

**USAID/SOUTH SUDAN
Educational Development Center/Sudan Radio Service
FINAL REPORT**

Report Type: Final Report
Award No. Associated Cooperative Agreement HDA-A-00- 03-00105-00
March 13, 2003 to September 25, 2012

Prepared for Judith Hakim
December 24, 2012
United States Agency for International Development/South Sudan
American Embassy, USAID/Compound
Juba, South Sudan

Prepared by
Education Development Center
Suite 700, 1025 Thomas Jefferson St., NW
Washington, D.C. 20007



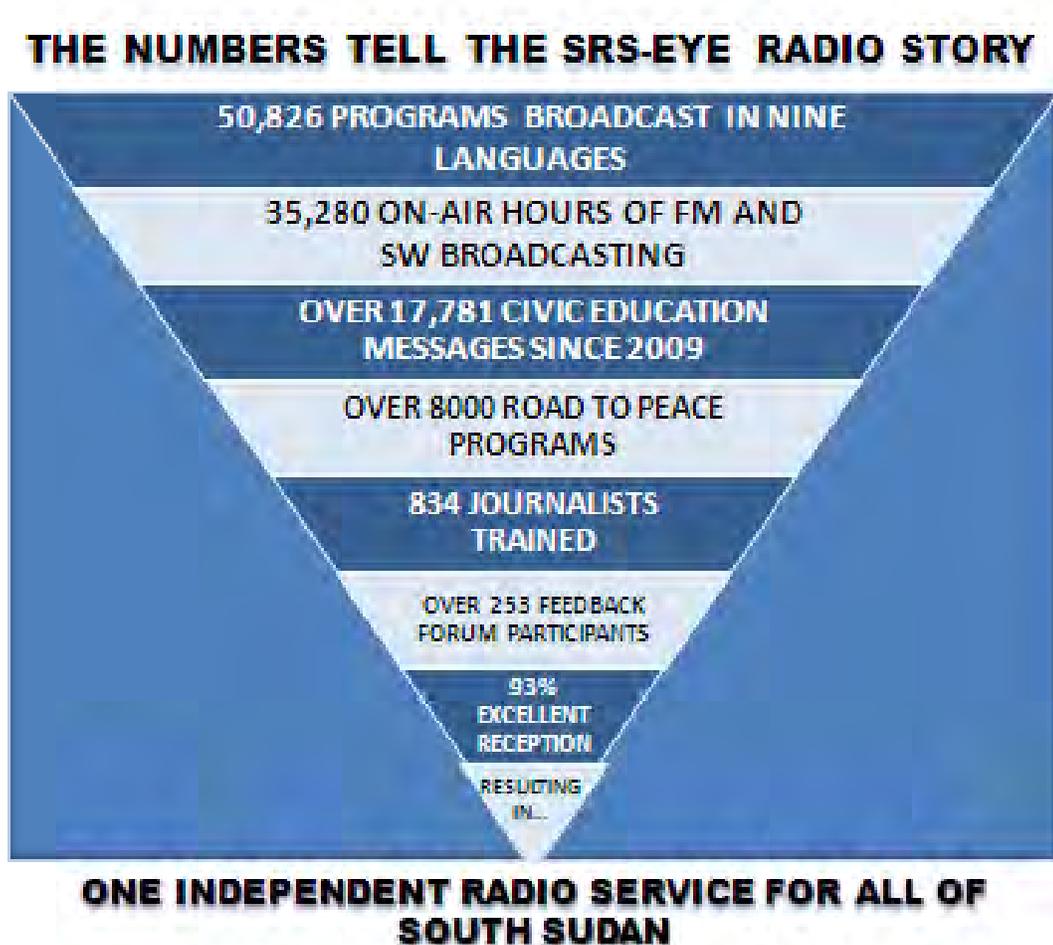
Table of Contents

ACRONYMS AND ABBREVIATIONS	3
I. SUDAN RADIO SERVICE - EXECUTIVE SUMMARY	4
Qualitative Impact	5
Quantitative Impact	5
Project Administration	5
II. PROGRAM PROGRESS AND KEY ACHIEVEMENTS	6
Project Description and Overview	6
Final Report Structure and Categories Highlighted.....	7
III. PROGRAM PROGRESS AND KEY ACHIEVEMENTS	9
Major Accomplishments during the life of the EDC-SRS Radio Project.....	9
Lessons Learned	13
IV. PROJECT MONITORING AND EVALUATION (M&E).....	15
Long-term Indicators	15
Management or Temporary Indicators.....	15
Summary Indicator Table – Achievement for each indicator over the life of the project ...	15
Breakouts of each of the project’s Long-term Indicators.....	17
Summary Breakouts of the project’s Management or Temporary Indicators	20
General Programs from SRS – (In addition to those in the Civic Education Section).....	22
V. ANNEXES	31
ANNEX I - Workshops Conducted by SRS Staff from 2006 – 2012	31
ANNEX II - Geographic Breakdown of SRS Original News Stories 2005 – 2012.....	32
ANNEX III - Local Language Breakouts (Shortwave) – Life of Project	39
ANNEX IV - Sample Feedback Forum Report – 2012 Session in Juba, South Sudan.....	41

Acronyms and Abbreviations

AOR	Agreement Officer's Representative
AM	Amplitude Modulation
BIS	US Department of Commerce Bureau of Industry and Security
CBJ	Certificate in Broadcast Journalism
COP	Chief of Party
CPA	Comprehensive Peace Agreement
DA-1	Kenyan VAT exemption forms
D&G	USAID's Democracy and Governance Team and its partners.
DCOP	Deputy Chief of Party
DNIS	Darfur News and Information Service (an EDC project funded by DOS)
DOS	United States Department of State
EDC	Education Development Center
EMMP	Environmental Mitigation and Monitoring Plan
ERR	Environmental Review Report
FM	Frequency Modulation – the most popular form of radio broadcasting
FY	Fiscal Year
FTP	File Transfer Protocol (an Internet system for sending large files).
GOSS	Government of southern Sudan
GPS	Global Positioning System
HF	High Frequency (generally refers to Codan type two-way radios)
IEE	Initial Environmental Examination
LoP	Life of Project
MOU	Memorandum of Understanding
M&E	Monitoring and Evaluation
NPR	National Public Radio
PSI	Population Services International in southern Sudan
RSS	Republic of South Sudan
SPLM	Sudan People's Liberation Movement
SRS	Sudan Radio Service
SSIRI	south Sudan Interactive Radio Instruction (an EDC project).
TSL	Time Spent Listening
USAID	United States Agency for International Development
USG	United States Government
VAT	Value Added Tax
VHF	Very High Frequency (generally refers to hand held "walkie talkies.")
VSAT	Very Small Aperture Terminal (a satellite dish)

I. Sudan Radio Service - EXECUTIVE SUMMARY



Education Development Center's SRS Radio & 98.6 FM – A Project for the People of South Sudan

This final report presents a multi-year summary of the accomplishments over the life of the EDC-SRS Radio project.

The report highlights a number of SRS major achievements over the past 10 years and includes an example of the data collected during a typical Feedback Forum, which were conducted bi-annually during the final years of the project.

Particular SRS accomplishments and successes are highlighted below and demonstrate some of the significant positive effects SRS has had on the daily lives of the South Sudanese population over the life of the project.



Qualitative Impact

EDC's Sudan Radio Service (SRS) has been on a journey with the people and the government of what is



now South Sudan. Starting in 2003, SRS immediately gained positive reactions in Sudan through its coverage of the negotiations for a Comprehensive Peace Agreement (CPA). More recently, SRS provided live coverage of the first anniversary of the Independence of South Sudan. The popularity of this coverage was immediately reinforced by the hundreds of phone calls from listeners. Since inception, EDC has conducted focus groups (Feedback Forums) to measure its impact. SRS's shortwave service began with trust and with that trust came more listeners. In later years, listening began to wane as FM stations began to appear in South Sudan. The appearance of any FM station in a community or area significantly reduced listening to the lower quality shortwave signal. One program remained popular regardless; SRS's "Language of the Day," newscasts, which became "appointment" radio for speakers of each of the nine different languages offered.

One of the most significant qualitative impacts was capacity building of South Sudanese and Sudanese staff over the years.

Many are now working for the Government of South Sudan (RSS) either at the National or State Level. Some are working for other radio stations, and at least one is working for another International NGO. In some cases EDC recruited future staff from refugee camps. They came with no journalism experience but good reading and writing skills. Many were former soldiers in the war for Independence, some even former child soldiers. Now they are editors, senior managers or mid-managers, training the next generation of professional journalists in South Sudan

Quantitative Impact

17,634 Civic Education Messages were broadcast by EDC over the life of the SRS Project. The Life of Project (LoP) target was 10,498. 834 Journalists were trained, well above the target of 500. Over the life of project, 93% of the shortwave programs were ranked as "audible" by monitors in various places in Sudan and South Sudan; the target was 85%. The only indicator which fell short of its target is the Certificate in Broadcast Journalism which produced 15 people completing the coursework, instead of the target of 20. Even that indicator will likely be surpassed, when the next cohort of students complete the program. Over 4,000 SRS News Stories were quoted or used by non-state South Sudanese media outlets. The target was 2,650.

Project Administration

With a project that lasted nine and a half years, it is remarkable that, in that period, there were only four Chiefs of Party (two for the great majority of the time), and only two Project Administrators. Such low turnover provided a valuable corporate memory for the project. SRS was the only D&G Partner to retain its

office in Nairobi, Kenya, but, the “Center of Gravity” was moved to Juba in November of 2009. In collaboration with USAID, EDC kept the production of the shortwave service centered in Nairobi for the remainder of the project. Having a fall-back operation outside the borders, ready to broadcast news and information to help mitigate conflict was appropriate, considering the uncertainty of how smoothly the elections, the referendum and Independence would go.

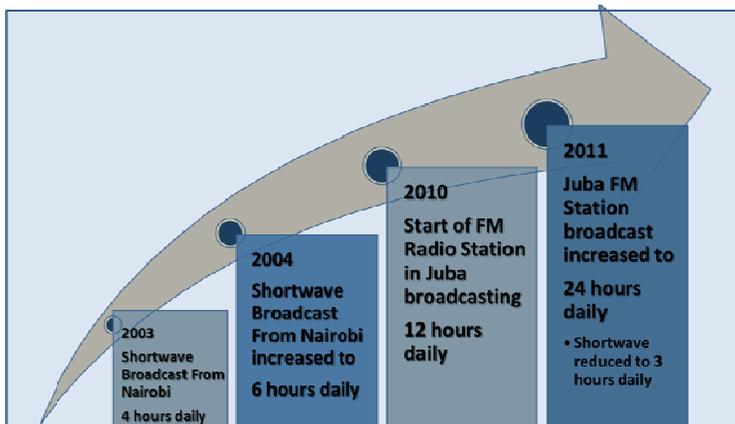
The project did have its challenges. The land lease for the Eye Radio site in Juba took over a year to obtain. That delay led to a late start of construction, and, despite EDC’s best efforts, the FM station was unable to get on-the-air for the elections in April of 2010. The transition of southern Sudan into a semi-autonomous region and then to independence created major hurdles as GOSS, and then RSS, constantly changed procedures for tax and customs exemptions, work permits, and even passports and identity cards for Sudanese and South Sudanese staff.

II. PROGRAM PROGRESS AND KEY ACHIEVEMENTS

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, would fully appreciate all aspects of an agreement and could articulate concerns and desires to their respective leaders. Moreover, the provision of balanced information was critical to expand citizen participation in local governance and in peace/reconciliation efforts.

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 constituted a critical component of the USAID strategy for development in Sudan and the wider USG support for 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 enhanced southern Sudanese journalistic capacity.



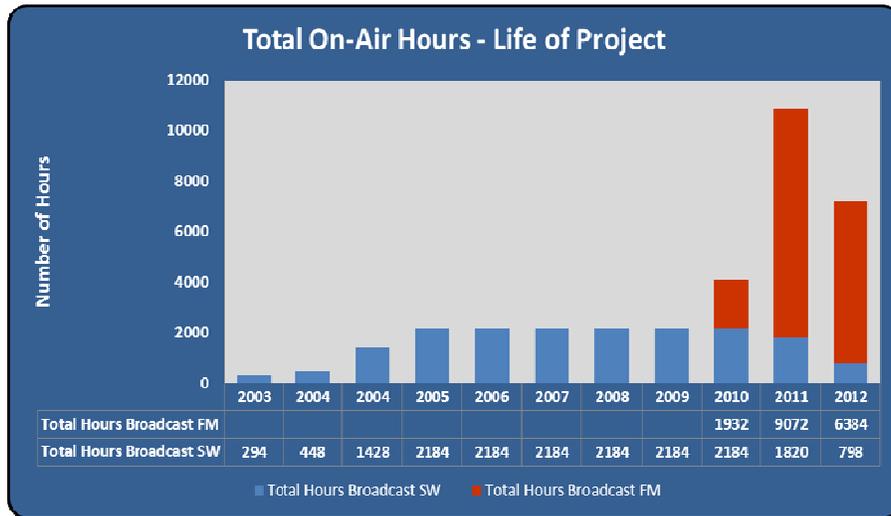
SRS began broadcasting in July 2003 with some news, introductory messages, and music. SRS increased its transmissions from two to four hours per day, then six hours per day by mid-2004. Initial production of programs began in Washington D.C. studios, but was transferred to on-site studios in Nairobi, Kenya, in October 2003. Programming for the shortwave continued to be produced out of Nairobi for the course of the project, but an FM studio and station headquarters was built in Juba, South Sudan and went on-air in June of 2010. Initially, FM

broadcasts were limited, but, by early 2011, the broadcasts were expanded to a 12 hour schedule and by the end of 2011, broadcasts were again expanded to a 24-hour-a-day format that was maintained until the end of the project. With the addition of the FM Station in Juba, the shortwave broadcasts were reduced to 3 hours daily, as the larger listener audience found the full-time FM broadcasts of higher reception quality and its signals more reliable.

The goal of SRS' programming was to promote peace and development through the provision of news and educational programming that both informed and entertained. SRS's regular programming targeted speakers of Arabic, English, Dinka, Nuer, Bari, Shilluk, Moru and Toposa. News and current events were an important element of SRS programming. Information about local level conflict resolution efforts, humanitarian programs and government activities was also highlighted. The service also broadcast programming on education, agriculture/animal husbandry, economic/business development, and health issues. The largest segment of programming centered on civic education and governance and the promotion of the positive and peaceful development of government and civil society institutions. The radio service also promoted cultural programming such as music, poetry, story-telling, dramas, using these forms of entertainment to draw in listeners. The issues and topics SRS tackled in its programming varied, of course, depending on current events and other factors, but over the course of the project, programming categories have generally fallen into these categories:

1. News and Current Events
2. Civic Education
3. General Peace and Development
4. Other

As mentioned above, from the beginning of the project the number of daily broadcasting hours grew from a starting point of a few hours of shortwave radio broadcasts, originating from Nairobi, to a 24 hour a day FM Radio Broadcast, originating from Juba, South Sudan, at a new studio facility, especially built for EDC-SRS Radio. For the first four months, programming was produced in Washington D.C., until the Nairobi office was ready, in Oct. 2003. Shortwave broadcasts from Nairobi continued during the life of the project but were reduced as the growth of the FM Radio occurred and as it expanded to 24 hours daily. At the conclusion of the project, SRS Radio had completed over 35,280 hours of total on-air broadcasting time.



Final Report Structure and Categories Highlighted

The nine year history of the Sudan Radio Service Project, started from only two hours daily on a shortwave frequency and grew to six hours daily and eventually transformed into a combined shortwave/FM Broadcast service that became a 24 hour/7 day a week schedule. An attempt to produce an in-depth, nine year, specific item by item historical timeline is near impossible. Instead, what is included within this report is a historical timeline of the major accomplishments that SRS achieved during the nine year EDC tenure.

Specific performance indicators were tracked over the course of the project and these are summarized in a "Life of Project Summary Indicator Table" that measures the overall "performance to target goals" for each

of the indicators. As well, each indicator is explained and examples given as to what comprised the tracking, in terms of on-air program offering(s) and/or other off-air activities.

This report highlights three non-“on-air”-programs that also made significant contributions to the overall success and growth of Sudan Radio Service over its nine year history. These areas are the Feedback Forums, the Journalism Training Workshops and the SRS sponsored course offerings to obtain a Certificate in Broadcast Journalism (in conjunction with Juba University).

The report also summarizes the estimated total number of programs broadcast; number of Stringers trained; breakdown of the Local Language offerings; Geographic dispersion of news coverage); and reception monitoring.



Many individuals have contributed to the success and growth of the project, but to specifically call them out in this report would simply be too exhaustive and likely, would not do any individual or their contributions adequate justice.

What is more important to consider is that at the end of the EDC stewardship in September 2012, the FM Station in Juba employed over 50 people with a smaller reporting staff for the shortwave and some administrative staff, based in Nairobi, all of whom were working towards the success of SRS. This team worked every day to produce more than 50 shortwave programs and over 168 FM programs, each and every week. Factor in that SRS broadcast in nine languages and it is clear that the humble beginning back in 2003 was molded into a true news and media organization for the people of South Sudan.

It is also important to point out that, unlike many USAID supported projects, SRS did not have a specific partner in Republic of South Sudan Government. It was, instead, the watchdog on all government agencies and, with call-in shows and SMS services, provided a much-needed megaphone to the people of South Sudan.

III. PROGRAM PROGRESS AND KEY ACHIEVEMENTS

Listener comment: "Sudan Radio Service broadcast is cutting edge and provides a good forum to share ideas towards the achievement of the Sudan dream. Good Work." ...Joseph Akol Akol

Major Accomplishments during the life of the EDC-SRS Radio Project

During the life of the project, EDC-SRS Radio highlighted major success stories each reporting period. Given that Sudan Radio Service broadcast every day to the South Sudanese people, the overall number of success stories is almost unquantifiable. It is impossible to calculate how the various programs touched lives and made a difference to an average listener. That being said, the constant listener feedback received, the comments received during Feedback Forums and the growth of the radio station and programs developed during the life of the project indicate the overall success of the project through accomplishing the goals that were set out for it. It is also telling that, as the project came to a conclusion for Education Development Center, it did not actually end. USAID, when it was no longer possible to utilize EDC as the project implementer, called upon Internews to continue the development and daily operation of the Radio Station, its employees and programming. Value was created and that value continues today and will continue in the future.

