



Internews
Humanitarian Information Services
Learning Collection

Radio Distribution Module South Sudan

Part I. Context
Part II. Case Studies

Cover photo:

The youth group in Mahad, a temporary settlement for IDPs in Juba, listen to “My Mahad,” a radio drama they created to highlight stories from the community. In addition to supporting “My Mahad,” Internews distributed wind-up solar-powered radios to Dinka, Anyuak, and Murle groups in Mahad.

The Internews Humanitarian Information Services Learning Collection communicates key lessons, best practices, and programmatic methodologies used by Internews’ humanitarian teams around the world.

Each module within the Learning Collection includes three parts: Context, Case Studies, and a How To Guide. The How To Guide is usually packaged separately for ease of use.

The South Sudan HIS Learning Collection includes:

- *Boda Boda Talk Talk*
- *Listening Groups*
- *Radio Distribution*
- *Communicating with Communities (CwC)*
- *Humanitarian Radio*



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Radio remains the most accessible and trusted source of information for the majority of South Sudanese, but many still do not have access to one.

Radio Saves Lives

Why is it important for people to have a radio, even if they may have access to other forms of media? What do they choose to listen to, and how does this information affect their daily lives? How do you design a radio distribution to maximize information access for a displaced community living in a camp, or in an area with many people on the move?

Since the outbreak of conflict in South Sudan in late 2013, Internews has been working to distribute over 40,000 radios to communities across the country. Along with radio distribution, other activities have expanded information access, such as establishing designated areas where people can listen to programs in the morning and evening hours (the most preferred listening times), creating more listening groups (particularly among females who generally have less access to information), and working with community and religious leaders (who are also identified as important sources of information) in order to prevent conflicting or contradictory messaging, ensure consistency, and improve quality control.

This Radio Distribution Module contains the collective knowledge of the Internews South Sudan team gained over three years’ experience conducting radio distributions within the United Nations Protection of Civilians sites (PoCs) and surrounding communities. Depending on your interests, each section is useful and can be read on its own. When combined together, the three parts of the Module give you a holistic understanding of radio distribution projects in South Sudan, and what the Internews Humanitarian Information Services team has learned over three years of implementation.

This document contains Parts I and II. “Part III. How To Guide” is packaged in a separate document, so that you can easily share it and take it with you.

“Part I. Context” describes the information and media landscape in South Sudan and the continued prominence of radio in people’s lives. It summarizes research on the importance of information access for health, education, and peacebuilding outcomes, and highlights Internews’ radio distribution activities in service of these aims.

“Part II. Case Study” details radio distributions conducted in the Bentiu PoC and Malakal to expand information access and listenership for Boda Boda Talk Talk and Nile FM programs. The case studies also include lessons learned, particularly the adaptive programming over time, in order to offer recommendations for future radio distributions.

“Part III. How To Guide” provides a step-by-step methodology for procurement, planning, conducting, and monitoring a radio distribution in any location. It includes guidance on choosing a radio, selecting a distribution sample, various distribution methods, and monitoring and reporting on distribution. Part III can be downloaded separately [here](#).

The Radio Distribution Module was designed by the Internews South Sudan team. It is part of the Internews Humanitarian Information Services Learning Collection, which communicates key lessons, best practices, and programmatic methodologies used by Internews’ humanitarian teams around the world.



Before receiving the radio, a woman in Mingkaman (along with her neighbors) watches a demonstration on how to use the unit.

Radio Distribution

Part I. Context

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► Introduction to Part I

Part I. Context aims to equip you with a clear understanding of the theory and rationale behind conducting radio distributions. It describes the information and media landscape in South Sudan, and the continued prominence of radio in people's lives after conflict began in December 2013 and thousands of internally displaced people sought shelter in United Nations Protection of Civilians sites (PoCs) across the country. This section also explains the importance of information and communicating with communities (CwC) in an emergency, key principles within Internews' humanitarian information approach.

While Part I focuses on the “why” behind the project, Part II will focus on a case study of radio distribution in Bentiu and Malakal. Make sure to read on for more!



Mingkaman FM and its local bureau in Bor broadcast 11 hours per day, 7 days per week. Programs focus on community priorities like education, health, agriculture, as well as music, sports, and entertainment. Collecting feedback from community members about programs and issues that concern them is vital to its success.

► Preface

Internews has operated in South Sudan since 2006. When the current five-year USAID-funded project titled “i-STREAM” (Strengthening a Free and Independent Media in South Sudan) was awarded in October 2013,¹ Internews was supporting five stations, including Eye Radio in Juba, Central Equatoria State; and four community radio stations, one each in Warrap, Unity, Upper Nile, and Northern Bahr el Ghazal States.²

However, just months after i-STREAM began, serious conflict erupted in South Sudan. On December 15, 2013, tensions between factions loyal to President Salva Kiir, of the Dinka ethnic group, and those aligned with his former Vice President, Riek Machar, of the Nuer ethnic group, exploded into fighting on the streets of Juba. Thousands of people have died in the fighting that followed and more than 2 million people have been displaced from their homes. The country is now one of the world’s most pressing emergencies with 4.5 million people in need of humanitarian assistance and a food crisis of epic proportions.

Internews immediately sought solutions to the ever-increasing information needs of the population with a series of new activities. A Humanitarian Information Service named *Boda Boda Talk Talk* (BBTT) was established in five United Nations Protection of Civilian Sites (PoC). In addition, Internews established three mobile “radio-in-a-box” stations: Mingkaman FM (south of Bor in Lakes State), Nile FM (Malakal Town), and Kondial FM (in the Bentiu PoC, launching in Spring 2017). The community stations, HIS and the mobile radio stations have a combined total audience of actual listeners of close to two million, and are considered the most trusted source of information in their communities.

Along with the production and dissemination of news and information, Internews also began distributing up to 40,000 wind-up solar powered radio sets to communities across the country. In South Sudan, nearly one-third of the population has never accessed any kind of media or communications device in their lifetime, whether radio, mobile phone, newspaper, television, or the internet.³ Education indicators for the country are amongst the worst in the world: the adult literacy rate is 27 percent, and 70 percent of children aged 6–17 years have never set foot in a classroom.⁴

By far, radio remains the most accessible, and most trusted, source of information for the majority of the population. Given the low literacy levels in the country, radio is the best and most practical way to quickly and cost-effectively spread lifesaving information to a diverse selection of beneficiaries, including vulnerable groups that are often left out of their community’s information ecosystem. In conjunction with the provision of local news and information, distributing hand-held radios is a critical and reliable strategy for increasing access to information and promoting the safety, security, and health of local communities and displaced populations.

¹ Awarded in October 2013, the i-STREAM program is a USAID-funded project to strengthen the independent media sector in South Sudan. The goal of the five-year program is to: strengthen a free and independent media in South Sudan, with an emphasis on the independent radio sector, by supporting the transition to self-sustainability of five currently funded USAID-supported local partner radio stations and focusing on improving the professional preparation of journalists, the economic self-sustainability of media houses, the enabling environment for a free media, and the support institutions for a freer media.

² In December 2015, South Sudan’s President Salva Kiir issued a decree dissolving the nation’s 10 regional states and establishing 28 new states in their place. In January 2017, President Kiir decreed a further subdivision of the country from 28 to 32 states. For simplicity’s sake, and to maintain consistency with the status quo at the time of project launch, this document uses the names of the 10-state system.

³ UNICEF, “Basic Education and Gender Equality,” <https://www.unicef.org/southsudan/education.html>

⁴ Forcier Consulting, “We’re Still Listening: A Survey of the Media Landscape in the Accessible Areas of South Sudan in 2015,” https://www.internews.org/sites/default/files/resources/Internews_SouthSudan_StillListening_2015.pdf

► Abstract

Internews believes that access to information is a human right, and a fundamental prerequisite to empowering affected communities to access services, take control over their survival, and participate in their own recovery.⁵ Since the 2004 tsunami in Indonesia, Internews' Humanitarian Information Services (HIS) have worked to provide people in emergencies the information they need to access aid and make informed decisions. HIS projects focus largely on providing useful, actionable information for people affected by disaster (also described as "Information as Aid" or "News-You Can-Use"), based on the principle that information and communications are as critical as other forms of humanitarian aid.

HIS projects apply an approach known in the humanitarian sector as Communicating with Communities (CwC). CwC emphasizes going beyond one-way messaging to the population, but listening, discussing, engaging, and reacting to what affected people have to say. The HIS model is based on two-way information exchange and closed feedback loops. First, HIS projects source information from humanitarian agencies. These messages tend to be more directive or top-down, and involve telling people how to access aid or lifesaving services, or informing them about the outbreak of disease. This information set is more likely to prevail at the start of the crisis, when the need to get information out quickly is paramount. However, every top-down one-way-message, even the most clear and simple, provokes a series of questions from the crisis-affected community. Therefore it is important to set up

⁵ Internews, "Humanitarian Communications," <http://www.internews.org/global-issues/humanitarian-information>



Much of the information circulated by the HIS model is sourced from affected people voicing their opinions and raising questions and concerns about the humanitarian response.

a second channel - from the affected population back to the humanitarian community - as soon as possible to minimize rumor, confusion, and misinformation. This can ensure the relationship between service providers and the affected population remains open, transparent, and accountable right from the start.

As such, much of the information circulated by the HIS model is sourced from affected people voicing their opinions and raising questions and concerns about the humanitarian response. Sourcing and collating this material is a critical part of the aid response in terms of engagement and accountability, but requires dedicated time and resources, as well as a commitment from humanitarian agencies to listen and respond to this kind of feedback.

