



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

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"Dear SRS, thank you so much for providing this wonderful service. I thoroughly enjoy listening to the radio service over the internet. I find your broadcasts very insightful and the objectivity is a breath of fresh air as the internet is a medium polluted by opinions that are motivated by self interest and tribal bias. This demonstrates the importance of a free and independent press in the development of democracy in Southern Sudan. It is the oxygen necessary for the functioning of a democratic state. Keep up the good work."

- *Gonyi Ajawin from London, United Kingdom in January 2007*

"Dear our team! John Tanza Mabusu, I would like to let you know, brothers, people are very excited with the above mentioned subject. We here in Mvolo County are really following all the program that you are doing. But this moment people are not happy due to this deadly outbreak meningitis disease. Please wire out the hot music to comfort the people who are now traumatized by this. Otherwise I know you guys very well you will do it. Thanks."

- *Manase Dobozi Agoli from Mvolo County in March 2007*

"I just want to let you know that I listen to Sudan Radio Service every Monday online, both in English and in Dinka language interchangeably. It is a great program. I appreciate the generous work of USAID in Sudan. I also appreciate all the radio hosts from all languages in South Sudan. Please keep up the great job of spreading news and passing on of information to all Sudanese people. Keep them informed with everything that brings peace and that ensure security in our nation."

- *Mawut Guguei, writing from New Hampshire, USA, in January 2007*



SRS Producer Koang Pal Chang visited Panyijiar County in Upper Nile January 2007. Here is the group that met him, including the county commissioner (the man dressed in white traditional clothes). Koang spent almost two weeks in the area. The county commissioner and others continue to send news regularly to SRS.

1. Executive Summary

This report outlines progress in carrying out the activities and achievements of the Sudan Radio Service (SRS) under the terms and conditions set forth in the Associate Cooperative Agreement HDA A 03 0015 00. The period covers program activities from August 04, 2006 through March 31, 2007. This covers the transition period when the project shifted from OTI to DG management, as well as the first and second quarters of FY 2007.

Among the project's many achievements during this period:

- Record high news items during this period demonstrate SRS' ever-growing ability to gather information from across Sudan
- Changes in the shortwave transmitter locations improved reception throughout the country
- Capacity within SRS increases thanks to training and addition of senior staff

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

2. Joining the Democracy and Governance Team

In August 2006, SRS transitioned from being managed by USAID's Office of Transition Initiatives to USAID/Sudan's Democracy and Governance (DG) team. Chief of Party Jeremy Groce, Radio Service Manager John Tanza, Project Administrator Jane Kariuki and Marketing Coordinator Michael Renzi attended their first DG retreat in November 2006. The event was an opportunity to get a more comprehensive picture of the overall DG program, and the synergies that exist among programs. Several DG partners agreed to collaborate with SRS in providing content for thematic program production and assisting reception monitoring.

SRS developed a work plan for FY 07 (see Appendix A.) This report will highlight the progress that SRS has made in achieving the goals set out in the work plan, as well as the challenges that the project has faced.

3. Production and Broadcasting

Disseminating targeted information from DG implementing partners and others

SRS' target in the first and second quarters was to air 20 civic education thematic messages—ten per quarter. SRS aired 3 civic education thematic messages during the transition period (August and September 2006), 10 in the first quarter and 18 in the second quarter. Messages were disseminated via the civic education program *Road to Peace*, the NDI-supported *Let's Talk* program (in the second quarter), as well as in newscasts, public service announcements (PSA's), and other regular programming. Many of these messages were created in collaboration with DG partners.

The NDI-supported program *Let's Talk* began airing in January 2007. Program topics are developed jointly with NDI and USAID in monthly brainstorming sessions. NDI then provides "talking points" for each program. In this report, themes presented in the *Let's Talk* program are included as part of SRS' civics

education messages, as SRS regular civic education programming seeks to complement *Let's Talk*. Full details of program production and topics are available via NDI.

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

- *Anti-corruption*. This theme was developed in two *Let's Talk* programs, two *Road to Peace* programs and in continuing news coverage about corruption and alleged corruption within the Government of Southern Sudan and state governments. Even some high-level officials were removed from office. SRS sought to educate listeners about what corruption is and how citizens can act to curb it.
- *New currency*. Sudan is introducing a new currency, the pound, to replace the dinar and all foreign currencies currently in circulation. SRS aired a *Let's Talk* program, several news items, and PSA's with details of the change. Bearing Point was instrumental in providing information about the conversion.
- *Successful peace efforts*. SRS covered the celebration of the peaceful disarmament of community members in Akobo County, Jonglei state. This activity was assisted by Pact-funded NGO Nile Hope Development Forum. SRS producers also attended Mercy Corps-supported cross-site visits of civil society organizations in Kurmuk and Yei. Interviews from these visits were used in *Let's Talk* programs, news and other programming to highlight the importance of dialogue and positive community action in peace efforts. The GOSS' efforts to negotiate peace between the Ugandan government and the Lord's Resistance Army have also been covered. SRS also highlights news about the ongoing Darfur crisis with a particular focus on efforts to end the fighting.
- *Progress on the CPA, especially the development of state governments*. During this period, SRS producers traveled to Central Equatoria, Western Equatoria and Jonglei states to attend sessions of the state legislative assemblies and speak with assembly members about the state interim constitutions and budgets. These breaking news and current events programs were complemented by *Let's Talk* programs on the structure of the legislative branch of government.

Non-State Outlets Using SRS Stories

SRS aimed to have SRS' original news items re-broadcast or re-printed in 8 non-state news outlets: four each in the first and second quarters. The number of outlets re-printing SRS news stories increased from two in August and September 2006, and three in the first quarter to nine in the second quarter.

Fifty-five SRS stories were re-printed in daily "BBC Monitoring Service" reports and the "Sudan Tribune" website in August and September 2006. In the first quarter, a total of 49 stories were re-printed in the same publications plus Insight Sudan magazine. In the second quarter, 79 SRS news items were picked up by the following nine print or online publications:

- BBC Monitoring Service reports
- UNMIS media roundup reports
- Sudan Tribune website
- UNHCR newsletter in Kakuma refugee camp
- Juba Post newspaper
- Sudan Mirror newspaper
- Gurtong website
- Sudan Vision daily newspaper
- Sudan Nile website
- Insight Sudan magazine

The BBC Monitoring Service and the Sudan Tribune continue to be the most regular users of SRS news, though before the work plan was formulated in late 2006, we had not been systematically trying to track all other media's use of our news items.

We are counting now and hope to see increased use of SRS news by other news outlets; however, it must be noted that there is no way we can guarantee that every use of SRS news by another news outlet will be counted. Occasionally SRS has learned that Yahoo News Group or another subscription-only news list has picked up an SRS item, for example. We only learn of this because someone who subscribes to that list notifies someone working for SRS. There have undoubtedly been times when an obscure newspaper printed in Khartoum, for example, has used an SRS news item and we simply didn't learn of it. It also has happened that an unscrupulous media house uses an SRS story and doesn't cite us. The Citizen newspaper did this once. Someone on staff happened to read the article and noticed it was from SRS. Nonetheless, we will continue to monitor as many Sudanese newspapers and broadcast media as possible.

Other Programming Highlights

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

- *Outbreaks of deadly disease.* Meningitis and cholera continue to plague southern Sudan. SRS news has covered outbreaks, the efforts to combat the diseases, and information people need to know to protect themselves from infection.
- *Bridging differences between the North and South.* SRS Producer Victor Lugala was invited to participate in a writers' conference where authors from all over Sudan met to discuss their work. The resulting programming about the lives and works of these writers exposed listeners with low literacy and little access to books to the histories and ideas of Sudanese from both the North and South.
- *Peace dividends and the provision of services.* Informing listeners about the progress and challenges in the sectors of health, education and agriculture is an important way to demonstrate the dividends of peace. For example, SRS covered the growth of coffee and pineapple farming in Western Equatoria, and the efforts of the state secretary of agriculture to develop the agriculture sector in the area.

Programming Summary

During this reporting period of 170 broadcasting days, SRS aired 1,193 programs. This does not include programming created under the sub-award from NDI (*Let's Talk*) or under the award from VSF-Germany.

Programs are 10- to 13-minute long pre-produced, packaged presentations of straight talk, interviews, and other elements designed to inform listeners about a particular issue or event. For example, a program about Sudan's effort to adopt a new currency would include an interview with Bank of Southern Sudan officials, views from local merchants and citizens, and an overview of the process from an expert who has experience with currency adoption in another country. By this definition, newscasts are not included in this summary. Newscasts are daily deliveries of short (30 to 90 seconds on average) news items and are not considered programs for our purposes here. Categories with "news" in their names indicate that the program is focusing on a topic that is in the news. For example, meningitis outbreaks killed hundreds of people across Sudan over the past several months. SRS produced some "health news" programming informing people about the outbreaks and what they can do to protect themselves from infection, what to do if infected, etc.

Special programs refer to programs produced in response to special occasions. In this summary, the three special programs indicated are the three-part series on the two-year anniversary of the signing of the Comprehensive Peace Agreement. These programs aired in January 2007.

Since SRS began broadcasting six hours per day in 2004, the SRS format was divided into 45-minute chunks for English, Arabic, and the seven Sudanese languages used by SRS. After discussions with USAID and much consideration and informal discussions with listeners and others, SRS decided to make the following changes to the format:

- Simple Arabic was increased from 90 minutes per day to 180 minutes per day.
- English was reduced from 90 minutes per day to 60 minutes per day.
- Arabic was reduced from 90 minutes per day to 30 minutes per day.
- The local language slot each day was reduced from 90 minutes per day to 30 minutes per day.
- "Let's Talk," the civic education program produced with USAID support through the National Democratic Institute (NDI), airs each morning from 8 to 9 a.m., thus taking up one hour of SRS' regular broadcast schedule. SRS shifted the resources used to pay for this one hour to simulcast SRS from 7 to 8 a.m. on an additional broadcast channel (i.e., the SRS transmission can be heard on two different frequencies during this hour).
- To date, SRS' evening broadcasts are largely repeats of the morning broadcasts. In the new format, programs are still repeated, but do not repeat on the same day. As such, a program that airs first on Tuesday morning, for example, does not repeat until Friday evening.
- Finally, the amount of time devoted to news has increased, so that a full newscast (12 minutes) or a news brief (5 minutes) now airs every half hour.

The revised format took effect mid-January 2007. Charts showing more details of SRS programming can be found in Appendix B.

Programs by Category and Language, Aug 2006 – March 2007

	<i>Farming & Livestock News</i>	<i>Business & Econ. News</i>	<i>Civic Education</i>	<i>Culture & Entertainment</i>	<i>Education News</i>	<i>Gender Issues</i>	<i>General Development</i>	<i>Health News</i>	<i>Current Events</i>	<i>On-going Peace Efforts</i>	<i>IDP and Refugee Issues</i>	<i>Special Programs</i>	<i>Totals</i>
Arabic	0	0	34	34	5	34	34	20	68	2	5	3	239
English	6	5	50	34	31	34	34	34	34	11	1	3	277
SA	12	20	50	34	34	34	34	34	34	27	25	3	341
Dinka	0	0	34	0	4	0	3	2	2	4	4	3	56
Zande	0	0	34	5	0	1	5	3	1	3	1	3	56
Moru	0	0	34	1	0	0	4	8	0	0	6	3	56
Nuer	0	0	34	0	0	1	5	2	2	8	1	3	56
Bari	0	3	34	2	3	0	10	0	0	0	1	3	56
Shilluk	0	0	34	3	3	3	2	2	2	2	2	3	56
TOTAL	18	28	338	113	80	107	131	105	143	57	46	27	1193

4. Training Journalists

SRS's target for the first and second quarters of FY 2007 was to train 3 male and 2 female journalists each quarter, for a total of 10. During this period, SRS provided training for 23 people.

In the first quarter, SRS held a three-week training from 26 September 2006 for 18 staff journalists plus 3 stringers. Sixteen men and five women participated. SRS hired one of the stringer trainees full-time in December 2006. The other two continue to work with SRS on a stringer basis.

A summary of that training follows. The overarching goal was to impart knowledge and skills to newly recruited producers on basic tenets of broadcast journalism and production techniques, as well as provide a review of skills and lessons to more experienced members of staff.

At the end of the workshop, SRS production staff were to:

- Appreciate the role of radio in development and the promotion of democracy and good governance
- Understand the basic principles of communication and journalism
- Know the tools used by radio journalists, including studio and field equipment
- Target their programming through a proper understanding of radio audiences differentiated by age, sex, special interest, special needs, geography, occupation, religion, ethnicity, political orientation, etc.
- Write for the ear (broadcasting) and not for the eye (print) in development of news and program scripts
- Distinguish their roles as producers, reporters, and technicians
- Identify what is newsworthy and of interest to an audience
- Effectively prepare for and carry out interviews through effective use of probing questions
- Tap into the knowledge and belief systems of diverse cultural groups and promote positive activities into programming
- Create programming designed to promote peacebuilding and mitigate conflict
- Write compelling radio dramas and use dramatic elements in news and other programs
- Utilize a variety of program formats—not only interviews—to reach different audiences and discuss different issues
- Carry out their work ethically and through the lens of SRS' vision, mission, and objectives
- Investigate and research complex issues and topics to improve the quality and depth of news and other programs
- Effectively manage time and meet deadlines
- Develop strategies for covering press conferences and other organized media events
- Improve their presentation skills (delivery, pronunciation, pace, etc.) and be more comfortable in front of the microphone.

The training was conducted in a workshop at the SRS premises. The facilitation was daily in two-hour sessions between 8.30-10.30 am for a three-week period, which started 25 September 2006. The entire training consisted of 30 contact hours. SRS focused on about 20 key skills.

The first session was introductory and established some bonds between trainees and the facilitator. It also unveiled to trainees the curriculum for the course and tried to anticipate special needs or training requests from participants. The first session also began covering the role of the media in development and the promotion of democracy and good governance. As some topics are more important than others, not all topics and skills were covered equally.

The very last session was to review all the topics covered, answer lingering questions, and evaluate the training. Trainees provided feedback through a questionnaire.

