

SOUTH SUDAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	START UP OF THE MEDIA DEVELOPMENT INSTITUTE IN JUBA, SOUTH SUDAN
2.	NUMBER	IPDC/59 SS/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity.
4.	IPDC PRIORITY AREA	Promotion of Freedom of Expression
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and Curriculum Development
7.	TOTAL COST OF PROJECT	US\$ 37,380
8.	AMOUNT REQUESTED FROM IPDC	US\$ 32,080
9.	BENEFICIARY BODY	MEDIA DEVELOPMENT INSTITUTE (MDI) CONTACT : MR. Michael Duku Email: mduku@amdiss.org Phone : +211955104334
10.	IMPLEMENTING OFFICE	UNESCO JUBA OFFICE, SOUTH SUDAN
11.	PROJECT LOCATION	AMDISS HOUSE Kokora Road, (next to Norwegian Church Aid) Juba, South Sudan

12.	PROJECT PREPARED BY	Mr. Colin Lasu, MDI Manager and Lydia Gachungi, UNESCO JUBA Office
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B. PRESENTATION

1. PROJECT JUSTIFICATION

Radio is by far the most popular and most accessible medium in South Sudan. The main reasons are the high level of illiteracy and poverty of the population. According to the World Bank only 27% of the population of 15-years-olds and above is literate. The majority of the people cannot read. Neither can they afford to buy newspapers on a regular basis (the average cost is 4 South Sudanese Pound (SSP) – about US 1), let alone buy a TV set. Instead, one radio set worth 40 SSP (about US\$10) can serve the whole family for decades.

However, the role played by more than 30 FM radio stations operating in the country is still limited. Most of the private radio stations lack human and material resources, both in quantity and in quality. These radio networks and stations are operated and funded by churches, community organizations, international NGOs and private businesses.

Most of the graduates from journalists' training institutions in countries neighbouring South Sudan have not been joining the career due to a non-conducive working environment. Very few media outlets could afford recruiting a university level employee. For the few who managed to join the media industry, the complex of superiority from the graduates and the complex of inferiority from unqualified practitioners – editors inclusive- limited the contribution by the former. On top of that, lack or limited operating funds for the media outlets and the lack of enough qualified human resources do not allow in-house and on the job training for practicing journalists

According to the Association of Media Women in South Sudan Strategic plan situational analysis, overall, the situation of women in all the media outlets in South Sudan like in most developing countries leaves a lot to be desired. Women media professionals, are not only few, but are occupying lower or insignificant positions in the media. Reports of unequal treatment and physical abuse by women media practitioners are on the increase. The presentation of women in the media also is deplorable. They rarely appear in the news, but when they do, they are portrayed as weak, dependent, passive, or victims, while their counterparts, the men, are given a superior posture.

The situation described above shows that also the radio stations in South Sudan are not yet equipped to fulfil their mission in the society, despite the fact that they are the most followed media. They cannot provide enough quality programmes. Actually, most of the radio stations programming is dedicated to entertainment. There are not enough professionally designed educational programmes addressing the society developmental issues.

This project seeks support to kick-start the Media Development Institute (MDI) whose mission is to upgrade the skills of practicing journalists including the women journalists. The aim is to equip them with skills that enables them elaborate professionally designed programmes for their

radio stations and above all, their audiences with gender sensitive programs. The proposed approach is to conduct practical long-term sustainable courses for various categories of current and aspiring radio professionals. The required support will mainly be used to purchase equipment for a radio production studio and to put in place a training curriculum that also takes into consideration the UNESCO Model Curriculum. The studio will serve as a training facility but also as production unit. The produced programmes will be aired on various radio stations in the country including the national South Sudan Radio and for journalists' training. The funds will also be used to purchase audio recording and reporting equipment and to develop radio related training modules that are gender sensitive.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target group for this project is the practicing journalists and other upcoming journalists that will be enrolled at the MDI effective with the academic year of 2015. The studio will also be required to test the developed module namely radio Reporting and Production, Public Affairs Reporting and Safety of Journalists, among others. A secondary target group are media practitioners and particularly correspondents in the 10 states of South Sudan. In conjunction with the Association for Media Development in South Sudan (AMDISS), Union of Journalists in South Sudan (UJOSS) and Association of Media Women in South Sudan (AMWISS), at least 30% of beneficiaries to enrol in these programmes will be women.

3. DEVELOPMENT OBJECTIVE:

The proposed project will contribute to professional capacity building and support to institutions that underpin freedom of expression, pluralism and diversity through advanced practical training in the field of broadcasting (with focus on radio), according to UNESCO's Model Curriculum with the aim to increase the number of well-trained broadcast journalists in South Sudan.

4. IMMEDIATE OBJECTIVES:

40 students per year from the all the 10 states of South Sudan will acquire practical mastery of radio production, including computer-based editing and editorial practice. 25% of these students will be women. Also, participants from Juba broadcast-based media will benefit from this project as trainees.

5. PROJECT OUTPUTS

- I. Teaching material acquired and MDI training capacity strengthened.
- II. 40 MDI students (1st year 2015) reinforce practical skills in basic radio reporting and production each year.
- III. 40 MDI students (2nd years) acquire skills in advanced broadcasting techniques each year.
- IV. 40 in-service journalists from various radio stations acquire skills in advanced radio reporting and production techniques, including the management of live interviews and debates.
- V. High quality radio programs produced.