The following pages contain tables that highlight the major events and successes over the life of the EDC – Sudan Radio Service project, from 2003 through September, 2012.

Major Events Over the Life of the Project	
March 12th 2003	EDC signs agreement to form Sudan Radio Service (SRS)
July 2003	Programming Broadcast Begins – 2 hours daily from Wash. D.C. USA Expansion to 4 hours daily before the end of the year
October 2003	On-Site Programming shifted to Nairobi, Kenya from Wash. D.C.
December 2003	Government of Sudan Press Attaché in the Nairobi Embassy communicates to SRS that the GoS had determined that SRS News Broadcasts are both "Fair and Balanced" This determination came after three months of SRS Broadcasts monitoring by the GoS in Khartoum. However, official recognition out of Khartoum or either of the embassies in Nairobi or Wash. D.C. was difficult to obtain and relations with the Nairobi Embassy remained strained, despite efforts by GoS representatives directing the Nairobi Embassy otherwise
2004 (January)	Road To Peace Program begins Initially the program was to educate listeners on the North-South peace process. The focus shifted to educating listeners about the Comprehensive Peace Agreement and its implementation as well as to issues of democracy, governance and sustainable peace. (RTP becomes one of the Flagship SRS Programs and many subsequent Civic Education Programs follow the basic style of this program)

2004	Programming Broadcasting expanded from 4 to 6 hours daily
2004	Establishment of Web Site
2004	Original SRS News Stories increase from 2-3 per week to 2-3 per day
2005 (January)	First Audience Survey Completed Achievement of 65% awareness of SRS Radio among survey participants
2005	Publicity Campaigns conducted in South Sudan and Blue Nile States
2005	News Gathering Development Milestone Reached The number of SRS news exclusives or first to report maintains a quarter to quarter average of 185 instances
2005 (December)	Coverage of the CPA Agreement Updated Reporting produced and placed on-air within first couple of hours of when events occurred
2006 (August)	SRS transitions from being under USAID Office of Transitional Initiatives management to USAID/Sudan's Democracy and Governance (DG) Team
2006 (Sept)	SRS Sponsored Journalism Training Workshops Started The program was designed to foster journalism training and insert SRS's name further into the media community overall. The first session's goals started were modest participation goals of 10 attendees which were exceeded by 13, for a total of 23 participants. This program became extremely successful over the life of the project and consistently exceeded target goals every year.
Late 2006 / Early 2007	News gathering Abilities Improvements Record high news items during this period demonstrate SRS's ever-growing ability to gather information from across Sudan
Early 2007	Number of Non-State Outlets using SRS Stories grows to nine (known) Increased from 2 from the previous August (2006); expanded to 14 by Sept. 2007
2007	Let's Talk Program begins This program was a coordinated effort with the National Democratic Institute (NDI). Program topics were developed jointly with NDI and USAID in quarterly brainstorming sessions. NDI provided "talking points" for each program
2007	Know Your Government Program begins The program featured interviews with government officials explaining what part their ministry, agency or office plays in the government structure

2007	<p>Focus Group Research Conducted by NDI</p> <p>Results showed that SRS Radio Awareness and Listenership was steadily growing</p>
2007	<p>SRS Hosted Election Coverage Workshop in Nairobi</p> <p>Invited members of the South Sudanese Media and members of the GOSS government to Nairobi to observe how the Kenyan Media covered the National Elections during December 2007.</p>
2008	<p>SRS Sponsored Feedback Forums Started</p>
2008	<p>SRS Advisory Board Re-established</p> <p>First meeting held in September in Juba</p>
2008	<p>Sudan Catholic Radio Network Training in Juba</p> <p>SRS' continued development of journalist training seminars is highlighted by the training of young men and women in working as future radio presenters</p>
2009	<p>Continued Positive Expansion among all areas within SRS</p>
2010	<p>1,165 SRS News Stories quoted by Non-State Sudanese news outlets</p> <p>Annual target was 350</p>
2010	<p>Continuation of the Feedback Forums</p> <p>Two were conducted in Wau and Malakal counties of Western Bahr el Ghazal and Upper Nile states respectively in South Sudan – results showed a continued high level of awareness of SRS but overall listenership showed signs of a decreasing audience share, due to the increased presence of FM Radio Stations that had entered the market (which validated the SRS decision to start an FM Station based in Juba)</p>
2010	<p>Launch of 98.6 FM</p> <p>Starting in late June, the FM Radio Station began broadcasting from the new studio/station location in Juba, South Sudan. Initial broadcasts were devoted to testing and signal coverage with programming siphoned from the SRS Shortwave production department in Nairobi, but as soon as internet connectivity was achieved, full programming was introduced. Staff continued to be trained on “live” radio broadcasts and full SRS FM program format development was implemented.</p> <p>Official launch of full station capabilities occurred in December</p>
2010	<p>37% Increase in Journalists Trained by SRS Hosted Programs</p> <p>Training provided to 78 Journalists (increase over 2009's total of 57)</p>
2010	<p>Start of Certificate in Broadcast Journalism Program</p>

2011	98.6 SRS FM 12 hour daily broadcast schedule implemented
2011	<p>24-hour coverage of the Independence Ceremonies during the July 9th, 2011 weekend</p> <p>SRS expanded its schedule over the historic independence weekend to a 24 hour format, that covered the ceremonies live, interviewed dignitaries and in-studio guests, who explained the significance of the event and the need for peaceful celebrations</p>
2011	<p>Program Expansion</p> <p>In addition to the traditional shortwave originated programs of Road to Peace, Let's Talk, Spotlight, Our Land Our Wealth and Health for All, several new programs produced by the FM Station were introduced including Panorama, Our Voices, The NGO Forum, Hotline, Several Music Programs and a Text Message Feedback show.</p>
2011	<p>Completion of CBJ Program by first group of Students/Participants</p> <p>Successful completion of the program by its first 11 students.</p>
2011	<p>214% Increase in the number of journalists Trained</p> <p>245 journalists participated in SRS hosted trainings during FY 2011 (78 in 2010)</p>
2011	<p>Completion of two Feedback Forums</p> <p>Conducted in Mundri and Torit with 55 participants overall</p>
2011 (Dec. 13th)	<p>Increase Broadcast Schedule from 12 hours daily to 24 hours/7 days per week</p> <p>12 hours of regular programming, with 12 hours of repeats and overnight music</p>
2012 (July)	<p>Establishment of EYE Media as an NGO</p> <p>Set the stage for the Re-branding of 98.6 SRS FM to Eye Radio to occur in August</p>
2012 (thru Sept 25)	<p>Successful completion of all major life of project key indicators</p> <p>One indicator fell slightly short as of Sept. 25th, but this was due to Juba University delays. Actual enrollment allowed for exceeding target, but those delays prevented graduations along the originally anticipated timeline.</p>
2012 (Sept. 25th)	<p>Official Transition of "Ownership" of Eye Radio (SRS 98.6 FM) from Education Development Center (EDC) to Internews</p> <p>While the official date was 25 September, there was a short transition period, during which EDC and Internews worked together to ensure a smooth handover</p>

As indicated in the timeline above, the fourth quarter of FY12 brought significant changes to the project. The FM station in Juba (not the shortwave service) launched a rebranding on 18 August 2012. The rebranding was necessitated by the birth of South Sudan. The name Sudan Radio Service was no longer appropriate. Yet, rebranding had to be approached carefully, with careful consideration and a lengthy process of consultations within SRS and outside – with the public, the Advisory Board/Board of Trustees and USAID. The name Eye Radio was chosen, with the slogan of “Your eye on South Sudan.”



With the end of EDC’s SRS project on September 25, 2012, the shortwave service went silent. For the last week of shortwave broadcasts SRS celebrated over nine years of the shortwave service with special programs. Short announcements told the audience that the service was ending, and celebrated the past nine years while promoting the special programs. These short announcements were recorded by over twenty of SRS’s producers, giving them a personal touch.

Each of the shortwave programs dropped their normal programming and provided listeners with a behind-the-scenes view of SRS. Some went back in time and replayed portions of old programs, as a celebration of the past nine years. Others used the opportunity to celebrate with personal statements of what the impacts of these programs had been.

Lessons Learned

Over the life of this project, many lessons were learned, including:

1. The value of local languages (Language of the Day, LOD), and the problems with languages.
2. Scars of war.
3. Government delays (including GONU, GOSS/RSS, and USG).

The Value of Local Languages

From the beginning and through to the end, language has been a challenge for SRS: what languages to broadcast, and exactly what is the correct version of each language were perennial discussion points. The project started with broadcasts in English and Arabic, and later created a “language of the day” format, with one tribal language broadcast each day, on a weekly schedule.



A Cholo elder from the Shilluk Community talks to 98.6 SRS FM, during a traditional social gathering to in Malakal County, in Upper Nile State, South Sudan

Two lessons were learned. First, that there are many versions of Arabic, the one spoken in Kharoum is very different from the one spoken in Juba, which is different from the Arabic spoken in the northern areas of South Sudan. Secondly, the local languages, even on a weekly basis, are very popular.

Over time, SRS learned to use a compromise version of Arabic it termed “Simple Arabic.” Juba Arabic was unacceptable outside of Juba and Central Equatoria, as that dialect is mixed with Kiswahili and Bugandan. Yet Simple Arabic was understandable to most listeners in all of the then southern Sudan (the territory prior to independence of the South).

Even as FM stations started popping up in South Sudan, with

the signing of the CPA, the weekly broadcast of the Language of the Day proved popular. It became “appointment radio.” Listeners tuned in to hear their Mother Tongue, even when a local FM station was available.

The scars of war

Somewhat related to the language issue above, SRS learned that its own staff suffered from the effects of decades of war in Sudan. Many of the staff either served in the military, or were deeply affected by the war. Many staff were recruited from refugee camps in Kenya. Post Traumatic Stress Disorder became evident, as SRS brought in staff from different tribes and even mixed northerners with southerners. PTSD manifested itself at times, with episodes of acting out, absenteeism, and health problems. EDC learned to be patient, and also offered counseling, when needed. Team building exercises were also implemented, with some success. As most of the producers worked in one big “bullpen” office, it could often feel like being in the United Nations with many different languages and cultures present. The fathers of two staff members sitting side by side may have been trying to kill each other a decade before. Over the life of the project, the staff learned to trust one another and work together productively.



Government delays

This project started even before the Comprehensive Peace Agreement was signed. EDC could not find an acceptable way of registering with the Government of National Unity in Khartoum. Working with GOSS was easier, especially in getting the FM station started; something impossible to do in the north. Acquiring the land lease for the Juba FM, however, took over a year. Much of that delay was caused by government officials in Central Equatoria State, who appeared to be fishing for bribes, which were never paid.

GOSS and then RSS also constantly changed administrative procedures for routine actions, such as tax or customs exemptions and work permits for SRS's few non-Sudanese staff. Even the license plates on project vehicles had to be changed three times in three years!

Delays also came from the US Government. Some requests to USAID took months. At first, the USAID Mission was split between Khartoum and Juba, and a request for a vehicle waiver took over nine months. Particularly troubling were delays in authorizations for extensions to the project. After the initial award, the project was extended several times and in almost every case, the extension was granted at almost the last minute. Fortunately, the SRS staff became used to the uncertainty about possibly losing their jobs, but the situation was stressful nonetheless.

Another constant problem was getting Kenya Work Permits and VAT exemptions through USAID/Kenya, as required by US/Kenya protocols. Until the last months of the project, EDC found itself exhausting all efforts to get VAT exemptions and therefore was forced to pay VAT at a cost to the USG that should have been avoidable. Staff in Kenya, including Americans, had to work in Kenya without work permits as the process worked its way slowly through USAID/Kenya.

IV. Project Monitoring and Evaluation (M&E)

*My regards to SRS, you will lead South Sudan to brighter future. SRS you are not like any other radio station; not anyone who repeats words should call himself a singer....*Listener SMS message

The EDC/Sudan Radio Service M&E strategy used various indicators to track progress towards project goals, which were reported quarterly/annually to USAID. The indicators are broken into two types of indicators: “Long-term Indicators,” two of which were F Indicators, and “Management or Temporary Indicators.”

Long-term Indicators

All the Long-term indicators identified below are included in this report, along with a table that presents the actual performance of the project in reaching the targets set for each indicator over the life of the project. Each indicator is then broken out separately and reviewed. Some of these indicators are U.S. Government “F-Indicators;” others are “Custom Indicators,” devised for specific project use.

- Number of journalists trained with USG assistance (F)
- Number of civic education messages relayed through the media and supported by the USG (F)
- Percentage of broadcast hours audible in Sudan on radios available in Sudan (Custom)
- Number of students who successfully complete the SRS Certificate in Broadcast Journalism program (Custom)
- Number of SRS news stories quoted or used by a non-state South Sudanese media outlet (Custom)

Management or Temporary Indicators

The indicators identified below are also broken down in this report, with charts or tables included as appropriate. Other indicators are not included in this final report as their relevance was primarily used within a specific quarter and didn’t directly influence the goals of the project as a whole (identified in the list below).

- Number of News and General Programs produced and aired
 - Overall breakout by year
 - Geographical breakdown of News Stories by year
 - Breakdown of Local Language programs by year
- Number of stringers identified and trained
- Number of full-time bureau producers
- Number of Advisory board meetings held (summary description only)
- Number of feedback forums held
 - Perceived quality of programming
 - Level of trust in SRS news and programming
 - Individual program evaluation (from actual sample program recordings)
 - Listener satisfaction
 - Knowledge gained from listening to SRS programs

Summary Indicator Table – Achievement for each indicator over the life of the project

The Life of Project Summary Table on the following page was created in 2009 for use in the quarterly and annual progress reports submitted to USAID/SUDAN (later, South Sudan). Such tabular presentation represented a shift towards a more quantitative approach to the formal progress reporting to USAID, although narrative reporting was still a major part of the reporting process, given the need to accurately present the changing political, economic and cultural developments in the country.

LIFE OF PROJECT - SUMMARY INDICATOR TABLE – 2003 Through 2012				
Indicator	Life of Project Achievement	Comments/Explanation	Life of project target	% to Life of Project Target
Number of journalists trained with USG assistance	834	The program was started in the fall of 2006 and consistently exceeded the quarterly and annual target goals.	500	167%
Number of civic education messages relayed through the media and supported by USG	17,634	¹ The way this indicator was measured changed in 2009 from only counting a single theme in previous years to counting the actual number of times the message was put on the air	10,498	168%
Percent of broadcast hours audible in South Sudan on radios available in Sudan	93%	Achievement above target resulted from the wise choice of shortwave frequencies and semi-annual frequency changes to avoid sub-standard reception. For shortwave reception, these are exceptionally good results.	85%	+8% over target
Number of students who successfully complete the SRS broadcast journalism certificate program	15*	The closing of Juba University caused major delays in the start of CBJ's 2 nd term due to delays on the part of Juba University. While a record number of students enrolled to start the 2 nd term, the delays prevented completion to occur against target timeline, See below.*	20	75% (but 160% if the delayed 17 are counted)
Number of SRS news stories quoted or used by a non-state South Sudanese media outlet (see comment)	4,270	Achievement above target caused by the increasing credibility of SRS news stories, resulting in more quotes in other media and by an increase in local stations using SRS stories on a regular basis. ² This indicator was created, starting in 2009, to count the number of news stories used by non-State media outlets. Previously the indicator only counted non-State News Outlets (not total stories). See added row at the bottom of table for the breakout of the previously used indicator during '07 & '08.	2,650	161%
*The CBJ program would have achieved its target had Juba University not closed early in the FY. EDC finally chose to begin its 2 nd term in June, but, by then, any continuing students had returned to work or gone on to other pursuits. The new cohort of 17 students make prospects good for a much larger group of graduates at the end of the first term in FY13. The four students who completed the program in FY12 bring the total of graduates to 15.				
Indicator	Life of Project Achievement, 07- 08	Comments/Explanation	Life of Project Target, 07- 08 only	
Number of civic education messages relayed through the media and supported by USG	137	See ¹ Above	88	156%
Number of non-state Sudanese media outlets using SRS stories	15	See ² Above	13	115%

Previous to 2009, the quarterly and annual reporting was completed as required, but the nature of the reporting was more qualitative in nature and almost completely narrative in style and presentation. Life of Project Target goals in the above table include quantitative numbers established previous to the 2009 format. For that reason, the table provides a breakout of the 2007 and 2008 years at the bottom of the table, when indicator definitions for those particular indicators were different than they were for 2009 and after.

The target goals for the early years of the project (2003-2006) were less specific in terms of defined quantifiable results but were specific in reporting on the established “areas of focus” and were clearly addressed in each of the quarterly/annual reports produced during that time.

Breakouts of each of the project’s Long-term Indicators

Number of journalists trained with USG assistance

This indicator measured the effectiveness of SRS sponsored training programs for journalists, producers and technicians working in the field of radio or broadcast journalism.

The program was begun in late 2006, for the training and development of newly hired staff, but continued to evolve over the course of the project and grew to include the greater public, providing general journalism and broadcast training to the larger media community. By 2012, SRS had provided training, via these workshops, to a total of 834 people, both internally and externally. The original goals remained consistent over time with the overarching purpose being to impart knowledge and skills to newly recruited producers on the basic tenets of broadcast journalism and production techniques, as well as provide a review of skills and lessons to more experienced members of staff. As the program grew, various aspects were adjusted to a wider audience but the same basic tenets were maintained. A summary of the goals and topics covered follows.

Journalists Trained by Gender			
Life of Project			
Yr	Women	Men	Total
2003	8	45	53
2004	1	5	6
2005	2	7	9
2006	1	2	3
2007	42	106	148
2008	17	56	73
2009	17	40	57
2010	19	59	78
2011	95	150	245
2012	48	114	162
Total	250	584	834

Goals of Seminar/Workshops

- 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
- Ability to target programming through a proper understanding of radio audiences differentiated by age, gender, special interest, special needs, geography, occupation, religion, ethnicity, political orientation, etc.
- Write for the ear (radio) and not for the eye (print) in development of news and program scripts
- Distinguish the roles of 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 integrate such cultural enrichment into programming
- Create programming designed to promote peace-building 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
- Work ethically and through the lens of SRS’s 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 presentation skills (delivery, pronunciation, pace, etc.) and be more comfortable in front of the microphone

Topics Covered during Seminars/Workshops (adjusted to specific audiences/groups)

1. The role of the media, radio in particular, in assisting development and the promotion of democracy and good governance
2. Basic principles of effective communication, journalism and learning
3. SRS's 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 diversify 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" – field recorders, microphones, computers, etc.

