

Grignon said that he didn't think that Wednesday's decision would damage the implementation of the Comprehensive Peace Agreement, saying that the CPA had weathered greater challenges in the past.

[Francois Grignon] "The CPA suffered but survived after the death of John Garang. CPA provisions allocate posts to different signatories. In this case of course, the indictment of the president is going to shake the CPA. It is going to have a political impact which will add tension to the CPA as the National Congress Party is going to demand solidarity and support from the SPLM, as its key partner in the Government of National Unity and the key partner in the implementation of the CPA. But the CPA is not about who holds positions, the CPA is about a peace process which hopes to solve and resolve a 20-year war."

The ICC announced its decision to issue an arrest warrant for President al-Bashir early on Wednesday afternoon.

4 March - (Khartoum) - Speaking to Sudan Radio Service on Wednesday from Khartoum, a lawyer and opposition politician, Farouk Abu Issa, describes the next step in the judicial process following the ICC decision to issue an arrest warrant for President al-Bashir.

[Farouk Abu Issa]: "Orders will be given to the suspect to appear before the court to present proof against the accusations individually or through a lawyer. If the person fails to appear before the court, the court can issue the arrest warrant against him. The problem with the ICC is that it has no direct means of implementing the arrest. It has no special judicial police or enforcement mechanisms with which to implement the arrest warrant. So the ICC relies on the mechanisms available in the international community to arrest the suspected person to take them into custody and ensure that they appear before the court. The ICC can also go to the UN to ask the UN to issue a demand to the mentioned person to appear before the court. If the UN orders the warrant, all the permanent members of the UN should, together with the signatory countries to the Rome declaration, arrest the person if he enters their country's airspace or territory. The arrest warrant can even be implemented by Interpol. In July, the ICC prosecutor will present his report to the UN. Then, the UN Security Council has the power to impose tough sanctions on the country, according to a clause in the Rome agreement. The clause underlines the protection of international peace and gives the UN the right to intervene militarily - and that is the most dangerous part of it."

That was Farouk Abu Issa, a prominent lawyer and opposition politician, speaking from Khartoum.

4 March - (Juba) - The President of the Government of Southern Sudan, Salva Kiir Mayardit, said that despite the decision by the International Criminal Court to issue an arrest warrant for President Omar Al Bashir, the Sudanese people will not hand over the president to the ICC.

Addressing a press conference in Juba on Tuesday before the ICC announced its decision to issue the warrant, Kiir said that the SPLM and the National Congress Party are committed to protecting President al-Bashir.

[Salva Kiir]: "Nobody in Sudan or anybody coming from anywhere will hand over President al-Bashir to the ICC. In the first place, it is the first of its kind that the head of state serving in office has been ever indicted."

It is a thing that has not happened before and because of that I don't think that the Sudanese will be in a position to hand over President al-Bashir, even if the announcement was made. In any case, I have made it clear before in my statement that it will not be the end of everything by itself."

Kiir appealed to the armed forces and law enforcement agencies to maintain law and order after the ICC announcement.

[Salva Kiir]: "My dear compatriots, fellow Sudanese, tomorrow, the Pre-Trial Chamber of the International Criminal Court will deliver its decision on the accusations against President Omar Hassan Ahmed al-Bashir. This is what the court had announced earlier. In tomorrow's expected announcement, the ICC may issue the warrant of arrest or it may throw out the case against the president. Tomorrow's announcement may not mark the end of the ICC issue. This matter may hang on for sometime but it certainly will not mean the end of our country, the Sudan or government. We must move beyond tomorrow. And we will move beyond tomorrow. This episode should not be viewed as a crisis but as an opportunity to consolidate peace, justice and stability in our country. In order to move beyond tomorrow, we must continue to assure the security and safety of every citizen and resident in Sudan. I trust that our armed forces and law enforcement agencies shall respect the basic right of the people, maintain law and order and abide by the constitution. We in the presidency have reached a conclusion that all the foreign missions in Sudan, the embassies, all UN agencies, the peacekeepers, and any foreigners in Sudan will be protected. Nobody will be allowed to enter into the embassies".

Kiir called on citizens to exercise calm and restraint, saying that the SPLM will work with its partners in the National Congress Party to study the political and diplomatic consequences of the court's decision.

## APPENDIX C: Final Report on Feedback Forums held in 2008

### Feedback Forum Results, 2008



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## I. Executive Summary

The purpose of the feedback forums was to gather qualitative information on listening habits, program preferences and suggestions for program topics. Participant answers also allowed 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 4<sup>th</sup> to the 9<sup>th</sup>, and in Rumbek and Wullu from August 25<sup>th</sup> to the 29<sup>th</sup>. 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
		<b>32</b>	<b>33</b>	<b>65</b>

In summary, here are the major findings:

- Self-reported radio listening is very high with more than half reporting that they listen daily. This is true among women as well, although more women than men reported rarely or never listening to the radio. Reasons for not listening included not having time, not having a working radio, poor reception and no batteries. Among women, male ownership/use of the household radio was also mentioned as a reason for not listening.
- Most listening appears to be targeted, that is, listeners tune in to particular stations at particular times, although some FM listeners say they leave the radio on for hours at a time.
- Male listenership of SRS was higher than female listenership. While about one third of men mentioned listening to SRS, both before or now, about one quarter of the women mentioned SRS, and most of these were in one group.
- SRS appears to be losing regular listeners to new FM stations; this was particularly evident in Yei. Some participants said they used to listen to SRS, but gave up trying to find the frequency when the FM stations came to town. Many more participants in Rumbek said they still listen regularly to SRS, even though they have FM options available. Only one mentioned reception problems.
- Broadcast language was a major reason why people did or didn't listen to specific stations. In general, listeners preferred their local language although they also mentioned listening in Simple Arabic and English. The high level of Arabic of some stations, including some SRS programming, was criticized by this group of listeners in Central Equatoria and Lakes states.
- Topics of news and programs that were most personally relevant to the listener garnered the most comments. For example, women listeners reacted very strongly to an SRS program on rape, sometimes recounting their own experiences, and Dinka listeners were very interested in the news on Abyei.

