



On the Sobat River, Nasir town, Upper Nile State. Photo: Nina McMurry/Internews

Naath FM Nasir

Baseline Assessment Key Findings and Recommendations

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Introduction

***“We want to be able to go to the radio and say what is happening and what we need.”
– Male focus group discussion participant, 16-25 age group***

In September 2011, prior to the opening of Naath FM Nasir, Internews’ newest community radio station in Nasir, Upper Nile State, Internews conducted a baseline assessment to gather information about the listening audience, including their radio listening habits, information needs, and attitudes and knowledge on key topics. In the immediate term, this information will help Internews tailor programming on the new station to best meet the needs of the community. In the longer term, it will also help determine the impact of the station by allowing Internews to measure changes in habits, attitudes, and other characteristics of the community between the time the baseline was conducted and after the station has been broadcasting for some time.

Naath FM in Nasir is the fourth community radio station currently supported by Internews in South Sudan with funding from USAID. Internews has worked in Sudan and what is now the Republic of South Sudan since 2006. Internews community radio stations reach out to remote communities in the volatile north/south border region, giving them a voice and access to vital information in local languages.

Data collection for the Nasir baseline assessment took place between September 7 and 15, 2011, within Nasir town and seven surrounding areas that fall within the station’s estimated future broadcast range.¹ The

assessment included three components: a general community survey, a leaders survey (targeting local government officials, traditional authorities, and civil society leaders), and focus group discussions. Assessment tools were designed to incorporate findings of a comprehensive impact assessment conducted at five existing Internews radio stations between November 2010 and February 2011.² This assessment identified a number of areas in which listeners believed their local community radio station to have had an impact. These included health and hygiene, governance and civic education, gender, and cultural tolerance. The Nasir assessment incorporated questions intended to gather baseline “measurements” regarding the behaviors, attitudes, and knowledge of the listening audience in these areas for comparison to findings in future research.



**Surveyors head out to their assigned locations by boat along the Sobat River.
Photo: Nina McMurry/Internews**

¹ As of this writing, Naath FM was broadcasting on a 250W transmitter, giving it a broadcast range of approximately 40 km. However, following the installation of a 2KW transmitter, the range will be increased to approximately 100 km.

² See De Masi, Sonya. *Light in the Darkness: Internews Radio in southern Sudan and the Three Areas*. Internews, May 2011. http://www.internews.org/pubs/africa/Sudan_LightintheDarkness2011-08Main.pdf.

At the time of the assessment, communities in and around Nasir reported facing considerable challenges in accessing information. Radio was the most frequently cited source of information and considered to be the most trusted overall. However, it is readily apparent that there is still significant, yet un-met demand for local information in local languages and for a platform that will allow members of the Nasir community to pass information and express themselves.

More than half of community survey respondents said they “never” listened to the radio, while just over a quarter said they listened on a daily basis. Miraya FM was by far the most commonly listened-to radio station, followed by BBC English and Sudan Radio Service (both broadcasting on shortwave). While these existing outlets are valued in the Nasir community, they are inaccessible to those who do not understand English or Arabic. They are also seen by some as focusing primarily on events and topics that are not relevant to the daily life of the community. To pass information about events in their communities and surrounding communities, respondents said they often relied on people physically reaching the areas in question – usually on foot – and returning with news, sometimes days later.

In addition to information about events in their area, respondents were eager for information about what is happening in the capital of their new nation, and about how to protect themselves and their families from illness. Community members and leaders alike were receptive to the idea of passing information through the radio. Leaders expressed a strong desire to use the radio to communicate messages of peace and to project their authority in order to discourage people from committing crimes and violent acts.

Methodology

The baseline assessment employed a combination of quantitative and qualitative methodologies. It consisted of three components: a community survey, a leaders survey, and focus group discussions, which produced responses that helped to inform and interpret quantitative survey results. Questionnaires and focus group discussion guides are included as Appendices A-C to this report.

Community Survey

The community survey included 307 respondents in eight different locations in and around Nasir town. Surveys were administered by eight enumerators recruited from within Nasir town, selected based on their abilities to read, write, and translate between English and Nuer, and their familiarity with the target areas. Prior to their deployment to the field, enumerators participated in a one-day training, during which they were introduced to the basic principles of survey research and given detailed instructions on how to administer the surveys. This included, for example, directions on when to read answer choices to the respondent and when not to do so. This was particularly important when it came to questions designed to test knowledge of different topics.³

A “back translation” exercise - which involved enumerators translating each question in the pre-translated survey from Nuer to English then comparing their spontaneous translations with the original questions – was conducted to ensure that the pre-translated survey questionnaires accurately captured the intended meaning of each question. Following this exercise, the enumerators field tested the questionnaire within Nasir town. The questionnaires were then adjusted where necessary.

³ This included directions on when to read answer choices to the respondent and when to ask them to generate an answer spontaneously. This was particularly important when it came to questions designed to test knowledge. For questions such as “What ways do you know that someone can get HIV/AIDS?” and “When should you wash your hands with soap?” it was stressed to enumerators that they should *not* read the answer choices, but should instead select pre-coded answers based on the respondent’s answer.

Enumerators were deployed beginning on September 7 and reached their assigned locations either by boat along the Sobat River or by foot. They spent between seven and eight days in the field, depending on their method of travel and distance of their location from Nasir town. The eight survey locations were as follows: Nasir town, Kuetrengke and Jikmiir (both south of Nasir), Maker (southeast of Nasir), Koat and Kierwan (both north of Nasir), and Yomding and Ulang (both west of Nasir). In selecting locations, Internews attempted to cover different directions around Nasir, but was also forced to consider logistical feasibility. Movement during the rainy season in Upper Nile is quite difficult, and some locations – particularly those not accessible by river – cannot be reached at all.



Jikmiir, one of the communities assigned to surveyors. Photo: Nina McMurry/Internews

Each enumerator was required to administer a minimum of 30 surveys. In order to ensure that the sample was as random as possible, enumerators were asked to begin walking in a different direction each day from the places where they were staying and interview every other person they encountered. However, because it was expected that interviewing females would be more challenging, enumerators were required to interview a minimum of 14 females out of the total 30.⁴This yields a gender breakdown similar to that in Upper Nile State as a whole, according to the 2008 Sudan Housing and Population Census.⁵

Survey respondents were asked for their consent before each interview and informed that their responses would remain anonymous and that they could skip any question they did not feel comfortable answering. They were told that they would receive no financial compensation for their responses, but that their input would help the radio station better tailor programming to the needs of the community.

Leaders Survey

Leaders surveys were administered along with community surveys by enumerators in their respective locations. Enumerators were required to interview a minimum of four local government officials, traditional authorities, and/or civil society leaders during their time in the field, and were encouraged to actively seek out female leaders where possible. In total, 37 leaders were interviewed, as surveyors in some locations interviewed more than the required four.

Like the community survey questionnaire, the questionnaire used to interview leaders was vetted during the training to ensure correct translation. In contrast to the community survey, the leaders questionnaire included more qualitative, open-ended questions which, along with the focus groups discussions, helped to inform quantitative data collected from the community survey. Enumerators were instructed to ask for detailed

⁴ This was particularly challenging given the difficulty of hiring female enumerators. Internews managed to hire one female who was qualified, but she was unable to leave home overnight due to household responsibilities, and was therefore assigned to conduct interviews in Nasir town.

⁵ The gender distribution for Upper Nile State according to the census was approximately 45.5% female and 54.5% male.

responses and record them as completely as possible.⁶ The leaders survey also included questions about how leaders communicate with their communities. In other locations where Internews has established community radio stations, leaders have reported that the introduction of the radio greatly improved their ability to pass information to communities in a timely manner.

Focus Group Discussions

Between September 8 and 9, Internews conducted a total of four focus groups within Nasir town, for males and females between the ages of 16 and 25 and over 25.⁷ Each group consisted of between seven and ten participants. Discussions were led by the Internews Monitoring & Evaluation Specialist with assistance from a locally-hired translator/facilitator not otherwise affiliated with Internews or the radio station. The discussions were recorded with the consent of participants, and notes were taken by the Internews Monitoring & Evaluation Specialist. Participants were informed that their responses were confidential and their names would not be used outside of the discussion. Discussions lasted between one and a half and two hours each. Participants were given a small amount of money for their time. As is customary in this area of South Sudan, participants were selected by the translator/facilitator in consultation with community leaders.⁸

Data Collection Challenges

As mentioned above, logistical challenges constrained the selection of survey locations to some extent. Roads – where they exist at all – are extremely basic, and at the time the survey was being conducted, bad weather conditions prevented road travel. Enumerators were able to reach areas that were not along the river, but those who traveled to areas north of Nasir town (Kierwan and Koat) were required to travel by foot for up to one whole day. Following their return to the town, surveyors in several locations reported that there was very little food available in the locations where they had stayed.⁹



Nasir market. Poor weather conditions posed a major challenge for data collection. Photo: Nina McMurry/Internews

The Internews team made every effort to communicate regularly with enumerators in the field, and supplied each enumerator with phone credit to call if they encountered any difficulties. However, several of the locations had a very unreliable network coverage, and a few had none at all.

⁶ In order to ensure that qualitative responses were recorded as accurately and in as much detail as possible, enumerators were allowed to record responses in either Nuer or English. Responses originally written in Nuer were translated back into English by a translator contracted in Juba.

⁷ The decision to hold focus groups only within Nasir town was primarily due to logistical constraints. The decision to hold separate discussions for different age groups was made to allow Internews to gather information that will inform the development of targeted programming, particularly for youth.

⁸ While it would be ideal to select focus group participants in a more random fashion, this would be seen as undermining the authority of community leaders and is not considered culturally acceptable.

⁹ At the time of the survey, the closure of the border with Sudan and transport challenges resulting from the rainy seasons were causing food shortages in the area.

