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Acronyms and Abbreviations

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

I. Sudan Radio Service EXECUTIVE SUMMARY

"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, Internet correspondence from Sudan

Qualitative Impact

Pre-Election coverage on the Sudan Radio Service was outstanding by any measure, albeit qualitative. Not only were the civic education programs like *Road to Peace*, and *Let's Talk* in election mode, the news program brought daily news and information about the upcoming elections. Furthermore, SRS's broadcasts in nine languages assured the broadest possible reach across Sudan.

Internal monitoring (strictly as a management tool) of election coverage shows balanced coverage of parties and candidates throughout Sudan. SRS plans for the next quarter are for extensive field reporting over the actual voting period. In all of the election coverage, the focus has been on the voters, and their reactions and concerns. The voters carry a greater weight than even the candidates or parties in terms of SRS's elections coverage.

Quantitative Impact

Progress on indicators is very strong by the half way point in the fiscal year. Only the Journalism Training is lagging behind, as expected. The Certificate in Broadcast Journalism courses will not begin until next quarter, as will the training of SRS staff on the new Juba studios (to be completed next quarter). Nonetheless, EDC had good participation at an election training workshop this quarter and trained two Internews staffers and one new bureau producer. This brings the total of Journalists trained to 14, with an annual target of 92. The CBJ courses will bring that number up, as will the ad hoc Special Topics courses, which are like Master Classes for the CBJ program, but offered to a wider core of Journalists.

Audibility of the shortwave broadcasts remains high at 95% for the quarter, and 97%, so far in the fiscal year. The target is 85%. The number of Civic Education messages broadcast this quarter is 944 bringing the total so far this year to 2,024; more than halfway to the target of 2,626. SRS's quality of news remains high, as measured by the 190 times news from SRS was quoted by non-state news outlets. The total stories quoted so far is 288 and the target is 350 for the year.

Project Administration

The biggest success of this quarter occurred on March 10, 2010 when EDC broke ground on the construction of the compound for our new radio station: 98.6 SRS FM in Juba. Last quarter we finalized the lease for the land, and in this quarter, EDC selected a General Contractor, completed the environmental reviews, and obtained a building permit.

Administrative staff members for the Juba operation were interviewed and hired this quarter, and the process of opening a bank account begun. Staff from the Nairobi office should begin to move to Juba in the next quarter.

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

"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."

--anonymous listener in Yei

SRS news during this quarter was dominated by the CPA celebrations in January and preparations for one of the agreement's main provisions, nationwide general elections, scheduled to take place in April. Pre-election activity intensified during the period, amidst speculation that the logistical challenges facing the organizing body, the National Elections Commission, were too great for the polls to go ahead as planned. Similar concerns were expressed about the organization of the CPA celebrations, with fears that the stadium and other infrastructure would not be completed in time for the festivities. In any event, both events took place, although perhaps not to the entire satisfaction of either participants or observers.

Applications were submitted on behalf of candidates nominated by their parties on 13 January and would continue to be received after the initial ten-day deadline was extended. On the same day, the NCP declared that they would not be fielding a presidential candidate in the south. An NCP political advisor, Mathew Mayor, told SRS in Khartoum, "since the SPLM didn't name their candidate for the Presidency of the Republic, so we haven't named anybody for the President of the Government of Southern Sudan."

On January 19, Yambio, in Western Equatoria, was the focus for the celebrations of the 5th anniversary of the signing of the Comprehensive Peace Agreement. SRS sent a team of five journalists to cover the event, led by John Tanza, Deputy Chief of Party. President al-Bashir, who attended the ceremony with a large contingent of NCP officials from the north, emphasized that while the unity of the Sudan remained the priority of his government, the NCP would respect the choice of the people of southern Sudan, if they voted for independence in the referendum scheduled for January 2011. He used the occasion to reaffirm his commitment to the implementation of the CPA: "We assure you this, before the whole world, that, as brother Salva said, we in the Government of National Unity will work hard toward the full implementation of the CPA, and we will tackle any obstacles in the negotiations which will take us to the end of the interim period."

For his part, Salva Kiir, the President of the Government of Southern Sudan, was also in a conciliatory mood, even regarding the controversial issue of oil: "The north and south will continue to be economically and politically connected, whatever the choice of the people of southern Sudan in the referendum in 2011. The Nile will continue to flow from south to north and, given the deteriorating environmental condition and desertification in the north, the Arab nomads will continue to look for pasture and water in south Sudan. Oil in southern Sudan will continue to come from the south to the north for processing and export."

SRS interviewed representatives from the United States and United Nations missions to Sudan, who both underlined their support for the complete implementation of the CPA. Business in the town boomed during the celebrations with hotel owners and taxi-drivers enthusiastically reporting record profits.

After the euphoria of the CPA celebrations, a more somber note prevailed on January 20, as SRS provided listeners with the first report of election irregularities which were to plague virtually every aspect of the election process over the next three months. In a report from

Juba, officials from the Sudan Domestic Elections Observation and Monitoring Program accused political parties of buying voter registration cards in southern Sudan.

On 26 January, Yasir Arman was nominated as the SPLM presidential candidate to contest against President al-Bashir. His nomination marked the beginning of heightened tensions between north and south, with both sides claiming that their candidates were being intimidated and were unable to campaign freely.

By the end of the month, the SPLM was threatening to withdraw from the elections, if constituency boundaries were not redrawn in Southern Kordofan. The NCP retaliated by threatening to withdraw from CPA negotiations until after the elections.

A coalition of Darfur anti-government groups meeting in Doha, in what turned out to be another fruitless round of negotiations, suggested that the April elections should be postponed until after the Darfur conflict was resolved.

By mid-February, the SPLM was threatening to dismiss members who had opted to stand as independent candidates against "official" SPLM nominees. The National Elections Commission announced the beginning of the election campaign on February 15.

On February 18, in an exclusive interview with SRS, the US Special Envoy to Sudan, General Scott Gration, underlined the importance of transforming the existing political institutions in Sudan, if the success of the elections was to be assured.



EU Election observers arrived in Sudan on 11 March. On March 19, the Carter Center election monitoring body issued a statement saying that the elections in Sudan, "remain at risk on multiple fronts, including the ability of candidates to campaign freely." The elections watchdog also expressed its concerns about delays in the NEC's logistical preparations and recommended that the NEC should exercise its power to delay the elections.

SPLM's candidate Yassir Arman appeared muzzled at a February 20 news conference to protest the time limits for access to state media imposed on opposition candidates by the NEC.

On March 22, seventeen opposition political parties presented a petition to President Omar al-Bashir, demanding the postponement of the general elections until November 2010. They claimed that there were irregularities in the registration exercise and that voting papers had been forged and that logistical delays would make the organization of free and fair elections impossible.

Three days later, as calls for a postponement of the elections mounted, President al-Bashir threatened to expel foreign election observers, if they continued calling for a delay. The National Elections Commission repeated its commitment to conduct the April elections as scheduled.