- Satisfaction with SRS programming was high. SRS was perceived as a station with “educational” programming, and listeners often mentioned news as well as coverage of health and peace efforts/CPA. Some listeners also associated SRS with news about or from Sudanese leaders.
- SRS news was appreciated by many for its use of language (local languages, English and Simple Arabic), timeliness, detail, accuracy and balance. The only negative comment about SRS news was from one listener who wanted a simpler Dinka, and more musical breaks in the newscast.
- Listeners often commented that they had learned something from SRS news and programs that they did not know before. A few listeners spoke about programming that they had heard before on SRS, and what they learned from it, and many commented about specific facts that they heard in the news and programs that we listened to during the feedback forum. Many listeners commented in general that they liked listening to the radio because they wanted to stay informed and to gain new knowledge.
- Participants were asked to rate their interest in a selected list of topics. The most popular subjects were news about south Sudan, health, market/agriculture and development, followed by sports and politics (although some listeners said they didn’t want to hear about politics). News about northern Sudan and the world were the least popular of the categories. Participants also mentioned that they wanted programming about education, not drinking, religion and peace efforts.

## II. Methodology

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 the daily listeners on the far right and those who 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-listening frequency.

Participants were then asked to list all the stations they listened to and we wrote the name of each station on a piece of paper. They were then each given a pile of beans and asked to distribute the beans on the papers with the stations, according to how often they listened to that station. Each participant explained why they placed their beans on those particular stations.

Then the participants listened to a selection of SRS news and two programs, a “Road to Peace” program on the ICC indictment of President al-Bashir, and a thematic program on violence against women. In the Bari and Dinka-speaking groups, the news and “Road to Peace” was played in the local language. In the Arabic-speaking groups, the news and “Road to Peace” was in Simple Arabic. All groups listened to the thematic program in Simple Arabic.

After listening to each of the programs, participants were asked to rate how interesting they found each one by placing a mark on a scale, where a mark at the top of the scale indicated that the listener was very

interested, and a mark at the bottom meant that the listener was not at all interested. They were asked to explain their ratings.

Finally, the group was presented with pictures representing different topic categories. They were again distributed beans and asked to place the most beans on the topics they were most interested in, and explain their ratings. They also told us what additional topics, which were not represented in the pictures, they thought should be covered.

Visual responses to activities were photographed, and all oral responses were recorded.

Transcripts of all of the feedback forums (approximately 16 hours of audio) were translated in English from the recorded audio in the original language. The M&E team then reviewed the English transcripts, and categorized comments into listening habits, listener satisfaction, trust in SRS, knowledge gained and suggested program topics. They analyzed the comments for trends in the areas; the results of that analysis are presented below.

### **III. Results**

#### **Listening Habits**

Due to a problem with the recorded file, we do not have any audio from Dinka-speaking women in Rumbek on listening frequency or radio station preferences. We do, however, have a visual record of how often they listen to the radio and what stations they put their beans on, indicating how frequently they listened to that station.

##### ***Listening Frequency***

Most people reported listening to the radio quite frequently. Many said they listened daily, some several times per day. Yei had the highest self-reported daily listening, with Rumbek/Wullu listeners about evenly divided between daily listeners and occasional (several times a week) listeners. In all the groups, including the women's groups, there were only one or two participants who said they rarely or never listened to the radio.

*"I listen to the radio every day in the morning, afternoon and evening. I listen to the radio five times a day."*

--Woman in Arabic-speaking group in Yei

While some people said they left the radio on all day or at certain times of day, most listeners said they switched on the radio to tune to particular stations and programs.

*"I work in the government's office, and in the afternoon or a time when I am tired and I just want to take a nap I switch on my radio. I switch on my radio every day so I can listen to BCC and Juba FM."*

--Man in Arabic-speaking group in Wullu

*"I do arrange my listening schedule accordingly. I listen to Miraya FM for English news in the evening, and I also listen to Rumbek FM from 7 to 8 p.m. And in the morning at 8 a.m. I also listen to Sudan Radio Service because of its commitment to the vision of quality service to all Sudanese."*

--Man in Dinka-speaking group in Rumbek

The most common reason for not listening to the radio was not having the time. Other reasons included not having a radio, poor reception or not having batteries. Since Yei town was recently electrified, we asked if anyone used mains power to run their radios but everyone said they used batteries.

One other reason that women said they rarely or only occasionally listened to the radio was because men owned or controlled the radio set. In Wullu, in particular, some women associated radio listening with men.

*"I don't listen to any [radio because I don't have a husband at home.]"*  
--Woman in Arabic-speaking group in Wullu

*"I am standing here [in the middle of the line, at the occasional listening position] because I have a radio set at home but it belongs to my husband. But sometimes I listen to it but sometimes I am [far] from it so I don't listen to it. If it is started in the morning he tunes to the radio service."*  
--Woman in Arabic-speaking group in Wullu



In Wullu, Arabic-speaking women arrange themselves in line according to how often they listen to the radio. Daily listeners are on the far right, and infrequent listeners on the far left.