In addition to logistical problems, enumerators encountered some political and security issues. Enumerators were supplied with letters stating the purpose of the survey that were stamped and signed by the Nasir County Commissioner. Even so, surveyors in several areas indicated that some respondents – particularly women – were hesitant to participate for fear of harassment by local authorities. In one location, local authorities eventually insisted on sending a representative out with the enumerator, reportedly because of insecurity.

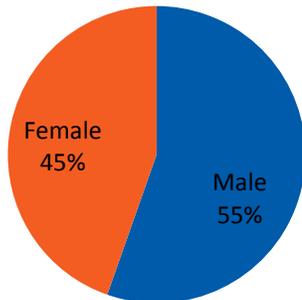
Key Findings

Below is a summary of key quantitative and qualitative findings of the baseline assessment, including select graphs and tables.

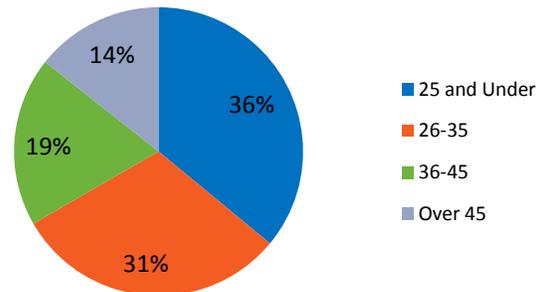
Audience Demographics

The total community survey sample of 307 is comprised of 55% males and 45% females. As mentioned above, the sample was designed to be representative rather than random with respect to gender, given the relatively greater difficulty of interviewing females. Over one-third of the sample (67%) was age 35 or under.

Sample by Gender

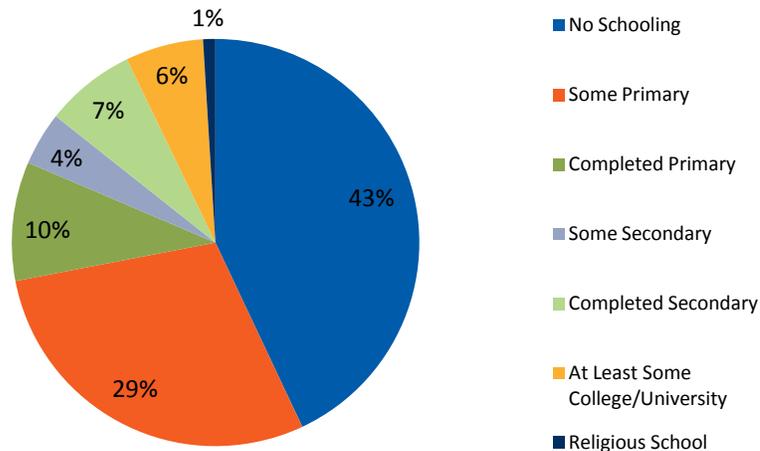


Sample by Age

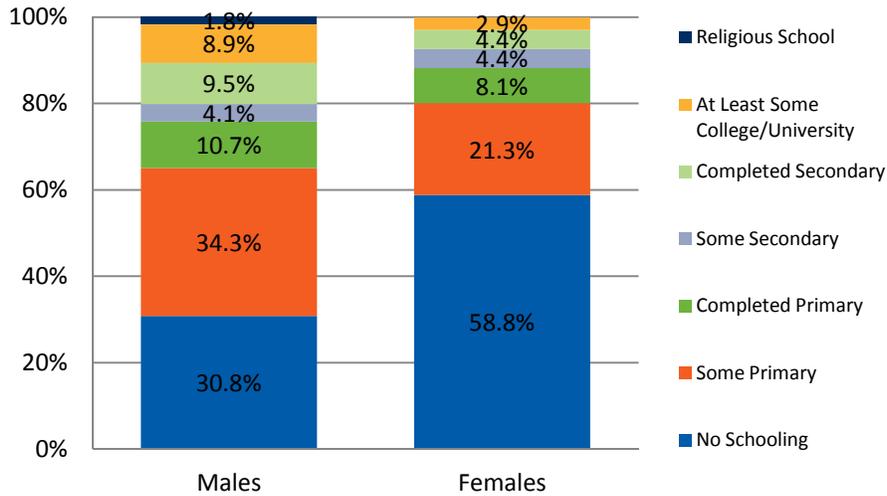


Seventy-two percent (72%) of those surveyed had not completed primary school. This group included 43% (of total respondents) who had no formal schooling and 29% had had some primary education but had not completed it. This was the case for just over 80% of women (58.8% had no formal schooling and 21.3% had completed only some primary) and just over 65% of men (30.8% had no formal schooling and 34.3% had completed some primary). People over the age of 45 were the least educated age group: 75% had had no formal schooling and 16.9% had completed some primary.

Sample by Education Level

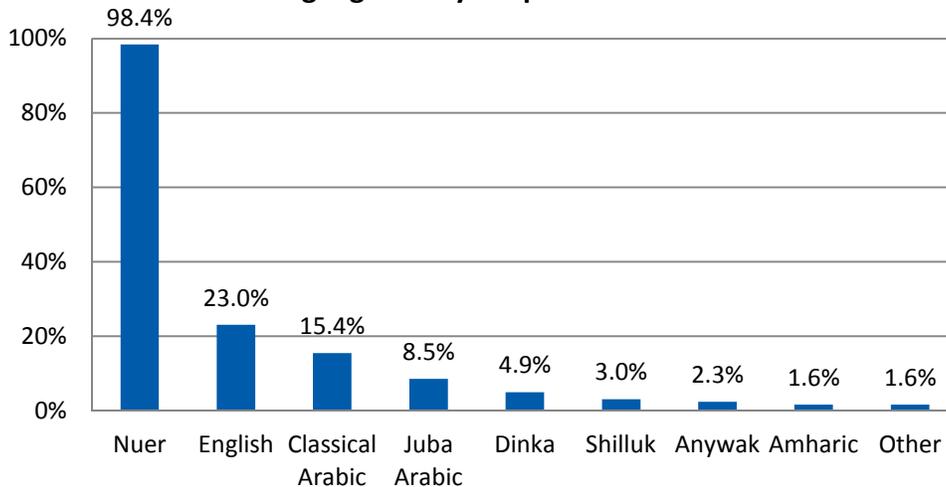


Education Level by Gender



Nearly 49% of respondents said they could read and write. Forty-four percent (44%) said they could not, and the remaining 7% answered “maybe,” specifying that they could read or write only very little or could read but not write. Over 98% of the respondents said they could speak or understand Nuer, while only 23% said they spoke or understood English. This was followed by Classical Arabic (15.4%), Juba Arabic (8.5%), and Dinka (4.9%).¹⁰

What languages can you speak or understand?



More than 90% of respondents were from the Nuer Jikany ethnic group. It is important to note that this is related to the timing of the survey, which was administered during the end of the rainy season. The dry season, which typically begins in October or November, usually entails a large migration of members of the Nuer Lou group from Jonglei State to Nasir and the surrounding areas. This means that during about half of the year (November to June), the listening audience will likely include a significant percentage of Nuer Lou.

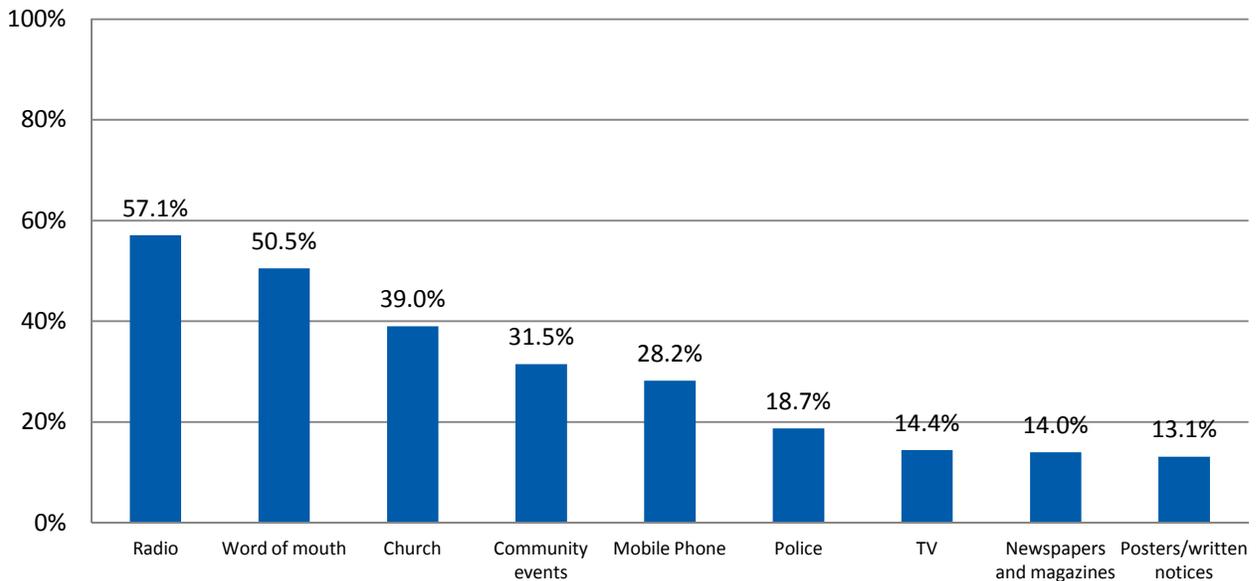
¹⁰ As discussed below, many respondents expressed a desire to hear a variety of languages on the radio, including those they do not speak or understand.

Because of the need to conduct the baseline survey prior to the opening of the station in September, Internews was unable to delay data collection until the dry season. Resource constraints prevented Internews from conducting a second survey inside Jonglei to survey the Nuer Lou population prior to their arrival in Nasir. However, the first round of audience feedback sessions in Nasir will take place in March, at which time Internews will be able to incorporate feedback and information from both the Lou and Jikany populations.

