

AUDIENCE SURVEY REPORT

PART II

QUALITATIVE SECTION

PREPARED FOR



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This is the second part of the audience survey conducted for Sudan Radio Service.

Part 1 contains results from the quantitative section of the survey.

This report contains summary of findings based on 8 focus groups conducted in Maridi (southern Sudan) and Kakuma refugee camp in Kenya

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1.0 EXECUTIVE SUMMARY

This report is based on eight focus discussions conducted in Kakuma refugee camp in Kenya and Maridi in southern Sudan. These groups were conducted between 20th – 30th December 2004.

The overall aim of the group discussions was to get insights regarding the perceptions, attitudes, opinions, likes and dislikes of SRS listeners as well as their listening behavior. Obviously such personal opinions are dynamic and evolve over time, therefore this report should be considered as a baseline survey against which future studies can be done.

Focus groups are normally not statistically representative of a larger population. As such, these group discussions were designed to elicit a wide range of attitudes, habits, opinions and ideas about radio listening in general held by the various small groups which were recruited for this survey.

In both Maridi and Kakuma refugee camp, there were high levels of awareness of radio stations especially amongst the male respondents mainly due to that fact that the male members of households have more control over the radio sets. Female respondents especially the younger age group in Kakuma exhibited low awareness levels, which also corresponds to the low listenership levels amongst them.

The radio stations which had high top of mind awareness across the two regions covered in the survey were Sudan Radio Service (SRS), British Broadcasting Corporation (BBC), Kenya Broadcasting Corporation (KBC) and Radio Omdurman, which operates from northern Sudan. Most listeners listen to a variety of radio stations in a typical day. The main reasons given for this was that they wanted to get news/information that one station might have missed out and to compare news on different stations in case of misinformation.

Radio listening is mainly done in the household, as a majority have radio sets in their homes, while some listen to radio from their neighbors or communal centers. Incidences of men carrying around with their radios sets as they go about their daily chores are high, which also provides an opportunity for people without radios to listen in public places.

Early morning and evening hours, after 6pm are the most popular radio listening times.

Among the most listened to radio stations, SRS was preferred for Sudan specific news, while BBC for international news and KBC, Radio Free Africa and Radio

Uganda were preferred for entertainment. The radio station listened to is mainly determined the male members of the households.

Accessibility to radio determines the frequency of listening. Those who own radio sets listen to radio almost on daily basis as compared to those who listen on other people's radio sets. Those who use other peoples radio sets mostly claimed to have listened to radio in the previous week or longer.

SRS programming is considered to be relevant by both the both the young groups. Most SRS listeners did not mention the names of the programmes but were able to identify the programme themes.

Language of broadcasting is a key driver in radio listening. Local languages are preferred as they are easily understood. SRS use of local languages endears it to the Sudanese listeners. Use of many local languages also acts as a deterrent to some other listeners since they have to tune off when a language they do not understand is being used in the broadcast.

Issues on education, women and women's rights, life in general and peace and culture attract high interest among the listeners. However it is also important to note that some of these issues are also covered by other stations such as BBC.

Some of the issues the listeners closely identify SRS with include programming that is considered educative, development focused and with a cultural element. Programmes on the peace process, one of the key issues affecting the day-to-day lives of the Sudanese attract the most interest.

Generally the strengths of SRS can be summed as:

- The use of local languages.
- Relevant programming, on issues such as peace, development and education.
- The focus on Sudanese issues especially news on the peace process.

The main weaknesses identified were:

- Poor clarity of reception.
- Short broadcasting periods, only three hours in the morning and evening.
- Lack of entertainment programmes.
- A lot of repetition in its programming.

This report provides a summary of the main findings from the group discussions.

2.0 PROJECT DESIGN

Focus groups discussions were used to gather qualitative information.

Focus groups is one of the techniques used to collect qualitative research data and involves the collection of information that explores descriptive variables such as feelings, opinions, attitudes, image, likes, dislikes and general perceptions. The findings of qualitative research are used more for gaining insights and not projected to the general population since it involves a small number of respondents.

The main objective of the qualitative section was to provide an in-depth understanding about the listeners, in terms of their perceptions, motivations and listening patterns. Further, since the range of possible answers was not restricted, the discussions can be use in developing ideas in programming.

The FGDs were divided into young and older, males and females, who are listeners of SRS. Thus a total of 8 discussion groups were conducted in the Kakuma refugee camp and Maridi in Southern Sudan.

