

## SOUTH SUDAN

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>Establishing Awerial Community Media to provide informative and educative programs to South Sudanese</b> |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 SS/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>Media as a platform for democratic discourse</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>Development of Community Media</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Equipment and Training</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>US\$ 33,909</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>US\$ 29, 809</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Community Empowerment for Progress Organization (CEPO) Lakes State office</b>                            |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO Juba Office</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>Awerial County, Lakes State</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                           | <b>Edmund Yakani, Executive Director<br/>CEPO South Sudan &amp; Lydia Gachungi,<br/>UNESCO Juba</b>         |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

South Sudan's media environment remains relatively underdeveloped despite the fact that the country has ratified a number of global conventions that guarantees access to information. Freedom of expression in South Sudan has a long plaid history, but the promulgation of the Constitution with a Bill of Rights in the transitional constitution of South Sudan 2011 guaranteed this human right for South Sudanese. Media experts have noted one major constraint being the legal/regulatory framework, which has various restrictive and outdated laws that curtail access to information and freedom of speech in South Sudan. The signing of the media bills into law in September 2014, is expected to provide a relieve from the draconian laws inherited from Khartoum.

Currently, about 90% of South Sudan population lives in rural areas, where there are no platforms for pluralistic and diverse communication media, except for the mass media institutions described below. It also lacks access to local, relevant content and information that represents the needs and interests of their communities.

Although a number of FM radio stations have been established nationwide, most of the FM stations are funded and controlled by churches, non-governmental organisations (NGOs), or as private businesses. A few online news sources have sprung up as well, but web access is similarly limited to the main towns, and diaspora members tend to be the most active social media users. The largest radio networks in South Sudan besides state radio are also supported by foreign grants. There are four such networks: Radio Miraya, founded by the UN Mission in South Sudan (UNMISS) and the Foundation Hironnelle which has recently stopped its funding leading to laying off staff and reduction of the range of programs broadcasted, Catholic Radio Network founded by the Roman Catholic Church and currently managing and controlling 9 radios, Sudan Radio Service, a US-funded network originally based in Nairobi, and the Internews -supported radio network.

The above media landscape in South Sudan has not embraced the concept of Community media that is operated in the community, for the community, about the community and by the community. Local community participation, both in management and program production aspects is evidently absent. Furthermore, individual community members and local institutions are not the principal sources of support for the existing media operations and especially in relation to control of editorial policies and in the board of management. Lack of community owned and managed media that gives a non-censored platform to the rural communities to engage one another as well as with their decision makers with no external influence, has left the rural communities cut out from contributing to peace building. They lack a communication channel they can use to freely discuss and provide home grown solutions to solving the current conflict at the local, regional, national and international level. There is glaring marginalization of women in journalistic professions and absence of women's leadership in media executive functions partly due to insecurities faced by women journalists especially in the mainstream media but also due to societal attitudes towards the role of women. Most of the existing media

print and electronic use English and Arabic as the languages for broadcasting and yet these languages are not spoken in the remote parts of South Sudan.

This project aims at providing access to information to the locals in the triangle of Lakes, Unity and Western Equatoria through the establishment of a community media platform which will increase community's access to objective information about domestic and global issues of public importance. It will enhance independent media's ability to increase the public's access to reliable and unbiased information and to create platforms and opportunities for discussions on important pressing issues affecting them.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The project's direct beneficiaries are the South Sudanese community living in the triangle of Lakes, Unity and Western Equatoria states. Respective community members with a population of 188164 in the states within the radius covered by radio. These will most be the youth that comprise 60% of the entire community members and 50% of women as they will benefit from educative and informative programs.

## **3. DEVELOPMENT OBJECTIVE:**

Contributes to professional capacity building and support to institutions that underpin freedom of expression, pluralism and diversity and advocates for community based group's rights in South Sudan.

## **4. IMMEDIATE OBJECTIVE:**

Establish a community managed radio station that contributes to increasing access to educational, development and social issues affecting the communities in Lakes, Central and Western Equatoria states.