Human Rights Watch, in a report published earlier in the week, claimed that both governments in Sudan were violating human rights, notably the right to freedom of expression, during the course of the election campaign.

On March 26, a coalition of the national opposition parties announced that they would hold a meeting the following day to decide on whether they would participate in or boycott the elections. The meeting was cancelled. In any event, most of the major opposition parties decided to withdraw their candidates from standing in northern constituencies.

By 31 March, amidst increasing pressure from nearly all sides to delay the elections, only Dr Abel Alier, the elderly and much-harassed chairman of the National Elections Commission, was steadfast in his determination that the elections would and could take place on schedule. It seemed unlikely at the time, but he was proved right.

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

Objective 1: To inform Sudanese on matters relating to the Comprehensive Peace Agreement.

Objective 2: To provide balanced news and information on civic education, health, agriculture, education issues, culture, and women’s issues.

Audibility of broadcasts

Q2 target: 85%; Actual: 95%

Month	January	February	March	# rated above 3.0	Q2 Total hours monitored	% rated above 3.0
Number of hours rated above 3.0	67	57	85	209	219	95

Summary:

As indicated in the table above, SRS audibility in Quarter 2 continued to be good. A total of two hundred and nine (209) out of the two hundred and nineteen (219) broadcast hours monitored rated above 3.0 in Q2. The number of hours rated below 3.0 was ten (10). SRS exceeded its 85% target by 10 percentage points. The highest score possible is 5.0, with scores of 3.0 and above considered satisfactory.

EDC has several monitors located throughout Sudan who listen to selected programs. They send in numeric evaluations of the audibility of the program, and, as a cross-check, also list what the program was about. If what they say they heard matches what SRS broadcast, we can be reasonably assured the report is accurate.

In this quarter SRS also had the highest number of monitors from whom we received reception reports across Sudan. In March, a total of 12 monitors submitted reports

With the change of seasons SRS changes frequencies, as propagation of shortwave radio signals is affected by seasonal atmospheric changes. Such a seasonal change was undertaken at the end of March.

A complete record of all monitoring reports can be found in Annex 5.

SRS stories quoted by non-state Sudanese media outlets

This indicator is an indirect measure of the quality of SRS programming, as media outlets would not use news items that are not relevant and credible.

NUMBER OF SRS NEWS STORIES USED OR QUOTED BY NON-STATE SUDANESE MEDIA OUTLETS - Q2 FY 2010

Media outlet	March	February	January	Total
Sudan Watch	84	84	13	181
BBC monitoring service	1	2	0	3
Anyuak media website	0	1	0	1
Sudanese Online website	0	1	0	1
Gurtong	1	1	0	2
Uganda Watch	2	0	0	2
Total	88	89	13	190

As can be seen in the table above, six non-state Sudanese media outlets quoted a total of 190 SRS news stories in Q2 of FY 2010.

Sudan Watch quoted a total of 181 SRS news. Sudan Watch is a blog created to monitor mainstream media reporting on humanitarian crises in Sudan, Uganda, DR Congo, Ethiopia, Niger and several other hotspots.

The BBC monitoring Service, a division of the British Broadcasting Corporation used 3 news stories. Anyuak Media and Sudanese Online posted 1 SRS news story each whereas Gurtong and Uganda Watch both quoted 2 SRS news stories.

The target for this fiscal year is 300. When combined with Q1's total of 99 SRS stories quoted, a total of 289 SRS stories have been quoted, thus far in FY10, virtually assuring that we will surpass this year's target.

Stringers identified and trained

SRS's target for stringers (freelance correspondents paid per story actually used) is three stringers per quarter.

In this quarter SRS used stories from five stringers who submitted a total of 28 news items. Stories were received from Bor (Jonglei State), Rumbek (Lakes State), Bentiu (Unity State), and Cairo, Egypt.

The indicator is designed to show the improved capacity and access to information in Sudan. Stringers are not regular employees of SRS. Instead they are paid for their services on a per story basis. They are paid only if their stories actually pass through the editorial process and are broadcast. SRS's provides training for these stringers by providing feedback about stories they submit, and through the editorial process. Should a stringer's story be rejected, they are informed why the story was not used.

Civic Education Messages

**Number of Civic Education Messages Relayed Through the Media and Supported by the USG: FY 2010 Target: 2,526 Actual to Date: 2,024
Q2 total: 944**

In the second quarter of FY 2010, SRS aired a total of 944 civic education messages.

A total of 389 civic education programs were aired in the following series: *Road to Peace*, the NDI-supported *Let's Talk*, and *Spotlight*. In addition, a total of 555 public service announcements were broadcast.

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

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. Its focus 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 on the challenges of elections featured an interview with the Chairperson of the National Elections Commission. We also covered the progress of the South-North border commission in which SRS spoke with the Chairperson of the South-North Border Commission.

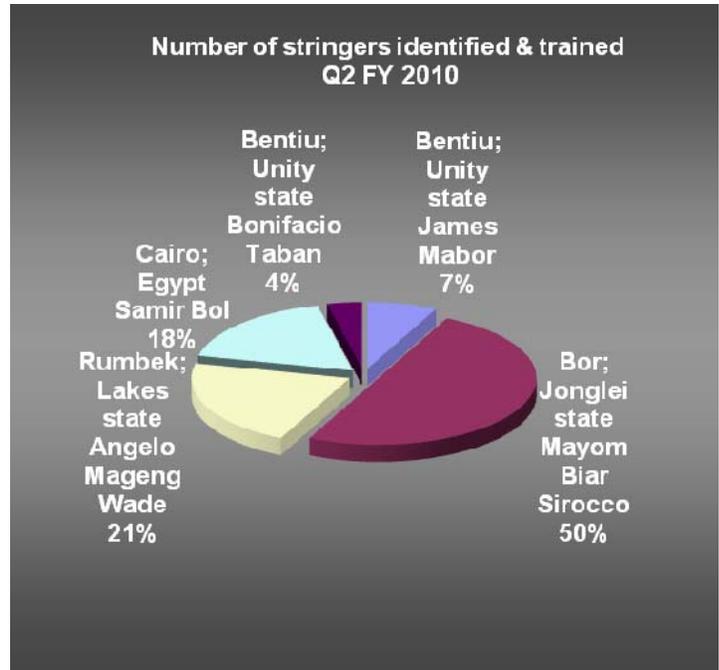
Let's Talk

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.

180 of the civic education messages broadcast by SRS in Q2 were *Let's Talk* programs. These included programs on the youth and elections, an overview of the elections process, the National Elections Commission, nomination process, womens lists, and elections in the three areas, the secrecy of the ballot, among others.

Spotlight

This program takes a comprehensive look at major, complex issues affecting citizens. During this quarter, one of the *Spotlight* programs broadcast in March highlighted the party policies of the SPLM, the SPLM-DC, and the NCP. Another *Spotlight* program highlighted the importance of peaceful campaigns, in which SRS spoke with former President of Burundi, the GOSS Vice President and the UNMIS Chief Elections Officer.