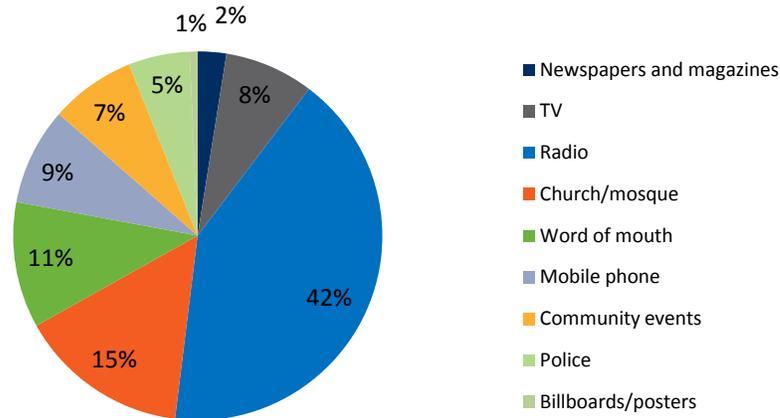
Audience Listening Habits and Preferences

Overall, radio was the most frequently cited source of information (57.1%), followed by word of mouth (50.5%), church (39%), and community events (31.5%). Among females, however, radio (52.9%) was second to word of mouth (54.4%). Radio was also most frequently cited as the “most trusted” source of information by survey respondents (42%), followed by church (15%). Males and females answered similarly, although females more frequently selected church as their most trusted source.

Which of the following sources do you use to access information?



What is the source of information you trust the most?



Focus group participants mentioned radio, word of mouth, and mobile phone as primary sources of information in Nasir. Younger focus group participants – both male and female – suggested that young people in particular rely on mobile phones to pass information. “We use calling only to get information,” said one female participant in the 16-25 age group. “If you don’t have credit, you don’t get information.” After mentioning mobile phones as a primary source for passing information, a participant in the male 16-25 group explained “we sometimes get information from radio, but not usually. Young people listen to the radio just for music, not information.” However, it is important to note that focus groups were held only within Nasir town, where the mobile phone networks are reliable relative to outlying areas.¹¹ A more in-depth discussion of mobile phone usage around Nasir is included below.

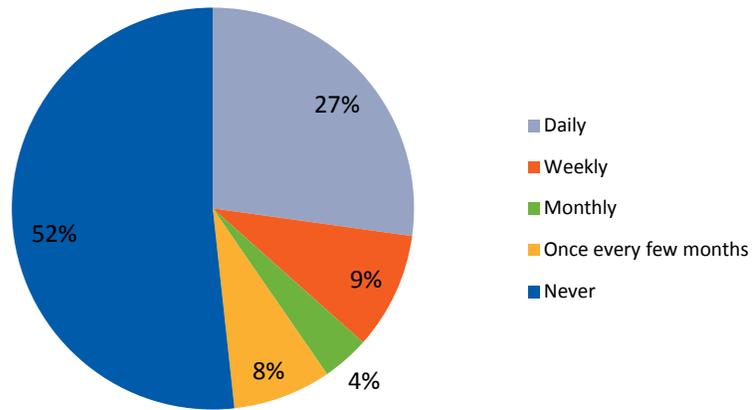
Radio Listening Habits

More than half of respondents (52%) said they “never” listen to the radio.¹² However, among those who did listen, the majority said they listen daily. There was a notable difference between the genders on this question: while only 38.4% of males said they never listen, this was the case for almost 70% of female respondents. Forty percent (40%) of male respondents said they listen daily, while only 12% of females said they did. Among the sample of radio listeners (those who answered something other than “never” when asked how often they listen to the radio), more than 70% were male and nearly 70% were age 35 or younger.

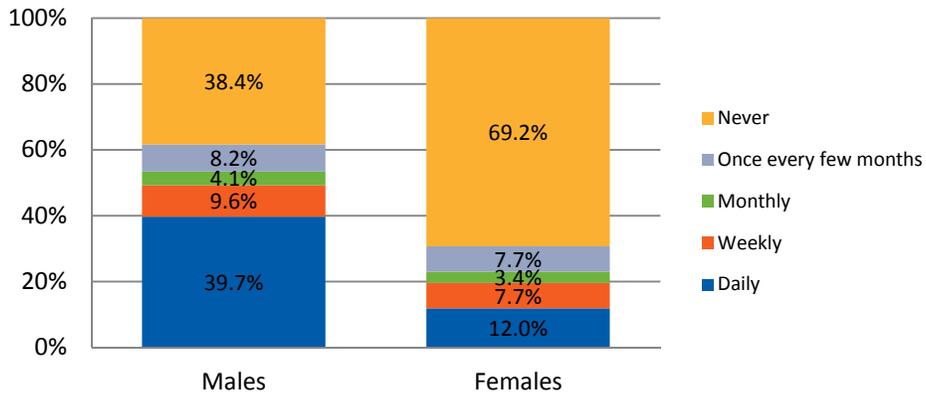
¹¹ As mentioned above, the decision to hold focus groups discussions only within Nasir town was mostly due to logistical constraints.

¹² There appears to be some inconsistency between the percentage of people who said they listened to radio at least once every few months (approximately 48%) and the percentage of people who listed “radio” as a source of information for them. This could reflect that many people recalled one or two instances in which they received information from radio, even if they do not continue to listen on a regular basis. When asked about what types of information they received from radio, many focus group participants mentioned specific events during which they listened to the radio (i.e. the death of Dr. John Garang, the Southern Sudan Referendum, and South Sudan’s independence) and did not mention information they receive on a regular basis. While this could suggest nothing more than that these events were particularly memorable, it might also indicate that these people only tune in on major occasions.

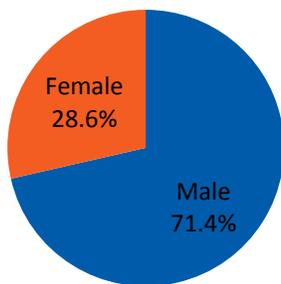
How often do you listen to the radio?



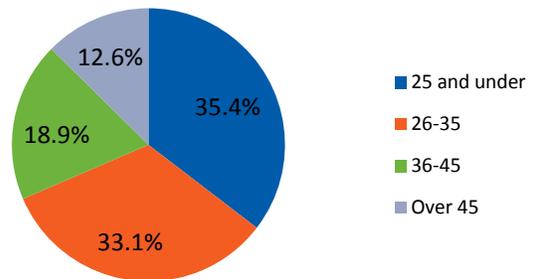
How often do you listen to the radio? (by Gender)



Radio Listeners by Gender*



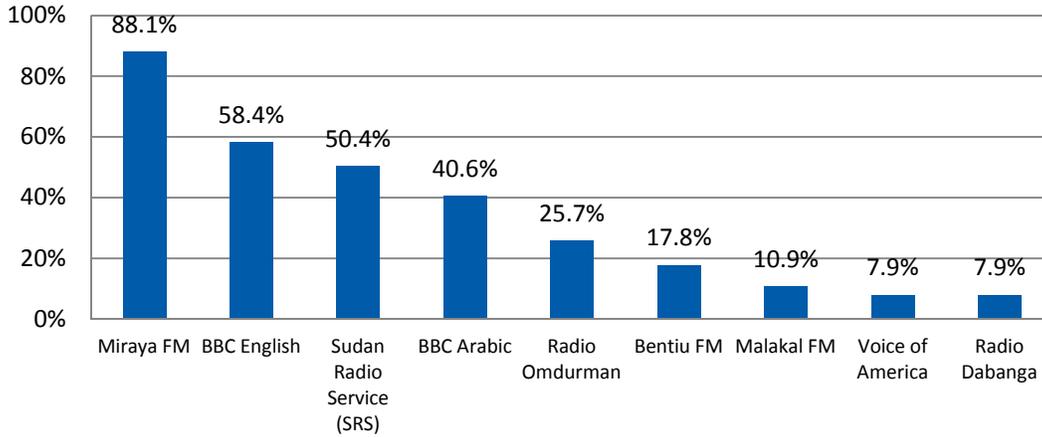
Radio Listeners* by Age



*"Radio listeners" are respondents who answered something other than "never" when asked how often they listen to the radio.

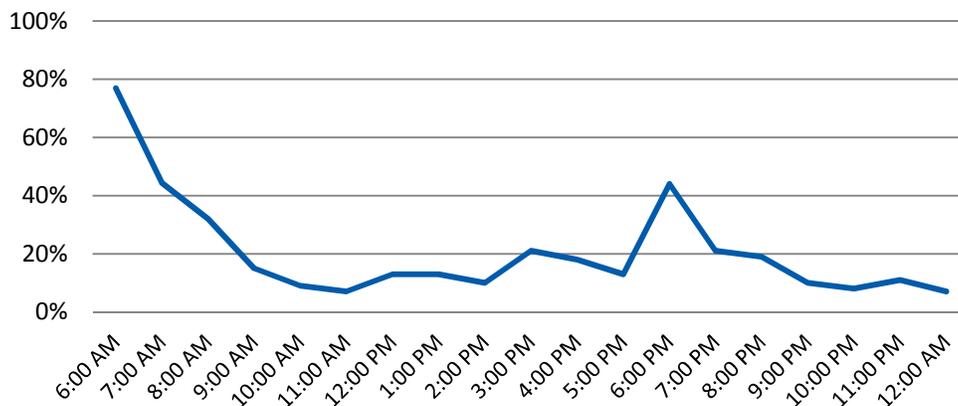
Among those who reported listening to radio, the vast majority (88.1%) said they listened to Radio Miraya, followed by BBC English (58.4%), Sudan Radio Service (50.4%), and BBC Arabic (40.6%).