### ***Preferred Broadcast Times***

There was no clear pattern on preferred broadcast times. Many people said they listened to the radio in the evenings, but many also said they listened in the morning and throughout the day. The factor that most clearly influenced radio listening time was each individual's particular work schedule. Some said that they listened to the radio before going to work, or after coming home. A few students said they listened when they got out of school. Some housewives said they liked to keep the radio on all day and others said they had little time to listen except on weekends.

### ***Preferred Broadcast Languages***

The language of the broadcast was often mentioned as a reason that listeners did or didn't listen to a particular station. Listeners' preferred languages reflected the diversity of Sudanese who participated in the feedback forums. It also demonstrates how difficult it would be for any one station to meet the

language needs of all of Sudan. These listeners generally preferred local language broadcasts, but also appreciated Simple Arabic and English.

*"I listen to the radio in one week twice starting on Monday and Saturday usually when the Bari program is starting so that I can listen to the Bari program. That is why I listen to the radio twice a week."*

--Man in Bari-speaking group in Yei

*"I am standing here [in the middle of the line] because I am listening to the radio. But not to all radio stations. I listen to Radio Rumbek FM in Dinka. Not any other."*

--Woman in Arabic-speaking group in Wullu

*"The radio station I listen to mostly is Radio Juba, but Radio Rumbek I don't understand because they speak in Dinka language."*

--Woman in Arabic-speaking group in Wullu who is from Western Equatoria

More than half the women in the Arabic-speaking group in Yei, whose first languages were Kakwa, Kuku and Zande, complained that the Arabic on Miraya FM was too complex. Bari-speaking men also complained. However, some listeners said they enjoyed listening to more complex Arabic, even if they didn't understand everything.

*"[I listen to] Liberty because Miraya FM, their Arabic is hard."*

*"The Arabic is hard [on Miraya FM] but I do listen to a bit of it. The Arabic coming from Khartoum is not easy."*

--Women in Arabic-speaking group in Yei

*"Then again I put some [beans, to indicate listening preference] on Miraya and I put just a few because I know that Miraya is broadcast in classical Arabic and this kind of Arabic I don't understand. That is why when listening to Miraya FM I only select the English language program."*

--Man in Bari-speaking group in Yei

*"I also like listening to Radio Omdurman because I like sports programs which are offered by the radio. The presenter gives a good sound because of his accent. Even if I do not understand, I do enjoy the sound."*

--Man in Dinka-speaking group in Rumbek

Most often, SRS listeners praised the language use on the station, particularly the variety of local language broadcasts and the use of Simple Arabic and English. However, a few listeners complained that not all languages were represented and one Dinka listener suggested that some of the Simple Arabic programming be replaced with English.

*"I love them [Sudan Radio Service] because they are documented and the news is also broadcast in Dinka, English and on time as well."*

*"I listen to Sudan Radio Service because it starts news at 9 in English. And because we learned English and the children who were born after us are also learning English in schools it is good to listen to English programs."*

--Men in Dinka-speaking group in Rumbek

*"Sudan Radio Service is our radio. It is for Sudan and this radio brings all languages that you want. If you are a Dinka or Equatorian or from whichever ethnic group you will get to hear your language."*

*"Anything you did not understand on a different station like Omdurman, Sudan Radio Service will bring it to you in a simple language."*

-- Men in Arabic-speaking group in Wullu

*"This guy called Wani Lado Micheal has very good Arabic. He speaks slowly and one can understand."*

--Man in Arabic-speaking group in Yei.

*"It [Sudan Radio Service] mostly brings its news in English and Arabic and other languages are omitted....The best thing maybe the station could do is try improving its news by bringing it in different languages because some people do not understand Arabic or English and they want to listen to news in their own language so they may understand."*

-- Man in Arabic-speaking group in Wullu whose first language is Beli

Some listeners in the Yei feedback forums also complained that the Arabic used on a thematic program that we listened to during the session was too complex. We did not get any comments on the Arabic used in the program from listeners in Rumbek and Wullu.

*"The program is good, that is the thematic program. It does not have effect because the Arabic is high."*

*"I drew low [rated the program low] because the program is good for Juba, Nuba mountains, because they can understand this Arabic but for us here in Yei or areas liberated by SPLA it is not good."*

--Men from Arabic-speaking group in Yei

### **SRS Listenership**

The focus group methodology of the feedback forums does not provide quantitative information on SRS listenership. That is, one cannot make any assumptions about nationwide or even local listenership figures based on the numbers of people in the focus groups. However, our results do indicate potential trends in listening.

Listenership of SRS was higher among men than women. About one third of the male radio listeners put beans on SRS to indicate that they listen to the station, and in all male groups there were at least some SRS listeners. Most of the women in Wullu indicated that they listened to SRS, but they were the only group of women who mentioned SRS. When prompted, a couple of women in Yei said they used to listen to SRS. It was not clear why female listenership was lower than male listenership.



Beans indicate the stations listened to by Dinka-speaking men in Rumbek.



Women in Wullu put beans on the names of the stations they listen to.

One trend that was apparent is that it is difficult for SRS' shortwave service to compete with new FMs. In all of the locations, FM radio stations were the most popular. People in Yei could choose from Liberty, Spirit and Miraya FM. Radio listeners in Rumbek and Wullu had access to Miraya and Rumbek FM.

In Yei, it was clear that SRS had high name recognition but that the shortwave service is losing listeners to FM stations. The reason most often given for not listening to SRS was the difficulty of tuning in the shortwave frequency. Even those who said they do listen to SRS complained that it was hard to find the frequency.