Due to the short duration of the course and the need to expose the trainees to both key issues in radio for development matched with writing and production techniques, the training was essentially inductive in nature.

The facilitation adopted various training and teaching techniques including lecture, discussion, demonstrations and application and review of knowledge. Audio visual aids when available and appropriate were used.

The training was conducted jointly by the senior producers of SRS, lead facilitator Edwin Nyutho, and a few guest facilitators who were invited to share their particular knowledge and experiences.

For the purposes of continuous assessment, the lead facilitator gave an assignment at the end of each week which was to be handed in at the beginning of the following week. This helped to monitor the learning and also identify the participants' abilities, interests and skills.

TOPICS COVERED

1. The role of the media, radio in particular, to assist development and promote democracy and good governance
2. Basic principles of effective communication, journalism, and learning
3. SRS' Vision, Mission, and Objectives
4. The Role of a Journalist, a Producer, a Technician, and Others
5. "Know Your Audience" — how to create programming that targets the people you want to reach
6. The tenets of fair, balanced, fact-based journalism and identifying what makes news
7. Broadcast Writing
8. Research and Investigative Journalism
9. Journalism Ethics
10. Peace and Conflict Programming
11. Principles and techniques of effectively interviewing guests and moderating discussions
12. "Promoting Behavior Change" — how to encourage good habits without offending beliefs
13. Writing Drama and Compelling Program Scripts
14. "Another Interview?" — using other techniques and styles to diversity programming
15. "The Voice" — how to improve your presentation and speaking skills
16. Beat the Clock! — managing time and meeting deadlines
17. Program Completion Forms and M&E of SRS programming
18. "The Press Conference" — strategies for covering planned events
19. "Tools of the Trade," such as field recorders, microphones, computers, etc.

In the second quarter, SRS offered internships to two men. Daniel Kenyi was an intern in the technical department for six weeks, and Abraham Nhial Wei completed a journalism attachment in the production department for 3 weeks.

SRS continues to be an important avenue for aspiring journalists to receive on-the-job training. We would like to expand our training to journalists in other media outlets. However, this depends in part on the number of broadcasters in Sudan and their training needs. We will continue to offer training opportunities to both state and independent broadcasters, and would like to establish a training agreement with the Internews community radio stations as they become established and staffed.

5. Listenership

Audience Size

Our target for the first quarter was to have 25% of focus group respondents with access to radios say they listen at least sometimes to SRS; the target percentage was 30% in the second quarter. We will not know whether or not we have reached these targets until the results of the NDI focus groups have been analyzed.

NDI has included the following listenership questions in their focus group research to be conducted in March and April 2007:

1. When there are important things happening in Sudan, how do you most often find out about these – through radio, newspapers or from other people?
2. How often do you listen to the radio with the intention hearing what is being said for more than a few seconds (not just overhearing a radio in a market for example) – do you listen to a radio: daily, three times a week, once a week, not often or never?
3. What is the radio station/channel you listen to most?
4. Name all the other radio stations/channels you listen to.
5. How often do you usually listen to Sudan Radio Service (SRS) – daily, three times a week, once a week, not often or never?
6. What languages do you listen to Sudan Radio Service programs in?

We will report on the NDI focus group results as soon as they are available.

During this period, Marketing Coordinator Michael Renzi accompanied NDI on their radio distribution trip to Abyei. He trained NDI facilitators on the proper tuning of the radios, and distributed pamphlets with SRS times and frequencies. He also conducted a publicity trip to Maridi. While on field assignments, SRS producers or NGO partners also distributed SRS brochures, calendars and frequency announcements in Akobo, Ezo, Juba, Kadugli, Kapoeta, Kauda, Khartoum, Kurmuk, Lanya, Maluakon, Malakal, Narus, Panyijar, Rumbek, Tambura, Yambio and Yei. Continuing to market SRS and inform listeners of our frequencies will be important in order to promote increased audience size.

SRS and NDI are also in discussion with Miraya FM, the UN radio station, to re-broadcast *Let's Talk* programs. NDI plans to sign a Memorandum of Understanding with Miraya FM for these re-broadcasts. At the time of writing this has not been finalized, but SRS has met with UN senior radio staff twice and they have assured us they are eager to put SRS programming on Miraya. UN Chief of Radio Leon Willems told COP Jeremy Groce that he believes SRS' production values are particularly good compared with Miraya's.

SRS is also seeking partnership with the Catholic Church's radio network, starting with Bakhita FM in Juba.

Broadcast Audibility

Our goal in the first quarter was to have 75% of SRS' broadcast hours audible in Sudan; the percentage increased to 85% in the second quarter. We are pleased to report that SRS audibility is excellent throughout Sudan, rating over 90% in both quarters. Monitors listen for a few minutes at a specific time and rate the quality of reception during that broadcast hour. Reception quality is assessed on a scale of one to five on the following criteria: signal strength, clarity, fading, static and interference. SRS then calculates an average rating for each broadcast hour in that location. We consider a rating of 3 or above to be audible.

During the first quarter, SRS Marketing Coordinator Michael Renzi collected reception data from Yambio, Juba, Malakal and Maridi. In the four locations, 24 broadcast hours were surveyed. Reception was audible in 22 out of 24 hours surveyed, or 92% of the time.

In January 2007, reception data was collected from Agok. Then in February 2007, SRS established a monitoring system to simultaneously track reception in six locations throughout Sudan. Monitors

stationed in cities around Sudan receive a monthly calendar that details specific days, times and frequencies to report on. This method provides a snapshot of how SRS signals are being received throughout the country at any one time. Currently, SRS has monitors in Juba, Khartoum, Agok, Maridi, Kurmuk and Wau. We hope to expand to other cities, as we are able to identify monitors. During the second quarter, SRS monitors in the six cities checked reception for 81 broadcast hours; only 4 hours rated below 3 in audibility. 92% of the broadcast hours surveyed were audible. (See February and March reception reports in Appendix C for details.)

The nationwide monitoring system provides systematic and comparable information on reception. However, ensuring that monitors regularly complete and hand in monitoring forms is very challenging. We are often faced with temporary information gaps when monitors travel or when they are unable to communicate via phone or email. There is also some turn-over with NGO staff (only two SRS monitors are full-time SRS staff; the rest are staff of partner organizations) so it is likely that the process of locating, training and following up with monitors will be on-going.

Based on this feedback, we are very pleased that SRS' audibility is greatly improved compared with late 2005 and early 2006, when much of SRS' transmissions were emanating from the UK. SRS has been working diligently with transmission provider VT Communications, Ltd. to move transmissions from the UK to a variety of other sites, including the United Arab Emirates, Russia, and Rwanda. The locations and high power of these transmissions has significantly boosted their audibility.

From mid-January, SRS has been airing two hours of the morning broadcasts (0700 – 0900) on two frequencies. Both frequencies air the same programming. The benefit to these "parallel frequencies" is to increase the ease and likelihood of listeners' finding the SRS transmission.

At the end of March, SRS (along with the rest of the world's SW broadcasters) underwent a seasonal frequency shift. We anticipate that post-shift audibility will remain as high, but will have to wait for April reception monitor reports to confirm.

Other Audience Information

On 01 February 2007 SRS unveiled its new website. While the site will continue to undergo renovations, just a few of its main improvements so far include:

- news headlines appear on the home page
- it's easier for visitors to find the broadcasts and languages they want to hear
- it's easier for SRS staff to update the news page and receive listener feedback

SRS continues to receive high traffic on the website. In the first quarter, the site received 39,333 hits. In the second quarter, there were 42,518 visits to the site. On average, there were about 400 visitors daily. Visitors most often went to the homepage, the audio links, and the news links.

4. Administration and Miscellaneous Issues

Expanding the Stringer/ Bureau Network in Sudan

SRS' goal was to identify two stringers in Sudan in the first and second quarters. However, Radio Service Manager John Tanza's planned trip to Wau and Malualkon to identify stringers was abruptly cancelled due to the arrest of SRS' Khartoum Bureau Producer (see below). The trip has been re-scheduled for May and we expect to identify stringers then.

Arrest and Mistreatment of SRS Bureau Producer in Khartoum

In late March 2007 gunmen reportedly allied with the Darfur-based anti-government Sudan Liberation Movement allegedly killed a Sudan police colonel in Omdurman, the city across the Nile River from Khartoum. SRS bureau producer Nichola Mandil and a couple of fellow journalists tried to visit the site of the killing on Saturday, March 24th, to try to speak with witnesses and learn more about the incident. However, security was extremely tight and police and soldiers had cordoned off the entire area. Mandil and his colleagues were turned away.

According to Mandil, as they were waiting for a taxi to take them back to Khartoum, they were stopped by security agents who asked for identification. While the other journalists were allowed to go, Mandil said several men, some in military uniforms and others in plain clothes, bundled him into an unmarked car and took him to the first of a few interrogation centers.

He said he was accused of being a foreign agent in Sudan promoting American ideology. Mandil said, "They did many things to me: they kicked me, beat me on my back and insulted me with all sorts of abuse. At last I found myself at a police cell in Omdurman North. They kept me in the cell for five days, from Saturday to Wednesday night when they released me at 11 pm."

When SRS learned of Mandil's arrest, Radio Service Manager John Tanza and Project Director Kent Noel went to Khartoum and began speaking with high-level contacts who assured them Mandil would soon be released. Fortunately, it appears Mandil did not sustain any serious physical injuries during his detention. However, Sudan Radio Service has not yet been able to retrieve the radio equipment or Mr. Mandil's personal cell phone from the police.

SRS is planning to honor Mandil in Nairobi during the May 3rd World Press Freedom Day.

Staff Changes and Restructuring

Staff Changes

With more and more organizations moving out of Kenya and into Juba and other places in Sudan, SRS experienced a considerable number of staff changes during this reporting period. Several of the staff have also stated concerns about SRS' short funding extensions, which makes some employees nervous. The type and level of work these employees took up after leaving SRS is evidence that SRS has been a good training ground for many essential professional skills, including the ability to research and analyze problems, writing and presentations skills, time management, and computer skills.

At the end of August 2006, Senior Producer Charlton Doki received a scholarship to pursue a Master's Degree in Applied Communications in the UK. Doki had been the head of the SRS news desk and had been largely responsible for the great increase of SRS' news gathering and reporting seen since late 2005. Taking Doki's place was Elizabeth Limagur, who had worked as Doki's assistant. Elizabeth was promoted to Senior Producer and continued the news desk's strong work.

Flora Lado joined SRS as a junior producer in August 2006. She studied law and development in Khartoum and works on Simple Arabic and Arabic language programming.

Antony Wairegi, a driver, left in August 2006 and was replaced by Samuel Sore.

Lucy Poni and Wani Lado joined SRS in December as junior producers.

In January 2007 Gibson Wande, one of SRS' best producers, was able to obtain a job with UNICEF as a child protection officer in Yambio, which allowed him to live with his wife and four children again, as they had not come with him to Nairobi when he moved to take the SRS job. In addition to his role as producer, Gibson played the character of Juma in "Let's Talk," which required the "Let's Talk" team to write his character out of the drama.

Hafiz Osman, a junior producer from Khartoum, left SRS to return to Khartoum and his family at the end of January 2007.

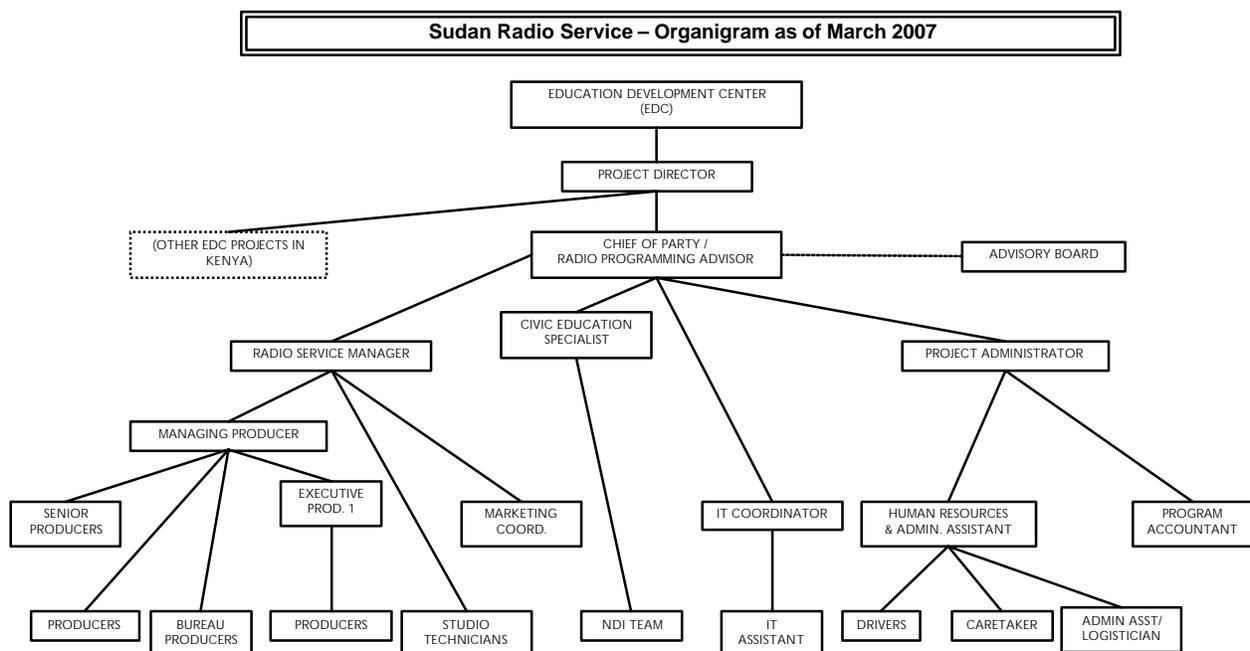
SRS Managing Producer since January 2005 Albino Okeny left SRS in mid-January 2007 to join the World Bank in Juba as a communications officer. Executive Producer and long-time SRS employee Victor Lugala was promoted to the post of Managing Producer to replace Albino. A few other adjustments were made in order to ensure that junior staff were properly supervised, while also ensuring that supervisors were not overly burdened with management duties.