**Which radio stations do you listen to?
(Radio Listeners Only)**

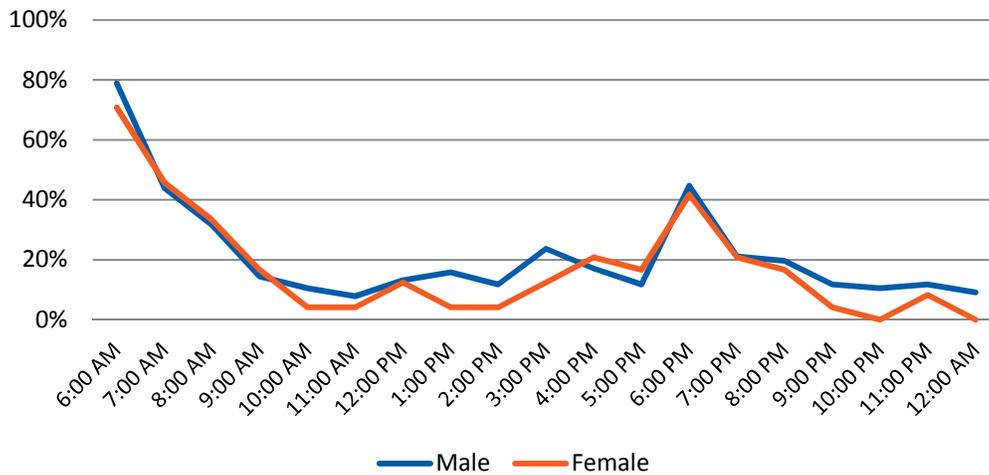


Mornings (between 6 am and 8 am) and mid-evening (between 6pm and 8 pm) were cited as the most common listening times. Preferred listening times were similar between genders and age groups, although males reported a higher preference for listening between 1 and 3 pm. More than half of listeners (53%) reported listening on both week and weekend days. Thirty-one percent (31%) said they usually listen only on weekdays and the remaining 16% said they generally listen only on the weekends.

**At what time(s) are you most likely to listen to the radio?
(Radio Listeners Only)**



At what time(s) are you most likely to listen to the radio? (by Gender)



Findings from the community survey on the most listened-to stations were generally consistent with responses from focus group participants. Radio Miraya and BBC were mentioned in all four focus groups. Stations in Malakal and Bentiu were also cited. These most likely refer to the state-run FM radio stations in both towns. When asked what they liked to listen to on existing stations, participants mentioned music, information about health – including hygiene and sanitation and HIV/AIDS prevention – and civic education. One male focus group participant said that he appreciated hearing on the radio in Malakal about “how people can get their rights in government.” Radio listeners also saw the radio as useful for practical purposes. Several female participants mentioned that they knew of radio stations helping people find lost children, and one male participant told a story about a man who was able to recover a stolen cow due to an announcement on Radio Bentiu.

Several focus group participants mentioned specific broadcasts on either or both of these stations, or events during which they listened to the radio (or that they learned about on the radio), particularly the Southern Sudan Referendum in January 2011 and South Sudan’s independence in July 2011. One male focus group participant even cited a broadcast about the death of Dr. John Garang in 2005.

Access to Information

Survey respondents and focus group participants alike believed access to information – and to media in particular – to be important to their lives. More than 90% of survey respondents said that information and media were “very important” to their lives, while an additional 7% said it was “important.” Focus group discussion participants were asked about their views on the role of media in society and what they felt the major differences were between a society with access to media and one without access. Several mentioned the importance of receiving information in a timely manner so that it could be acted upon:

“There is a difference, there is a very big difference because those who have access, they can do whatever they receive...the information they receive; they can implement it at the same time. While those who have no access for getting information, they cannot do anything.”

- Female FGD participant, over 25 group

“The difference between those who have radio and those who have no radio and not get information...those who have no access for getting information at the same time, they will get information late because they have no radio. But those who have radio, very soon they can get information.”

- Male FGD participant, over 25 group

Many drew a direct link between access to information and development, suggesting that information can empower people to improve their own lives:

“Those who have access for getting information, they can get developed at the same time, while those who are not getting those information, they will remain no development for themselves.”

- Female FGD participant, over 25 age group

“Information [encourages] people for development in the rural areas.”

- Nhial Wang Ruot, payam sub-chief, Jikmiir

Community leaders mentioned a number of areas in which access to information and media were important, including conflict resolution, democracy promotion, and allowing people to express their opinions. For example:

“Radio can help by preaching peace to all in South Sudan.”

- James Khor Gatluak, payam administrator, Yomding

“The media is important to the community when the citizen plays their role by expressing their opinion.”

- John Gatwech, payam secretary, Jikmiir

“People were not usually express[ing] their opinion in the [past]...but now everyone has [the] right to express his/her idea.”

- Thomes Tut, police officer, Jikmiir

Challenges to Information Access

Sixty-nine percent (69%) of survey respondents (64.6% of males and 73.5% of females) said they had problems accessing information. The information access problems most frequently cited by survey respondents were lack of money (65.9%) and that information was “not available” (45.7%). The majority of community leaders surveyed mentioned access to information in some form (including access to radio, mobile phones, phone networks, etc) as a major problem facing their communities.

As mentioned above, focus group participants and community leaders frequently cited delivering information on time as a major challenge. Many said they often rely on people physically moving between locations to pass information. Focus group participants said that people from outlying payams often come to Nasir or travel to Malakal to collect information, then return with it to their communities, which can take days.

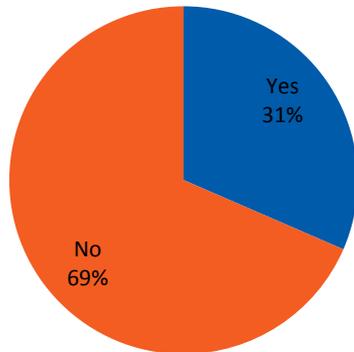
“[People get information] by visiting the area...by going to another place and receive the information, then pass it to the people...in different [payams] now, people they are not using radio. Only they come to Nasir and they get information, so they go to their payam and they will pass to everybody.”

- Male FGD participant, over 25 age group

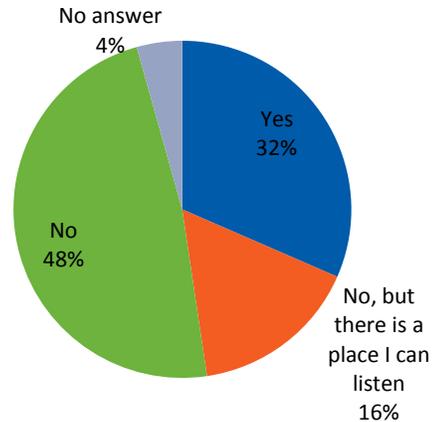
Community leaders echoed this, and pointed out that the lack of proper infrastructure made passing information quickly difficult. Nineteen of the 37 community leaders surveyed said they call a meeting when they need to convey information. Thirteen said they send a messenger to call people to a meeting or pass information. Several mentioned the use of microphones or loudspeakers to communicate messages.

The lack of a radio set was the most frequently cited reason why people did not listen to the radio. Thirty-one percent (31%) of respondents said they had a radio at home, while an additional 16% said there was a place they could listen to radio. Again, there was a difference between males and females on this measure. More than half of women (54%) said they did not have a radio at home, while only 24.7% of men said they did not. Two-thirds (66.7%) of women said they did not have a radio and did not have a place they could listen. This was the case for 40.5% of men.

Do you have a radio set at home?

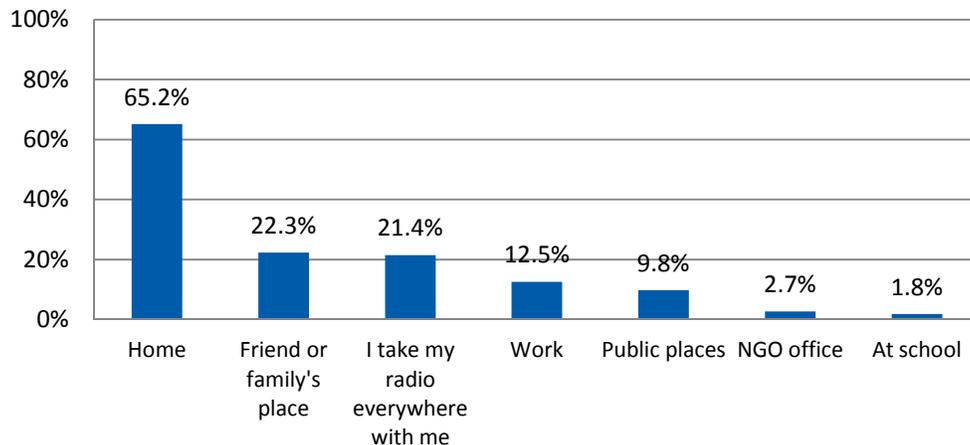


Access to Radio



The reported relationship between radio ownership and radio listenership may be at least partially explained by the apparent rarity of collective listening. Among radio listeners, 65.2% said they listened at home, while 22.3% said they listen at friends’ or family members’ homes and less than 10% said they listened in public places. More than half (51%) said they usually listened alone. This point was raised in focus group discussions. “There [are] no public places where you can go and listen to radio,” said one female FGD participant. “Only if you buy for your home, then your household, those who are living together, they can get information...in Malakal, people they may have a public place, while in Nasir there is no public place to listen to the radio.” While few other respondents or participants were as explicit, many FGD participants and community leaders made reference to the need to buy or own a radio in order to listen.

Where do you usually listen to the radio?



Limitations of Current Radio Offerings

Although – as mentioned above – radio was cited as the most trusted source of information by the highest number of respondents, focus group participants identified two major limitations of current radio offerings. The first was the issue of language and education. “Miraya FM is only for people who are educated,” said one female participant. “[I] did not get any information from Miraya FM because [I am] not educated and [do not] speak Arabic or English.” Lack of education was repeatedly mentioned by focus group participants as preventing them from accessing information on stations like Miraya FM and BBC, almost always with reference to the languages spoken on these stations. This was reinforced in responses to the leaders’ survey. For example:

“If someone is having a radio, they or most people do not understand [the] languages [spoken].”