Public Service Announcements (PSAs)

555 PSAs were aired during this period. They focused on two different themes: voter education and anti-corruption.

A total of 295 voter education PSAs were aired. 180 went on the air within the civic education program *Lets Talk*; and the remaining 115 were repetitions from those that ran within *Lets Talk* and were slotted in between other SRS programs.

260 anti-corruption messages were aired. They were slotted in between SRS programs.

Advisory Board meetings

The Advisory Board did not meet in this quarter. EDC, at the recommendation of the board, will have the next meeting in our newly constructed radio station in Juba. With the construction of the SRS compound now underway, it is anticipated that the Advisory Board will meet in the third or fourth quarter of this fiscal year.

PROFESSIONAL AND INSTITUTIONAL CAPACITY

Objective 3: To build the capacity of Sudanese journalists and media partners

Journalists trained

The number of journalists trained with USG assistance in Q2 FY09

Q2	Staff of non state-owned media	Interns	Staff of state owned media	Totals
Men	3	2	3	8
Women	0	0	5	5
Totals	3	2	8	13

During this period SRS trained 13 journalists (8 men and 5 women). This “F” indicator, tracks



the number of journalists who receive training during a workshop, a series of training sessions, or an internship at SRS. The number 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. Newly recruited bureau producers also undertake training before they can report to their respective work stations, this too is not counted.

Journalists attending EDC’s Special Topics Course on the elections March 30th in Juba.

Interns and newly recruited bureau producers training

Out of the 13 journalists trained, 2 were male interns; one Hou Akot Hou is a news reporter working for the InterNews Nhomlau FM radio station in Aweil East, Malualkon in Northern Bahr El Ghazal state, Sudan. The other intern, Abraham Luaala, is a Sudanese student at a journalism college in Nairobi, Kenya. Both interns 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.

SRS’s new bureau producer for Rumbek, Lonya Banya Banak, spent two weeks (21 March – 5 April) in Nairobi completing a training program. The training included a review of EDC’s Policy and Procedures Manual and other administrative issues, as well as technical training.

The producer learned how to use digital recording equipment and digital editing programs.

Covering an election; voters'-voice reporting – A Special Topics Offering by the SRS Certificate in Broadcast Journalism Program - 30 March 2010

Elections reporting: Voices of the people, by Jon Newstrom, Colin Lasu and Chris Opoka, Juba, Sudan

Name	Organisation/employer	Gender	State-owned	Non-state owned
Alfred Soka Porfilio	South Sudan Radio (SSR)	M	√	
Deng Simon Garang	Daily Liberation	M		√
Suzan Makut Chagai	Department of Information CES	F	√	
Lydia Cirilu Noon	Department of Information CES	F	√	
Diana Dehiya Dezoul	Department of Information CES	F	√	
Michel Zenab	Department of Information CES	F	√	
Daniel Dunyo Nathaniel	Department of Information CES	M	√	
Ali Mohammed	Liberty FM	M		√
Shager Saleh	Capital FM	M		√
Peter Mori James	South Sudan Radio (SSR)	M	√	
Jackline Pierino Effrem	South Sudan TV (SSTV)	F	√	

The training was conducted by SRS Chief of Party, Jon Newstrom, SRS senior journalism trainer Colin Lasu and associate journalism trainer Christopher Opoka at the Government Accounting Training Centre in Juba, Southern Sudan, for one day.

Eleven students (6 men, 5 women) were trained on Elections Reporting. This group consisted of journalists from 8 government operated media outlets, as well as 3 journalists from independent media outlets. The training experience was instructive and practical. Participants were divided into groups of three to four members who were then led to conduct interviews and produce “vox pop” interviews.

In the early morning session, students learned the definitions of vox pops (voices of the people) and how they can be put to use. SRS trainers brainstormed on vox pop questions. In the afternoon, groups conducted street interviews. Finally, each group edited their audio interviews, using Adobe Audition and replayed them for fellow trainees and trainers. Their work was then evaluated by the SRS team of trainers. Out of the eleven, 3 journalists (1 woman and 2 men) were enrolled for the SRS Certificate in Broadcast journalism. The

Feedback from the students:

“This training has benefited or has [been the] most benefit to me. For [the] reason that I got guidelines in interviewing politicians, citizens and how can I guide myself from making major mistakes in reporting.”

“The topic benefited [me] mostly because the people...especially here [in] southern Sudan are not ...reached in election reporting.”

“Yes the training topic has actually benefited me most which [I] am sure I would use it in my daily work.”

“Yes [more topics should be covered] like Adobe Audition software [for editing audio], many people did not [know] how to use it.”

training was timely and particularly significant, because Sudan was, at the time, scheduled to hold its first democratic elections in over 20 years.

Certificate in Broadcast Journalism in collaboration with Juba University

SRS has scored a major breakthrough in the start of the Certificate in Broadcast Journalism (CBJ) at the University of Juba. University Vice Chancellor (VC), Dr. Aggrey Abate's, commitment to host the CBJ at the institution helped in finally jump-starting the program. The VC's appointment of Chaplain Kara Yokuju, Chairperson of the Communication Department, as a university liaison for the CBJ, helped in navigating university processes and we have secured a dedicated classroom.

The CBJ is a one-year (two semester) program consisting of eight courses along with ad-hoc seminars, and practical training. See last quarter's technical report for a copy of the curriculum. Once the SRS FM studios are complete, the students will have practical assignments at a real radio station. Until the SRS compound is complete, however, the CBJ needed a place to teach. Juba university seemed the logical choice, not only because they have classrooms, but also because EDC has been collaborating with them for the past year.

The actual certificate will be issued by EDC and Juba University, thus offering the first academic credential in journalism available in southern Sudan. The courses are lead by Colin Lasu, a PhD candidate in Journalism at Ohio University. Colin went to high school in Juba, and speaks fluent Bari and Juba Arabic as well as English. He is assisted by Christopher Opoka and by the SRS staff.

Earlier in this quarter, the collaboration with Juba University broke down, and it looked like EDC would have to rent classroom spaces for the coursework to start this semester. The problem was that our collaborators at the University, while they had official sanction to work with EDC, did not have the administrative authority within the university to secure a classroom. The breakthrough came when the Vice Chancellor championed our cause.

The classroom issue delayed the start of the CBJ, but the courses will be in full swing for next quarter's report.

Cross Cutting Issues

EDC provides coverage and discussion of cross-cutting issues on a daily basis. Programs appear regularly on the Environment, Agriculture, Health, Governance, Civil Society, Women's Issues, Education, and Development.

Environmental Compliance

EDC completed both an Initial Environmental Examination (IEE) and an Environmental Review Report (ERR) in this quarter. The IEE was tentatively approved by USAID East Africa Region, and EDC expects approval from USAID headquarters in the next quarter. The ERR was approved on the condition that any additional requirements imposed by the final IEE would also be binding.