## **5. PROJECT OUTPUTS:**

- I. A Complete Community Radio is set up in Awerial that will provide access to informative and educative information to the citizens within the triangle of Lakes, Central and Western Equatoria.
- II. At least 10 station personnel have acquired the skills and techniques to undertake basic media management, including community involvement in gathering information, packaging, production, and broadcasting and know how to handle radio equipment.
- III. 5 members of Board of Directors in the Community Radio establishment, capable of leading the community radio establishment including the community radio station, with sound leadership, financial and communications skills and knowledge.
- IV. A well-equipped training and radio editing facility capable of producing relevant, high quality programs to established in Awerial of Lakes state. The equipment will be under the custody of CEPO.
- V. A well-equipped centre capable of providing training on ICT for the Awerial community members

## **6. ACTIVITIES:**

- I. Advocacy and mobilisation of the community members including women, various local leaders and surrounding public and private institutions, civil societies, to sensitise them on participation and involvement in the Community Radio and the Telecentre initiative.
- II. Sourcing and purchasing of broadcasting equipment.
- III. Sourcing and purchasing of production equipment.
- IV. Soundproofing of the studio and purchase/fabrication of a mast.
- V. Sourcing and purchasing of telecentre equipment.
- VI. Technical Training on the use of equipment.
- VII. Selection and Training of management staff and volunteers on programming and management of the station.
- VIII. Selection of 5 members of Board of Directors in the Community Radio establishment, capable of leading the community radio establishment including the community radio station, with sound leadership, financial and communications skills and knowledge.
- IX. Production and broadcasting of development radio programmes.
- X. Training of the community members and telecentre users on ICTs and access to information.
- XI. Installation and launch of the Community radio and the Telecentre.

## **7. PROJECT INPUTS:**

- I. Support five-day, hands-on training in basic management, information gathering and presenting community programs in an existing radio station in South Sudan
- II. 5 members of Board of Directors in the Community Radio establishment, capable of leading the community radio establishment including the community radio station, with sound leadership, financial and communications skills and knowledge.
- III. A fully equipped broadcasting unit: Behringer Q X1204US 8B channel audio mixer, Numark 103USBM P3/CD player, M-AudioAV30 powered monitor speaker (pair), Nanopatch monitor switch, Sennheise Hr D203 headphones (pair), RVRT X300/S3 00WFM stereo transmitter and 50m coaxial cable, Potar114FM dipole antenna, 2x Behringer XM8500 dynamic microphones, 1 x table mike stand, 1 x Rode PSA1 microphone arm and cables, A tesis 3632 compressor/limiter, 1 x Trillium Telephone hybrid and associated telephone, Dell Inspiron 15.6in laptop with Windows 7 operating system and preinstalled software.
- IV. A fully equipped production unit: Behringer Qr X1204US 8B channel audio mixer, Numark 103US MP3/CD player, M –Audio AV30 powered monitor speaker (pair), Nanopatch monitors with SennheiseHrD203 headphone (pair), 2 x Behringer Xr M850 microphones, 2x BehringerBr -1 condense microphones, 4 x Table mike stands and cables, 1 x ZoomH 1 portable digital audio recorder with accessory kits, Dell Inspiron 15.6 in laptop with Windows 7 operating system and preinstalted software.
- V. A locally manufactured 30m mast, along with an antenna clamp and antenna cable clamps.
- VI. On Air and production Unit Soundproofing support
- VII. Support for Information and communication equipment including 5 desktop computers, I scanner, two printers, a photocopier, LAN, and internet access facilities.