- Koang Chamchuor Nyith, sub-chief, Yomding

“Yes there is many challenges [in access information] because most of the people are not listening English and Arabic language in radio”

- Tut Der Ngica, leader, Kierwan

“Yes, there is so many challenges like the lack of radio station using Nuer language.”

- NyakGaiLual, leader, Kierwan

“I have a radio with me, but I cannot understand the language of English and Arabic. Only Nuer language I know.”

- Mayian Yoah Gar, head chief, Yomding criminal court

The second issue was related to the content broadcast on these stations. There was a sense among FGD participants that most information broadcast on Miraya and BBC was not relevant to the community of Nasir. As one participant put it, “Miraya FM is not satisfying our needs, because the information that is passing through is only for Juba.” “Information from BBC and Miraya is not enough,” said another. “They are talking about things we don’t know, things that are very far from Nasir.”

Community Interaction

At the same time, focus group participants expressed a strong desire for a medium that would allow them to pass information about their community, particularly to the national government and to people in other areas of South Sudan.”The biggest challenge is how to get information and how to pass the information of Nasir to the national level,” said one male focus group participant. “Even if there is conflict or poverty in Nasir, we can pass information through and then it will be understood by every state.

Similarly, another participant suggested that without their own radio station, the community must rely on the local government to pass information about what is happening in Nasir to national and international media outlets. “Miraya and BBC are not satisfying our needs...” he said. “If an incident happens in the Nasir area, we only get the information on time if the government passes to Miraya.”

Participants were asked to give their ideas about the meaning of “community radio.” Despite the fact that there is no other community radio station in the vicinity of Nasir, focus group participants and community leaders seemed familiar with the concept of radio as a means of conveying information in addition to receiving it. For example:

“Community radio is like MTN or Zain [phone networks]. It will help us pass information of Nasir out to different states.”

- Female FGD participant, 16-25 age group

“It’s called community radio because the information that we want to pass, we should come and pass it through.”

- Male FGD participant, over 25 age group

“The information that the radio will pass, I think it is because it will be passed only the information of Nasir.”

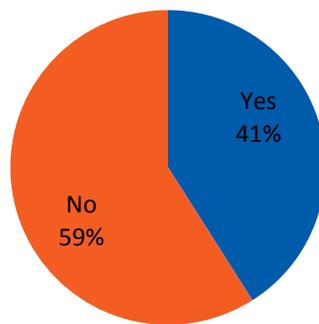
- Female FGD participant, over 25 age group

There was a general consensus that visiting the radio station would be the best way for people to interact with the radio station, followed by phone calls for people who live outside of Nasir. Some also mentioned SMS. Among survey respondents, over 60% said they would consider calling or sending an SMS to a radio station, while 18% said they would “maybe” consider doing so.¹³

Mobile Phone Usage

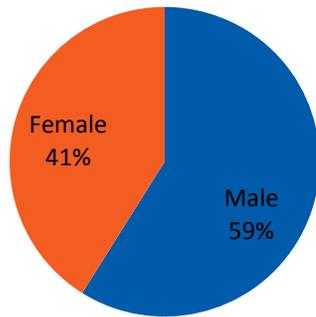
In addition to direct questions about interactions with radio, survey respondents were asked about mobile phone ownership and usage in general. Overall, 41% of respondents said they owned a mobile phone. This was the case for 44.3% of males and 36.2% of females. Among mobile phone owners, 59% were male and 77% were age 35 or younger. Mobile phone ownership also varied by location. While 78.4% of survey respondents within Nasir town reported owning a cell phone, the area with the next highest percentage of cell phone owners – Jikmiir – had only 45%. The experience of conducting the survey and attempting to communicate with enumerators revealed that many of the survey locations outside of Nasir town had extremely unreliable network coverage, while others had no coverage at all.

Do you own a mobile phone?

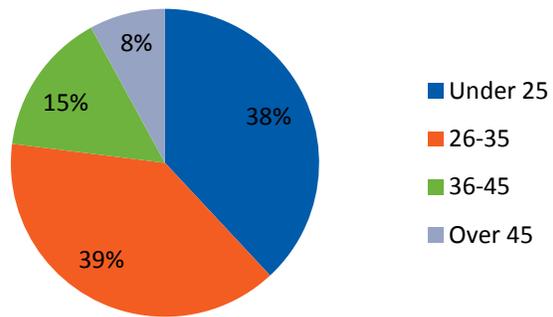


¹³ Several respondents who answered “maybe” offered conditions, including that they would call or SMS if a program interested them, if they had access to a radio, if they knew the phone number, or if the radio station was broadcasting in a language they could understand.

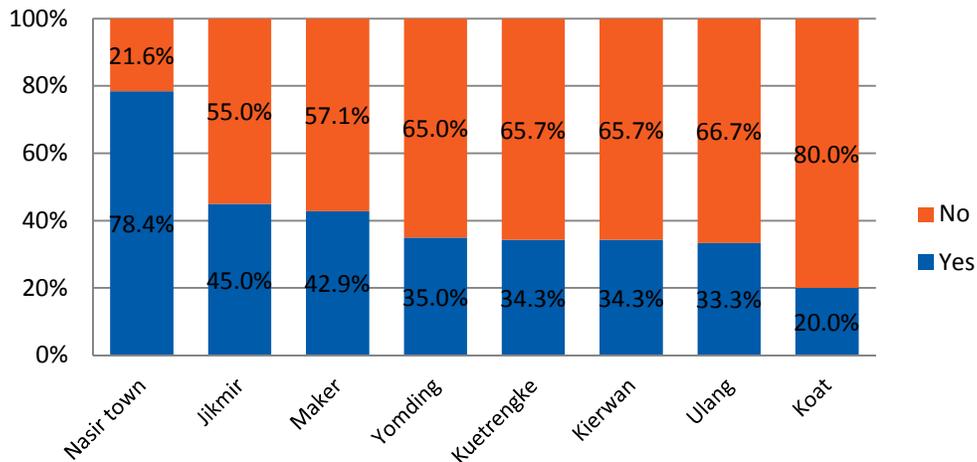
Mobile Owners by Gender



Mobile Owners by Age Group



Do you own a mobile phone? (by location)

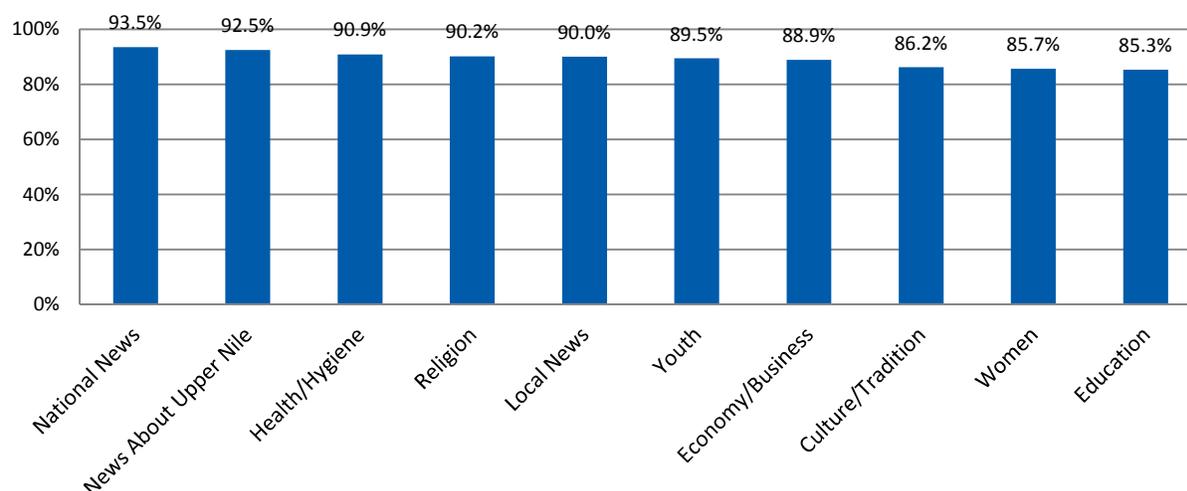


Forty-three percent (43%) of respondents said they never use their mobile phone to SMS people, while 37% said they do so less than once a week. These findings suggest that while the community may be receptive to interacting with the radio via mobile phone (i.e. through call-in shows) and participating in mobile phone-based audience surveys, such efforts are not sufficient to engage all segments of the population at this point in time.

Programming Topics & Information Needs

Community survey respondents were asked about the importance of each of a list of pre-determined topics to them, as well as an open-ended question about topics about which they want more information. Among the pre-determined list, the topics most frequently identified as “very important” were National News, News about Upper Nile, Health/Hygiene, and Religion/Faith.

Top 10 Most Important Topics (% of respondents answering "Very Important")



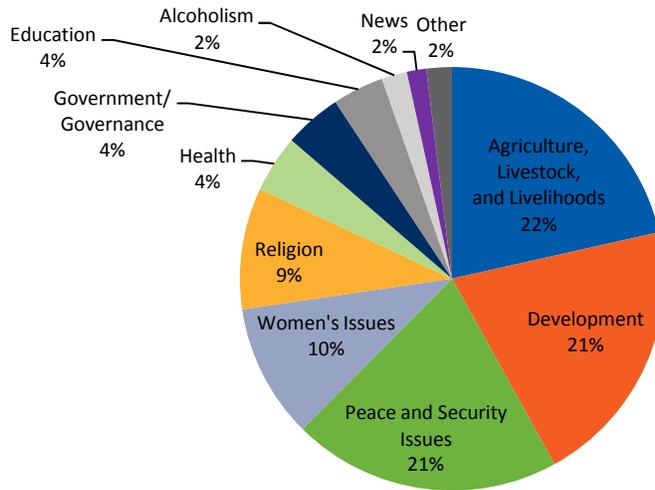
Males as a group prioritized News about Upper Nile, Local News, and National News, while females prioritized National News, Health/Hygiene, and Religion/Faith.

