Light in the Darkness

Internews Radio in southern Sudan and the Three Areas
Findings of Community Impact Assessment

Sonya De Masi, May 2011

Acknowledgements

About Internews

Internews is an international media development organization whose mission is to empower local media worldwide to give people the news and information they need, the ability to connect, and the means to make their voices heard. Founded in 1982, the organization has worked in over 70 countries and trained over 70,000 media professionals worldwide.

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❶ Executive Summary

> **'If the radio stopped operating at the moment, I think it would leave the community in the darkness...they will be in the darkness.'** *Focus Group Participant, Malualkon*

In 2005 after nearly four decades of civil war between northern and southern Sudan, a peace accord was signed with the promise of elections and a referendum on independence. It was a critical juncture in southern Sudan's history, heralding a period of social mobilization and transformation.

In the period following the Comprehensive Peace Agreement (CPA), the information needs of the people of southern Sudan were immense.

It was into this context that Internews, in 2006, launched its community radio project in southern Sudan. Internews took media, in local languages, to 'information dark communities' in remote locations for the first time. Located in some of the most challenging regions in southern Sudan, the establishment and maintenance of these stations represent a significant logistical achievement. Extreme dust and heat – the enemies of sophisticated radio technology – conspire with erratic to non-existent electricity supplied only through generator or solar power, to challenge consistent and reliable broadcasting. Nevertheless, Internews radio has been broadcasting to local communities in local languages for an average of eight hours a day, at least five days a week for the past four years. Internews' FM radio stations are in Malualkon in Northern Bahr el Ghazal, Leer in Unity State and Turalei in Warrap which broadcasts into the disputed border region of Abyei. The two transitional areas of Kauda, in the Nuba Mountains of Southern Kordofan and Kurmuk in Blue Nile State are also part of the network which has an estimated audience reach of 1.7 million listeners.

Beyond the bricks, mortar and transmitters, these small radio stations have had a substantial and meaningful impact on their host communities. They have catalyzed community engagement in the political process; informing people about the terms and implementation of the CPA, about registration and voting for the referendum, about the popular consultations held in transitional areas, and results of these political processes. The stations promote democratic culture,

Mayardit FM's John Tuch facilitates a listener survey in Turalei

champion inclusion and cultural diversity and have advocated for the rights of women and girls.

This report will illustrate how listeners identify specific impacts of the radio stations' broadcasts. Examples include a massive clean-up coordinated through the radio resulting in better sanitation, less conflict at water points after appeals through the radio, a new voice for women in the public sphere, and constructive debate over harmful traditional practices. The stations have provided a forum for government to communicate with citizens, and they have provided communities with a virtual audio bulletin board of local, sometimes critical, information. Internews' radio stations command a loyal and committed following and have been successful in informing, educating and entertaining listeners about their country, their community, and the world beyond their borders.

Analysis of the raw data and representations by listeners and host communities also reveal impact beyond what the listeners identify. These radio stations have become a focal point for community identity; they celebrate and reinforce

Naath FM's Rika Taker listens to the radio station on his headphones while walking through Malualkon. Taker, from Leer, was in Malualkon on a radio station exchange visit between the Dinka and Nuer communities.

positive and unifying aspects of culture in a way mass media cannot. The Internews Sudan project is a profound example of the potential of community media; by reflecting the values and aspirations of a specific community, it gives 'voice to rural people, minorities, women, the marginalized, and the poor and thus potentially represents a democratizing force.'[1] Listeners identify strongly with their local radio station, frequently describing it as 'their own', more so than other available media. They consistently use the language of 'light' saying the radio illuminates the darkness with unprecedented access to information, leading directly to expanded horizons, and bringing development and progress. Without exception, community leaders plead for broadcast reach and hours to be extended.

[1] Mary Myers, *'Voices from Villages; Community Radio in the Developing World',* Centre for International Media Assistance, April 2011, pg. 10

Internews staff Samuel Chula (l) and Khadija Abdulaziz (r) at work in Radio al Mujtama fi Kurmuk

The underlying rationale for this project is that community radio is an extremely powerful tool for information dissemination. Further to this are two key assumptions;

- The radio stations Internews established in Sudan are an important source of news and information.
- A strong and independent media is an essential component of strengthening civil society and fostering good governance and civic engagement.

This research set out to capture the development impact of the project, the *value* to the community of the radio station, and its *impact* on changes in attitudes and behavior. Although almost five years into the project, it is also formative research; it will form a baseline for future assessments while providing critical input to improve and take the project forward into the next phase. Methodology for this assessment included four highly refined qualitative and quantitative tools which captured 750 community members' opinions, 150 community leader interviews,

Community members race across the airstrip in Leer to attend the grand opening of Naath FM.

15 focus groups with approximately 150 participants, and an assessment of the technical and editorial skills of 25 broadcasters.

Significant findings of this research include:
- Across all five sites, 84% of people identify their local Internews community radio station as their most popular and trusted source of information, well ahead of BBC (46%), Miraya FM (39.7%), SRS (36.6%) and Radio Omdurman (28.3%)
- 92.4% of all people surveyed agree that radio has increased their understanding of political processes (CPA, Referendum)
- 88.2% of people (who use radio as an information source) believe people in their community are more respectful of each other as a result of information heard on the radio

These striking results are supported by a separate research project undertaken by the BBC World Service Trust in late 2010 which shows three Internews stations in

southern Sudan[2] are highly valued by their communities as important sources of news, information, culture and entertainment.

Southern Sudan covers 640,000 square kilometers, equivalent in size to Kenya, Uganda, Rwanda and Burundi combined. There are few roads and few of these are sealed. The mobile phone network is unstable and fails to reach many remote areas. Radio is the only effective way of reaching out to the rural population yet many remote communities remain isolated. Managing a community radio network in this context brings many challenges and the project has some weaknesses and areas for improvement. Technical and logistical difficulties have seen all the stations off-air for periods of time, and/or with reduced transmission range and signal black spots. Most of the station staff had limited or no skills in broadcasting or media when hired, presenting constant challenges for training and development. Communities had no understanding of community radio and means of encouraging and developing community ownership are still being explored. Nevertheless, Internews' community radio stations have a demonstrated capacity to provide news and information and an unparalleled, democratic space for dialogue and self-expression to isolated communities, demonstrating the powerful impact of access to information.

The findings of this community impact assessment suggest Internews' community radio network represents a strong foundation and communication model for the new challenges and information needs of the future Republic of Southern Sudan.

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[2] Naath FM in Leer, Mayardit FM in Turalei and Nhomlaau FM in Malualkon.

2 Overview: Internews in southern Sudan

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In 2005, the Comprehensive Peace Agreement (CPA) between the Sudan People's Liberation Movement (SPLM) and the Government of Sudan ended Sudan's 22-year civil war, one of the longest-running in Africa. The CPA set out a timetable for a referendum on independence for southern Sudan, a process of popular consultation for Southern Kordofan and Blue Nile states and a referendum on the contested region of Abyei. Information access became a critical issue. The implementation of the CPA, elections and referenda, the division of oil and natural resource revenues; all of these issues are complicated and relied on informed citizens making informed decisions.

Emerging from conflict, southern Sudan is one of the world's last frontiers. More than two million people were killed in raids, battles or through the hunger and disease that spread around them. An estimated 500,000 southern Sudanese fled to neighboring countries, a further four million people were displaced within Sudan. Since 2005, an estimated two million people have returned from East Africa and northern Sudan. Meanwhile, serious neglect contributed to the lack of services, infrastructure and development leaving southern Sudan with some of the world's worst human development indicators. Most southern Sudanese lack access to health care, education, clean water and sanitation. Chronic insecurity and inter-ethnic tensions have contributed to uncertainty about the nascent state's future. At the same time acute shortfalls in access to news and information left a majority of people across this largely rural territory in a profound media vacuum. Mapping of available media in southern Sudan in 2009 shows a lack of resources and capacity[1], with the entire region underserved by the mass media. News is particularly slow to reach the most remote regions.

2.1 Information Access in southern Sudan

The media environment in southern Sudan and the Three Areas has evolved substantially since the Internews project was first proposed in July 2006. Nevertheless, lack of capacity, infrastructure and low literacy rates continue to

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[1] Article 19, *'Mapping the Void: A State-by-State Media Assessment Report on Southern Sudan and Selected Northern States'*, August 2009

Many listeners to Internews radio asked whether wind-up radios could be made available

limit access to information by citizens. Radio is the most popular news medium, but access is limited by the number of radio sets and listeners' ability to buy batteries in this low resource environment.[2] In 2007, USAID distributed over 600,000 wind-up radios with solar panels in southern Sudan in an effort to increase audience access to radio. However, recipients often did not know how to use them properly and many became damaged. The Sudan Catholic Radio Network says many people in the Nuba Mountains left their radio sets outside in the rainy season, not realizing water would damage them. The biggest barrier to radio listening cited by respondents to a recent media survey was the cost of batteries.[3]

There is a distinct lack of initiatives targeting the development of community media in southern Sudan, promoting two – way flow of information and

[2] A solid shortwave radio set costs approximately 100 SGD, around 30 SDG for a small FM radio.
[3] Fondation Hirondelle research cited in Infoasaid, *'Sudan and Southern Sudan: Media and telecoms landscape guide'*, February 2011

communication between authorities and the community.[4] FM is suited to local broadcasting with clarity and stereo sound, however it takes a large number of FM transmitting stations to cover a geographically large country, particularly in challenging terrain and places where there are economic and infrastructure problems. Nevertheless, FM radio is now heard more consistently (and with more diversity) than ever before across southern Sudan.

Sudan Radio Service (SRS) has an FM station in Juba and a shortwave radio service which covers all of Sudan, broadcasting in English, Arabic and several local languages. SRS broadcasts information, education and entertainment programs six hours daily on shortwave and twelve hours a day on FM in Juba.

Radio Miraya, managed in partnership between the United Nations Mission in Sudan (UNMIS) and Fondation Hirondelle, can be heard in Arabic and English across the south with a strong signal via relay stations. Miraya is a national radio service – broadcasting from Juba and Khartoum across a series of transmitters and repeaters.

The Sudan Catholic Radio Network has an FM station in Juba (Bakhita Radio), a production department for shared programs and seven local FM stations including in Juba, regional centers and the Nuba Mountains. The local FMs broadcast in local languages.

There are several commercial FM stations broadcasting in the Juba area, including Liberty FM (also in Yei) and Capital FM. These are primarily entertainment focused and are in English and simple (Juba) Arabic.

In contrast to FM broadcasting, state-run radio across southern Sudan faces many challenges including lack of resources and capital investment, interrupted electricity supply, poor internet connectivity and limited staff capacity and skills. The Government of southern Sudan is reviewing state media towards improving capacity. Unity State alone has a strong radio broadcast presence with government-owned FM 99 and Medium Wave 558 KHZ broadcasting in Arabic,

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[4] Article 19, *'Mapping the Void: A State-by-State Media Assessment Report on Southern Sudan and Selected Northern States'*, August 2009, pg. 82

English, Dinka and Nuer. Radio Bentiu's AM signal can be heard across Sudan and even in neighboring Uganda, Republic of Congo and Kenya.

International radio broadcasts available to listeners in southern Sudan include Radio Omdurman which broadcasts in Arabic from Khartoum and can be heard clearly on the AM band. BBC World Service in Arabic and English is available on shortwave and FM in Juba. In some parts of southern Sudan including Juba, Radio Dabanga can be heard broadcasting on shortwave about Darfur.

Newspaper access outside Juba is erratic and rare and there is no local distribution network. Print media is limited by the high rate of illiteracy, the small number of publications and low distribution figures. English language newspapers available (predominantly in Juba) include *The Citizen, Juba Post, Sudan Vision, Sudan Tribune, Southern Eye*, and the *Khartoum Monitor*. There are also a number of newspapers published in Arabic which have a limited readership.

Internet access is extremely limited and few have the resources or access to technology. Access to information via the internet is increasing, especially among younger people. Mobile telephone penetration is also low, with many citing economic hardship as an impediment, although this too is widely expected to increase.

The regulatory environment for the media in southern Sudan lacks clarity. The Government of southern Sudan has made commitments to pass three proposed laws, which include provisions protecting the right to information, before independence in July 2011. The absence of a legal framework, although of legitimate concern to all media practitioners, is beyond the scope of this assessment.

The largest ethnic groups in southern Sudan are the Dinka and the Nuer, with these two languages spoken by perhaps half the population of southern Sudan; however the official languages of government and business are English and Arabic. The main lingua franca is a simplified form of classical Arabic, often referred to as Simple Arabic. Since 2005, English has become the preferred language of government, business and education in southern Sudan, encouraged

by close economic and cultural links with neighboring Kenya and Uganda and the strong influence of Anglophone Christian missionaries. English also helps to emphasize the difference in culture, religion and politics between southern Sudan and the Islamic north. The increasing importance of English in southern Sudan is reflected by its prominence in the local media.

2.2 'Radio for Peace, Democracy and Development'

Internews' project 'Radio for Peace, Democracy and Development' launched in 2006. In the complex post-CPA context, Internews was tasked with stimulating the critical role of independent local media in the south. With USAID funding from 2006-2008, and most recently through a sub-grant from the Mercy Corps' Localizing Institutional Capacity in Sudan (LINCS) project from 2008-2011, Internews began providing news and information, and giving voice to hundreds of thousands of Sudanese in remote locations.

Southern Sudan covers 640,000km², with a 2,100km North/South border

Internews radio station locations in Kauda, Kurmuk, Leer, Turalei and Malualkon

Internews' project has been characterized by a hard capacity building approach. As there were few, if any, radio stations in the south, in order to provide access to information, stations had to be built, legalized and staffed. Through its community radio stations in Sudan's north/south border region, Internews reaches out to isolated border communities who have limited access to information on issues particular to their areas. The Internews FM stations in Leer, Malualkon, Turalei, Kurmuk and Kauda reach local communities and offer programs in local languages. They address their needs through inclusive participatory broadcasts and give equal access to information aimed at all communities within their broadcast range.

Internews Sudan Radio Network

Station	Frequency	Location	Languages
Radio al Mujtama fi Kurmuk ('Kurmuk community radio' in Arabic)	99.0 FM	Kurmuk, Blue Nile State	simple Arabic, Uduk
Voice of Community Kauda	88.0FM	Kauda, Southern Kordofan	simple Arabic, Tira, Aturu, English
Naath FM ('People'/'Citizen' in Nuer)	88.0FM	Leer, Unity State	Nuer, English
Nhomlaau FM ('Freedom' in Dinka)	88.0FM	Malualkon, Northern Bahr el Ghazal	Dinka, Arabic, English
Mayardit FM ('big wide', and the name for the Twic community in Dinka)	90.7 FM	Turalei, Warrap State	Dinka, Arabic, English
new station launching mid – 2011		*Nasir, Upper Nile State*	*Nuer, English (+ more TBC)*

Source: Internews Sudan

The stations in Turalei, Malualkon and Leer are co-located with civil society resource centers built by LINCS to share resources such as VSAT, generators and land. The station in Kurmuk is co-located with MC Scotland, Mercy Corps' sister-organisation in Sudan. The resource centers provide training and meeting space for the LINCS civil society organization (CSO) partners, as well as internet access and other resources to their members, and were intended to provide ready access to the LINCS partners to better facilitate their participation in the community radio project.

The transmission tower in Kauda is away from the station, a 90-minute hike up the nearby Nuba mountains. During construction, more than one ton of equipment had to be carried up by community members.

The station in Kauda is the result of a partnership between the Nuba Relief, Rehabilitation and Development Organization (NRRDO), a local NGO whose nascent station has become absorbed into the Internews network.

Specific objectives for this project included increasing awareness of and access to information about the Comprehensive Peace Agreement and implementation of the protocols in the Three Areas. Internews radio stations were also to provide accurate information about a range of issues including education, health, culture, women's issues and agriculture. They were tasked with providing an open forum for debate and dialogue on a number of issues, including tribal conflict and tolerance.

It was a substantial undertaking. Internews constructed the buildings, built transmission towers and secured frequency allocations and broadcast licenses for the stations. Technical equipment including mixers, microphones, computers, recorders and editing software were procured. Electricity is unavailable in these

Voice of Community radio station in Kauda

remote locations, requiring generators and in some cases providing opportunity for the application of alternative energy sources, including solar and wind power.

Internews stations in Malualkon, Leer and Kauda started broadcasting in 2006; Radio al Mujtama fi Kurmuk went to air in Blue Nile State in 2008 and Mayardit FM launched in Turalei in 2009. All the stations have a maximum broadcast range of 70 kilometers.

By using 2009 census results, Internews has estimated the number of potential listeners reached by each radio station. While the census results are disputed, they are the only recent data available. Internews estimates potential listenership for each station is: 162,885 people for Naath FM in Leer, 334,905 people for Mayardit FM in Turalei, 333,000 people for Nhomlaau FM in Malualkon, and 278,536 people for Voice of Community FM in Kauda. There are no census figures available for the station in Blue Nile State, but taking an average of the above stations, Radio al Mujtama fi Kurmuk in Blue Nile could reach some 277,000 people.

Estimated listenership to stations in the Internews Sudan FM network (number of people)
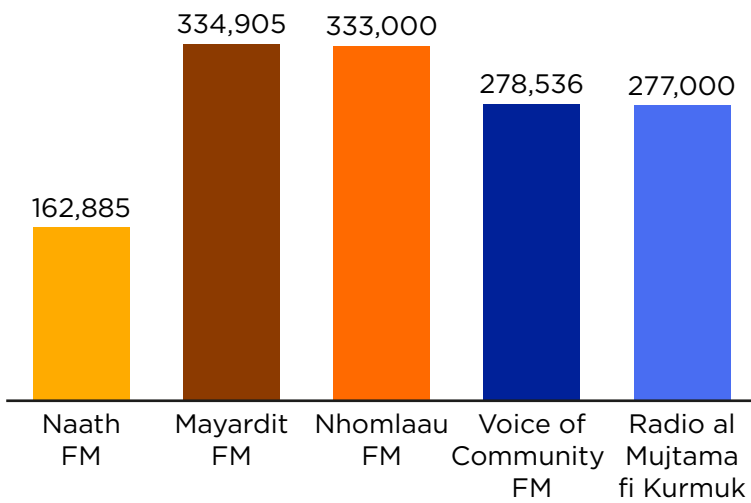
The total potential reach for the network of community radio stations is 1.7 million people. There is no data available to estimate how many listeners in these areas have radios or access to a radio, so this information was sought from this research.

Dozens of children try to see what is going on inside Naath FM radio station in Leer.

Traditional homes called tukuls, against a bright blue sky in Malualkon.

The radio stations are staffed by people recruited from the local community, few of which had previous radio, media experience or computer skills when they joined. Internews has provided consistent training, mentoring and support which has enabled station staff to record, edit, write and produce stories and programs, in local languages, and put them on the air. Technical challenges have been met and overcome, management issues addressed and relationships established with partners and stakeholders.

Each of the five stations broadcasts a mix of locally-produced programs (local news bulletins, live talk shows, community service announcements) as well as partner-produced programming on democracy and education (from SSIRI, National Democratic Institute and Sudan Radio Service), in addition to programs from NGOs and CSOs, both national and international, and music.

2.3 Internews and the Principles of Community Radio

Community radio adds a vital dimension to any media environment, but is particularly effective in such an ethnically diverse, multi-lingual and conflict vulnerable area as southern Sudan. It reaches people and places that national or regional media cannot, in their own languages. It provides the listener with a sense of ownership and opportunities for engagement that are rarely available on national, especially state-run, broadcasters. As such, it is a cornerstone for the promotion of a democratic society in the nascent nation-state, a foundation for social economic development and can help to mitigate the potential for conflict.

There is no universal definition of community radio. Nevertheless, there are some broadly accepted general principles. Community radio is radio *by* and *for* the community. It provides access to media to marginalized or excluded groups. Key characteristics of community radio include that it is:
• a small-scale, non-commercial venture
• owned by and accountable to the community
• encouraging of participation by the community in programming and management.

Community radio is often seen to represent the democratization of communication; both contributing to the creation of democratic culture and empowering and enabling (often traditionally marginalized and excluded) communities to determine their own future development. 'Radio, the new tree of speech, is capable of rekindling the key tradition of oral expression in which speech 'builds the village'.[5]

In community radio, communities participate as planners, producers and performers and the radio station becomes the means of expression *of* the community, rather than *for* the community.

Internews stations in southern Sudan and the Three Areas are staffed by Sudanese nationals, who are direct employees of Internews. The organization has overall responsibility for editorial output, in collaboration and coordination with

[5] AMARC, Panos South Africa, *'What is Community Radio?'* 1998, pg. 9, http://www.amarc.org/documents/manuals/What_is_CR_english.pdf

the stations and staff themselves. Internews provides funding, technical support, ongoing training and mentoring, with management and administrative support centrally organized from its Juba office.