SRS was an important avenue for aspiring journalists to receive on-the-job training and served as a vehicle for training journalists from non-SRS media outlets and State or Independent Broadcasters.

Often SRS hosted workshops on a variety of topics. These were called the Special Topics Workshops and focused upon topics such as *"The Art of the Interview"* or *"Reporting, Setting the People's Agenda"*, or *"Defamation and Criminal Slander for the Journalist"*. These typically one day workshops were well attended and popular among South Sudan's broadcast journalists in general and helped to build SRS's credibility within the larger media community.

Since 2006, SRS has hosted 24 different Workshops. A table of topics can be found in Annex I of this report.



Number of Civic Education Messages relayed through the media and supported by the USG

Programs (and/or Public Service Announcements - PSAs) with civic education content are SRS produced items that inform listeners about key political events, governmental institutions and processes. Each program, as opposed to a PSA, actually contains several civic education messages.

This measurement was designed to track SRS programming content that included some aspect of a Civic Education Message within its on-air segment. Many SRS programs contained such information, but the primary vehicles for Civic Education Messages were the following:

Road to Peace

Road to Peace was on-air from January 2004 and was considered to be the SRS Flagship program, given its longevity, popularity and content focus. Initially, the program sought to educate listeners on the then, on-going north-south peace process. Its focus shifted to educating listeners about the Comprehensive Peace



Agreement and its implementation and phase out, in addition to issues of democracy, governance, and sustainable peace. Apart from News Programming, Road to Peace was the only program produced and broadcast in all the languages heard on SRS.

Know Your Government

Following the independence of South Sudan, the Know Your Government program was re-created, in response to the need for listeners to learn what government officials and their offices at all levels do. The program did not focus on the personalities, but on the substance of what officials do and/or are supposed to do. The program aired on 98.6 SRS FM, in Juba with the primary aim of informing citizens about how government agencies ensure that they deliver services to the people and how law and order is maintained.

Spotlight

This weekly program took a comprehensive look at major, complex issues affecting citizens. During any given quarter, the topics chosen would vary according to current events, consistent areas of concern or under-reported aspects unique to a given region/area. As an example, during the second quarter of 2012, the *Spotlight* program focused on such issues as the challenges and achievements of Juba County, land issues, the health system in South Sudan, the education system in Central Equatoria State, as well as the management of oil and oil revenues in South Sudan.

Let's Talk

SRS produced Let's Talk with the support of the National Democratic Institute (NDI). The program used drama, group discussions, straight talk and interviews to educate, inform and entertain listeners on a wide range of civic issues. Quite often, the program followed a similar list of topics covered in "The Road to Peace" program so that the two programs could complement each other in message and content.

Public Service Announcements (PSAs)

Announcements were recorded and used during transitions from one program to another or as targeted "filler" during a program. Typically within a quarter, there were 200 to 300 PSA's utilized, depending on in-show and between-show needs. Quite often, during a particular quarter, PSA's would focus on selected general themes.

Other Programs during the life of the Project

During the life of the project there were also programs that started, ran for a time and were later discontinued for various reasons. One example highlighted for this report, was "Talking Point" which is summarized below. In addition, special topic programs or a short series of programs related to a particular topic would be produced and aired (i.e. The Jonglei Conflict during 2012).

Talking Point

Talking Point was a program focused on topical issues surrounding democracy, governance, sustainable development and social challenges. The program ran during 2008 and 2009 and usually focused on the

service ministries like Education, Telecommunications, Commerce and Supply, Transport and Roads, plus commissions like the Land Commission and Human Rights Commission. As an example, during one quarter in 2008, the program ran a series on the achievements of the Government of southern Sudan (GOSS), as well as challenges and opportunities missed since GOSS was formed in 2005. Also covered was programming about life in the wake of the fight between the Sudan Armed Forces and the Sudan People's Liberation Army in Abyei during May of 2008, in which thousands of people were displaced. The program hosted Abyei's SSLA representative, Mr. Arop Madut Arop, who gave graphic descriptions of the destruction and mayhem he witnessed there, describing Abyei as a ghost town inhabited by vultures feeding on unburied bodies.

Summary Breakouts of the project's Management or Temporary Indicators

The indicators identified below are also broken down in this report with charts or tables included as appropriate. Some indicators are not included in this final report as their relevance was primarily used within a specific quarter and didn't directly influence the overall goals of the project as a whole (identified within the list below).

Percent of broadcast hours audible in South Sudan on radios available in Sudan

This indicator was developed as a way to measure two aspects of SRS's effectiveness within the larger market. First, there was a quantifiable measure of gauging reception quality of the SRS broadcast signal in various areas of target audience markets. Depending on the reported reception quality, one could also assume that the SRS broadcasts were reaching an assumed potential audience, based on the population statistics of the area where reception monitoring occurred. There is no way to effectively quantify such an assumption, but maintaining a high level of quality broadcasts allowed the potential audiences to have the opportunity to tune in and listen to programming offered by SRS.

This measurement was of particular importance to the shortwave audience that lived outside the Juba area and consequently didn't have effective or reliable consistent access to the FM Station's broadcasts.

Over the life of the project, SRS was able to maintain a high level of reception quality with the shortwave transmissions. The achievement of 93% reception quality, well above the target of 85%, resulted from the wise selection of shortwave frequencies and semi-annual frequency changes to avoid sub-standard reception, due to weather patterns, as well as decisions to switch transmission sites from Russia and Rwanda to more effective locations in Portugal and the United Arab Emirates (most broadcasts were originated from the UAE). For shortwave reception, these were exceptionally good results.

Actual measurement of reception quality was done by reception monitors who lived in the target markets. Six times (minimum) a month, monitors would tune into morning and evening broadcasts (3 each) and rate the reception quality based upon a scale of 1 to 5. A rating of 3 or above was considered acceptable for the purposes of achieving the 85% target indicator.

Number of students who successfully completed the SRS Certificate in Broadcast Journalism (CBJ) program

The CBJ or Certificate in Broadcast Journalism was a program designed to offer an accredited, university level course in broadcast journalism to interested students. Originally, plans called for the course to be aligned with all the requirements of Juba University, so that completion of the course would provide credit equal to any university course offered there. The University would co-sign the final course certificate and the classes would be held on University grounds. J.U. would benefit by being able to offer a fully developed class for which it didn't have competent staff or management personnel. SRS would benefit by the legitimacy that university association could lend to the course.

Course content was developed and based on a five day a week schedule, consisting of four two hour evening classes (Mon.-Thurs.) and one four hour workshop held on-site at the SRS Studios (Saturday).

Juba University was slow to finalize all aspects (and indeed as late as June 2012 there were still issues being worked out), but eventually a Memorandum of Understanding was formalized, allowing the CBJ to operate as a collaborative effort between EDC and Juba University. The first course offering began in 2010, with a second group formed in 2011 and a third planned for early 2012 (so that completion and fulfillment of the target indicator could occur prior to end of EDC project sponsorship - in Sept of 2012). Interest in the program grew exponentially with the third class of 17 students being drawn from over 100 applicants. This allowed SRS to carefully vet students whose English skills were more developed and adjust the overall curriculum to better accommodate the post-war needs of South Sudan, a newly formed country, and the needs of media within it. CBJ training was designed to be both theoretical and hands-on, to ensure that future graduates would be professional radio journalists/broadcasters who would be capable and competent to work in any local radio station in the country.

Number of SRS news stories quoted or used by a non- state South Sudanese media outlet

This indicator was implemented in 2009 and served as an indirect measurement of the quality of news content on SRS. The number of times other media outlets quoted SRS stories indicated the degree to which those outlets considered SRS news items relevant, timely and credible.

The number of SRS news stories quoted or used by a non-state South Sudanese media outlet		
Number of Instances Found of SRS News Stories Used		
	Target	Actual
2009	300	385
2010	350	1165
2011	1000	1397
2012	1000	1338
4 Year Total	2650	4285

Percentage Usage by Media Outlet Years 2009-2012	
Name of Media Outlet	Percentage
BBC Monitoring Service	16.05%
Weer Bei FM, 99.9	38.54%
Sudan Watch Blog	25.52%
Bakhita Radio	2.80%
UNMISS Media Monitoring	0.05%
Gurtong Media Website	0.58%
Nhomlaau 88.0 FM	8.49%
The Power Goals Wordpress Website	0.05%
The Citizen	0.02%
Africa Today	0.05%
All Africa	0.02%
Al-Rakoba Website	0.02%
Anyuak Media	0.96%
BBC Radio Service-Voice of Africa	0.02%
Daily Nation	0.02%
Enough Project	0.02%
Pachodo	0.07%
Portal to Africa	0.02%
South Sudan Analysis (SOSA)	0.16%
South Sudan Nation	0.05%
Sudan Catholic Radio Network	0.16%
Sudan Media Monitoring	0.28%
Sudan Tribune	0.19%
Sudanese Online	0.09%
Uganda Watch	0.35%
Zawya Website	0.02%
GOSS US Mission	0.02%
Ethiopian Review	5.04%
Radio Dabanga	0.07%
The New Sudan Vision	0.12%
Congo Watch	0.09%
Sudan Mirror	0.02%

Prior to 2009, this information was informally tracked by identifying the number of different outlets who used SRS stories during a reporting period. After discussions with USAID, it was decided that the indicator should be altered to reflect how many stories, in total, were being used.

The difficulty of tracking the indicator was that it only reflected the number of stories if and when other media outlets informed SRS that they used a story or when an SRS M&E web-search discovered an SRS story used by another media outlet.

If another outlet used an SRS story and did not inform SRS of the usage, it may never have been discovered. In addition, there were multiple instances identified, where reviews of outside media suggested that an SRS story was used as a base source, but the content was altered slightly, so that the outside media house could take credit for the story and label it as its own. Other instances were found where another media outlet simply lifted a story and re-used it word for word, although this practice was less common overall.

The table to the left is a percentage breakdown of the percentage of time that an outside media outlet used SRS stories from 2009 through 2012.

The SRS M&E team did conduct a basic review of various selected outside media sources, via reviews of online publications. SRS also conducted Google searches by topic on the previous day's news to identify unaccredited usage of an SRS story. Juba based producers also reviewed local newspapers and other media and informed M&E, when appropriate.

Number of News and General Programs produced and aired

There were no specific targets associated with this indicator. However, the information breakouts were useful in indicating the amount of work and effort that was produced during the life of the project. In total, there were over 35,280 hours of on-air programming produced.

At the conclusion of the project, EDC/SRS was broadcasting three hours a day, seven days a week, 365 days a year on shortwave and full-time, every day on its FM station, Eye Radio, in Juba, South Sudan. This was more than a significant increase over the initial broadcast schedule of only 2 hours daily, in 2003. Because SRS broadcast in a total of nine languages, it had to have South Sudanese employees who spoke each of these languages. In fact, more than one staff member was required for each language to cover vacation and sick days. Furthermore, a program like *Road to Peace* was broadcast in all of the languages, so it had to be produced nine times.

During a given week the shortwave operation broadcast 50 programs broken into news, thematic programs and music categories. The news category was divided further into Simple Arabic, English and six different local language broadcasts, for a total of 26 broadcasts a week. Simple Arabic and English newscasts were done every day of the week, while the local language programs aired once a week. The non-news programs totaled 24 timeslots a week. Annually, the total number of aired programs totaled 2,600 during the shortwave broadcasting time slots. This number was actually higher during the years when shortwave was the primary broadcast medium and daily programming totaled up to six hours a day.



The FM Station broadcast 24 hours a day, with a combination of news, themed programs, instructional programs and music making up each day's broadcast schedule. A typical week consisted of 98 news broadcasts, 20 instructional programs, 31 themed programs and 19 repeat programs. A typical day also included about 2 hours of music, slots for PSAs and promos and over-night music from 1am to 6am. On a weekly basis, that totaled 168 programs aired, plus music for an annual total of 8,736 programs broadcast.

The following is a list of typical program offerings at the conclusion of the project (the 2012 line-up) after which, the three primary summary breakouts listed below will be presented

- Total programs aired - overall breakdown by year
- Geographical breakdown of news stories – example of one year (Appendix II includes all years)
- Breakdown of local language programs – life of project totals (Appendix III includes all languages by year)

General Programs from SRS – (In addition to those in the Civic Education Section)

The following programs were aired on the FM and on the SRS shortwave services. This example uses data from Quarter 3, 2012 to illustrate typical topics covered. Most of these programs can still be heard on Eye Radio.

PANAROMA (FM ONLY)

Panorama is a women's empowerment program. It highlights issues that affect women from all walks of life. The series features these issues and provides solutions for them, to reduce abuse of all kinds. The series also aims to empower women by giving them a platform to talk and to highlight areas in which women have excelled and to use them as examples to encourage young women and girl-children to follow in their footsteps. As an example, during Q3 2012, *Panorama* covered the following issues:

- Family planning.
- International and national women leaders summit meeting.
- The plight of street children.
- Women's entrepreneurial organizations.
- The benefit of breast-feeding and the right time to wean a baby.
- World Press Day.
- Self-help women's projects: cooperative shops.
- Lulu soap: another income-generating project by women.
- Making ends meet: Life for women returnees in transit camps.
- How can women ensure a balanced diet for their families?
- Equal distribution of labor at home between girls and boys.

CHILDREN IN OUR LIVES (FM and SW)

Children in Our Lives aims to improve children's standard of living by highlighting the issues that affect them, such as child abuse and the importance of education. The programs inform parents about how to raise children responsibly. The series also highlights areas in which policy makers and society as a whole need to work harder to make the nation a more conducive environment for the growth of children. Below are some of the issues tackled during Q3 2012:

- AVOWAC and NPA initiatives for child rights protection.
- Educating blind children and looking at the challenges that face them.
- What life is like for children in transit camps and at way stations?
- The Day of the African Child 2012. Theme: disabled children in South Sudan.
- International initiatives and programs for disadvantaged children and teenagers.
- Children's self-expression through drawing/painting.
- Children in prison, who are they and what is their crime?

HEALTH FOR ALL

Health for All is a health program that discusses health issues in South Sudan. Below are some of the issues tackled during Q3 2012:

- Esterina Novelo, chairperson of the HIV/AIDS Commission talked about the HIV/AIDS conditions in the country.
- Doctors were interviewed about ulcers, water born diseases, first aid, how to fight malaria and typhoid.
- The Minister of Health Dr. Michael Hussein talked about the medical sector and the support they are getting from international NGOs.

OUR VOICES

Our Voices discusses youth-related issues and concerns. It highlights the role of young people in South Sudan in the nation-building process. In this quarter, the program explored the following topics:

- Capacity building.
- The impact of politics and religion on young people.
- Theatre in South Sudan.
- The National Youth Union.
- Athletics.
- Youth Empowerment.
- South Sudan's entertainment industry.
- Role models.

THE NGO FORUM:

During Q3 2012, 98.6 SRS FM hosted the following individuals during the *NGO Forum* program:

- Mr. Costa Mwale, an agricultural productivity expert from Malawi WHO came to discuss the USAID-funded FARM Project.
- Miss. Anne Kyomugisha, Executive Director of the Forum for Community Change and Development, and Mr. Henry Swaka Joseph, Advocacy officer of Handicap International in Juba, talked about disability issues.
- The head of the UN Mission in South Sudan, Ms. Hilde Johnson was interviewed twice, once about the UNMISS mandate following the border clashes and again to discuss UNMISS activities since independence.

WEEKEND TALK SHOW

The *Weekend Talk Show* discusses current and topical issues of public concern to South Sudanese, including issues of public concern in politics, business, economics, democracy, environment, culture and many others. This program is aired twice every week on Saturdays and Sundays from 4-5 pm. The following topics were highlighted during Q3 2012:

- The role and responsibilities of the Relief and Rehabilitation Commission.
- The challenges facing the Ministry of Telecommunication.
- The role of the Juba county commissioner in the Payams outside Juba County.
- The role of the police in internal security.
- The Undersecretary in the Ministry of Humanitarian Affairs, Mr. Clement Taban Dominic spoke about the repatriation of South Sudanese from Israel.
- Mr. William Denis, a representative of returnees from Khartoum, described the experiences of returnees from Heglig when they came under attack in March.

THE WEEK IN PARLIAMENT

This was a newly-introduced program in 2012, *The Week in Parliament*, covered parliamentary activity and included the following topics during Q3:

- A debate on the austerity budget.
- A debate on the suspension of corrupt officials by the parliament.
- The introduction of the austerity budget.

THE BUSINESS PROGRAM

The following types of business topics are explored quarterly (below list is from Q3 2012):

- The black market and the steep rise in prices in Juba town.
- The management of wholesale businesses.
- The Equatoria Tower Project - Juba branch, how it can help business in the country.
- An overview of South Sudan economy.
- The investment environment in South Sudan.
- Taxation.
- How Local entrepreneurs promote their businesses.

EDUCATION FOR DEVELOPMENT

This is a new program which is designed to highlight the importance of education in building and strengthening every aspect of the new nation. Some of the topics raised included:

- A report released by the national ministry of general education and instruction, which highlighted the poor performance of children in mathematics and science.
- Criteria for building schools.
- The concept of school as a zone of peace in South Sudan.
- How to fight illiteracy in South Sudan.
- The free education scheme for all children, launched by President Silva Kiir in 2008.
- Sudan school certificate results.
- The closure of Juba University.

HOTLINE

Hotline is a call-in show, in which listeners have an opportunity to air their views on topical and sensitive issues from politics to social issues of concern to the community. Issues under discussion included:

- Unsuitable place names: Rujal Mafi, Libas Mafi, Kuburi Kokora (No Men, No Pants, Separation Bridge).
- Cultural effects on youths returning from the diaspora.
- Early and forced marriage practices and wife inheritance.
- The contribution of foreigners to the economy.
- Cleaning up Juba.
- Maintaining graveyards and burial grounds at the homestead.
- Firearms possession: disarming the civilians.
- The effect of tribal disputes.
- Discrimination against people living with disabilities.

MUSIC ENTERTAINMENT PROGRAMS ON 98.6 SRS FM

THE TOP TEN COUNT DOWN

Every Sunday, listeners can tune to a live music show, which encourages listeners to call the station to vote for their favorite songs.