*"I used to listen to SRS when Miraya was not reaching here in Yei, but the frequencies of SRS cannot be accessed easily because it is not clear. So it is difficult to listen to SRS from here."*

"I listen to Miraya FM and Sudan Radio Service but the problem with SRS is the frequency is difficult to find."

"Another radio station I used to listen to is SRS but the problem is the frequencies."  
--Men in Arabic-speaking group in Yei

"And in Sudan Radio Service I give less [beans] because when we tune to Sudan Radio Service the frequency can't be gotten easily and the people's voices are not clear. I don't know what the problem is but I would love listening to our country radio."  
--Man in Bari-speaking group in Yei



Bari-speaking women in Yei show which stations they listen to.

After complaining of the weak signal, one listener in Yei suggested that he would make an effort to tune into SRS if there were specific programs that he wanted to hear.

"First of all why I say Sudan Radio Service is not talking properly is because I don't know the frequency clearly. Secondly, we have not been told about their programming and because we were not told what programs they have, if we were told in advance that it has this kind of program then maybe we would have put in the effort to look for it. And that is why I listen to it a few times only but I do not know most of its programs."

--Man in Bari-speaking group in Yei

In Rumbek and Wullu, only one person in complained of interference on the signal. Non-SRS listeners did not offer reasons why they don't listen to the station.

*"I listen to Sudan Radio Service always except when there is another radio which has taken up the frequency channel. I listen to Sudan Radio Service four to five times a week."*

--Man in Dinka-speaking group in Rumbek

Among shortwave radio stations, BBC was mentioned most often followed by SRS. In Yei, we discovered that Liberty FM re-broadcasts BBC news. So when listeners say they listen to BBC, we do not know if listeners tune in on shortwave or on FM, via Liberty. Other shortwave services were mentioned occasionally, particularly by listeners in Yei, but BBC and SRS were the most well-known and listened to.

One SRS listener said that the benefit of shortwave is that one can receive it in rural areas where FM is not available.

*"And Sudan Radio Service brings news even when you are in a place where there is no network yet the [Rumbek] 98 FM only bring where it can easily access the network."*

--Man in Arabic-speaking group in Wullu

### **Perceptions of Other Stations**

Local FM stations (Sprit and Liberty in Yei, and Rumbek FM in Rumbek) were popular for their coverage of local news, religion and community announcements. As SRS is a secular national broadcaster, these are not programming areas in which SRS is likely to compete with local stations. However, it is interesting to note that listeners do seek out local programming.

*"I have put a lot of beans on the picture of 98 FM Rumbek because it's actually my place, it's where I live. I listen to it because I want to know everything that happens in Rumbek."*

--Man in Arabic-speaking group in Wullu

*"I put much of my beans on Spirit FM because it has religious programs and I listen to gospel music."*

--Man in Bari-speaking group in Yei

*"I put in Spirit because if you're far and you don't have a phone, you want to greet them, or if you lost something, you are able to write and send to them and they will announce it."*

--Woman in Bari-speaking group in Yei

Radio Omdurman was also mentioned by a few people in most of the groups. Omdurman listeners said they liked to know what the government was doing, to hear news, and to get sports coverage. A few people said they didn't listen to Omdurman because the Arabic was too difficult.

*"I also like listening to Radio Omdurman because I like sports programs which are offered by the radio."*

*"Personally, I don't like Radio Omdurman because I don't know Arabic language."*

--Men Dinka-speaking group in Rumbek

Miraya and BBC, as broadcasters that can reach a national audience in Sudan either via shortwave or an FM network, are SRS' most direct competitors. This does not mean that Miraya or BBC listeners do not also listen to SRS, or that SRS listeners do not also tune in to BBC and Miraya. Participants often said they listened to multiple stations, depending on the time of day.

Both Miraya and BBC were mentioned often by participants, and most of the comments were quite positive. Miraya was most often praised for its news coverage and educational programming. Miraya's news was generally thought to be impartial and accurate.

*"...if there are problems that arise we hear from Miraya. On Liberty the news comes late; we don't hear and it's only from Miraya that we hear. And it has some words which opposes the government if the government has done a mistake."*

--Man in Bari-speaking group in Yei

*"I have put so many beans on Miraya FM because it has detailed news, talks about the village, education, and also about the CPA in our country."*

--Man in Arabic-speaking group in Wullu

*"I listen to Miraya in Juba, the FM in Juba. I listen to announcements on women's problems and also girls who are young and still in school and are being mistreated in schools and in relatives' homes. Also on sicknesses such as AIDS, cholera and other epidemics and other places that done have health facilities."*

--Woman in Arabic-speaking group in Wullu

A few listeners also said they liked entertainment programming on Miraya.

*"[I listen to Miraya] because Miraya is good; it brings us funny things that make us laugh and [feel] happy."*

--Woman in Bari-speaking group in Yei

However, as noted in the section above on language preferences, some listeners, particularly those in Yei, criticized Miraya for its "high" Arabic.

*"...for Miraya FM, their Arabic is difficult. They should reduce it a bit."*

--Man in Arabic-speaking group in Yei

BBC was strongly associated with international news coverage, although a couple listeners also mentioned coverage of Sudan news. Most listeners said they sought out BBC for international news, but one woman said she was only interested in local news.

*"I put most of my beans on BBC because it brings to us news from across the world and it likes telling us the truth and things about the government and what happens with another person in different places."*

Man in Bari-speaking group in Yei

*"I also put on BBC because it tells us news about the outside world."*

--Woman in Bari-speaking group in Yei

*"For BBC, I do not listen to it because it does not bring issues from Yei."*

--Woman in Arabic-speaking group in Yei

One listener also mentioned that he liked the repetition of BBC news throughout the day.