Whether through concise, 25-minute programs broadcast from the backs of quad bikes like *Boda Boda Talk Talk*,⁶ or fully fledged "radio in a box" emergency radio stations, HIS projects have always been operated and produced by members of the affected community themselves. The program model is unique not only for strengthening the capacities of agencies and NGOs operating in emergencies to broadcast life-saving information, but also because it acts as an information *exchange* that gives space for the voices on the ground to be heard by the rest of the humanitarian and affected community. The HIS projects connect people to the organizations delivering humanitarian aid in the displacement sites, and deliver a powerful accountability tool.

In many parts of the world where Internews operates, simply lacking access to a radio or any other media device can be the biggest obstacle to accessing information. Therefore, Internews HIS projects see radio distribution as a critical first step for enabling information access for affected populations. The best radios to distribute in emergency settings have proven to be the solar and dynamo powered multi-band radios with MP3 player and SD card slot, designed for use in off-grid communities. These radios usually use rechargeable hydride batteries and a solar panel or winding mechanism as backup to ensure that power is available even in times of extended bad weather. They are portable, durable and designed to be a reliable way to access information either via traditional radio broadcasting, or via SD card pre-packaged material.

HIS teams also use radio distributions to facilitate the monitoring and evaluation of HIS programming, as measured by the audience. The formation of Listening Groups, which often are connected to the radio distributions, is one of the most important ways HIS achieves this aim. Those who are given a radio are also expected to participate in listening groups that meet regularly to provide feedback and opinions on programs. This feedback is collected and reported back to HIS teams to inform future programming. This feedback loop ensures that the voices of affected populations are a fundamental part of the creation of information delivered to them.⁷

⁶ Please see the Boda Boda Talk Talk Module for more information: <https://www.internews.org/Bbttlearningcollection>

⁷ For more information, please consult the HIS Learning Collection's Listening Groups Module: <https://www.internews.org/listening-groups>

► Information & Media Access: The South Sudan Context

In South Sudan, access to reliable, timely and actionable information is a significant challenge. In 2013 and 2015, Internews commissioned the first nationally representative media surveys shedding light on South Sudanese media access and consumption.⁸ According to the 2015 findings, roughly one in three (34%) respondents reported never having accessed any kind of media or device in their lives, whether radio, television, newspapers, internet, or mobile phones. Just under 30 percent reported having access to one type of media or device; most often, respondents reported that this one type was the radio. Less than half (44%) of the surveyed population had access to a mobile phone, whether their own personal phone or that of someone close to them such as a relative. Close to half reported having ever listened to the radio.

Physical access to technology remained a major barrier or enabler to media consumption. Most people in the areas sampled did not have consistent access to media. For those who did, radio was their primary media source. One-third (35%) of respondents said their household has a functioning radio. Yet overall, roughly half (51%) of respondents said they had listened to the radio, with a national weekly reach of 38%, reflecting the ability to listen to radio in many contexts outside the home, irrespective of device ownership. Among both youths and adults, men (59%) were more likely than women (45%) to have ever listened to a radio. Over half of all adult women (58%) had never listened to a radio. Conversely, while adult women were the least likely to have ever accessed a radio, male youth (63%) were the most likely.

Due to both limited access and limited literacy, newspapers and internet were of extremely limited relevance as information sources for most respondents. Nationally, access to internet and television remained sparse, with access to newspapers restricted mainly to the capital, Juba. Just one-quarter (24%) of respondents had ever watched television, with a national weekly reach of 13%. Just 1 out of 5 (18%) respondents had ever read a newspaper, with a national weekly reach of 10%. Fewer than 1 in 10 (9%) respondents had ever used the internet, with national weekly reach (usage) of 7%. Two out of three households (66%)

did not have mains electricity, a generator, solar panel, or battery.

South Sudan's education indicators remain among the worst in the world. According to UNICEF, only 27% of adults are literate and 70% of children aged 6–17 years have never set foot in a classroom. The completion rate in primary schools is less than 10%, one of the lowest in the world. Gender equality is another challenge, with only 33% of girls in schools.⁹ These high levels of illiteracy reinforce the importance of radio as a method to increase access to trusted information amongst the community.

Have you ever had access to:

Radio? 51%

Television? 24%

Newspapers? 18%

Internet? 9%

(Source: Forcier Consulting, 2015
National Audience Survey)

⁸ Forcier Consulting, "We're Still Listening: A Survey of the Media Landscape in the Accessible Areas of South Sudan in 2015," https://www.internews.org/sites/default/files/resources/Internews_SouthSudan_StillListening_2015.pdf, "South Sudan National Audience Survey: A Nationally Representative Assessment on Radio Listening Habits with Key Findings in Five Booster Areas for Internews Stations," https://internews.org/sites/default/files/resources/InternewsSouthSudanAudienceSurvey_web2013-10-31.pdf

⁹ UNICEF, "Basic Education and Gender Equality," <https://www.unicef.org/southsudan/education.html>



In South Sudan, listening to the radio is usually a group activity. Distributing radios to groups, not individuals, maximizes information access and dissemination.

► Access to Information Promotes Behavior Change

Access to information can help to shift attitudes, gender roles in society, and improve health and sanitation outcomes for communities. In the 2015 National Audience Survey, 71% of people with high access to media (i.e. access to more than 3 types of media) knew to wash their hands after defecating, compared to 41% individuals with no access to any form of media. In particular, high access individuals were more likely to get their hygiene information from school (51%) or the radio (49%) than most respondents. The Information Needs Assessments completed at HIS project sites also showed encouraging improvements in behaviors relating to health and sanitation after exposure to information. Specifically, after six months of access to the BBTT program in UN House PoC 3, from August 2014 to January 2015, respondents said that they were more informed about cholera prevention (57% vs 93%), diarrhea prevention (61% vs 92%), malaria prevention (57% vs 93%) and more informed about where to go if they were hurt or attacked (28% vs 93%). (Source: [UN House PoC 3 Juba Wave 2 Assessment](#), January 2015)

Increased media access also showed a strong positive correlation with acceptance of women working outside the household. In the 2015 National Audience Survey, half of respondents agreed that married women should be able to work outside of the home, a view held by both men and women. However, there were differences in attitudes when disaggregated by media access; just 40% of individuals with no access to media agreed that women should be allowed to work outside the household, compared to 63% of those with high access to media.

There are some indications that media access is also linked to shifts in respondents' perceptions about appropriate activities for young girls. For instance, "no access" individuals (individuals with zero access to any type of media or devices) were just as likely to say that the most important activity for young girls to do is help with housework (39%) as they were to say young girls should instead finish school (42%). High access individuals also agreed that young girls ought to help with housework (23%) but were more likely to say young girls should finish school (69%).

► In Peace, and in Conflict, Radio is Most Trusted

Radio is undisputedly a main source of news and information for most South Sudanese. The radio landscape embraces both the large, internationally supported players such as Eye Radio and the UN-supported Radio Miraya, as well as religiously affiliated stations such as the Catholic Radio Network, and smaller community radio stations such as those in the Internews-supported The Radio Community that broadcast in local dialect. These community radio stations remain some of the dominant actors in rural areas, while private, commercial stations are becoming more common in urban areas. In addition, the South Sudanese government also operates radio stations in some states. While there are dozens of stations in operation, only some of the population now lives within reach of frequency modulation (FM) and Medium Wave broadcasts, many remote areas remain outside of reach and coverage can be inconsistent.

The 2015 National Audience Survey highlighted the many benefits of increased access to radio, and its critical role as the main source of news and information for most South Sudanese. Key findings included:

Overall, radio was the most commonly accessed type of media.

Around half of respondents had ever listened to the radio. Not surprisingly, radio had a larger weekly reach (38%) than all other forms of media. This meant that 4 out of 10 respondents listened to a radio on a weekly basis, roughly triple the rate of respondents who watched television on a weekly basis (13%) or read a newspaper on a weekly basis (10%).

Regardless of media access, radio broadcasts were thought to help reduce conflict and provide vital safety information.

More than 85% of respondents with access to a radio said they had received information from the radio that had kept them safe. Far more respondents said radio broadcasts could help reduce conflict (67%) than those who said it could increase conflict (5%). As it is possible that such information is received second-hand, these questions were posed to all respondents, regardless of whether they previously stated they were able to access a radio. Over half (53%) of respondents who had never had access to a radio felt that radio broadcasts could help reduce conflict. These findings indicate that even those without media access can benefit from information communicated via radio. Additionally, 43% of respondents said information from the radio had made them think differently about a group of people from another area.

Information heard on the radio trickled down to reach beyond listeners.

Nearly two-thirds (63%) of respondents said information from the radio had helped them to stay safe, regardless of whether they had regular access to a radio.

As media access increased, trust in radio as a source of information also increased.

Individuals who had never had access to any form of media said they trusted religious leaders (25%) or face-to-face conversations with friends or family (21%) the most as sources of information, while individuals with high access to media trusted radio (69%) the most.

69% of respondents with access to multiple types of media trusted the radio more than television, newspapers, and the internet.



A new arrival from Pigi County in Jonglei state displays the group radio he received from Nile FM in the Malakal PoC.

Those with media access tended to choose radio as their source of news and information, even if they had access to other forms of media.

Individuals with a high level of access to media tended to prefer getting their news and information from the radio (70%). Television viewers tended to perceive radio as a main source of information (64%) more than non-viewers (32%). Weekly internet users still typically turned to the radio (62%) as a main source of news and information, more frequently than the internet (10%). Likewise, weekly newspaper readers turned to radio (68%) as a main source more often than newspapers (7%).

The gender gap in media access persisted with media of any type being generally less accessible for women than it is for men.

It was more common (39%) for women to never have had access to any type of media than for men (26%). Men (59%) were more likely than women (45%) to have listened to a radio. Men were more likely (50%) to have mobile phone access (their own or that of someone close to them) than women (39%). Men (31%) were almost two times more likely to have watched television than women (18%). Men (14%) were more likely to have used the internet than women (5%). Men were much more likely (26%) than women (13%) to have read a newspaper. Adult women, and especially those with low socio-economic indicators, rarely had access to media.