A DATE WITH AN ARTIST

Every Tuesday, this program features South Sudanese artists who are hosted to talk about their music and issues related to the music industry in South Sudan. It explores the role of arts and music in the Nation building process in South Sudan.

AFRICAN MUSIC SHOW

African Music Show is a music entertainment program that airs every Thursday, with the aim of entertaining listeners with variety of African music genres.

Total Number of Programs Aired – Overall breakout by year

Total Number of SRS Programs Aired Life of Project 2003 - 2012		
	Actual	Notes
2004	505	SW Only
2005	2292	SW Only
2006	3000	SW Only
2007	2363	SW Only
2008	2026	SW Only
2009	2030	SW Only
2010	3230	Combined SW + FM Note: FM numbers calculated at 10 programs daily x 5 days p/w k x
2011	11251	Combined SW + FM Note: FM numbers do not include est. # of repeated programs (see below)
2012	12336	Combined SW + FM Note: FM numbers do not include est. # of repeated programs (see below)
Total	39033	
2011 Est. # of FM Repeats	5625	This number equal to 50% of the years total programs identified in the table above
2012 Est. # of FM Repeats	6168	This number equal to 50% of the years total programs identified in the table above
Total	50826	Including Repeats

Geographical breakdown of News Stories by year

Tracking where a news story originated helped SRS determine if there were under or over-covered areas. Below is a sample table for the year 2012. In Annex II, there are annual tables going back to Q2 2005 when this data was first gathered and tracked.

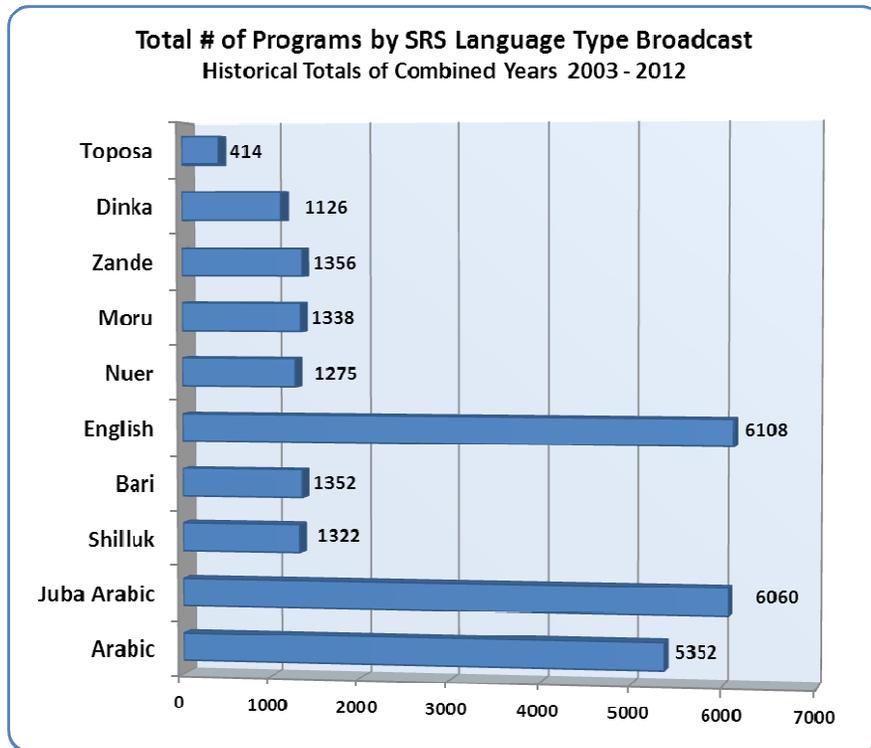
GEOGRAPHICAL ANALYSIS OF SRS ORIGINAL NEWS STORIES																						
FY 12																						
NAME OF STATE	FY 2012	FY 2012 %	Sept.	Aug.	July	Q4 TOTAL	%	June	May	April	Q3 TOTAL	%	Mar.	Feb.	Jan.	Q2 TOTAL	%	Dec.	Nov.	Oct.	Q1 TOTAL	%
Abyei	21	1.30%	0	0	2	2	0.52%	2	7	1	10	2.35%	1	0	4	5	1.32%	2	0	2	4	0.96%
Blue Nile State	11	0.68%	0	0	2	2	0.52%	1	2	0	3	0.71%	0	1	0	1	0.26%	1	2	2	5	1.20%
Central Equatoria State	826	51.30%	63	73	72	208	53.61%	61	68	78	207	48.71%	72	49	69	190	50.00%	65	75	81	221	53.00%
Darfur (Regional)	2	0.12%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	2	0	0	2	0.48%
Eastern Equatoria State	45	2.80%	3	6	1	10	2.58%	2	8	1	11	2.59%	1	1	4	6	1.58%	3	3	12	18	4.32%
Eastern Sudan	1	0.06%	0	0	0	0	0.00%	0	0	0	0	0.00%	1	0	0	1	0.26%	0	0	0	0	0.00%
Heglig	24	1.49%	0	0	0	0	0.00%	2	3	19	24	5.65%	0	0	0	0	0.00%	0	0	0	0	0.00%
Jezeera State	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Jonglei State	134	8.32%	9	15	5	29	7.47%	16	9	11	36	8.47%	19	6	21	46	12.11%	9	6	8	23	5.52%
Khartoum (State)	77	4.78%	5	8	6	19	4.90%	2	8	9	19	4.47%	2	9	5	16	4.21%	11	0	12	23	5.52%
Lakes State	48	2.98%	0	5	3	8	2.06%	7	3	2	12	2.82%	2	4	2	8	2.11%	3	9	8	20	4.80%
Northern Darfur State	3	0.19%	0	1	0	1	0.26%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	2	2	0.48%
Northern Bahr el Ghazal	23	1.43%	1	1	5	7	1.80%	3	2	0	5	1.18%	2	2	2	6	1.58%	1	3	1	5	1.20%
Northern Kordofan	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Northern State	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Other	106	6.58%	14	17	14	45	11.60%	9	16	1	26	6.12%	11	6	4	21	5.53%	7	3	4	14	3.36%
Qadarif State	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Red Sea State	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Regional Three Areas	1	0.06%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	1	0	0	1	0.24%
River Nile State	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Sennar state	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
South Sudan (National)	67	4.16%	2	5	2	9	2.32%	4	6	10	20	4.71%	10	7	8	25	6.58%	7	5	1	13	3.12%
Southern Darfur State	2	0.12%	0	0	0	0	0.00%	0	0	0	0	0.00%	1	0	0	1	0.26%	1	0	0	1	0.24%
Southern Kordofan State	15	0.93%	1	1	0	2	0.52%	0	4	1	5	1.18%	1	0	0	1	0.26%	2	2	3	7	1.68%
Sudan	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Unity State	49	3.04%	2	1	7	10	2.58%	1	5	9	15	3.53%	2	5	4	11	2.89%	4	5	4	13	3.12%
Upper Nile State	46	2.86%	3	1	6	10	2.58%	0	2	5	7	1.65%	3	2	8	13	3.42%	3	9	4	16	3.84%
Warrab State	39	2.42%	1	4	5	10	2.58%	3	1	2	6	1.41%	3	5	8	16	4.21%	2	4	1	7	1.68%
Western Bahr el Ghazal State	30	1.86%	0	2	5	7	1.80%	2	2	4	8	1.88%	1	1	3	5	1.32%	1	4	5	10	2.40%
Western Darfur State	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Western Equatoria State	40	2.48%	2	4	3	9	2.32%	7	2	2	11	2.59%	5	2	1	8	2.11%	5	1	6	12	2.88%
TOTAL # OF STORIES	1610	100.00%	106	144	138	388	100.00%	122	148	155	425	100.00%	137	100	143	380	#####	130	131	156	417	100.00%

Breakdown of Local Language programs by year (Shortwave)

Broadcasts over the course of the project were in English, Classical Arabic, Simple or Juba Arabic, Dinka, Zande, Moru, Nuer, Bari, Toposa and Shilluk languages. Classical Arabic was discontinued after South Sudan's independence, due to Simple Arabic being more widely utilized in South Sudan and the target audience for the FM station was the South Sudanese demographic. Toposa language was also discontinued, due to the lack of potential audience share gained versus the cost of producing programs specific to that language.

Below is a breakdown of all languages for the entire life of the project for the shortwave broadcasts. The FM broadcast schedule also incorporated and followed the same pattern of local language programming but was not historically tracked as the shortwave broadcasts were, over the life of the project (consequently it is not included in this breakout).

Annex III has charts for each of the individual languages broken down by each year of the project for SRS shortwave broadcasts.



Number of Stringers

Stringers were not standard SRS employees, but people willing and able to provide SRS with news and who were paid only if SRS aired the news item. SRS provided training to stringers in the form of on-going feedback on stories submitted and occasional on-site training when it could be arranged. The SRS news team informed stringers about gaps in the news items they submitted and worked with them to improve their skills.

SRS's stringers varied over the course of the project as recruitment and retention was constantly evolving and augmented. Prior to 2008, this indicator wasn't formally tracked, although mention of stringer activity was included in each quarterly/semi-annual report submitted to USAID. Below is a table of active stringer sites from 2008 through 2012.

The number of stringer identified and trained by location FY 2008 to FY2012							
Location of Stringer	FY08	FY09	FY10	FY11	FY12	FIVE YEAR TOTALS	
						Total # stories from each location	% of total stories from each location
Yei, Central Equatoria State	0	1	5	29	8	43	8.51%
Rumbek; Lakes State	10	11	31	54	17	123	24.36%
Damazine, Blue Nile State	0	0	0	4	2	6	1.19%
Bentiu; Unity State	3	16	13	27	5	64	12.67%
Bor, Jonglei State	5	25	28	35	35	128	25.35%
Cairo, Egypt	13	14	25	0	0	52	10.30%
Torit, Eastern Equatoria State	4	1	1	0	0	6	1.19%
Malakal, Upper Nile State	9	0	1	0	0	10	1.98%
Juba, Central Equatoria State	0	3	0	4	0	7	1.39%
Wau, Western Bahr el Ghazal State	0	0	0	1	0	1	0.20%
Uganda	33	1	0	0	0	34	6.73%
Nadapal, Eastern Equatoria State	0	1	0	0	0	1	0.20%
Aweil, Northern Bahr El Ghazal State	2	2	0	0	0	4	0.79%
Leer, Unity State	0	1	0	0	0	1	0.20%
Washington DC U.S	0	2	0	0	0	2	0.40%
Nairobi, Kenya	6	1	0	0	0	7	1.39%
Yambio, Western Equatoria State	5	0	0	0	0	5	0.99%
Kajokeji, Central Equatoria State	6	0	0	0	0	6	1.19%
Khartoum State	3	0	0	0	0	3	0.59%
White Nile State	2	0	0	0	0	2	0.40%
Total	101	79	104	154	67	505	100%

Number of full-time bureau producers

During the life of the project SRS supported its newsgathering and reporting network by hiring full-time bureau producers in key areas. Bureau producers were full-time, regular SRS employees, equipped with recorders, satellite phones, laptop computers, B-GANS, quad bikes and other items needed to gather, record, and report news and produce programs. Each bureau producer was required to send regular news items, produce one program per day and monitor reception quality. At the height of the network there were bureau locations in Khartoum, Juba, Malakal, Wau, Rumbek, Damazine and Kadugli in the states of Khartoum, Central, Upper Nile, Western Bahr el Ghazal, Lakes, Blue Nile and Southern Kordofan. Each bureau was planned for a staff of 2 to 3 journalists with regional news gathering responsibilities.

In mid-2010 EDC/SRS closed all bureaus except the Juba and Khartoum locations. The decision was based on the efficient use of staff. From its two remaining bases SRS producers could travel to any other location in South Sudan or Sudan to cover an event and develop a story and then return at a lesser cost than what was required to maintain one or two person full-time bureaus in several locations. Also, as the FM station in Juba grew and developed, the primary focus shifted towards South Sudan and catering to that audience, which, along with security concerns, prompted the closure of the Khartoum bureau as well.

Number of Advisory Board meetings held

There were no specific target associated for this indicator, but activity summaries were reported quarterly.

SRS had originally formed an Advisory Board in February 2005, but the events of 2005 overtook the members and prevented the full constitution of the group. Some members took up government positions

and relocated to Khartoum, Juba, and in other states. As a result, the official formation of a board was put on hold until SRS recruited 5 new members in 2008, and held its first official board meeting in September of that year.

The Advisory Board was required to meet twice a year in Juba or another location that was convenient for the members. The main purpose of the group was to set goals, provide advice/counsel on the day to day activities and assist with the general oversight of the radio service.

The Advisory Board gave way to the Board of Trustees for Eye Media in July, 2012. The new Board will be the eventual owner and policy making body for Eye Radio.

Number of feedback forums held

A primary non broadcasting goal of SRS was to create opportunities for listeners to provide direct feedback and make suggestions to SRS. To accomplish this goal, Feedback Forums were organized semi-annually. Each feedback forum was designed to solicit listener opinions from small homogenous groups of between 6 to 10 participants, with a target of 40 overall listeners participating during each forum. There was also a secondary goal of attempting to maintain a 50% ratio of men to women at each Forum.

Listeners, whenever possible, participated in a moderated discussion with participants of their own gender, ethno-linguistic group and radio listening habits, in order to facilitate the ease of discussion and openness as we found that individuals tend to feel more at ease in expressing their opinions in small, homogenous discussion groups rather than a large, heterogeneous group.

Sample results from the 2012 Forum are interspersed throughout the remainder of this section.

Feedback Forum Participants by year 2008 - 2012	
FY08	65
FY09	41
FY10	58
FY11	55
FY12	34
Total	253

Participants were selected with the assistance of local NGOs, community organizations, authorities and/or trusted individuals who helped mitigate any fear or suspicion that participants might have of researchers.

Group Profile						
	Group 2	Sex	Age	First Language	Second Language	Occupation
1	Women's	Female	45	English	Arabic	Researcher
2	Women's	Female	35	Classical Arabic	English	Women's Activist
3	Women's	Female	37	Classical Arabic	English	Youth Officer
4	Women's	Female	33	Bari	Arabic	Teacher
5	Women's	Female	42	Bari	Arabic	HIV/AIDS Prag. Officer
6	Women's	Female	40	Mundo	English	Secretary
7	Women's	Female	58	KuKu	English	M.USSAP
8	Women's	Female	35	Arabic	English	Student
9	Women's	Female	34	English	Arabic	Businessperson
10	Women's	Female	43	Zande	Arabic	Housewife
	Average Age		40			

Results and outcomes of the Forums were shared with SRS staff and management in an effort to continually improve programming and stay connected with average listeners.

Focus group participants listened to short excerpts of SRS programs and rated the sample on a sliding scale and were given an opportunity to explain their rating. Listeners also participated in discussion activities designed to bring out issues such as relevancy of programming,

trustworthiness of the news, language preferences, ease of reception, how frequently they listen to radio, to which stations do they listen, and why. All of this information was captured, analyzed and used to improve the quality of SRS programming.

Listener Feedback of Sample Program						Listener Feedback of Sample Program						
Type of Sample Program: All Programs						Type of Sample Program: All Programs						
Participant Group	Above		Below		Poor	Sub-Groups	Total # of Responses	Above		Below		Poor
	Excellent	Average	Average	Average				Average	Average			
Men's	25	20	21	0	0	Men Only	66	38%	30%	32%	0%	0%
Women's	34	6	20	0	0	Women Only	60	57%	10%	33%	0%	0%
Youth	48	19	10	1	0	Youth Only	78	62%	24%	13%	1%	0%
Total	107	45	51	1	0							
Response %	52.5%	22.1%	25.0%	0.5%	0.0%							

In general, trust and satisfaction with SRS programming ran high overall. SRS was perceived as a station with “educational” programming and listeners often positively mentioned SRS news coverage as well as its coverage of health and peace efforts/CPA. SRS News Programming was praised by many for its multiple language offerings (local languages, English and Simple Arabic), timeliness, detail, accuracy and overall balance.

Listeners also often commented that they had learned something from SRS news and programs that they did not know before. A few listeners spoke about programming that they had heard before on SRS, and what they learned from it, and many commented about specific facts that they heard in the news and programs that were listened to during the Feedback Forum. Many listeners commented in general that they liked listening to the radio, because they wanted to stay informed and to gain new knowledge. Radio, they said, provided the best way to accomplish that goal.

Do you listen to either 98.6 SRS FM or EYE Radio?
How much do you Trust the Programming Heard on SRS/EYE Radio Programs?

Participant Group	Do You Listen to SRS/EYE Radio?	YES Trust SRS/EYE Radio & Content	Mostly Trust but have some questions	No Don't Trust SRS/EYE Radio & Content
1 Men	11	9	2	0
%	100.0%	81.8%	18.2%	0.0%
2 Women	10	9	0	1
%	100.0%	90.0%	0.0%	10.0%
3 Youth	11	10	1	0
%	84.6%	90.9%	9.1%	0.0%
% Total	94.1%	82.4%	8.8%	2.9%

Do you feel that you've gained knowledge from listening to SRS/EYE Radio Programs?

Topic or Area Where Knowledge was increased	Number of Men who Indicated Yes to Knowledge Gain (when asked about each Topic)	% of Positive Responses	Number of Women who Indicated Yes to Knowledge Gain (when asked about each Topic)	% of Positive Responses	Number of Youth who Indicated Yes to Knowledge Gain (when asked about each Topic)	% of Positive Responses	Number of All Groups who Indicated Yes to Knowledge Gain (when asked about each Topic)	Total % of Positive Responses
1 Local News Awareness	11	100.0%	8	72.7%	8	72.7%	27	79.4%
2 National News Awareness	8	72.7%	1	9.1%	1	9.1%	10	29.4%
3 Int'l News Awareness	6	54.5%	3	27.3%	1	9.1%	10	29.4%
4 Political Awareness	6	54.5%	2	18.2%	8	72.7%	16	47.1%
5 Cultural Issues	5	45.5%	1	9.1%	1	9.1%	7	20.6%
6 Health Issues	7	63.6%	6	54.5%	6	54.5%	19	55.9%
7 Womens Issues	2	18.2%	2	18.2%	0	0.0%	4	11.8%
8 Family Issues	5	45.5%	5	45.5%	0	0.0%	10	29.4%
9 Business Issues	3	27.3%	2	18.2%	2	18.2%	7	20.6%
10 Peace & Development Issues	7	63.6%	2	18.2%	0	0.0%	9	26.5%
11 Civic Education Issues	10	90.9%	4	36.4%	0	0.0%	14	41.2%
12 Music	0	0.0%	0	0.0%	7	63.6%	7	20.6%
13 Sports	6	54.5%	0	0.0%	0	0.0%	6	17.6%

Annex IV includes the full Feedback Forum Report from the 2012 session held in Juba, as an example of the methodology, set-up, questions asked and final feedback obtained during a typical Feedback Forum exercise.