Recruitment of respondents

A recruitment questionnaire was used to guide the moderators in ensuring that only the eligible respondents too part in the group discussion.

Discussion path

A semi-structured guide was used for the discussions. The discussion guide is an appendix to this report.

Qualitative data processing

The discussions were tape recorded in order to facilitate data analysis and reporting. There also was a note taker to record all the significant issues from each of the groups. The discussions were then transcribed word for word.

The principal findings are included below with analytical and descriptive comments above the relevant consolidated verbatim from the transcripts. The verbatim pullouts appear in first person form.

Sample criteria

The qualitative phase only covered two regions; Maridi and Kakuma with four group discussions being conducted in each region. To qualify to be a respondent, the prospective participants were chosen using a recruitment questionnaire. Focus group discussions were conducted only amongst listeners of SRS.

The group discussions were conducted in both English and Simple Arabic. The groups in Kakuma were conducted in English while in Maridi, Simple Arabic was used for easy understanding and clarity. The discussions were then transcribed word for word and then translated into English.

Sample structure

The groups were equally split between males and females. The groups were further broken down into the young (18-25years) and the older (26-40). The sample breakdown is presented on the table below.

Region	Group Description				Total
	Male 18-25	Male 26-40	Female 18-25	Female 26-40	
Kenya (Kakuma Refugee Camp)	1	1	1	1	4
Southern Sudan (Maridi)	1	1	1	1	4
Total	2	2	2	2	8

3.0 MAIN FINDINGS

3.1 AWARENESS OF RADIO STATIONS

The table below summarizes the findings on radio station awareness as collected from all the group discussions. A majority of the radio stations are foreign.

The male participants mentioned more stations than the females. This could be attributed to the fact that they are more exposed to radio than the female counterparts.

Table: Awareness summarized by group, location and gender

	Kakuma	Maridi
Males		
18-25 years	BBC SRS KBC Omdurman Voice of Hope VOA Radio Free Africa Feba Radio, Deutschwelle,	BBC SRS KBC Omdurman Voice of Hope, VOA Radio Free Africa, Radio Uganda, Transworld radio
26-40 years	BBC, SRS, KBC, Omdurman, VOA Feba Radio, Deutschwelle,	BBC SRS KBC Omdurman Radio Free Africa, Voice of Hope, Radio Uganda
Females		
18-25 years	SRS, KBC,	BBC SRS KBC RFA
26-40 years	BBC, SRS, KBC, Radio Free Africa,	BBC, SRS

The stations that recorded awareness in both Maridi and Kakuma and among all the different demographic groups were SRS, KBC, Omdurman and BBC.

3.2 RADIO LISTENERSHIP

The most listened radio stations as recoded in the group discussions were SRS, BBC, Radio Omdurman, KBC, Radio Uganda and Radio Free Africa. Note that all who participated in the groups were selected on the basis of having listened to SRS.

Radio listening is an important activity among the Sudanese. Most households have radio sets or have access to a radio .

In comparison to the other media such as newspapers and TV, radio is considered to be the most important source of information due to its accessibility. Newspapers are hardly available and take long to be delivered while TV is limited due to low accessibility rates.

Radio Listening Habits

Radio listening is largely determined by the male family member who have more control on the radio. This is due to the fact that;

- They are seen to be the real owners of the radio .

“When my father is listening then I listen” (Kakuma, female 18-25)

“I listen to radio when my brother is listening” (Female, 18-25, Kakuma)

- Some of them walk around with the radio sets as they carry out their daily chores

There is also considerable radio listening to other people’s sets especially at a neighbor’s home or on radios or on sets carried around by the men.

Anywhere I get a radio I listen to it (Maridi, male, 18-25)

I depend on my neighbor’s radio (Maridi, male 18-25)

Most of the radio listening is in the morning hours as well as late in the evening. There are also groups of people who listen to radio during the day, however this is not popular time for radio listening.

The men listeners tend to listen to more radio stations during the day than the female.

Presenters

Programme presentation and presenter personality plays a key role in influencing the stations that are listened to. Presenters on BBC are considered to be more experienced, professional and experts at their trade. SRS presenters are described as inactive and lacking in enthusiasm, thus less interesting to listen to.