Top 10 Most Important Topics (by gender)

Males	Females
News about Upper Nile (96.4%)	National News (95.6%)
Local News (92.7%)	Health/Hygiene (91.9%)
National News (91.7%)	Religion/Faith (91.1%)
Economy/Business (90.5%)	Youth (88.9%)
Health/Hygiene (89.9%)	News about Upper Nile (87.5%)
Youth (89.9%)	Economy/Business (86.7%)
Religion/Faith (89.3%)	Local News (86.6%)
Government/Governance (87.6%)	Women (85.3%)
Culture/Tradition (87.5%)	Education (85.2%)
International News (85.8%)	Culture/Tradition (84.4%)

When asked to spontaneously mention types of information they wanted but did not currently have access to, respondents most frequently mentioned topics related to agriculture, livestock and livelihoods; development; and peace and security issues.

What types of information would you like that are not currently available to you? (% of responses)



More detail on opinions about these and other topics expressed by focus group participants and community leaders is presented below.

National News

Many focus group participants expressed a strong desire for more information about what is happening at the national level in their new country. Several people mentioned having heard about the independence of South Sudan on the radio, but that since then they had been dissatisfied with the information they were receiving about the new country and especially about the activities of the national government. For example:

“The community is very eager to hear the voice of radio and receive information of the country...but news of South Sudan were not accessing here”

- John Gatwech, payam secretary, Koat

“Our problems are the activities of South Sudan government that we don't hear”

- Mun Weanyang Dap, Leader, Maker

“We want to know all the ministers.”

- Male FGD participant, 16-25 age group

“Corruption in Juba. They will not put that on the radio. We [also] want to be able to report corruption in Nasir on the radio.”

- Male FGD participant, 16-25 age group

Development

Focus group participants were particularly interested in the activities of the government when it came to development. Focus group participants were eager to hear about what is being done to develop their communities, especially with regard to infrastructure development:

“Information like how government should arrange, the arrangement GoSS, pass all information to the county. Like development sector. If it happens that the road to be built in this location, so we want that information.”

- Female FGD participant, over 25 age group

“Information like road access, because now we have no road in Nasir which can cross all the payams and going to Malakal...[I want] that information...like if the radio can explain about the development of roads.”

- Male FGD participant, over 25 age group

Health and hygiene

Information about health and hygiene was quickly mentioned by all focus group participants. Participants seemed to see the radio as having potential to compensate for the lack of health services in Nasir by empowering people to lead healthier lifestyles.

“Like sanitation, how to clean our area and whatever. We are not getting that information.”

- Female FGD participant, over 25 age group

“Like the sanitation, the hospital. Because even if people are taken to the hospital, no one can take care about those people. So the sanitation is also good to us, those information.”

- Male FGD participant, over 25 age group

“The information about transmitted diseases, like HIV, gonorrhoea. Because...now people are not getting information about those things. How they can protect themselves from getting those diseases.”

- Male FGD participant, over 25 age group

Agriculture, Livestock, and Livelihoods

When asked about major challenges facing the community, several focus group participants mentioned the lack of cultivation that year (due to a late rain) and the increases in the price of goods in the market. Some suggested that the radio regularly provide information about commodity prices and availability.

Community survey respondents said they wanted more information about “agriculture,” “business,” and “food security,” among other topics related to livelihoods.¹⁴

Peace and security issues

Conflict, especially between rival clans, was mentioned as one of the biggest challenges by both community leaders and focus group participants. Many respondents said they wanted more information about conflicts happening in their area, and cited security as one of the topics about which they get information too late. “[We] want to get the information like security situation in Nasir every day,” suggested one male focus group participant. “Like how is Nasir daily, in the morning.”

Community survey respondents mentioned wanting information about inter-clan conflict, cattle raiding, and “elopement” of girls, meaning when men sleep with and/or impregnate women without marriage made official by payment of dowry. This latter was the most frequently cited cause of conflict in the community by leaders.

¹⁴ During the period of the assessment, the Internews team observed that the vast majority – if not all – businesses within Nasir town are owned by Ethiopians or people from north Sudan (i.e. Darfur). Given this, it seems that programming on business and/or agricultural skills and/or on the benefits of these activities would be quite beneficial.

Many focus group participants felt that if the radio broadcasted information about conflicts happening in the area, local government would be better able to respond to stop it. There was also a sense that if leaders spoke about punishment for violence and/or criminal acts, they would be able to dissuade potential wrongdoers.¹⁵ For example:

"[The radio] prevent war because if people get the information daily about the conflicts in the clans, so they are aware and they receive that information, what they government [says] in the conflicts, so it prevent the conflict also."

- Made FGD participant, over 25 age group

"It prevent war because it happen that the authority come to the radio station and pass the information to all payams saying that now action is taken by the government, no one should make any other conflict between clan and clans. Otherwise, there will be some charges that will be given to those people. So that one...will prevent the conflict."

- Male FGD participant, over 25 age group

"If it happened that the radio was opened in Nasir, I should come and pass the information saying that he who do the crime will be put in court...the authorities they come and say it to the community, because the community, they don't know there is an authority in the county."

- Male FGD participant, over 25 age group (also a member of local government)

"Radio should help the chiefs in controlling and eradicat[ing] these crimes."

- Koang Chamchuor Nyith, sub-chief, Yomding

Several leaders expressed a desire to use the radio to speak to their citizens about the need for peace and reconciliation, and felt that doing so could help avert conflict. For example, Nhial Wang Ruot, sub-chief for Jikmir said he would pass "encouragement through radio that people should not cause trouble." Others believed the radio could help prevent conflict through broadcasts on the disadvantages of fighting and the relative advantages of living in peace. Gatluak Wur Nger, sub-chief for Kuetrengke, said he believed the radio should "[explain] to anyone that fighting is not good, and [show] them the life of other country that have peace."

Education and Gender

More than 92% of community survey respondents said they "strongly agreed" that it was important to send children to school. However, female focus group participants painted a different picture, reporting that many parents in Nasir do not send children to school because they "think they are just going for playing."¹⁶ They believed that the radio could help reverse this trend and asked that the radio be used to pass messages urging parents to send their children to school.¹⁷

Female focus group participants also expressed a strong desire for more information about how women can access education. One said she wanted "to listen to information about education, because the females they

¹⁵ This expectation is based on the assumption that local government does, in fact, have the capacity to respond effectively to crime, violence, and insecurity, which may not necessarily be the case. As discussed in the recommendations section of this report, it is important to manage expectations about what the radio can and cannot accomplish in terms of conflict prevention and resolution.

¹⁶ It is possible that this discrepancy is due to social desirability bias. In other words, when asked about their own beliefs about education, people may feel it is more acceptable to express pro-education attitudes. Focus group participants, on the other hand, were referring to the behavior of others.

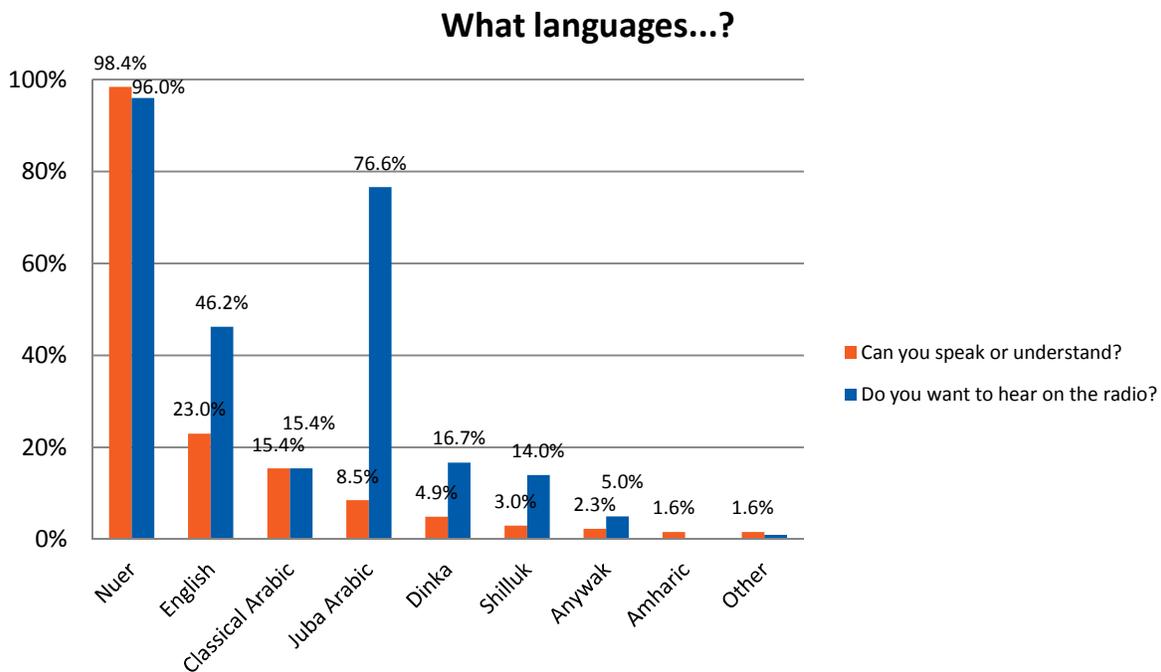
¹⁷ Indeed, anecdotal observations in Nasir town suggest that child labor is quite common. The Internews team arrived prior to the beginning of the school year and saw many children – mostly boys – engaged in small business activities such as repairing of shoes and electronics. This did not appear to change following the resumption of classes.

did not get schools at the same time...so we are not getting this information about how to go to school.” And it appears that this is not just an issue affecting an older generation of women who missed out on an education as girls: nearly 20% of community survey respondents either “agreed” or “strongly agreed” that it was more important to send boy children to school than girl children.¹⁸

Languages

Survey respondents were excited about the prospect of access to information in a language they can understand. As mentioned above, more than 98% of respondents spoke or understood Nuer, while only 23% and 15.4% spoke or understood English or Arabic (respectively) – the major languages in which radio in which radio was available in Nasir during the time of the assessment.