V. ANNEXES

ANNEX I - Workshops Conducted by SRS Staff from 2006 – 2012

Date	Title of Workshop	Attendees
September 2006	Basic Tenets of Broadcast Journalism Nairobi, Kenya	21 Attendees (16 M, 5 W)
May 2007	Press Freedom in Sudan Juba, South Sudan	39 Attendees (29 M, 10 W)
June 2007	Field & Studio Recording; Interview & Editing Techniques Juba, South Sudan	15 Attendees (10 M, 5 W)
July 2007	Introduction to Basic Concepts in Communication Yambio, South Sudan	40 Attendees (28 M, 12 W)
August 2007	What is News, 8 Values; Content & Format of a News Story Wau, South Sudan	31 Attendees (21 M, 10 W)
November 2007	News Gathering, Fact Checking and News Writing Abyei, South Sudan	14 Attendees (10 M, 4 W)
December 2007	Education Visit on Voter Education Programing & Elections Day Coverage Nairobi, Kenya	20 Attendees
February 2008	The ABCs of Professional Journalism Rumbek, South Sudan	26 Attendees (25 M, 1 W)
March 2008	Values & Elements of News & Writing Tips; The Difference of writing for print, radio and television Juba, South Sudan	5 Attendees (3 M, 2 W)
September 2008	News Writing Juba, South Sudan	14 Attendees (10 M, 4 W)
November 2008	Skills Required By A Radio Presenter Juba, South Sudan	15 Attendees (10 M, 5 W)
March 2010	Covering an election; voters'-voice reporting Juba, South Sudan	11 Attendees (6 M, 5 W)
June 2010	Finding the story Juba, South Sudan	16 Attendees (14 M, 2 W)
September 2010	Accuracy in Reporting Juba, South Sudan	21 Attendees (16 M, 5 W)
November 2011	Sudan Media Forum; Media Ethics Juba, South Sudan	15 Attendees (10 M, 5 W)
January 2011	Accuracy in Reporting Juba, South Sudan	16 Attendees (6 M, 10 W)

March 2011	Reporting in Conflict Situations Juba, South Sudan	31 Attendees (24 M, 7 W)
April 2011	South Sudan Media Forum; Interviewing Juba, South Sudan	14 Attendees (10 M, 4 W)
July 2011	Media Ethics Juba, South Sudan	59 Attendees (25 M, 34 W)
September 2011	The Art of the Interview Juba, South Sudan	89 Attendees (60 M, 29 W)
December 2011	Defamation & Criminal Slander Juba, South Sudan	37 Attendees (27 M, 10 W)
March 2012	Reporting; Setting the People's Agenda Juba, South Sudan	43 Attendees (30 M, 13 W)
June 2012	The Art of the Interview Juba, South Sudan	38 Attendees (28 M, 10 W)
September 2012	Reporting in Conflict & Post Conflict Situation Juba, South Sudan	31 Attendees (22 M, 9 W)

ANNEX II - Geographic Breakdown of SRS Original News Stories 2005 – 2012

2005

ANALYSIS OF SRS ORIGINAL STORIES FOR FY 05																						
NAME OF STATE	Annual Total	%	SEPT.	AUG.	JULY	Q4 TOTAL	%	JUNE	MAY	APR.	Q3 TOTAL	%	MARCH	FEB.	JAN.	Q2 TOTAL	%	DEC.	NOV.	OCT.	Q1 TOTAL	%
Abyei	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	nda	nda	nda	nda	nda
Blue Nile	8	1.52%	0	0	5	5	3.25%	3	0	0	3	1.60%	0	0	0	0	0.00%	nda	nda	nda	nda	nda
Central Equatoria	22	4.19%	3	2	2	7	4.55%	1	2	1	4	2.14%	3	5	3	11	5.98%	nda	nda	nda	nda	nda
Darfur	18	3.43%	1	2	0	3	1.95%	3	2	3	8	4.28%	4	3	0	7	3.80%	nda	nda	nda	nda	nda
Eastern Equatoria	39	7.43%	3	1	4	8	5.19%	15	8	0	23	12.30%	3	1	4	8	4.35%	nda	nda	nda	nda	nda
Eastern Sudan	6	1.14%	0	1	1	2	1.30%	1	0	0	1	0.53%	0	3	0	3	1.63%	nda	nda	nda	nda	nda
Jonglei	4	0.76%	0	0	0	0	0.00%	0	1	0	1	0.53%	0	2	1	3	1.63%	nda	nda	nda	nda	nda
Khartoum (state)	34	6.48%	3	6	5	14	9.09%	6	6	3	15	8.02%	3	1	1	5	2.72%	nda	nda	nda	nda	nda
Lakes	20	3.81%	0	3	1	4	2.60%	5	0	2	7	3.74%	3	4	2	9	4.89%	nda	nda	nda	nda	nda
National (all Sudan)	83	15.81%	0	15	14	29	18.83%	5	9	10	24	12.83%	5	2	23	30	16.30%	nda	nda	nda	nda	nda
Northern Bahr el Ghaz	10	1.90%	0	2	0	2	1.30%	2	0	2	4	2.14%	4	0	0	4	2.17%	nda	nda	nda	nda	nda
Regional North	4	0.76%	0	1	0	1	0.65%	0	1	2	3	1.60%	0	0	0	0	0.00%	nda	nda	nda	nda	nda
Regional South	176	33.52%	19	20	16	55	35.71%	7	23	25	55	29.41%	24	18	24	66	35.87%	nda	nda	nda	nda	nda
Regional Three Areas	1	0.19%	0	0	1	1	0.65%	0	0	0	0	0.00%	0	0	0	0	0.00%	nda	nda	nda	nda	nda
Southern Kordofan	8	1.52%	0	0	3	3	1.95%	0	0	0	0	0.00%	2	0	3	5	2.72%	nda	nda	nda	nda	nda
Unity	1	0.19%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	1	1	0.54%	nda	nda	nda	nda	nda
Upper Nile	24	4.57%	5	1	1	7	4.55%	2	7	0	9	4.81%	6	0	2	8	4.35%	nda	nda	nda	nda	nda
Warrap	2	0.38%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	2	0	2	1.09%	nda	nda	nda	nda	nda
Western Bahr El Ghaz	4	0.76%	0	0	2	2	1.30%	1	0	0	1	0.53%	1	0	0	1	0.54%	nda	nda	nda	nda	nda
Western Equatoria	58	11.05%	5	3	3	11	7.14%	6	5	15	26	13.90%	6	14	1	21	11.41%	nda	nda	nda	nda	nda
Other	3	0.57%	0	0	0	0	0.00%	0	2	1	3	1.60%	0	0	0	0	0.00%	nda	nda	nda	nda	nda
TOTAL # OF STORIES	525	100%	39	57	58	154	100%	57	66	64	187	100%	64	55	65	184	100%	nda	nda	nda	nda	nda

2006

ANALYSIS OF SRS ORIGINAL STORIES FOR FY 06																						
NAME OF STATE	Annual Total	%	SEPT.	AUG.	JULY	Q4 TOTAL	%	JUNE	MAY	APR.	Q3 TOTAL	%	MARCH	FEB.	JAN.	Q2 TOTAL	%	DEC.	NOV.	OCT.	Q1 TOTAL	%
Abyei	8	1.00%	2	1	1	4	1.65%	1	1	1	3	1.59%	1	0	0	1	0.50%	0	0	0	0	0.00%
Blue Nile	21	2.62%	0	5	0	5	2.06%	0	2	0	2	1.06%	6	0	0	6	3.00%	2	1	5	8	4.73%
Central Equatoria	68	8.49%	4	8	8	20	8.23%	1	6	2	9	4.76%	13	10	3	26	13.00%	3	6	4	13	7.69%
Darfur	29	3.62%	1	0	4	5	2.06%	4	1	2	7	3.70%	6	2	0	8	4.00%	1	4	4	9	5.33%
Eastern Equatoria	25	3.12%	9	2	1	12	4.94%	0	3	0	3	1.59%	2	1	0	3	1.50%	0	1	6	7	4.14%
Eastern Sudan	3	0.37%	0	1	0	1	0.41%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	1	1	2	1.18%
Jonglei	34	4.24%	7	7	1	15	6.17%	0	0	2	2	1.06%	2	7	0	9	4.50%	3	5	0	8	4.73%
Khartoum (state)	24	3.00%	1	0	0	1	0.41%	1	4	1	6	3.17%	1	3	3	7	3.50%	4	3	3	10	5.92%
Lakes	11	1.37%	2	0	2	4	1.65%	1	2	0	3	1.59%	0	0	1	1	0.50%	3	0	0	3	1.78%
National (all Sudan)	78	9.74%	8	5	6	19	7.82%	4	6	7	17	8.99%	9	7	14	30	15.00%	7	2	3	12	7.10%
Northern Bahr el Ghazal	1	0.12%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	1	1	0.59%
Regional North	9	1.12%	0	1	0	1	0.41%	1	1	3	5	2.65%	0	1	0	1	0.50%	1	0	1	2	1.18%
Regional South	308	38.45%	32	49	30	111	45.68%	22	39	20	81	42.86%	29	17	21	67	33.50%	12	18	19	49	28.99%
Regional Three Areas	1	0.12%	0	1	0	1	0.41%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Southern Kordofan	6	0.75%	0	0	2	2	0.82%	0	0	0	0	0.00%	0	0	0	0	0.00%	2	1	1	4	2.37%
Unity	7	0.87%	0	0	0	0	0.00%	1	5	0	6	3.17%	1	0	0	1	0.50%	0	0	0	0	0.00%
Upper Nile	38	4.74%	5	1	1	7	2.88%	0	11	3	14	7.41%	5	4	6	15	7.50%	0	2	0	2	1.18%
Warrap	8	1.00%	0	1	1	2	0.82%	1	0	1	2	1.06%	2	0	0	2	1.00%	2	0	0	2	1.18%
Western Bahr El Ghazal	6	0.75%	0	0	2	2	0.82%	1	1	1	3	1.59%	0	0	0	0	0.00%	1	0	0	1	0.59%
Western Equatoria	114	14.23%	7	9	13	29	11.93%	5	7	14	26	13.76%	13	7	3	23	11.50%	8	22	6	36	21.30%
Other	2	0.25%	1	1	0	2	0.82%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
TOTAL # OF STORIES	801	100.00%	79	92	72	243	100.00%	43	89	57	189	100.00%	90	59	51	200	100.00%	49	66	54	169	100.00%

2007

ANALYSIS OF SRS ORIGINAL STORIES FOR FY 07																						
NAME OF STATE	Annual Total	%	SEPT.	AUG.	JULY	Q4 TOTAL	%	JUNE	MAY	APR.	Q3 TOTAL	%	MARCH	FEB.	JAN.	Q2 TOTAL	%	DEC.	NOV.	OCT.	Q1 TOTAL	%
Abyei	10	1.24%	2	3	2	7	3.30%	0	0	0	0	0.00%	2	1	0	3	1.27%	0	0	0	0	0.00%
Blue Nile	3	0.37%	0	1	2	3	1.42%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Central Equatoria	60	7.44%	5	1	11	17	8.02%	2	2	5	9	4.84%	3	8	6	17	7.20%	6	9	2	17	9.88%
Darfur	42	5.21%	2	5	0	7	3.30%	5	0	2	7	3.76%	10	8	3	21	8.90%	2	4	1	7	4.07%
Eastern Equatoria	19	2.36%	0	0	4	4	1.89%	5	0	2	7	3.76%	3	0	0	3	1.27%	2	2	1	5	2.91%
Eastern Sudan	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Jonglei	25	3.10%	0	4	1	5	2.36%	8	4	1	13	6.99%	0	1	2	3	1.27%	2	0	2	4	2.33%
Khartoum (state)	19	2.36%	0	1	3	4	1.89%	2	0	3	5	2.69%	5	1	1	7	2.97%	0	0	3	3	1.74%
Lakes	28	3.47%	0	7	1	8	3.77%	2	3	1	6	3.23%	0	5	4	9	3.81%	1	2	2	5	2.91%
National (all Sudan)	172	21.34%	20	20	17	57	26.89%	19	9	12	40	21.51%	18	18	20	56	23.73%	5	5	9	19	11.05%
Northern Bahr el Ghazal	13	1.61%	0	1	0	1	0.47%	1	1	7	9	4.84%	3	0	0	3	1.27%	0	0	0	0	0.00%
Regional North	5	0.62%	0	0	0	0	0.00%	4	0	0	4	2.15%	0	0	1	1	0.42%	0	0	0	0	0.00%
Regional South	230	28.54%	25	17	10	52	24.53%	20	18	18	56	30.11%	28	23	10	61	25.85%	19	19	23	61	35.47%
Regional Three Areas	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Southern Kordofan	9	1.12%	0	0	2	2	0.94%	1	0	0	1	0.54%	1	4	1	6	2.54%	0	0	0	0	0.00%
Unity	12	1.49%	1	3	0	4	1.89%	1	0	4	5	2.69%	0	3	0	3	1.27%	0	0	0	0	0.00%
Upper Nile	68	8.44%	7	4	13	24	11.32%	3	2	4	9	4.84%	8	5	2	15	6.36%	12	5	3	20	11.63%
Warrap	6	0.74%	0	1	0	1	0.47%	0	0	0	0	0.00%	1	1	3	5	2.12%	0	0	0	0	0.00%
Western Bahr El Ghazal	17	2.11%	2	5	0	7	3.30%	1	4	0	5	2.69%	1	2	0	3	1.27%	0	2	0	2	1.16%
Western Equatoria	68	8.44%	3	4	2	9	4.25%	4	4	2	10	5.38%	7	9	4	20	8.47%	10	13	6	29	16.86%
Other	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
TOTAL # OF STORIES	806	100.00%	67	77	68	212	100.00%	78	47	61	186	100.00%	90	89	57	236	100.00%	59	61	52	172	100.00%

2008

ANALYSIS OF SRS ORIGINAL STORIES FOR FY 08																						
NAME OF STATE	Annual Total	%	SEPT.	AUG.	JULY	Q4 TOTAL	%	JUNE	MAY	APR.	Q3 TOTAL	%	MARCH	FEB.	JAN.	Q2 TOTAL	%	DEC.	NOV.	OCT.	Q1 TOTAL	%
Abyei	43	4.67%	1	3	8	12	4.78%	11	10	3	24	10.17%	2	2	1	5	2.48%	0	2	0	2	0.87%
Blue Nile	2	0.22%	0	1	0	1	0.40%	0	0	0	0	0.00%	1	0	0	1	0.50%	0	0	0	0	0.00%
Central Equatoria	39	4.24%	1	4	3	8	3.19%	4	6	3	13	5.51%	4	2	2	8	3.96%	1	2	7	10	4.33%
Darfur	73	7.93%	9	8	6	23	9.16%	4	4	7	15	6.36%	5	1	8	14	6.93%	6	2	13	21	9.09%
Eastern Equatoria	23	2.50%	5	1	1	7	2.79%	2	5	3	10	4.24%	3	2	0	5	2.48%	1	0	0	1	0.43%
Eastern Sudan	4	0.43%	1	1	0	2	0.80%	0	0	0	0	0.00%	0	2	0	2	0.99%	0	0	0	0	0.00%
Jonglei	25	2.72%	2	1	0	3	1.20%	1	5	3	9	3.81%	2	4	4	10	4.95%	1	1	1	3	1.30%
Khartoum (state)	42	4.57%	3	10	3	16	6.37%	3	8	1	12	5.08%	4	4	1	9	4.46%	2	3	0	5	2.16%
Lakes	29	3.15%	0	1	1	2	0.80%	1	1	1	3	1.27%	9	4	3	16	7.92%	2	3	3	8	3.46%
National (all Sudan)	206	22.39%	16	19	18	53	21.12%	18	11	24	53	22.46%	14	12	6	32	15.84%	18	26	24	68	29.44%
Northern Bahr el Ghazal	11	1.20%	0	3	1	4	1.59%	0	0	4	4	1.69%	0	0	2	2	0.99%	0	0	1	1	0.43%
Regional North	8	0.87%	2	2	0	4	1.59%	1	0	0	1	0.42%	0	2	1	3	1.49%	0	0	0	0	0.00%
Regional South	222	24.13%	17	23	16	56	22.31%	15	26	12	53	22.46%	23	12	13	48	23.76%	11	24	30	65	28.14%
Regional Three Areas	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Southern Kordofan	3	0.33%	0	0	1	1	0.40%	0	0	2	2	0.85%	0	0	0	0	0.00%	0	0	0	0	0.00%
Unity	28	3.04%	2	2	3	7	2.79%	0	2	4	6	2.54%	10	1	2	13	6.44%	0	1	1	2	0.87%
Upper Nile	79	8.59%	7	9	7	23	9.16%	2	6	7	15	6.36%	3	7	12	22	10.89%	8	6	5	19	8.23%
Warrap	1	0.11%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	1	0	0	1	0.43%
Western Bahr El Ghazal	19	2.07%	2	7	4	13	5.18%	2	0	2	4	1.69%	0	0	0	0	0.00%	0	0	2	2	0.87%
Western Equatoria	53	5.76%	10	3	1	14	5.58%	1	1	3	5	2.12%	2	6	4	12	5.94%	7	13	2	22	9.52%
Other	10	1.09%	0	1	1	2	0.80%	1	4	2	7	2.97%	0	0	0	0	0.00%	1	0	0	1	0.43%
TOTAL # OF STORIES	920	100.00%	78	99	74	251	100.00%	66	89	81	236	100.00%	82	61	59	202	100.00%	59	83	89	231	100.00%