The ERR was required because of construction of a compound for the Juba FM station, which began this quarter. Construction could not begin without the ERR. As required by the ERR, a copy of the Environment Mitigation and Monitoring Plan (EMMP) accompanies this report as Attachment III.



USAID's, Christopher Dege (Nairobi/EA/REGI) discusses Environmental Mitigation and Monitoring with Patrick Mtebi of Arkel Sallyport and an unknown woman from MSI in Juba at the EDC/SRS plot.

Lessons Learned

Once again, a major lesson learned this quarter centers around patience. Last Quarter, EDC reported a great deal of patience was required when pushing hard to get land in Juba, in order to start building the long awaited 98.6 SRS FM station in Juba.

This quarter, another major effort seemed bound to fail. EDC's Certificate in Broadcast Journalism was slated to start in the first quarter of this fiscal year. We had opened discussions for a collaboration between Juba University and EDC on supporting the certificate program (see above, for details on the CBJ). Juba University has no Journalism program currently and is very interested in working with EDC. This would be a win – win for all parties, including USAID. Juba University would gain a ready made and professional Journalism program. EDC would be able to add Juba University to the certificate, gaining significant academic credibility. While EDC has a world wide reputation for education excellence, it is not accredited in Sudan. Juba University is.

While people at lower administrative levels within Juba University were very supportive, when the collaboration needed direct support, it appeared that the University would disappoint us. The CBJ needed classroom space, and the SRS compound would not be able to accommodate the courses until at least July. EDC was forced to start looking for classroom space, which was not planned or budgeted.

However, patience prevailed once again. A breakthrough (see Journalism Training section above) occurred in this quarter, and high level Juba University officials started paying attention. Vice Chancellor (VC), Dr. Aggrey Abate's, commitment to host the CBJ at the institution helped to jump-start the program. As a result the CBJ program will begin on the Juba University campus next quarter.

III. PROGRESS ON INDICATOR TARGETS (Quantitative Impact)

SUMMARY INDICATOR TABLE FY10						
Summary Indicator Table FY10						
Indicator	FY 2010 Target	Quarterly Achievement Q1	Quarterly Achievement Q2	Quarterly Achievement Q3	Quarterly Achievement Q4	FY 2010 Achievement
# of journalists trained with USG assistance	92	1	13			14
# of civic education messages relayed through the media and supported by USG	2,626	1,080	944			2,024
% of broadcast hours audible in Sudan on radios available in Sudan	85%	99%	95%			97%
# of students who successfully complete the SRS broadcast journalism certificate program	N/A	N/A	N/A	N/A	N/A	N/A
# of SRS news stories quoted or used by a non state Sudanese media outlet	350	98	190			288

NUMBER OF JOURNALISTS TRAINED WITH USG ASSISTANCE

INDICATOR TITLE: NUMBER OF JOURNALISTS TRAINED WITH USG ASSISTANCE

UNIT: Number of journalists	DISAGGREGATE BY: Location, topic, media outlet & job type, date and gender						
	Geographic location	Media outlet & position	Topic	Date	W	M	Sub-total
	Nairobi, Kenya	Internews station journalist (Al Mujtama. 88.0 FM Blue Nile state)	Basic-newswriting	12 Oct-30 Oct 09	0	1	1
	Nairobi, Kenya	Internews station journalist (Nhomlau FM radio Aweil East, Maluakon, Northern Bahr el Ghazal state)	Basic-newswriting	21 Mar-5 April 10	0	1	1
	Nairobi, Kenya	A Sudanese Diploma student at a Journalism college in Nairobi, Kenya	Basic-newswriting	17 Feb-30 April 10	0	1	1
	Juba, Sudan	11 journalists, from both state-owned & from independent media outlets in Juba	Covering elections; voters' voice reporting	30-Mar-10	5	6	11
	Totals					5	9

Results:																
	Baseline		Reporting period 31/Dec/09		Reporting period 31/Mar/10		Reporting period 30/June/10		Reporting period 30/Sep/10		Cumulative for FY 2010		FY 2010 Target		FY 2011 Target	
	W	M	W	M	W	M			W	M	W	M	W	M	W	M
Total, by gender	N/A	N/A	0	1	5	8			5	9	23	69	33	100		
Nairobi, Kenya	N/A	N/A	0	1	0	1										
Nairobi, Kenya	N/A	N/A			0	1										
Juba, Sudan	N/A	N/A			5	6										

NUMBER OF CIVIC EDUCATION MESSAGES RELAYED THROUGH THE MEDIA AND SUPPORTED BY USG

INDICATOR TITLE: NUMBER OF CIVIC EDUCATION MESSAGES RELAYED THROUGH THE MEDIA AND SUPPORTED BY USG

UNIT: Number of civic education programs and public service announcements	Baseline	Reporting period 31/Dec/09	Reporting period 31/Mar/10	Reporting period 30/Jun/10	Reporting period 30/Sep/10	Cumulative for FY 2010	FY 2010 Target	FY 2011 Target
	N/A	1,080	944			2,024	2,626	1,924

NUMBER OF STUDENTS WHO SUCCESSFULLY COMPLETE THE SRS BROADCAST JOURNALISM PROGRAM

INDICATOR TITLE: NUMBER OF STUDENTS WHO SUCCESSFULLY COMPLETE THE SRS BROADCAST JOURNALISM PROGRAM

UNIT: Number of students	Baseline		Reporting period 31/Dec/09		Cumulative for FY 2010		FY 2010 Target		FY 2011 Target	
	W	M	W	M	W	M	W	M	W	M
	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0	0	3

Note: This indicator has no targets until FY 2011, therefore, data columns in years prior to FY 2011 are not applicable

NUMBER OF SRS NEWS STORIES USED OR QUOTED BY NON-STATE SUDANESE MEDIA OUTLETS

INDICATOR TITLE: NUMBER OF SRS NEWS STORIES USED OR QUOTED BY NON-STATE SUDANESE MEDIA OUTLETS

UNIT: Number of stories	DISAGGREGATE BY: Media outlet							Media outlet	Sub-total
								Sudan Watch	261
								BBC Monitoring Service	15
								Anyuak Media Website	3
								Gurtong	3
								Uganda Watch	5
								Sudanese Online website	1
								Total	288
	Baseline	Reporting period 31/Dec/08	Reporting period 31/Mar/10	Reporting period 30/June/10	Reporting period 30/Sep/10	Cumulative for FY 2010	FY 2010 Target	FY 2011 Target	
	N/A	98	190			288	350	100	

PERCANTAGE OF BROADCAST HOURS AUDIBLE ON RADIOS AVAILABLE IN SUDAN

INDICATOR TITLE: PERCENTAGE OF BROADCAST HOURS AUDIBLE IN SUDAN ON RADIOS AVAILABLE IN SUDAN

UNIT: Number of broadcast hours audible divided by total number of broadcast hours monitored	Baseline	Reporting period 31/Dec/09	Reporting period 31/Mar/10	Reporting period 30/June/10	Reporting period 30/Sep/10	Cumulative for FY 2010	FY 2010 Target	FY 2011 Target
	N/A	99%	95%			97%	85%	85%

IV. MONITORING

Listener comment: "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

Feedback Forums

No feedback forums were conducted during the second quarter. Two forums, however, will be held in Quarter 3. The first is scheduled for the Malakal area, in late April – early May. The second will be held in the Wau area, in mid-June.