However, when asked what languages they wanted to hear on the radio, many community survey respondents mentioned languages that they did not speak or understand:



Focus group participants mainly talked about wanting to hear Nuer, English, and Arabic on the radio. However, when asked, they did express a desire to hear other languages as a means of familiarizing themselves with people from other parts of South Sudan:¹⁹

¹⁸ It is possible that this opinion is more widely-held than the survey results would suggest, given the strong potential for social desirability bias in questions about gender equity.

¹⁹ This result should be explored further, given the potential for social desirability bias in questions relating to cultural tolerance. While community survey responses indicated a desire to hear a variety of languages, focus group participants mentioned only languages they understood when asked what they wanted to hear on the radio. It was not until they were asked explicitly about voices from other tribes and clans that they said they wished to hear other languages. Internews may wish to explore this further through mobile surveys and regularly-scheduled audience feedback sessions.

“There are [many] tribes here in Nasir. One by one, they are living here in Nasir. While they are a minority, it is good that if another tribe come and pass information through, we can even know their greeting and their language also.”

- Male FGD participant, over 25 age group

“We are happy to hear voices from people in other parts of South Sudan to learn their languages.”

- Male FGD participant, 16-25 age group

Sixty-eight percent (68%) of survey respondents said they liked or wanted to hear songs in a language other than their native languages on the radio.

Behavioral and Attitudinal Change

One of the major purposes of the assessment was to establish baseline “measurements” of knowledge and attitudes in a number of specific areas that were explored in previous assessments of Internews community radio in Sudan and South Sudan. In addition to questions directed to the listening audience about their information needs, these questions will further help Internews identify areas of focus for programming. They will also allow Internews to observe change over time as the radio begins broadcasting and becomes a part of the community. This assessment explored attitudes and knowledge on health and hygiene, peace and conflict, gender, and democracy and governance.

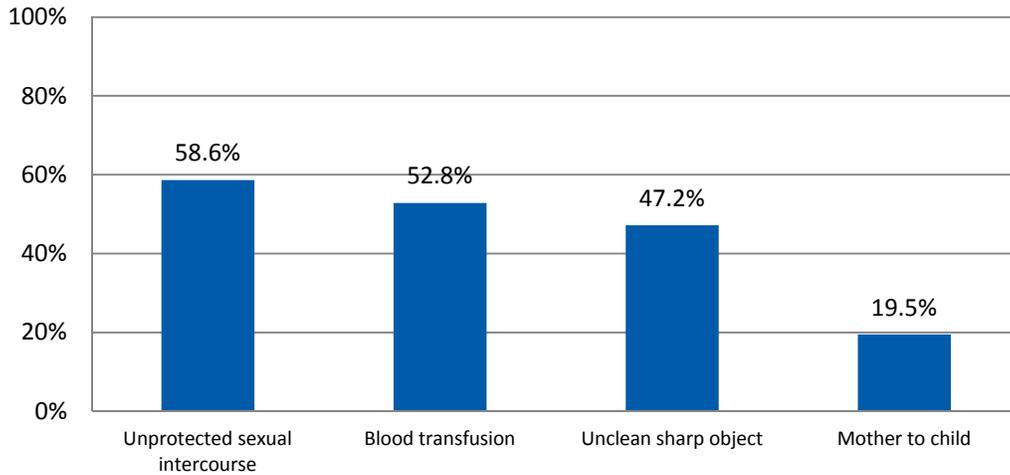
Health and Hygiene

As discussed above, health was one of the topic areas for which respondents believed they needed more information. Survey results regarding health knowledge reveal that community members are knowledgeable about some topics, but that there is room for improvement. When asked when they should wash their hands with soap, nearly 76% answered “after using the toilet,” and nearly 66% identified “after cleaning a child’s bottom.” However, only 9.4% answered “before food preparation,” and 34.5% answered “never.”



The vast majority of respondents (73%) said they had heard of HIV/AIDS. Nearly 60% identified that HIV/AIDS could be contracted through unprotected sexual intercourse, just over half said it could be contracted through a blood transfusion, and mentioned pricking with an unclear sharp object. Less than 20% knew about mother-to-child transmission.

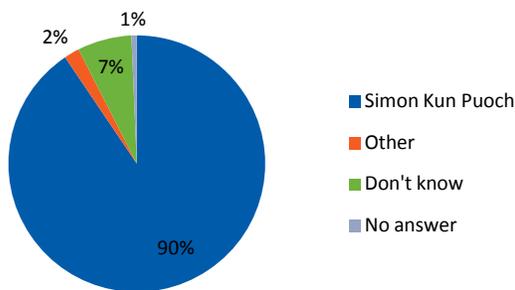
What ways do you know that someone can get HIV/AIDS?



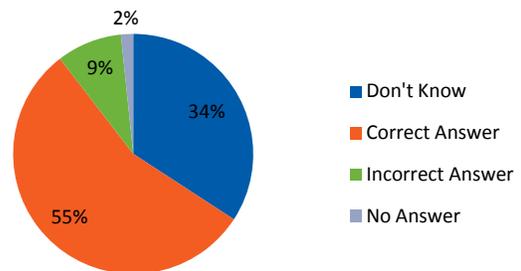
Democracy and Governance

The survey included several questions designed to gauge attitudes and levels of knowledge about political institutions and processes in South Sudan, and about democracy in general. The results suggest that the community is more familiar with personalities in government than they are with systems and institutions. Ninety percent (90%) of respondents correctly named the governor of Upper Nile State, Simon Kun Puoch. Just over half (55%) of respondents correctly named at least one of the legislators representing their constituency at the national level. For both of these questions, participants were required to generate the names; they were not given answer choices.

Who is the governor of Upper Nile State?

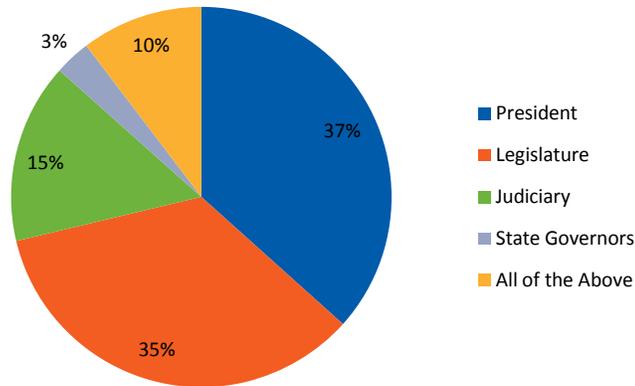


Can you name the member(s) of parliament that represent your constituency at the national level?

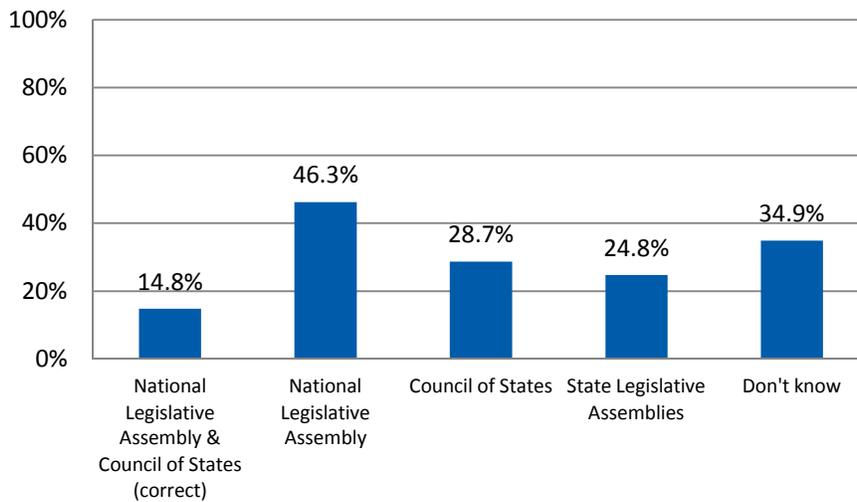


However, less than 15% could name both of South Sudan’s national legislative bodies – the National Legislative Assembly and the Council of States. Only 35% correctly selected the legislative branch as the body in government that is responsible for making laws.

Who in the government is responsible for making laws?



What bodies make up the parliament of the Republic of South Sudan?



When asked about their views on the role of leaders vis-à-vis citizens in government, some community survey respondents and focus group participants seemed committed to holding government officials accountable. More than 85% of survey respondents “strongly agreed” with the statement that “participation of citizens in governance is essential to a peaceful and democratic society,” while 76% “strongly agreed” that citizens should be “active in questioning the actions of their leaders.” Some focus group participants echoed this:

“The government should not do anything without consulting the community”
 - Female FGD participant, 16-25 age group

“If the community is not consulted, the community will disrespect the government, which will lead to conflict between the community and the government.”
 - Female FGD participant, 16-25 age group

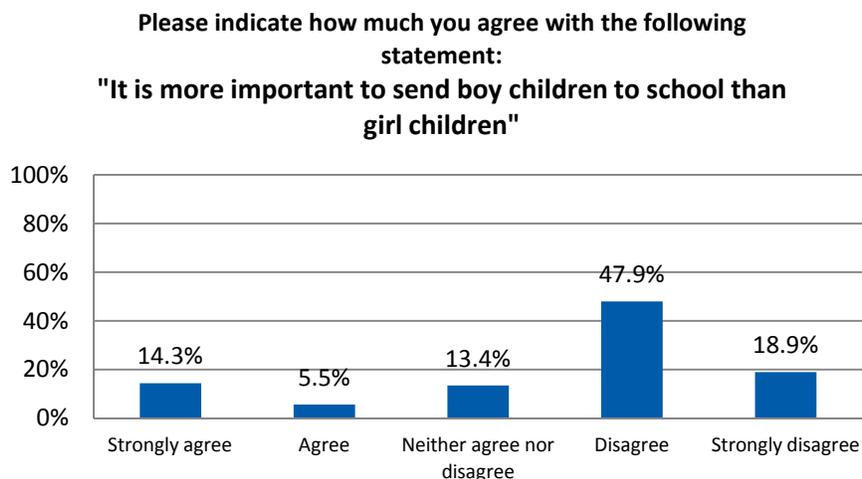
"The community should give their decision to the government, the government give their decision to the community. So from there they will share those ideas."