From 2013 to 2015, the data showed no increase in radio access and ownership. While there appeared to be increased rates of weekly access to TV, internet, and mobile phones for men and women, the 2015 survey was only conducted in the accessible areas of the country. Conflict-affected areas were left out (with only 5 out of 10 states considered “fully accessible”), and the UN Protection of Civilians sites were not surveyed in the 2015 National Audience Survey.

It is clear that the population’s information and media access challenges have been further exacerbated by the conflict that began in December 2013 and the ensuing widespread humanitarian crisis. Mobile phone networks and other communications infrastructure have been destroyed, radio stations looted and closed, and people displaced from their homes and belongings on a mass scale. The lack of reliable, accurate, trusted information has facilitated the spread of hate speech, rumor and misinformation, compounding the tensions and serious violence amongst communities. In 2017, this trend continued, made worse by heightened crackdown on South Sudanese media outlets that seek to provide valuable information to their communities.

► Radio Ownership is Part of the Solution

As the conflict escalated in early 2014, Internews sought solutions to the ever-increasing information needs of the population with a series of new activities. Four Humanitarian Information Services were established in the UN Protection of Civilians sites (PoCs) called *Boda Boda Talk Talk* (BBTT) - two in Juba, one in Malakal in Upper Nile State, and one in Bor in Jonglei State. Two “radio-in-a-box” stations were also established: one in Mingkaman, south of Bor, in Lakes State, and one in Malakal in Upper Nile State, specifically serving internally displaced peoples (IDPs) within the PoCs and in surrounding communities.

Internews commissioned a series of studies in each of the sites to identify the displaced population’s information needs and the best way to reach them. These Information Needs Assessments identified clear information gaps within these communities and emphasized the prominence of radio as a trusted and accessible information source. Yet the research also showed gaps and variability in radio access and ownership, possibly due to displacement, economic hardship, and the spending of generated income on “essential” items such as food, clothing and medication rather than items like a radio. The Information Needs Assessment in Malakal PoC, for example, showed a decrease in access to radio between August 2014 and January 2015 (58% down to 45%). In Malakal County (outside the PoC), 50% of people had radio access, and 74% of those with radio access owned their own radio set.¹⁰ In comparison, UN House PoC 3 showed an increase in access to radio over this period (35% to 51%).¹¹ In the Bentiu PoC baseline assessment, a majority of IDPs reported that they had radio access, with roughly three-quarters of IDPs in Sector 1 (80%) and Sectors 2-6 (73%) able to listen to a radio. Sector 4 had the lowest rate of radio access among all the sectors, at 45%.¹²

Taking into account the low literacy levels in the country, radio remains a practical choice to quickly and cost-effectively spread lifesaving information to a diverse selection of beneficiaries, including vulnerable groups that are often left out of both vital information and community influence. In conjunction with the provision of locally relevant, trusted content, radio distributions are a critical and reliable strategy for increasing access to information and promoting the safety, security, and health of local communities and displaced populations.

Since October 2013, Internews has distributed 14,529 radios across South Sudan to various locations, including Mingkaman, Malakal, Bentiu, Bor and Juba. To carry out the radio distribution, Internews worked closely with humanitarian partners on the ground developing MoUs and partnerships to allow a broader reach for the radio distribution and to provide more content to beneficiaries. These radio sets widened the audience of radio listeners and expanded access to those unable to receive information from outside of their communities.

¹⁰ Internews, “Malakal Nile FM Baseline, Key Findings in Malakal County (February 2015),” https://www.internews.org/sites/default/files/resources/Internews_Malakal_NileFM_baseline_assessment_2015-01.pdf

¹¹ Internews, “UN House PoC 3 Juba – Central Equatoria State Wave 2 Assessment: January 2015,” http://internews.org/sites/default/files/resources/Internews_unhouse_3_assessment_wave2.pdf

Respondents were not asked to distinguish whether they were accessing radio via a radio set or via their mobile phone.

¹² Internews, “Bentiu UN Protection of Civilians (PoC) site – Unity State, South Sudan, Information Needs Baseline: September 2015,” https://www.internews.org/sites/default/files/HIS_bentiu_wave1_2015-09.pdf

Radio Distribution, FY2014-2016

| LOCATION | # RADIOS DISTRIBUTED |
|---------------------------|----------------------|
| BOR, JONGLEI STATE | 1,143 |
| LEER, UNITY STATE | 2,626 |
| BENTIU, UNITY STATE | 1,807 |
| MALAKAL, UPPER NILE STATE | 5,806 |
| MINGKAMAN, LAKES STATE | 2,700 |
| UN HOUSE, JUBA, CES | 447 |
| TOTAL | 14,529 |

As the most trusted and accessible source of information in an area where information access is an ongoing issue, radio must be made more widely available. When selecting beneficiaries for radio distributions, the social inequalities in access to information are taken into account. For example, lower access to media for women necessitates a targeted approach when distributing radios to ensure women and other vulnerable groups (i.e elders and the disabled) are prioritized. Promoting equal access to information not only allows vulnerable groups to make better-informed decisions for their lives but also, through radio distributions and Internews Listening Groups, gives them an increased voice in the community to raise concerns and be heard not only by other community members but by the humanitarian organizations that serve them.

Before a distribution, distribution staff conduct an Information Needs Assessment (INA) to understand the existing trusted sources of information within each community. Often, but not always, religious leaders or traditional leaders are an important trusted information source. Because of this, these people are also targeted during a radio distribution, so that information they access from the radio can be passed on to others. According to the 2015 media survey, respondents most commonly received their news and information as a first choice from the radio (39%) or through face-to-face interactions with friends or family (16%). However, when not asked to prioritize, respondents also said they received their news and information from religious leaders (26%) or traditional leaders (25%).

Along with radio distribution, Internews has expanded and combined other activities, such as establishing designated areas where people can listen to programs in the morning and evening hours (the most preferred listening times), creating more listening groups (particularly among females who generally have less access to information), and by working with community and religious leaders (who are also identified as relatively important sources of information) in order to prevent conflicting or contradictory messaging, ensure consistency, and improve quality control.



Members of the IMC Women's Group in Malakal pose with their new radio.



Radio Distribution

Part II. Case Study

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► Introduction to Part II

Part II. Case Study describes the experience and lessons learned from implementing radio distributions in two HIS project locations: 1) the UN Protection of Civilians (PoC) site in Bentiu, and 2) the PoC in Malakal and its surrounding communities of Malakal Town and Wau Shilluk.

This section begins with a brief introduction to the problem: how could a radio distribution be designed to maximize information access and expand listenership for HIS programs? The demographics, degree of population mobility, and information ecosystem within each site differed significantly, each presenting their own unique challenges. With these contexts in mind, we then describe the radio distribution, including key features of the radio selected, beneficiary selection, distribution method, and partnerships.

The main focus of Part II is adaptive programming: what were the issues and challenges faced by the project, and what did not work? More importantly, how did the team adapt the project? What were the key changes and corrections made as implementation progressed?

Lastly, this section concludes by offering advice and recommendations for similar projects, including implications for the media and development community.

While Part II focuses on the “what we did” behind the project, Part III will focus on the “how” – how you can conduct a radio distribution in any other location. Please download Part III [here](#).



The Bentiu PoC is the largest in South Sudan, home to more than 120,000 displaced people.

► Bentiu

► Case Study Location

The conflict that erupted in Juba in December 2013 quickly spread to other parts of South Sudan, soon destroying Bentiu (the capital) and Rubkona in Unity State,¹ the only Nuer majority state in the country. On December 18th, thousands of citizens began to seek shelter in the UN Protection of Civilians (PoC) site approximately 15 kilometers from Bentiu town. As of February 2016 (when the distribution happened), there were more than 120,000 IDPs living within the PoC. However, more than 148,000 IDPs were biometrically registered in the site, reflecting the significant portion of the population that accessed the site for health and food distribution services but actually reside in nearby villages and towns.²

All Nuer subgroups live in the PoC, including significant numbers of Bul Nuer, the main subgroup politically and militarily engaged on both sides of the conflict. The site also includes small numbers of Shilluk and Equatorians. In mid-2015, the returnee and displaced populations living in both Rubkona and Bentiu towns began to increase, and humanitarian partners realized the need to adopt a broader focus to encapsulate service delivery within the PoC, surrounding villages, as well as Bentiu and

Rubkona towns. This has heightened the importance of communicating with communities (CwC) to address the vital information needs of the population and to create accountability mechanisms for humanitarian actors to conduct efficient and effective service delivery.

Location: United Nations Protection of Civilians Site – Bentiu, Unity State



1 In December 2015, South Sudan's President Salva Kiir dissolved the nation's 10 regional states and established 28 new states in their place. In January 2017, President Kiir decreed a further subdivision of the country from 28 to 32 states. For simplicity's sake, and to maintain consistency with the status quo at the time of project launch, this document uses the names of the 10-state system.

2 IOM, "South Sudan: Bentiu PoC Site Profile – February 2016," <http://iomsouthsudan.org/tracking/sites/default/publicfiles/documents/20160303%20Bentiu%20PoC%20Site%20Profile%20-%20February%202016.pdf>

► About Boda Boda Talk Talk

Boda Boda Talk Talk (BBTT) is a Humanitarian Information Service that aims to provide a bridge between the information and engagement needs of the IDP community and the service delivery and accountability needs of humanitarian partners. Launched in October 2015 within the Bentiu PoC site, at the heart of this project is a commitment to an open two-way dialogue between the community and the various humanitarian agencies responding to the needs of the people. In this approach, beneficiaries are encouraged to be active participants in all stages of the policy and decision-making process. The name "*Boda Boda Talk Talk*" was chosen to ensure the brand resonated with the audience; *Boda Boda* reflects the generic term for motorbike taxis across Africa, and *Talk Talk* reflects the program's focus on two-way Communicating with Communities (CwC).