Use of local languages

Local languages are very popular with Sudanese radio listeners. A majority of the population is poorly educated and thus less exposed to other languages. Local languages are held with a sense of nostalgia by the listeners, as it reminds them of their culture and homeland more so for the respondents in Kakuma.

Sudan Radio Service is popularly known for its use of a variety of local Sudanese languages. These languages make it easy for the listeners to follow and understand the programming content. This gives SRS an edge over the other stations which mainly broadcast in English and one or two local languages.

News Programmes

Radio listening is mainly driven by news. News on Sudan issues generates more interest in the listeners than any other issue. More than one station is listened to for news for a variety of reasons:

- A strong belief that one station does not give all the news and to get the whole picture, there is need to listen to a number of stations.

“To compare the news broadcast by different stations as maybe some may broadcast only one interest” (Kakuma, male, 26-40)

- Different radio stations have been designated as solely providing local news while others provide international/world news thus need to listen to a variety of stations to get the whole picture especially of world happenings.

“A variety of news you get from different stations like VOA for American news and KBC for Kenyan affairs” (Kakuma, male 26-40)

- To compare news on the different stations in case of misinformation by one radio station

“Because of cheating by some stations” (Kakuma, male, 26-40)

The listeners have also classified the news into local and international news.

National (Sudan) News

National news is news that talks about events and people in Sudan. It is specific to the Sudanese focusing mainly on the peace progress and the development efforts that have been initiated in Sudan. Such kind of news is provided through Sudan Radio Service.

“Good because it talks about what is going on in the country like the road construction” (Kakuma, female, 18-25)

“I listen to SRS after BBC because of the peace progress” (Kakuma, female, 18-25)

International News

International news is the news that features events of people in any other country other than Sudan. The respondents claim to listen to international news for a variety of reasons, some of them being;

“To know what is happening in the world history for instance the earthquake in Indonesia and other countries that have been affected by that tragedy” (Kakuma, male, 26-40)

BBC and KBC were considered to be the main providers of international news. SRS was not considered strong in international news.

There was also interest in other content such as political news, sports news and other news from around the world.

“Political news should be put up to criticize the leaders” (Kakuma, male, 26-40)

“I like the variation of news broadcasts per hour” (Kakuma, male, 26-40)

Other Radio Programs

Sudanese radio listeners are more interested in radio programmes that highlight issues affecting their lives, especially peace. The survey however, did not go to the extent of establishing the specific programs that the respondents listen to on the different channels. Programs that are considered informative and educative are also popular with the listeners.

The respondents claim to listen to SRS for Sudan specific issues while they listen to BBC for international news. KBC, Radio Uganda and other stations are preferred for their entertainment content, especially music.

If one station is not interesting you can move to another station (Kakuma, female, 26-40)

Program Timing

Timing plays an important role in radio listening. Most of radio listening is done early in the morning and later in the evening. Thus programmes that are broadcast at these times end up being most listened to. Radio listening is also a popular activity during the weekend.

The BBC

BBC is the most listened to radio station in Sudan, a naturally the main competitor of SRS. Some of the strong points of BBC are:

Clarity.

Both the respondents in Kakuma and Maridi claim that they receive BBC very clear, while SRS reception was said to be poor. The respondents thus would rather listen to BBC than go to the trouble of tuning into SRS. Furthermore, the respondents in Maridi claim that even while listening to SRS, the stations keeps on being interrupted by other stations like BBC.

“BBC is clear” (Kakuma, male, 26-40)

“BBC is clear” (Kakuma, male, 18-25)

“Stick to one channel because of clarity” (Kakuma, female, 26-40)

Detailed information

BBC is perceived as giving detailed information especially in its news programs.

“BBC gives detailed information” (Kakuma, male, 26-40)

Available 24 hours

BBC is on air throughout the day, which leaves it without much competition when SRS is off air. The listeners perceive the programming on BBC to be better scheduled than on SRS. This is more so of the older respondents.

“Programs on BBC has exact time of listening” (Kakuma, male, 26-40)

“BBC is operational all the time” (Kakuma, male, 26-40)

International news

BBC is seen to be the main supplier of international news. BBC is said to deliver worldwide news and/or news on events happening worldwide.

“BBC is a worldwide news bulletin” (Kakuma, male, 26-40)

Presentation

The presenters are also perceived as being professional, experts, lively and confident on air.

“The presenters are good and expert” (Kakuma, male, 26-40)

What has changed on radio?