*"I also listen to BBC because it brings us information about the rest of the world, especially the wars in other countries so we get informed about what is happening out there. Then secondly, BBC has information that is not said once, it can be said even 3 to 4 times and 24 hours a day. Anytime you want to hear about something you will get it."*

--Man in Bari-speaking group in Yei

## Satisfaction with SRS

### General Comments about SRS Programming

Participants who said they had listened to SRS also commented on why they liked the station. Aside from language usage (which was mentioned quite often), participants said they liked the news and

educational aspect of SRS programming, singling out SRS' coverage of health issues and the CPA. SRS was also perceived by some as a means of getting information from the government.

All of the comments below were unprompted, and made by participants before the structured listening of SRS programs during the feedback forum.

In general, most listeners said SRS programming was informative:

*"I put my beans on Sudan Radio Service. This is because it brings you detailed news from different areas and also it's a station for Sudan and broadcast in all languages people can understand. It brings educative programs and is better than all the rest of the stations."*

--Man in Arabic-speaking group in Wullu

*"I listen to Sudan Radio Service because it is a good radio that teaches life issues and offers quality [word not clear]."*

*"All the things Sudan Radio Service broadcasts are morally good teachings. They are words for tomorrow if well taken."*

--Men in Dinka-speaking group in Rumbek

Many participants also expressed appreciation for SRS coverage of health issues:

*"The last time I listened to SRS was in February when I went to Juba. It was a program on HIV, teaching the youth. When I heard it, it was very good and I wished I could hear it everyday so that I could tell my friends that we move together and live according to what was said in the radio."*

--Man in Bari-speaking group in Yei

*"I like SRS because of two reasons: the Arabic is clear and simple; it brings programs on health. One time I heard a program which Grace aired, a program about Yei, the boda boda and the prisoners."*

--Man in Arabic-speaking group in Yei

*"That [SRS] is the only radio I am happy [with] because of what they tell school-going children. [They] talk about sickness for children, that is when I listened to the radio."*

--Woman in Arabic-speaking group in Wullu

SRS is also associated in some listeners' minds with the CPA and programming about peace efforts, as well as government leaders:

*"In the morning, I listen to Sudan Radio Service because it talks about peace so much than any other radios in the Sudan."*

--Man in Dinka-speaking group in Rumbek

*"I like SRS, it is good especially the health program. Another thing is the CPA. They use simple Arabic which I understand well. Another thing is the news which is good. Another thing is the people who are working there seem to be educated. If they are broadcasting it comes clear and one can understand it."*

--Man in Arabic-speaking group in Yei

*"I last listened to SRS in October last year 2007. I was looking for it because it was said that our leaders from the government are supposed to talk to us on SRS, during that time I shuffled through the frequencies and got it, but it was not very clear."*

--Man in Bari-speaking group in Yei

*"This [SRS] was the radio our president used to talk on but [I don't listen often] because it is difficult to tune to it."*

--Man in Arabic-speaking group in Yei

## Reactions to Road to Peace

As a group, we listened to a “Road to Peace” program on the ICC’s indictment of President al-Bashir. The local language groups heard the program in their language. Comments on the program were divided between those who focused on the general issue of peace and those who gave an opinion on whether al-Bashir should be prosecuted by the ICC.

This program topic did not seem to resonate with many of the female listeners. When asked to rate how interesting they found the program, most rated it highly but then did not offer substantive comments on the content. Instead, they focused on the title of the program and the general idea of peace.

*“I put up there [marked the program highly] first because of the headline which says the road to peace and the road to peace as Sudan Radio is telling us about the peace and how to live in peace..”*

*“I put mine up there [marked the program highly] because of the peace which we have, we suffered in exile and in foreign lands for a long time, that is why I put mine up there.”*  
--Women in Bari-speaking group in Yei

Men in the Arabic-speaking group in Wullu were sympathetic to the plight of Darfurians, but did not specifically comment on the indictment.

*“It’s a very important program, and issues to deal with peace are very important to us. Sudan has peace and peace is just not for one place it’s for all Sudanese. People from Darfur have suffered a lot. We want peace in Darfur so that Sudan can be a place for peace.”*  
--Man in Arabic-speaking group in Wullu

In contrast, men in Yei and Rumbek tended to give their opinions on the indictment at length. They seemed familiar with the situation in Darfur and came out strongly in favor of prosecuting al-Bashir. Some also responded directly to the contention that al-Bashir’s arrest would disrupt peace in the south.

*“..the news we heard today about Darfur makes me feel sad because if one of your relatives is happy and the other one is being killed, that is bad and that means the peace has not stabilized. And I am praying that God should give us revelation and that Omar should be captured and taken to prison because he is killing people because they are not from his ethnicity...”*

*“He has done bad things and such things here in the world people are saying that if President Bashir is taken to the prison then this peace will deteriorate. It’s a lie...I want people to know that if you have done a crime you will be judged and this is the judgment and I want Bashir to be taken to the ICC quickly so that we see the organization of Sudan.”*  
--Men in Bari-speaking group in Yei

*“Why I rated Omar’s indictment highly because he killed many innocent people in the Sudan like women and children. This must allow to go and face his charges, if he is innocent he will be declared innocent or if guilty he must face the laws and die like any other leaders who did the same. But our CPA will remain with us as late Dr. Garang put it.”*  
--Man in Dinka-speaking group in Rumbek

## Reactions to Thematic Program on Rape

We listened to a thematic program on the rape of women in Darfur, produced in Simple Arabic. The Arabic used by the program presenter and some interviewees was somewhat “high” while a girl who spoke of her personal experience spoke a simpler version of Arabic.

