

# Sudan Radio Service



## Background

Sudan Radio Service (SRS) provides access to balanced and useful information through accurate non-partisan news, information, and education programs, increasing the participation of southern Sudanese in the peace process and in civic life. This independent broadcast provider of news and information delivers programming in and nine languages, focusing exclusively on issues and events in Sudan.

SRS programming is produced by an all-Sudanese staff at the project's main office in Juba, with a bureau in Nairobi, Kenya. Sudanese correspondents around the country gather news. SRS broadcasts on short wave and via a locally-based independent radio station, 98.6 SRS FM. SRS built the station in Juba and began broadcasting from it in December of 2010, reaching much of Central Equatoria for 12 hours a day.

Sudan Radio Service also builds the capacity of Sudanese journalists through on-the-job training and through its Certificate in Broadcast Journalism program. Funded by the United States Agency for International Development, SRS has been on the air since 2003.

## Impact

From peace negotiations to the birth of a new state, SRS has delivered independent news, information, and education to aid the transformation of southern Sudan. SRS is:

- **Accessible.** SRS broadcasts up to 12 hours a day via its FM station and five hours a day via shortwave, seven days a week, 365 days a year, and in nine languages.
- **Valued.** Studies estimate that SRS had about **1.1 million listeners** in southern Sudan before the FM station was launched.
- **Trusted.** SRS's news stories were used by non-state Sudanese media outlets a total of 1,166 times in fiscal year 2010. The target was 350.

**The result: a more informed citizenry who can participate actively in its own governance and development.**





**The journalist is the bridge linking the people in power and the ordinary person.**

—Victor Lugala, SRS journalist and Deputy Chief of Party

## My Story: Koang

Weeping as she told her story, an elderly woman hoped that for the first time it might be heard beyond her village in Twic East County, Jonglei State, southern Sudan. "We have nothing there," she explained. "Every week, there was a fight, people dying, children being abducted."

The woman spoke during the lead-up to the referendum that would decide southern Sudan's future. "She was so emotional," says Sudan Radio Service journalist Koang Pal Chang. "She said she was lucky to be alive and that she would vote to honor those who had lost their lives and to bring an end to the suffering women have gone through."

The elderly woman was heard—her interview ran on the SRS broadcast in Dinka, one of nine broadcast languages. Funded by the United States Agency for International Development and implemented by Education Development Center, SRS has supplied news and information to aid the transformation of southern Sudan from peace agreement negotiations through the birth of a new state.

Journalist and Deputy Chief of Party Victor Lugala recognizes the importance of the woman's story and others like it. "We have to go out there and talk to the villagers where they live," says Lugala. "The journalist is the bridge linking the people in power and the ordinary person."

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## Impact

### What listeners are saying about SRS:

*[SRS] brings you detailed news from different areas and also it's a station for Sudan and broadcast in all languages people can understand. It brings educative programs and is better than all the rest of the stations.*

— Man in Wullu

*[SRS] broadcasts the culture in south Sudan; it takes a lot from south Sudan.*

— Woman in Kurmuk

*I like SRS because of two reasons: the Arabic is clear and simple; it brings programs on health.*

— Man in Yeï

*I am very happy with SRS because what I heard is in detail. SRS is orderly. The kind of news SRS airs cannot be found on other radios.*

— Man in Yeï

*For us here in Lotimor Payam, we have no radio apart from yours . . . I thank you very much . . . we have no other way of news and information . . . God bless SRS.*

— Man in Lotimor Payam