Daniel Lasuba joined SRS as a radio studio technician in March 2007. He worked with SuddMedia and UN Radio in Khartoum and so brings considerable experience and skill to SRS.

David Amuor, one of SRS' long-term producers, left SRS at the end of March 2007 to take a post as SPLM representative to Uganda. David played the lead role of Taban in "Let's Talk," so we had to hire a new actor to take over that role.

Jane Namurye was a radio producer with IRIN (the UN's Nairobi-based Integrated Regional Information Network). SRS was very familiar with her quality work, as IRIN provided two or three programs every month to SRS. Jane will take over "The Road to Peace" civic education program and work 50% on the "Let's Talk" program.

In January and February Lisa Hartenberger came to Nairobi to intensify SRS' efforts on the "Let's Talk" activity, then at the end of March 2007 came back full-time to take a position as Civic Education Specialist for SRS and "Let's Talk". In this capacity she will also be the de facto Deputy Chief of Party. Lisa had developed the pilot for "Let's Talk" and also has considerable knowledge of media and education. During her time at SRS in November 2005, she hit it off with COP Jeremy Groce and the rest of the SRS team. She has also worked for EDC for many years and her skills and talents are well-known and will be a great asset to the SRS project.



SRS Move to Umeme Plaza

EDC has two projects and a regional office in Nairobi. SRS was EDC's first venture into Kenya, starting in early 2003. The other project started up over a year later and the regional office came a year later in 2005. In 2006, with the lease agreements for SRS and EDC's other offices coming up for renewal, it was determined that a relocation into a single office would save the projects some money and make it easier to work together, coordinate policies and practices, etc.

When Pact-Sudan moved out of the west wing of Umeme Plaza in Nairobi, SRS and the rest of EDC in Nairobi took over the space and erected studios in the east wing in space Pact-Kenya didn't need.

SRS was able to move without going off their year or otherwise interrupting the production of programs, gathering of news, or other work.

Progress on Media Laws and SRS' Involvement in AMDISS

SRS, as a founding and leading member of the Association for Media Development in South Sudan (AMDISS), has been promoting a free press and contributing to the development of draft media laws for southern Sudan since 2004. During this reporting period, the drafts were completed and submitted to GOSS Minister of Information, Radio, and Television Dr. Samson Kwaje. AMDISS with legal advice from organizations like Article XIX and International Media Support (IMS) has continued to advise the Ministry of Information about the drafts throughout the process of its being reviewed by other officials within the GOSS.

As of the time of writing this report, none of the four draft media bills submitted by AMDISS and other Sudanese stakeholders has been passed into law.

One draft media bill calls for the GOSS to transform the state radio and television stations into public service broadcasting outlets, à la the BBC. Given the considerable resources being invested into Radio Juba and other government-owned and controlled radio and TV stations in southern Sudan, as well as efforts by GOSS to train state "journalists," we hope these stations do become public service broadcasters and do not remain propaganda instruments.

Government officials recognize the importance of these media, which is why such resources are being invested. They also understand the potential power of information delivered via the media, which is why there are concerns about independent media amongst government officials. In early 2007 in Lakes state, for example, a government-employed radio journalist was disciplined for airing an interview with a merchant in Rumbek complaining that his old currency had been confiscated and burned by officials as part of the effort to introduce the new pound as the one and only official currency of Sudan.

Media Landscape in Sudan

There has been much media development going on in southern Sudan during this period. Radio and, to some extent, newspapers are the media of choice for most investors and donors. SRS COP Jeremy Groce used to pride himself in knowing about virtually all media efforts underway in Sudan, but over the past year there have been so many organizations and individuals involved that it simply isn't possible to learn of them all. Those efforts we are aware of are as follows:

- The Catholic Camboni Sisters successfully started up in Juba the first of a proposed network of FM stations. The Juba station is called Radio Bakhita.

- The UN radio network's Miraya FM in Juba is now being broadcast via transmitters in a few other large towns of southern Sudan.
- A USAID-supported effort by Internews to establish at least three community FM stations in southern Sudan also kicked off during this period.
- As mentioned in the previous section, the Government of Southern Sudan and several state governments have begun investing in existing stations or efforts to start stations.
- Some Kenyan investors have allegedly started broadcasting via shortwave as "Kush Radio," though SRS has been unable to confirm this.
- American evangelical Christian organizations are seeking to set up Christian radio stations in several towns.
- Commercial FM stations in Juba have struggled since starting up; one has even gone off the air after being shut down by the Central Equatoria state authorities for allegedly "offending" listeners' sensibilities
- AMDISS and others are seeking to establish media centers in Juba.
- At least one donor is helping to set up a printing press in Juba for southern Sudanese newspapers

SRS has been discussing cooperation with Radio Bakhita, Miraya FM, and Internews to share programming. We expect to have several successes to cite in our next report.

Appendix A: SRS FY 2007 Work Plan



Sudan Radio Service

(Associate Cooperative Agreement HDA A 03 0015 00)

Annual Work Plan FY 2007

Implemented by:
Education Development Center, Inc.
1000 Potomac St. N.W.
Washington D.C. 20007
01 October 2006 – 30 September 2007



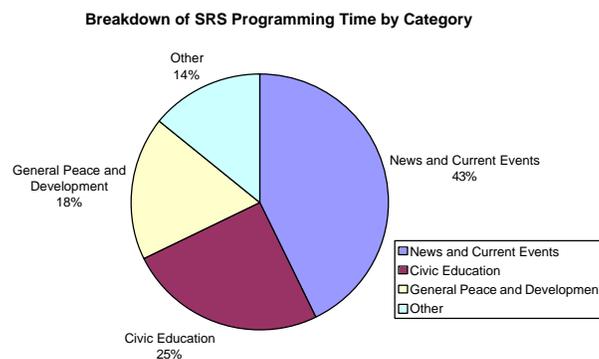
Project Description and Overview

A USAID assessment team in the autumn of 2002 determined that a lack of access to information in the Sudan, particularly regarding the then-ongoing peace process, was a significant problem. During the run-up to a peace agreement, independent media would help ensure that southern Sudanese, in particular, fully appreciate all aspects of an agreement.

Given Sudan's great size and high rates of illiteracy, shortwave radio was identified as the best means to quickly establish independent media for southern Sudan because shortwave can be broadcast from outside the country and can cover an extremely wide area. Radio broadcasts in regional languages had been limited to broadcasts from the north and sporadic coverage from various international services like the BBC. USAID's plans for a radio service targeting southern Sudan constitute a critical component of the USAID strategy for development in Sudan and the wider USG support to successful implementation of the Comprehensive Peace Agreement signed in January 2005. In addition to increasing the flow of information into southern Sudan, the radio service enhances southern Sudanese journalistic capacity.

SRS began broadcasting in July 2003 with some news, introductory messages, and music. SRS increased its transmissions from two to four hours per day then six hours per day by mid-2004. Production studios are in Nairobi, Kenya.

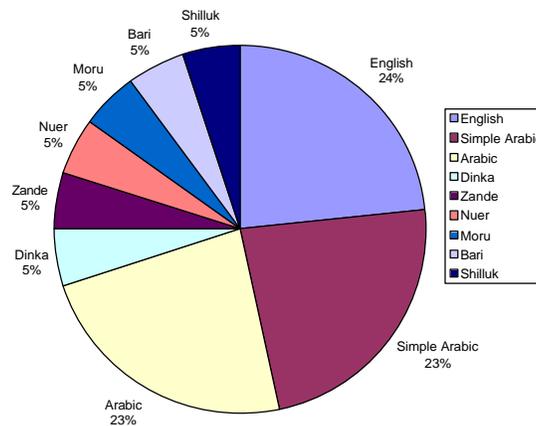
The goal of SRS' programming is to promote peace and development through the provision of news and educational programming that both informs and entertains. News and current events are an important element of SRS programming. Information about local level conflict resolution efforts, humanitarian programs and government activities is also highlighted. The largest segment of programming, after news and current events, is civic education and governance programming, promoting the positive and peaceful development of government and civil society institutions. The issues and topics SRS tackles in its programming vary, of course, depending on current events and other factors, but over the course of the project, programming categories have generally broken down as follows.



SRS' six hours of original news and programming daily (6 – 9 a.m. and p.m.) can be heard on the radio, but also on the web at www.sudanradio.org, which enables Sudanese and others around the world to access SRS without a radio.

SRS' regular programming targets speakers of Simple Arabic, Arabic, and English, as well as Dinka, Nuer, Bari, Shilluk, Zande, and Moru. English, Simple Arabic, and standard Arabic constitute most of the programming time currently, as is displayed in the graph below.

Breakdown of SRS Programming Time by Language - as of August 2006



On a daily basis, languages have been divided into 45-minute segments, as follows:

Mondays, Tuesdays, Thursdays, Fridays:

0600 – 0645 and 1800 – 1845	English
0645 – 0730 and 1845 - 1930	Simple Arabic
0730 – 0815 and 1930 - 2015	Arabic
0815 – 0900 and 2015 – 2100	Mon. - Dinka; Tues. - Zande; Thurs. - Bari; Fri. - Shilluk

Wednesday:

0600 – 0630 and 1800 – 1830	English
0630 – 0700 and 1830 – 1900	Simple Arabic
0700 – 0730 and 1900 – 1930	Arabic
0730 – 0815 and 1930 – 2015	Nuer
0815 – 0900 and 2015 – 2100	Moru

In July 2006, USAID requested that SRS review the languages used on SRS and commissioned a survey in southern Sudan on reception of SRS and other shortwave broadcasters in Sudan. The survey also attempted to gauge which one language southern Sudanese listeners felt is most appropriate for a radio station serving that region.

The report on this survey, carried out by Mr. J. Christian Quick, had this to say about SRS and languages:

SRS's current approach to English-use, in the context of the GoSS's expressed intent to establish English as the Southern Sudan's official language, seems roughly appropriate and many in Southern Sudan appreciate the role of English as a neutral language (along with Arabic), however any higher ratio of English would leave the vast majority of rural persons underserved at this time - for many the preference of English seems to be more political than practical at this time, as comprehension levels show. SRS's present priority treatment of English language programming *does* seem to give it some special credibility among educated persons, but this may not ultimately translate into a broader listenership, while a higher percentage of Arabic and especially Simple Arabic likely would, if perhaps at the cost of some of the elite audience. This is particularly true if a larger rural audience is meant to be reached, wherein Simple Arabic would clearly serve the greatest number of listeners.

Mr. Quick's assessment said that no "minority language programming... [received] frequent spontaneous mention during this survey," but he believes this may be accounted for by lower SRS awareness levels in rural communities. On the other hand, he said Shilluk was cited by some Shilluk women interviewed on a boat west of Malakal, with one woman commenting, "Radio Malakal and Friday on Sudan Radio Service is all we can understand!"

Mr. Quick also asked people to assess their own Arabic and English language comprehension levels. Not surprisingly, he found that for Arabic, the levels are closely paralleled between rural and urban listeners, but with English the urban/rural comprehension levels diverged considerably.

Arabic Comprehension Levels

	<u>None</u>	<u>Little</u>	<u>Some</u>	<u>Most</u>
Rural	5%	13%	25%	52%
Urban	6%	18%	28%	46%

English Comprehension Levels

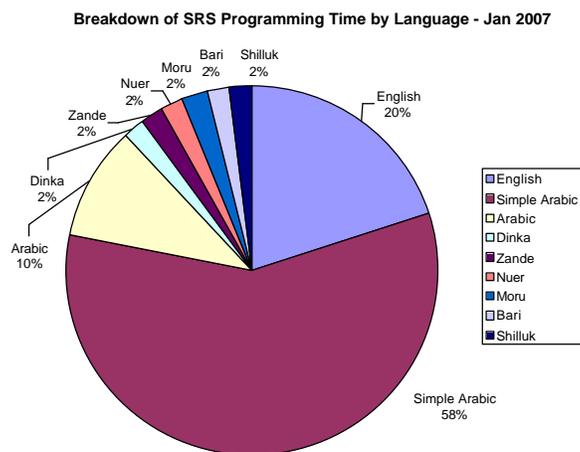
	<u>None</u>	<u>Little</u>	<u>Some</u>	<u>Most</u>
Rural	67%	12%	11%	6%
Urban	18%	10%	34%	36%

Due to the rains Mr. Quick was unable to visit more than a few areas and he did not venture very far from the main towns. We believe the number of people indicating “none” and “little” comprehension of English and even Arabic would be even higher if Mr. Quick had been able to visit more rural areas. Even so, these figures indicate that 20% or more of southern Sudanese need local languages on the radio in order to access the news and other programming.

The assessment report continues:

Thorough assessment of the use of minority languages on SRS requires a more comprehensive and regionally diverse study of language comprehension, though it is clear from the present study, for instance, that both Arabic and English comprehension is low among rural Dinka. Survey results suggest that smaller minority groups are more likely to speak a second language - especially within towns, but less so when rurally isolated. It can be inferred that larger ethno-linguistic groups are more likely to benefit from non-English/non-Arabic programs, being less likely to need to assimilate into common language environments. The precise point at which this ceases to withstand inference cannot be established with the data gathered in this survey and there is a political dimension to radio listener opinions, wherein, the larger the language group, the more likely it is that its constituents will feel that their language should be represented in broadcast programming.

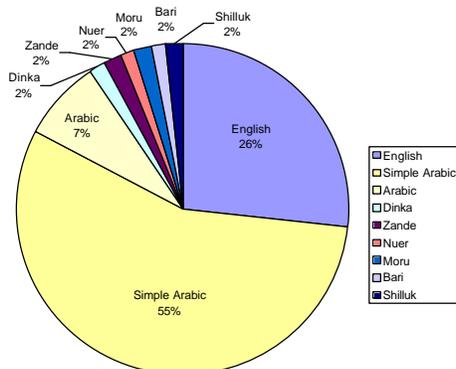
Based on this advice and at the urging of USAID, SRS will revise its format to greatly expand programming in Simple Arabic¹ in January 2007.



¹ Simple Arabic, as the name implies, is not a formal, standardized language, but is the de facto lingua franca of Sudan. It's what one could call the variety of Arabic understood by the uneducated majority. There is no one Simple Arabic. It is not written or taught, so has nearly as many variations as speakers. As such, one person's variation might make another person laugh or even be a little unsure of what is being said, but overall Simple Arabic is the closest thing Sudanese have to a lingua franca.