2009

ANALYSIS OF SRS ORIGINAL STORIES FOR FY 09																						
NAME OF STATE	Annual Total	%	SEPT.	AUG.	JULY	Q4 TOTAL	%	JUNE	MAY	APR.	Q3 TOTAL	%	MARCH	FEB.	JAN.	Q2 TOTAL	%	DEC.	NOV.	OCT.	Q1 TOTAL	%
Abyei	35	2.96%	1	2	19	22	8.09%	3	0	5	8	2.37%	0	0	0	0	0.00%	4	1	0	5	2.07%
Blue Nile	12	1.01%	0	2	0	2	0.74%	0	0	1	1	0.30%	0	1	3	4	1.20%	0	4	1	5	2.07%
Central Equatoria	47	3.97%	7	2	1	10	3.68%	3	10	2	15	4.45%	7	3	2	12	3.59%	5	3	2	10	4.15%
Darfur	137	11.57%	7	8	10	25	9.19%	17	17	17	51	15.13%	20	10	8	38	11.38%	10	10	3	23	9.54%
Eastern Equatoria	13	1.10%	3	1	0	4	1.47%	1	0	1	2	0.59%	0	1	0	1	0.30%	2	1	3	6	2.49%
Eastern Sudan	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Gedaref	1	0.08%	0	1	0	1	0.37%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Jonglei	66	5.57%	9	7	4	20	7.35%	1	11	9	21	6.23%	5	6	6	17	5.09%	0	5	3	8	3.32%
Khartoum (state)	59	4.98%	9	8	10	27	9.93%	8	5	5	18	5.34%	2	2	2	6	1.80%	5	2	1	8	3.32%
Lakes	23	1.94%	1	1	2	4	1.47%	1	0	0	1	0.30%	4	1	4	9	2.69%	6	2	1	9	3.73%
National (all Sudan)	347	29.31%	23	19	19	61	22.43%	44	33	38	115	34.12%	43	26	38	107	32.04%	23	27	14	64	26.56%
Northern Bahr el Ghazal	5	0.42%	0	0	0	0	0.00%	3	0	0	3	0.89%	2	0	0	2	0.60%	0	0	0	0	0.00%
Regional North	10	0.84%	1	1	1	3	1.10%	2	1	4	7	2.08%	0	0	0	0	0.00%	0	0	0	0	0.00%
Regional South	215	18.16%	14	17	12	43	15.81%	12	24	16	52	15.43%	20	15	35	70	20.96%	19	14	17	50	20.75%
Regional Three Areas	1	0.08%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	1	0	0	1	0.41%
Southern Kordofan	18	1.52%	1	0	1	2	0.74%	0	3	3	6	1.78%	4	1	1	6	1.80%	1	1	2	4	1.66%
Unity	39	3.29%	4	3	2	9	3.31%	0	2	1	3	0.89%	2	3	8	13	3.89%	4	3	7	14	5.81%
Upper Nile	60	5.07%	5	0	2	7	2.57%	5	6	4	15	4.45%	2	6	13	21	6.29%	5	5	7	17	7.05%
Warrap	6	0.51%	1	0	0	1	0.37%	1	1	0	2	0.59%	0	0	0	0	0.00%	1	1	1	3	1.24%
Western Bahr El Ghazal	39	3.29%	6	3	7	16	5.88%	1	1	4	6	1.78%	0	2	5	7	2.10%	8	1	1	10	4.15%
Western Equatoria	35	2.96%	4	4	3	11	4.04%	2	2	1	5	1.48%	8	4	6	18	5.39%	0	0	1	1	0.41%
Gezira	6	0.51%	2	0	0	2	0.74%	1	0	0	1	0.30%	1	0	0	1	0.30%	0	0	2	2	0.83%
Other	11	0.93%	1	1	1	3	1.10%	2	2	1	5	1.48%	0	0	2	2	0.60%	0	0	1	1	0.41%
TOTAL # OF STORIES	1184	100.00%	99	79	94	272	100.00%	107	118	112	337	100.00%	120	81	133	334	100.00%	94	80	67	241	100.00%

2010

ANALYSIS OF SRS ORIGINAL STORIES FOR FY 10																						
NAME OF STATE	FY2010 Total	%	SEP	AUG	JUL	Q4 TOTAL	%	JUNE	MAY	APR	Q3 TOTAL	%	MAR	FEB	JAN	Q2 TOTAL	%	DEC	NOV	OCT	Q1 TOTAL	%
Abyei	20	1.27%	3	4	3	10	2.11%	1	0	1	2	0.52%	1	1	1	3	0.79%	1	2	2	5	1.46%
Blue Nile State	10	0.63%	1	0	0	1	0.21%	0	2	2	4	1.04%	0	0	4	4	1.06%	0	0	1	1	0.29%
Central Equatoria state	216	13.67%	30	36	28	94	19.79%	20	8	21	49	12.76%	18	11	14	43	11.38%	9	15	6	30	8.75%
Darfur (Regional)	114	7.22%	15	6	15	36	7.58%	11	11	6	28	7.29%	14	8	6	28	7.41%	5	7	10	22	6.41%
Eastern Equatoria	8	0.51%	2	0	0	2	0.42%	0	2	3	5	1.30%	0	0	0	0	0.00%	0	1	0	1	0.29%
Eastern Sudan	9	0.57%	0	0	0	0	0.00%	1	0	0	1	0.26%	0	4	0	4	1.06%	0	2	2	4	1.17%
Jazira state	1	0.06%	0	0	0	0	0.00%	0	0	1	1	0.26%	0	0	0	0	0.00%	0	0	0	0	0.00%
Jonglei state	41	2.59%	6	6	0	12	2.53%	1	3	1	5	1.30%	5	1	9	15	3.97%	3	3	3	9	2.62%
Khartoum (state)	323	20.44%	26	36	18	80	16.84%	29	27	20	76	19.79%	58	34	28	120	31.75%	29	14	4	47	13.70%
Lakes state	32	2.03%	3	3	6	12	2.53%	6	3	5	14	3.65%	3	0	1	4	1.06%	1	1	0	2	0.58%
National (all Sudan)	257	16.27%	30	17	8	55	11.58%	8	6	41	55	14.32%	26	11	20	57	15.08%	22	34	34	90	26.24%
North Darfur state	18	1.14%	2	1	2	5	1.05%	2	1	1	4	1.04%	0	0	3	3	0.79%	5	0	1	6	1.75%
Northern Bahr el Ghazal	4	0.25%	3	0	0	3	0.63%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	1	0	1	0.29%
Northern Kordofan state	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Northern state	1	0.06%	0	1	0	1	0.21%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Other	44	2.78%	2	0	15	17	3.58%	9	1	4	14	3.65%	1	3	6	10	2.65%	2	1	0	3	0.87%
Qadarif state	3	0.19%	0	0	0	0	0.00%	0	0	1	1	0.26%	0	1	0	1	0.26%	0	0	1	1	0.29%
Red Sea state	45	2.85%	20	11	14	45	9.47%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Regional North	7	0.44%	0	0	0	0	0.00%	2	0	1	3	0.78%	0	0	1	1	0.26%	0	1	2	3	0.87%
Regional South	177	11.20%	20	13	16	49	10.32%	12	16	8	36	9.38%	11	16	16	43	11.38%	19	18	12	49	14.29%
Regional Three Areas	2	0.13%	1	0	0	1	0.21%	0	0	0	0	0.00%	0	0	0	0	0.00%	1	0	0	1	0.29%
Sennar state	1	0.06%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	1	1	0.26%	0	0	0	0	0.00%
Southern Darfur state	31	1.96%	3	8	4	15	3.16%	1	3	5	9	2.34%	2	2	0	4	1.06%	2	0	1	3	0.87%
Southern Kordofan	17	1.08%	1	1	1	3	0.63%	2	3	1	6	1.56%	1	0	3	4	1.06%	0	2	2	4	1.17%
Unity state	44	2.78%	3	5	0	8	1.68%	3	2	11	16	4.17%	2	4	3	9	2.38%	4	5	2	11	3.21%
Upper Nile state	48	3.04%	0	4	5	9	1.89%	6	3	6	15	3.91%	0	1	0	1	0.26%	13	5	5	23	6.71%
Warrab state	5	0.32%	0	0	1	1	0.21%	1	1	1	3	0.78%	1	0	0	1	0.26%	0	0	0	0	0.00%
Western Bahr el Ghazal state	20	1.27%	0	2	0	2	0.42%	1	4	2	7	1.82%	0	0	0	0	0.00%	1	4	6	11	3.21%
Western Darfur state	26	1.65%	1	1	0	2	0.42%	2	4	1	7	1.82%	4	4	1	9	2.38%	5	2	1	8	2.33%
Western Equatoria state	56	3.54%	8	2	2	12	2.53%	7	6	10	23	5.99%	1	0	12	13	3.44%	4	3	1	8	2.33%
TOTAL # OF STORIES	1580	100.00%	180	157	138	475	100.00%	125	106	153	384	100.00%	148	101	129	378	100.00%	126	121	96	343	100.00%

2011 (Pre-Independence)

GEOGRAPHICAL ANALYSIS OF SRS ORIGINAL STORIES															
FY 11 Q1-Q3 FY 2011 (Pre-Independence)															
NAME OF STATE	Dec.	Nov.	Oct.	Q1 TOTAL	%	Mar.	Feb.	Jan.	Q2 TOTAL	%	June	May	Apr.	Q3 TOTAL	%
Abyei	5	8	20	33	7.13%	9	5	6	20	4.32%	12	20	5	37	8.55%
Blue Nile State	0	0	7	7	1.51%	0	0	0	0	0.00%	2	1	0	3	0.69%
Central Equatoria	36	37	45	118	25.49%	68	57	65	190	41.04%	73	56	57	186	42.96%
Darfur (Regional)	10	3	3	16	3.46%	4	6	3	13	2.81%	0	2	0	2	0.46%
Eastern Equatoria	0	1	1	2	0.43%	1	1	0	2	0.43%	6	1	2	9	2.08%
Eastern Sudan	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Jezeera Slate	0	0	1	1	0.22%	0	0	0	0	0.00%	0	0	0	0	0.00%
Jonglei State	3	9	4	16	3.46%	6	3	2	11	2.38%	4	6	4	14	3.23%
Khartoum (State)	25	33	22	80	17.28%	18	18	11	47	10.15%	17	14	11	42	9.70%
Lakes State	3	12	4	19	4.10%	3	7	6	16	3.46%	7	7	4	18	4.16%
National (all Sudan)	0	2	4	6	1.30%	0	0	0	0	0.00%	13	0	3	16	3.70%
North Darfur State	0	1	1	2	0.43%	1	0	1	2	0.43%	0	1	2	3	0.69%
Northern Bahr el Ghazal	2	2	1	5	1.08%	0	1	0	1	0.22%	1	0	0	1	0.23%
Northern Kordofan	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Northern state	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Other	7	1	1	9	1.94%	7	8	2	17	3.67%	0	6	2	8	1.85%
Qadarif State	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Red sea	0	0	12	12	2.59%	0	0	0	0	0.00%	0	0	0	0	0.00%
Regional North	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Regional South	14	39	12	65	14.04%	9	5	35	49	10.58%	0	2	4	6	1.39%
Regional Three Areas	0	0	0	0	0.00%	0	0	1	1	0.22%	1	0	0	1	0.23%
River Nile State	0	0	0	0	0.00%	0	0	1	1	0.22%	0	0	0	0	0.00%
Sennar state	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Southern Darfur State	2	3	2	7	1.51%	0	2	0	2	0.43%	0	4	0	4	0.92%
Southern Kordofan	1	0	5	6	1.30%	7	2	5	14	3.02%	17	10	4	31	7.16%
Unity State	2	3	2	7	1.51%	8	3	4	15	3.24%	6	4	12	22	5.08%
Upper Nile State	0	6	1	7	1.51%	4	3	9	16	3.46%	1	0	3	4	0.92%
Warrab State	0	1	0	1	0.22%	0	0	1	1	0.22%	1	2	0	3	0.69%
Western Bahr el Ghazal State	13	3	6	22	4.75%	5	1	20	26	5.62%	0	5	2	7	1.62%
Western Darfur State	0	3	0	3	0.65%	0	1	0	1	0.22%	0	0	0	0	0.00%
Western Equatoria State	7	6	6	19	4.10%	6	2	10	18	3.89%	5	7	4	16	3.70%
TOTAL # OF STORIES	130	173	160	463	100.00%	156	125	182	463	100.00%	166	148	119	433	100.00%

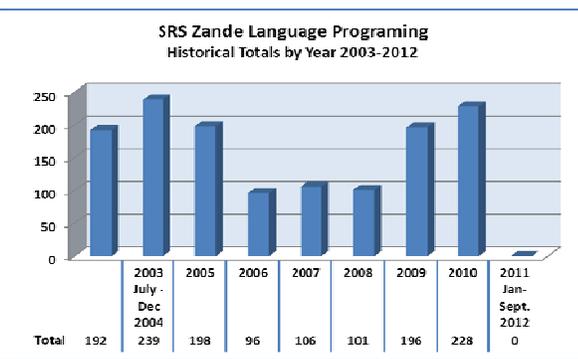
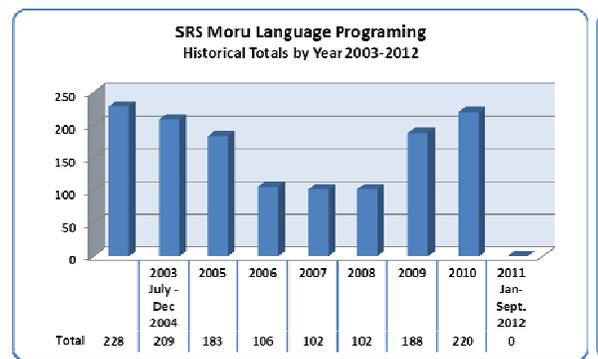
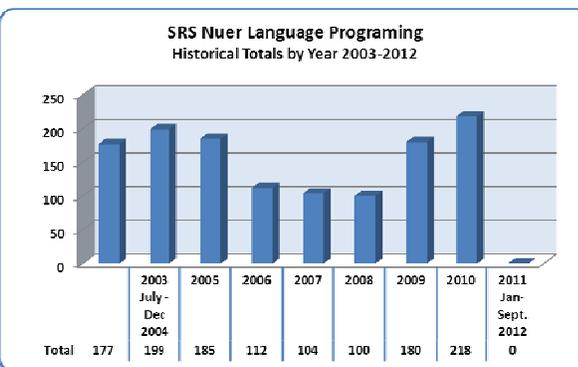
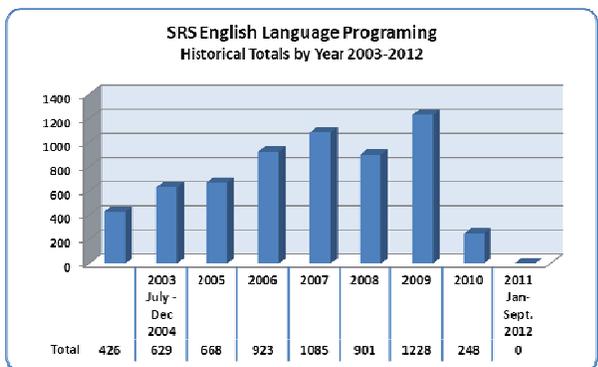
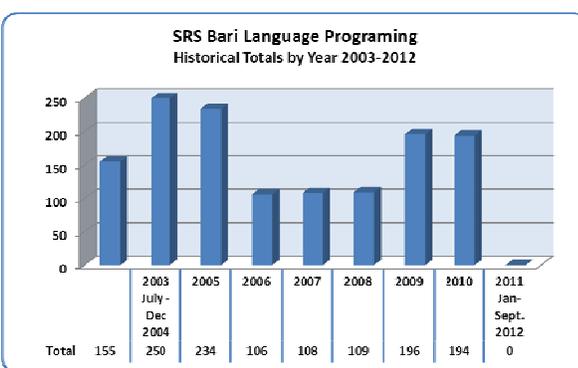
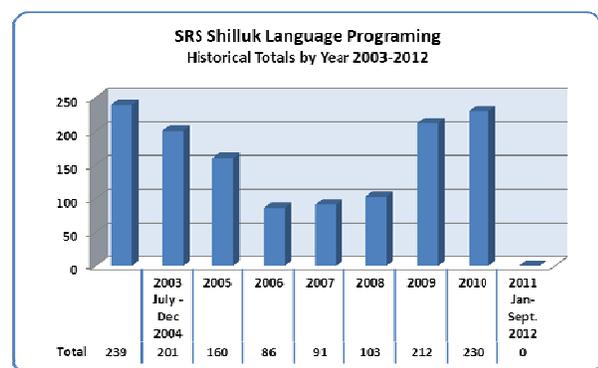
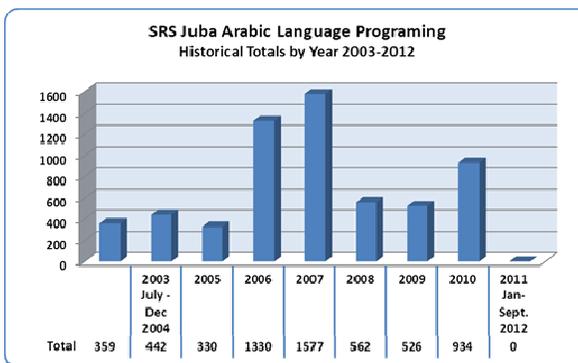
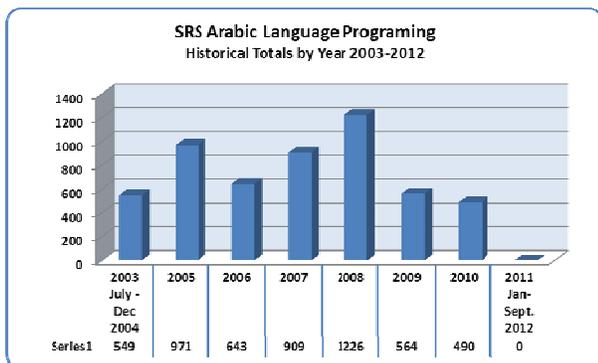
2011 (Post-Independence)