BBTT is a community-led audio program produced to radio broadcast standards in the Nuer language three times a week. However, rather than broadcast on the airwaves to a wide public audience, the 25-minute program is recorded onto tools such as USB sticks or SD cards and played on speakers on the back of quad bikes that revolve around the IDP site. This keeps the programs hyper-local to their environment in context, content and geographical reach. The quad bikes visit public Listening Stops where people can hear the programs as they go about their daily business. Dedicated Community Listening Groups (LGs) hear the program on a regular basis, and BBTT is played at health clinics and other static listening sites managed by the community or by partner aid organizations. Currently 500 LGs, each made up of approximately 10 people, listen to the program three times a week and provide vital feedback to BBTT's Information Officers on program content as well as issues affecting residents living in the site. A radio distribution has amplified access to the program by increasing the number of LGs within the site and providing solar-powered radios to communal areas such as Camp Management information offices, market stalls, community gathering spaces and games centers.

Community Correspondents recruited, trained and mentored from the displaced population by skilled Humanitarian Journalism Trainers produce BBTT programs. This ensures that the language used to communicate vital humanitarian information is effective, and that the content is both accurate and relevant. Information Officers, also recruited from the displaced community, not only monitor the quality of the output as measured by the audience (the displaced population), but they also keep their eyes and ears to the ground to ensure a wide spectrum of community voices influence new program content.

BBTT Correspondents work like community journalists; they create engaging content by gathering voices, questions and concerns from the community about the humanitarian aid response and turning them into features and stories. BBTT also works in close partnership with International Non-Governmental Organizations (INGOs) and UN agencies in each site to deliver an effective and powerful platform for social awareness raising and "behavior change" communications in relation to health, WASH, nutrition and protection related issues.

► The Problem

From December 2013 to March 2016, the only method of communication in Bentiu was via word-of-mouth, Motorola radio handsets and limited access to the media (largely the UN-supported Radio Miraya and government-run radio, when it was on air). Because of this, the population was extremely information starved. This lack of access to trustworthy information in local languages often led to insecurity fueled by the swift spread of rumors amongst camp residents. In March 2016, mobile phone towers were finally repaired, and the region once again had access to phone reception. While this greatly improved the IDPs' ability to connect with friends, family and information sources around the country, the need for fair, accurate and tailored information for camp residents remained.

In October 2015, Internews began a Humanitarian Information Service (HIS) called *Boda Boda Talk Talk* (BBTT) in the Bentiu PoC to improve access to information and give IDPs a strong voice in the humanitarian response. The Bentiu BBTT was the fifth, following successful BBTT implementations in Juba (Tong Ping and UN House), Bor, and Malakal. An Information Needs Assessment, conducted in September 2015 to inform the planning and development of BBTT, revealed that IDPs in Bentiu preferred audio media such as radio or loudspeakers as sources of information, and that radio was the most popular and trusted source of decision-making information in all Sectors.³

While radio access was relatively high in the PoC (66% in Sector 1 and 84% for Sectors 2-6), a radio distribution would significantly increase the impact of BBTT programs and expand the reach of any content provided. In particular, the Bentiu PoC was so vast and muddy at times that moving through the camp was extremely difficult. If residents had radios with SD card slots, BBTT programs could be distributed and heard via SD even when the boda boda quadbikes were unable to broadcast the programs at various locations.

"We want to know how we can get help from the organizations here in the camp. Every time we see them, they are in meetings with the leaders, not with us. We want Boda Boda Talk Talk to bring the NGOs to us so that we can talk to them and share our problems. The leaders are good, but we are the people who have problems directly. They should talk to us!"

- Community member James Khan Bol, Bentiu PoC, Sector 5

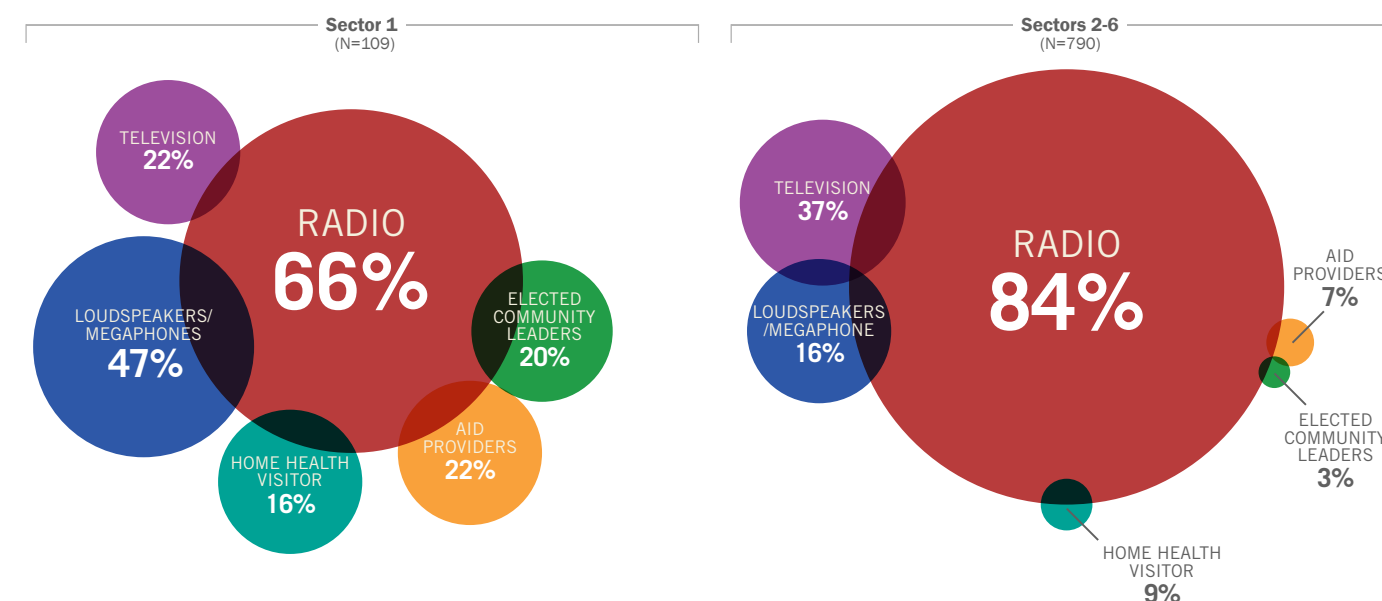
³ Internews, "Bentiu UN Protection of Civilians (PoC) site – Unity State, South Sudan, Information Needs Baseline: September 2015," https://www.internews.org/sites/default/files/HIS_bentiu_wave1_2015-09.pdf

Internews Humanitarian Information Service Bentiu UN Protection of Civilians (PoC) site - Unity State, South Sudan Information Needs Baseline: September 2015

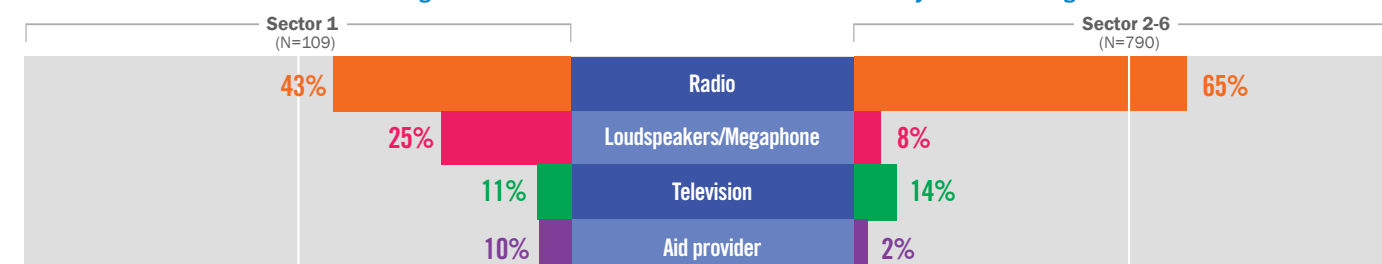
Accessing Information in the Bentiu PoC site

IDPs in Bentiu prefer audio media such as radio or loudspeakers as sources of information. Radio access is high inside the site and it is the most popular and trusted source of decision-making information in both Sector 1 and Sectors 2-6.

Top sources of information (among those who have 'some' or 'all' of the information they need to make good decisions)



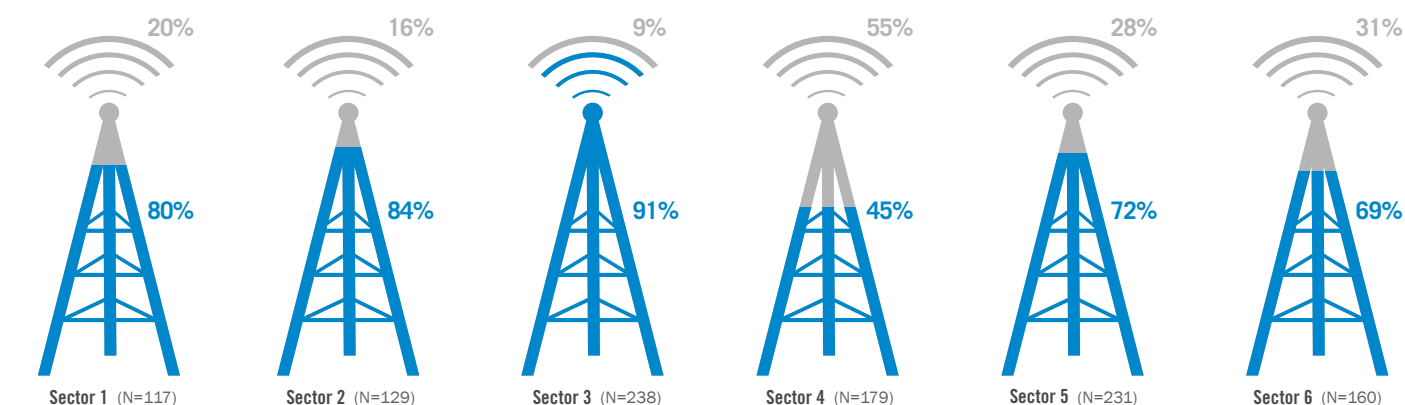
Most trusted sources of information (among those who have 'some' or 'all' of the information they need to make good decisions)



The majority of IDPs in the Bentiu PoC have radio access. Roughly three-quarters of IDPs in Sector 1 (80%) and Sectors 2-6 (73%) are able to listen to a radio. While access is high overall, the rate of radio access is slightly higher among men (79%) than women (70%), and Sector 4 has the lowest rate of radio access among all the sectors, at 45%.