Also in January 2007, SRS will add to its broadcast schedule the civic education series “Let’s Talk,” which SRS produces as a partner to the National Democratic Institute with support from USAID/Sudan. “Let’s Talk” will replace some SRS programming during the week and will also be heard on Saturdays and Sundays. Breaking down SRS programming time, including “Let’s Talk,” by language is shown below.

Breakdown of SRS Programming Time by Language - Includes NDI Programming



We expect the new format and language schedule (including NDI’s “Let’s Talk”) to look like this:

Mondays, Tuesdays, Thursdays, Fridays:

0600 – 0630	English News and Programming
0630 – 0800	Simple Arabic News and Programming
0800 – 0900	“Let’s Talk” in Simple Arabic and English
1800 – 1930	Simple Arabic News and Programming
1930 – 2000	Arabic News and Programming
2000 – 2030	Local Language* News and Programming
2030 – 2100	English News and Programming

* *Dinka – Monday; Zande – Tuesday; Nuer and Moru – Wednesday; Bari – Thursday; Shilluk - Friday*

Wednesdays:

0600 – 0900	Same as above
1800 – 1900	Simple Arabic News and Programming
1900 – 1930	Arabic News and Programming
1930 – 2030	Local Language News and Programming
2030 – 2100	English News and Programming

Saturdays and Sundays:

1800 – 1900	“Let’s Talk” in Simple Arabic and English
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Newscasts will be expanded to 15 or 20 minutes under the new format. Newscasts are composed of ten or more relatively brief news items. No one item delves deeply an issue or event. Here is a sample news script:

29 November 2006 — (Juba) — The Government of Southern Sudan has launched a road safety campaign to sensitize the public about proper road use and safety.

Speaking to the public during the launch in Juba, the Undersecretary in the Ministry of Roads and Transport, Morris Behan, said that drunken drivers, over-speeding and bad road conditions are the major causes of road accidents in the town.

Mr. Behan said that a road traffic and safety management unit within the police will be created to implement road safety measures and reduce the number of deaths in road accidents.

[Morris Behan]: "A road traffic and safety management unit will be created to take charge of the coordination and management of road safety activities in southern Sudan. The unit will also be in charge of development of traffic policies and standards, autonomous road traffic and safety management authority and establishment of systems for collecting road accidents data."

The campaign program, which will run for the next three months, was jointly initiated by the police and the United Nations Mission in Sudan.

The Morris Behan quote above is a sound bite, meaning that his own words were recorded and were played (not read) over the air.

Programming consists of pre-packaged programs of varying lengths, though most are 8 to 13 minutes long. SRS airs focused programs like "The Road to Peace," which educates listeners about the CPA and other important civic topics, and more catch-all programs like "Towards a Better Sudan," which focus on a variety of development issues.

SRS preempts programming when extraordinary events occur. For example, when Dr. John Garang died in a plane crash in July 2005, for over a week SRS' program lineup was put on hold. When the SPLA, SAF, and SAF-allied militias clashed in Malakal in late November 2006, SRS also interrupted some regular programming. Barring the need to preempt programming, an illustrative program list follows:

English:

"Youth Agenda" explores issues of importance to Sudanese young people. Issues SRS will tackle over the coming year include the role of young people in a democracy; youth employment; drug and alcohol use; educational opportunities.

"The Road to Peace" informs people about the CPA and constitutions, but also the workings and structure of government, the role of civil society and media in a democratic society, etc. This program will cover more or less the same list of topics as covered by the NDI "Let's Talk" program over the coming year, including: Sudan's transition from war to peace; structures of Sudan's government(s); successes of the CPA; the status of the Three Areas; and corruption. As the "Let's Talk" schedule evolves, so will "The Road to Peace" schedule evolve.

"Our Voices" is a program devoted to gender issues, particularly the struggle for women to enhance their political, economic, and social power within Sudanese society. The program features interviews with positive gender role models and highlights the role women can play in government and implementation of the CPA.

"Towards a Better Sudan" discusses anything that is viewed as an effort to rebuild Sudan. The program profiles role model leaders and politicians, but also informs listeners about a wide range of development activities. Over the coming year, this program will feature the role of civil society in rebuilding Sudan, governments' efforts to improve communications and transport infrastructure, and what local communities can do for themselves.

"The Week in Review" is a look back at the week's top news stories.

Simple Arabic:

"Women and Peace" is a program that started last year that focuses on women's role in peacebuilding. In the coming year we expect this program to transform somewhat in that it will not focus only on women's role in peacebuilding, but highlight peacebuilding efforts across society. This program will feature much of Pact's peace work over the coming year, as well as highlight the government's DDR and other activities.

"The Future" is a program much like "Towards a Better Sudan," but in Simple Arabic, not English.

"The Road to Peace" also airs in Simple Arabic. See program description above.

Arabic:

“Our Society” is a catch-all program that looks at a variety of issues—from good governance and peace and security to health and the environment, but with a concentration more on the north of Sudan.

“Women’s Corner” is the Arabic version of “Our Voices.” See program description above.

“The Road to Peace” also airs in Arabic. See program description above.

“Beyond the News” goes in-depth on issues and events in the news.

“Khartoum Panorama” is produced by the SRS bureau in Khartoum and reviews issues and events being reported by northern media. It also raises governance and CPA implementation issues from the national perspective with interviews with GONU officials and northern civic leaders.

“Radio Club” is another catch-all program that covers issues ranging from CPA implementation to culture, but focused more on the Three Areas than the rest of Sudan.

Local Languages:

“The Road to Peace” also airs in all local languages. See program description above.

The other local language program each week varies considerably, as SRS seeks to address issues and concerns of particular importance to that community. Some examples we are planning for the year to come include:

- Dinka: Special status of Abyei
Food Security
Interethnic tensions and peace resolutions
Returnee/IDP reintegration
- Zande: Returnee/IDP reintegration
Pastoralist/Agriculturalist tensions and peace resolutions
Promotion of civil society
Corruption
- Nuer: Interethnic tensions and peace resolutions
Returnee/IDP reintegration
Food Security
Impact of oil and development
- Moru: Pastoralist/Agriculturalist tensions and peace resolutions
Promotion of civil society
Returnee/IDP reintegration
- Bari: Land issues in and around Juba
Promotion of civil society
Corruption
Returnee/IDP reintegration
- Shilluk: Interethnic tensions and peace resolutions
Returnee/IDP reintegration
Food Security
Impact of oil and development

The list above is not an exhaustive list of programs. SRS has space each week for “independent” programs that are produced on a more ad hoc basis. For example, if a producer obtains an interview or

other material that doesn't fit readily into a regular (weekly) program, the producer may produce it independent of any other program. For example, last year our marketing coordinator obtained several interviews with traders and business people in Western Equatoria. A producer turned the material into a three-part series on business and trade in the region. The series was not part of "Towards a Better Sudan" or similar program, but instead ran on its own.

See NDI's work plan for details on the "Let's Talk" program to air on Saturdays and Sundays.

From now until the end of quarter 2, we expect SRS will broadcast the above programming on the following frequency schedule:

0600 – 0700	7280 kHz
0700 – 0800	7280 kHz and a parallel frequency TBD
0800 – 0900	9525 kHz and a parallel frequency TBD
1800 – 2100	9840 kHz

Note that two hours of the morning broadcasts (0700 – 0900) will air on two frequencies. Both frequencies will air the same programming. The benefit to these "parallel frequencies" is to increase the ease and likelihood of listeners' finding the SRS transmission. At the end of March 2007 we (along with the rest of the world's SW broadcasters) will undergo a seasonal frequency shift. We will not know those frequencies until late February or even early March.

SRS programming is developed from a journalistic perspective. This means our intention is to provide facts and present a variety of views, as much as is possible and appropriate. SRS actively seeks to counter rumors and disinformation that regularly circulates around the country.

Though no comprehensive audience survey has been done during the project to date, a small survey carried out by a USAID consultant in August - September 2006 and much anecdotal evidence indicates that SRS has gained a respectable audience that trusts the news and information SRS provides. SRS, thanks to its team of professional Nairobi-based producers, along with two Sudan-based producers and a network of stringers, has become one of the world's leading gatherers and reporters of news on Sudan. SRS is cited daily by major news agencies, such as BBC, Associated Press, Reuters, and many others.

SRS is seen as a reliable, trustworthy disseminator of information by our partners. Many organizations and entities, ranging from the United Nations to the Government of Southern Sudan itself, have used SRS to relay educational information, news, and even job announcements.

In August 2006, management of SRS was transferred from USAID's Office of Transition Initiatives to USAID/Sudan's Democracy and Governance (DG) team. This FY 2007 work plan is the first SRS has prepared as part of the DG team.

SRS Management and Staff

SRS is an NGO project but also a media outlet. So our organizational structure is designed more like a media's than an NGO's.

At the head of SRS is Jeremy Groce, Chief of Party and Radio Programming Advisor. As COP, Jeremy is ultimately responsible for all aspects of the project. In this capacity he reports to Kent Noel, Principal Investigator and EDC's Anglophone Africa Regional Director. As RPA, Jeremy supervises and advises the production team in their creation of programs, news, formats and schedules.

Sometime in quarter two, SRS hopes to add a Deputy Chief of Party (DCOP) to the staff. The person to fill this role is TBD. The DCOP would assist Jeremy in overseeing the technical work, particularly to coordinate NDI's "Let's Talk" programming with SRS' civic education and other programming. The DCOP would also work with producers on researching and developing their scripts, including the "Let's Talk" scripts. Supervision of SRS' M&E would also be part of the DCOP's duties.

The finance and administration department is supervised on a day-to-day basis by Jane Kariuki, Program Manager. Under Jane are an Admin and HR Coordinator, a Program Accountant, and an Admin Assistant/Logistician.

Assisting Jeremy as RPA is Radio Service Manager John Tanza. John helps coordinate event coverage opportunities and ensures that the production team is always planning ahead to cover events. He also is a good link between production and other departments.

Marketing Coordinator Michael Renzi is the lead person in getting the word out about SRS. He's designed posters, calendars, shirts, and other publicity materials. He also ensures distribution of the materials and will be the lead person in tracking SRS' audibility and listenership with help from our partners.

Running the day-to-day affairs of the production team are Managing Producer Albino Okeny and, under him, Executive Producers Victor Lugala and Rebecca Okwaci. Albino does all scheduling, listens to all programs, and prepares producers for trips to the field. Victor and Rebecca oversee areas of programming. Victor is responsible for news, civic education, and culture programming. Rebecca is responsible for health, agriculture, and education programming. Each does his or her own programs, as well.

Currently SRS has 12 full-time producers in Nairobi. Content teams are somewhat ad hoc. That is, no one producer works on only one type of program or in only one language. We have a core news team, but any producer can be called upon to investigate and write up a news item. One producer takes the lead on our civic education "The Road to Peace," but all have contributed to this program or have produced an installment themselves. We expect to hire one or two additional producers in the coming months to help produce more Simple Arabic programs, which will be needed in our new format.

SRS also has two producers in Sudan—one in Khartoum and one in Juba. SRS will replace the Juba-based producer in the coming weeks, as our first left at the end of September 2006. We have a good stringer there in the meantime, but a full-time person is essential. The role of the Sudan-based producers is to be the daily link with the GONU and GOSS—collecting information, recording interviews, attending press conferences, etc. Both feed news, programs, and program elements (interviews, soundbites, etc.) daily to SRS in Nairobi.

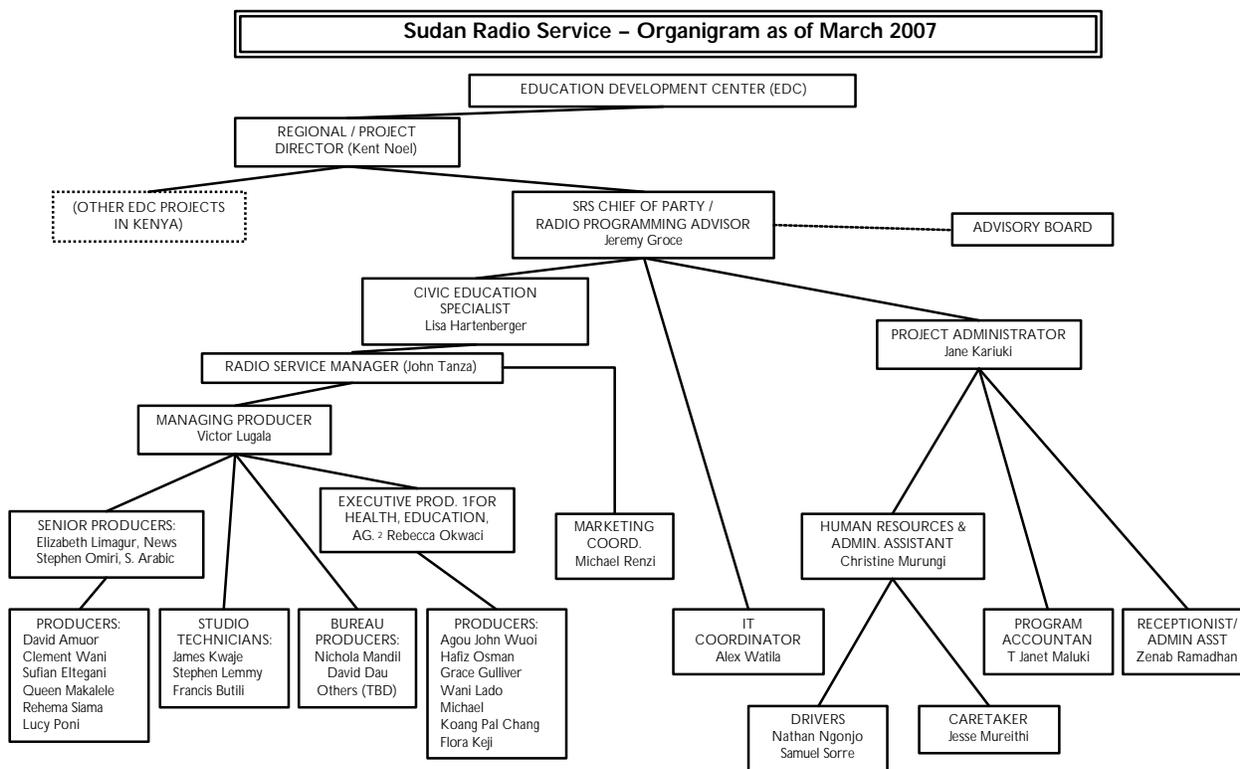
SRS also has three radio studio technicians. The technicians maintain and control the studios and field recording equipment. They also assist producers, as needed, in recording and editing programs. They also do "the builds" (the process of piecing together all the pre-recorded elements into a 6-hour set of audio files) and upload all the audio files to our London-based transmission provider, VT Merlin Communications.