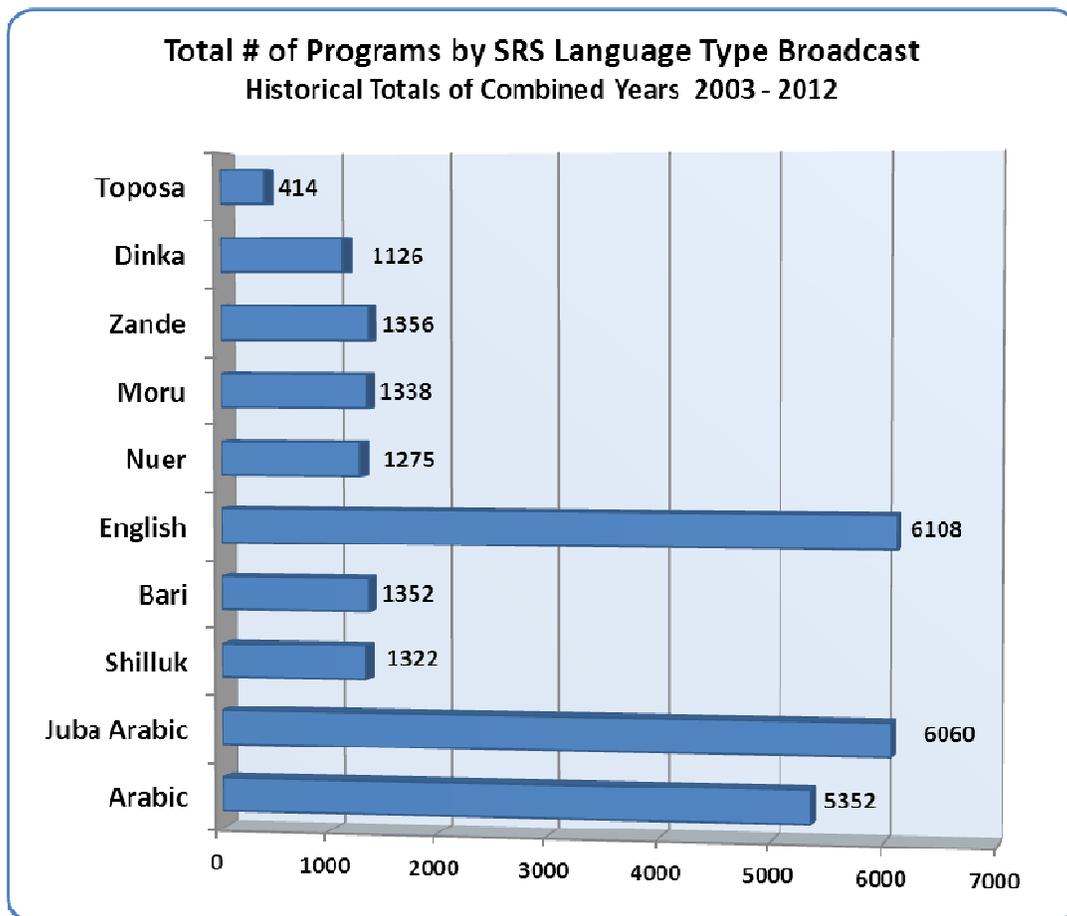
GEOGRAPHICAL ANALYSIS OF SRS ORIGINAL STORIES FOR Q4 FY 11					
NAME OF STATE	Sept.	Aug.	July	Q4 TOTAL	%
Abyei	1	5	4	10	1.95%
Blue Nile State	21	6	2	29	5.65%
Central Equatoria State	69	76	86	231	45.03%
Darfur (Regional)	2	0	2	4	0.78%
Eastern Equatoria State	4	5	1	10	1.95%
Eastern Sudan	0	0	0	0	0.00%
Jezeera State	0	0	0	0	0.00%
Jonglei State	6	12	4	22	4.29%
Khartoum (State)	18	5	10	33	6.43%
Lakes State	6	7	9	22	4.29%
North Darfur State	0	0	1	1	0.19%
Northern Bahr el Ghazal	2	0	1	3	0.58%
Northern Kordofan	0	0	0	0	0.00%
Northern State	0	0	0	0	0.00%
Other	3	4	10	17	3.31%
Qadarif State	1	0	0	1	0.19%
Red Sea State	0	0	0	0	0.00%
Regional Three Areas	1	0	1	2	0.39%
River Nile State	0	0	0	0	0.00%
Sennar state	0	1	0	1	0.19%
South Sudan (National)	5	7	3	15	2.92%
Southern Darfur State	0	0	0	0	0.00%
Southern Kordofan State	19	26	20	65	12.67%
Sudan	0	0	0	0	0.00%
Unity State	1	4	5	10	1.95%
Upper Nile State	4	3	2	9	1.75%
Warrab State	2	5	0	7	1.36%
Western Bahr el Ghazal State	2	3	1	6	1.17%
Western Darfur State	0	0	0	0	0.00%
Western Equatoria State	3	6	6	15	2.92%
TOTAL # OF STORIES	170	175	168	513	100.00%

2012

GEOGRAPHICAL ANALYSIS OF SRS ORIGINAL NEWS STORIES																						
FY 12																						
NAME OF STATE	FY 2012	FY 2012 %	Sept.	Aug.	July	Q4 TOTAL	%	June	May	April	Q3 TOTAL	%	Mar.	Feb.	Jan.	Q2 TOTAL	%	Dec.	Nov.	Oct.	Q1 TOTAL	%
Abyei	21	1.30%	0	0	2	2	0.52%	2	7	1	10	2.35%	1	0	4	5	1.32%	2	0	2	4	0.96%
Blue Nile State	11	0.68%	0	0	2	2	0.52%	1	2	0	3	0.71%	0	1	0	1	0.26%	1	2	2	5	1.20%
Central Equatoria State	826	51.30%	63	73	72	208	53.61%	61	68	78	207	48.71%	72	49	69	190	50.00%	65	75	81	221	53.00%
Darfur (Regional)	2	0.12%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	2	0	0	2	0.48%
Eastern Equatoria State	45	2.80%	3	6	1	10	2.58%	2	8	1	11	2.59%	1	1	4	6	1.58%	3	3	12	18	4.32%
Eastern Sudan	1	0.06%	0	0	0	0	0.00%	0	0	0	0	0.00%	1	0	0	1	0.26%	0	0	0	0	0.00%
Heglig	24	1.49%	0	0	0	0	0.00%	2	3	19	24	5.65%	0	0	0	0	0.00%	0	0	0	0	0.00%
Jezeera State	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Jonglei State	134	8.32%	9	15	5	29	7.47%	16	9	11	36	8.47%	19	6	21	46	12.11%	9	6	8	23	5.52%
Khartoum (State)	77	4.78%	5	8	6	19	4.90%	2	8	9	19	4.47%	2	9	5	16	4.21%	11	0	12	23	5.52%
Lakes State	48	2.98%	0	5	3	8	2.06%	7	3	2	12	2.82%	2	4	2	8	2.11%	3	9	8	20	4.80%
Northern Darfur State	3	0.19%	0	1	0	1	0.26%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	2	2	0.48%
Northern Bahr el Ghazal	23	1.43%	1	1	5	7	1.80%	3	2	0	5	1.18%	2	2	2	6	1.58%	1	3	1	5	1.20%
Northern Kordofan	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Northern State	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Other	106	6.58%	14	17	14	45	11.60%	9	16	1	26	6.12%	11	6	4	21	5.53%	7	3	4	14	3.36%
Qadarif State	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Red Sea State	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Regional Three Areas	1	0.06%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	1	0	0	1	0.24%
River Nile State	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Sennar state	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
South Sudan (National)	67	4.16%	2	5	2	9	2.32%	4	6	10	20	4.71%	10	7	8	25	6.58%	7	5	1	13	3.12%
Southern Darfur State	2	0.12%	0	0	0	0	0.00%	0	0	0	0	0.00%	1	0	0	1	0.26%	1	0	0	1	0.24%
Southern Kordofan State	15	0.93%	1	1	0	2	0.52%	0	4	1	5	1.18%	1	0	0	1	0.26%	2	2	3	7	1.68%
Sudan	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Unity State	49	3.04%	2	1	7	10	2.58%	1	5	9	15	3.53%	2	5	4	11	2.89%	4	5	4	13	3.12%
Upper Nile State	46	2.86%	3	1	6	10	2.58%	0	2	5	7	1.65%	3	2	8	13	3.42%	3	9	4	16	3.84%
Warrab State	39	2.42%	1	4	5	10	2.58%	3	1	2	6	1.41%	3	5	8	16	4.21%	2	4	1	7	1.68%
Western Bahr el Ghazal State	30	1.86%	0	2	5	7	1.80%	2	2	4	8	1.88%	1	1	3	5	1.32%	1	4	5	10	2.40%
Western Darfur State	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%	0	0	0	0	0.00%
Western Equatoria State	40	2.48%	2	4	3	9	2.32%	7	2	2	11	2.59%	5	2	1	8	2.11%	5	1	6	12	2.88%
TOTAL # OF STORIES	1610	100.00%	106	144	138	388	100.00%	122	148	155	425	100.00%	137	100	143	380	#####	130	131	156	417	100.00%

ANNEX III - Local Language Breakouts (Shortwave) – Life of Project





ANNEX IV - Sample Feedback Forum Report – 2012 Session in Juba, South Sudan

Note: This session was hosted after the official name change from EDC/SRS 98.6 FM to EYE Radio, but prior to the operational transfer to Internews. It follows the format of previous Forums hosted under the SRS 98.6 FM station name.

The Report in its entirety begins on the following page.



Eye Radio Feedback Forum Results Draft Report

Monitoring & Evaluation

Summary

In September, SRS/Eye Radio hosted a feedback forum made up of three groups of people from Juba in Central Equatoria State, South Sudan. The overall goal and objectives of the feedback forum was to -

1. Collect generic listener feedback regarding radio listening habits that can be quantified
2. Collect direct listener opinion/feedback on actual EYE/SRS sample audio programs
3. Collect direct listener opinion/feedback on EYE/SRS programming that can be quantified
4. Collect direct listener opinion/feedback on preferred types of future program development

The sessions were divided into the following three segments:

1. The first part was to gather general information about participants listening habits
2. During the second part, we listened to short samples of radio programs and asked participants to rate them
3. The third part, we asked participants some additional informational questions and which was then followed by a quick activity

During the sessions there was no mention of the EYE/SRS association until after the group listening activity to evaluate various shows. At the end of the session, participants were asked to participate in an activity designed to measure which types of programs the listeners most wish to see/hear on EYE Radio.

Information was gathered in the following three ways:

1. Written recording of question responses onto pre-prepared charts that will be filled in during each of the sessions.
2. Audio recording of participant responses that will be translated and transcribed for post-session review and inclusion in a final report.
3. Activity where each participant was given ten beans and asked to distribute them among various topic subjects so that the interest per topic can be transformed into a percentage and allow for a ranking to be done.

We had breaks throughout the sessions during which participants were offered some food and beverages. We requested participants to turn off your phones or put them to vibrate while we're in the room. Below is a summary table of questions and activities

Questions/Activities, Measures and Informational Uses

Question	Data Collection Format	Type of Measure	Information Use(s)
Preferred Radio Stations (chosen from a master list of stations or simply record responses as they are said)	Quantitative Table of Participants Responses	Understanding of the typical listeners preferred choices of radio stations	Gives programming development and scheduling an understanding of competition
Why do you listen/choose to the station indicated?	Recording of the listener responses	Ad-hoc collection of listener opinions	Gives programming development and scheduling an understanding of competition and translated responses can be used in findings/assessment report

Frequency of Listening - # of days per week and sub-question of which days per week	Quantitative Table of Participants Responses	Understanding of the typical listening time spent for an average radio listener and which days	Gives programming development and scheduling the days/times when there is likely to be more people listening to the radio and can be a guide as to when to air new programs and/or repeats
Preferred Broadcast Listening Time – hourly blocks of the day when people listen blocks of 6-8am; 8- 10am; 10am-2pm; 2- 4pm; 4-6pm; 6-8pm; 8- 12pm	Quantitative Table of Participants Responses	Understanding of the typical listening time blocks for an average radio listener	Gives programming development and scheduling the times of the day when there is likely to be more people listening to the radio and when to air new programs and repeats
Preferred Broadcast Language with sub question of type of program in that language is most important	Quantitative Table of Participants Responses	Understanding of the typical listener language preference and type of program preferred in the local language for an average radio listener	Gives programming development and scheduling the types of shows and which languages are preferred in the local language format

Question	Data Collection Format	Type of Measure	Information Use(s)
Group Listening Activity – Play a segment of an EYE/SRS show and request direct participant feedback	Two Parts - Quantitative - Table of Participants Evaluation Responses Qualitative – Recording of participants comments regarding the segment which was played to the group	Opinion Survey of participants	Gives programming development and management an indication of listener opinion/evaluation of EYE/SRS shows and programming

Question	Data Collection Format	Type of Measure	Information Use(s)
Recognition of EYE RADIO name change from SRS 98.6	Quantitative Table of Participants Responses – yes/no only	Tabulation of yes/no responses to create a percentage measure	Provides a measurement for how effective the re-branding campaign has been in the general community

Activity	Data Collection Format	Type of Measure	Information Use(s)
EYE/SRS Radio Listener identification and Trust Assessment of EYE RADIO Programs (only from those who indicated that they listen or know EYE/SRS programming)	Quantitative Table of Participants Responses	Tabulation of Responses to create a percentage measure of trust in programming	Gives programming Development and management an indication of listener trust in programming
Knowledge Gained Assessment of EYE RADIO Programs (only from those who indicated that they listen or know EYE/SRS programming)	Quantitative Table of Participants Responses	Tabulation of responses to create an indicative assessment of knowledge gained via programming (and which shows)	Gives programming development and management an indication of listener perceptions of programming
Program by Program Rating of likability – like very much; like better than most; Indifferent; Don't like; Don't know the program (only from those who indicated that they listen or know EYE/SRS programming)	Quantitative Table of Participants Responses	Tabulation of Program Satisfaction responses to create an indicative assessment of programming (and which shows)	Gives programming development and management an indication of listener perceptions of programming

Activity	Data Collection Format	Type of Measure	Information Use(s)
Participants will distribute 10 beans over a variety of topics/subjects with instructions to place more beans in those areas where their interest is greater	Recording/counting the number of beans placed on each of the sample subjects/topics offered	Conversion of the number of beans per topic into a percentage which can then be placed into a categorized ranking among all the topics	Gives programming development and management an indication of listener preferences of programming they are most interested in hearing on the radio

Results/Findings:

The Forum was conducted using three groups of participants namely an all men's group, an all-women's group, and a youth group. Below is a profile of each of the group.

Men's Group Profile

Group 1	Sex	Age	First Language	Second Language	Occupation
Men's	Male	27	Acholi	English	Student
Men's	Male	27	Acholi	English	Student
Men's	Male	30	Faritik	Arabic	Unemployed
Men's	Male	42	Kakwa / Arabic	English	Football Coach
Men's	Male	47	Arabic	English	Official
Men's	Male	30	Acholi	English	Journalist
Men's	Male	40	Bari	Arabic	Football Referee
Men's	Male	50	Bari	Arabic	Driver
Men's	Male	51	Bari	English	Football Coach
Men's	Male	48	KuKu	English	Community Worker
Men's	Male	37	Kakwa	English	Driver
Average Age		39			

Women's Group Profile

Group 2	Sex	Age	First Language	Second Language	Occupation
Women's	Female	45	English	Arabic	Researcher
Women's	Female	35	Classical Arabic	English	Woman's Activist
Women's	Female	37	Classical Arabic	English	Youth Officer
Women's	Female	33	Bari	Arabic	Teacher
Women's	Female	42	Bari	Arabic	HIV/AIDS Prog. Officer
Women's	Female	40	Mundo	English	Secretary
Women's	Female	58	KuKu	English	M.USSAP
Women's	Female	35	Arabic	English	Student
Women's	Female	34	English	Arabic	Businessperson
Women's	Female	43	Zande	Arabic	Housewife
Average Age		40			

Youth Group Profile

Group 3	Sex	Age	First Language	Second Language	Occupation
Youth	Male	26	English	Bari	Student
Youth	Male	22	Arabic	English	Student
Youth	Male	25	Godo	English	Student
Youth	Male	27	Kakwa	English	Student
Youth	Male	25	Moru	Arabic	Student
Youth	Female	24	Madi	English	Student
Youth	Female	23	KuKu	English	Student
Youth	Male	26	Moru	English	Student
Youth	Female	25	KuKu	English	Student
Youth	Female	25	Nyambara	Arabic	Student
Youth	Female	19	Bari	English	Student
Youth	Male	25	Moru	English	Student
Youth	Female	24	Moru	English	Student
Average Age		24			

Preferred Radio Stations:

Each group was asked to identify which radio stations they typically listen to. The first table below shows those stations and lists by percentages the number of listener per station per group and also as a compilation of all groups combined. The second table breaks out by percentage the top four stations listened to by each group and overall.

Frequently Listened to Radio Stations - Top Stations Identified by Participants									
Name of Radio Station		Men	%	Women	%	Youth	%	Total	%
1	Miraya	11	100%	10	100%	6	46%	27	79%
2	Capital	2	18%	1	10%	5	38%	8	24%
3	BBC	8	73%	8	80%	8	62%	24	71%
4	Junubna	0	0%	1	10%	0	0%	1	3%
5	Bakhita	8	73%	6	60%	6	46%	20	59%
6	SRS/Eye Radio	10	91%	7	70%	7	54%	24	71%
7	VOP	2	18%	1	10%	3	23%	6	18%
8	Liberty	4	36%	2	20%	0	0%	6	18%
9	Omdurman	1	9%	0	0%	0	0%	1	3%
10	SSR	7	64%	5	50%	2	15%	14	41%
11	DW Germany	2	18%	0	0%	0	0%	2	6%
12	Vatican	2	18%	0	0%	0	0%	2	6%
13	VOA	0	0%	0	0%	0	0%	0	0%

By Group - Top Four Frequently Listened to Stations							
Men	%	Women	%	Youth	%	Total	%
Miraya	100%	Miraya	100%	BBC	62%	Miraya	79%
SRS/EYE	91%	BBC	80%	SRS/EYE	54%	SRS/EYE	71%
BBC	73%	SRS/EYE	70%	Miraya	46%	BBC	71%
Bakhita	73%	Bakhita	60%	Bakhita	46%	Bakhita	59%

Days and Times of the day when listeners tune into radio programming

How many Days per Week do you Listen to the Radio?								
	Participant Group	1 Day per Week	2 Days per Week	3 Days per Week	4 Days per Week	5 Days per Week	6 Days per Week	7 Days per Week
1	Men					2		9
2	Women				1			9
3	Youth				1		2	10
	% Total	0%	0%	0%	6%	6%	6%	82%

Most participants listen to the radio seven days per week.

As shown in the table below, most listeners tend to tune in early morning and in the evening with increasing listening occurring after 8pm. Women tend to increase their listening starting in the afternoon from 4-6pm and from 6-8pm. This might suggest that airing programs geared to that audience during the time blocks of 4-6pm and 6-8pm would be beneficial.