Do you currently have access to a radio? (Base all)

● Radio access ● No Radio access



This one-page excerpt from the Bentiu Information Needs Baseline Report shows that although radio access was relatively high inside the PoC. It was clear that a radio distribution would significantly increase the impact of the BBTT program.

► The Project

In total, 2,000 radios were allocated to Bentiu. To support the BBTT program, and expand access to radios across the PoC, a first phase of radio distribution was conducted from February 22 to March 18, 2016. In total, Internews distributed 1,407 solar-powered radios to residents, community groups, and NGOs. The following case study covers this first phase of distribution.

As the population within the PoC was still in a high state of flux, a future distribution was planned for the remaining radios to ensure optimal coverage of all sectors. Additionally, the High Committee leadership in Sector 1 and Sectors 2-5 were due for re-election in the coming months, so a new allocation of radios would be required to service the new committee members. This distribution would be complimented by a larger distribution of 2,000 small solar radios by UNDP in April.

► The Radio Selection

Model: Freeplay Energy Encore

Frequencies:

FM: 88-108 MHz, AM (MW): 500-1700 kHz SW1: 3-10 Mhz SW2: 10-22 Mhz

Solar panel:

Integrated polycrystalline 150mW
External 2W as standard

Power:

Hand-crank, solar and DC power input

Dimensions:

Width: 157mm Depth: 138mm
Height: 293mm Weight: 1601g

Additional features:

SD card, recording function, phone charger and emergency light

Cost: USD\$53/unit



The Freeplay Energy Encore⁴ large group-listening radio was selected for a number of reasons, specifically its SD card function, size, durability and functionality:

- The radio's SD card function allowed BBTT programs to be shared much more effectively throughout the PoC. At the time of distribution, there were no radio stations broadcasting from Bentiu.
- The radio is a large unit designed for group listening situations. This suited the BBTT project, as the aim was to make the radios accessible to the largest number of people via communal areas (e.g. information centers, markets, etc.) as well as established Listening Groups formed across the camp. At close to 1.6kg, the unit was still portable and could easily travel with families to provide ongoing access to information if they moved out of the camp.
- The unit is tough and durable. All plug and entry points are protected by rubber protective stoppers, which also help to prevent the entry of dust and water. However, parts of the unit are prone to breakage, including the extended antenna and the external solar panel.
- In terms of functionality, this model presented several benefits: a variety of charging options (internal and external solar, DC input as well as hand crank), LED light, mobile phone charging, and a number of media play options, including AM/FM/SW radio, SD card and recording functions. These functions make the unit fairly versatile and useful not only for accessing BBTT programs, but also information from other radio stations and humanitarian partners. In addition, the radio provided a handy light for use in the shelters at night.

The radio selected for this distribution has been largely successful in withstanding the extremely dusty and often wet environment of the PoC. However, the external antenna is prone to breakage (thankfully the kit provides a replacement), and the external solar panel was often reported as either stolen or damaged by rain if it was left outside. Though the unit has several other sources of power, they have been less popular with the beneficiaries.

► Selection of Beneficiaries

At the time of distribution planning, the Bentiu PoC was home to more than 140,000 IDPs, or 23,000 households. As it was not possible to distribute individual radios to every household, the team adopted a two-stage mixed approach to select beneficiaries and provide the greatest increase in access to information within the camp.

The first group of beneficiaries was selected through a **minimalist approach**.⁵ The most recent population distribution figures, provided by the camp manager IOM, were used as a basis to determine the 10% of the camp population that would gain radio access. This phase involved thorough coordination with community leadership within the camp as well as IOM and other humanitarian partners.

The minimalist approach is a proportionate allocation strategy, which assumes that a certain proportion of the total population should have access to a radio set. The recipients should be evenly geographically distributed.

Purposive sampling, or selective sampling, focuses on distributing to a group of beneficiaries decided by the team/organization.

For more information on sampling techniques, please read Part III. How To Guide.

4 Freeplay Energy: <http://www.freeplayenergy.com/aid-and-development/products/encore-player>

5 For more information on sampling techniques, please read Part III. How To Guide.

The Bentiu PoC is divided into 5 Sectors; within these Sectors are a number of Blocks, each with their own assigned Sector and Block Leaders. These leaders played a critical role in determining the beneficiaries of the radio sets. Each block leader was told how many radios would be assigned to his/her block (in relation to the population size of that block) and were given clear instructions to ensure beneficiaries were evenly spread across the block and to give fair inclusion to women, the elderly and other vulnerable residents. Block leaders were then instructed to form Listening Groups of 10 members each to share in the ownership of the radio. One person in each group would be designated the “leader” of the group and would have responsibility for the care and maintenance of the radio and to ensure the whole group had fair access.

The remaining radios were distributed using **purposive sampling** to provide greater access to information via communal listening points, community groups, and humanitarian partners. Giving these groups radios also encouraged them to play a greater role in providing feedback to BBTT. Internews directly approached some organizations for involvement, like IOM and Concern, who manage a team of attendants that maintain water points in all blocks across the camp. In consultation with the BBTT team, it was determined that these highly trafficked spaces frequented by women and children were an appropriate communal place for residents to access a radio.

Listening Groups

Listening Groups usually consist of up to 10 people who either live closely to each other or represent special or targeted groups (e.g. youth, women, or elders). The Groups meet to listen to audio programming, review awareness campaigns, discuss the issues raised, and provide valuable feedback to BBTT and humanitarian agencies. LGs provide unique insights into the current questions and concerns of the community and allow the project to adapt to meet these needs.

To find out more about the role of Listening Groups and how to establish your own to improve community participation, **Communication with Communities, Accountability to the Affected Population and feedback**, see this [How To Guide](#).

The BBTT team also approached the stallholder association to identify a number of shops spread across the market area that would benefit from having a solar radio. The team worked to ensure that shops were where the community naturally gathered, such as tea shops and food stalls, had priority in the process.

To supplement the distribution and to ensure that vulnerable residents had fair access to information, the team approached a number of community groups that specifically supported the elderly and disabled residents in the camp. During the minimalist sampling phase, block leaders were asked to include vulnerable and disabled residents in their distribution, but it became evident that this was not successfully done in all of the blocks. Therefore, the team determined a targeted approach was necessary to ensure these residents also had access to the solar radios.

Special arrangements should be made for vulnerable groups to receive and access radios, such as pregnant women, women with small children, the disabled, and the elderly.



The following table describes some of the other partners selected in the purposive sampling phase of the distribution, along with an explanation as to why they were included:

| NGO / COMMUNITY GROUP | REASON FOR INCLUSION |
|---|--|
| SOUTH SUDAN RED CROSS (SSRC) | SSRC runs a family reunification service from a center in the middle of the Bentiu PoC. This is a common place for people to visit and make contact with lost family members and share news about the situation around the country. This center used the radio to play BBTT programs for staff and visitors. |
| MÉDECINS SANS FRONTIÈRES (MSF) HOSPITAL | MSF runs a hospital to treat PoC residents. Within the wards, visiting family members tend to be the only information source for patients. One radio was assigned to each ward and hospital communal area to allow greater access to general and health-related information for staff, patients and visitors. |
| DISABLED RESIDENTS ASSOCIATION | There are many vulnerable people living in the camp with mobility issues who would have difficulty accessing the radios assigned to groups via the block leader system. To address this, the BBTT team approached the disabled residents association to share contact details of residents in each of the five Sectors that either lived together or close to each other, or would be able to form targeted listening groups. They then distributed radio sets to these individuals. |
| IOM YOUTH GROUP | This youth group meets every week to discuss the peace process as well as cultural and health issues affecting the youth living in the camp. Skilled IOM facilitators lead the group and the young people act as leaders within their community. The group used the radios to listen to BBTT programming as a means to facilitate discussion about issues affecting the camp. The feedback from the youth is shared with BBTT staff. |

| NGO / COMMUNITY GROUP | REASON FOR INCLUSION |
|---------------------------------|---|
| IOM WIDOWS SUPPORT GROUP | There are several Widows Support Groups located in the Bentiu PoC that provide a safe space for women to talk about their experiences as well as participate in psychosocial activities. These groups were given one radio each to further support their discussions, as they expressed interest in listening to the BBTT programming, discussing the issues raised and providing feedback. |
| IOM PSYCHOSOCIAL SUPPORT CENTER | At the time of distribution, IOM was in the process of establishing a psychosocial support center within the Bentiu Camp. This center would involve a number of activities to support residents, including a beauty salon. Radios were assigned to support this special salon that acted as a way for women in the camp to gather, reduce stress and talk about their experiences. |
| SECTOR 1- 5 LEADERSHIP | There are three main reasons for assigning radios to community leaders in the PoC. Firstly, leaders can learn about the issues addressed by BBTT, understand the activities of the project, and support its continuation within the camp. Secondly, leaders can gain an understanding of the breadth of opinion about current issues and events within the camp. Finally, as leaders congregate in and around the community centers (and bring their radios with them), visitors to the community center can also listen in to the leaders' radios. |
| MARKET TRADERS | A number of market traders agreed to play BBTT programming at their stall to allow greater access to the programs for the public. |



A BBTT staff member demonstrates the key features of the radio and tips for how to use it.