It was noted that a lot has changed on radio over a period of time. Some of the significant changes noted are;

- Radio stations in the past broadcasted in a single language. The language used would be mainly Arabic but currently, there are several languages used on air including English, and a variety of local languages
- Radio programming did not focus on such issues as promotion of education and equality between both male and female or address the issues of rights as is currently the case.
- There is also perceived freedom on radio especially by the younger respondents

“I like the freedom of expression now” (Kakuma, female, 18-25)

“Now people are free to talk about their land” (Maridi, female, 18-25)

“In the past, presenters were not honest and accurate” (Kakuma, male, 18-25)

- There is also more entertainment on radio than ever before.

3.3 FOCUS ON SUDAN RADIO SERVICE (SRS)

SRS is on air early in the morning between 6.00am and 9.00am and in the evening between 6.00pm and 9.00pm. These also happen to be the most popular radio listening times.

SRS programming covers a wide variety of local Sudanese languages, which endears it to its listeners. The radio station has a strong relationship with its listeners who consider it to be their “own” radio station.

News programmes

News programmes are the main attraction for radio listeners. Sudanese listeners thirst for news programmes that highlights the issues affecting their lives such as peace, politics, development and general social issues .

News on peace

“I would like to know the progress on the peace talks” (Maridi, male, 26-40)

Political news

“We would like to hear political news because what is happening is politically instigated” (Kakuma, male, 26-40)

“The wealth sharing program and the political aspects of the whole of Sudan” (Kakuma, female, 18-25)

Sports News

“We would like to hear hot sports news which is new because of Sudanese affairs” (Kakuma, male, 18-25)

Economics

“I would like news on economics because I have a small scale business” (Maridi, male, 26-40)

“We would like to know the economy of our country” (Kakuma, female, 26-40)

International News

“I would like to know international news because I may go to that country” (Kakuma, female, 26-40)

“World news like the earthquake and other tragedies” (Kakuma, female, 18-25)

Other Programs on SRS

Most programs broadcast on SRS are considered to have very relevant content by the listeners. The respondents not only identify with the issues presented on the programs but learn from them as well.

The respondents were able to mention radio programmes on SRS without being prompted albeit by their themes. This is an indicator that they keenly follow the programme content on SRS

Some of the programs that the respondents mentioned spontaneously include.

Education and Health Programs

The programs falling into this category included:

Education for development

“SRS plays a role in my life, it talks about education which am still pursuing” (Kakuma, Male, 18-25)

“SRS advises me as a father and mother considering that I do not have parents” (Kakuma, male 18-25)

“Get encouraged to continue educating my children” (Kakuma, female, 26-40)

“The presentation is good but it should state where youth will get their education” (Kakuma, male 18-25)

Health for all

“HIV/AIDS awareness is important for human life” (Kakuma, female 26-40)

“Hygiene program will cover the whole life and health of the people” (Kakuma, female, 18-25)

Agriculture

“Agriculture is important for the life of the citizens” (Kakuma, female 26-40)

“Agricultural activities need top priority” (Kakuma, Female, 26-40)

Women and women's rights

This came out strongly among the female groups and the older male group in Kakuma. This could mean that the older males in Kakuma are more supportive of women rights compared to their counterparts in Maridi. This could be due to the exposure and experiences of the respondents in Kakuma with other people and cultures unlike the people in Maridi.

The programs that directly fall into this category and that were mentioned by the respondents include:

Girl education

“Girl education which was being neglected in the past and girls also need to be equal” (Kakuma, male 26-40)

“They teach about girl's education” (Maridi, female, 18-25)

“Girl's education for the right of the girl child” (Kakuma, female 26-40)

Women's corner

“They teach about house situations” (Maridi, female 18-25)

‘Domestic violence is important because women need to be brought up and not suppressed’ (Kakuma, male 26-40)

“Widows are being encouraged and consoled” (Kakuma, male 26-40)

Voice of women

“The women should have rights to exercise the things exercised by men” (Kakuma, female, 26-40)

“I like the women programs” (Kakuma, female 18-25)

Life

Regarding life in general, the following programs were mentioned.