Meanwhile, we continue to utilize knowledge gained in the Juba feedback forum, held in the fall of 2009. That information is assisting us as we plan programs and schedules for the new Juba SRS FM at 98.6 MHz.

Efforts to ensure data quality

In early February the SRS Monitoring and Evaluation Team Leader conducted training sessions in Juba and Rumbek for individuals who monitor the SRS shortwave signals. The report of that trip is included in this report as Annex 4. Accurate evaluations of the SRS shortwave signals are vital to getting SRS's objective news and information programs to all of Sudan. We also submitted a Case Study in the USAID "Telling Our Story" series about the role of the frequency monitoring process in making sure Sudan's citizens receive the shortwave broadcasts.

Monitoring geographic news coverage

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

During this quarter, almost a third of SRS's stories came from Khartoum state, which is not surprising, since much of the news centered on the run-up to the elections, and the National Election Commission is headquartered in Khartoum. Also, many campaign stories originated in Khartoum. Stories dealing with issues in Central Equatoria or from Juba took up over 22% of our coverage. As was the case for Khartoum, since Juba and Central equatorial were the origination point of many election-related stories, that result is not surprising. 15% of the coverage dealt with national issues that could not be identified with any one location. Stories from the three states of Darfur accounted for 7% of the coverage.

No other single state or area received more than 5% of SRS's news coverage. Only Eastern Equatoria, Gezira, and Western Bahr el Gazel states had no original news stories originating from them. Of course, those and other areas were covered by news items carried on SRS, but originating from other sources.

See Annex 3 for a detailed chart on original SRS stories by geographic area in this quarter.

V. NEXT QUARTER'S WORK PLAN

EDC did not have an approved Work Plan for Fiscal year 2010 during the second quarter.

VI. PROJECT ADMINISTRATION

Constraints and Critical Issues

Delays in work permits for SRS Sudanese staff working in Nairobi, and similarly, the issuance of DA-1's continue to be a critical issue. The largest constraint for the next two quarters will be time. The good news is the work permit and DA-1 issues seem to be moving toward resolution in the next quarter.

Kenyan Work Permits and DA-1's

The Work Permit issue has reached a level beyond critical. The problem is that the permits currently have to be processed through USAID/Kenya which, up to this writing, has been unconscionably slow. As mentioned above, there seems to be some progress following meetings between the Sudan Mission Director and EDC. The D&G staff in Juba has also been quite helpful. Nonetheless, the issue remained unresolved in this quarter.

EDC has DA-1's pending for exemption from Kenyan VAT; some pending for months. As a result of these delays, EDC has been forced to pay VAT, which, of course, is an expense to the USG. The expense is caused when USAID/Kenya does not process EDC's DA-1 applications in a timely manner.

Time Constraint

EDC was unable get its FM station on the air this quarter, mainly due to time constraints. Once the land was officially in EDC's control in the last quarter, it took most of this quarter to get to the point where ground could be broken.



Groundbreaking occurred in early March. Here a bulldozer is leveling the first terrace of the compound. Offices and the radio studios will be built on this terrace next quarter.

In addition to selecting and awarding a sub-contract to a General Contractor, EDC has two other requirements to meet. We needed a Building Permit from the Ministry of Housing in Central Equatoria State, and to complete the Environmental requirements of our cooperative agreement. See also the discussion of environmental compliance, above, and the EMMP in Attachment 3.

Ground breaking occurred on March 10, 2010. The focus has always been to get the radio station elements done as soon as possible, so we could begin with test broadcasting (repeats of the Shortwave program) as soon as possible. As reported last quarter, if everything went perfectly, we could even have had special election programs on the FM in time for the elections April 11th.

Unfortunately, despite our best efforts we could not be ready for the election. [In fact, a crucial element – the concrete base for the tower was not poured until today, April 30th, almost three weeks after the election started] The main reason for the delay was the contractors who built the radio studios (currently in containers in a storage yard in Juba) were not available in March, and, in fact, are scheduled to come to Juba in May. The plan is to take three of the five containers, join them together to form the studios. The contractor who built them remains the only one who can assemble them.

Although time was against us, the current timeline is still holding. The radio station assembly will occur next quarter between May 17th and May 28th. Assuming we can have the Internet connections installed shortly after the radio station is ready, we can begin test broadcasting. Again, if things go perfectly, 98.6 SRS FM can be on-the-air for test programs in the next quarter.

Security Issues

The security situation in Juba this quarter was calm, but there was a disturbing incident at two radio stations. Central Equatoria State authorities shut down both Radio Liberty and Radio Bahkita, and detained their managers briefly. The police told the managers that they should avoid broadcasting politics and only read the party manifestoes.

This heavy handed incident signals that state officials have little regard for the freedom of expression, or the free marketplace of ideas.

On the plus side, the United Nations did organize a meeting of media outlets with a high ranking GOSS police official directly in charge of elections. This provided media with the name and contact details of someone highly placed in the Police. This is marks the first time the media could contact someone regarding incidents against the media.

Personnel

Charles Northrip, PhD, Civic Education and Programming Advisor started full time in January. He fills the position previously held by Lisa Hartenberger-Toby, who is now working at the EDC office in Washington DC.

Three new administrative employees were hired for the Juba office this quarter, starting work early in next quarter. A Procurement Officer, Logistics Officer, and Financial Officer were recruited in Juba and will fill out the senior administrative positions.

SRS employees currently working in the Nairobi office will begin moving to Juba in the next quarter. EDC anticipates that, with the exception of the COP and News Editor, all staff at SRS FM in Juba will be Sudanese.

Contract Modifications and Amendments

EDC received no modifications or amendments to the award in the second quarter of Fiscal Year 2010 (1Q FY10).

ANNEX 1: Success Story

EDC submitted a Case Study to the USAID *Telling Our Story* database on April 28, 2010, and received confirmation. EDC's submission is titled: *Making sure balanced news gets to Sudan*. A pdf copy of the success story is attached to this report as Attachment II.

Note: Attachment III is a pdf file which is an approximation of the final *Telling Our Story*. EDC does not have a copy of the USAID/Sudan logo, nor does the TOS submission process offer us a final pdf version. EDC can only assume the mission has access to the TOS database and can obtain a copy of the final version as it was submitted.