The radio stations of Internews Sudan do not conform to the strictest interpretations of 'community radio'. At present, the ownership and control of the Internews stations is not managed by their communities through boards that are representative of the community, though this is the intended and ultimate desire. There is limited participation by community members – including on a volunteer basis as program-makers or managers. Mechanisms for integrating into local host communities through the establishment of boards were built into this project from its inception. Mercy Corps LINCS was mandated to establish Community Advisory Boards which were to have a role in bringing together the radio station management and the community; however, to date this has not been realized.

Nevertheless, Internews' FM radio network in southern Sudan provides an important and effective means for communities to express their issues, concerns, cultures and languages.[6] This report will illustrate the impact of this project in providing reliable and accurate information and its contribution to the well-being of listeners.

[6] AMARC, *'Community Radio Social Impact Assessment'*, 2007 pg.
[7] http://www.centreforcommunicationrights.org/images/stories/database/case_studies/amarc-evaluation-2007.pdf

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③ **Methodology**

Internews commissioned a consultant to conduct research to evaluate the impact of its community radio stations on the citizens who listen and communities in which they broadcast. It is the first time such a comprehensive analysis has been attempted in this project.

This research is not intended as an overall evaluation of the project, and thus departs from the approach of assessing success and failures, project results against specific project objectives (*x* many stations built, *x* many workshops, *x* many incidents of community interaction), management capacities etc. Rather it seeks to understand the impact of the stations on the host communities and how they may have contributed to social change. Other information garnered from this research includes:

- information on community interest and preferences in order to inform the stations to better serve their audiences.
- data on audience demographics and listening habits
- community feedback on social change attributed to their local radio station
- gaps/weaknesses in the program and recommendations for their improvement.

This research did not set out to specifically determine audience habits and does not represent a comprehensive listenership survey. All respondents except those who 'never' listened to the radio were defined as 'Radio Listeners', and all data relating to broadcast content is based on this Radio Listener group. Of the base of 686 people who correctly completed the survey across all stations, only 64 responded they 'never' listen to Internews radio; meaning Internews Radio Listeners constitute n=622 or 90% of the community.[1]

The assessment consists of a series of four integrated and highly refined tools. These tools include both qualitative and quantitative methods to identify listeners and listening habits and understand attitudes towards the specific thematic areas of peace and democracy, and gender and civil society. In addition to these four

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[1] 'Radio Listeners' for each station; Malualkon= 92%, Turalei = 94%, Kauda = 97%, Kurmuk =86%, Leer= 84%. NB: Kurmuk and Leer were experiencing transmission problems at the time of the survey, Internews changed the frequency of Radio Mujtama fi Kurmuk as a result of this research after learning of interference from Ethiopian Radio from across the border. Leer was waiting for a replacement transmitter which had been held by Khartoum customs for several months.

data sets, quarterly, semi-annual and annual donor reports were reviewed. Data from the independent BBC World Service Trust Research was also referenced to provide a comprehensive picture of the impact of the Internews Sudan project.

The target population for this research was men and women aged 16 and over from the communities in which Internews radio is heard.

The Internews stations are located in rural and remote areas, with a broadcast footprint of approximately 70 kilometers each (Appendix I). The current five radio stations reach out to a potential combined audience of 1.7 million listeners (based on available census data).

Research was suspended in December through January because of the uncertain security environment around the January Referendum. Kurmuk in Blue Nile State was assessed in November 2010, Kauda in Southern Kordofan in the first week of February 2011.

Yusuf Hassan Ali, seen here in the market in Kurmuk, Blue Nile State, administering one of 750 listener surveys

Data collection in Malualkon in Northern Bahr el Ghazal, Turalei in Warrap State and Leer in Unity State was complete by the end of February 2011.

3.1 Community Survey

A quantitative survey was administered in local languages to a total of 750 listeners, 150 listeners at each of the five sites, about sources of information and community attitudes.

Criteria for recruitment of interviewers were familiarity with the local area, local language capacity and written and spoken English language skills. At each site, six interviewers were recruited; each with a target of 30 surveys, each with a total of 104 questions, to be completed within four days.

Interviewers were invited to recruit respondents at random, to ensure a mix of people of different ages, gender, occupation, education levels and radio listening habits. Only one person per household was to be recruited, and at least a third of all respondents should be female.

Respondents were informed the research would contribute to improving the community radio service. They were told their input, for which there would be no financial reward, would be confidential, anonymous and voluntary.

A half-day training in data collection and understanding the survey questionnaires was followed by supervised practice, with each interviewer provided with feedback on their completion of the survey. At this point, unqualified candidates were replaced. Interviewers carried letters from Internews approved by the local Southern Sudan Relief and Rehabilitation Commission (SSRRC), the government's humanitarian agency which coordinates with the NGO community, and which offered interviewers security while allaying suspicions of participants.

Interviewers reported at the end of every day by telephone (where network coverage was available).

Nhomlaau FM station manager, Chris Marol, records a focus group discussion in Malualkon.

3.2 Community Leaders

The community surveys provide a tranche of data about listening habits and audience attitudes. To secure a deeper understanding of community attitudes, qualitative data was sought to augment the quantitative results provided by the surveys.

One-on-one standardized interviews were conducted with 25 community leaders at each site, for a total of 125 leaders, to elicit more detail about community perceptions of the radio stations' impact. The questionnaires were developed in English and Arabic and administered by one of the interviewees recruited at each site.

The respondents were identified by the radio station managers and Internews, and included county authorities, chiefs, police, teachers, doctors, youth and

women's leaders. Interviews were conducted in a range of languages, including local languages where necessary.

3.3 Community Listeners

To provide insight into listeners' attitudes, three focus group discussions were moderated at each site – one for male listeners, one for women listeners and a third for outreach and communication staff from international and local NGOs/CSOs who interact with their communities through the radio.

The 'technical requirement' that focus group participants not know each other was not possible to achieve in these remote areas where everyone in the community is well known.

Overall, 15 focus group discussions (FDGs) were conducted, each with 7-10 participants. The focus groups were conducted in local languages where possible, with full translation and transcription by local Internews staff.

In Kurmuk, FDGs were conducted in Arabic with some translation in Uduk. In Kauda, Arabic was used. Turalei and Malualkon FDGs were convened in Dinka and in Leer the language used was Nuer. All were recorded with the permission of participants.

3.4 Journalist Skills Assessment

The final element in the data collection was an assessment of the skills of journalists. This included a self-assessment of skill levels, and an evaluation of both technical skills and theoretical understanding of basic journalism practice.

Activities conducted by this project include a comprehensive program of international standard training for radio station staff across all sites. Structured and formal workshops are complemented by a schedule of follow-up mentoring by international trainers. Most of this work is conducted in the field.

The results of the journalism skills assessment will enable Internews to assess the effectiveness of this training program and tailor training solutions based on current capacity and need.

3.5 Challenges

Sampling posed several challenges. Perhaps the most significant was the widespread uncertainty about security in advance of and during the Referendum period. Research commenced in late November but was deferred in December when Internews movement to field sites was suspended until after the Referendum. The research resumed in late January 2011, and continued until March as transport and staff support arrangements could be made.

Logistics at the local level were also often difficult, with interviewers required to travel long distances, often in strong sun, and to walk between households in sparsely populated remote areas. At some sites, travel was on difficult roads, by motorcycle, for up to a day. It was difficult to identify translators in each community with both strong English and local language skills, an understanding of community radio and of the requirements of a focus group discussion. In many cases Internews staff (from different stations where possible) were used to translate during focus group discussions and to transcribe/translate recordings.

During the community surveys, some respondents anticipated financial compensation for participating and interviewers were required to explain the benefit to the community of the survey. During the day the heads of households (traditionally male) were often absent, making permission to participate difficult to secure.

In terms of the data, cross cutting analysis across all five sites provides a broad understanding of the average, total impact of the project in all communities. Some responses to the community survey were overwhelmingly similar across all sites with very high numbers. However each station serves a unique community with specific needs. In this respect, collating data across all sites, or undertaking comparisons, is less useful. For this reason, data for each individual station has been included as an Appendix for reference purposes and for informing programming and other decisions at each radio station.

4

Key
Findings

4 Key Findings

The average listener of Internews' FM stations is male, aged 26-35, with limited formal education. He listens to the radio daily, at home, with family, most often in the morning.

4.1 Audience Demographics

The total sample of 750 is comprised of 60.9% male and 39.1% female. The majority of respondents are between the ages of 16 and 45 and have either completed or received some primary education. A detailed summary of the sample demographics are provided below.

Sample: Gender across all sites

Female 39%

Male 61%
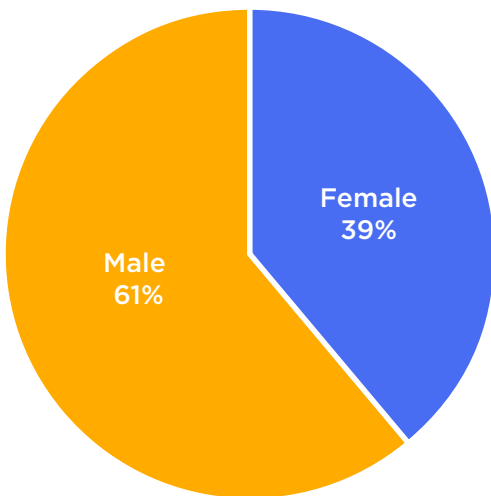
Sample: Age across all sites

under 16	16-25	26-35	36-45	45+
5.9%	27.9%	34.3%	21.3%	10.6%
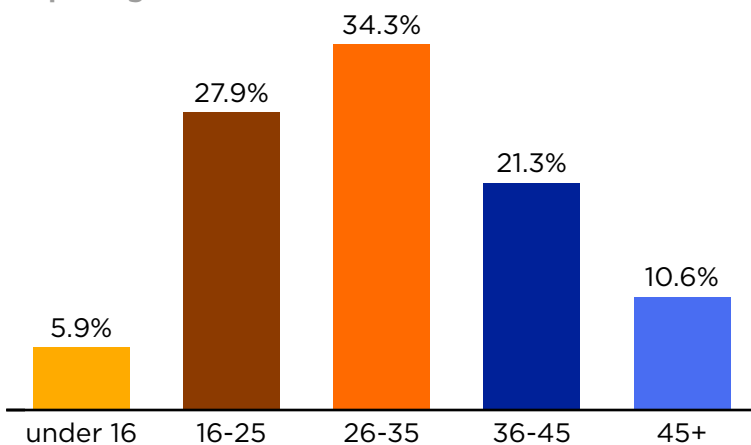
Sample: Education across all sites
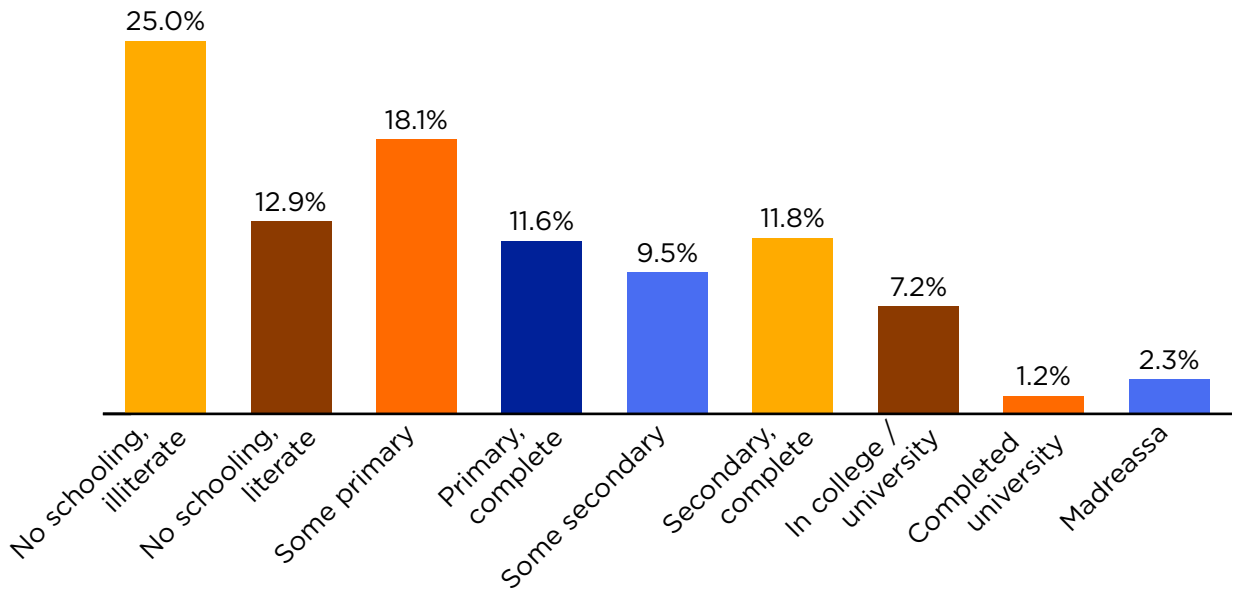
4.2 Audience Listening Habits and Preferences

Radio is the most popular (63.1%) and trusted (70.3%) source of information for the majority of respondents across all five Internews sites, followed only by word of mouth (48.6%) and church/mosque (48.3%).[1]

Other media are used to a much lesser degree with less than a quarter of participants watching TV (17.4%), 18.8% reading newspapers and only 10% accessing the internet.

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[1] These results are for data collated across all stations; at some sites radio is much higher.

Which of the following do you use to get information?

63.1%

48.6%   48.3%

26.6%

24.2%

18.8%
17.4%

10.7%   8.8%   10.4%
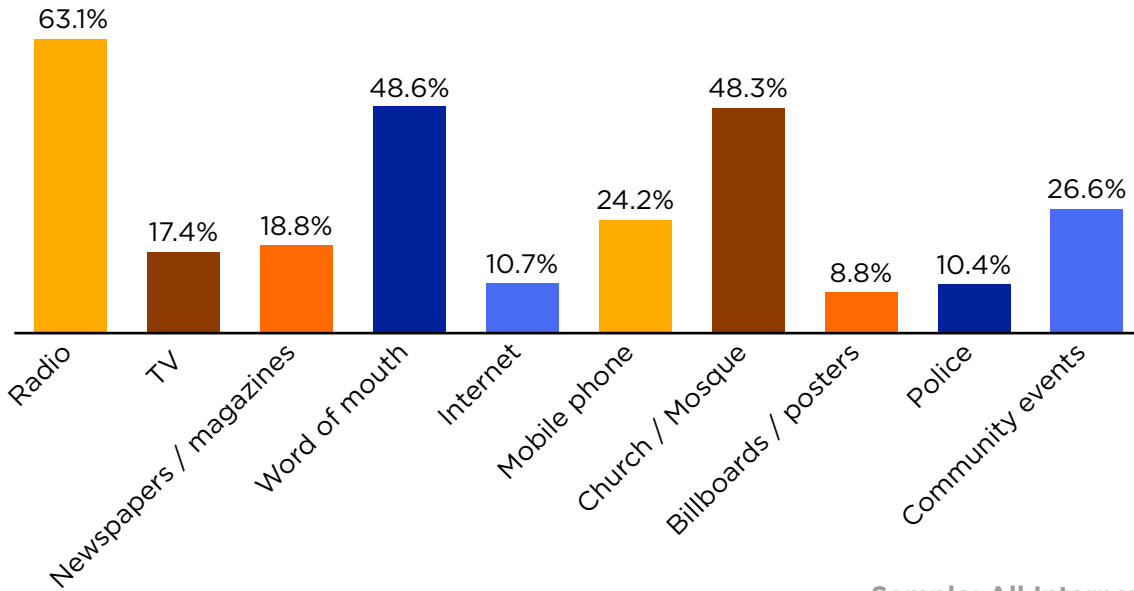
Radio   TV   Newspapers / magazines   Word of mouth   Internet   Mobile phone   Church / Mosque   Billboards / posters   Police   Community events

Radio is by far the most trusted source of information by respondents. This was the case across age groups, genders and education levels.

What is the source of information that you trust the most?

70.28%

12.42%

4.8%

1.62%   1.62%   1.08%   1.62%
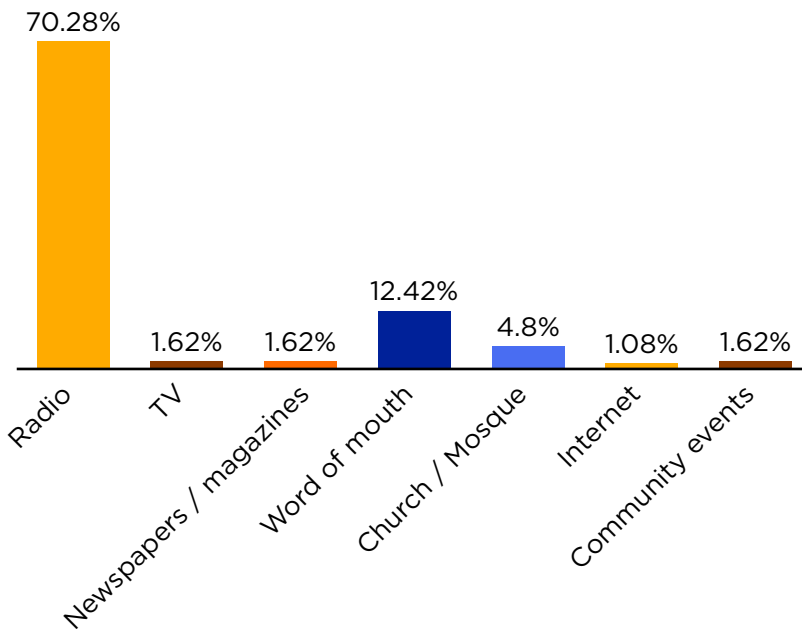
Radio   TV   Newspapers / magazines   Word of mouth   Church / Mosque   Internet   Community events

Younger people tend to rely on radio and television while people between the ages of 36-45 also use community events as a source of information. Women, in addition to radio, use churches/mosques as a source of information.

An overwhelming majority of respondents (95.52%) identified access to information as 'very important' or 'important' in their lives. This was true for respondents across age groups, genders and education levels. It is the most important to younger, more educated and male respondents.
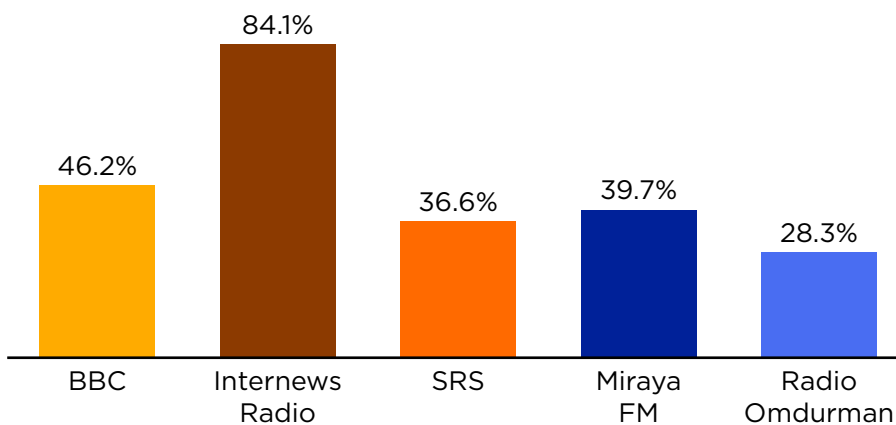
Across all sites, and all demographic groups, the local Internews FM community station was overwhelmingly cited as the most important information source.

How important to you as an information source are BBC, Internews Radio, SRS, Miraya FM, and Radio Omdurman?

Bar chart:
- BBC: 46.2%
- Internews Radio: 84.1%
- SRS: 36.6%
- Miraya FM: 39.7%
- Radio Omdurman: 28.3%

Sample: All Internews stations

4.3 Access to Information

> *'Before the radio, people were getting information from chiefs by sending their messengers to different villages. The other means was the horn and beating drum to inform people that there is an event.'* [2]

In locations where Internews established an FM radio station, listeners reported consumption of radio increased and families bought radio sets to ensure regular access to broadcasts. These communities are remote and under-developed; there is no electricity, running water, many do not have a health care facility, more than one school nor a sealed road. Many parts of southern Sudan become completely inaccessible during the April to August rainy season. These are communities in extremely rural locations; on summer evenings, many families drag their beds

[2] Women's FGD, Kauda, January 2011

outside to sleep under the stars, often without mosquito nets, to escape the stifling heat that radiates from their tukul walls. In several communities (in Unity and Warrap States and Northern Bahr el Ghazal) cattle camps are common. There is almost no television access, few newspapers, and limited choices on the radio.