Youth agenda

“Gives us highlights” (Kakuma, male 18-25)

“It enlightens me on the youth challenges” (Kakuma, male 26-40)

Mustabah

“The presentation is good” (Kakuma, male 18-25)

“The separation of men and women can distort the future of children” (Kakuma, female 26-40)

Refugee challenges

“I am dealing with a handicap and the problems are on refugee life so it is important to listen to refugees’ changes and challenges” (Kakuma, Male, 26-40)

“I like it because it makes refugees aware of their challenges” (Kakuma, Male, 18-25)

“There are expressions of what is affecting the refugees” (Kakuma, Female, 18-25)

“As refugees we are facing many things that are affecting us” (Kakuma, Female, 18-25)

I want to know

I like it because the people wanted to know their real rights (Kakuma, female, 18-25)

Week in review

This is a program that is mentioned in the younger male groups, but the respondents seemed not to remember its content.

Peace

Peace is a central feature in radio listening among the Sudanese. The respondents indicated that they were especially keen to listen to any news on peace and the peace negotiations in their country. It is therefore not surprisingly that the following programs get frequent listenership.

Road to peace

*“It enlightens us on the latest news on the Sudan peace progress”
(Kakuma, Male, 26-40)*

*“Because people are desperate about peace in Sudan” (Kakuma,
Female, 18-25)*

*“The presentation of the program Road to peace is not good”
(Kakuma, male 18-25)*

Nugarta Hima

*“The people are dancing in the awaited peace” (Kakuma,
Female, 26-40)*

The expression implies that they were eagerly waiting for peace and happiness that comes with it.

Culture

The use of local languages is a gives SRS programming strong cultural element. Some of the programme considered to have strong cultural content are “Our voice” and “Our drums”

“I like the cultural programs” (Maridi, male 26-40)

*“Our voice, refugee challenges are good and need recommendation “
(Kakuma, male, 26-40)*

*“I only like two programs, development and cultural heritage” (Maridi,
male, 18-25)*

SRS Presentation

The group in Kakuma described the following programs as being well presented.

- Education for development
*“The presentation is good and the presenters are effective” (Kakuma,
male, 18-25)*
- Health for all
- Nugarata Nina
- Mustabal
- Challenges facing refugees

3.4 KNOWLEDGE GAINED FROM LISTENING TO SRS

A majority of the respondents indicated that SRS has had great influence on their lives. In describing SRS as a person, the respondents gave SRS the role of an advisor, a teacher, someone they generally listen to, respect and obey and sort advice from.

“As a farmer, it helps me to continue with farming because in the nearest future, money will come.” (Maridi, male, 26-40)

“SRS is advising us as a father and mother because we do not have parents to advice us” (Kakuma, male, 18-25)

“As a student, I take the issue of HIV seriously because I still need to study.” (Maridi, male, 26-40)

“As a human being, it is good to cope with the current situations for example health status” (Maridi, male, 26-40)

“As a teacher, I sometimes get helped through SRS that encourages me “ (Maridi, male, 26-40)

“I do not move anymore because I know the dangers of HIV/AIDS” (Maridi, male 26-40)

“My attitudes towards my neighbors have changed” (Maridi, female 18-25)

“I have learnt about the habits of other people” (Kakuma, male 18-25)

“I take myself very importantly now” (Maridi, female, 18 – 25)

“I have learnt to be like any other girl, able to care for herself without depending on others” (Kakuma, female 18-25)

“It has made me aware of our surrounding and that our country needs us to go back to develop it after peace is attained”. (Kakuma, male 18-25)

“It has enabled me to teach others” (Maridi, female 26-40)

“It can encourage my children” (Maridi, female 26-40)

3.5 LIKES ABOUT SRS

SRS registered strong positive feelings among its listeners, various reasons were given regarding what they like about SRS.

Language and culture

- Use of local language

“Languages are simple to understand” (Maridi, Male, 18-25)

“SRS use simple languages” (Maridi, Female, 26-40)

“Use Juba Arabic, which can be heard by most people” (Kakuma, Male 26-40)

“We don’t know Juba Arabic but we listen to it” (Kakuma, female, 18-25)

- Some of the programs encompass cultural heritage.

-

“Things like cultural heritage encourage me to learn and love my culture since I was bound to forget it” (Maridi, male 18-25)

“I like their awareness about Sudanese cultures” (Kakuma, female, 18-25)

Relevant programme content.

The programs on SRS mainly focus on education and development. Programmes on peace issues generate the most interest among the listeners. The listeners consider this important to their lives especially with renewed hope for peace.