SRS also has stringers in the field and in Nairobi. In the field, stringers provide news and, as much as possible, send audio. In Nairobi, stringers fill in for producers who are sick, on leave, or traveling in Sudan. Stringers, by definition, are people who send news and audio material for a fee. They are not employees, so are not equipped by SRS or paid regular salaries. They are only remunerated for what they provide. As such, they are no substitute for trips into Sudan by SRS producers.

Virtually every week, an SRS producer is somewhere in southern Sudan or the Three Areas. While in the field, producers interview area officials and citizens about anything and everything that concerns them. More importantly, before every trip, they meet with colleagues and senior producers to put together a detailed plan and list of issues and topics to be covered. As such, producers have specific tasks they aim to complete before needing to return to Nairobi. Tasks include investigating and reporting on newsworthy events, gathering views and opinion from government leaders and citizens on upcoming civic education topics, and even recording music and other bits of culture and entertainment, if possible. Trips to the field usually last between one and two weeks.

When our partners request that we cover an event or do a program on an activity, they usually convey their message to the COP, who in turn passes it on to the senior producers and RSM John Tanza. The most appropriate producer (based on language ability, set of skills, schedule availability, etc.) is identified and is briefed on the trip and expectations for coverage. After the trip the producer takes the data and audio collected during the trip and uses in his or her own programs and shares it with other producers. For example, producer Koang Pal Chang was recently in Akobo to cover a civilian disarmament exercise. However, while there, he also was able to interview officials of a local hospital about health issues in the area. He provided the interview to our health program producer.

Below is the SRS organizational chart.



¹Program Manager is deputy COP

² Executive Producer 1 replaces MP during absences

* Denotes Head of a Desk

Activity Descriptions

Increase SRS listenership (audience size)

Indicator: % of NDI focus group respondents with access to radios who say they listen at least sometimes (twice a week) to SRS

Ultimately, any media outlet measures its success by the size of its audience. SRS, as a broadcaster seeking to reach most if not all of the country, is challenged to compete with the BBC, Radio Omdurman, and other SW radio stations that are well-known in Sudan and have been in existence for many years. However, the quality of our content is trusted and well-received by those who listen to SRS. Over the next year we will intensify our efforts to publicize SRS' existence and inform people about our existence. We will publicize our frequencies and instruct people to tune to SRS.

This publicity will take a number of forms. First, we will distribute SRS posters, brochures, calendars, and T-shirts across the South and the Three Areas. Posters and brochures will list SRS' frequencies. The distribution of these publicity materials will be coordinated with NDI and their radio distribution. SRS will

work with NDI during the radio distribution efforts to market SRS and its frequencies so that recipients of the radios don't simply look for Radio Omdurman or BBC. SRS will also collaborate with Internews and the United Nations radio network to put SRS content on FM channels in several locations in the South and the Three Areas.

SRS will also advertise in the Juba Post, the Sudan Mirror, and a few other print publications that are circulated relatively widely.

To carry out a large-scale audience survey across Sudan would be prohibitively expensive and all but impossible logistically. As such, we have asked NDI to ask a few simple radio listening questions during their focus group research. We will develop the questions with NDI, but they will be more or less as follows:

1. **What is your biggest source of news about what is happening in Sudan?**
2. **What radio stations do you trust for news and information?**
3. **What (one) radio station do you listen to most?**
4. **What other radio stations do you listen to?**
5. **How often do you usually listen to Sudan Radio Service (SRS)?**
6. **Which languages do you listen to on Sudan Radio Service (check all that apply)?**
7. **How often do you usually listen to the radio?**

Respondents who indicate they listen or try to listen to SRS at least twice a week will be considered as "sometimes" listeners for the purpose of this indicator.

Along with this data, SRS Marketing Coordinator Michael Renzi will conduct short surveys during his marketing visits to various locations. Michael's goal will be to assess SRS listenership in the areas he travels in to help us prioritize our marketing efforts. We will focus these efforts on the Three Areas and the main urban centers of Southern Sudan.

NDI cannot track this data differently than it tracks the rest of the data collected during the focus groups. This means SRS will get broad feedback about radio listenership, but probably won't be able to break down responses individually by gender, age, ethnic group, geographical location, and educational level. By the end of Quarter 1 we expect at least 25% of respondents with access to radio will say they listen to SRS at least sometimes. By the end of Quarter 4, we expect at least 40% will say the same.

Ensure that SRS broadcasts are audible throughout southern Sudan and the Three Areas

Indicator: % of Broadcast Hours Audible on Radios Available in Sudan

People, even those with access to radios, can't tune in to SRS if the broadcasts aren't audible. Over the past year SRS has suffered greatly from poor reception. Much of our hard-won audience has left us for other stations that are more consistently audible. As such, we are going to be working very hard over the next year to rebuild that audience. In order to ensure that we don't lose them again, we are going to be more systematic about monitoring the quality of SRS broadcasts within Southern Sudan and the Three Areas. In the event that particular frequencies, times of day, etc. are problematic, we will continue to communicate this to our transmission service provider, VT Merlin Communications, to seek possible remedies and alternatives. We will also report audibility data to USAID (John Granville and Stephanie Funk). We will aim to provide this data weekly or as often as we receive it.

Audibility will be monitored and recorded by radio reception monitors (DG partners, SRS stringers, and others) in geographical priority areas. They will send filled-in audibility rating forms to SRS Marketing Coordinator Michael Renzi, who during quarters 1 and 2 will travel in Southern Sudan and the Three Areas to identify and train people as radio reception monitors. We will ask Mercy Corps and NDI to include monitoring as part of their field staff's SOW.

SRS will seek to achieve at least an average of 85% good audibility of broadcasts after an initial quarter of 75%, during which we expect having to do some final tweaking and adjusting.

Expand SRS stringer/bureau network in southern Sudan

Indicator: # of individuals hired or enlisted by SRS to assist in newsgathering.

SRS will seek to expand its already impressive newsgathering capabilities by working to restore its stringer network. SRS will also seek to add two full-time bureau producers this year. Stringers will not be standard SRS employees, but people willing and able to provide SRS with news on a more or less regular basis. Bureau producers will be full-time, regular SRS employees equipped with recorders, satellite phones, laptop computers, and other items needed to gather, record, and report news and even programs.

SRS will work with other USAID partners to identify potential stringers. In some cases, stringers may not refer to individuals but to organizations or a group of individuals willing to serve that function.

SRS will seek to identify and train stringers in six key locations in Sudan (one stringer per location). SRS will hire two full-time bureau producers in Wau, Malakal, and stringers in Kauda or Kurmuk, as well as Leer, Malualkon, Rumbek, and Yei.

One of the biggest challenges SRS has faced to date with stringers and bureaus is the difficulty of supervising these staff from Nairobi. Stringers and bureau producers, in order to be effective, must come from the communities they serve (as opposed to being hired from outside and based in a particular community). Trust is critical to any successful relationship between journalist and community and trust will not exist for a journalist from outside. But given southern Sudan's virtually non-existent history of independent media and honest journalism, SRS stringers and bureau producers will need much guidance and supervision, particularly when they start.

To address this, SRS will hire a roving news trainer whose role will be to train stringers and bureau producers and help them carry out various assignments, as well as serve as a link between the bureaus, stringers, and Nairobi. This news trainer will not be constantly traveling, but will need to visit each stringer or bureau at least twice a year.

The plan for training provided to stringers and producers is attached to this work plan as Appendix A.

Train Journalists

Indicator: # of male and female journalists trained

SRS has trained over 160 journalists since the project started in 2003. With the UN and several other independent media operators in southern Sudan, there are now fewer opportunities to train journalists in big numbers. However, SRS will seek to work with media partners and others to train 20 journalists (14 men; 6 women) over the course of 2007, including those SRS will work with as stringers and bureau producers.

SRS has been aggressive in training women as journalists, but most of the training SRS will do in 2007 will be conducted with media partners and others who will identify their own candidates for training. As such, SRS will not be able to guarantee that half of those trained will be women; however, we hope that the number of women trained will be no fewer than six.

Promote the Formation of Feedback Forums and Resurrect the SRS Advisory Board

Indicator: # of board meetings

SRS has proposed not creating the Advisory Committee as laid out in the project description. The project description says the primary tasks of this committee are to “help coordinate and facilitate radio service activities in the field, to suggest program content, [and] to participate in marketing and promotion of the radio service.” Through our very regular contacts with the organizations and agencies active in Sudan, including the SPLM, all this was already being done. To formalize these collaborations through monthly meetings seemed redundant, not to mention impractical.

Now that few NGOs or governmental authorities remain in Nairobi, it is important to ensure that this kind of collaboration continues. Fortunately, it has continued thanks to strong ties and communication between SRS and USAID, the UN, and the many implementing partners on the ground in Sudan.

But we would like to increase opportunities for listeners to send feedback and suggestions to SRS. To this end, we will promote the formation of feedback forums in key locations in southern Sudan and the Three Areas. SRS will work with NDI, Mercy Corps, and other partners to form radio listening groups in the sites where they have information centers. Local officials will also be invited to join as they are encouraged to provide regular feedback to SRS about content. Views can be recorded and shared with the wider SRS audience.

SRS stringers in these areas can serve as the primary link between the groups and SRS in Nairobi.

SRS will also work to reestablish the SRS Advisory Board, but with a focus in Juba instead of Nairobi. This body will eventually set goals, define the mission and provide general oversight of the radio service, but while EDC is the implementing agency and USAID is the sole donor, this board will act more as advisors and undergo some orientation and training.

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

The first step in reviving the board is to develop an SOW. This will be completed by mid-May 2007. SRS will then seek participation from men and women who meet the qualifications and are willing and able to carry out the duties detailed in the SOW. We expect to have five individuals committed to participating on the board by the end of July 2007. By the end of August 2007 SRS will have held its first board meeting. Thereafter, the SRS board will seek to meet quarterly in Juba or another location that is convenient for the members and will minimize travel expenses.

Disseminate targeted info from USAID implementing partners and others

Indicator: # of civic messages relayed through the media and supported by the USG

SRS will continue to highlight a number of important issues and educate listeners on several key topics in the coming year. Labeled “public information campaigns” by the F framework, SRS will develop thematic programming on our own and in concert with USAID and its DG partners. This thematic programming is designed to educate listeners about a specific issue (pre-planned programming) or event (responsive programming). Much of our programming will depend on a partnership. For example, Bearing Point works with core GOSS ministries to advise and build capacities. It would not be possible for SRS to disseminate information about Bearing Point’s work without their direct collaboration. Disseminating information about public documents like the CPA, on the other hand, does not inherently require SRS to have a partner.

Development of pre-planned programs is carried out through varying degrees of cooperation between SRS and the partner. The NDI civic education radio program “Let’s Talk” is an example of formal cooperation (EDC is a subgrantee to NDI for that work), but informal cooperation is easier and more common. For example, we will work with MC’s LINCS on a campaign to educate people about the role and importance of CSOs.

Responsive programming is often done to help guide or educate people before and/or after a tragic incident (such as the death of Dr. John Garang in July 2005), a holiday (such as Ramadhan), or an anniversary (such as the signing of the CPA).

Thematic programming is not just a single program or news item, but a “campaign” consisting of these elements:

- News coverage – SRS airs the latest Sudan news each day. Currently, newscasts are only 10 minutes long, but in our new format we will expand the news to 15 minutes each day and add (in Simple Arabic) top- and bottom-of-the-hour news headlines. A single news item is generally one or two minutes long.
- PSAs (public service announcements) – short (60 seconds is standard) messages that are tightly produced, like advertisements, and deliver one specific message. PSA’s run in select time slots, generally before and/or after the news and between programs.
- Packaged programs – longer programs (10 to 13 minutes is standard) focused on a specific topic or issue. Elements within the program include interviews with experts, excerpted voices from concerned citizens, relevant authorities; discussions and debate about the topic or issue; profile of a person or organization; straight talk from the producer; music, skits, and other entertainment; etc. SRS airs both recurring programs (weekly series like “The Road to Peace” and “Our Voices,” for example) and one-off programs (a special program or two on the anniversary of the signing of the CPA, for example).

SRS has produced thematic programming on the Sudan peace process and the CPA, VAW, landmine risk education, HIV/AIDS, cholera, and many other issues. In the coming year, SRS will produce thematic program series on:

Successful peace, reconciliation, and disarmament efforts and activities (in collaboration with Pact): SRS seeks to cover and report on conflict and tensions with a focus on peaceful resolution, dialogues, disarmament, and “success” stories. The goal of this campaign will be to share with the wider population communities’ successes in achieving and maintaining peace with themselves and their neighbors. The communities and mediators’ lessons learned will be an important aspect of the programs. We also seek government response to reports of insecurity and other concerns, in an effort to provide the government the opportunity to take leadership (from a public information standpoint) of the situations. As much as possible, SRS seeks a balance of voices and views, not only in terms of gender, but also in terms of power (we interview average citizens, not only government leaders). SRS has worked well with Pact to highlight their peace work and will continue to do so (please see the Synergies section for specifics). We have also covered peace efforts of the government(s), the UN DDR process, and other events linked to the overall transition of Sudan from war.

The importance and role of CSOs in Sudanese society (in collaboration with MC/LINCS): the goal of this campaign will be to promote civil society and help citizens mitigate their over-dependency on government. The programs will also try to encourage CSOs to work with each other and find synergies.