As a result of their isolation, in the communities where Internews established FM radio stations, traditional modes of communication such as word of mouth remain vitally important. Communication is focused around social and religious institutions – traditional chiefs and local religious leaders are particularly important and trusted in this regard and churches and mosques are regularly cited as authoritative sources of information. Nevertheless, a majority of respondents to the community survey now listen to the radio daily (74%) and have a radio in their household where they listen most often with family. Of those respondents who did not own a radio, a majority reported they listened to the radio elsewhere (at friend's house, work, public space etc.), indicating high numbers of people listening in communal settings.

> ❛*All these houses you are seeing around, at least 90 per cent have radios – in the past maybe you [would] travel 2 kilometers not seeing a radio around… but now most of the homes they have radios, specifically for Naath FM.*❜ [3]

At what times do you listen to the radio?

Bar chart showing: Morning 65.1%, Afternoon 23.4%, Evening 34.9%, Night 29.3%, All day 22.9%
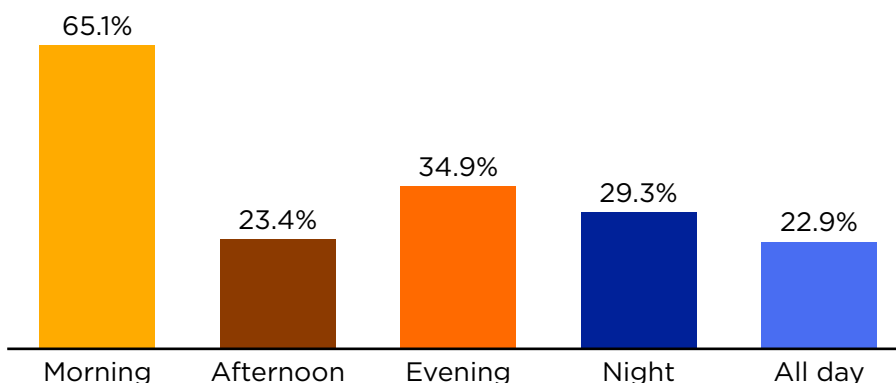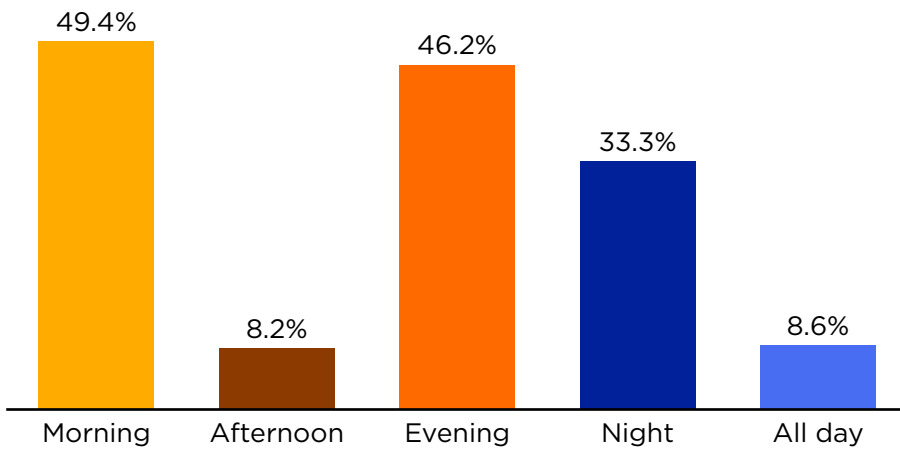
Sample: All Internews stations

Across all sites (figures were similar across all radio stations) listenership was highest in the morning (65%). Many respondents however reported that their

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[3] Men Listeners' FGD, Leer, February 2011

preferred listening time was almost equally divided between morning (49.4%) and evening (46.2%). Internews' radio station's broadcast schedule rarely extends beyond 21:00 hours for operational, safety and staffing reasons, limiting the evening hour broadcasts. Many listeners requested extended broadcast hours in the evening/night, saying they would appreciate the opportunity to listen to their local FM station in the later evening hours.

What are your favorite times to listen to the radio?

Sample: All Internews stations

Across all five radio stations, local news was the most important information listeners received.

Almost 84% of radio listeners said that they tune into local news, with religion and faith the next most important. Arts and culture rated highly, almost equal with educational programming.

The table below reflects responses across all five sites and is perhaps not indicative of interests of each community. Therefore specific data from each station is available as an appendix.

Which topics of importance are of importance to you?

(% of respondents saying topic is 'very important')

Topic	%
Local news	83.6
Religion / faith	80.7
Arts / culture	79.4
Education	79
Health / hygiene	72.6
Agriculture and income generation	71.3
Youth	71.4
Economy	71.2
Entertainment	70.4
International news	65.3
Women	65.3
Sport	55.9
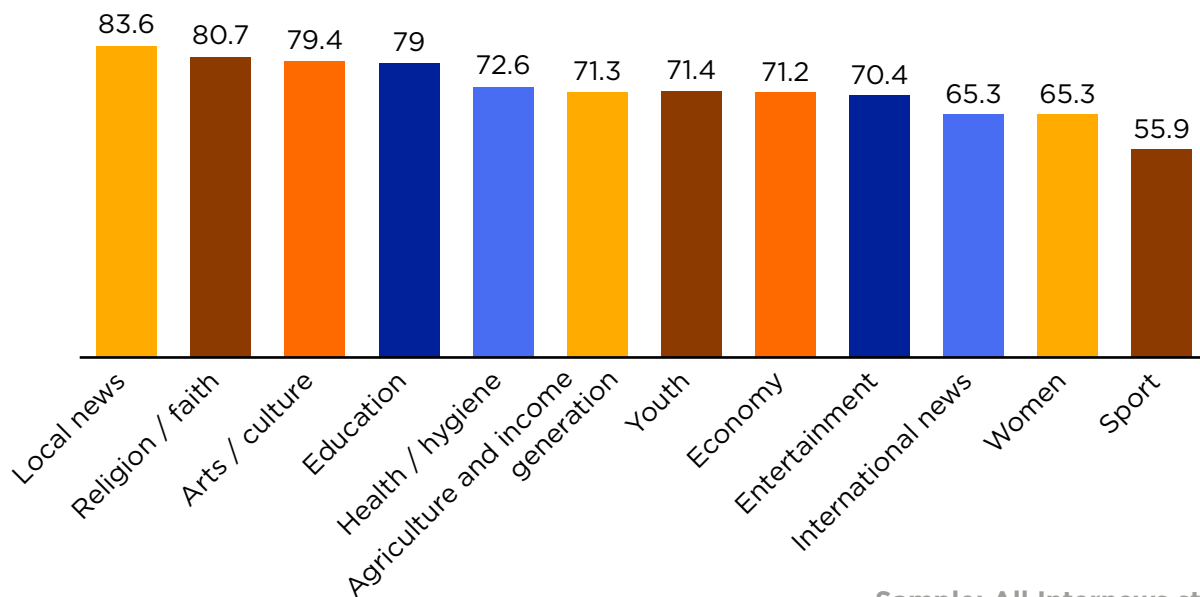
Sample: All Internews stations

Southern Sudan is emerging from conflict and isolation; communities in the south have been grappling with the CPA, referendum and the possibility of independence, as scores of returnees flooded home. The transitional areas of Blue Nile and Southern Kordofan faced popular consultations and an uncertain future while the disputed region of Abyei continues to wait for the referendum, scheduled for January 2011 but which never eventuated. The main question is whether and to what extent Internews' radio stations, in the context of this transformation, have been able to contribute to providing information and knowledge which promotes democratic behavior and attitudes.

This research also asked whether the radio stations have enabled citizens to participate in the public arena, to open an unprecedented channel of communication between government and the citizenry. The findings are extremely encouraging. This assessment confirms the importance of effective channels of communication between the government of southern Sudan and the citizens it is appointed to serve. The stations are also recognized as representing an open forum for dialogue and debate at the local level, with access for members of government, civil society organizations and the public alike.

Also when there is a public meeting made by the government, we can go direct to [make] aware the community...so our people are improving, they are learning. Everybody is looking for a radio to know what is going on in the community. [4]

The radio is the voice of the voiceless... when there is a radio, that can inform them, they can hear from the radio what is going on there and what is not going on. [5]

Radio is an essential source of information in my community.

79.8%

15.4%

1%

0.7%

3.1%

| Strongly agree | Agree | Neither | Disagree | Don't know |
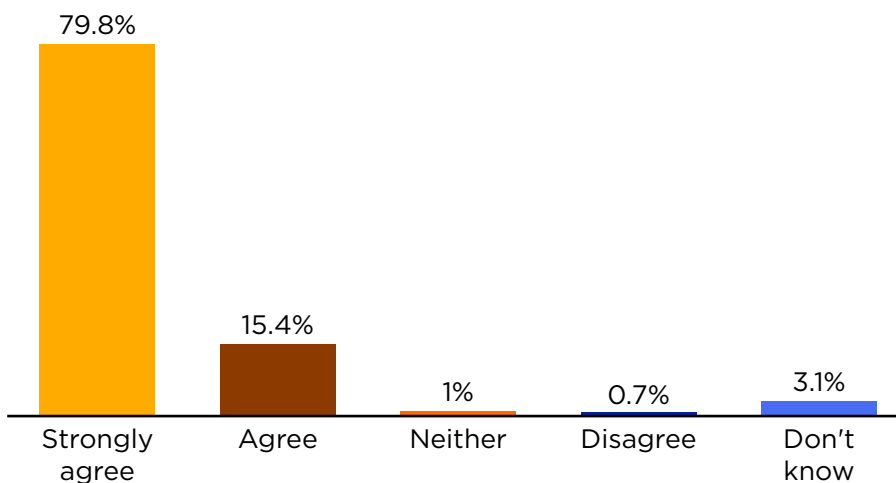
Sample: All Internews stations

On the issue of the government's interaction with the community, a majority of respondents identified information (93.5%) and participation (89.1%) as essential to a peaceful and democratic society. More than 80% of respondents said their local community station was central in facilitating interaction between the political leadership and their community.

[4] Men Listener FGD, Malualkon, Northern Bahr el Ghazal, February 2011
[5] NGO FGD Participant, Malualkon, Northern Bahr el Ghazal, February 2011

The radio station in my community provides a platform for interaction.

60.7%

21.7%

2.6%   3.4%   6.6%

1.3%

| Strongly agree | Agree | Neither | Disagree | Strongly disagree | Don't know |
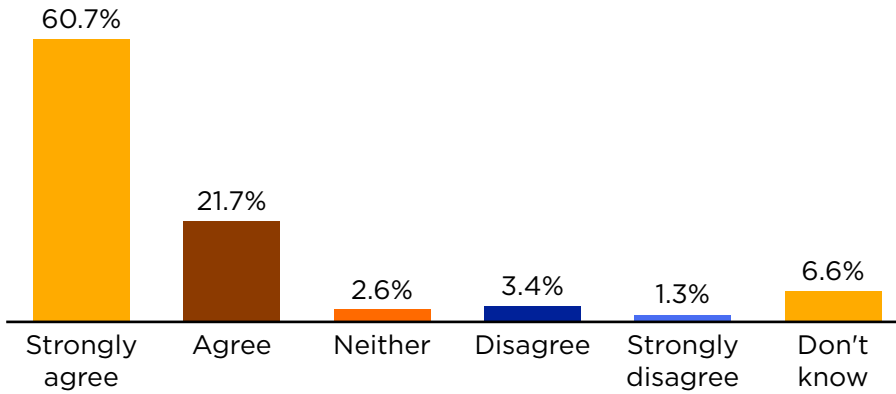
Listeners reported that the radio stations supported and managed by Internews provide their communities access to information on a range of social, political and development issues, including the Referendum, elections, peace and democracy, gender, health, education and agriculture.

The radio station in my community is a credible source of information.

73.9%

20.3%

1.2%   2.2%   2%

0.7%

| Strongly agree | Agree | Neither | Disagree | Strongly disagree | Don't know |
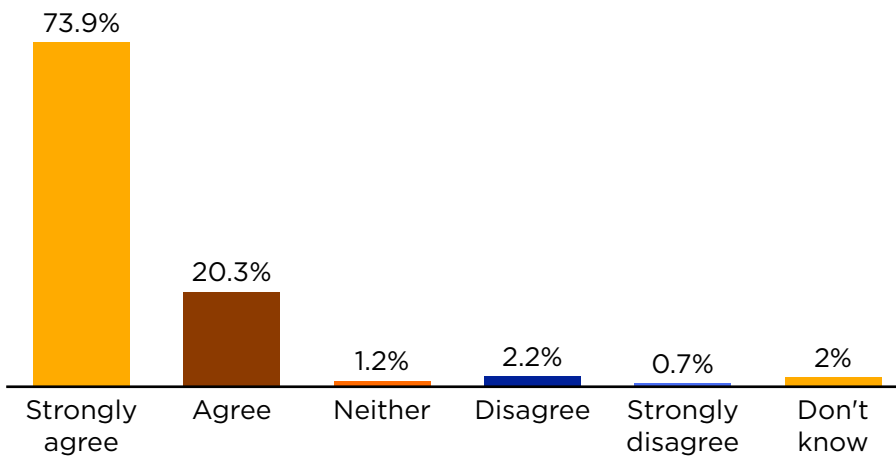
Listeners of Internews' community radio stations across the five sites acknowledge radio provides reliable, credible information and equal access aimed at all communities within their broadcast range.

❛Humanitarian organizations use this radio to bring information and vital messages to the community. In the past access to information was extremely difficult. But now we are able to access information here on community radio.❜ [6]

Access to information is one of the cornerstones of civil society and is fundamental to media development. The communities in which Internews established radio stations have for the first time, a source for local, national, and international news and information presented in local languages by people they know and trust. Internews stations ran hundreds of hours of programming explaining where, when and how southern Sudanese could register and vote in the southern Sudan referendum. And sometimes this programming changes lives and behaviors, prompting people to send their children to school or giving them knowledge to prevent the spread of cholera. The impact of access to the information that can be presented through community radio is difficult to overstate.

❛I have realized many changes since Mayardit FM started because people have known themselves. Radio has now become like a mirror or reflection that people can see themselves through...❜ Santino Malong Deng, Local Government Advisor, Twic County, Warrap State

Challenges to Information Access

❛One of the disadvantages is that the community has no power to buy radios – especially for large number of returnees in the area that are not able to buy a radio.❜ [7]

Listeners at several sites, including Leer, Malualkon, Kurmuk, suggested wind-up radios would be appreciated by many in the community who cannot afford either a radio set or batteries.

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[6] Women Listener FGD, Kurmuk, December 2010
[7] Men's Listener FGD, Leer, February 2011

❝Some time back, there were these free radios which had been distributed... They help the community in getting the information, you don't buy, you don't do anything, you can just use... so I really wonder if it is possible so who was distributing these radios that they should also be brought again to the community.❞ [8]

Ownership of radios varied across sites, as did whether respondents reported difficulties accessing information and their reasons. For this information, referral to site specific data will perhaps result in more accurate findings rather than aggregated data across all five sites. However in general, even where respondents did not own their own radio, a majority reported there was either a radio accessible in their household or they listened elsewhere, usually in a communal setting.

❝And then, even if you don't have a radio, you can just go to your neighbor's house, or maybe your colleague who has a radio, you can hear.❞ [9]

Interaction with the Community Radio Station

❝The radio does avail chances for everyone concerned, government or concerned citizen to contribute solutions to issues of service delivery. For example through peoples' suggestions on community radio police have been deployed to help manage access to water by the citizens and their animals at water points which used to be a source of conflict in the past. I am of the opinion that growth of Kurmuk in all aspects lies in the growth of community radio.❞ [10]

Community participation is one of the pillars of community radio, and is what distinguishes it from other forms of media. The above quote demonstrates the empowering nature of this community interaction; it provides an open forum where the community can attempt to solve their own problems through suggestions and dialogue. It is clear at each of the Internews stations there is a great deal of commitment and engagement from the local community. This is

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[8] Men's Listener FGD, Malualkon, Northern Bahr el Ghazal, February 2011
[9] Women FGD, Malualkon, Northern Bahr el Ghazal, February 2011
[10] Women FGD, Kurmuk, December 2011

expressed through committed listening habits; listeners were able to name presenters and programs and identify their favorites. There are extremely high numbers of incidences of interaction in the form of announcements; it is one of the most popular services at all the stations. Each day, scores of listeners visit the five stations to place announcements for lost cows, wedding celebrations and other significant community events.

Internews formally measures community interaction in three ways: visitors to the station, community announcements, and calls on air. As an indication of average rates of interaction across the network, in the three months from October-December 2010 there were a total 764 visitors to the 5 radio stations, the network broadcast 700 community announcements and put 3098 calls on air.

Community Announcements, October 1 – December 31, 2010 (number of announcements)
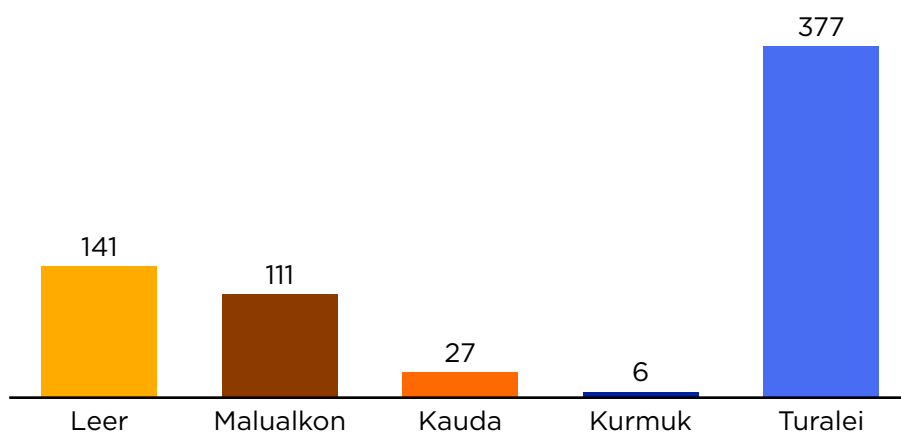
Total announcements: 662

Community announcements are an indication of access to information and are a feature unique to community radio. Announcements include notification of public meetings, lost items, and vaccination campaigns. By visiting (or calling) the station to request a community announcement, citizens are demonstrating they recognize the radio station as a valuable source of information and that many people access this information. Most of these figures are under-reported.

An additional metric for measuring community interaction is the number of phone calls put to air. A person may call in to the station to voice an opinion, contribute to a discussion, or send a message to distant relatives. There is a substantial range of on-air calls and community announcements across the five

stations. The discrepancy does not appear to reflect the relative interest in and commitment to the station in the respective communities, but rather technical/location-specific factors.

The comparatively high number of callers to Turalei could be attributed to the technology available at this station, the only one with a dedicated telephone hybrid. Other stations must rely on putting calls on air directly from mobile phone through microphone which is much less satisfactory in terms of broadcast quality. In Kauda, the mobile telephone network is unstable causing a difficult communications environment that appears to inhibit people from calling in to the station. Malualkon also has network challenges, including that mobile phones have no reception in the on-air studio.

Calls on air, October 1 – December 31, 2010
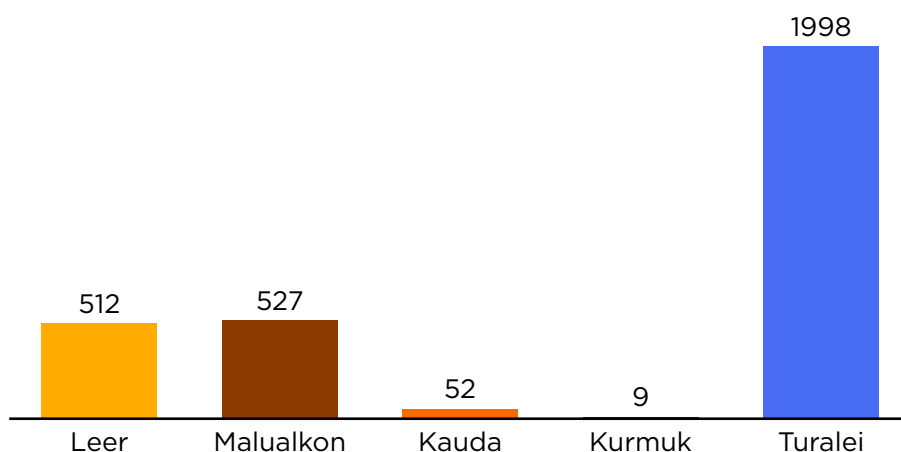
Total calls: 3098

Respondents to the community survey were asked about their interaction with the community radio station. Many people, particularly those in outlying payams, cite cost as the primary reason they are unable to interact through telephone with their station via mobile phone. Difficult roads and lack of access, paired with economic hardship, also prevent people living in villages within the broadcast footprint from travelling to visit the station. However, the same survey also indicates high levels of interest in listening to the radio station and a loyal listenership, including in outlying villages. Without exception, each station was cited as an important source of information for community members. Reports of the loss of cows and other livestock was especially high, the frequency with which this was raised cannot be overstated. Some examples include;

Participation by community members is extremely popular at all Internews stations, these children are broadcasting live from Naath FM in Leer

❝*I myself am a most benefitting person. Last year in 2010 I lost my three cows but because of the FM I got my cows recently this year. I am very happy because these are social welfare, I feed my children with them.*❞ *Gatluak Mabour, Traditional Head Chief, Adok Payam, Leer*

❝*Instead of a person looking for a cow coming from Mayiendit to Leer here you will find that person calling direct from Mayiendit just saying the color, and then the person who is seeing it will call.*❞ [11]

❝*Mayardit really helps the community a lot about public service announcements like if you have lost your cattle or a cow, then you will come to the radio station and inform them and they will easily announce it to the entire people. It's not like before, before when you lost your cow you had to move on footing, searching until you get it or not.*❞ [12]

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[11] Men FGD Leer, Unity State, February 2011
[12] Women FGD Turalei, Warrap State, 2011

In Leer, community members would continue to arrive at the station with announcements to be read on air until well into the evening and up to the end of broadcasts. One evening in a market area, a jovial and noisy group of youth was seen to be momentarily silenced as Naath FM broadcast a community message. For a moment all conversation was suspended until the message was understood, then the group returned to its jokes and music resumed on the radio.