– Personal development

“The girl who was reporting one day gave me an ambition to become a journalist” (Kakuma, female 26-40)

“Teach us the relationship between wives and husbands” (Kakuma, female, 18-25)

– National development

“It is a good start for Sudan media” (Kakuma, male 18-25)

- Education is believed to be central part of most of the programs on SRS.

“All the programs on SRS have teachings” (Maridi, male 26-40)

“The girl education which is very interesting’ (Kakuma, female 26-40)

“The education part encourages me very much” (Maridi, female 18-25)

“The women right to equality” (Kakuma, female 26-40)

News Programmes

News being a key driver for radio listening is also the main driver for listenership on SRS. This is mainly because SRS is seen to be the main provider of news on Sudan issues.

Specific news about Sudan

“SRS covers news about Sudan” (Maridi, Male 18-25)

Peace process

“Their struggle on the peace initiative” (Kakuma, female 18-25)

3.6 DISLIKES OF SRS

There also are issues that the listeners do not like about SRS. The main dislikes about SRS identified from the groups are:

Poor clarity of reception

This was the main negative opinion expressed about SRS in both Kakuma and Maridi.

“Tuning onto SRS is a problem” (Kakuma, male 26-40)

“There are some times when other stations interrupt the station” (Maridi, male, 26-40)

“SRS is always interrupted by other stations” (Maridi, male, 26-40)

“Radio station should be brought near for it to sound clear” (Maridi, Male, 18-25yr)

Limited Time of Broadcast

Since SRS broadcast for only three hours in the morning and evening, some listeners considered this not enough. This is particularly so considering that stations like BBC and Radio Omdurman remain on air for longer hours.

“The time should be changed because of interfering with other stations” (Kakuma, Female 26-40)

“Time allocated to the station is short” (Maridi, female 18-25)

“Time allocated to the station and its programs is short” (Maridi, male 18-25)

“Limitation of time is another problem with SRS” (Kakuma, male 26-40)

Repetition of Programmes

The respondents felt that news on SRS was repeated often. Though the people are interested in news daily, it should not be recycled news.

“Repeat news like today and tomorrow” (Kakuma, male 26-40)

Poor Programme Presentation

Some of the programmes considered to have poor presentation were:

- Road to peace – the presentation is not good
- Week agenda – the presenters are not active
- The week interview
- Youth agenda

“Youth agenda presentation is good for interacting” (Kakuma, male, 18-25)

“Our presenters are local and not coming up to be brave” (Kakuma, male 18-25)

“Presenters are not satisfying, they need to be active” (Kakuma, male 26-40)

“The presenters are not clear” (Kakuma, female 18-25)

Few Female Presenters

This was especially true for female respondents who felt that there were very few female presenters on SRS

“Should include ladies as presenters” (Kakuma, female 18-25)

“Absence of ladies as presenters do not encourage girls” (Kakuma, female 26-40)

Inadequate international news and political discussions:

Lacked the international aspect

*“It lacks international news and only focuses on Sudan”
(Kakuma, male 26-40)*

Lacked in-depth political news

“There should be political news to criticize the leaders” (Kakuma, Male, 26-40)

Too many or too few local languages

While some people felt that some languages have been left out and thus alienating them, others felt that the languages used are too many

“Though I can hear Mundri, I still don’t feel happy because my language is not aired so it means we are not loved” (Maridi, Male, 18-25)

“Some languages have been left out” (Maridi, female 18-25)

“The alienation of some languages” (Kakuma, male 26-40)

“Are alienating some people from the peace process” (Kakuma, female 26-40)

“Only few languages are found on SRS which is wrong” (Maridi, male 26-40)

“I don’t like the use of too many languages” (Kakuma, male 18-25)

“I do not like the use of two Arabic, they should only make use of one” (Kakuma, male 26-40)

Too many languages was a negative opinion mainly recorded in Kakuma, where the listeners have been exposed to quite a number of radio stations in Kenya. Majority of these stations only broadcast in one language.

3.7 IDEAL RADIO STATION

Attributes mentioned when asked to describe an ideal radio station included:

- Prompt reporting of happenings, fresh news.
- Wide variety of programmes, for the old and young, male and female.
- Dominant use of a widely understood language.
- Contain entertainment programming, such as music.
- Have both female and male presenters.
- Lively presentation, active presenters
- Long hours of broadcast.
- Interactive radio listening, participation by the listeners.
- Programming on pertinent issues such as health, equality, human rights and child education.
- Enough news content on both national and international issues.
- Clear reception of the frequencies.