► Method of Distribution

As the BBTT team in Bentiu was relatively large (18 staff), the distribution to the community was carried out by the team itself, with partners' distribution conducted by each individual NGO with support from the BBTT team. Staff were divided into teams of four, including a team leader, one driver (for the boda boda), and the two remaining team members tasked with demonstrating the use of the radio to the public, explaining the shared nature of the radios and ensuring signatures were collected for each radio delivered. An additional team of three people included the distribution manager, one staff member to assist with problem solving and translation, and a driver who roamed amongst the teams during the distribution to address any problems, deliver additional stock, and record the event.

The team created a schedule that covered the entire PoC, and informed block leaders in advance when they would arrive to deliver the radios. It was then the block leader's responsibility to ensure each recipient was present and ready to receive the radio at the designated time.

NGOs that were receiving small numbers of radios (less than 10) were invited to visit the BBTT office to collect the units and sign a form acknowledging receipt. For NGOs receiving larger numbers of radios (e.g. IOM received approximately 40 radios assigned to water point attendants), the BBTT team worked in conjunction with the NGO to devise an appropriate time to work together to distribute, demonstrate and account for the radios.

The Community distribution was undertaken over the course of one week, leaving another week to address any problems and work with partner NGOs to complete their distribution of radio sets. At the beginning and end of each day, the teams all met to discuss progress, perform a stock count, and report any challenges or problems that arose during the distribution needing attention from the distribution manager. Throughout each distribution day, there were many individual and group requests for radios. These requests were submitted in writing

"Some NGOs give us biscuits and that is good, but Internews gives us radios, which gives us information. At the end of the day our biscuits will be gone, but we will still have access to this information."

- Community Watch member, Bentiu PoC, Sector 3

(or recorded by the distribution team) and collated at the end of the first week. The distribution manager then reviewed these requests to determine which requests could be fulfilled based on the aims of the distribution, prioritizing requests that facilitated access to the most vulnerable camp residents. At the end of the distribution, a final inventory was completed and a full report on the distribution submitted to management. This report included an account of the process, challenges encountered, suggestions for future distributions and signed records for every radio distributed.

► Adaptive Programming

The BBTT Bentiu team encountered some challenges during the radio distribution, but were able to make adaptations to address these issues as they emerged. The following section offers some useful tips to keep in mind for future radio distributions.

| Challenges | Adaptions |
|--|---|
| <p>Time</p> <p>While community meetings were initially held in late December 2015/early January 2016 to publicize the distribution project, the actual distribution was not conducted until more than a month later. This break in momentum caused some disruption as some community leaders forgot about the project all together, while in other blocks, additional time gave room for misinformation about the project aims and processes to spread.</p> | <p>The disruption was unavoidable in this instance due to staffing changes. Future distributions should take care to maintain community momentum throughout the entire process. Teams should quickly act to dispel rumors or misinformation, and keep the community updated about the distribution's progress. A community forum held directly before distribution could also assist in community understanding prior to distribution. While it was possible to complete the distribution in the available time, it meant full staff capacity had to be directed towards the distribution project. Future distributions should consider a longer timeframe that enables regular project activities to continue while the distribution occurs. Then, the BBTT broadcasts can assist in answering ongoing questions relating to the distribution and its purpose.</p> |
| <p>Power dynamics</p> <p>Some leaders allocated radios to family members and friends (in some cases several individuals who shared living accommodation) while other areas of the blocks were left with no access to a radio.</p> | <p>These allocation issues were often easily solved by suspending the distribution in that block and meeting with the block leader and community members to redistribute the radios. This did take additional time, but calmed any tension within the community and ensured they were pleased with the result. Future distributions should consider allocating more time to review the beneficiary lists submitted well in advance of distribution to highlight any anomalies.</p> |



Block residents pose with their new radios in the Bentiu PoC.

► Advice & Recommendations

While there is yet to be any formal research into the long-term effects of this radio distribution, the distribution has allowed many more people living within the camp to access programming. During the wet season, when the BBTT bikes struggle to access many areas of the muddy camp, the increase in radios allowed the BBTT programming to be distributed through SD cards pre-loaded with content, giving radio owners and their communities continued access to vital humanitarian information.

Plans are in place to convert the Bentiu BBTT project into a community radio station named Kondial FM in early-mid 2017. The increased reach and frequency of programs will expand access to the information produced by the project both within the PoC site as well as the expanding population in Bentiu and Rubkona towns. Additional radio distributions will be critical to support the community's demand for access to information and increase listenership of BBTT programs. Approximately 600 radios remain in stock that may be allocated to this task.

Future radio distributions at this site should better take into account the size of the camp, the large and mobile population, and the need to allocate sufficient time to the distribution. This distribution was made difficult by the haphazard period allowed for distribution due to staffing changes. Future distributions should **establish a clear plan and time-frame** before the distribution commences. To assist with this, **assign a dedicated distribution project manager** to provide better continuity to the process for the community and NGO partners. This person can serve as a clear point of contact for the process and ensure appropriate attention is dedicated to communicating the aims and intentions of the distribution to the community.

As the population in Bentiu and Rubkona towns continue to increase, future distributions should look to **provide radios to surrounding communities outside the PoC**. In order to appropriately target these communities, Information Needs Assessments (INA) should be conducted to determine current trusted sources of information and areas of concern for the population. A thorough INA would also give the distribution manager a clearer picture of the relationship between residents living in the towns and the POC. This information could inform BBTT programming that encourages unity and understanding between the communities.

To improve the impact evaluation of radio distributions in Bentiu, the team should **identify focal Listening Groups to survey before the distribution and afterwards at 3, 6 and 12-month intervals**. Building M&E into the distribution process in a dedicated fashion will ensure proper data is collected to monitor changes in access to information for the groups. It will also gather valuable feedback on the appropriateness of the radio selected for distribution and common problems that have occurred.

“Demonstrating the use of the radios was really important. Once they were able to see the other benefits from the unit like mobile phone charging, a night light and a recording function, they saw really how useful this would be for the whole community. One older woman took the unit and recorded an old Nuer song, we saw that not only will this help in delivering timely life-saving information, but will also help in recording traditions from the past.”

– BBTT Information Officer

Challenges

Allocation

Some tension did result between blocks that felt that their allocation was less than neighboring blocks.

Stolen or sold radios

A common problem resulting from any type of distribution (especially when distributing something in great demand with a high resale value) is the problem of beneficiaries either having their radio stolen, or selling the unit at the local market.

Adaptions

In a fluid community with regular movements and new arrivals, the BBTT team could only rely on the latest official IOM population count to determine the number of radios to distribute in each block.

BBTT worked closely with protection partners Non Violent Peace Force (NP) as well as camp managers IOM to report and respond quickly to any tension. In most cases, this tension could be diffused by meeting with the groups concerned and taking time to explain the distribution process and the IOM population figures further. Blocks who still felt they deserved a higher allocation had their request added to the pool of requests reviewed at the end of the first week of distribution.

BBTT staff spoke with community leaders and market traders to ensure they understood that radio sets should not be purchased from community members, and that community members who tried to sell the units should be reported to block leadership or BBTT staff members. While theft is often unavoidable, the BBTT team reminded beneficiaries to keep the radio safe in their tents when not in use.

► Malakal

► Case Study Location

The city of Malakal is located in the northeast of South Sudan in Upper Nile State, close to the border with the Republic of Sudan and Ethiopia. Before the beginning of the conflict in 2013, it was the second largest city in the country. By October 2015, the town had exchanged hands between Government and Opposition forces twelve times. Fighting has destroyed much of the town, forcing the population to relocate to the United Nations Protection of Civilians (PoC) site, neighboring Wau Shilluk, and further on to other parts of the country. As of June 2016 (when the last biometric registration occurred), there were more than 32,000 civilians living in the Malakal PoC.

Reflecting the demographics of the city of Malakal, the PoC site is majority Shilluk with substantial numbers of Nuer. Until February 2016, the camp also included a population of close to 5,000 Dinka residents who left following an escalation of tensions with the Shilluk community. Communal tensions also exist between Shilluk and Nuer populations driven by a range of past grievances related to land and resource struggles.

Outside the PoC, these communities have long struggled with inter-communal violence caused by cattle raiding. Thousands of homes have been destroyed and many people are unwilling to return after being displaced multiple times by repeated attacks. Conditions inside the PoC have also been challenging; several instances of heavy flooding have ruined shelters, increased the risk of sanitation issues and waterborne diseases, and hindered free movement to access services and exchange information within the site. Just outside Malakal, the small village of Wau Shilluk (home to around 3,000 people before the conflict) became a temporary settlement for up to 60,000 displaced people at times. Information access was limited, with intermittent access to the Government-run state radio service. The Catholic radio station there was also closed. Ongoing security concerns have hindered humanitarian access to Wau Shilluk.

Location: United Nations Protection of Civilians Site – Malakal, Upper Nile State



Knee-deep water and mud in parts of the Malakal PoC prevent free movement and hinder access to vital information and humanitarian services.

► About Nile FM

In July 2014, Internews launched *Boom Box Talk Talk* (BBTT) in the Malakal PoC. As with Internews' BBTT programs in other PoCs, the program delivered life-saving information to the IDP and host community living inside the PoC and in Wau Shilluk, a nearby village. BBTT was a professionally produced audio program made by community correspondents recruited and trained from within the PoC. The service was a platform for discussing issues, sharing ideas, and asking questions of each other and agencies. Two 20-minute programs were recorded onto USB sticks and played on speakers and megaphones at various locations within the PoC. The project also included an initial small distribution of 20 radios to create dedicated Listening Groups that provided regular feedback to the project on issues of concern in the community, program quality and questions for other humanitarian organizations operating within the site.