**8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|--|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| Mobilisation and Advocacy<br>Community meeting   | X        | X        | X        | X        | X        | X        | X        | X        | X        | X         | X         | X         |
| Sound proving the Studio   |          | X        |          |          |          |          |          |          |          |           |           |           |
| Selection and 5 Capacity building<br>of Management staff and<br>volunteers                     | X        | X        |          |          |          |          | X        |          |          |           |           |           |
| Election and 3 day training for 5<br>members of Board of Directors                             | X        |          |          |          |          |          |          |          |          |           |           |           |
| Purchasing of On Air and<br>Production Equipment   | X        | X        |          |          |          |          |          |          |          |           |           |           |
| Purchasing of the ICT equipment<br>including establishment of the<br>LAN                       | X        | X        | X        |          |          |          |          |          |          |           |           |           |
| Purchase of the Mast and<br>Installation   |          | X        |          |          |          |          |          |          |          |           |           |           |
| Installation of equipment and<br>commissioning of radio station                                |          | X        | X        |          |          |          |          |          |          |           |           |           |
| Launch of the radio station and the<br>telecentre  |          |          |          | X        |          |          |          |          |          |           |           |           |
| Production and broadcasting of<br>development radio programmes                                 |          |          |          | X        | X        | X        | X        | X        | X        | X         | X         | X         |
| Training of the community<br>members and telecentre users on<br>ICTs and access to information |          |          |          |          | X        | X        | X        | X        | X        | X         | X         | X         |
| Reporting  |          |          |          | X        |          |          |          | X        |          |           |           | X         |

**9. INSTITUTIONAL FRAMEWORK:**

Community Empowerment for Progress Organization (CEPO) was established as a nonprofit making civil society organization in 2005. It was formed to engage Juba University students and fresh South Sudanese University graduates in building their respective communities/ societies on a voluntary basis.

The organization was initially formed in Khartoum in 2005 and consisted of mostly University students, but its scope broadened after it was established in Juba, South Sudan as separate entity. At its inception, the organization was mainly looking at establishment of Justice and Confidence Centre for provision of legal aid services and peace building and conflict transformation through peace dialogues.

CEPO is engaged in the areas of Peace and conflict mitigation, human rights, rule of law, livelihood, governance and democratic transformation. It's neutral, non-partisan and non-

religious and is based on the principle of community empowerment and inclusive participation. Its core values are Commitment, Accountability and Transparency (CAT). Currently, CEPO is working in Central Equatoria, Lakes, Western Equatoria and Eastern Equatoria States.

CEPO is engaged in supporting Morobo Community Radio (102.8 Fm) and with its experience in working with the communities, it will support Awerial Communities by setting up the Community Radio. CEPO has also received two other radio licences for community radios including the one for the proposed community radio in Awerial. A community building in Awerial has also been donated to the community, to set up the community radio and the telecentre.

#### **10. SUSTAINABILITY:**

Financial sustainability of the project will be ensured through the consist operations of the community radio and the telecentre so as to generate its own income to cover the running costs. This will be through sales of radio airtime and program sponsors who will be potential International and National Nongovernmental Organizations. The management of the radio through its marketing officer will approach potential donors such as Internews/GIZ to provide additional funds for continuous training, regular surveys to assess the impact of the activities the Community Radio run.

#### **11. FRAMEWORK OF MONITORING:**

The implementation plan will be a great tool in assessing the progress of the program. Program progress will be monitored by the Board members, CEPO M&E officer and the overall monitoring will be ensured by UNESCO.

The effectiveness of the program will be assessed by the program implementation plan against the set program objectives.

To assess the effectiveness of the program, CEPO Media and Communications officer, CEPO Monitoring and Evaluation officer and the state minister of Information and Broadcasting will organize focus group discussion with selected members from the beneficiary Communities

CEPO Media relation and Communications officer, CEPO monitor and Evaluation Officer and state minister of information will pay periodic evaluation visits to beneficiary Communities to empirically assess the impact of the program on the beneficiary communities.

The donors will send their specialist for program evaluation at least in their own design timeline. They will sample program activities and administer questionnaires to beneficiaries. The report findings will be shared.

#### **12. EVALUATIONS CARRIED OUT:**

The gap subjected to the access of information within the community was a major challenge in decisive social contextual issues that were not addressed broadly to entirely constitute the need

for communication flow which renders the freedom of expression to the community. Prior to the crisis that came into existence in mid-December last year brought challenges to the communities disintegrating cultural practice/norms that focused on tribal lines? This violated the provisions of UN charter on human rights that were neglected. On the other hand, the community lacks a community radio that would preach the need of social co-existence, respect and embracing cultural norms and empowering the community in building capacity and capability on development through self reliance, this will contribute to foster public dialogues and discussions through community forums at the county. This will enable participation of local communities in building more equitable and open, democratic society in understanding governance and accountability. As medium tool of communication the channel can be used to carry out social community activities like peace building initiatives (dramas and peace messages/short plays).