4.4 Behavior and Attitudinal Change

"People are very much keen [about] general cleanliness and sanitation. People listened to information on the radio and immediately translate it into tangible action in their own homes." [13]

The approach of the January 2011 referendum marked an important milestone in this project. Internews' programming was primarily focused on civic education; promoting community engagement in political processes and information and education around the implementation of the CPA. But as the above quote illustrates, there are a range of other issues that these five radio stations frequently address. The community survey sought to understand whether listeners attributed certain attitudinal and/or behavior change directly to information they heard on the radio in three key areas that were explored related to the output of this project. These were attitudes towards peace and democracy (a critical aspect to southern Sudan's future as a nation-state), women and girls (towards gender equality and promoting the rights of girls and women) and cultural difference (relevant in a post-conflict setting and related to programming objectives towards peace-building and promoting a democratic culture).

Communities directly attribute to their local station important social changes. These include participation in political processes, mobilizing communities on development issues, catalyzing social change. Radio programs are said to have encouraged parents to educate their girl children and contributed to debate on ending harmful traditional practices. Internews radio stations are credited as for the first time giving women a voice and celebrating local culture and language.

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[13] Women FGD, Kurmuk, December 2011

4.4.1 Peace and Democracy

Listeners at multiple sites directly cite their local Internews radio station as a source of information about and a means of connecting with the political process. This included understanding of the Comprehensive Peace Agreement (CPA), the Referendum, local and state elections, and the progress towards Popular Consultation in Southern Kordofan and Blue Nile.

One of the most significant political developments in recent times in southern Sudan was the referendum, voting for which opened on January 9, 2011. The referendum came six years after the signing of the Comprehensive Peace Agreement (CPA) that ended Sudan's north-south civil war: Africa's longest running civil conflict.

Promoting citizen engagement in the political process is one of the objectives of Internews' radio stations.

This research found that listeners at multiple sites identified their local Internews radio station as a primary source of information about political processes and a means of connecting with the political process. This included understanding of the Comprehensive Peace Agreement (CPA), the referendum, local and state elections and progress towards popular consultation in Southern Kordofan and Blue Nile.

> ❛*During the last elections all people were engaged in the process and currently people are engaged and all eyes are toward the Popular Consultation.*❜ [14]

> ❛*New Sudan gives people freedom and democracy, even we express our voice through the Voice of Community Kauda.*❜ [15]

One of the most important findings is that there is a direct correlation between information people heard on the radio and action they took as a result of this information. This was evident across all sites and a wide range of issues. Listeners directly cited their local community station as the source of information that they then took action on, this included in Southern Kordofan, which faced elections in

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[14] Men Listeners FGD, Kurmuk, December 2010
[15] Women Listeners FGD, Kauda, January 2011

early May, and a poorly understood popular consultation process. Internews'
Voice of Community Kauda prepared programming to specifically address these
issues;

> ❝In April 2010 we used the radio to raise the awareness of the people on the
> elections. When the radio was airing these programs on voter and civic
> education we realized that the people turned up in large numbers to register.
> The members of the state elections commission also visited the station and
> they were given a chance to talk on the radio, the impact on the community
> was that they were able to hear this from the people concerned with the
> elections at the state level. The other thing is that the radio station gave an
> opportunity to everyone to air their views and you didn't have to be affiliated to
> any party or leader to be given an opportunity to speak on the radio. People
> even approached me and told me that they appreciated the radio and they
> were more aware why they were going to participate in the elections. They
> know the importance of elections but they don't know the importance of
> <u>participating</u> in the elections.❞ [16]

Insecurity is the priority issue for most communities in southern Sudan and the
two transitional areas where Internews radios are sited. Political insecurity is
fuelled by a lack of information and knowledge about political processes. Physical
insecurity, of all kinds, whether inter-ethnic, intra-ethnic, cross-border or
otherwise, also limits civic engagement. In the case of Internews stations,
including Mayardit FM in Turalei, this influence is effective because it is local;

> ❝Before Mayardit FM people were fighting each other but now due to program
> aired through the radio people unite themselves and to give you example
> Mayardit united different counties like Abyei and Gogrial West.❞ [17]

The media in southern Sudan has and will continue to confront new challenges in
the struggle for the development of a new state. There are acute concerns
around the potential for renewed, widespread civil conflict as the process of
forming a nation begins. This assessment found that Internews radio is regularly
identified as a source of information to mitigate conflict and promote peace. This

[16] NGO FGD, Kauda, January 2011
[17] Men Listeners' FGD, Turalei, Warrap State, February 2011

is either through partner programming (such as NDI's Let's Talk program, which was frequently cited in Focus Group Discussions) or each station's own call-in and other programs.

Furthermore, the work of the humanitarian community across southern Sudan needs to be visible and understood by both the host population and the many thousands of returnees who have been arriving from the North including the disputed region of Abyei, and neighboring states. More than a quarter of a million returnees have arrived in southern Sudan in the past six months. It is of central importance they access information on essential support services and the new government's policy on integration of returnees.

Conflict Mitigation

‘*We alone as Nuba people before we did not know other sub tribe's culture but that's changed now due to Voice of Community radio, people are interacting with other cultures.*’ [18]

Communities in Sudan experienced extreme violence during the civil war. They continue to be affected by high levels of inter-communal tension, trauma, militarization and under-development. Public education in local languages is lacking. Confusion, fear and scarcity of information are likely to continue into the post-independence period. Southern Sudan's socio-economic context will remain fragile for some time following independence and local capacity to deal with land disputes and conflict resolution is limited. The idea of separation is unfamiliar with populations who have interacted for centuries, including pastoralists. Others depend on a soft border which allows freedom of movement of people and goods. The approach of independence for southern Sudan creates new challenges in relation to citizenship.

Community media can contribute to a reduction of conflict when the information it presents is reliable, respects human rights and represents diverse views. In recent years it has been realized that in post-conflict situations the promotion of traditional news coverage is not always enough to overcome years of hostility

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[18] Women Listeners' FGD, Kauda, January 2011

Naath FM broadcaster, Jacob Nhial, at the official opening of the station in 2009

and alienation between groups and prevent renewed conflict. There is evidence that programming at Internews' five stations plays a role in conflict management by informing debate on the causes of tribalism, poor governance and corruption. This is achieved by promoting dialogue between government and citizens, strengthening of grassroots conflict resolution mechanisms, encouraging dialogue on resource sharing and participation of all communities including returnees in decisions about their livelihoods and government policies. Radio programs promoting messages of peace and peaceful resolution of community issues were identified in Leer, Unity State, as being effective in an environment with a long-standing history of inter-tribal conflict;

> '...*people used to go and raid cattle from the Dinka community, the Dinka also come and take cows from here. That is definitely a source of conflict. Now the government is coming to the radio and informing the community; 'why are you taking the property of people, why are you using violence?'...Sudan has just come from war to peace. They are smelling the truth of peace.* [19]

[19] NGO FGD, Leer,Unity State, February 2011

The radio station has helped me to be more tolerant of cultural differences.

Strongly agree	Agree	Neither	Disagree	Strongly disagree	Don't know
67.7%	22.4%	2.9%	2.3%	2.6%	2.5%
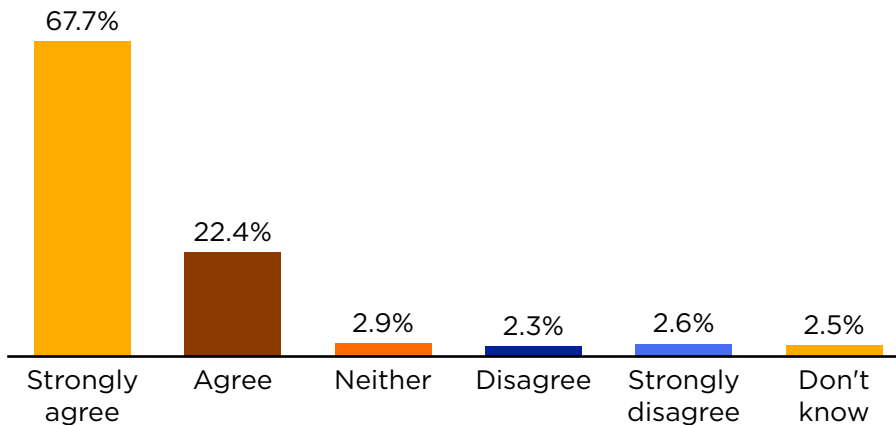
Sample: All Internews stations

There are a variety of conflict situations cited, such as in Unity State, where inter-clan youth gangs are causing security concerns in Leer County. One such gang known as the 'yo yo' boys, so named in reference to contemporary US-rap culture, have led to the imposition of a night-time curfew in Leer following random and opportunistic acts of thieving and violence, including against women, which authorities say is contrary to local culture.

There is strong local demand to air these issues and concerns on the community radio station Naath FM to open debate and discussion about community concerns about youth culture.

'*Even here in the county they are having youth conflict. The same clan. You know clans have some sections – each section goes and attacks the other. So Naath FM, through different actors, [can] give them information about what are the disadvantages of violence. So people will be encouraged by using peaceful means.*' [20]

Returnees and Reintegration

'*The majority now know that they have returnees in the area...and without this [radio], others could even stay not knowing how the returnees feel about their own home, what they are feeling, when they are coming back, what did they*

[20] Men Listeners FGD, Leer, Unity State, February 2011

experience in their previous area, what do they need? Nobody will know. Others are hooking up now with their relatives that they have not seen for years, and it is through this [radio]... [21]

Although hundreds of thousands of people had already returned to the south since the 2005 signing of the CPA, voter registration and the commencement of voting on January 9, 2011, saw many thousands more arriving in southern Sudan. The issue of returnees prompted fears of mass displacement, the potential for increased political and ethnic violence and a large-scale humanitarian emergency. The International Organization for Migration says as of the end of May, at least 39,000 internally displaced people (IDPs) are estimated to have arrived in the south from Abyei, concentrated in Warrap, Northern Bahr el Ghazal and Unity states. In Turalei alone, more than 20,000 people have arrived since conflict broke out over Abyei on May 21, 2011.

Humanitarian organisations recognize that there is a need to equip returnees with knowledge about how to tackle the challenges of reintegration and empower both returnees and host communities. Though it is recognized that not all needs of returnees and hosts can be addressed through communication, especially access to services and resources, it is clear there are positive outcomes where key issues are part of a public discourse that promotes potential solutions. Internews' radio stations which broadcast into areas with high concentrations of returnees were cited as providing important information not only for the returnees (regarding provision of food and other support services) but also for the host communities, and a means of bringing together long separated families.

This research found that coverage on Internews' stations has had a positive impact on both the host and returned populations; Internews' radio stations which broadcast into areas with high concentrations of returnees were cited as providing important information not only for the returnees (regarding provision of food and other support services) but also for the host communities, despite their very different information needs.

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[21] NGO FGD Participant, Malualkon, Northern Bahr el Ghazal, February 2011

Angelina Achol Piol in the studio of Nhomlaau FM in Malualkon

4.4.2 Gender

❝*I myself have not been to school, but through the encouragement of community radio I have been able to encourage my children to continue in school. Every morning after tea I make sure my kids go to school. School is very important for their future.*❞ [22]

This research also addressed issues of gender, specifically the role of women and girls in the community. This is because each of the stations broadcast programming specifically about and for women. Part of this coverage of women-focused programming includes hearing women themselves articulate their hopes, aspirations and opinions.

❝*I myself I was born in a community where girls, women have no value in the society, women and girls were kept in the kitchen rather than sending them to*

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[22] Men Listeners' FGD, Kurmuk, December 2010

school. But there is a saying, if you want to build the nation educate them, therefore if we want to end illiteracy then they have to be educated. [23]

In Blue Nile State, listeners to Radio al Mujtama fi Kurmuk repeatedly said in focus groups, in particular the male listeners, that the first time they heard women from their community speaking publicly was on the community radio station. For many this was a significant event, to hear women speaking in their own language in the electronic media and in the public sphere about issues that concerned them directly.

In both Kurmuk and Turalei, listeners went as far as to cite women station staff at Radio Al Mujtama fi Kurmuk and Mayardit FM respectively, as community role models for encouraging parents to educate their girl children.

In the past girls were kept at home doing home activities because if they are sent to school they will be spoiled by men but after Mayardit FM delivered messages on girls education, and I can give example here, we have Christine Akol the Mayardit FM reporter she is the role model every parent needs, send their girls to school so that she can work like Christine. [24]

In several sites (Leer, Turalei, Malualkon), focus group discussions of both men and women listeners discussed the prevalence of domestic violence in their communities. While issues such as GBV and girls' education are discussed on Internews radio, listeners report the stations are valued by both men and women.

Right now I can say that women are always participating. This radio has changed the kind of behavior that women do because they used to hide themselves and now they are talking openly. They will just call Naath FM. Sometimes a woman is thinking of something they want to bring up and she will just call to the radio and say there is this issue that I want us to discuss... [25]

In Leer, Turalei and Malualkon in particular, participants raised concerns about the rise in incidence of violence against women; attributed to traditional cultural values and fuelled by alcohol and frustration about employment. Again,

[23] Women Listeners' FGD, Kauda, Southern Kordofan, January 2011
[24] Men Listeners' FGD, Turalei, Warrap State, February 2011
[25] NGO FGD Leer, Unite State, February 2011

information heard on Internews radio stations was cited as a source of information that led to changing behavior in the community;

   Like those days when you are with your wife, you just quarrel with your wife, you fight your wife, you can beat her with a very big stick. But now, through the information that we heard over the radio, we understand that your wife is always equal like you. So you live together, you live in peace, you love one another, and you also bring up your children, then you take them all together to the school. Through the information that we heard over the radio. [26]

Across all sites, almost 85 per cent of all listeners attributed behavior change towards women and girls to their community radio station.

**My attitude/behavior towards women and girls is different
because of information i hear on the radio**
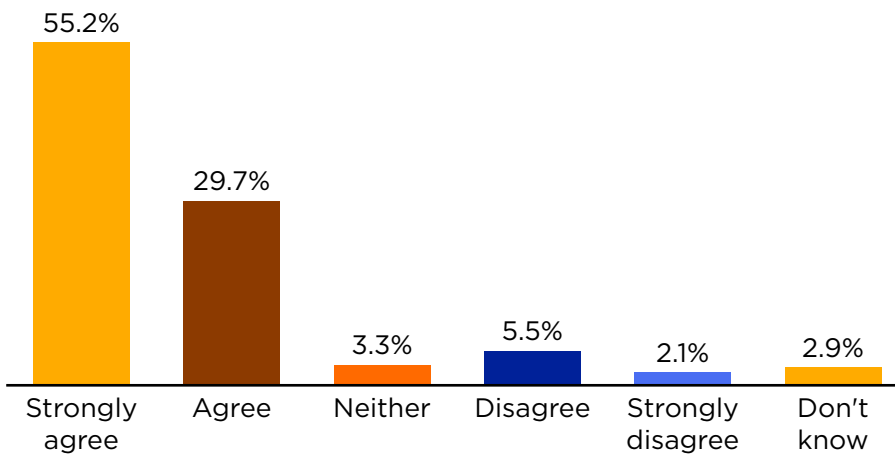
Sample: All Internews stations

In Kauda, listeners were able to identify gender-related impact as a result of programs heard on their local community radio station. For example in Kauda in December 2010, Voice of Commuity covered a peace and reconciliation women's conference which brought together women from all the 19 localities, and Sudanese women from the diaspora. Internews' broadcasters covered the conference and interviewed participants. During the NGO focus group discussion, one participant said the programming had significant impact in informing women about women's rights and practical solutions for peace and reconciliation.

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[26] Men Listener FGD, Malualkon, Northern Bahr el Ghazal, February 2011

❝*I remember people telling me about it. My mum is disabled and she is on a wheelchair at home and she was telling me about what she learned from the session that was aired by the radio on the conference. She was narrating how women from different areas were talking about unity, sustainable peace, reconciliation, women's rights, coexistence and these kinds of things. So this shows the impact the radio has in the community. When I talk on the radio people will come and tell me that they listened to me and it makes me know that they are also participating in what is going on in the community.*❞

In the community leaders' interviews, many cited Mayardit FM in Turalei as a source of empowerment for women and girls, shifting attitudes to the extent that several attributed the election of a woman as Governor of Warrap State to information broadcast on the station;

❝*We the women now are respected by men. Nyandeng Malek has been elected as Governor of Warrap State. It is because of respectful behaviours towards woman and girls, our `daughters are not forced to early marriage, as a result of information heard on the radio.*❞ `*Aluel Majok Angui, Chairwoman, Women's Association Wunrock*

❝*I think we have more respectful behaviours towards our women and girls as a result of information we heard on the radio. Because that time we voted for Nyandeng Malek as a governor of Warrap State. It is because we have more respect to them...also we let our daughters go to school, because the radio is informing us all the time about the girls.*❞ *Peter Mangiel Majok, Deputy Chief Inspector, Police, Twic County*

❝*One example is our Governor or Warrap State, Nyandeng Malek. She is a woman but she was elected to be governor as a result of information we heard [about] women...*❞ *Ring Thuc Juk, Education Supervisor, Aweng Payam*

4.4.3 Culture

❝*There's a big change, an attitude change, political change. People did not used to be staying together [peacefully] a long time ago. Since the FM was here, it has been talking about peace and development and all those things and there's a positive attitude change. People are staying together, they are not insulting*

Communities across southern Sudan and the three areas are heavily engaged with their local FM station, including in Kurmuk

one another… in the community they used to have conflict, now there is peaceful co-existence. Because of this radio.❞ [27]

Community radio is a source of empowerment, especially for disenfranchised and marginalized groups in society. Perhaps one of the most powerful elements for this inclusive effect is that it provides access to information in local languages and a platform for the celebration of culture.
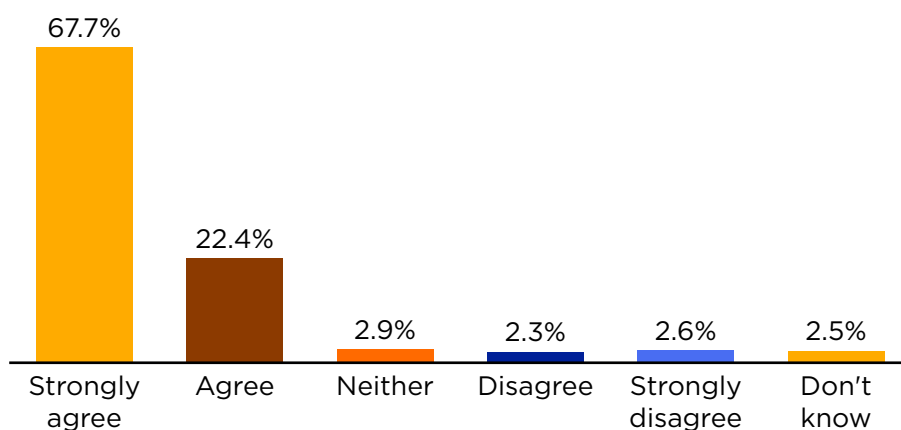
One of the underlying factors of post CPA conflict in southern Sudan between different ethnic groups and clans is a marked absence of public space and opportunity for people to fully participate in discourse on their own socio-economic development. This contributes to strong and persistent feelings of marginalization and social exclusion. The situation is compounded by a lack of interaction between the different ethnic groups, clans and between government authorities and civil society.