Annex 2: Schedule of Future Events

Date	Location	Activity
All of April and May, 2010	Juba, Central Equatoria State	On-site land development and construction of SRS FM, 98.6.
5-18 April, 2010	Bentiu, Torit, Malakal, Yambio	Daniel Danis, Clement Wani, & Hussein Khalil-will cover the elections in these locations.
11-27 April, 2010	Nairobi, Kenya and all Sudan Bureaus	SRS will cover the conduct of the elections and report results.
26 April – 3 May, 2010	Malakal, Upper Nile State	Marketing Director Michael Tamburo and Producer Queen Makalele will conduct a feedback forum among a selected group of Malakal residents. They will also distribute SRS calendars and conduct other publicity activities.
7-15 May, 2010	Wau, Rumbek	Producers Stephen Omiri and James Rashid will gather program materials for <i>Road to Peace</i> and <i>Health for All</i> , and send news reports.
7-17 May, 2010	Port Sudan	Producer Clement Wani will gather actualities and sound bites for the <i>Development program</i> and send news stories.
15 May, 2010 (Tentative)	Juba, Central Equatoria State	Certificate of Broadcast Journalism (CBJ) will offer a special topics course: Media and the Law.
16-22 May, 2010	Khartoum	Producer Samuel Kenyi will gather program materials for <i>Spotlight</i> , and send news reports.
17-28 May, 2010	Juba, Central Equatoria State	Assembly of studio and transmitter equipment for SRS FM, 98.6.
17 to 28 May, 2010	Malakal	Producer Koang Pal will gather program materials for <i>Spotlight</i> and contribute news stories.
27 May - 10 June, 2010	Panyijjar, Rumbek	Producer Gabriel Galuak will gather program materials for <i>Development</i> program and contribute news stories.
31 May – 9 July, 2010	Juba, Central Equatoria State	Training of SRS production staff in operating SRS FM, 98.6 will begin.
5 June, 2010	Juba, Central Equatoria State	CBJ will begin practical training in studios of SRS FM, 98.6.
7 June, 2010	Juba, Central Equatoria State	Test broadcasting will begin on SRS FM, 98.6.
14-23 June, 2010	Mundri	Producer Christina Jambo will gather actualities and sound bites for the <i>Health for All</i> , and send news reports.
15-22 June, 2010	Wau, Western Bahr el Ghazal State	Marketing Director Michael Tamburo, Marketing Assistant Emily Kiilu and a producer will conduct a feedback forum among a selected group of Wau residents. They will also distribute SRS calendars and conduct other publicity activities.

Annex 3 SRS stories by geographic region

Quarter 2 2010

GEOGRAPHICAL ANALYSIS OF SRS ORIGINAL STORIES FOR Q2 FY 10					
NAME OF STATE	Mar.	Feb.	Jan.	Q2 TOTAL	%
Abyei	1	1	1	3	0.79%
Blue Nile State	0	0	4	4	1.06%
Central Equatoria	18	11	14	43	11.38%
Darfur (Regional)	14	8	6	28	7.41%
Eastern Equatoria	0	0	0	0	0.00%
Eastern Sudan	0	4	0	4	1.06%
Gadarif State	0	1	0	1	0.26%
Gezira State	0	0	0	0	0.00%
Jonglei State	5	1	9	15	3.97%
Khartoum (state)	58	34	28	120	31.75%
Lakes State	3	0	1	4	1.06%
National (all Sudan)	26	11	20	57	15.08%
North Darfur State	0	0	3	3	0.79%
Northern Bahr el Ghazal	0	0	0	0	0.00%
Other	1	3	6	10	2.65%
Regional North	0	0	1	1	0.26%
Regional South	11	16	16	43	11.38%
Regional Three Areas	0	0	0	0	0.00%
Sennar state	0	0	1	1	0.26%
Southern Darfur State	2	2	0	4	1.06%
Southern Kordofan	1	0	3	4	1.06%
Unity State	2	4	3	9	2.38%
Upper Nile State	0	1	0	1	0.26%
Warrab State	1	0	0	1	0.26%
Western Bahr el Ghazal State	0	0	0	0	0.00%
Western Darfur State	4	4	1	9	2.38%
Western Equatoria State	1	0	12	13	3.44%
TOTAL # OF STORIES	148	101	129	378	100.00%

Annex 4: Reception monitoring refresher training

Trainer: Michael Tamburo

Purpose: To provide refresher training to SRS reception monitors on how to tune to a shortwave radio, how to listen to SRS and the correct way to fill reception monitoring log forms.

Outcome: Improved data quality collection

The refresher training was conducted in Juba and Rumbek. Training was structured into theory and practical; three days in each location. The program commenced with an explanation of why SRS monitor frequency signals. Monitors were told that Reception Monitoring is important because SRS generates reports for one of our program indicators which we report to our donor. I explained to the monitors the different processes taken to generate information out of the raw data monitors send i.e., the monthly reception reports and the quarterly audibility reports. The first leg of the training took place in Juba where our Bureau producer monitored SRS and failed to get it. I guided him on how to tune to a shortwave radio receiver. We located the frequency and he filled a reception log form on his own. We reviewed the filled form together and I pointed out where there were issues of concerns. I gave the monitor three day assignments while I proceeded to Rumbek the following day. Our monitor in Rumbek also went through the same instructions. We listened to SRS together and he filled a form on his own. We reviewed the form later in the evening. I gave him two day assignments.



SRS staff explains to a freelance monitor how to tune to a shortwave radio receiver in Rumbek

Most of the problem areas revolved around program description, rating scale and how to tune and get good receptions. Both our monitor in Juba and Rumbek had difficulties tuning to the SRS broadcasts as well as rating the signal on the scale. I explained to them each of the elements in the reception log form as well as how to tune to a shortwave radio receiver, for example finding an open location, use of extended antenna when the broadcast is not clear. I also recommended that they should move with their radio set so that they will not miss up on SRS broadcast.

SRS will continue to conduct refresher training with our new bureau producers and more especially our dedicated freelance monitors. This will enable them understand why the reception is monitored and how best to fill and describe the programs.

Annex 5: Shortwave Reception Monitoring Reports

January

Date	Time	Frequency	Rumbek	Tambura	Kauda	Khartoum	Malwalkon	Juba	Bor	Leer	Al Fasher	Yambio	National Averages
05.01.2010	6:35 PM	17,745 kHz	4.8	NDR	NDR	5.0	4.2	4.6	NDR	NDR	NDR	NDR	4.7
08.01.2010	7:50 AM	7,280 kHz	4.8	4.2	4.4	5.0	4.4	4.6	4.0	3.8	NDR	NDR	4.4
10.01.2010	7:10 PM	11,785 kHz	4.8	3.8	NDR	5.0	4.2	5.0	4.4	NDR	NDR	NDR	4.5
13.01.2010	8:15 PM	9,840 kHz	4.8	4.2	3.6	2.8	4.0	5.0	4.0	NDR	4.4	NDR	4.1
16.01.2010	8:25 AM	13,720 kHz	4.8	NDR	4.0	NDR	4.2	5.0	4.0	3.4	4.2	NDR	4.2
18.01.2010	8:45 PM	9,840 kHz	4.8	3.8	4.2	NDR	4.2	NDR	4.0	4.4	NDR	4.8	4.3
22.01.2010	7:25 PM	17,745 kHz	4.8	3.8	3.6	NDR	4.0	5.0	4.0	NDR	NDR	NDR	4.2
26.01.2010	7:10 AM	7,280 kHz	4.8	4.2	4.4	5.0	4.2	5.0	4.0	NDR	NDR	NDR	4.5
28.01.2010	8:15 AM	13,720 kHz	4.8	4.2	4.6	5.0	4.2	5.0	4.0	3.8	4.8	NDR	4.5
30.01.2010	7:40 PM	11,785 kHz	4.8	4.2	1.8	5.0	4.2	5.0	4.0	NDR	NDR	NDR	4.1
			4.8	4.1	3.8	4.7	4.2	4.9	4.0	3.9	4.5	4.8	4.4

NDR: No data received

Notes:

97% of broadcast hours monitored were audible in January. This means that a total of sixty seven out of 69 audible hours monitored rated above 3. A rating of 3 or above is considered audible.