The laws of Sudan and Southern Sudan (in collaboration with Bearing Point): the goal of these programs will be to educate people about the laws that the GONU and GOSS are enacting. People can’t comply with laws they don’t know about. Most governments rely on a gazette to disseminate this information, but no gazette yet exists and it will be some time before most Sudanese citizens are able to access such a gazette, even if it existed. We will ask BP and the ministries to help us explain laws in clear, simple language with an emphasis on how it will impact the listener and what the listener must do, if anything, to comply with the law or take advantage of its existence.

The census (US Census Bureau): the goal of this campaign will be to inform what the census is, is not, and why it's important. We will encourage listeners to participate and discuss the disadvantages of not participating. We will ask the US Census Bureau and their counterparts to be open for interviews and help us design PSAs during the run-up to the census.

Elections (IRI, Bearing Point, Others TBD): the goal of this campaign will be to inform people about election procedures, including voter registration and voting itself. SRS will offer time to candidates and parties to present their positions and platforms. We will seek assistance from Bearing Point on presenting election laws and voter procedures and we will seek assistance from IRI to further our contacts with the political parties.

CPA, INC, and ICSS (NDI): SRS has produced many educational programs explaining various aspects of the Comprehensive Peace Agreement, the Interim National Constitution, and the Interim Constitution of Southern Sudan. We have produced multi-part audio summaries of the CPA that describe the protocols in simple, clear language. SRS will continue to produce programming that educates listeners about the complex workings of government and the impact of the CPA and other documents on people's lives in easy-to-understand terms. We will continue to seek expertise from our fellow DG partners, particularly NDI, leaders within government, and others to help make these core documents clear and meaningful to people. We will also tailor our schedule of civic education topics to correspond with the schedule of the NDI "Let's Talk" program. While the topics for these programs are planned in advance, they are not all mapped out for an entire year because even in civic education, programming must remain flexible enough for us to respond quickly to emergencies or unexpected situations. However, the topics (plus interviews we will seek on those topics) SRS will focus on in our civic education programming include:

- Sudan's transition from war to peace (interviews: Joy Kwaje, Chairperson Southern Sudan Human Rights Commission and MP; Luka Biong, Minister in the Office of the President, GOSS)
- Structures of government (interviews: Benjamin Deng, Sudanese policy strategist; Alfred Louis Lokuji, Sudanese academic and political analyst)
- Democracy (interviews: Gabriel Matura, MP, SSLA committee chairman, veteran politician; Martin Elias, Minister of Agriculture, GOSS; Lokulenge Lole, Minister of Education, Central Equatoria)
- The Constitutions (interviews: William Bior, lawyer and former GOSS Ministry of Legal Affairs and Constitutional Development official)
- Constitutional freedoms (interviews: John Luk, Minister of Culture, Youth and Sports; Taban Sebastian, MP from Central Equatoria)
- Corruption (interviews: Archbishop Paulino Lukudu of the Juba Catholic diocese; Pauline Riak, chairperson of the GOSS Anti-Corruption Commission)
- The census (interviews: Isaiah Chol, Chairperson of the southern Sudan Census and Statistics Commission)
- Responsibilities of the citizen (interviews: Professor Taban Lo Liyong, lecturer at the University of Juba)
- Wealth sharing under the CPA (interviews: Barri Wanji, MP and Chairperson of the Economic Committee, SSLA; Zamba Duku, Speaker of the Central Equatoria Legislative Assembly)
- Successes of the CPA (interviews: Joseph Abuk, CEO of Accomplish; Pagan Amum, Secretary General of the SPLM; Joseph Lasu, Minister of Information in Central Equatoria state, NCP; Mohammad Al-Hag, MP in the SSLA, NCP)
- The GOSS budget (interviews: Wanji Barri, MP and Chairperson of the Economic Committee, SSLA; Aggrey Tisa Sabuni, Acting Undersecretary in the Ministry of Finance, GOSS)

- The status of Abyei (interviews: Dr. Francis Deng, academic and Abyei activist; Luka Biong, Minister in the Office of the President, GOSS; Edward Lino, high-level SPLM member; Arop Madut, MP in the SSLA; Arop Bagat, Journalist)
- The status of Southern Kordofan and Blue Nile (Interviews: Haruun Kafi, long-time Nuba journalist and high-ranking SPLM member)

“Let’s Talk” presents information on these topics through a drama and a straightforward talk segment, but the SRS civic education is done more through interviews with ministry officials, legal experts, and others who can speak authoritatively on the issues as they pertain to Sudan. Interviews we will seek to obtain are tentatively listed with each topic above. SRS will update this list quarterly as we work with NDI to develop the topics for these programs. While NDI will be a key partner for SRS in our development of these programs, it must be noted that the SRS civic education programs will provide supplementary information to the “Let’s Talk” programs, and will not simply regurgitate the same material. For a current list of “Let’s Talk” programs and anticipated SRS interviews, see Appendix B.

We will produce and broadcast ten such series each quarter over the coming year. Each series will consist of at least one news item on the subject, one program, and, in some cases, Public Service Announcements (PSA’s). The partners with whom we plan to work are listed in parentheses above. In all SRS programming, we approach gender by seeking to balance the voices and views we hear on the radio—not only interviewees, but announcers, as well. Other events and activities we will seek to cover are included in the “Synergies” section on the following page.

Synergies

The following chart lists activities of other USAID DG partners that Sudan Radio Service will seek to cover and develop programming on:

Quarter	Partner	Description of Activity
1		•
2		•
3		•
4		•
Ongoing	Bearing Point	<ul style="list-style-type: none"> • (Q 1-4) Training for appropriate GOSS and state level ministries in company law and business licensing procedures. • (Q 2-3) Training for Bank of Southern Sudan staff • (Q 1-4) Development of GOSS training strategy and implementation of leadership training program • (Q 2-4) Training in finance control software and basic expenditure control procedures with the Ministry of Finance, and with the key financial directors for each Ministry in preparation for a full rollout of the software system. •

SRS will also seek other synergies with these partners in our efforts to promote greater communications between the government(s) in Sudan and the citizenry. For example, we will seek assistance and guidance from Bearing Point on government's management of budgets and spending.

Table of Indicators

Principle Objective	Program Area	Program Element	F Indicator (FI)	Activity	Program Indicator	Personnel Required	Quarterly Targets
Governing Justly and Democratically							
Program Area 4: Civil Society and Media							
Program Element 4.2: Media Freedom and Freedom of Information							
			FI: # of Non-State News Outlets Assisted by USG	Provide news items on air, the SRS website, to BBC Monitoring Service and others for rebroadcast, print, etc.	# of non-state news outlets that quote SRS in a news item or use an SRS news item	News Team, MC	Q1: 4 Q2: 4 Q3: 5 Q4: 6
Governing Justly and Democratically							
Program Area 4: Civil Society and Media							
Program Element 4.2: Media Freedom and Freedom of Information							
			FI: # of independent radio stations established and/or assisted by USG	Increase SRS listenership (audience size)	% of focus group respondents with access to radios who say they listen at least sometimes to SRS	NDI FG, MC	Q1: 25% Q2: 30% Q3: 35% Q4: 40%
Governing Justly and Democratically							
Program Area 4: Civil Society and Media							
Program Element 4.2: Media Freedom and Freedom of Information							
			FI: # of independent radio stations established and/or assisted by USG	Ensure that SRS broadcasts are audible throughout southern Sudan and the Three Areas	% of Broadcast Hours Audible in geographic priority areas in Sudan on Radios Available in Sudan	NDI, MC, Field Monitors, VT Merlin	Q1: 75% Q2: 85% Q3: 85% Q4: 85%
Governing Justly and Democratically							
Program Area 4: Civil Society and Media							
Program Element 4.2: Media Freedom and Freedom of Information							
			FI: # of independent radio stations established and/or assisted by USG	Add stringers and bureaus to SRS' newsgathering network	# stringers identified and trained who provide news at least twice a month to SRS / # of full-time bureau producers	RSM, partners - - - - RSM, COP	Q1: 1 / - Q2: 1 / - Q3: 2 / 1 Q4: 2 / 1
Governing Justly and Democratically							
Program Area 4: Civil Society and Media							
Program Element 4.2: Media Freedom and Freedom of Information							
			FI: Number of civic messages relayed through the media and supported by the USG	Disseminate targeted info from USAID implementing partners and others	# of civic messages relayed through the media and supported by the USG	SRS Producers, COP, Partners	Q1: 10 Q2: 10 Q3: 10 Q4: 10
Governing Justly and Democratically							
Program Area 4: Civil Society and Media							
Program Element 4.2: Media Freedom and Freedom of Information							
			FI: # of Journalists Trained with USG Assistance	Train journalists	# of journalists trained (men/women)	SRS Producers COP	Q1: 3/2 Q2: 3/2 Q3: 4/1 Q4: 4/1

Principle Objective	Program Area	Program Element	F Indicator (FI)	Activity	Program Indicator	Personnel Required	Quarterly Target
Governing Justly and Democratically							
	Program Area 4: Civil Society and Media						
		Program Element 4.2: Media Freedom and Freedom of Information					
			FI: # of independent radio stations established and/or assisted by USG	SRS is a USG-established and supported independent radio station	n/a	n/a	n/a
Governing Justly and Democratically							
	Program Area 4: Civil Society and Media						
		Program Element 4.2: Media Freedom and Freedom of Information					
			FI: # of independent radio stations established and/or assisted by USG	Reestablish SRS' Advisory Board and Promote Formation of Feedback Forums	# of board meetings --- # of Feedback Forums	COP RSM --- Partners COP	Q1: - Q2: - Q3: - Q4: 1 --- Q1: - Q2: - Q3: 1 Q4: 2

Personnel Required

The staff and/or groups required to carry out these activities have been abbreviated to save space. The abbreviations are as follows, in the order of their appearance:

Abbreviation	Description	Key Person
NDI FG	National Democratic Institute Focus Group Team	Kym McCarty
MC	SRS Marketing Coordinator Michael Renzi	Michael Renzi
Field Monitors	Various individuals identified and trained by Michael Renzi to report on SRS' reception	Michael Renzi
VT Merlin	VT Merlin Communications, Ltd., SRS' shortwave transmission provider	Hilary Bounds
SRS Producers	SRS producers research, record, and edit all programming	Albino Okeny
COP	Chief of Party	Jeremy Groce
MP	Managing Producer	Albino Okeny
EP 1	Executive Producer 1	Victor Lugala
EP 2	Executive Producer 2	Rebecca Okwaci
RSM	Radio Service Manager	John Tanza
News Team	SRS producers who work on the team that gathers and writes most SRS news stories	Elizabeth Limagur
Partners	USAID DG implementing partners who work with SRS to disseminate information	Various

Appendix A: Stringer and Bureau Producer Training Plan

Bureau producers will need intensive training in order to be able to carry out their journalism and program production tasks with a high degree of autonomy. Bureau producers will be invited to come to Nairobi for two or three weeks in order to meet the team, complete HR forms, and get hands-on training in radio production. Bureau producers will also spend time (3 to 5 days) with a roving news trainer in the field. The roving news trainer will model good news gathering habits and help the bureau producer establish good work habits. The topics covered in the training include:

- The role of independent media in promoting good governance, democracy, and development
- The mission and vision of Sudan Radio Service
- Principles of communication and journalism
- Writing for radio
- Newsgathering, reporting, and writing: the tenets of independent, fact-based journalism
- The principles and techniques of effective interviewing
- Journalism ethics
- Research and investigative journalism
- Managing time and beating deadlines
- The press conference: how to cover “managed” events
- Peace and conflict reporting
- Tools of the trade: using digital field recording equipment

Bureau producers will be expected to send three to five news stories and one fully produced program per week.

The role of stringers is to facilitate the gathering of news by the team in Nairobi more than do news reporting themselves, though stringers will be encouraged to do their own reporting if they can. But the primary role of stringers is to be a link between SRS in Nairobi and their communities. This means they will alert SRS to news events and be a link between SRS and local newsmakers. Stringers will be encouraged to write their own news reports and be rewarded if they do, but because many stringers will be people with full-time jobs and/or other responsibilities, SRS will be limited in the demands it can make on stringers.