What Times of the Day do you Listen to the Radio?								
	Participant Group	6-8 AM	8-10 AM	10 AM - 2 PM	2-4 PM	4-6 PM	6-8 PM	8-12 PM
1	Men	11	5	4	4	4	5	11
	11 in Group	100%	45%	36%	36%	36%	45%	100%
2	Women	10	4	3	2	7	9	9
	10 in Group	100%	40%	30%	20%	70%	90%	90%
3	Youth	10	4	2	0	1	6	9
	13 in Group	77%	31%	15%	0%	8%	46%	69%
	% Total	91%	38%	26%	18%	35%	59%	85%

Preferred Broadcast Language and Type of Programs wanted in that Language

We asked participants to choose their first and second preferred broadcast languages the breakdown is as shown in the table below. Participants were also asked to state which types of programming they would like to hear in the first preferred language and in their second preferred languages. The program types were grouped into News and Non-News categories so that trends could be easier identified.

English and Arabic have the highest preferred first language percentages and 91% of the combined groups said that English and Arabic are the two languages that listeners want to hear their news broadcasts in. English Language News is most desired at 56% while the Arabic Language News makes up 35% of the total focus group participants.

1st Language Preference?

	Participant group	English Preferred	Arabic Preferred	Bari Preferred	Dinka Preferred
1	Men	7	4	0	0
		63.6%	36.4%	0.0%	0.0%
2	Women	5	5	0	0
		50.0%	50.0%	0.0%	0.0%
3	Youth	9	4	0	0
		69.2%	30.8%	0.0%	0.0%
	% Totals	61.8%	38.2%	0.0%	0.0%

Preferred Type of Programming for 1st Language Type				
	News Programming	% Across all Groups	Non-News Programming	% Across all Groups
English	19	55.9%	2	5.9%
Arabic	12	35.3%	1	2.9%
Bari	0	0.0%	0	0.0%
Moru	0	0.0%	0	0.0%
Dinka	0	0.0%	0	0.0%

On the second preferred language there was a dramatic shift towards wanting to hear the Non-News programming in Arabic.

2nd Language Preference?

	English Preferred	Arabic Preferred	Bari Preferred	Moru Preferred	Dinka Preferred	
1	Men	3	5	2	2	1
		27.3%	45.5%	18.2%	18.2%	9.1%
2	Women	1	5	3	1	0
		10.0%	50.0%	30.0%	10.0%	0.0%
3	Youth	3	9	1	0	0
		23.1%	69.2%	7.7%	0.0%	0.0%
	% Totals	20.6%	55.9%	17.6%	8.8%	2.9%

Preferred Type of Programming for 2nd Language Type				
	News Programming	% Across all Groups	Non-News Programming	% Across all Groups
English	2	5.9%	5	14.7%
Arabic	2	5.9%	18	52.9%
Bari	3	8.8%	3	8.8%
Moru	0	0.0%	1	2.9%
Dinka	0	0.0%	0	0.0%

Listener Evaluation of Program Segments that were played to them during the Feedback Forum

The table on the left charts reflects the actual responses per group and presents an **Overall Percentage** for each rating category using the combined totals from all the groups. The second table on the right calculates the percentages for each rating category just using responses from each sub-group. The final two tables summarize the responses from all the previous tables combined to get an overall idea of how participants felt about all the Eye Radio program segments they heard.

Listener Feedback of Sample Program					
Type of Sample Program: English News					
Participant Group	Excellent	Above Average	Average	Below Average	Poor
Men's	2	7	2	0	0
Women's	6	0	4	0	0
Youth	6	5	2	0	0
Total	14	12	8	0	0
Response %	41.2%	35.3%	23.5%	0.0%	0.0%

Listener Feedback of Sample Program						
Type of Sample Program: English News						
Sub-Groups	Total # of Participants	Excellent	Above Average	Average	Below Average	Poor
Men Only	11	18%	64%	18%	0%	0%
Women Only	10	60%	0%	40%	0%	0%
Youth Only	13	46%	38%	15%	0%	0%

Listener Feedback of Sample Program					
Type of Sample Program: NGO Forum					
Participant Group	Excellent	Above Average	Average	Below Average	Poor
Men's	6	3	2	0	0
Women's	8	1	1	0	0
Youth	10	1	2	0	0
Total	24	5	5	0	0
Response %	70.6%	14.7%	14.7%	0.0%	0.0%

Listener Feedback of Sample Program						
Type of Sample Program: NGO Forum						
Sub-Groups	Total # of Participants	Excellent	Above Average	Average	Below Average	Poor
Men Only	11	55%	27%	18%	0%	0%
Women Only	10	80%	10%	10%	0%	0%
Youth Only	13	77%	8%	15%	0%	0%

Listener Feedback of Sample Program					
Type of Sample Program: Children in Our Lives					
Participant Group	Excellent	Above Average	Average	Below Average	Poor
Men's	4	3	4	0	0
Women's	8	0	2	0	0
Youth	10	1	1	1	0
Total	22	4	7	1	0
Response %	64.7%	11.8%	20.6%	2.9%	0.0%

Listener Feedback of Sample Program						
Type of Sample Program: Children in Our Lives						
Sub-Groups	Total # of Participants	Excellent	Above Average	Average	Below Average	Poor
Men Only	11	36%	27%	36%	0%	0%
Women Only	10	80%	0%	20%	0%	0%
Youth Only	13	77%	8%	8%	8%	0%

Listener Feedback of Sample Program					
Type of Sample Program: Panorama					
Participant Group	Excellent	Above Average	Average	Below Average	Poor
Men's	6	3	2	0	0
Women's	9	1	0	0	0
Youth	5	5	3	0	0
Total	20	9	5	0	0
Response %	58.8%	26.5%	14.7%	0.0%	0.0%

Listener Feedback of Sample Program						
Type of Sample Program: Panorama						
Sub-Groups	Total # of Participants	Excellent	Above Average	Average	Below Average	Poor
Men Only	11	55%	27%	18%	0%	0%
Women Only	10	90%	10%	0%	0%	0%
Youth Only	13	38%	38%	23%	0%	0%

Listener Feedback of Sample Program					
Type of Sample Program: Know Your Government					
Participant Group	Excellent	Above Average	Average	Below Average	Poor
Men's	6	2	3	0	0
Women's	3	3	4	0	0
Youth	10	3	0	0	0
Total	19	8	7	0	0
Response %	55.9%	23.5%	20.6%	0.0%	0.0%

Listener Feedback of Sample Program						
Type of Sample Program: Know Your Government						
Sub-Groups	Total # of Participants	Excellent	Above Average	Average	Below Average	Poor
Men Only	11	55%	18%	27%	0%	0%
Women Only	10	30%	30%	40%	0%	0%
Youth Only	13	77%	23%	0%	0%	0%

Listener Feedback of Sample Program					
Type of Sample Program: Health for All					
Participant Group	Excellent	Above Average	Average	Below Average	Poor
Men's	1	2	8	0	0
Women's	0	1	9	0	0
Youth	7	4	2	0	0
Total	8	7	19	0	0
Response %	23.5%	20.6%	55.9%	0.0%	0.0%

Listener Feedback of Sample Program						
Type of Sample Program: Health for All						
Sub-Groups	Total # of Participants	Excellent	Above Average	Average	Below Average	Poor
Men Only	11	9%	18%	73%	0%	0%
Women Only	10	0%	10%	90%	0%	0%
Youth Only	13	54%	31%	15%	0%	0%

Listener Feedback of Sample Program						Listener Feedback of Sample Program						
Type of Sample Program: All Programs						Type of Sample Program: All Programs						
Participant Group	Excellent	Above Average	Average	Below Average	Poor	Sub-Groups	Total # of Responses	Excellent	Above Average	Average	Below Average	Poor
Men's	25	20	21	0	0	Men Only	66	38%	30%	32%	0%	0%
Women's	34	6	20	0	0	Women Only	60	57%	10%	33%	0%	0%
Youth	48	19	10	1	0	Youth Only	78	62%	24%	13%	1%	0%
Total	107	45	51	1	0							
Response %	52.5%	22.1%	25.0%	0.5%	0.0%							

Knowledge of the Name Change

The table below suggests that overall the marketing was a success but if further targeting were to be done it might be better geared towards women and youth.

Did you know of the Name Change from 98.6 SRS FM to EYE Radio?		
	Participant Group	% of Groups that Knew of the Name Change from SRS to EYE Radio?
1	Men	11
	%	100.0%
2	Women	6
	%	60.0%
3	Youth	7
	%	53.8%
	% Total	70.6%

Trust in Programming Assessment

As you can see in the table below, both the overall listenership rate and the trust factor in EYE Programming are good.

Do you listen to either 98.6 SRS FM or EYE Radio?					
How much do you <u>Trust</u> the Programming Heard on SRS/EYE Radio Programs?					
	Participant Group	Do You Listen to SRS/EYE Radio?	YES Trust SRS/EYE Radio & Content	Mostly Trust but have some questions	No Don't Trust SRS/EYE Radio & Content
1	Men	11	9	2	0
	%	100.0%	81.8%	18.2%	0.0%
2	Women	10	9	0	1
	%	100.0%	90.0%	0.0%	10.0%
3	Youth	11	10	1	0
	%	84.6%	90.9%	9.1%	0.0%
	% Total	94.1%	82.4%	8.8%	2.9%

Assessing if Listeners feel that they have Gained Knowledge from listening to EYE Programming

Overall, the News, Health, Political and Civic Education Programming scored the highest among all the categories that participants were asked to rate. Each Sub-Group had some significant individual variances which might suggest differing listening habits and could help to better target certain program types towards that audience or assist writing to appeal to that group.

	Topic or Area Where Knowledge was increased	Number of Men who Indicated Yes to Knowledge Gain (when asked about each Topic)	% of Positive Responses	Number of Women who Indicated Yes to Knowledge Gain (when asked about each Topic)	% of Positive Responses	Number of Youth who Indicated Yes to Knowledge Gain (when asked about each Topic)	% of Positive Responses	Number of All Groups who Indicated Yes to Knowledge Gain (when asked about each Topic)	Total % of Positive Responses
1	Local News Awareness	11	100.0%	8	72.7%	8	72.7%	27	79.4%
2	National News Awareness	8	72.7%	1	9.1%	1	9.1%	10	29.4%
3	Int'l News Awareness	6	54.5%	3	27.3%	1	9.1%	10	29.4%
4	Political Awareness	6	54.5%	2	18.2%	8	72.7%	16	47.1%
5	Cultural Issues	5	45.5%	1	9.1%	1	9.1%	7	20.6%
6	Health Issues	7	63.6%	6	54.5%	6	54.5%	19	55.9%
7	Womens Issues	2	18.2%	2	18.2%	0	0.0%	4	11.8%
8	Family Issues	5	45.5%	5	45.5%	0	0.0%	10	29.4%
9	Business Issues	3	27.3%	2	18.2%	2	18.2%	7	20.6%
10	Peace & Development Issues	7	63.6%	2	18.2%	0	0.0%	9	26.5%
11	Civic Education Issues	10	90.9%	4	36.4%	0	0.0%	14	41.2%
12	Music	0	0.0%	0	0.0%	7	63.6%	7	20.6%
13	Sports	6	54.5%	0	0.0%	0	0.0%	6	17.6%

EYE RADIO Programs Assessment

Please note that each programs rating is an average. A score of 1 is the best score. Most programs fell in the 1-2 range suggesting that participants generally liked the programs. Scoring above a 2 indicates that there were several responses in the Average or Don't Like Rating Categories which dragged the rating down overall.

Rating Key: 1 = Like Very Much; 2 = Like Better than Most; 3 = Average; 4 = Don't Like													
Participant Groups / Categories	Program Names												
	News Programming	Know Your Government	NGO Forum	Road to Peace	Health for All	Our Voices	Panorama	A Date with an Artist	Education for Development	Hotline	Weekend Talkshow	Business Program	Sports
# of Men That Knew of the Program	11	4	8	6	5	5	7	4	10	5	4	5	8
% of Group with Knowledge of Show	100.0%	36.4%	72.7%	54.5%	45.5%	45.5%	63.6%	36.4%	90.9%	45.5%	36.4%	45.5%	72.7%
Total Score of Ratings Given	14	4	22	13	8	12	11	10	20	7	8	9	17
Averaged Rating of the Program (of those that knew the Program)	1.272727	1	2.75	2.166667	1.6	2.4	1.571429	2.5	2	1.4	2	1.8	2.125
Number of Group that did NOT know of the Program	0	7	3	5	6	6	4	7	1	6	7	6	3
% of Group Without Knowledge of Program	0.0%	63.6%	27.3%	45.5%	54.5%	54.5%	36.4%	63.6%	9.1%	54.5%	63.6%	54.5%	27.3%
# of Women That Knew of the Program	10	7	7	8	7	6	7	7	7	6	6	7	0
% of Group with Knowledge of Show	100.0%	70.0%	70.0%	80.0%	70.0%	60.0%	70.0%	70.0%	70.0%	60.0%	60.0%	70.0%	0.0%
Total Score of Ratings Given	13	12	8	11	14	12	12	21	7	10	15	10	0
Averaged Rating of the Program (of those that knew the Program)	1.3	1.714286	1.142857	1.375	2	2	1.714286	3	1	1.666667	2.5	1.428571	#DIV/0!
Number of Group that did NOT know of the Program	0	3	3	2	3	4	3	3	3	4	4	3	10
% of Group Without Knowledge of Program	0.0%	30.0%	30.0%	20.0%	30.0%	40.0%	30.0%	30.0%	30.0%	40.0%	40.0%	30.0%	100.0%
# of Youths That Knew of the Program	10	6	0	1	8	2	0	2	3	0	0	1	0
% of Group with Knowledge of Show	76.9%	46.2%	0.0%	7.7%	61.5%	15.4%	0.0%	15.4%	23.1%	0.0%	0.0%	7.7%	0.0%
Total Score of Ratings Given	23	10		2	16	4		2	3			1	
Averaged Rating of the Program (of those that knew the Program)	2.3	1.666667	#DIV/0!	2	2	2	#DIV/0!	1	1	#DIV/0!	#DIV/0!	1	#DIV/0!
Number of Group that did NOT know of the Program	3	7	13	12	5	11	13	11	10	13	13	12	13
% of Group Without Knowledge of Program	23.1%	53.8%	100.0%	92.3%	38.5%	84.6%	100.0%	84.6%	76.9%	100.0%	100.0%	92.3%	100.0%
# of All Groups That Knew of the Program	31	17	15	15	20	13	14	13	20	11	10	13	8
% of All Groups with Knowledge of Show	91.2%	50.0%	44.1%	44.1%	58.8%	38.2%	41.2%	38.2%	58.8%	32.4%	29.4%	38.2%	23.5%
Total Score of All Ratings Given	50	26	30	26	38	28	23	33	30	17	23	20	17
Averaged Overall Rating of the Program (of All those that knew the Program)	1.612903	1.529412	2	1.733333	1.9	2.153846	1.642857	2.538462	1.5	1.545455	2.3	1.538462	2.125
Number of All Groups that did NOT know of the Program	3	17	19	19	14	21	20	21	14	23	24	21	26
% of All Groups Without Knowledge of Program	8.8%	50.0%	55.9%	55.9%	41.2%	61.8%	58.8%	61.8%	41.2%	67.6%	70.6%	61.8%	76.5%

Topics that Listeners would most like Eye Radio Program Development

During the feedback forum each participant was given ten beans and told to place them on various topics that were taped on a table. They were told to place beans on the topics that they were most interested in and that they could place as many or as few beans as they wanted on each separate topic. Please note that these findings only include the Men's and Women's group result and an overall combined table of both these groups. The Youth group's activity was cut short due to time constraints during the event.

Topic Areas Where Participants Would Like EYE RADIO to Concentrate in Program Development												
Women Group		Sports	South Sudan	Politics	Development	Education	Agriculture	North Sudan	Health	World News	Business	Total Beans Distributed
1	Women's	0	2	1	1	3	0	0	2	1	0	10
2	Women's	1	0	1	2	2	2	0	2	0	0	10
3	Women's	0	2	1	2	2	1	0	2	0	0	10
4	Women's	0	2	1	1	2	2	0	2	0	0	10
5	Women's	0	2	2	2	2	0	0	2	0	0	10
6	Women's	1	1	1	1	1	1	0	1	2	1	10
7	Women's	0	2	1	1	1	1	1	1	0	2	10
8	Women's	0	2	5	0	3	0	0	0	0	0	10
9	Women's	0	2	1	1	1	1	1	1	1	1	10
10	Women's	0	2	1	1	2	2	0	2	0	0	10
Percentage Interest of Topic Development Across the Group		2%	17%	15%	12%	19%	10%	2%	15%	4%	4%	100%

Topic Areas Where Participants Would Like EYE RADIO to Concentraite Program Development												
Men Group		Sports	South Sudan	Politics	Development	Education	Agriculture	North Sudan	Health	World News	Business	Total Beans Dist
1	Men's	2	1	2	1	1	0	0	2	1	0	10
2	Men's	1	0	1	1	1	1	1	1	2	1	10
3	Men's	3	1	1	1	1	1	0	1	1	0	10
4	Men's	0	1	0	2	1	2	1	1	1	1	10
5	Men's	0	1	2	2	2	0	2	1	0	0	10
6	Men's	1	2	1	1	1	1	0	1	1	1	10
7	Men's	3	1	2	1	2	0	0	0	1	0	10
8	Men's	0	0	1	0	2	2	0	2	1	2	10
9	Men's	0	1	1	1	2	2	1	2	0	0	10
10	Men's	0	1	0	2	2	2	0	2	1	0	10
11	Men's	3	1	2	1	0	1	0	1	1	0	10
Percentage Interest of Topic Development Across the Group		12%	9%	12%	12%	14%	11%	5%	13%	9%	5%	100%

Topic Areas Where Participants Would Like EYE RADIO to Concentrate Program Development												
Men and Women combined		Sports	South Sudan	Politics	Development	Education	Agriculture	North Sudan	Health	World News	Business	Total Beans Dist
1	Women's	2	17	15	12	19	10	2	15	4	4	100
2	Men's	13	10	13	13	15	12	5	14	10	5	110
Percentage Interest of Topic Development Across the Combined Groups		7%	13%	13%	12%	16%	10%	3%	14%	7%	4%	100%