This program got the strongest reaction from women listeners, who clearly identified with the topic. When the young girl in the program spoke, I observed women in Yei pay very close attention. Even the Bari-

speaking women in Yei who likely had difficulty understanding all the Arabic were visibly touched by the program; one woman started crying as she spoke of her personal experience with rape. Women often said they appreciated SRS for bring the issue to the public's attention.

*"Yes, the radio in its advice is good. If I can remember when I used to be in the camp, my daughter who was still small was chased, caught and raped but those whites helped by taking her to the hospital, and all the dirt was removed. And also the wife to my son was abducted leaving behind a baby who was rescued by some white ladies. I am happy with the programs of this radio which tells us the good and bad news."*

*"This advice the radio brings us are really good because we have encountered these acts during the war era, many ladies were raped."*

--Women in Bari-speaking group in Yei

*"This thing happened to me. A man lied to me and took me to his place and had sex with me. I was as young as 15 years [old]. I thought the man was truthful. I want this program to continue and I feel like this program should be done all the time. It should also be played to the children for them to know what men are doing."*

--Woman in Arabic-speaking group in Yei

*"It is bad to do these things to women and young girls because we have got peace. But it is good that Sudan Radio Service created this program to make the public aware. This time is a time for the legal request between parties on marriage."*

--Woman in Dinka-speaking group in Rumbek

Men were more ambivalent about the program. Most came out strongly against the practice and said that they thought SRS should raise the issue of rape to educate men.

*"For me, raping of women is a very big crime because women are our mothers and the young ladies being raped are our future mothers. Raping ladies is like raping our own sisters and I am telling all our country men, those who are in the army, in the civil society, that let us have one voice on this issue of rape because it's a big sin in the eyes of the Lord."*

*"I am also very happy with this program, I know issues like this needed to be brought to light so that serious measures can be taken against the culprits."*

--Men in Bari-speaking group in Yei

*"To begin, there are bad people in the world today, that's why I want Sudan Radio Service to continue with this program because some people do listen with their ears, some eyes, some with their hearts and this makes them to fear. Therefore, I thank Sudan Radio Service so much for bringing up this issue of women and the young girls' rape cases."*

--Man in Dinka-speaking group in Rumbek

A few had very little to say, and complained about the "high" Arabic level of the program. In contrast, women, who likely had similar or lower levels of Arabic comprehension, did not mention language use in the program at all.

*"It teaches us what is good and what is bad so that we can try to avoid such things. The problem is the language used. It is hard for us in southern Sudan. Rape is bad and we want such programs to be aired for us to learn from them."*

*"I have drawn a line a bit low because the Arabic is not one. The Arabic is sometimes strong and sometimes simple. This makes me not hear what they are saying."*

--Men in Arabic-speaking group in Yei

### **Reactions to News Content and Format**

Listener reaction to SRS news content varied according to how familiar listeners were with the news story and how relevant it was to their lives. For example, Dinka listeners in Rumbek had strong opinions on the reporting about the new administration in Abyei, as they identified with the Dinka-Ngok in Abyei. Listeners in Yei, with no ethnic ties to the area, had fewer specific comments, but did say that they were happy to hear the good news of progress in Abyei.

*"I did so [rated the news highly] because Abyei has taken the lives of our people and it is our native land. Abyei is our land and our border with Arabs. We want Abyei to be given back to us by the law."*

--Woman in Dinka-speaking group in Rumbek

*"I have heard the program on this radio and it is very good information it makes us know. How the country is in other parts like now we have heard here that there are still wars in other parts of the country [Darfur] and also peace is coming from other parts [Abyei]."*

--Man in Bari-speaking group in Yei

There were many comments about how news is important to keep one informed about happenings in Sudan and around the world, especially news in local languages.

*"Sudan Radio Service brings out news that otherwise wouldn't be heard from anyone, if not for this station. People are made aware of what is going on. Some people are exposed and action is taken immediately."*

--Man in Arabic-speaking group in Wullu

*"I am talking because the news is good. It helps one to know what is happening and one knows what is happening in other places. If there is no news one will not know what is happening in Darfur, Khartoum and Juba, or even in Yei."*

--Woman in Arabic-speaking group in Yei

*"I thank Sudan Radio Service because it comes to people's level and gives us news in our local language, Dinka."*

--Man from Dinka-speaking group in Rumbek

Some listeners also mentioned that SRS news is more complete than news on other stations, or that news is not found at all on other stations.

*"I am very happy with SRS because what I heard is in details. If it was BBC, it could be short and not clear like this. BBC broadcast is very fast and one cannot get it if he does not pay clear attention. SRS is also orderly."*

*"Again, the kind of news SRS aired cannot be found on other radios."*

--Men from Arabic-speaking group in Yei

In addition, a couple listeners mentioned that SRS news is always on time.

*"Sudan Radio Service does broadcast news on time and people like radios that do programs on time."*

--Man in Dinka-speaking group in Rumbek

One person did complain that the news was too dense, and suggested more songs. He also felt that the level of Dinka used was too complicated.

*"I did so [rated the news in the middle of the scale] because news must have a pause to break for songs. They should be separated with long dashes. Because if people who are listening do not*

*know the classical Dinka they will not understand the program. My suggestion to Sudan Radio Service is that you always give us some songs but you should add some more songs for entertainment.”*

--Man in Dinka-speaking group in Rumbek

## Trust in SRS

We did not ask participants to rate how much they trusted SRS. However, participants mentioned SRS' accuracy and balance fairly often when giving their opinions on SRS news and programs.