6. ACTIVITIES:

- I. **Equipment purchase and Installation**
Selection and notification of suppliers, purchase of equipment, installation of equipment, testing and commissioning
- II. **Curriculum Review**
Identification and selection of consultant/curriculum developer, curriculum development/review and curriculum approval
- III. **Training and programs production and distribution**
Training programmes, announcement and students selection, students hands on training conducted, programmes produced and disseminated to media house

7. PROJECT INPUTS:

- I. Radio studio equipment
- II. Software (Adobe audition) for studio PC
- III. Portable recorders for in class training
- IV. Curriculum developer
- V. Training and programmes development and dissemination

8. WORK PLAN :

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Tender	X											
Selection and notification		X										
Purchase			X									
Installation and Testing			X									
Curriculum development												
Trainees selection		X	X									
Commencement of training				X								
Production of programmes and distribution for broadcasting												
Quarterly Reporting				X				X				X

9. INSTITUTIONAL FRAMEWORK:

The Media Development Institute (MDI) is an integral part of the media in South Sudan. The Juba-based institute was started in December 2007 (formerly Juba Media Academy) to provide journalism training to practicing journalists. It provides short-term (2 day - 1 week) courses in journalism through visiting journalism instructors. In 2012, a Fojo Institute and International Media Support (IMS) study on journalism training needs-assessment found that there is need for longer-term practical journalism training. Shortly thereafter, the MDI was conceived to offer more long-term practical journalism training.

The MDI is a national media institute with the mandate to strengthen the capacity of journalists and to develop media professionalism (including the improvement of ethical standards) in South Sudan. The institute will act as a media development institute for journalists, media managers, and media entrepreneurs. It will also contribute to constructive engagement between media and all sectors of society.

The MDI Consortium: Association of Media Development in South Sudan (AMDISS), Norwegian People's Aid (NPA), Fojo Institute, International Media Support (IMS), received funding from the Internews Network (USAID funded) for the implementation of the project "*Strengthening Free and Independent Media in South Sudan (iSTREAM)*." This consortium currently funds and oversees the MDI.

10. SUSTAINABILITY:

The requested assistance corresponds exactly to the needs of MDI. As mentioned above MDI will train Journalists in the Juba-based radio stations, independent radio producers, school media clubs as well as MDI students and University of Juba students requiring practical training.

The audio facilities will also be made available for freelance journalists and producers who wish to produce radio programs. This will contribute to the self-sustaining strategy for the Institute.

11. FRAMEWORK OF MONITORING:

The evaluation of the project will be carried out by UNESCO Juba Office in collaboration with Directorate of Training, Ministry of Information and Broadcasting (South Sudan). As well as carrying out mid-term reports, MDI will also regularly submit quarterly reports for ongoing activities.

12. EVALUATIONS CARRIED OUT:

In 2012, the Fojo Institute and IMS carried out a journalism training needs assessment. South Sudanese media stakeholders, who contributed to the assessment, identified longer-term practical journalism training as an immediate and pressing need. This study confirms similar findings in two IMS studies (2007 and 2009) on the media situation and journalism training needs in the Sudan and southern Sudan.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

MDI commits itself to produce regularly activity reports every four months and submit to UNESCO Juba Office.

C. ADDITIONAL INFORMATION

The MDI Consortium is comprised of Association of Media Development in South Sudan (AMDISS), Fojo Institute, International Media Support (IMS), and Norwegian Peoples' Aid (NPA). The MDI Consortium formed the MDI to address the lack of capacity by local journalists

to report on issues of human rights, good governance, freedom of expression and democracy. Ultimately, MDI graduates will reduce the news and information void in South Sudan.

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Production Mixing Console	500
Recorder Solid State Stereo Recorder - rack mounted	750
USB cable - long	20
CD Player & Cassette Recorder Combo – rack mounted	800
CD/MP3 Player – rack mounted	500
Audio recording/editing software	700
Desktop Tower Workstation Editing Computer	950
Computer display/monitor	250
Production Studio Microphone (6 x \$450)	2,700
Studio Microphone Boom stands (6 x \$150)	900
Closed Ear Headphones (6 x \$100)	600
Microphone cables (6 x \$50)	300
Royalty Free Music Tracks	300
External backup hard drive	550
XLR snake microphone cable	350
Studio Monitor studio monitor (2 x \$500)	1,000
Headphone Amplifier and Sound Distributor	250
Equipment Rack	200
Dual RCA stereo audio connecting wires/cable	60
Sound proofing materials for studio and labour	2000
Labour for installation of the equipment	2200
Subtotal Recording Studio Equipment	15, 880
<i>Curriculum development</i>	
Regional consultant course design/adaptation @ \$200 x 30 days	6,000
Training of trainers on course delivery @ \$200 x 2 days	400
Workshop materials for curriculum review and ratification	600
Participants' meals and tea breaks (10 people x \$20 per day)	200

Hiring training facility and IT technical support	1,500
Subtotal course review & staff training	8,700
Portable Digital Audio Recording Equipment	
Audio Recorders portable (25 units x \$200)	5,000
Headphones (25 pieces x \$100)	2,500
Subtotal portable digital recording equipment	7,500
GRAND TOTAL	32, 080
BREAK DOWN OF BENEFICIARY AGENCY'S CONTRIBUTION	
(in US Dollars)	
Staff costs (10 months x 2 staff members)	4,000
Communication costs	500
Project reporting	400
Miscellaneous administrative expenses	400
Total Beneficiary contribution costs	5,300