### **13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

Progress reports will be submitted by the Managing body of the Awerial Community Radio on quarterly basis to UNESCO through Juba office.

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| <b>C. ADDITIONAL INFORMATION</b> |
|----------------------------------|

| <b>D. BUDGET</b>                              |             |
|---|-------------|
| <b>I. ICT EQUIPMENT</b>                       |             |
| 5 desk top LG computers@ 600 each             | 3000        |
| 5 Ups(Uninterruptable Power Supply) @ 47 each | 235         |
| Printer with scanner and fax                  | 235         |
| LAN   | 323         |
| <b>ICT Costs:</b>                             | <b>3778</b> |

| <b>II. STUDIO AND BROADCAST TRANSMITTER EQUIPMENT</b>                 |            |      |       |  |
|---|------------|------|-------|--|
|   | Unit price | Qty. |       |  |
| 8 Channel mixing console with w. studio switch, built-in tel. Hybrid: | 3,500      | 1    | 3,500 |  |
| Studio 1" capsule condenser microphone                                | 120        | 5    | 600   |  |
| Monitor speakers (pair) w. built-in amplifier:                        | ,800       | 2    | 1600  |  |
| Headphones:   | 50         | 6    | 300   |  |
| 4-way headphone amplifier:  | 150        | 1    | 150   |  |
| Soundcard:  | 100        | 1    | 100   |  |
| External hard drive   | 150        | 1    | 150   |  |
| Microphone stands   | 40         | 5    | 200   |  |

|  |       |   |       |              |
|--|-------|---|-------|--------------|
| Shielded audio cable (100 m.) with 30 XLR male/ female connectors and 30 RCA connectors: | 300   | 1 | 300   |              |
| P4 audio editing computer with 80GB HD RAM 512MB, Windows XP, CD-WR, 19" monitor:        | 1,200 | 2 | 2,400 |              |
| Uninterrupted power supply 350 VA:   | 100   | 1 | 100   |              |
| <b>Total Studio Equipment:</b>   |       |   |       | <b>9,500</b> |
| FM stereo transmitter 250 watts:   | 4,900 | 1 | 4,900 |              |
| Antenna bay 4 layers, omni directional:  | 1,050 | 1 | 1,050 |              |
| Antenna feeder 50 metres:  | 300   | 1 | 300   |              |
| Uninterrupted power supply 500 VA:   | 350   | 1 | 350   |              |
| 30 meter antenna mast (locally fabricated):  | 2,500 | 1 | 2,500 |              |
| <b>Total broadcast transmitter system and power backup:</b>                              |       |   |       | <b>9,100</b> |
| Equipment transport to Juba and installation costs:                                      |       |   |       | <b>3,500</b> |

| <b>Training Needs</b>   |                |
|---|----------------|
| 5 days Support for 10 personnel to undergo a hands-on training in basic management, information gathering and presenting community programs in an existing radio station in South Sudan | 1, 000         |
| Workshop facilitator costs(local) for 4 days@ 150   | 650            |
| Accommodation and meals for facilitator during the workshop   | 533            |
| Buffet Lunch 18 (quantity) x \$13.3 x 4 days  | 957            |
| Soft drinks 18 (quantity) x \$ 2,7 (Unit price) x 4 days  | 194            |
| Morning tea and coffee 18 (quantity) x \$ 4.8 (Unit price) x 4 days   | 345            |
| Project monitoring and evaluation   | 352            |
| <b>TOTAL</b>  | <b>4, 031</b>  |
| <b>Total contribution requested from IPDC</b>   | <b>29, 809</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b> |                   |
|---|-------------------|
| Staff costs ( 8 months x 2 staff members)                                 | 3,400             |
| Communication costs   | 700               |
| <b>Total beneficiary's contribution</b>                                   | <b>US\$ 4,100</b> |