Training of stringers will require two days and cover the following:

- What is news?
- The role of independent media in promoting good governance, democracy, and development
- News reporting: how to help SRS link with newsmakers and citizens

Stringers that are willing and able to write their own news reports will be trained for one or two more days in the following:

- Reporting and writing news: the tenets of independent, fact-based journalism
- Writing for radio
- The principles and techniques of effective interviewing
- The press conference: how to cover “managed” events
- Peace and conflict reporting

Appendix B: “Let’s Talk” Topic List with Proposed Interview to Air on SRS

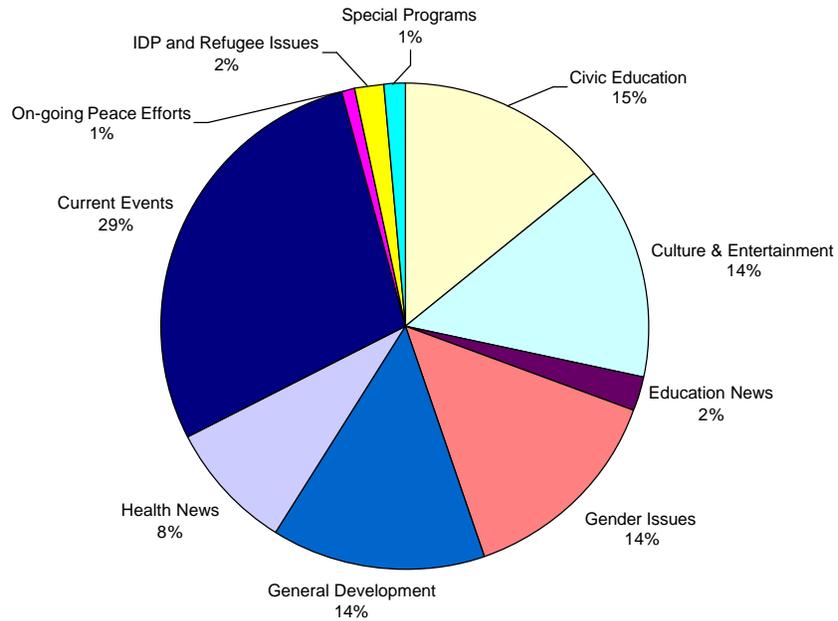
Priorities	Topic/Theme	Key Messages	Ideas for interviews
1	Transition from War to Peace I (ready)	<ul style="list-style-type: none"> ◆ Introduction of characters and program ◆ The transition from war to peace will bring many changes—social, political, legal and economic ◆ The Government has several commissions and bodies to help with the reconstruction and development—but it is also the responsibility of every citizen to help rebuild the country. 	Joy Kwaje, Chairperson Southern Sudan Human Rights Commission and MP; Luka Biong, Minister in the Office of the President, GOSS
2	Transition from War to Peace II: Legal Framework (CPA and the constitutions) (in production)	<ul style="list-style-type: none"> ◆ As part of the transition to peace, Sudan has a new legal framework. ◆ Mention of the 3 documents: Comprehensive Peace Agreement, the Interim National Constitution and the Interim Constitution of Southern Sudan ◆ Short definition of the 3 documents and its importance 	
3	Structures of Government I: The Executive (in production)	<ul style="list-style-type: none"> ◆ Sudan has several levels of government: the Government of National Unity in Khartoum; the Government of Southern Sudan in Juba and the state governments. ◆ Each level of government has three branches: the executive, the legislature and the judiciary. ◆ Explain the Structure of the Executive 	Benjamin Deng, Sudanese policy strategist; Alfred Louis Lokuji, Sudanese academic and political analyst
4	Structures of Government II: the Legislature (in production)	<ul style="list-style-type: none"> ◆ The legislature is one of the three branches of government. Its main role is to legislate—to review and pass laws. ◆ The members of the legislative assemblies are representatives of the people of Sudan. ◆ There is a legislature at each level of government (including the South, Blue Nile, Southern Kordofan. 	
5	Structures of Government III: the Judiciary (in production)	<ul style="list-style-type: none"> ◆ The Judiciary is one of the branches of Government. ◆ The judiciary is independent from the Legislative and Executive branches—it is not answerable to the other branches for its decisions. ◆ Many people think of the judiciary as dealing with crime; it also has an important role in interpreting and upholding the constitution and the respect for the Rule of Law. 	
6	Successes of the CPA	<ul style="list-style-type: none"> ◆ Update on the CPA implementation ◆ Political milestones – success stories ◆ Government accomplishments ◆ 2 years evaluation 	Joseph Abuk, CEO of Accomplish; Pagan Amum, Secretary General of the SPLM; Joseph Lasu, Minister of Information in Central Equatoria state, NCP; Mohammad Al-Hag, MP in the SSLA, NCP
7	Anti-corruption I	<ul style="list-style-type: none"> ◆ The CPA and the constitutions establish that Sudan will be governed with transparency and accountability. ◆ Accountability and transparency are important for decision making, for implementing policy and for dealing with public funds. ◆ Definition of corruption (international standards—use of public power to make private profit—and Sudan definition [this will be taken from the Southern Sudan Anti-Corruption Commission if it is available]) 	Archbishop Paulino Lukudu of the Juba Catholic diocese; Pauline Riak, chairperson of the GOSS Anti-Corruption Commission
8	Anticorruption II	<ul style="list-style-type: none"> ◆ Anticorruption Commission: structure and functions ◆ How to fight and denounce corruption Combating corruption is not just about punishing people—it is about developing a culture and an attitude that values accountability and transparency 	
9	Abyei Status	<ul style="list-style-type: none"> ◆ The protocol ◆ Abyei Status ◆ Citizenship/residency ◆ Political Participation 	Dr. Francis Deng, academic and Abyei activist; Luka Biong, Minister in the Office of the President, GOSS; Edward Lino, high-level SPLM member; Arop Madut, MP in the SSLA; Arop Bagat, Journalist

10	Currency conversion	<ul style="list-style-type: none"> ◆ Information about the currency conversion: Why and how ◆ Legal and not legal bank notes ◆ Exchange rates and exchange points ◆ 	Cornelio Koriom Mayik, Director of the Bank of Southern Sudan; citizens and tradespeople
11	Blue Nile and Southern K	<ul style="list-style-type: none"> ◆ Status and definition of the 2 areas ◆ Timeline and political participation ◆ Land Commission ◆ Popular consultation 	Haruun Kafi, long-time Nuba journalist and high-ranking SPLM member
12	Democracy I	<ul style="list-style-type: none"> ◆ The CPA sets out the framework for Sudan to be governed in a democratic, decentralized system of government. ◆ A democracy is a system of government for the people, of the people and by the people. ◆ Sudan's democracy has certain principles and values—these apply not only to the way that government is elected and run, but also to the way that people interact with each other. 	Gabriel Matura, MP, SSLA committee chairman, veteran politician; Martin Elias, Minister of Agriculture, GOSS; Lokulenge Lole, Minister of Education, Central Equatoria
13	Democracy II	<ul style="list-style-type: none"> ◆ For a democracy to work, citizens must take an active role in being part of the government, in electing the government, in providing input to the government and in communicating priorities and concerns. ◆ Voting is a very important democratic exercise that will take place in Sudan in 2009. ◆ You can also participate in democracy by attending community meetings, by talking to your representative, by sharing your views and listening to the views of others. 	
14	Civil Society and Peace	<ul style="list-style-type: none"> ◆ Feature program on one of the civil society organizations working with Mercy Corps/IRC LINCSS program ◆ Focus on their role in implementing peace, democracy and development in their communities and the country ◆ Role of the civil society – government dialogues 	Suzan Jambo, the Chairperson NS; James Kok; Chairman of the Peace Commission. Peace Activities SSLA
15	Land Commission	<ul style="list-style-type: none"> ◆ Land related conflicts ◆ Solutions and approaches from the Land Commission ◆ Land related regulations, laws. 	Robert Lado Lwok, Land Commission
16	Citizenship I	<ul style="list-style-type: none"> ◆ As an individual – What does it mean to be a citizen ◆ Becoming an active citizen ◆ Practicing citizenship 	Professor Taban Lo Liyong, lecturer at the University of Juba
17	Citizenship II	<ul style="list-style-type: none"> ◆ As part of a society/group ◆ Citizens participation ◆ 	
18	Self determination	<ul style="list-style-type: none"> ◆ The protocol ◆ Mention of the elections and the referendum ◆ Status now, the principles in the constitutions 	John Luk, Minister of Culture, Youth and Sports; Taban Sebastian, MP from Central Equatoria

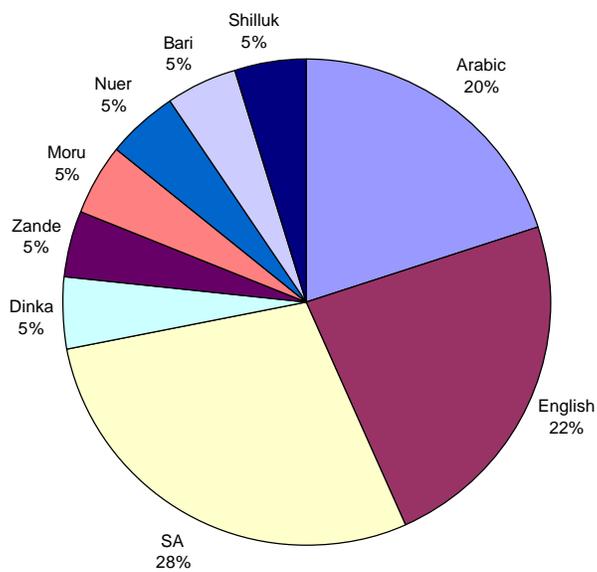
19	Successes of the CPA II: After 6 months	<ul style="list-style-type: none"> ◆ Update on the CPA implementation ◆ Political milestones – success stories ◆ Government accomplishments ◆ 2 years evaluation 	Joseph Abuk, CEO of Accomplish; Pagan Amum, Secretary General of the SPLM; Joseph Lasu, Minister of Information in Central Equatoria state, NCP; Mohammad Al-Hag, MP in the SSLA, NCP
20	Women Rights	<ul style="list-style-type: none"> ◆ Affirmative action ◆ Participation in Government ◆ Defense of women 	Current CEO of SWAN; Mary Kiden, Minister for Gender Welfare, GOSS; Joy Kwaje, Legislator in the SSLA and Chairperson SS Human Rights Commission
21	Bill of Rights	<ul style="list-style-type: none"> ◆ Basic rights ◆ General rights ◆ Political Rights ◆ Social, Economic Rights 	John Luk, lawyer and Minister of Culture, GOSS; Joy Kwaje, Chairperson SS Human Rights Commission; Professor Taban Lo Liyong, lecturer at the University of Juba
22	Rule of Law	<ul style="list-style-type: none"> ◆ Follow up of program 2 ◆ The basics of rule of law: Citizen Participation, Separation of Powers and Transparency ◆ The structure of laws, types of law ◆ Authorities before the law 	John Luk, lawyer and Minister of Culture, GOSS