After just a few months, it was clear that information needs were acute beyond the PoC. Internews began planning to establish a community radio station to reach an audience beyond the PoC, to include IDPs living in informal and spontaneous settlements all along the River Nile, as well as members of the host community in Malakal town and nearby villages.

On air since February 2015, Nile FM is a Humanitarian Information Service community radio station that aims to provide a bridge between the information and engagement needs of the IDP community and the service delivery and accountability needs of humanitarian partners working within the Malakal PoC site and surrounding areas. At the heart of this project is a commitment to an open two-way dialogue between the community and the various humanitarian agencies responding to the needs of the people. In this model, beneficiaries are encouraged to be active participants in all stages of the policy and decision-making process.

The radio station broadcasts on 98.0FM, 14 hours a day, 7 days a week with a range of approximately 25-35kms. The broadcast language is Arabic. The station has an estimated audience of 150,000 people living within the PoC, Malakal town, the Wau Shilluk settlement, and surrounding villages. Programming varies in content and focus, including education, health, agriculture and other important issues, as well as music, sports and entertainment. Formats range from news and magazine programs, to talk shows and special coverage.

Through their active participation in the project, the audience is provided with relevant, accurate, timely information, enabling them to make choices and decisions about their own lives. Nile FM updates the affected community on services and aid provided by various humanitarian agencies, and provides a platform for people to share their views and experiences with camp management. The program also gives space to the community to share their personal messages, including messages of peace and encouragement, as well as opinions about issues at the site and the service available from the NGOs. Nile FM acts as a useful accountability mechanism for the NGOs and community who use the service to gather feedback and gauge the views of listeners.



Nile FM journalists meet regularly with listening groups to gather feedback and new ideas for programs.

► The Problem

As the conflict progressed and greater numbers of people sought shelter in the Malakal PoC, a lack of effective NGO engagement and community consultation contributed to growing tensions both inside and outside the PoC. The reliance on mobile phones and “word of mouth” as the most common methods of communication exacerbated this even further, with nothing but the government-run state radio sporadically functional.

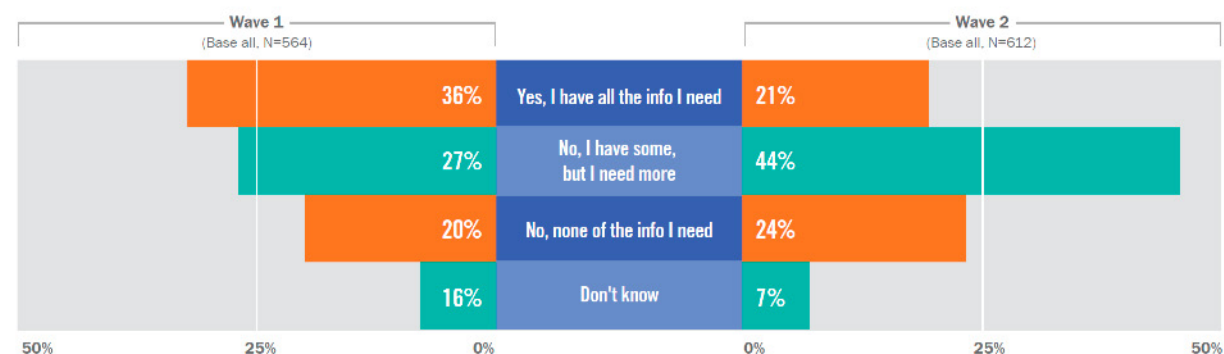
One month after BBTT was launched, in August 2014, a first wave (Wave 1) of information needs surveys was conducted. A second assessment, Wave 2, was conducted in January 2015 to further investigate the information needs in the area and ascertain the impact that BBTT had provided residents in the PoC.⁶

In total, more than 1,000 IDPs living at the site were surveyed to assess their information needs, access, and the issues that most concerned them. While providing evidence that BBTT was already achieving significant impact within the PoC, the research showed that many IDPs still lacked an adequate amount of information for decision-making purposes: in Wave 2, only 1 in 5 (21%) said they had “all” the information they needed (a drop from 36% in Wave 1), while two-thirds (69%) said they only had “some” or “none.” When compared to the figures for this same question in Wave 1, these statistics suggested that information needs had become more acute in this six-month period. Notably, from Wave 1 to Wave 2, access to radios for IDPs living in the site actually declined, from 58% to 45%. This likely reflected the extensive loss and damage to personal belongings due to intense flooding that affected the camp during this time.

Six months after BBTT programming began, awareness and listenership rates increased. In Wave 1, which was conducted six weeks after BBTT was launched, only one-fifth (20%) of IDPs were aware of the program with 75% of those aware stating that they listened to the program at least once a week. By Wave 2, over half (56%) were aware of the program, and weekly listenership amongst those aware increased to 85%.

6 Internews, “UNMISS POC Site – Malakal, Baseline Assessment: August 2014,” http://internews.org/sites/default/files/resources/Internews_Malakal_Baseline_August2014.pdf; “UNMISS PoC Site – Malakal, Wave 2 Assessment: January 2015,” http://internews.org/sites/default/files/resources/Internews_malakal_bbtt_assessment_wave2.pdf

Malakal IDPs who have required information for making good decisions



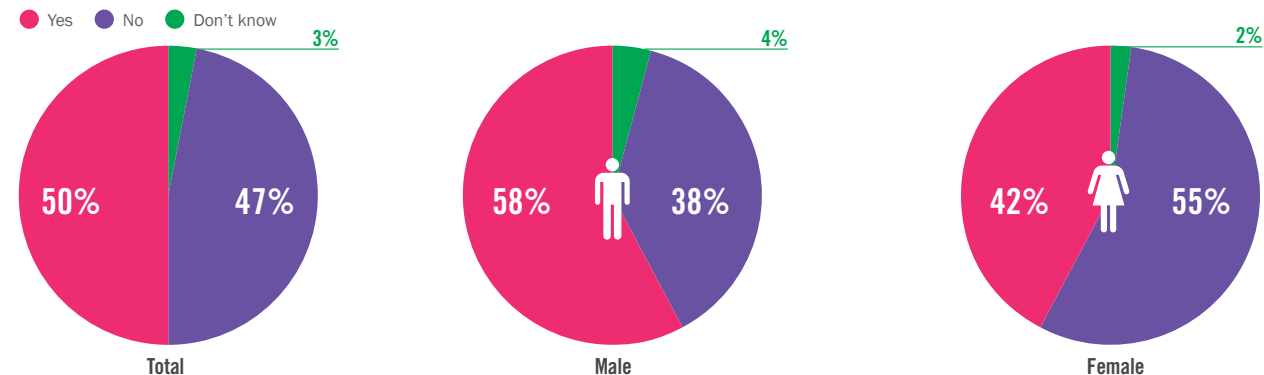
In Wave 2, only 1 in 5 (21%) said they had “all” the information they needed (a drop from 36% in Wave 1), while two-thirds (69%) said they only had “some” or “none.”

In order to meet PoC residents’ demands for more information, Internews expanded the BBTT humanitarian information service to a community radio station, Nile FM. A baseline survey in late January and early February 2015 conducted just prior to Nile FM’s launch affirmed the primacy of radio as a means of accessing information for those living outside the PoC, though only about half had access to one.⁷ However, radios were not available for sale in the PoC. To support Nile FM and expand information access, a radio distribution was therefore essential.

⁷ Internews, “Malakal: Nile FM - Baseline Assessment: February 2015,” https://www.internews.org/sites/default/files/resources/Internews_Malakal_NileFM_baseline_assessment_2015-01.pdf

Radio access

(Among total respondents N=656; males N=327; and females N=329)



The baseline survey showed that radio was the most popular means of accessing information for those living outside the PoC, but only about half of respondents had access to one.



The radios distributed in Malakal were small, well-suited for individual or small group listening, and came with a handy reminder of Nile FM’s frequency and contact information.

► The Project

To increase access and engagement in the Humanitarian Information Service, Internews decided to provide sturdy, solar-powered radios to the population within the Malakal PoC, Malakal town and Wau Shilluk. From 2015-16, Internews distributed 3,570 solar powered radios. This case study looks specifically at the distribution methods used to distribute 2,570 solar radios between mid-2015 to May 2016. In July 2016, Nile FM managed a separate distribution of 1,000 radios in the PoC that had been donated by the United Nations Development Programme (UNDP). To complement and inform Nile FM's activities, Internews consolidated the listening groups that had previously contributed to BBTT's activities to create 14 new Listening Groups with specific focal issues. These groups meet on a weekly basis to listen to programs produced by the station and provide feedback on the content, relevance and impact of the information provided.

► The Radio Selection

The radio selected was the Freeplay Energy Companion solar powered radio.⁸ There are a number of reasons this radio was selected for this distribution, specifically the size, durability and functionality.

Model: Freeplay Energy Companion

Frequencies:

FM: 88-108 MHz, AM (MW): 520-1700 kHz

Solar panel:

Integrated polycrystalline 3.6V 20mA

Power:

Hand-crank and standard USB cable

Dimensions:

Width: 130mm Depth: 45mm
Height: 63mm Weight: 220g

Additional features:

Phone charger and emergency light

Cost: USD\$17/unit



- The radio is a small unit, designed for individual or small group listening. This suited the Nile FM project, as the aim was to make the radios extremely portable to serve a population that had relocated several times. At only 220g, the unit could easily travel with families to provide ongoing access to information if they moved out of the camp. The units were also cheaper than the larger group radios used in Bentiu.
- The unit is tough and durable. All plug and entry points are protected by rubber protective stoppers, which also help to prevent the entry of dust and water. However, parts of the unit are prone to breakage, including the antenna.