As reflected in the above report, the number of SRS monitors fluctuates from time to time. This month, we received reports from ten monitors representing 9 states (Northern Darfur state, Southern Kordofan, Warrap state, Lakes state, Khartoum state, Central Equatoria state, Western Equatoria state, Unity state and Jonglei state) in Sudan. Reports from these monitors indicate good and clear reception for most of the broadcasts. This perhaps can be attributed to good weather patterns in most parts of Sudan. We will continue to look for more monitors in other locations.

The national average for SRS reception rated 4.4, two points up from the national audible hours monitored in December.

Highlights from our monitors' reports are noted below:

Individual SRS frequencies were received well in all the locations. In Rumbek the national average did not change; it rated 4.8. Tambura was rated at 4.1, up by 0.3 points; Kauda at 3.8, down by 0.2. Khartoum was unchanged at 4.7; Malwalkon at 4.2 was up by 0.2. Juba came in at 4.9, up by 0.1; Bor at 4.0, Leer at 3.9, Al Fasher at 4.5, and the single day reception report from Yambio came in at 4.8.

The early morning frequency at 7,280 kHz was rated at 4.5, two points up from November. The 13,720 kHz frequency rated a 4.4, up by 2 points. The early evening frequency at 17,745 kHz was rated 4.6, up by 0.5, and the late evening frequency of 9,840 kHz was rated at 4.2, down by 0.1 point. The SRS Darfur service frequency at 11,785 kHz rated 4.3, up by 0.2. We monitor each of these frequencies twice a month.

On the evening of January 13th and 30th our monitors in Khartoum and Kauda reported weak signals on 9,840 kHz and 11, 785 kHz but could not elaborate on the source of the problem. However, the same frequencies were well received in other locations. The weather situation during the two days was reported to be clear.

February

Date	Time	Frequency	Rumbek	Tambura	Kauda	Khartoum (Azhari)	Malwalkon	Juba	Khartoum (Omdurman)	Al Fasher	Al Geneina	Leer	National Averages
02.02.2010	8:45 PM	9,840 kHz	NDR	4.2	4.2	5.0	4.2	NDR	NDR	NDR	2.8	NDR	4.1
05.02.2010	7:30 AM	7,280 kHz	4.8	4.2	2.2	NDR	4.6	NDR	NDR	NDR	4.6	3.8	4.0
07.02.2010	7:15 AM	7,280 kHz	5.0	3.8	2.4	5.0	4.4	NDR	NDR	NDR	4.2	3.6	4.1
10.02.2010	7:35 PM	11, 785 kHz	5.0	NDR	3.6	5.0	5.0	5.0	NDR	4.6	5.0	4.6	4.7
13.02.2010	6:25 PM	17, 745 kHz	NDR	NDR	NDR	5.0	4.8	5.0	NDR	4.6	4.8	NDR	4.8
15.02.2010	7:10 PM	11,785 kHz	4.8	NDR	3.6	5.0	4.8	5.0	NDR	NDR	NDR	NDR	4.6
18.02.2010	8:25 AM	13, 720 kHz	5.0	3.8	NDR	5.0	4.6	5.0	4.8	NDR	5.0	NDR	4.7
23.02.2010	7:05 PM	17,745 kHz	NDR	4.2	NDR	4.4	5.0	5.0	4.2	NDR	1.0	1.4	3.6
26.02.2010	8:15 PM	9,840 kHz	NDR	4.2	NDR	4.4	5.0	3.0	4.6	NDR	4.8	NDR	4.3
28.02.2010	8:15 AM	13,720 kHz	NDR	4.2	NDR	5.0	5.0	NDR	4.6	NDR	5.0	3.1	4.5
			4.9	4.1	3.2	4.9	4.7	4.7	4.6	4.6	4.1	3.3	4.4

NDR: No data received

Notes:

92% of broadcast hours monitored was audible in February. This means that a total of fifty seven out of 62 audible hours monitored rated above 3. A rating of 3 or above is considered audible.

This month, we received reports from ten monitors. Our monitor in Bor was not able to submit reports for February because he was attending training in Juba on how to cover elections. Our Monitor in Kauda changed his job and moved to Nzara County in Western Equatoria state. He will be reporting from there in the coming months.

Overall, the national average for SRS reception rated 4.4 in February. This rating is the same rating we had in January.

Highlights from our monitors' reports are noted below:

Nationally, SRS frequencies indicated good performance. In Rumbek, the national average did not change; it remained 4.9. Tambura remained the same at 4.1, while Kauda was rated at 3.2, down by 0.6. Khartoum had two reports: from Azhari, south of Khartoum, at 4.9 and Omdurman, in North West Khartoum, at 4.6. Malwalkon was rated at 4.7, up by 0.5; Juba came in at 4.7, down by 0.2; Leer at 3.3, down by 0.6; Al Fasher at 4.6, up by 0.1; and Al Geneina was unchanged at 4.1. Kauda and Leer had the lowest monthly average at 3.2 and 3.3 but still these ratings were above the lowest acceptable average of 3.0.

The early morning frequency at 7,280 kHz was rated at 4.1, down by point four from January. The 13,720 kHz frequency was rated at 4.6, up by 0.2 points. The early evening frequency at 17,745 kHz was rated at 4.2, down by 0.4, and the late evening frequency, 9,840 kHz, remained the same as in January at 4.2. The SRS Darfur service frequency at 11,785 kHz was rated at 4.7; up by 0.4 points. SRS's regular frequency changes took place in the next month when three frequencies were changed.

On the morning of February 5 and 7, our monitor in Kauda reported a weak signal on 7,280 kHz. He reported too much fading on the frequency. On the 23rd, our monitors in Al Geneina and Leer reported that the signal was weak and not clear. The weather situation was reported to be foggy in Leer while Al Geneina was windy. The other monitors received the signal loud and clear.