- Male FGD participant, over 25 age group

One the other hand, some said that leaders should be trusted to make decisions without the community's input. Women in the older age group in particular suggested that the government should make decisions without consulting the community, because they (the women) are not educated.

Gender Attitudes

As discussed above, women and girls in and around Nasir face particular challenges in accessing information relative to males. Radio ownership among females is considerably lower than among males, and because females are more likely to remain at home during the day, they may be less likely to listen to the radio in public. On occasions when they do hear the radio, they will be less likely than men to understand the languages broadcast on radio (primarily English and Arabic at the time of the survey) due to a relative lack of education. Several female focus group participants said they had been in school, but had dropped out to marry or to support their children through odd jobs such as selling tea and working as cooks. Nearly 20% of respondents "strongly agreed" or "agreed" that it was more important to send boy children to school than girl children.

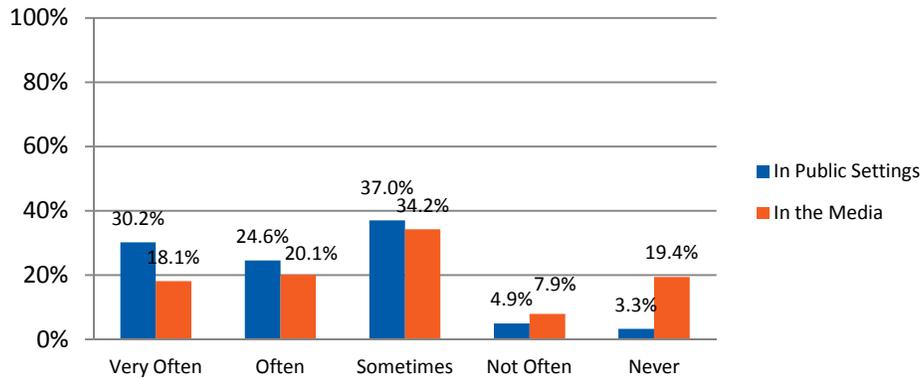


Females in both the 16-25 and over 25 age groups reported that the burden of supporting the household in Nasir falls almost entirely on women. "Women are supporting children alone with no support from their husbands," said one participant in the younger group. Participants mentioned alcoholism as a major problem affecting men in the area that makes families more dependent on women's income.²⁰

It appears in general that women have few opportunities to engage in public life, largely because of their considerable responsibilities at home. Among survey respondents, just over 30% said they heard women expressing their opinions in public "very often," and just over 18% said this about women expressing their opinions in the media.

²⁰As noted above, alcoholism was also mentioned by respondents as a topic they wanted more information about.

How often do you hear women expressing their opinions...?



Peace and Conflict

As mentioned above, conflict between rival clans, particularly over cattle and marriage issues, was cited as a major challenge for communities within the station’s broadcast range. Focus group participants and community leaders saw the radio as a potential means of averting conflict, including by disseminating messages of peace and projecting the authority of local government regarding punishment for violence and criminal acts.

The community survey attempted to measure attitudes and behavior of people regarding other groups (tribes and clans specifically). Approximately 36% of respondents said that people in their community invite people from other clans into their homes “very often,” while 33% said children in their community “very often” played with children from other clans.

However, in general, there is serious potential for a social desirability bias in responding to questions regarding conflict and cultural tolerance. For example, while focus group participants and leaders all mentioned conflict between clans, over 67% of survey respondents said that relations between clans in their area were “always peaceful.”²¹ Therefore, it is more likely that evidence of impact of the radio station on conflict will come through interviews and anecdotes.²²

²¹ This may also be related to real or expected intimidation by authorities or leaders. As mentioned above, some community members were reluctant to participate in the survey for fear that they would be seen as crossing government officials.

²² Internews is also in talks with contacts at a major academic institution about conducting a systematic study that would measure the effect of radio on cultural tolerance in a manner that minimizes social desirability bias as much as possible.

Recommendations

Based on the findings above, the following recommendations are intended for Internews in South Sudan and for the staff of the Nasir radio station. They apply to two major aspects of Internews' work in Nasir: the development and selection of content for broadcast over the radio that will best meet the needs of people in Nasir and the surrounding communities, and outreach to the community that will help maximize positive and productive engagement with the station.

Programming

Emphasize programming on health and

hygiene. Health and hygiene was mentioned by respondents across demographic groups as an area in which they lack information. As some respondents pointed out, knowledge of hygiene and other disease prevention is particularly important given the lack of health services in the area.

Include programming on livelihoods and youth in order to address causes of

conflict. Poverty was mentioned a root cause of conflict, including cattle raiding. Many respondents requested more information on agriculture, business, and other skills and trades

that would help them improve their own situation. Naath FM should also consider livelihoods programs specifically targeting women, as it appears that they are often the sole providers and caretakers in the family but feel they have limited options for earning income. As cattle-raiding and other conflict related to dowry and marriage is largely perpetrated by youth, Naath FM should broadcast peace building programs targeted toward a youth audience.

Ensure that conflict and security issues are covered carefully. Respondents were eager to learn more about incidents of conflict, violence, and insecurity in their area, particularly issues related to cattle raiding and bride price. While correct, professionally-sound coverage of these issues has the potential to assist in reconciliation (i.e. by emphasizing the need for peaceful resolution or discrediting harmful rumors), irresponsible coverage has the potential to provoke conflict rather than prevent or mitigate it. Given this risk, Internews should ensure that Naath FM reporters are sufficiently trained in conflict sensitive reporting. Internews should also ensure – through media literacy workshops, for example – that expectations about what the radio can and cannot accomplish vis-à-vis conflict resolution are managed.

Be proactive in encouraging women's voices. At the time of this writing, Internews had hired one female reporter at Naath FM. Naath FM should ensure that she is a prominent voice on air, and should actively seek out women for future openings at the station. Listeners at other Internews radio stations have said that female reporters have become role models for girls in the community and have helped to change harmful attitudes against education of women and girls. Naath FM should also work proactively to gather stories about women, and ensure that both men and women are discussing so-called "women's issues," to reinforce the fact that these issues should be broadly recognized rather than compartmentalized.



Naath FM in Nasir. Photo: Nina McMurry/Internews

Include substantial coverage of government activities in Juba and Malakal, as well as civic education programming.

Across demographic groups, respondents were eager for information about what is happening at the national level in their new country, as well as at the state level. At the time of data collection, it appeared that communities within the broadcast range had a relatively limited knowledge of government institutions and political processes. Internews may want to consider bolstering its coverage of events in Juba, including by designating a correspondent to cover news related to the national legislature and government ministries. Naath FM also should consider sending a reporter to Malakal on a regular basis to gather news about events at the state-level. The station should also make sure to broadcast partner programming on civic education topics – i.e. NDI’s *Let’s Talk* – as it is made available.

Broadcast primarily in Nuer, but consider inclusion of other national and local languages. Internews/Naath FM staff may want to consider running “trial” programs in other languages (i.e. English, Juba Arabic and Dinka, and possibly others spoke in the area, such as Anywak) on the station, then soliciting reactions from the audience through SMS surveys, focus groups, and/or listening groups. As there is a demand for programming in languages that many in the community do not understand, Internews and Naath FM should also consider broadcasting language-learning programs, such as those produced by EDC and broadcast at other stations across Internews’ community radio network in South Sudan.

Community Interaction

Proactively encourage collective listening to increase radio access. The lack of radio sets was cited as one of the most important reasons people do not listen to the radio, and collective listening does not appear to be common. While the arrival of a local language radio station might create greater demand for radios on its own, encouraging structured listening groups in some form might help introduce members of the community to the benefits of the radio and increase overall listenership. Instability and difficult weather conditions also make access to the area difficult, meaning that goods in the market – including radio sets – may be scarce and/or more expensive than in other locations. Even if Internews does not organize formal listening groups, it may be beneficial to encourage people to listen collectively through media literacy workshops or public service announcements. Targeting such efforts at females in particular might boost their listenership substantially, as they may otherwise be less likely to spend time in public places where radio would be available.

Encourage interactive programming and audience participation. Members of the Nasir community seemed familiar with use of the radio to pass information and were eager for a local media outlet with which they could interact. To the extent possible, the station should broadcast programming in interactive formats, i.e. call-in programs, and quiz shows, and feature voices of ordinary people in and outside of town.

Ensure understanding of the radio station’s reach. Many people said they wished to use the radio to pass information about Nasir to the national level and state capital levels. It will be important for Naath FM staff to manage expectations by clarifying to community members and leaders that the station has a limited broadcast range, but to explain that some content from Nasir is shared across the network of community radio stations supported by Internews (and possibly with other media outlets in the future).

Utilize but do not rely on mobile phones for interaction and audience research. Certain segments of the population do frequently use mobile phones to communicate. The station should take advantage of this, as it provides an easy and relatively inexpensive way to communicate with large numbers of people. However, given that mobile phone users are disproportionately male, under the age of 35, educated, and within Nasir town, relying entirely or primarily on mobile phones for gathering information from or reaching the listening audience as a whole will not ensure representation of all listener constituencies. Internews should make all efforts to

ensure that reporters can travel to outlying areas on a regular basis to collect news, including by making sure that a vehicle is made available and kept in working order.²³In research, mobile phones (i.e. SMS surveys) should supplement but not replace more traditional research methods such as focus groups, interviews, and audience surveys.

²³ Internews should also take into consideration that road travel in the area is extremely difficult during the rainy season and that the most viable means of transport during this period is by boat on the Sobat River.

Appendices

- APPENDIX A: Community Survey Questionnaire
- APPENDIX B: Leaders Survey Questionnaire
- APPENDIX C: Community Focus Group Guide