[27] NGO FGD, Kurmuk, December 2010

This research asked whether people in the community were more respectful of each other as a result of information heard on the radio. More than 80% of respondents to the community survey across all sites responded in the affirmative.

Across all sites, access to information in local languages was recognised and appreciated. By reflecting the diversity of cultures in a target community, Internews radio stations have built understanding between tribes, and opened a channel of communication. In some cases this has been achieved through cultural programs that explain or celebrate cultural traditions and expressions, including music.

The community radio station has helped me to be more tolerant of cultural differences.

67.7%

22.4%

2.9%   2.3%   2.6%   2.5%

Strongly   Agree   Neither   Disagree   Strongly   Don't
agree   disagree   know

Sample: All Internews stations

‘Before the radio came it was very difficult for non-Nuba people to come here and being accepted, especially the Arabs and other non-Nuba tribes. But after the radio you find that there are so many non-Nuba people around and they are able to open shops and carry on with their work normally.’ [28]

‘...also through Mayardit a musician composed very wonderful songs which teach people about their culture.’ [29]

Results are consistent across all sites, with respondents saying the community radio station is seen by the community as having contributed to significantly

[28] Women Listener FGD, Kauda, Southern Kordofan, January 2011
[29] Men Listener FGD, Turalei, Warrap State, February 2011

improved dialogue and understanding between tribes, while being a focal point for the expression of cultural and linguistic identity:

> *People have begun to accept one another's culture and way of life...*

> *More respect has prevailed in the community.*

> *People from different tribes now share their sorrow and happiness together...*

> *All people are the same, nobody is better than another. A leader from one tribe is respected from another tribe. Traditional customs of tribes are being respected. Women's opinion is respected.*

> *People are now cooperative and exchange visits between themselves, unlike in the past.*

> *There are no longer fights or utterances of abusive words against tribes...* [30]

People in my community are more respectful of each other as a result of information heard on the radio.

Strongly agree	Agree	Neither	Disagree	Strongly disagree	Don't know
60.9%	23.6%	2.7%	4%	3.5%	4.1%
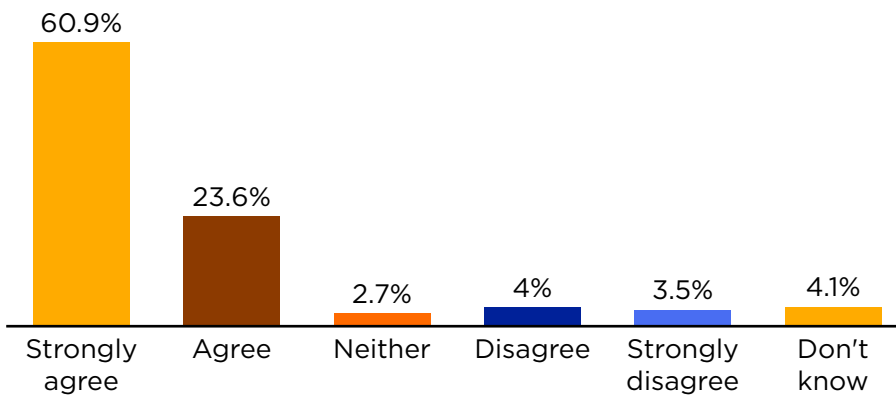
Sample: All Internews stations

An overwhelming majority of the 125 community leaders surveyed concurred that people in their community were more respectful of cultural differences and of each other as a result of information heard on their radio station.

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[30] FGD Participants, Kurmuk, Blue Nile State, December 2010

❝*In my village we are mixed up the different ethnicities…many tribes are comprised in this village, returnees from northern Sudan are also [here], and we have managed to stay as one community.*❞ *Nyadang Gatwech Ruei, Assistant Head Chief, Leer County*

Many community leaders also expressed the belief that the provision of information in local languages is central to the achievement of engaging a broad section of the local community. Internews' stations are widely appreciated for offering programs in a range of local languages which gives listeners opportunity for participation and engagement.

❝*Through translation of information into local languages people are informed and contribute to the affairs of their community.*❞ *Al Aalim Ahmed, Chief, Duala Tribe, Kurmuk*
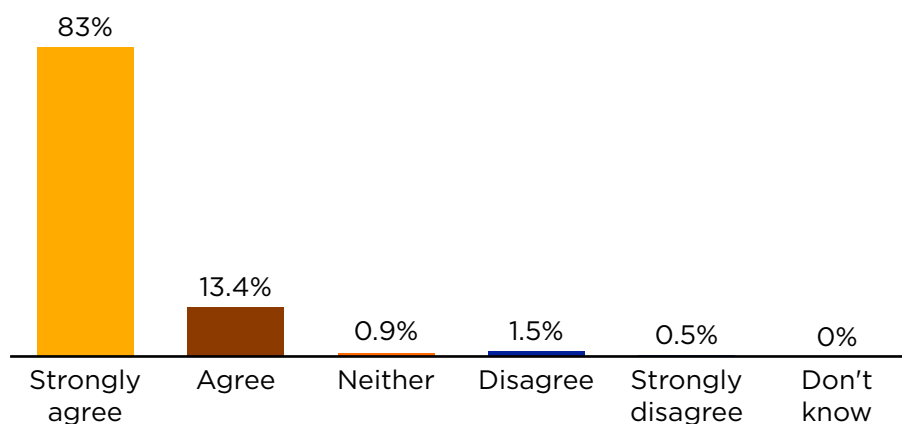
Health

❝*Like sometimes when there are things that are happening in other places, or when there is heavy rain or when people need to clean the market, so people can just go to the radio station and they inform everybody and then people will go for general cleaning here, in the villages, in the market.*❞ [31]

Health programming is broadcast across all of Internews' five radio stations, and although interest varies across each station, health and hygiene programs are regularly cited as important programming for listeners. This includes health messaging in programs from partners with behavior change objectives, to the promotion of health-seeking behaviours to community hygiene and sanitation activities such as cleaning up a village.

Of listeners who said Internews radio is 'very important' as an information source, almost 100% 'strongly agreed' or 'agreed' that as a result of listening to their local community radio station they were better able to protect themselves and their families.

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[31] Men Listeners; FGD, Malualkon, February 2011

As a result of information I hear on the radio, I am better able to make decisions to protect my health and that of my family.

```
83%
          13.4%
                   0.9%    1.5%    0.5%    0%
Strongly   Agree   Neither Disagree Strongly Don't
agree                               disagree know
```

4.5 Internews Community Radio Stations

4.5.1 Radio Al Mujtama fi Kurmuk, Blue Nile State

❝Radio in my community is very effective. It gives full picture of faraway and unseen things and brings them nearer. It connects people with government and the citizens with the centre...[Despite] ignorance and prevalence of illiteracy in the community... the radio has been able to create awareness and opened alternative education to the citizens.❞ [32]

Radio Al Mujtama Fi Kurmuk ('Kurmuk Community Radio' in Arabic) is based in Kurmuk in Blue Nile State near the Ethiopian border in one of the 'Three Protocol Areas' outside the 10 states which comprise the core of southern Sudan. The station broadcasts in Arabic, English and Uduk, with additional language programming depending on volunteer participation. The range of broadcast is 60km to the south however its coverage northwards is restricted by a mountain to the rear of the station at which the transmission tower is nestled.

This station is operating on a license provided by county authorities with approval of state authorities in Damazin. Local and state authorities fully support the radio station. At the moment, Internews is in the process of assisting the station to establish itself or a partner organization as a local NGO to take

[32] Community leaders' survey, Kurmuk, Blue Nile State, December 2010

Khadija Abdulaziz broadcasting with a guest at Radio Al Mujtama fi Kurmuk

ownership of the station. Internews considers this station and the one in Kauda as the only independent source of information in the areas where they are operating. They have the potential to remain a great asset to the communities they serve, and are key agents for media-led conflict mitigation.

It must be noted that neither the Kurmuk nor Kauda stations are licensed with the Ministry of Information in Khartoum or Juba, as during the time of CPA implementation, this was not a requirement and state level permission was sufficient. Both stations are strongly supported by state and county authorities and both SSRC and HAC gave formal approval for broadcasting.

This research found that Radio Al Mujtama is having significant impact in the community and is an important source of information across all ages, genders and education levels. A majority of respondents in Kurmuk identified information (68.2%) and participation (68.9%) as essential to a peaceful and democratic society. When asked to think specifically about Radio Al Mujtama, respondents identified the radio station as central to facilitating interaction between the

political leadership and the community. Listeners appreciated the station as a place not only to receive information but through which they could express themselves and have their voices heard.

In terms of content, local news is 'very important' to a majority of respondents. This is true for both genders and across all age groups and education levels. Politics is generally 'very important' to a majority of respondents, more so for people with higher formal education levels.

As would be expected in a location where more than half of all respondents derive their primary income from farming, agriculture/income generation is a 'very important' topic of information to an overwhelming majority. Other very important information includes health/hygiene (86.1%), religion/faith (82.1%), youth issues (76.8%) and culture (77.5%).

Respondents cited news, Popular Consultation, peace and development, health information, and cultural/traditional programs as the kinds of information they seek.

> ❝*The radio has engaged the community in the political process especially in the last elections. During the last elections all people were engaged in the process and currently people are engaged and all eyes are toward the Popular Consultation.*❞ *Gabriel Elo, Paramount Chief Secretary, Kurmuk, Blue Nile State*

The Kurmuk radio station has contributed to significantly improved dialogue and understanding between tribes, while being a focal point for the expression of cultural and linguistic identity;

> ❝*I am happy that every day the radio brings to us good information and everybody is keen to listen to its programs. Kurmuk has now become a civilization and everybody now wishes to come to stay in Kurmuk.*❞ [33]

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[33] Women FGD, Kurmuk, December 2010

4.5.2 Voice of Community Kauda, Southern Kordofan

❝*They have understood better, such as Popular Consultation; they have also known who will be a right leader; they have also known their role as a citizen.*❞ *David Abdullah Jagul, Chairman of the Boma, Kichama*

Voice of Community is based in Kauda in the Nuba Mountains in Southern Kordofan and has been broadcasting since 2007. Nearly 280,000 people live within the radio station's coverage area. After July 9th, 2011, the Kauda station (along with Kurmuk) will be the only community radio stations in all of North Sudan. The station is managed in partnership with NRRDO, a local NGO based in Kauda and operates on the basis of local licensing provided by the State of Southern Kordofan with approval of state authorities in Kadugli. Both county and state authorities support the radio station and use it to communicate with the local population.

Although Southern Kordofan is north of what will soon be the international border with southern Sudan, it is home to many pro-south communities, especially in the Nuba Mountains, some of whom fought with southern rebels during the civil war. In 2009 and 2010, a series of conflicts between rival nomadic tribes in Southern Kordofan caused a large number of casualties and displaced thousands. Further conflict is anticipated if a lasting political solution cannot be found for the contested region of Abyei.

❝*This area is a marginalized area and one that was heavily affected by the war. I want to give an example of the peace agreement. Most people knew that it was signed but they didn't know what the content of the agreement was and they were only able to learn this through the radio. Now we are about to have our state elections and the popular consultation process and we need to support the radio to disseminate that information. About civic education the radio needs to educate the people about the elections and the steps that they need to follow. Right now registration is underway and most people don't understand the importance of registering so the radio needs to mobilize the public to turn up in large numbers to register so that they can be able to vote.*❞ [34]

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[34] NGO FGD, Kauda, January 2011

Voice of Community Kauda broadcaster John Musa (Mosquito)

Listeners in Southern Kordofan reported that Voice of Community Kauda plays a key role in raising awareness about important political developments (including elections and the ill-defined popular consultation) and a range of social issues including civic education, public health and peace and reconciliation. Kauda listeners, (as for many of the Internews sites) expressed a strong interest in educational and informative programming.

‘*Southern Kordofan has very many schools yet most are not covered by the radio station. It would be great if the coverage was expanded so that some of these programs can reach people on the ground. Right now if you go to the market here most of the traders are able to give some prices in English because of listening to the Terbia Market* [35] *programs, it would be great if that could be extended to the whole state.*’ [36]

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[35] Terbia Market is an English language program from partner SSIRI
[36] NGO FGD, Kauda, January 2011

The community in Kauda attributes a wide range of changes to the impact of the FM station Voice of Community. Anecdotal impact identified as a direct result of radio programs includes more education of girls;

> *I think the radio has changed the community too much compared to other communities without the radio. Right now here the people are sending their girls to school. If you go to a place like Ferich which is on the other side of that hill and which has no means of communication the children there are still looking after cows and girls are still not being sent to school. This means that they don't have a means for community mobilization. So for me I think that the radio is very strong in mobilizing people within the community.* [37]

Other listeners identified the radio station as having changed community behavior and attitudes towards a wide range of issues addressed in programming including health and hygiene, awareness about HIV/AIDS, a decrease in deforestation and more people planting trees, and improved nutritional practices including a balanced, healthier diet.

> *The way that people are communicating within the community according to me is also different. Like now if someone wants to eat he has to wash his hands using soap. Even when people visit the toilet they do wash their hands and I have to say that the water and sanitation programs in Kauda have really improved. I remember we did slabs for household latrines and people were not using them because of some traditional beliefs. But we used the radio to pass messages on the importance of sanitation and I can tell you that the community now has noticed that the water diseases have decreased because of the use of latrines so this is a big impact brought by the radio station. If we didn't have the radio station people would never have changed their habits.* [38]

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[37] NGO FGD, Kauda, January 2011.
[38] Ibid.

4.5.3 Mayardit FM, Warrap State

‘*During the elections every party was having the right to campaign on their own, and they were able to compete, but it was through the radio that people became aware about the democracy.*’ *Nanoon Ater Guot Chol, Executive Chief, Majok (Boma) Aweng*

Mayardit FM broadcasts in English, Arabic and Dinka to a population of about 330,000 people in its coverage area. Since the community surveys were completed, conflict in Abyei drove thousands of people into Warrap State and Mayardit FM responded by increasing programming specifically on returnee issues for IDPs and the host community. A separate assessment was conducted on this situation in June 2011.

In Turalei and surrounding payams, an overwhelming majority of people surveyed reported listening to Mayardit FM.
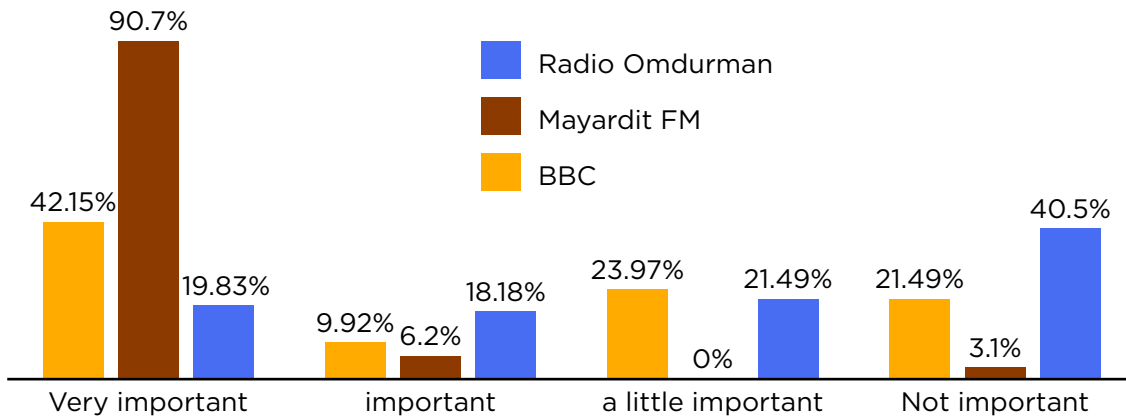
Turalei: Please name the radio stations you listen to.
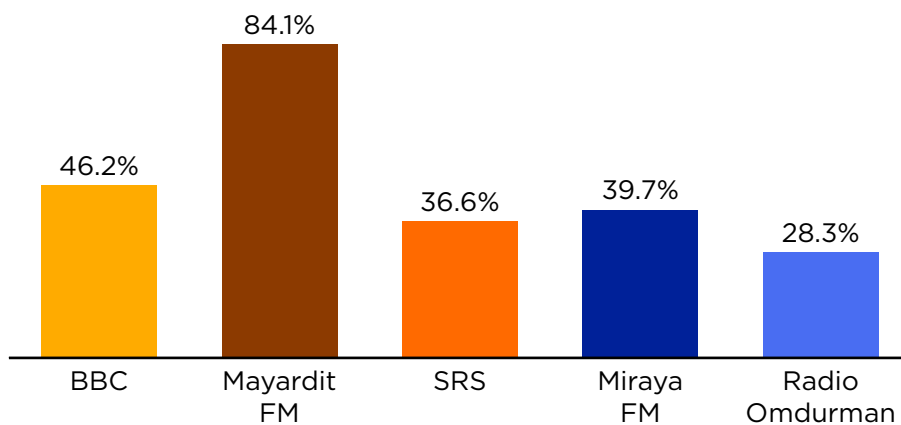
Sample: Turalei

Of these, 90.7% of respondents described Mayardit FM as a 'very important' information source, ahead of the next most listened to stations; BBC and Radio Omdurman.

How important to you as an information source are BBC, Mayardit FM, Radio Omdurman?

Legend:
- Radio Omdurman
- Mayardit FM
- BBC

Very important: 42.15%, 90.7%, 19.83%
important: 9.92%, 6.2%, 18.18%
a little important: 23.97%, 0%, 21.49%
Not important: 21.49%, 3.1%, 40.5%

Sample: Turalei

This data suggests extremely high levels of engagement and interest by the local community.

They are broadly supported by separate, independently conducted research by the BBC World Service Trust which conducted a comprehensive listenership survey in Turalei in December 2010. The BBC WST research establishes Mayardit FM as the most well-known (93%) and listened to station (83%) among the audience surveyed.[39]

Mayardit FM has been a vital source of community information around the CPA and the Referendum. 100% of respondents said they strongly agree or agree that their understanding of political processes had been increased through radio.

❝*The community values the radio as their resource of information and advice. We know this because everyone has a radio in the community and loves listening to Mayardit FM.*❞ *Santino Athuet Thuom, Administrative Officer, Turalei*

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[39] Research and Learning Group, BBC World Service Trust, *'Mayardit FM Audience Survey'*, December 2010

Mayardit FM: Radio has increased my understanding of political processes (CPA, referendum)
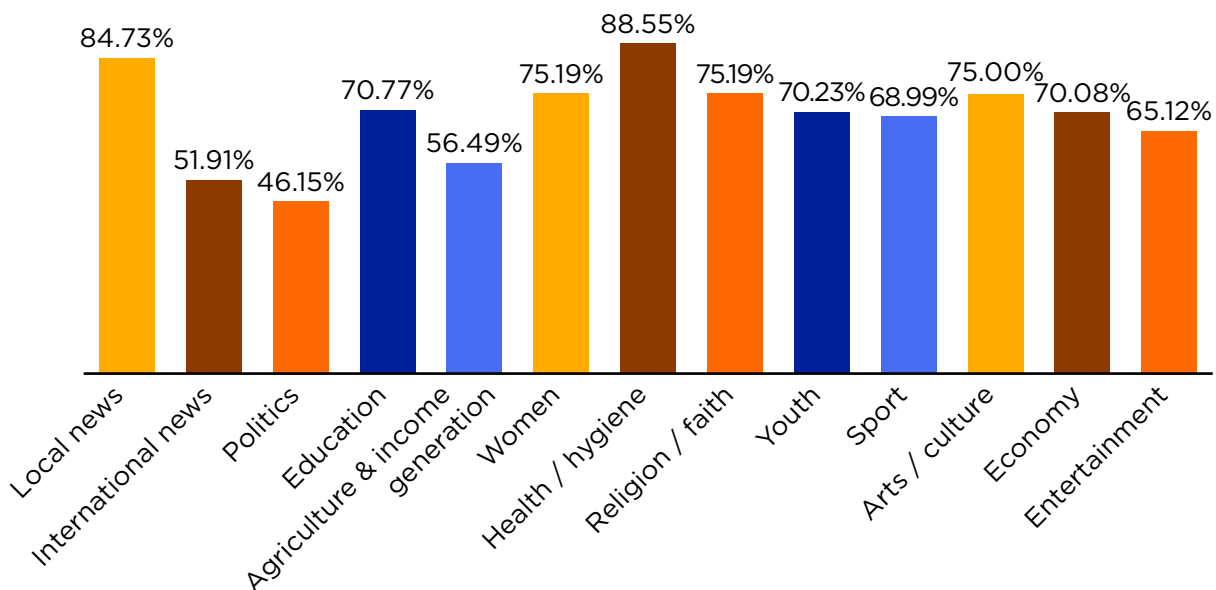
80.4%

19.6%

Strongly
agree

Agree
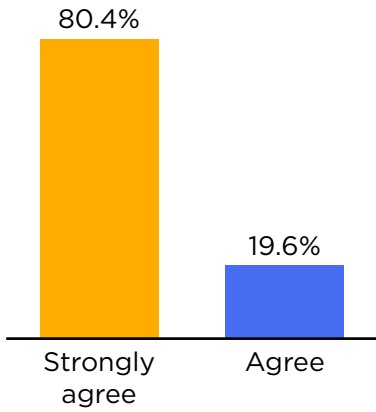
Sample: Mayardit FM listeners

Agriculture and livelihoods are an important sub-theme in Turalei, particularly in relation to the reintegration of returnees. Agriculture and income generation (75.1%) were the second most important information available to listeners, second only to local news (84.7%). Arts and culture (75%) is as important as agriculture, indicating that listeners are also tuning in to the station for entertainment. Politics rated the lowest (46.5%) with international news (51.9%).