Most of the attributes mentioned above are either already present or missing on SRS.

3.8 PERSONIFICATION OF SRS

The respondents were asked to describe Sudan Radio Service as if it were a person. The following were attributes that the respondents gave SRS:

Gender: _Female - Driven by the perceived caring of the station

Physical character: Black, medium height, Sudanese - Driven by the name, and cultural content

Age: 18, 24, 35yrs, 40, 60yrs – There was no clear age segmentation for SRS. The young age is driven by the time the station has been on air, while the old age is driven by the educative and encouragement aspect of the station. The station gives lessons and advice as would be expected of an old man.

Education: High school, Graduate, PHD - Driven by the educational content

Profession: Teacher, lawyer, works in UNHCR, journalist, presenter, student. This is also driven by the educative content of the program. This proves that though the respondents think that the presenters are not experts, they acknowledge the fact that the content is well researched and informative.

Character: Hardworking, clever independent, liked by everybody, traditional. Traditional in that they can relate to and identify with her.

Relationship: Wife, aunt, sister, mother, best friend, advisor, brother, my teacher, Pastor, local farmer. The relationship with the radio station is a close intimate relationship showing that the respondents trust the content on SRS.

The main reasons for this close association with the radio station can be attributed to:

- The name Sudan.
- The use of local languages.
- Relevant programming.
- The cultural content.

SRS is my favorite because it is our radio and it concerns our affairs (Kakuma, male, 18-25)

3.9 OTHER ISSUES FOR CONSIDERATION

The following are areas, which SRS could take into consideration:

Accessibility

The respondents would like to have more access to the radio station.

- Communication

“We need to have access to the media” (Kakuma, Male, 26-40yrs)

“We should have mobile phones so that we can communicate with the media” (Maridi, Male. 18-25yr)

- Reporting

“Journalism center needs to be put up in refugee camps” (Kakuma, Male, 26-40)

“Representatives should be on the ground in order to report the right thing” (Maridi, male, 18-25)

“There should be a journalist available in many places for people to be connected to the news” (Kakuma, Male 26-40yrs)

- Radio ownership

“Everybody should own a radio so as not to go from place to place looking for a radio, it is not good” (Maridi, Male, 26-40)

Interactive

The respondents would like to interact with the radio. This gives them the opportunity to participate in the programming and identify with it as their own.

- The younger people would like to keep in touch

“Would like to use the radio to send messages to many people” (Kakuma, male 18-25 yrs)

- The older people would like to participate.

“Send my ideas and opinion to the world” (Kakuma, Male, 26-40yrs)

“I would like it to be here in Sudan to make it easier to take part in the programs” (Maridi, male 26-40)

Internet

This is an area that was mainly identified by the young groups in Kakuma.

“To connect me with the latest music, reports on my village and home country” (Kakuma, Male 18-25yr)

“Surf the internet and other websites concerning events in the world” (Kakuma, Male 18-25)

SRS already can be listened to on the Internet, where the listeners can interact with station. However none of those advocating for the Internet facilities were aware that they can access SRS on the internet. It is important to note that there is very low access to the internet.

4.0 CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

Radio plays a key role in the lives of the Sudanese people and is central to provision of information and education. Radio listening is mainly a daily activity, there is generally low accessibility to any other form of media.

The male have more control over the radio sets and are largely the main determinants on what stations to listen to. There is a relatively high mention of group radio listening, as some households do not have radio sets.

Radio listening is mainly one early in the mornings and during evening hours. This is mainly done at home, other places are used as a last resort. Despite most listening being concentrated in the morning and evening hours similar to the times that SRS is on air, SRS is still considered not have long enough broadcast hours.

Languages used in radio programming play a key role in radio listening. Local languages are most preferred as they are considered simple and easy understand, although English and Simple Arabic are also widely acceptable.