Appendix B: Programming Charts

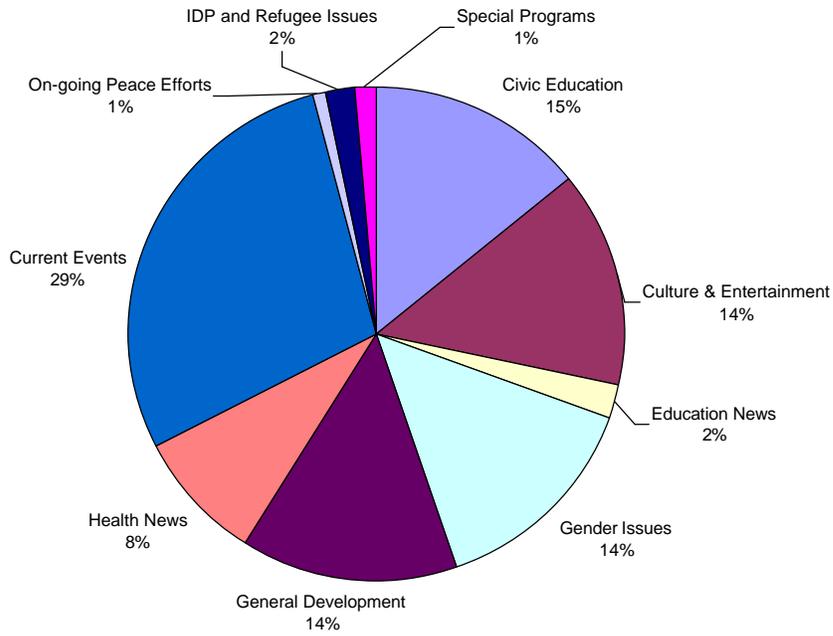
SRS Programming Summary Chart



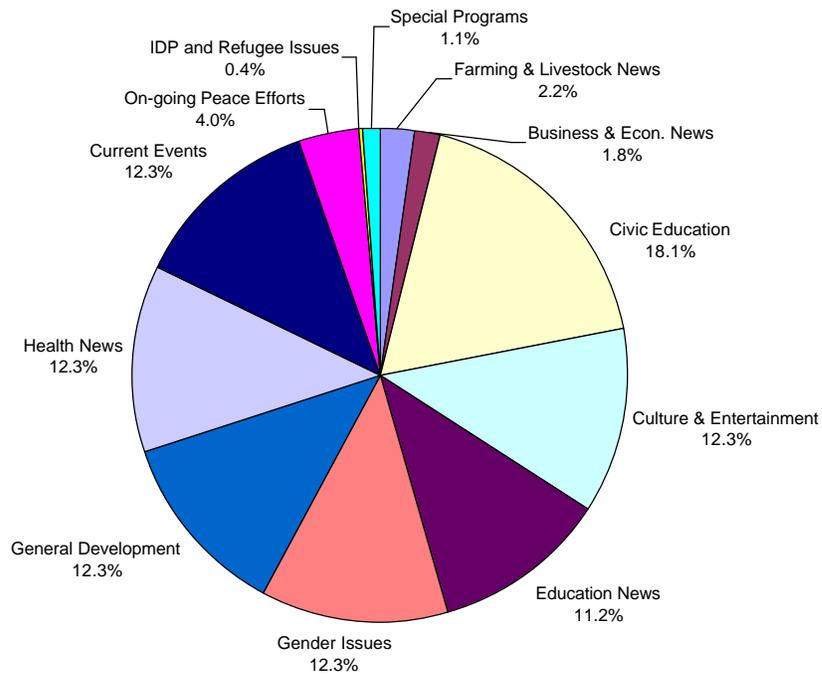
Shares of Programming by Language



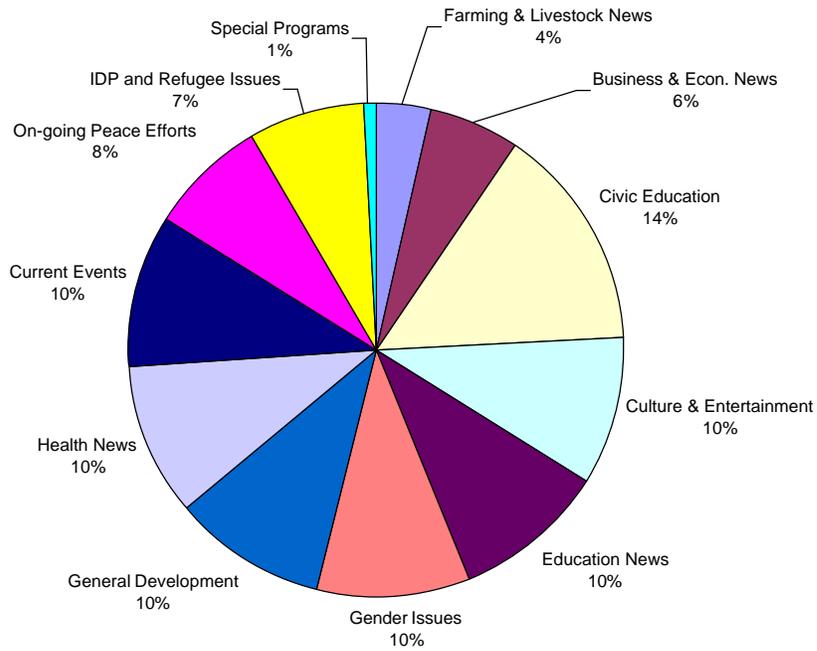
Arabic Programming by Category



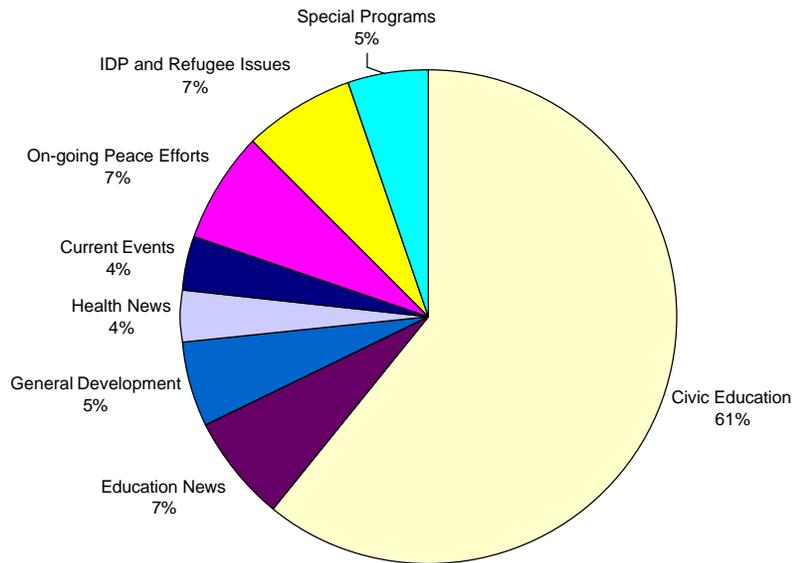
English Programming by Category



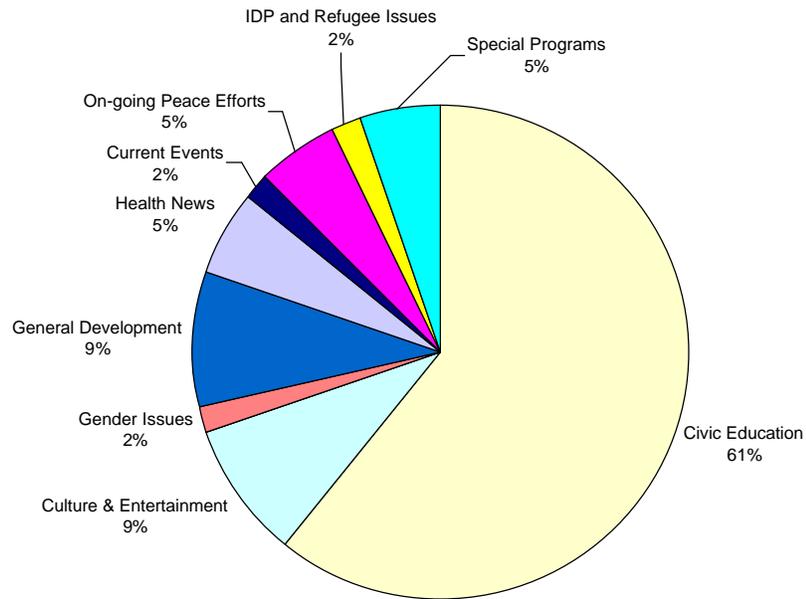
Simple Arabic Programming by Category



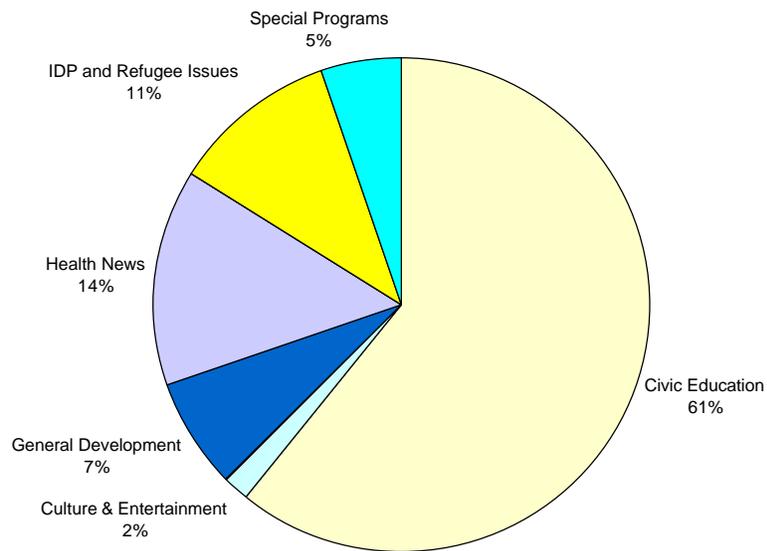
Dinka Programming by Category



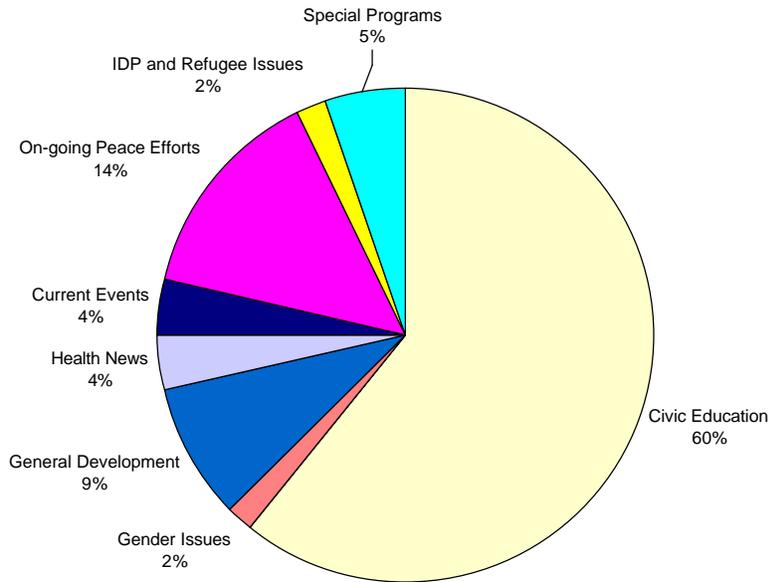
Zande Programming by Category



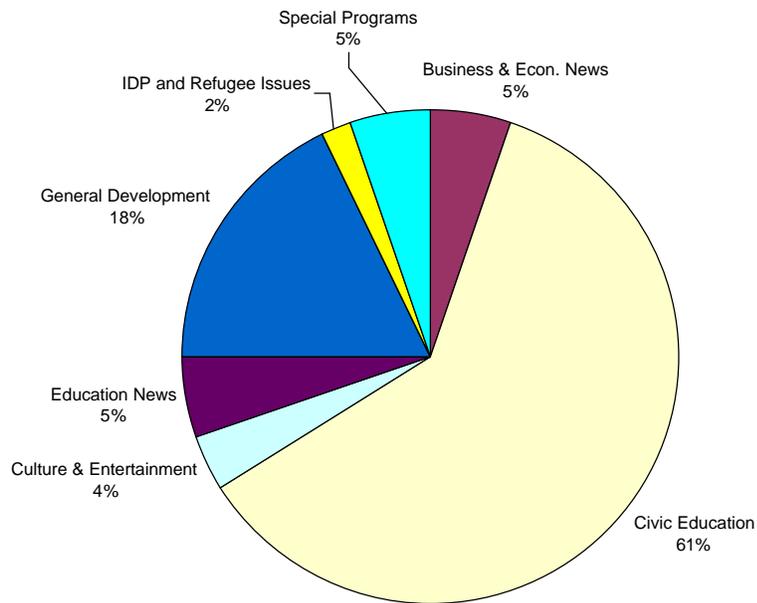
Moru Programming by Category



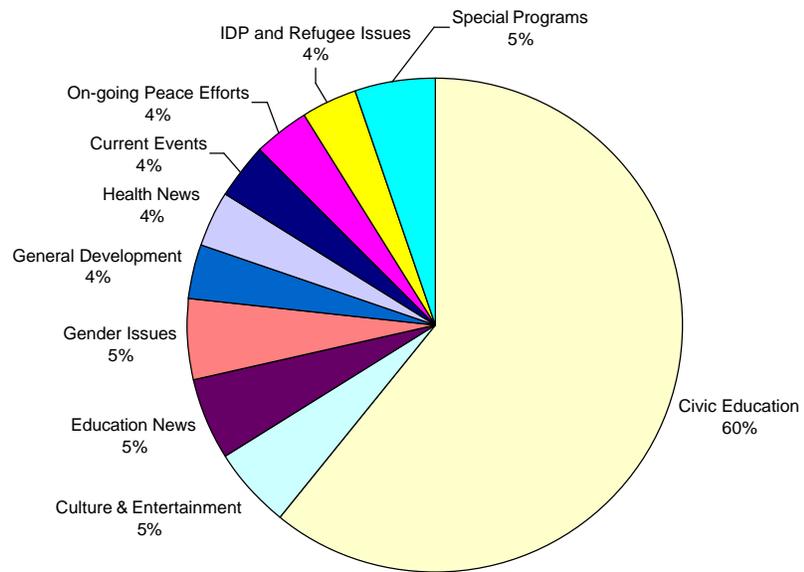
Nuer Programming by Category



Bari Programming by Category



Shilluk Programming by Category



Appendix C: SRS Broadcasting Reception Reports

SRS Broadcasting Reception Report for February 2007

Date	Time	Frequencies	Agok	Juba	Wau	Khartoum	National Average
16/02/2007	6:30 AM	7,280 kHz	4.8	3.6	3.4	4.8	4.2
18/02/2007	6:30 PM	9,840 kHz	4	3.2	3.4	1	3
20/02/2007	7:30 AM	13,720 kHz	5	4	4.4	4	4.4
22/02/2007	8:30 PM	9,840 kHz	4.8	3.6	4.2	4.4	4.3
26/02/2007	8:45 AM	9,525 kHz	4.6	4	3.6	4.4	4.2
28/02/2007	6:15 AM	7,280 kHz	5	4.2	3.4	4.6	4.3

Notes:

- While the signal strength and clarity have been acceptable in Juba, our monitor there reported some interference from an unidentified station broadcasting in Arabic at the same time and on same day our monitor in Khartoum reported the same (18/02/2007 at 6:30 pm on 9,840 kHz).
- Our monitor in Agok is using an extended antenna on the Freeplay Lifeline radio. This perhaps shows why SRS is so clear there. The monitors in Juba, Wau and Khartoum use Kchibo, Palito and Sony radios, respectively. Once we get more Freeplay radios from NDI, we will ensure that these and future monitors also use Lifeline radios.
- In Wau our monitor said that SRS was poor at 6:00 am but by 6:15 a.m. had become quite clear. SRS producers found the same to be true in other locations in southern Sudan. The 6:00 – 6:30 a.m. period is broadcast from a transmission site in the UK, though this will shift at the end of March.
- The new “dual” frequency of 13,720 kHz appears to be the strongest SRS signal. SRS is heard on 13,720 kHz from 7 to 9 a.m. Monday to Friday. Our monitor in Wau said this frequency came in as strong as an FM station. He wrote “*The reception was excellent! SRS sounded as if it was being aired just within the neighborhood!*”
- On 16th February, three out of the four monitors reported another station interfering with SRS transmission on 7,280 kHz, between 6:00 and 6:20 a.m. With the shift of transmission site from the UK at the end of March, we anticipate eliminating this problem.

SRS Broadcasting Reception Report for March 2007

Date	Time	Frequency	Agok	Juba	Kurmuk	Wau	Maridi	Khartoum	National Average
01/03/2007	6:30 am	7,280 kHz	5.0	4.6	4.0	3.4	4.8	NDR	4.4
06/03/2007	7:30 am	13,720 kHz	5.0	4.0	3.8	3.6	5.0	NDR	4.3
09/03/2007	8:30 am	9,525 kHz	5.0	4.8	1.0	3.4	5.0	NDR	3.8
12/03/2007	6:15 am	7,280 kHz	5.0	4.8	4.2	3.4	4.5	NDR	4.4
14/03/2007	8:00 pm	9,840 kHz	5.0	4.6	3.4	3.4	3.8	NDR	4.0
18/03/2007	6:30 pm	9,840 kHz	4.8	4.8	3.4	3.8	4.4	NDR	4.2
24/03/2007	7:30 pm	9,840 kHz	5.0	4.8	NDR	3.4	3.4	NDR	4.2
26/03/2007	8:30 pm	9,590 kHz	5.0	4.8	2.0	NDR	NDR	NDR	3.9
27/03/2007	6:20 am	5,985 kHz	1.6	4.4	3.8	NDR	NDR	NDR	3.3
28/03/2007	8:15 am	15,325 kHz	5.0	3.6	NDR	NDR	NDR	NDR	4.3
29/03/2007	8:45 pm	9,590 kHz	NDR*	4.4	3.4	NDR	NDR	NDR	3.9
30/03/2007	7:45 am	11,805 kHz	5.0	4.0	4.2	NDR	NDR	NDR	4.4

* NDR = No Data Received

Notes:

- SRS' seasonal frequency changes went into effect on March 26th. We expect that several problem areas will be resolved with the new frequencies, for example interference from an Arabic language station and poor reception from 6:00 to 6:30 am. We scheduled daily reception checks from the 26th to the 30th in order to test the new frequencies. From the data available, it seems that most new frequencies are being received clearly. However, Agok reported poor reception at 6:20 am on 5,985 kHz. We will have more extensive information with which to assess the frequency shift in April.
- NDR indicates where no data was received. Nichola Mandil, the monitor in Khartoum, did not send any reception data this month due to his arrest by security forces and the consequent disruption to his work. The monitor in Maridi works for SSIRI and was travelling at the end of the month. The monitor in Wau was transferred to Yambio. He will be collecting reception data from Yambio next month.
- Reception in the Kurmuk area was quite variable, with several days of poor reception. The monitor is using an older model of the Lifeline Radio without an extended antenna. It may be that given the mountainous geography of the area, it is necessary to use an extended antenna.