Mayardit FM: Which topics of importance are of importance to you?
(% of respondents saying topic is 'very important')

84.73%
51.91%
46.15%
70.77%
56.49%
75.19%
88.55%
75.19%
70.23%
68.99%
75.00%
70.08%
65.12%

Local news
International news
Politics
Education
Agriculture & income generation
Women
Health / hygiene
Religion / faith
Youth
Sport
Arts / culture
Economy
Entertainment

Sample: Mayardit FM listeners

Most people in southern Sudan are engaged in agriculture and livestock keeping. The Dinka community in Warrap State is no exception. Community radio is an

Former Internews Sudan Country Director, Gordon Mangum, oversees the construction of Internews station Mayardit FM in Turalei

ideal medium to disseminate information on improved farming techniques, commercial farming/cattle keeping and marketing, good farming practices and related topics. In Turalei, there is high demand for this information, supported by listener focus group discussions. Listeners attribute an increase in cultivation directly to programs broadcast on Internews' station, Mayardit FM.

> ‘*Mayardit has played a great role in teaching people how they can cultivate. Mayardit used to broadcast to people about agriculture. You see now people are cultivating this year. I have seen a big change because of Mayardit, many people are cultivating.*’ [40]

Mayardit FM's most popular programmes are local news and discussion, agriculture/income-generation and music and culture. This suggests that listeners are interested in entertainment programming as well. During this assessment, two

[40] Women Listeners' Focus Group, Turalei, February 2011

women cautiously approached the station building through the darkened compound. They were from a nearby IDP camp having recently arrived from the North. The younger of the two explained to station manager Deng Bol that her companion, a more elderly woman, wished to sing traditional songs and poetry over the airwaves. Deng Bol agreed and for the next 20 minutes the woman sang of her journey to the north and her return home. During her singing, the phone lines lit up and Deng Bol put several callers to air immediately afterward who also shared their experiences, prompted by the woman's song. Station staff at Mayardit FM Say such visits and call-ins from listeners occur frequently and create a lively interaction between the station and the community.

Mayardit FM is the newest station in the Internews Sudan network. Broadcasting from Turalei in Warrap State the station can be heard in Agok, with the signal stronger in the morning and evenings, but reception is neither clear nor stable. People in Abyei do listen but at their homes in Agok in the evenings. Paramount Chief of Abyei Kual Deng Kual says 'people are telling me about Mayardit FM in Agok especially'. In Twic County between December 2010 and January 2011, a measles outbreak threatened the community. International Irish-based NGO GOAL used Mayardit FM to mobilize people to take their children for vaccinations and received an overwhelming response, as they had previously in Blue Nile State. In May, Mayardit staff faced a humanitarian crisis as tens of thousands of returnees flooded into Turalei and surrounding localities, putting pressure on existing resources.

4.5.4 Nhomlaau FM, Northern Bahr el Ghazal

'*Radio Station Nhomlaau FM has helped the community engage with the political process, like at the last election, if it was not for Radio Nhomlaau they would not vote successfully.*' *Joseph Akech Athieu, Sub-Chief, Pariak*

Nhomlaau FM is another station that has frequently been covering issues around returnees to the south. Based in Malualkon, a small town in Northern Bahr el Ghazal, the station's name means 'Freedom' in Dinka. The radio station reaches an estimated potential audience of more than 300,000 people and can be heard in the state capital Aweil, about 80 kilometers to the west. This research found that listenership levels are extremely high;
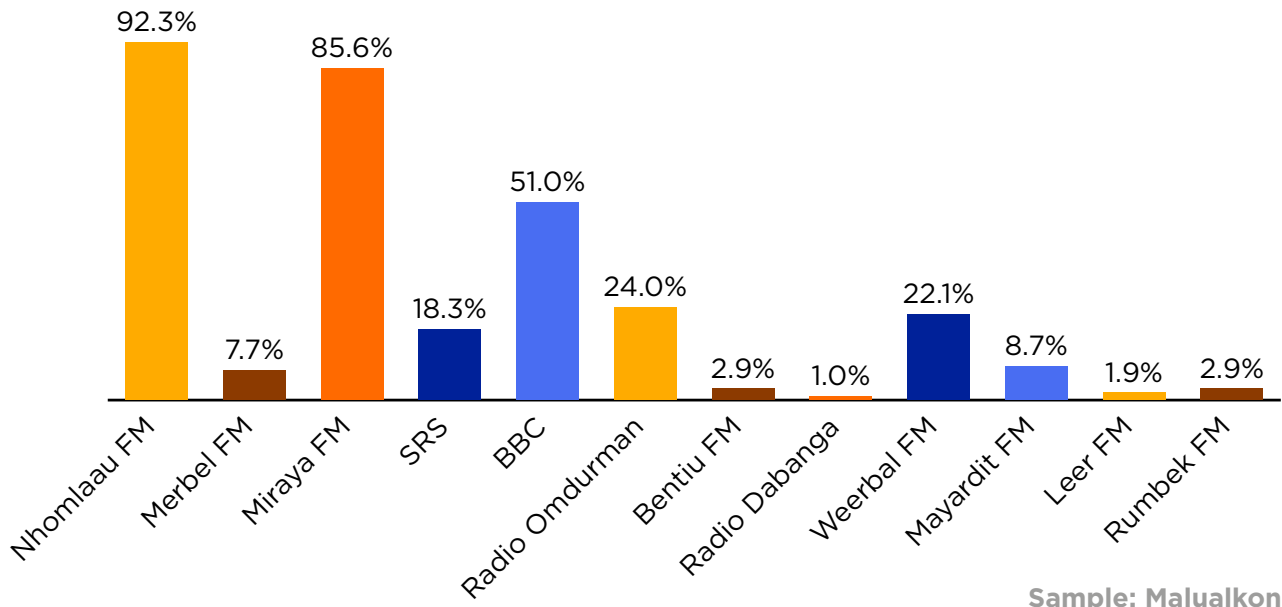
Returnees such as this young mother at a feeding centre in Malualkon featured in broadcasts across Internews' stations ahead of the Referendum

'*Nhomlaau FM has helped the community. Like when the returnees were coming from the north, they were coming and they had been trucking there, gathering there, so many trucks...So the whole of NGOs have been informed by this radio, and then they [went and] verified the returnees and evacuated them where they are now, like in Wanjok and Aweil North, where their final destination is...so Nhomlaau FM helped the community...*' [41]

[41] NGO FGD Participant, Malualkon, Northern Bahr el Ghazal February 2011

Malualkon: Please name the radio stations you listen to.

Station	%
Nhomlaau FM	92.3%
Merbel FM	7.7%
Miraya FM	85.6%
SRS	18.3%
BBC	51.0%
Radio Omdurman	24.0%
Bentiu FM	2.9%
Radio Dabanga	1.0%
Weerbal FM	22.1%
Mayardit FM	8.7%
Leer FM	1.9%
Rumbek FM	2.9%

Sample: Malualkon

The issue of returnees is frequently raised on Internews radio stations in particular in areas where there are significant numbers of people returning from the North ahead of the declaration of independence in July 2011. Nhomlaau FM (Malualkon) recently broadcast claims by recently arrived returnees in Aweil East who say they have not received any food assistance and it seems their situation is not improving. One of the returnees voiced her complaint on the radio; *'It is being said the food will be given to us by the government but they do not bring it. They lie to us, they say tomorrow, tomorrow and no one comes to us.'* Nhomlaau FM reported authorities saying they were in the final stages of verification and the situation would be resolved soonest.

How important to you as an information source are BBC, Nhomlaau FM, SRS, Miraya FM, Radio Omdurman? (% finding source 'very important')


Source	%
BBC	46.5%
Nhomlaau FM	84.2%
SRS	25.7%
Miraya FM	61.4%
Radio Omdurman	28.7%
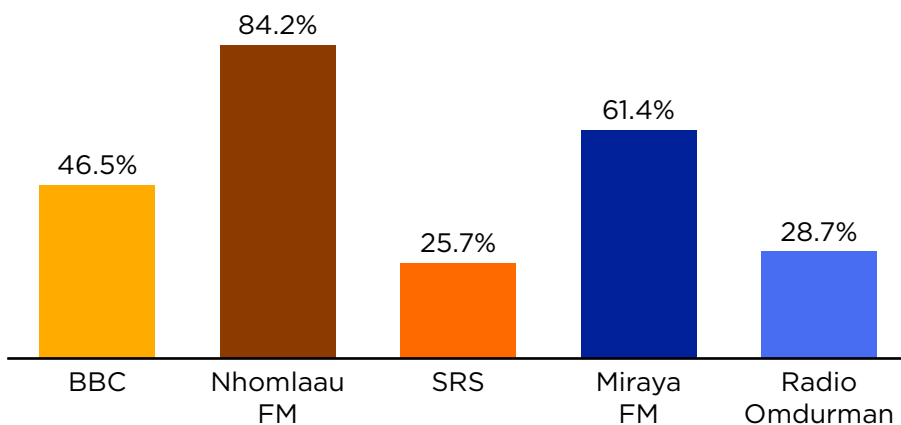
Sample: Nhomlaau FM listeners

4.5.5 Naath FM, Unity State

'*The community values the radio as their main source of information. I know this because it was information by the radio to take children to school, because people are not fighting since radio came to Leer.*' *Gabriel Phar Chang, Head Chief, Leer county*

Internews station Naath FM ('people' in Nuer) dominates the radio listening landscape in Unity state, attracting more than twice the number of reported listeners than its closest competitor, state-run Bentiu FM. Naath FM is based in Leer county, an oil-producing area in Unity State, north of Juba. Its name means 'Citizen' in Nuer. Naath FM began broadcasting in 2009 to a potential audience of about 160,000 people in English and Nuer.

Leer: Please name the radio stations you listen to.

BBC	34.5%	
Naath FM	98.3%	
SRS	31.1%	
Miraya FM	17.6%	
Radio Omdurman	13.4%	
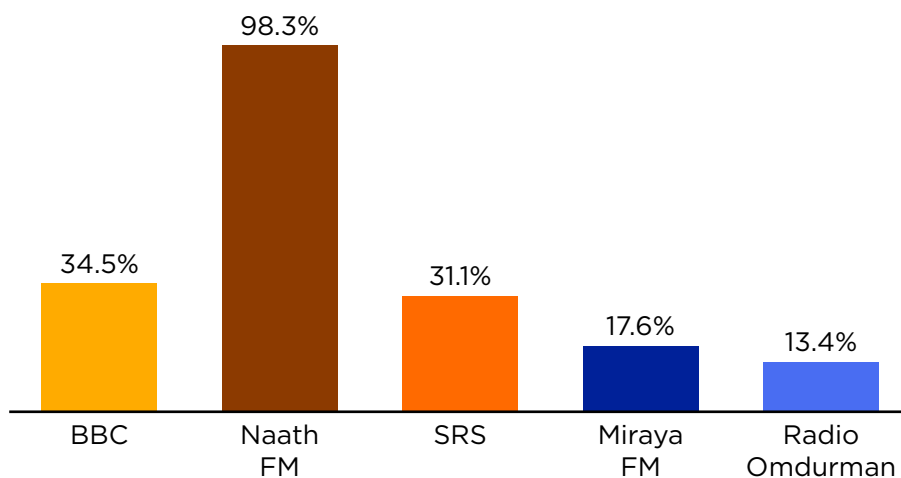
Sample: Leer

These results are confirmed by more comprehensive listenership data from the BBC WST[42] which identified Naath FM as the most well-known (89%) and listened to station (83%) among the audience surveyed. *State-run Bentiu FM was the closest competitor, followed by Radio Omdurman.*

Local news and discussion programmes are by far the most listened to on Naath FM (91%). A majority of listeners tune in for education (86%), arts and culture

[42] Research and Learning Unit, BBC World Service Trust, *'Naath FM Audience Survey'*, November 2010

Jacob Ruai broadcasts during the official launch of Naath FM from a studio garlanded with flowers

(85%) and religion (81%). Entertainment was very popular (84%). Politics (37%) and sport (53%) had fewest numbers of reported listeners.

Radio is the most used source of information for people in Unity state. The audience most highly values the community information and expert knowledge that they can gain by listening. Listeners highly value the role of Naath FM as a focal point for the expression, and discussion, of local concerns.

‘*The community is already aware, they have radios. In the village you go to the elders people who even they don't know what is education, they don't know the world even, they don't know Kenya, Libya, so now they are calling people in the town here asking 'what is taking place in Libya'? Why? Because they have Naath FM radio in the village.*’ [43]

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[43] NGO FGD Leer, Unity State, February, 2011

Naath FM: Which topics of importance are of importance to you?

(% of all respondents saying topic is 'very important')
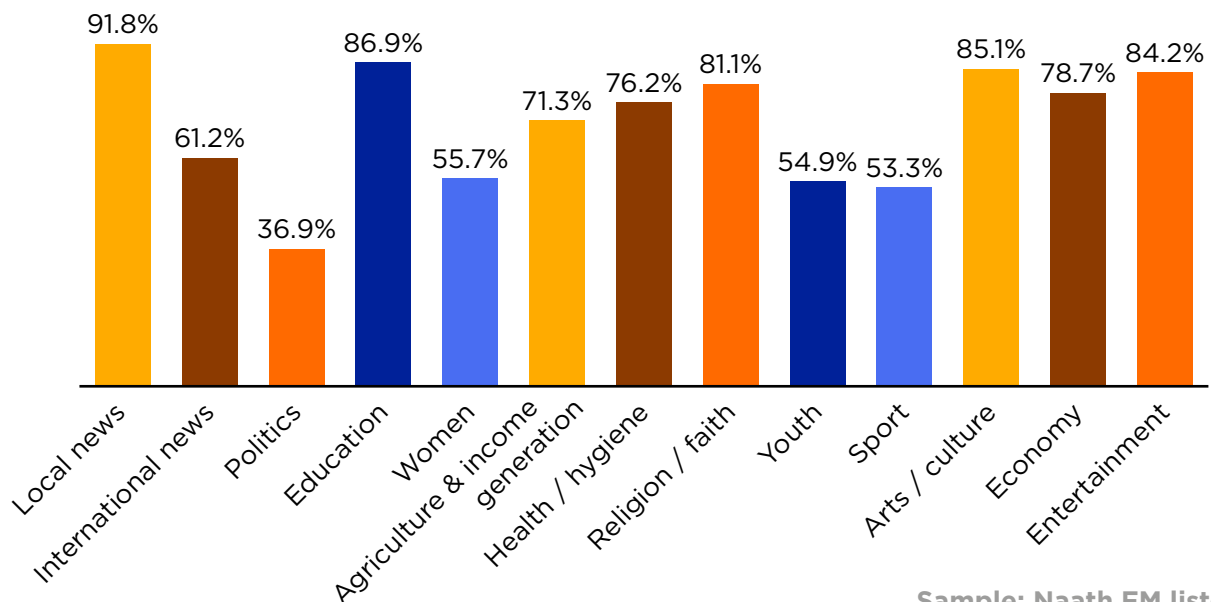
Sample: Naath FM listeners

When Naath FM was officially launched in January 2009, thousands of people came to honor and claim the station. Though the station had been on the air for more than a year, officials and the community were eager to have it formally opened and dedicated as a community radio station. Thousands of people flooded into the flat, dry and dusty compound filling it with color and movement; drumming, dancing and singing. This celebration was recreated in 2011 for the third anniversary. In late January 2011, Unity State Communication Minister, Gideon Gatpan sent a message to the community of Leer and the station to commemorate the event.

'As a government we appreciate the contribution of Internews radio in transforming the public...[towards] realizing peace, the radio is offering a good understanding to the people of Unity State. We express appreciation for the contribution of staff and the leadership of Internews,' said Minister Gideon.

This endorsement from the Unity State government illustrates substantial progress since April 2008 when the station was closed for 43 days after broadcasting news around oil revenues. And again, the station was closed in October 2009 when during state elections, station staff including the then Station Coordinator were arrested in relation to broadcasts around local taxation issues. Since then, Internews has worked with staff and local government

authorities to clarify the role of community radio and the importance of access to credible, impartial information on a variety of issues. Local government officials now regularly use Naath FM to communicate information to their community;

> ‘*When they have information to share with their community they always come here. Naath FM is covering 4 counties….all these counties have Commissioners, I always see them coming to inform the community over Naath FM. … If your radio is not on at that moment, when the information is being broadcast on the radio, each and every one who has attended that information will tell you immediately.*’ [44]

In Leer, focus group discussions were extremely lively and many participants raised the importance of Naath FM's programs on social issues including gender-based violence and peace-building as particularly relevant for the community. Access to local language programming was frequently cited which is interesting, as state-run Radio Bentiu, with a strong medium wave (MW) signal, can clearly be heard across Unity State (and into Warrap and beyond). However, listeners identify strongly with Naath FM, which they say is seen as both an independent source of information and grounded in their community;

> ‘*Everybody was happy after the Referendum about the result because the radio was in Nuer language, we could understand the result. We are very proud because in the past people were listening to Omdurman and it was difficult because the language people speak from there is different to the community here.*’ [45]

4.6 Journalism Assessments

> ‘**The media empowered me to be role model in society and cognition by taking no side in all situations. I am now able to write news, report on sensitive issues fairly, interview those in power courageously and interact with different groups of people in the community.**’ *Journalist Self-Assessment, Naath FM*

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[44] Men Listener's FGD, Leer, February 2011
[45] Women Listeners FGD, Leer, February 2011

Internews' Senior Trainer, Eleanor Dobing, guided scores of broadcasters in embracing the possibilities of community radio

Internews' community radio project has, by necessity, had a heavy training focus since its inception. With the exception of just a few individuals, none of the staff were broadcasters or had media skills or experience. Therefore, the baseline for measuring their capacity was, for all intents and purposes, zero. Mentoring is a key element of this program and is integral to the program design; to build and sustain the skill set of staff much of this work is conducted in the field. Internews trainers offer on-going, *in situ* support around story development, program design, editorial and technical content. This builds skills in reporting, production and management, as well as supporting broadcasters to understand their role as community journalists.

This assessment invited Internews station staff to reflect on their training and make a self-assessment of their skill set. A theoretical section sought to evaluate staff understanding of basic journalism practice while a practical editing test assessed digital editing skills.

Staff scored highly in the theoretical section. This included a series of 'assignments' that asked for suggestions of potential interviewees for a series of stories. A majority of staff demonstrated a strong understanding of the importance of using a diversity of sources, including experts and community members for a 'human face'. All staff were able to correctly identify fundamental elements of radio production (ie: vox pops, Public Service Announcements (PSAs), wild sound), and articulate the key points of community radio policy and Reporting for Peace; two focus areas for training in the past year. Responses to coverage of elections/referendum were also strong, a possible reflection of the proximity of extensive pre-referendum training. Staff expressed a diversity of perspectives on what they find most rewarding about their work.