March

Date	Time	Frequency	Rumbek East	Tambura	Nzara	Khartoum	Malwalkon	Juba	Juba south	Rumbek North	Al Fasher	Al Geneina	Leer	Bor	National Averages
03.03.2010	7:15 PM	17,745 kHz	4.4	NDR	3.8	4.6	5.0	NDR	NDR	NDR	4.4	4.8	3.4	4.0	4.3
05.03.2010	7:30 AM	7,280 kHz	5.0	4.4	3.4	NDR	4.8	NDR	NDR	NDR	NDR	NDR	NDR	NDR	4.4
07.03.2010	8:10 PM	9,840 kHz	NDR	3.6	NDR	3.6	4.2	NDR	NDR	NDR	4.0	3.8	NDR	4.0	3.9
09.03.2010	8:30 AM	13,720 kHz	5.0	4.0	4.2	4.4	4.8	NDR	NDR	NDR	NDR	NDR	NDR	4.0	4.4
11.03.2010	7:30 PM	17,700 kHz	5.0	3.6	3.4	4.4	4.8	NDR	NDR	NDR	4.6	5.0	2.4	4.0	4.1
15.03.2010	7:45 PM	17,700 kHz	3.6	4.2	3.4	1.8	NDR	NDR	NDR	4.6	4.8	4.8	3.8	4.0	3.9
19.03.2010	7:50 pm	17,745 kHz	4.6	3.8	NDR	4.4	NDR	3.8	NDR	4.8	4.4	NDR	NDR	4.2	4.3
24.03.2010	7:20 PM	11,785 kHz	NDR	4.2	4.4	NDR	5.0	5.0	NDR	4.8	4.8	4.6	3.8	4.6	4.6
27.03.2010	8:40 AM	13,720 kHz	5.0	4.2	4.2	4.4	NDR	5.0	NDR	NDR	4.6	5.0	4.2	NDR	4.6
28.03.2010	7:05 PM	11,770 kHz	4.6	4.2	NDR	1.4	NDR	NDR	4.8	NDR	4.6	4.6	4.0	NDR	4.0
29.03.2010	8:30 PM	9,590 kHz	4.6	4.2	4.4	NDR	NDR	5.0	5.0	NDR	4.4	5.0	3.4	NDR	4.5
30.03.2010	7:15 AM	11,805 kHz	3.6	4.2	4.6	3.8	NDR	NDR	5.0	NDR	NDR	5.0	3.8	NDR	4.3
			4.5	4.1	4.0	3.6	4.8	4.7	4.9	4.7	4.5	4.7	3.6	4.1	4.3

NDR: No data received

Notes:

97% of broadcast hours monitored was audible in March. This means that a total of eighty five out of 88 audible hours monitored rated above 3. A rating of 3 or above is considered audible.

This month, we received reports from twelve monitors. Most of the reports were from southern Sudan, two from Darfur and one from Khartoum. This is, therefore, considered a good sample of reception coverage in Sudan. We will continue to search for new monitors, especially in the three areas and parts of eastern Sudan.

Overall, the national average for SRS reception in March rated 4.3. This falls point one (0.1) down from the results we had in February.

Highlights from our monitors' reports are noted below:

Nationally, SRS frequencies were very good and covered many areas. We had two monitors reporting from Rumbek, both Rumbek North and south. The national average changed slightly; it rated 4.6, Tambura remained the same at 4.1, Nzara was at 4.0; the first time we have received a report from that area. Khartoum rated at 3.6; down by one point three points (1.3), Malwalkon was at 4.8; up by 0.5. Juba had two reports: from Juba Hai Amarat and Juba Grand Hotel area. On average, it rated 4.8; up by 0.1. Al Fasher, at 4.5, was down by 0.1, Al Geneina, at 4.7, was up by 0.6 points. Leer came in at 3.6 and Bor at 4.1.

The early morning frequency at 7,280 kHz was monitored once and it rated 4.4, up by point four (0.4) from February. 13,720 kHz frequency rated a 4.5; down by 0.1 point. We also monitored the 11,805 kHz and rated it at 4.3. This frequency replaced the 7,280 kHz, at the end of March. The early evening frequency at 17,745 kHz rated 4.3; up by 0.1 and the late evening frequency 9,840 kHz rated at 3.9; down by 0.3. The 9,590 kHz frequency, which replaced the 9,840 kHz, came in strong at 4.5. The SRS Darfur service frequency at 11,785 kHz rated 4.6; down by 0.1 points. The 17,700 kHz, which is SRS Darfur service's second frequency, rated at 4.0. The new Darfur frequency replacing the 11, 770 kHz rated 4.0. SRS Frequency changes took place on March 28th 2010.

The two Darfur frequencies were rated low on two occasions by two of our monitors. On the evening of March 7, our monitor in Leer reported a weak signal on 17,700 kHz. He reported that the weather was dusty that day. Our monitor in Khartoum also reported a weak signal on this same frequency on March 15. He attributed this to weak signal clarity, and reported that there was some fading. On 28th March the same monitor reported a weak signal on 11,770 kHz. He attributed this to poor reception in the area, however, the weather situation during that day was good. Other monitors received the signal loud and clear.



USAID
FROM THE AMERICAN PEOPLE

CASE STUDY

Making Sure Balanced News Gets to Sudan

USAID Delivers Objective Information Over Shortwave Radio



[SRS Photo]

SRS staff explains to a local, free-lance monitor how to tune a shortwave radio receiver and how to record signal strength data in Rumbek, in southern Sudan

"For us here in Lotimor Payam we have no radio apart from yours... I thank you very much... we have no other way of news and information...God bless SRS."

...Phillip Lojore, Southern Sudan shortwave listener

Challenge

Shortwave radio broadcasts allow USAID's Sudan Radio Service (SRS), to send balanced news and information to the people of Sudan. To avoid government restrictions, balanced news, and programs on health, civic education, agriculture and peace-building are broadcast from shortwave transmitters outside Sudan. The broadcasts, in English, Arabic and ten local Sudanese languages, are subject to atmospheric conditions, so SRS needed a way to monitor the broadcasts to make sure the signals get through to its listeners.

Initiative

USAID's SRS set up a system for monitoring all of the short-wave frequencies it uses to cover Sudan. The signals are monitored and recorded by selected reception monitors, who are either SRS news staff or individuals hired specifically to listen at specific times. The monitors listen to SRS at least twice a week and rate the quality of the signal on a scale of one to five, with three and above considered audible and satisfactory. They double-check and distill the measurements into monthly and quarterly audibility reports, which are reported to SRS. SRS staff conducts regular training circuits in which the monitors are taught how to tune the receivers and fill out the log forms.

Results

SRS' reception monitoring system has enabled SRS to know when certain frequencies or transmission sites are less than optimal. In 2007, it was clear that the morning broadcast from a transmitter in Kigali, Rwanda was not providing the necessary quality, so the service was transferred to a transmitter, located in the United Arab Emirates, which provides much better signal quality. SRS's evening transmissions were also shifted from Russia to a site in Portugal at the end of March 2008, significantly improving the quality of the broadcasts between 6:00 and 8:00 PM. Just recently, a new transmitter was added, delivering a good signal to the troubled area of Darfur, where objective news and health and safety information is vitally needed.