*“I am happy because the presenters of the Dinka program give the news and other programs exactly they way they are, they don't add or reduce. They follow things accurately. I appeal to other Sudanese radios to be like Sudan Radio Service. And those who are working must continue doing this good job with Sudan Radio Service.”*

--Man from Dinka-speaking group in Rumbek

*“...if this news on Sudan Radio Service is done in a proper way then everybody will be interested in hearing because this is where the real news is.”*

*“I hear straight forward things without them going round before telling you the information. If you are able to listen to this station then you will be satisfied with what you hear from this station.”*

--Men in Bari-speaking group in Ye

Referring to the program on the ICC indictment, one listener also specifically mentioned SRS' balanced approach.

*“According to me Bashir must go to ICC and face the charges. I appreciate Sudan Radio Service and ICC by bringing this to the public debate and acknowledgment of all individual views on this issue.”*

--Man in Dinka-speaking group in Rumbek

One woman also pointed out that not all announcements on the radio come to fruition.

*“The radio is good but at times it tells lies. Sometimes it tells things which are supposed to happen but in the end it may backfire and fail.”*

--Woman in Bari-speaking group in Ye

## Knowledge Gained from SRS Programming

Listeners often commented on how they gained new knowledge from SRS programs. Some listeners recalled specific program topics, such as HIV/AIDS programming, that they had heard in the past. Others commented on specific information from the programs that we listened to during the feedback forum.

Many listeners said that they were learning new information from the programs.

*"I have heard the station and the information is good. I have never heard anything from outside that President Bashir was wanted for killing and if somebody is a criminal they should be punished accordingly. And if you are a killer you should have to be killed."*

*"What I have heard is that our president has been indicted. That is why I love this radio because it has informed us about something that we did not know of."*

--Men in Bari-speaking group in Yei

*"It's actually a good program because like this problem of rape it says that it has reached 180 percent [?] which means it has really gone up. I did not know about this until I heard it on Sudan Radio Service. And I really like this program because I get to know a lot from it."*

--Man from Arabic-speaking group in Wullu

*"I am very happy that nothing is left out of Sudan Radio Service programs. They give us news on all areas, politics, health, education, unity, peace, reconciliation processes. Issues like stop war, peace has come and break out of diseases and sickness. The last thing which I never heard and I heard today is the rape of women and the young girls. This is a good program for life."*

--Woman from Dinka-speaking group in Rumbek

Two women in Yei, who had been refugees in Uganda, were happy to hear of the new administration in Abyei.

*"The time we were in exile we suffered, and since we started staying here things changed. But what startled us was the issue of Abyei and we started thinking if what happened is going to recur. But when I heard from the radio that Abyei is now good, I felt very happy and tonight I am going to sleep up to tomorrow 7 am."*

*"I am happy in my heart when I heard that Abyei is now fine...And the radio has told us many good things and if I go home I am going to narrate the whole thing to those in the house."*

--Women in Bari-speaking group in Yei

In addition, there were often general comments from listeners about how they, and others, could learn from programming on SRS.

*"We hear this news from the radio if good or bad, and if it wasn't there we wouldn't have heard. But the radio is good, it enables us to hear bad things that happen somewhere and without it we would be staying anyhow and uninformed."*

--Woman in Bari-speaking group in Yei

*"If SRS was not there we could not hear such news. We could not hear about our president and the law passed if SRS was not there."*

--Man in Arabic-speaking group in Yei

## Suggestions for Additional Program Topics

We presented participants with pictures of news and program topic areas representing the following themes: health, market, development, politics, sports, news about southern Sudan, news about northern Sudan, and international news. Some participants interpreted the picture of the market as programming about agriculture while others saw it as representing business in general. We asked participants to put beans on the pictures of the topics they were most interested in.

Top vote-getters for both men and women included health, market/agriculture, development and news about southern Sudan.

*"First, many people died during the war because of disease and sickness and there were no hospitals so health service is important in our country. Secondly, I rated agriculture because agriculture is important. I also rated development because without development the country may not succeed. I also rated southern Sudan news because I am southern Sudanese."*

--Woman in Dinka-speaking group in Rumbek

*"The reason why I put beans [on the picture of the market] is that Sudan is going to remain like that. Everything will come from outside Sudan. Why? Are we not going to cultivate and bring more food so the prices of commodities will come down?"*

--Woman in Arabic-speaking group in Yei

*"I put more beans on development because we need development after war. No development, no good places to stay or sleep."*

--Man in Arabic-speaking group in Yei



Arabic-speaking men in Yei show what program topics most interest them.

The second most popular choices were sports and politics. Sports programming was quite popular among men, and was often mentioned by women as well.

*"Sports news, because we want to hear more on different sports in different places so you must bring more of the sports news, too, and other things as well."*

--Man in Arabic-speaking group in Wullu

*"I also rated sports because we do watch international players on TV but if we allow our children to learn football we will watch them playing one day locally."*

--Woman in Dinka-speaking group in Rumbek

The topic of politics got a mixed response, particularly among women. Some felt that the issue was important while others dismissed it or even said they did not like stories about politics.

*"Third, I rated politics because politics is good in human lives. Even in your house with your wife you need some politics to live in harmony, as one family. Politics is good when it aims for people's development but it's bad when it's divided people and kills them. People should not be lying in politics but they should be telling the truth."*

*"I refused to rate politics because all the problems we are facing or we have faced stem from politics. Politics is a dirty game."*

--Women in Dinka-speaking group in Rumbek

International news and news about northern Sudan garnered the fewest beans. While in some groups listeners felt that these topics were important, in others nobody chose them at all.