3. What aspect of your work is the most important/rewarding to you?

❝*I love to write news articles every day. I am also holding leaders responsible for what they said, by doing follow up with them.*❞ [46]

❝*Most the important thing is to make sure that whatever goes on air is verified and crosscheck information based on the journalistic ideas of being fair, accurate, balance and impartiality. The reward may be, yes this person was fair on reporting or in telling this story that way.*❞ [47]

❝*I like to record local songs in different areas in the Nuba mountains.*❞ [48]

This project has had significant impact on influencing attitudes and behaviours not only of listeners to the five radio stations but also to the staff who are employed at the stations. Before joining the stations almost all staff had limited awareness of the media or its role. Today, they reflect on the role of media in the context of southern Sudan;

❝*An independent media is free from interference of government interest but I can see from southern Sudan that free media is not yet understood by many people including the government officials. Therefore, Internews and other*

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[46] Journalist assessment, Leer
[47] Journalist assessment, Malualkon
[48] Journalist assessment. Kauda

media houses should work harder to let the government know about the free media. [49]

The overall results of this assessment show the training element of this project has made meaningful progress in building staff capacity. Internews' staff members in remote locations edit radio stories with ease using digital software, prepare and read news bulletins in local languages, are ready and able to approach a community leader or local official for an interview, and seek a diversity of voices and perspectives to build programs that reflect their community. Internews staff also considered their understanding of key areas addressed by this project demonstrating a pragmatic understanding of the realities of media production;

Democracy is hard to understand, radio has done a lot in balancing stories to manifest or reflect this thing, but communities do not do this in their daily lives. [50]

Since Mayardit FM is a community media, it values all the cultural difference and diversity of Warrap State by producing cultural and educational programs. It has allowed equal participation of different communities without hatred... [51]

Well, for the few years I have worked as a journalist, I didn't have any bad attitude toward girls and women because I do see them as friends and always share ideas, I used to challenge them in a way that helps them see men as human and encourage them ...to sit properly to occupy and fully take advantage of 25 percent affirmative action to readdress in the imbalance created by the last two decades of war. [52]

Challenges remain; discipline levels are uneven across stations, skills are not consistent across all staff and all stations; some staff were still awaiting induction training some months after their appointment. The planned recruitment of additional training staff to the project will help in addressing these challenges with a new training agenda. Furthermore, a comprehensive training curriculum

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[49] Journalist assessment, Leer
[50] Journalist assessment, Malualkon
[51] Journalist assessment, Turalei
[52] Journalist assessment, Malualkon

has been developed by the project to provide a standard methodology for trainers which will be used in future training to ensure skills transfer to Internews radio station staff can be measured and assessed. Towards increasing participation by community members, volunteer recruits at all stations will also be offered this same training to ensure they understand the rights and responsibilities of community broadcasters, and have the skills to contribute radio programs that reflect the needs and aspirations of their interest group.

The detailed results of the journalism skills assessment are not reflected in this report, however they will enable Internews to assess the effectiveness of this training program and tailor training solutions based on current capacity and need.

5 Challenges

5 Challenges

> **'The first thing is the radio is not reaching all the area. There is need for expansion of the coverage.'** *Younan Bashir Kuku, Assistant Secretary for Culture and Information, Karichi (25 kilometres from Kauda)*

The five Internews community stations face a number of challenges. Some of these are already being addressed by project management, others are beyond the capacity of the project to resolve. Analysis of feedback, from listeners and leaders, identifies recurring themes and concerns.

Technical

- Off-air; broadcast interruptions see stations occasionally going off-air, sometimes without warning. Causes of breaks in transmission include transmitter malfunction, weather and harsh conditions, logistical challenges, difficulties in repairing damage, interrupted power supply, including lack of fuel and generator breakdowns. Logistical difficulties included delays in delivery, supplies being held-up in customs, or transport interruptions, such as cancellation of World Food Program flights due to security concerns.

- Poor reception; listeners in some sites complained that reception was not clear in their area. In Kurmuk, this research project identified that listeners in outlying villages had not been able to tune in to Radio al Mujtama fi Kurmuk for some months due to interference from Ethiopian Radio which was broadcasting from across the border on the same frequency. The Internews station's frequency was changed and community outreach promoted the new frequency.

- Wider reach; in almost every site, communities asked for broadcast reach to be extended. Many respondents in Kauda in particular raised the issue of coverage and extension of the broadcast footprint. The mast in Kauda is located at the top of a hill which is extremely difficult to access. In addition, transmitter breakdowns saw the station off-air for periods of time in the past year. Each station currently has a broadcast reach of an average 70 kilometres. While increased reach for each station is possible with increased transmission power, a higher mast and/or repeaters, these improvements come with cost. The desire for extended reach does however reinforce community appreciation for the stations.

Community participation brings radio to life and reinforces cultural practice across the Internews FM network

- Access; economic hardship and inability to afford batteries or a radio set was widely cited as a reason for people not being able to access radio. Many community leaders asked whether distribution of wind-up radios might be possible as happened in the past. As noted elsewhere in this report, there are high levels of people reporting they listen to the radio in public areas or listen at the homes of family and friends.

Towards addressing and resolving some of these challenges, Internews staff are developing a technical training manual for maintenance. This manual will be part of a new system for managing technical interventions by training station staff to be able to identify and resolve minor electrical and equipment problems. The manual will be accompanied by on-site training by the Technical Manager. Transmission and more complex problems will continue to be resolved by technical support staff in Juba or in the field.

Content

This research found that listeners have a range of interests and preferences across all sites, and specific station data will assist in designing program schedules going forward. However there are several issues that were frequently raised by listeners including;

- Longer broadcast hours
- More staff
- More locally relevant programming
- More programming on specific issues

The issue of increasing broadcast hours and staff has a cost implication so no recommendations are made in response to this issue. Regarding the latter points, there is already a wide diversity in programming offered across all stations' schedules, covering the full spectrum of socio-political issues in southern Sudan. An interpretation might be that communities are interested in hearing a more complex level of programming, even if they are not themselves able to identify

Women carrying equipment for Voice of Community Kauda up the mountain

what they feel they are missing. Generating networked local content across all stations will help to link communities while lessening the burden on individual stations. Follow-up of local stories, more engagement with the community and the use of creative program-making methods could assist in enlivening the program schedules.

Participation

- Volunteers; there is limited participation by community members – including on a volunteer basis as program-makers or managers. At some stations (Kauda, Kurmuk in particular) volunteers supplement staff capacity with a diversity of languages. The provision of information in local languages is central to the achievement of engaging a broad section of the local community and Internews' stations are appreciated for offering listeners unprecedented opportunity for participation and engagement. Nevertheless, the encouragement of more community members (including interest groups) to make programs would give the stations a wider diversity of voices and content. Staff would be empowered to guide volunteers in program-making.

- Ownership; at present, the ownership and control of the Internews stations is not managed by their communities through boards that are representative of the community, though this is the intended and ultimate desire. Mechanisms for integrating into local host communities through the establishment of boards were built into this project from its inception. Mercy Corps LINCS was mandated to establish Community Advisory Boards together with Internews, which were to have a role in bringing together the radio station management and the community. To date this has not been realized, though progress toward this goal is being made.

6 Conclusions

6 Conclusions

This report offers an overview of results of an assessment that sought to investigate the audience impact of Internews' network of five FM radio stations in southern Sudan and two transitional areas that were established to provide their communities with critical information about the peace agreement, the referendum and the resettlement of returning refugees. The five stations are the first community radio stations to be established in these remote parts of Sudan. The results show communities identify strongly with their local station and listen in preference to any other available radio service. This is because they believe the information they will receive is credible, accurate and relevant to their specific community, in their local language. A high percentage of listeners also attribute their knowledge about political processes including the CPA, referendum, popular consultation and elections directly to their local FM station.

This researcher had not expected listeners across all sites to consistently identify their local station as the most relied on source of information. This high appreciation for Internews' stations is especially significant in the current political context of southern Sudan, where independent information will contribute positively to social and political transformation. The results of this research suggest there is enormous potential for media development in southern Sudan because of the enthusiasm for and interest in news and information, even by communities in the remotest village.

A significant number of listeners to Internews-supported radio believe their local FM station provides an important platform for interaction between the community and the local authorities. Internews' radio stations have a demonstrated capacity to provide an unparalleled, democratic space for dialogue and information to isolated communities with limited access to information located along the north/south border region, including transitional areas. The information made available through this network is seen by listeners and their community leaders as having positively influenced behaviours and attitudes towards conflict, health, civil society and the promotion of principles of gender equality.

A key area in which the project has shown impact is in creating a space for the voices of women by encouraging their participation. Women across all five sites

Women broadcasters like Christine Akuol from Mayardit FM have become role models in their communities

reported they felt they could freely express their opinions and views. In some cases, the voices and opinions of women have been heard for the first time, in their own language by their own community. Many people believe that issues of cultural traditions are appropriately and effectively addressed through dialogue over the radio which includes the voices and perspectives of respected leaders and community members themselves. This included traditions widely perceived as 'negative' (such as traditional scarring and teeth removal, or female genital mutilation) and 'positive' influences such as music, poetry and other means of celebrating and reinforcing cultural identity and language.

Communities where there is an Internews radio are small villages with limited resources and development. Although many listeners talk about change and the advent of independence and development with much anticipation, many are also cognisant that there is much to be done. These local radio stations are frequently cited as central to ensuring that all members of communities have access to

Tukul at sunset

information that will help them understand events as they unfold in Juba, Khartoum and beyond the borders of southern Sudan.

Joseph Akech is a young man who lives in Malualkon. Sheltering in the shade next to Nhomlaau FM on a blasting hot day in February, he prepared for his training in research methods and explained his interest in helping gather data. Joseph described how at home in the evenings his whole family regularly tunes in to Nhomlaau FM. He described his joy when his elderly grandmother who only speaks Dinka engaged him in conversation about events in neighbouring Uganda and Kenya, which she had heard about on Nhomlaau FM. Joseph Akech says Internews' radio station had opened the world to his grandmother, providing her with news and information in her own language about the world beyond Malualkon and indeed, beyond the borders of Sudan. For Joseph's family, and scores more like his across southern Sudan, in Kauda and Kurmuk, communities describe their pride and gratitude for the unprecedented access to information that is helping them find their place in a rapidly changing world and at a critical phase in the history of southern Sudan.

7 Recommendations

Internews radio stations are in prime position to continue to meet the information needs of their local communities, while providing an important public forum for dialogue between communities and the national and local government authorities. Although this research did not set out to provide an assessment of the project deliverables or successes, observations suggest the already considerable support from host communities would only be strengthened with high quality and consistent broadcasting. This research identified some shortcomings that the project is already working to address; these recommendations identify areas for improvement.

- Build on the foundation of the five established stations, and the sixth under construction, by developing stations into a network
  ‣ Create more dynamic and networked programming
  ‣ Develop a network identity, branding and scheduling
  ‣ Increase the reach and availability of the radio stations, in response to community demand
  ‣ Further develop specific programs (and/or broadcast partner programming) specifically for returnee and IDP populations
- Identify ways to increase community participation in program-making
- Stimulate community engagement through contests, events and other outreach activities such as outside broadcasts
- Reference information in this assessment to tailor programming directly to community interests at specific stations; for example in Kauda, educational programming rated higher than at any other station
- Consider future evaluations to ensure programming remains tailored directly to community interests
- Develop sustainability mechanisms, including revenue raised through partner programming

Appendix I

APPENDIX I

Internews coverage map
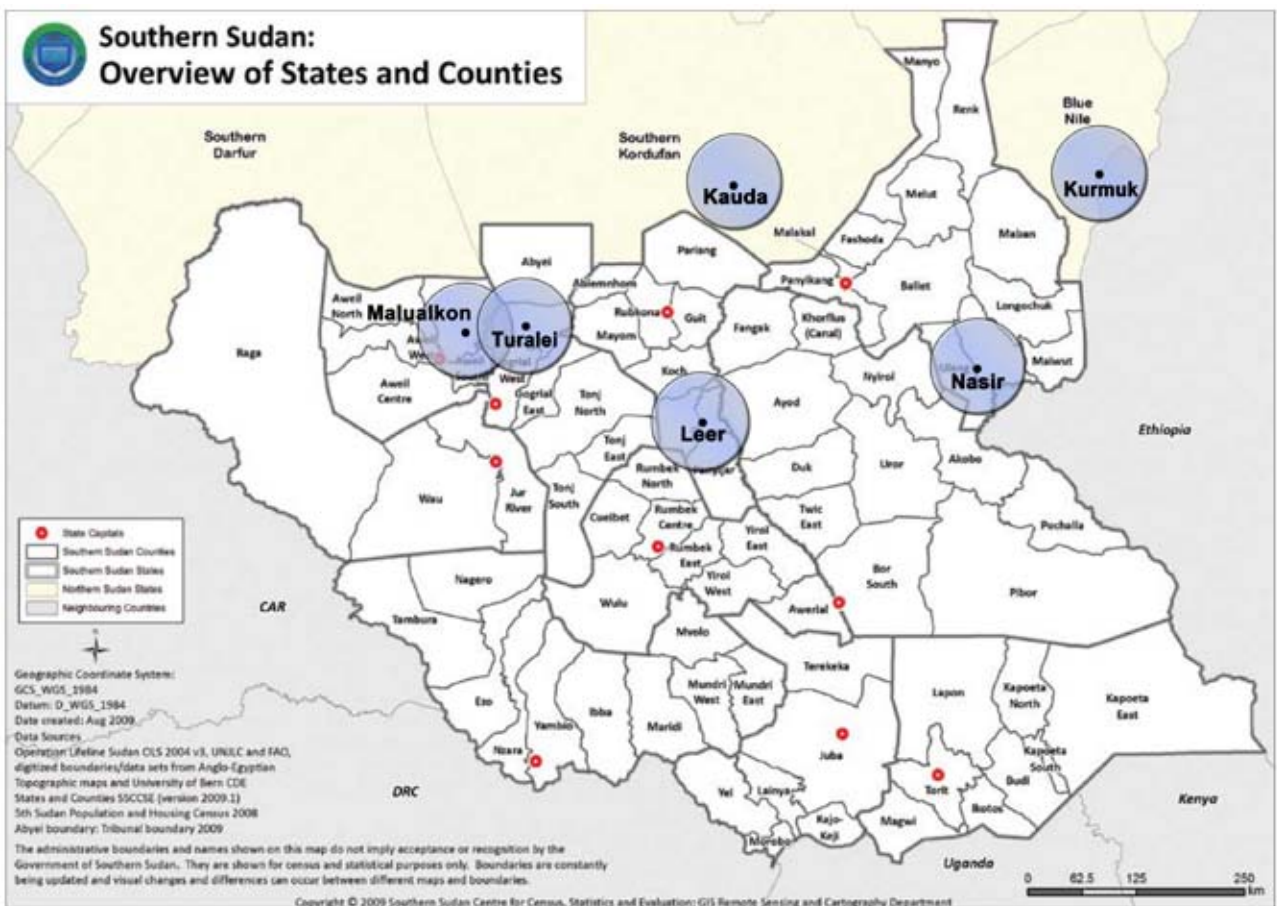
Appendix II

● **APPENDIX II A**

Sudan Community Survey 2010

Location	Int	#		

INTERVIEW

	Location	
	Date (dd/mm/yy) / time	_____/_____/_____ Time:
	Interviewer	

DEMOGRAPHICS (please ✓ appropriate box)

Q1	Age	1. Under 16 ☐ 2. 16-25 ☐ 3. 26-35 ☐ 4. 36-45 ☐ 5. 45+ ☐
Q2	Gender	1. Male ☐ 2. Female ☐
Q3	Language(s)	1. 2. 3. 4. 5. Other: _____
Q4	Education (indicate highest level)	1. No schooling, illiterate ☐ 2. No schooling, literate ☐ 3. Some Primary ☐ 4. Primary, complete ☐ 5. Some Secondary ☐ 6. Secondary, complete ☐ 7. in College/University ☐ 8. Completed College/University ☐ 9. Madrassa ☐ 10. Other (please specify):_____
Q5	Do you own a TV set?	1. Yes ☐ 2. No ☐
Q6	... a Radio?	1. Yes ☐ 2. No ☐
Q7	... a cell phone?	1. Yes ☐ 2. No ☐
Q8	... a computer?	1. Yes ☐ 2. No ☐
Q9	What is your primary source of income	1. Shop/business ☐ 2. Farmer/Pastoralist ☐ 3. Labor ☐ 5. Teacher ☐ 6. Housewife ☐ 7. None ☐ 9. Other (please specify):_____

SOURCES OF INFORMATION

C01	Which of the following do you use to get information? (please ü against each one they report getting information from)	1. Radio ☐ 2. TV ☐ 3. Newspapers and Magazines ☐ 4. Word of mouth (Friends/family) ☐ 5. Internet ☐ 6. Mobile phone ☐ 7. Church/mosque ☐ 8. Police ☐ 9. Billboards/posters ☐ 10. Community events ☐ 11. Other: _____
C02	What is the source of information that you trust the most? *(one answer only)*	1. Radio ☐ 2. TV ☐ 3. Newspapers and Magazines ☐ 4. Word of mouth (Friends/family) ☐ 5. Internet ☐ 6. Mobile phone ☐ 7. Church/mosque ☐ 8. Police ☐ 9. Billboards/posters ☐ 10. Community events ☐ 11. Other: _____
C03	How important do you think access to information / media is to your life?	1. Very important ☐ 2. Important ☐ 3. A little important ☐ 4. Not important ☐
C04	Do you have any problems accessing information?	1. No problem ☐ 2. No money ☐ 3. No time ☐ 4. No interest ☐ 5. Not available ☐ 6. Not allowed ☐ 7. Other: _____

RADIO ACCESS, USAGE *(* if never listen to the radio – thank for their time and close survey)*

D01	Do you have a radio set (yourself or at home)?	1. No ☐ 2. Yes ☐
D02	If no, do you have access to a radio?	1. No ☐ 2. Yes ☐
D03	How often do you listen to the radio?	1. Daily ☐ 2. Weekly ☐ 3. Monthly ☐ 4. Less than once a month ☐ 5. Never * ☐
D04	Where do you listen to the radio? *(multiple answers)*	1. Home ☐ 2. Work ☐ 3. At friends' or family's place ☐ 4. Collective places (water point…) ☐ 5. NGO ☐ 6. At school ☐ 7. In the fields ☐ 8. I take my radio everywhere with me ☐
D05	With whom do you listen to the radio?	1. Alone ☐ 2. Family ☐ 3. Friends ☐ 4. Colleagues ☐ 5. Anyone ☐
D06	Who turns on the radio or chooses the station?	1. Myself ☐ 3. Child ☐ 5. Brother / Sister ☐ 2. Spouse ☐ 4. Parent ☐ 6. Other: _____
D07	Do you know people who do not listen to the radio?	1. No-one ☐ 2. 1 to 5 ☐ 3. 5 to 10 ☐ 4. More than 10 ☐
D08	If so, why don't they listen to the radio?	1. No access to a radio set ☐ 2. No interest ☐ 3. No coverage ☐ 4. Other: _____
D09	At what times do you listen to the radio?	1. Morning ☐ 2. Afternoon ☐ 3. Evening ☐ 4. Night ☐ 5. All day ☐
D010	What are your favorite times to listen to the radio?	1. Morning ☐ 2. Afternoon ☐ 3. Evening ☐ 4. Night ☐ 5. All day ☐
D011	Please name the radio stations you listen to.	1. 2. 3. 4. 5.
D012	Which of these radio stations do you listen to?	1. BBC ☐ 2. * *(community radio station name)* ☐ 3. Sudan Radio Service (SRS) ☐ 4. Miraya FM ☐ 5. Radio Omdurman ☐
D013	How important to you as an information source is BBC?	1. Very important ☐ 2. Important ☐ 3. A little important ☐ 4. Not important ☐
D014	How important to you as an information source is *(name of radio station here)*?	1. Very important ☐ 2. Important ☐ 3. A little important ☐ 4. Not important ☐
D015	How important to you as an information source is SRS?	1. Very important ☐ 2. Important ☐ 3. A little important ☐ 4. Not important ☐
D016	How important to you as an information source is Miraya FM?	1. Very important ☐ 2. Important ☐ 3. A little important ☐ 4. Not important ☐
D017	How important to you as an information source is Radio Omdurman?	1. Very important ☐ 2. Important ☐ 3. A little important ☐ 4. Not important ☐

PROGRAMMING (*please ✓ appropriate box)*

		Which topics are of importance to you? Please rank them by order of priority	
E01	Local news (community)	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
E02	International news	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
E03	Politics	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
E04	Education	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
E05	Women	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
E06	Agriculture/Income generation	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
E07	Health/ Hygiene	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
E08	Religion/Faith	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
E09	Youth	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
E010	Sports	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
E011	Arts/ Culture	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
E012	Economy	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
E013	Entertainment	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
E014	What kind of information would you like to know about, that is not currently available to you?	1. _____ 2. _____ 3. _____	

SPECIFIC PROGRAMMING

F01	Please name your favourite programmes on *(community radio station name)*?	1. _____ 2. _____ 3. _____
F02	Please name your favourite presenters on (community radio station name)?	1. _____ 2. _____ 3. _____ 4. _____ 5. _____
F03	Which of these programmes on *(community radio station name)* is useful to you? (LIST PROGRAM NAMES)	1. Very useful ☐ 2. Somewhat useful ☐ 3. Not useful ☐ 4. Don't listen ☐
F04	Which of these presenters do you listen to on *(community radio station name)*? (LIST PRESENTER NAMES)	1. Always ☐ 2. Sometimes ☐ 3. Never ☐

INTERACTION *(please ✓ against each one they report doing)*

		Please indicate how often you interact with (community radio station name)?	
G01	Listen	1. Never ☐ 3. Several times a month ☐ 5 Several times a week ☐	2. About once a month ☐ 4. About once a week ☐ 6. More often ☐
G02	Phone-in	1. Never ☐ 3. Several times a month ☐ 5 Several times a week ☐	2. About once a month ☐ 4. About once a week ☐ 6. More often ☐
G03	SMS	1. Never ☐ 3. Several times a month ☐ 5 Several times a week ☐	2. About once a month ☐ 4. About once a week ☐ 6. More often ☐
G04	Write	1. Never ☐ 3. Several times a month ☐ 5 Several times a week ☐	2. About once a month ☐ 4. About once a week ☐ 6. More often ☐
G05	Visit	1. Never ☐ 3. Several times a month ☐ 5 Several times a week ☐	2. About once a month ☐ 4. About once a week ☐ 6. More often ☐
G06	Make a programme	1. Never ☐ 3. Several times a month ☐ 5 Several times a week ☐	2. About once a month ☐ 4. About once a week ☐ 6. More often ☐
G07	Volunteer	1. Never ☐ 3. Several times a month ☐ 5 Several times a week ☐	2. About once a month ☐ 4. About once a week ☐ 6. More often ☐
G08	Guest on-air	1. Never ☐ 3. Several times a month ☐ 5 Several times a week ☐	2. About once a month ☐ 4. About once a week ☐ 6. More often ☐
G09	Interviewed	1. Never ☐ 3. Several times a month ☐ 5 Several times a week ☐	2. About once a month ☐ 4. About once a week ☐ 6. More often ☐
G10	Attended event	1. Never ☐ 3. Several times a month ☐ 5 Several times a week ☐	2. About once a month ☐ 4. About once a week ☐ 6. More often ☐
G011	Other *(please specify)*:	1. Never ☐ 3. Several times a month ☐ 5 Several times a week ☐	2. About once a month ☐ 4. About once a week ☐ 6. More often ☐
G012	What would make you more likely to interact with your community radio station?		