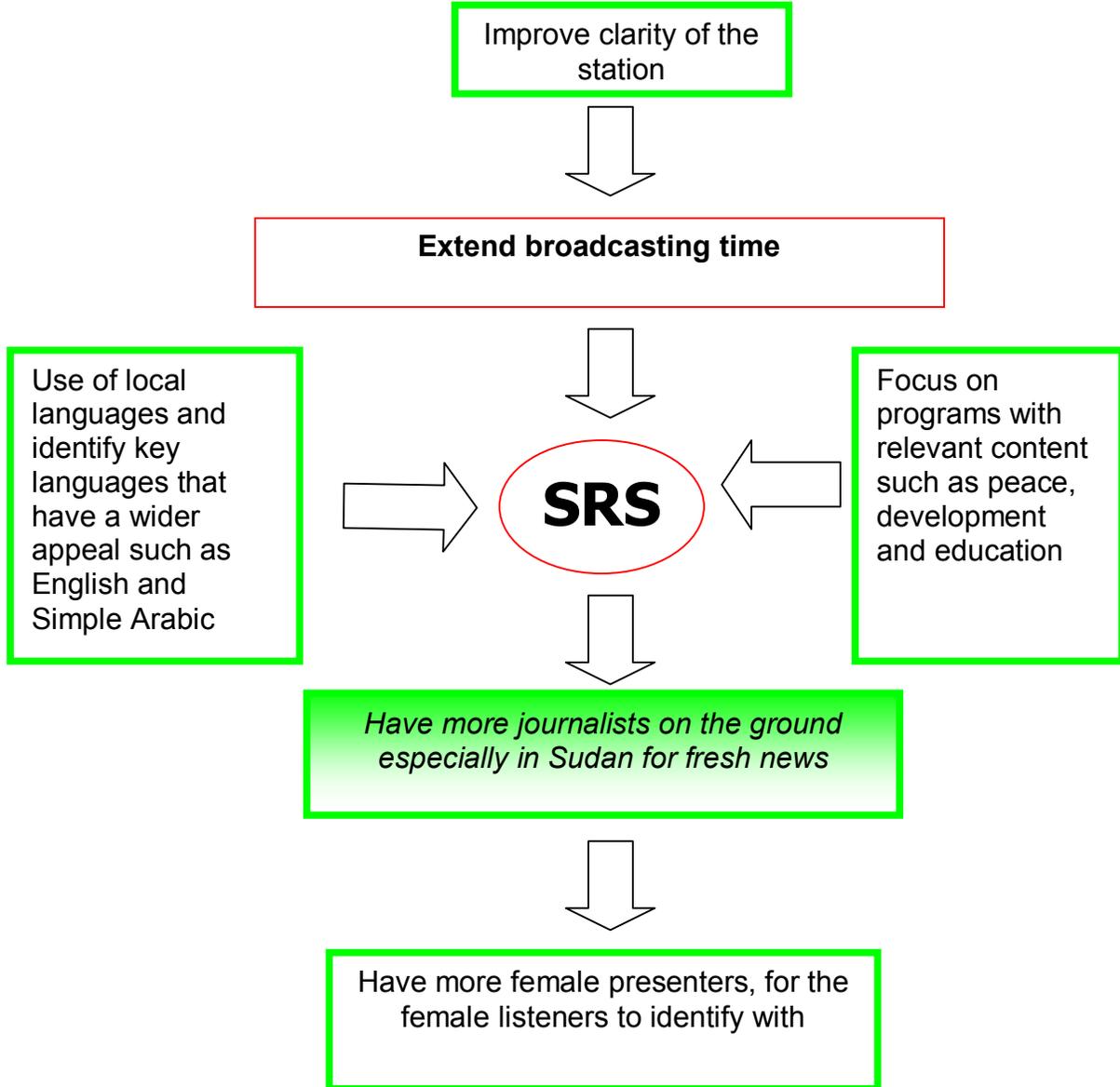
SRS is preferred more than other stations mainly because it is broadcasts in a wide variety of local languages and also due to the fact that it is perceived as a “Sudanese station”, a fact attributed to its name.

Radio programs about peace and issues on Sudan are more preferred programming content. SRS is seen to the station that best addresses these issues in its programming. Most listeners consider the programming content on SRS relevant, with the main shortcoming being in the way it is presented.

BBC is the main competitor to SRS, and its main strength is in providing rich international news content, operating for longer hours and its presentation is seen as lively and professional.

SRS generally has poor reception and this poses a largely technical challenge that needs to be addressed.

RECOMMENDATIONS



The current content should be in the right direction, but needs spicing up in its presentation to make it lively, entertaining and interesting to listen to.

4.0 APPENDIX

- Transcripts

Attached to this report are the word-for-word recordings from the group discussions. This have not been edited for grammar and you might find that translations grammatically insufficient. The transcripts were done and translated by Sudanese, while the meaning is implied, it may seem to be lost to some readers.