*"I prefer news from southern Sudan and also in Khartoum so that I know what is going on in our country."*

--Man in Arabic-speaking group in Wullu

*"Yes, I put my support on the north because I know that what disturbs us here in the south comes from the north. And I give it there [put beans on the map of northern Sudan] so that we can hear about there. I want to hear what comes from the north so that we can be able to adjust ourselves down here."*

--Woman in Bari-speaking group in Yei



Topic preferences of group of Bari-speaking men in Yei.

Participants also gave some suggestions for additional program topics, which were not represented by pictures. Education was the issue most often mentioned by participants.

*"Yes, school is not included [in the pictures] because school is an eye-opener and the only way to see such problems because these days we are suffering for paying fees and we're appealing to the outside world to help us pay for our children's fees."*

--Woman in Bari-speaking group in Yei

*"I want programs on education for the children to study. They should be given advice to study. Children do not study."*

--Woman in Arabic-speaking group in Yei

*"I want programs about education, family education and how to encourage children to go to schools."*

--Man in Arabic-speaking group in Yei

The issue of drinking came up in several groups, with listeners requesting programs on the problems of drinking.

*"I want a program on alcohol. People should be advised about alcohol drinking in southern Sudan. How will the children learn if all the people are drinking the little money they earn?"*

--Man in Arabic-speaking group in Yei

Religious programming was also mentioned a few times.

*"Something missing is religious issues. We do not have religious issues in our news. We have different religions and it would be good to hear because we have Muslims and Christians and others, too."*

--Man in Arabic-speaking group in Wullu

Some participants also suggested more programs on peace, the CPA and democracy.

*"I want the country to be taught about democracy because people don't know how to handle each other and know that if one person is up the rest should be down. Every person is part of the government and if there is any misunderstanding we should use peaceful means to settle it so that we can develop and we don't want segregation in the country."*

Man in Bari-speaking group in Yei

There were also calls by a few listeners for the government to communicate more with the public.

*"Yes, more of this advice should be added because such things that are happening [raping girls] are not good so the president of Sudan should be serious in these issues... The government should talk to its citizens."*

--Woman in Bari-speaking group in Yei

*"We have so many thoughts about this government and people outside are saying that the government is not listening to them and they are not doing them any good. And that shows that this government is suppressing people. If the government does not come out and talk to people, try to make them understand things and tell them the truth, so they cannot know what is going to happen in the future."*

--Man in Bari-speaking group in Yei

## **IV. Conclusions and Next Steps**

This research comes at an opportune time for SRS, as we are in the process of adding weekend broadcast hours, and revising the programming format by expanding the news and program slots to a half-hour. The SRS production, technical and marketing teams have met to discuss how the results of the feedback forums will inform our new programming plans as well as the 2009 marketing strategy.

SRS' current programming does meet the needs of listeners, as it includes programs on health, agriculture, small business, development, peace efforts, politics, and education. As we move to a format with fewer but longer programs, we will need to broaden the scope of each program to ensure that we still cover key topic areas of interest to listeners. Some signature programs like "Road to Peace," the civic education program, and "Health for All" should remain very similar to their current thematic focus. Others, like the agriculture program "Our Land, Our Wealth" may need to broaden its scope to include business and development topics. We may also make gender cross-cutting, ensuring that all regular programs include topics of interest to women rather than having specific "women's programs" as we do now.

Currently, the news broadcast includes one to two international news stories, a proportion that seems appropriate given listener response. We will continue to include international news, likely one Africa story and one other international news story. Based on listener feedback, we will also attempt to increase our sports coverage in the newscast.

The best strategy for language use on SRS is probably to continue to offer a variety of Arabic levels, as we won't find one that satisfies all listeners. We also need to gather additional information on the perception of "simple" Arabic in more northern areas.

We will follow up on reports of poor reception in Yei. We do not currently have a reception monitor there, but will try to find someone to monitor the signal to determine if there are consistent reception problems in Yei.

As awareness of SRS is high, we will shift from marketing the service to promoting individual programs on SRS. In our new programming format, we will include many more slots for program teases. Given that radio listening remains quite targeted, promoting particular programs on SRS will likely draw listeners. We will also consider targeted marketing strategies for women, perhaps through women's groups, to try and increase our female listenership.

SRS will continue to conduct feedback forums in at least two locations in Sudan every year. We will use the same methodology, but will add a few more prompts on specific topics. The results of the research in Yei, Rumbek and Wullu have raised several additional questions that we will consider in the next round of research.

For the next forums, we would like to target at least one location closer to northern Sudan. This will enable us to compare results on preferred language use, particularly on the level of "simple" Arabic that is understood by different populations. If listeners in Yei complain that some Arabic is too difficult to understand, will listeners used to a "high" Arabic complain that simpler Arabic is too "low?"

We would also like to know whether listeners perceive SRS to be a station owned or run by the SPLM, an idea that seemed to exist in Yei.

In addition, we would like to get a better sense of radio listening habits for women. Some of our questions include: Is there a continuing trend of more male than female listeners? Do fewer women in urban areas listen to SRS, as the Yei and Rumbek groups suggest? Are there other groups that mention male ownership or control of the radio as a reason why women don't listen to the radio often?

Finally, we would like to conduct research in areas where there is no FM reception to determine how SRS fares in comparison with other shortwave stations.