MOBILE PHONE *(please ✓ appropriate box)*

H01	Do you have a mobile phone?	1. Yes ☐ 2. No ☐
H02	Do you ever use your mobile phone to SMS people?	1. Never ☐ 2. About once a month ☐ 3. Several times a month ☐ 4. About once a week ☐ 5 Several times a week ☐ 6. More often ☐
H03	Have you ever sent an SMS to a radio station?	1. Yes ☐ 2. No ☐
H04	Would you consider sending SMS to a radio station?	1. Yes ☐ 2. No ☐
H05	Do you ever access information on your mobile phone?	1. Never ☐ 2. About once a month ☐ 3. Several times a month ☐ 4. About once a week ☐ 5 Several times a week ☐ 6. More often ☐
H06	If yes, what kind of information?	
H07	If information were available to you by mobile phone, would that be useful to you?	1. Very useful ☐ 2. Useful ☐ 3. Somewhat useful ☐ 4. Not useful ☐ 5.Don't know ☐
H08	If yes, do you know what kind of information would be useful?	1. _____ 2. _____ 3. _____

CIVIL SOCIETY & MEDIA

Thinking specifically about *(community radio station name)*, please answer the following.

I01	Radio is an essential source of information in my community.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
I02	Radio has improved my access to information.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
I03	The radio station has helped me to be more tolerant of cultural differences.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
I04	My attitude/behaviour towards women and girls is different because of information I hear on the radio.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
I05	People in my community are more respectful of each other as a result of information heard on the radio.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
I06	Radio has given me a better understanding of daily life in my community.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
I07	Radio has given me a better understanding of the events beyond my community.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
I08	As a result of information I hear on the radio, I am better able to make decisions to protect my health and that of my family.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
I09	The radio station in my community is a credible source of information.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
I010	The radio station in my community provides a platform for interaction.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
I011	As citizens, we should be active in our community.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐

DEMOCRACY

Thinking specifically about *(community radio station name)***, please answer the following.**

J01	Information is essential to a peaceful and democratic society.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
J02	Participation is essential to a peaceful and democratic society	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
J03	Radio has increased my understanding of political processes (CPA, referendum).	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
J04	The political leadership in my community is visible and interacts with communities.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
J05	As citizens, we should be active in questioning the actions of our leaders.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐

EMERGENCY RADIO

Thinking specifically about *(community radio station name)***, please answer the following.**

K01	In times of crisis, radio is a critical source of information.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
K02	In the event of crisis, I would turn to the radio for information.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
K03	In a crisis, I would want the radio to stay on-air with information.	1. Strongly agree ☐ 3. Neither agree or disagree ☐ 5. Strongly disagree ☐	2. Agree ☐ 4. Disagree ☐ 6. Don't know ☐
K04	In times of crisis, which would you turn to for information?	1. Radio ☐ 2. TV ☐ 3. Newspapers and Magazines ☐ 4. Word of mouth (Friends/family) ☐ 5. Internet ☐ 6. Mobile phone ☐ 7. Church/mosque ☐ 8. Police ☐ 9. Billboards/posters ☐ 10. Community events ☐ 11. Other: _____	
K05	In times of crisis, what is the most important thing to hear on radio?		

REFERENDUM

Thinking specifically about *(community radio station name)***, please answer the following.**

		During the Referendum period, which topics are of importance to you? Please rank them by order of priority	
L01	Where to register	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L02	Where to vote	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L03	Results in my community	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L04	Results in other communities	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L05	North/South relations	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L06	Political speeches	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L07	Political analysis	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L08	Conflict	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L09	Movement of people	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L010	Local news	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L011	Popular Consultation	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L012	International news	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L013	Non-referendum programming	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L014	Music	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐
L015	Other (please specify)	1. Very important ☐ 3. A little important ☐	2. Important ☐ 4. Not important ☐

APPENDIX II B

Sudan Community Leaders' Survey 2010

Location _____

Date (dd/mm/yy) / time   _____/_____/_____   **Time:** _____

Interviewer _____

Name: _____

Age: Under 16 ☐   **16-25** ☐   **26-35** ☐   **36-45** ☐   **46-60** ☐   **60+** ☐

Gender: Male ☐   **Female** ☐

What is your leadership position in the community?
_____
_____

How long have you held this position?
_____
_____
_____

Q1. How important to you as an information source is *(community radio station name)*
a. Very important ☐   *b. Important* ☐   *c. A little important* ☐   *d. Not important* ☐

Q2. Radio is an essential source of information in my community.
a. Strongly agree ☐   *b. Agree* ☐   *c. Neither agree nor disagree* ☐
d. Disagree ☐   *e. Strongly disagree* ☐   *f. Don't know* ☐

Q3. The radio station is a credible source of information in my community.
a. Strongly agree ☐   *b. Agree* ☐   *c. Neither agree nor disagree* ☐
d. Disagree ☐   *e. Strongly disagree* ☐   *f. Don't know* ☐

Q4. Before there was a radio station in your community, how did people get information?
a. Radio ☐   *b. TV* ☐   *c. Newspapers and Magazines* ☐   *d. Word of mouth* ☐
e. Internet ☐   *f. Mobile phone* ☐   *g. Church/mosque* ☐   *h. Police* ☐
i. Billboards/posters ☐   *j. Community events* ☐
k. Other: _____

Q4a How easy or difficult was it to get information from these sources?

_____
_____
_____
_____

Q5. What do you think is the role of the radio station in your community? How does it relate to other community elements (such as local government, police, the health centre etc).

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Q6. What do you think are the main challenges facing your community?

_____
_____
_____
_____
_____
_____
_____
_____

Q7. How is the radio station able to help overcome some of these challenges?

_____
_____
_____
_____
_____
_____
_____
_____

Q8. What do you think your community values about the radio station? How do you know this?

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Q9. What changes have you observed in your community since _(community radio station name)_ started broadcasting?

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Q9a. Who do you think has benefitted the most from these changes? Why?

_____

_____

_____

_____

_____

_____

_____

_____

_____

Q10. People in my community are more respectful of cultural differences and of each other as a result of information heard on the radio.

a. Strongly agree ☐   _b. Agree_ ☐   _c. Neither agree nor disagree_ ☐

d. Disagree ☐   _e. Strongly disagree_ ☐   _f. Don't know_ ☐

Q10a. If agree to Q10, please give an example.

_____
_____
_____
_____
_____
_____
_____

Q11. I have noticed that people in my community have more inclusive, respectful behaviours towards women and girls as a result of information they heard on the radio.

a. Strongly agree ☐   *b. Agree* ☐   *c. Neither agree nor disagree* ☐

d. Disagree ☐   *e. Strongly disagree* ☐   *f. Don't know* ☐

Q11a. If agree to Q11, please give an example.

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Q12. As a result of information on the radio, people in my community have a better understanding of issues around democracy and governance.

a. Strongly agree ☐   *b. Agree* ☐   *c. Neither agree nor disagree* ☐

d. Disagree ☐   *e. Strongly disagree* ☐   *f. Don't know* ☐

Q12a. If agree to Q12, please give an example.

_____
_____
_____
_____
_____
_____
_____
_____

Q13. I believe that participation by citizens is essential to a functioning civil society.

a. Strongly agree ☐   *b. Agree* ☐   *c. Neither agree nor disagree* ☐

d. Disagree ☐   *e. Strongly disagree* ☐   *f. Don't know* ☐

Q14. The radio station provides an essential platform for citizens to participate in the political process.

a. Strongly agree ☐   *b. Agree* ☐   *c. Neither agree nor disagree* ☐

d. Disagree ☐   *e. Strongly disagree* ☐   *f. Don't know* ☐

Q15. The radio station provides an essential platform for citizens and government to interact.

a. Strongly agree ☐   *b. Agree* ☐   *c. Neither agree nor disagree* ☐

d. Disagree ☐   *e. Strongly disagree* ☐   *f. Don't know* ☐

Q16. Can you please give an example of where the radio station has helped your community engage with the political process?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Q17. Is there anything you would like to say about the radio station and your community?

_____
_____
_____
_____
_____
_____
_____
_____
_____

APPENDIX IIC

Section 1: Self- Assessment

This section asks you to reflect on your experience at your community radio station. Please take a moment to read through the questions before you begin. There is no time limit.

1. What do you think is your role as a journalist in your community?

_____
_____
_____
_____
_____

2. What was your understanding of the media before you received training, and how has it changed since you have been working as a journalist?

_____
_____
_____
_____
_____
_____

3. What aspect of your work is the most important/rewarding to you?

_____
_____
_____
_____
_____
_____

4. As a result of your experience working as a journalist in your community, can you describe a significant change in your attitude towards the following issues;

women and girls

_____
_____
_____
_____
_____

cultural difference

_____
_____
_____
_____
_____

government and democracy

_____
_____
_____
_____
_____

5. Name 3 things about your radio station that you are proud of:

1._____

2. _____

3. _____

6. Name three things you are concerned /don't like about working as a journalist.

1. _____

2. _____

3. _____

7. What do you think your community values about your work at the station? How do you know this?

_____
_____
_____
_____
_____

8. What are the next steps you would like to pursue in the future?

_____
_____

_____
_____
_____

9. Additional comments

_____
_____
_____
_____
_____
_____
_____

10. Please fill out the following chart. Check the box that you think is the best assessment of your skills.

TASK	Excellent	Very good	Good	Fair	Poor
Interviewing					
Identifying news stories					
Writing a story					
Editing- sound					
Editing- scripts					
Using digital recorder					
Adobe					
Computer skills					
Making PSA's					
Making jingles					
Being creative					
Filling station logs and reports					
Putting Programming on the air on time					
Keeping station clean and organized					
Coming up with new ideas					
Working together as a team					
Presenting					

Section 2:

These short tests are designed to assess your technical skills.

Practical Exercise 1

On the computer desktop there is a folder called 'Editing Assignment'. This folder contains sound files and a script of a link/voice-over.

Please record the link/voice-over using the Zoom recorder provided.

Transfer the sound to the computer and save it as an mp3 file to the 'Editing Assignment' folder as 'your name-voiceover'. Top and tail the file if required.

The sound files in the 'Editing Assignment' folder need to be edited together using multi-track function in Adobe Audition. You may use no less than two and no more than three tracks.

Please refer to the script to arrange the order of the clips.

You are permitted to edit the sound files where you think it is required (for example to correct a bad edit, or to shorten a clip if you consider it too long).

Please mix the natural sound under the voice-over, and correct amplification where required.

When you have finished editing, please mixdown the file and save it as an mp3 under 'your name-mixdown' onto the desktop.

You should remember that time is a factor in radio production, although there is no limit for this exercise.

Practical Exercise 2

You will be given an air-check during a live broadcast. The assessor will be looking to see you use the skills including (but not limited to) the following:
- mixer use
- levels
- taking calls and putting calls to air
- playing audio on air (CDs, jingles, PSAs, features etc)
- microphone technique
- studio guests

Section 3

These questions are designed to assess your understanding of journalism theory and practice. You have 30 minutes.

1. What makes something news? (Please identify any four qualities)

_____

_____

_____

_____

2. What does 'fair and accurate' mean in the context of journalism?

_____

_____

_____

_____

3. What do you understand by the word diversity? How is this expressed on the radio?

_____

_____

_____

_____

4. What are three important considerations when covering elections/referendum? Please explain why.

1._____

_____

_____

2._____

_____

_____

3._____

_____

5. You have been assigned to cover the following stories in your community. Who would you interview and why?

Voting starts in referendum_____

_____

_____

_____

High number of mothers dying in childbirth_____

_____
_____
_____

Farmers struggle to access markets amid petrol price rise _____
_____
_____
_____

6. What is a key consideration when reporting on gender-based violence?

_____
_____
_____
_____

7. Please define the following terms:

Accuracy_____
Fairness_____
Objectivity_____
Follow-up_____

8. Why is the use of quotes important in a feature/news story?

_____
_____
_____
_____

9. What are the following and what are they used for?

Vox pops_____
_____
_____
_____

PSA _____
_____
_____

Wild track _____
_____
_____
_____

10. Please identify three key points and explain why they are important:

Internews Community Radio Policy

1._____

_____

_____

2._____

_____

_____

3._____

_____

Reporting for Peace

1._____

_____

_____

2._____

_____

_____

3._____

_____

<u>**NOT FOR DISTRIBUTION**</u>

TOTAL POSSIBLE POINT SCORE FOR ALL TESTS (THEORY AND PRACTICE) = 150

	Point Value: 2= excellent; 1= good; 0= did not complete
	STUDIO
1	Record link/voice-over
2	Transfer sound
3	Save sound
4	Top and tail voice-over
5	Multi-track edit
6	Modify tracks (edit for length)
7	Modify tracks (amplification)
8	Mixing of natural sound (fade under)
9	Mixdown
10	Save mixdown
11	Time taken *ONE BONUS POINT FOR SPEED
	Total possible point score per journalist: 21

AIRCHECK

Point Value: 4= always; 3= usually; 2= sometimes; 1= rarely; 0= never	
STUDIO	
1	Studio audio quality is good.
2	Audio quality for guests is good.
3	Transitions between recorded content and links are clean/smooth.
4	Mixer is used correctly (ie: to select source, adjust levels).
5	Telephone calls are put to air smoothly (ie: no drop-outs).
6	Constant stream of content (no dead air).
7	Programme logged as required
8	Programme Plan/Script/Cue sheet prepared
9	Guests prepared, put at ease and given fair warning of going on-air
10	Use of headphones
PRESENTATION/MICROPHONE TECHNIQUE	
11	Presenter is clear in diction and understandable.
12	Presenter has engaging style.
13	Presenter is relaxed and natural.
14	Content introduced/back-announced
15	Correct studio etiquette (ie: no eating)
16	Audience engagement is evident (ie: call-ins, letters etc)
	Total possible point score per journalist: 64

NOT FOR DISTRIBUTION

TOTAL POSSIBLE POINT SCORE FOR WRITTEN TEST= 65

	QUESTION	**POINT SCORING**	**TOTAL**
1	What makes news? (4 factors)	1= each correctly identified, 1= each correctly defined	8
2	Fair and accurate?	2= each correctly defined	4
3	What is diversity? On the radio?	2=definition, 3=expressed on radio	5
4	Covering elections. (3 factors)	1= mostly correct, 2=correct	6
5	Sources for three story ideas	1 point each source each story idea possible three points (@ least three sources each) 1 point each story for balance	12
6	Covering GBV	1=mostly correct, 2= correct	2
7	Define terms (4 terms)	1=mostly correct, 2= correct	8
8	Use of quotes	1=mostly correct, 2= correct	2
9	Define terms (3 terms)	1=mostly correct, 2= correct	6
10	Policy and methodology description (3 points each)	1=mostly correct, 2= correct	12
	Total possible point score per journalist:		65

● **APPENDIX II D**

Focus Group Interview Guide

LISTENERS' INTRODUCTION
(PLEASE SAY SOMETHING LIKE THIS BEFORE YOU BEGIN)

Good morning and welcome. Thanks for taking the time to join our discussion about *your community radio station*. My name is _____, and I will serve as the facilitator for today's focus group discussion. Assisting me is _____, _____, and _____.

The purpose of today's discussion is to get information from you about your thoughts, experiences and needs related to information , so we can understand how the radio station fits in this community and design more engaging programming. You were selected because you are within the target group of listeners for whom we are trying to create radio.

There are no right or wrong answers to the questions I am about to ask. We expect that you will have differing points of view. Please feel free to share your point of view even if it is different from what others have said. If you want to follow up on something that someone has said, you want to agree, disagree, or give an example, please feel free to do that. Don't feel like you have to respond to me all the time. Feel free to have a conversation with one another about these questions.

I am here to ask questions, listen, and make sure everyone has a chance to share. We're interested in hearing from each of you. So if you're talking a lot, I may ask you to give others a chance. And if you aren't saying much, I may call on you. We just want to make sure we hear from all of you. We will be taking notes to help us remember what is said.

(We are also recording this session because we don't want to miss any of your comments.)

Let's begin by having each person in the room tell us their name and a little bit about themselves

Focus Group Questions

Listeners M & F

1. Introductions: Can you tell me something about yourself; your role in the community, your life?

2. What do you believe is the role of the media?

3. Where did people in your community get information before the radio station was broadcasting?

4. What is the role of the radio station in your community? Why is it important?

5. Thinking about your community, how important is a radio station in relation to other community services (such as the health centre, school, police, water source)?

6. How do you think your community has changed since the radio station was launched?

7. What (if anything) do you think people do differently now that there is a community radio station?

8. As a listener to community radio, can to describe any significant change in your attitudes and behaviour around the following issues;

   a) women and girls

   b) cultural difference

   c) government and democracy

9. Can you tell me one example of how the community radio station has helped improve/ changed people's lives?

10. Do you have anything else you would like to say?

NGO/CSO INTRODUCTION
(PLEASE SAY SOMETHING LIKE THIS BEFORE YOU BEGIN)

Good morning and welcome. Thanks for taking the time to join our discussion about your community radio station. My name is _____, and I will serve as the facilitator for today's focus group discussion. Assisting me is _____, _____, and _____.

The purpose of today's discussion is to get information from you about your thoughts, experiences and needs related to information , so we can understand how the radio station fits in this community and design more engaging programming. You were selected because you are within the target of group of NGOs/CSOs that we are trying to make accessible.

There are no right or wrong answers to the questions I am about to ask. We expect that you will have differing points of view. Please feel free to share your point of view even if it is different from what others have said. If you want to follow up on something that someone has said, you want to agree, disagree, or give an example, please feel free to do that. Don't feel like you have to respond to me all the time. Feel free to have a conversation with one another about these questions.

I am here to ask questions, listen, and make sure everyone has a chance to share. We're interested in hearing from each of you. So if you're talking a lot, I may ask you to give others a chance. And if you aren't saying much, I may call on you. We just want to make sure we hear from all of you. We will be taking notes to help us remember what is said.

(We are also recording this session because we don't want to miss any of your comments.)

Let's begin by having each person in the room tell us their name and a little bit about themselves

Focus Group Questions

NGO

1. Introductions: Can you tell me about the work of your NGO?

2. What do you believe is the role of the media in society?

3. Generally speaking, what is the role of (name the local community station) in this community? Why is it important?

4. What is the relationship of your organization to (name the local community station)?

   a) Have you ever used the radio in your work? How?

   b) Is the radio or media a component in your organization's communications strategy? If yes, how so? If no, do you think it should be?

5. Do you know how to use/access (name the local community station) and to be interviewed or go on the air? How is your relationship with the journalists? How could it be improved?

6. Can you tell me about an example of how (name the local community station) has helped connect your organization to the community to improve/change people's lives?

7. How did your organization communicate to/with the community before there was (name the local community station)?

8. What (if anything) do you think people do differently now that there is (name the local community station)?

9. What do you think would happen if (name the local community station) stopped broadcasting permanently? Where would people get information?