⁸ Freeplay Energy, http://www.freeplayenergy.com/aid-and-development/index.php?page=shop.product_details&flypage=&product_id=23&category_id=8&vmcchk=1&option=com_virtuemart&Itemid=275

- In terms of functionality, this model presented several benefits: a variety of charging options (internal solar, USB as well as hand crank), LED light and mobile phone charging. While other units have more features in terms of SD inputs and recording functions, this radio was chosen to allow greater access to AM/FM radio broadcasts. It does not allow access to shortwave radio.
- As Nile FM was broadcasting in the PoC, the radio was envisioned to be used for listening to live programs. The SD card function, which was a critical factor in the Bentiu radio selection, was not as important here as programs were not planned to be distributed on SD cards.

"In the past, I used to think all clinics in the PoC are all the same and that they give the same services. I was wasting a lot of time and was angry with the doctors who always told me to go to level 1 clinic. After getting this radio, I am able to know which clinic to go to when I have problems."

- A father of five from Sector 1 PoC

► Selection of Beneficiaries

Wau Shilluk & Malakal Town

The Malakal team used a variety of sampling techniques to determine the beneficiaries of the radio distribution. Using a mixture of minimalist, purposive sampling and working closely with humanitarian partners they managed to distribute radios both within the POC and the settlements in Wau Shilluk and Malakal town.

At the time, humanitarian access to Wau Shilluk was still very limited as the opposition forces still controlled the area. Humanitarian deliveries were often delayed, workers were at times detained and relations with the local military were not strong. As Internews did not have an operational presence in the town, the team worked closely with partners

who had existing operations and had already established a relationship with local military leadership. Shilluk members of the Nile FM team travelled with staff from International Medical Corps (IMC) and Solidarites International to Wau Shilluk to assess the situation and determine the safest methods to distribute the radios. It was determined that the town was still too insecure for an "open" distribution of such a valuable item and other methods would be necessary. The team decided that teaming with the IMC mothers support groups and Intersos education groups would be the safest and most effective way to distribute the radios amongst the population.

While a small population had begun to resettle Malakal town (especially in the market area) the town also continued to be under military control which presented difficulties in accurately determining population figures. It was determined that while a minimalist approach could not be used (due to a lack of population figures and the town deemed too insecure for an "open" distribution), the radio distribution would be targeted at stallholders within the market area where many people could benefit from access to the radios. The team met with each stallholder who would receive a radio to explain the purpose of the distribution and worked with the stallholder to create 10-person listening groups (generally made up of family members and neighbors).

"These radios are our essential tool to disseminate information about WASH issues. Without these radios, it would have taken us [hygiene promoters] years to reach out and educate all about hand washing and related WASH issues. Thank you Nile FM for the distributions."

- Solidarities International Community Hygiene Promoter



The IMC women's nutrition group poses with their new radios. Distribution through existing community groups is an effective way to reach groups that are particularly information vulnerable.

Malakal PoC

Within the relatively stable environment of the PoC, the selection of beneficiaries could be completed through a combination of minimalist and purposive sampling.

To implement the **minimalist approach**, the team decided to ensure that 10% of the residents in the PoC would have access to a radio (not necessarily own one). They divided each PoC sector into 4 “blocks.” These blocks were established to ensure a fair geographical spread of the radios across the site and to avoid concentration of radios in some sectors while others missed out. This is especially important in Malakal where there are a number of difference ethnicities within the site. It was important to ensure one ethnicity did not appear to be favored over another. The team then allocated each block with a number of radios relating to population size living within that area. Nile FM team members then established Listening Groups of 10 people per radio within their areas. Some community members were established feedback providers and had already expressed an interest in forming a listening group, while some groups were organized with the support of community leadership. Nile FM staff also looked for areas within their blocks where groups naturally congregated.

The radio distribution team also selected beneficiaries through a process of **purposive sampling**. In close collaboration with the relevant clusters (CCCM, Protection, GBV, Child Protection, Education and WASH) the team identified beneficiaries by location, age and gender. The distributions targeted Nile FM Listening Group members, community leaders, teachers, health and hygiene promoters,

vulnerable groups (women, elders and the disabled) and youth groups. Radios were provided to community groups to encourage them to regularly provide feedback to the station on community issues and concerns. Women were given high priority in all distributions, and were key in disseminating humanitarian information in the PoC and providing feedback to Nile FM.

To ensure there were no beneficiaries double-counted (i.e. included in several lists through the minimalist and purposive sampling), the names and contact details of all the beneficiaries were entered into a comprehensive list of radio recipients to remove any duplications.

During the beneficiary selection process, approximately 500 Falata Nomads entered the PoC in reaction to nearby insecurity. As these residents had not been fully registered, the team approached Falata elders to assess the size of the community, their particular information needs, and cultural concerns that would affect distribution to this minority group. For example, for cultural reasons, Falata elders requested that Nile FM staff only deal with the male representatives of the population during the distribution. During these discussions, Nile FM staff were also able to gather vital information about the humanitarian needs of these new arrivals, allowing the team to modify the station's programming to suit the needs of the group and report issues to the relevant humanitarian partners.

A strong sensitization process preceded the radio distribution to help the community understand the role of Nile FM in disseminating humanitarian information to the population, the various ways the community was encouraged to engage with the station, and to collect further feedback on community information needs. The aim of this information campaign was also to ensure the community understood how beneficiaries were selected, and where they could access a radio (if they were not selected through the minimalist selection process) to prevent any tension that could be caused by the distribution.

“In the past, I do not know what NGOs are doing in Malakal POC. After receiving the solar radios from Nile FM, I was able to know about their work and their challenges. I am even telling my comments when I am not happy about their work.”

- Block leader, Sector 1, Malakal POC.

Before the distribution could begin, 190 radios were unfortunately stolen from the warehouse where they were being stored. UNPOL and community leaders were mobilized to assist in finding the stolen sets. After an investigation it was found that a stall in the market had sold the radios to the community and unfortunately only a small amount of cash and a handful of broken radios were recovered. This issue highlights the need to prepare a plan and distribute radios soon after they arrive to prevent stock being stolen by the community, or in a conflict scenario, by armed forces.

Beneficiaries of the 2,570 radios included:

| DESCRIPTION OF BENEFICIARIES | DISTRIBUTING PARTNER | # OF RADIOS | REASON |
|---|-------------------------------|-------------|---|
| Wau Shilluk | Nile FM, IMC, MSF & Intersos | 180 | Nile FM worked with already established groups in Wau Shilluk (such as the IMC Mothers Support Groups) to distribute radios so that this community could access humanitarian information via Nile FM. |
| General PoC population | Nile FM | 316 | Minimalist sampling to allow 10% of the population to have access to a radio. 316 radios would then provide access to 3,160 people (assuming 10 people could access each radio), or roughly 10% of the PoC population at that time. |
| Listening Groups of Nile FM (14 LGs comprised of 10 members each) | Nile FM | 280 | 14 Nile FM Listening groups were created in the Malakal PoC (a second distribution of 140 radios was made to this group after radios were lost in the Feb 16 fires). |
| Community Watch Groups (CWG) | UNMISS-RRP & UNPOL | 150 | CWG play an important community policing role and are a great source of information about the issues affecting the community |
| Traders & restaurant owners | Nile FM | 20 | Radios distributed to stores in the market and restaurants where people naturally gather. |
| New arrivals: Falata and Pigi County | Nile FM | 120 | These new arrivals were not included in the original community distribution. |
| Mothers Support Groups | Nile FM | 52 | These radios are to support groups of mothers who meet regularly in the PoC. |
| Youth Groups of God Save People (GSP) | God Save People | 50 | Youth Groups provide a great space for discussion on the issues affecting the community and ensure a youth perspective is considered. |
| Hygiene Promoters of IOM | IOM & Solidarites | 450 | These volunteers work in every sector of the PoC and benefit from access to the latest health information as well as providing feedback on health and hygiene practices in the community. |
| Vulnerable people organized by HDC (including disabled women, blind, sexually assaulted women, girls, etc.) | HDC, DRC & Protection Cluster | 168 | To supplement the community radio distribution, a targeted distribution was made to ensure the most vulnerable had access to a radio (45 radios were distributed after the Feb 16 fires). |
| Teachers and students of various schools | Nile FM & Intersos | 42 | Intersos assisted with the distribution to create Listening Groups of teachers and students attending Intersos schools in the PoC. |

| DESCRIPTION OF BENEFICIARIES | DISTRIBUTING PARTNER | # OF RADIOS | REASON |
|--|-----------------------------------|-------------|---|
| Alsalam, Kuasha and Roman Drama groups | Nile FM | 40 | These drama groups requested access to radios and often work with Nile FM to create educational radio dramas for Nile FM. |
| Rapid Emergency Distribution | Nile FM & Camp Management | 190 | In February 2016, a fire devastated large parts of the PoC, destroying shelters and possessions and displacing the majority of the 30,000 PoC residents. Nile FM undertook a rapid distribution to ensure IDPs had access to vital emergency relief information regarding the provision of new shelter material, food and the ongoing security situation. |
| IOM Water Dispatchers in all sectors (both PoC and Malakal town) | IOM and Nile FM | 20 | Nile FM decided to distribute to water dispatchers as they work at the heart of the community and would benefit from health and hygiene information. |
| IOM Breast feeding women groups and Health promoters in all sectors | IOM and Nile FM | 60 | Nile FM decided to distribute to the IOM mothers groups to ensure they were accessing the latest health and hygiene information and to engage them in women's issues in the camp. |
| IDPs displaced from Malakal POC to Malakal town after the February 17th Incident | Nile FM, IOM, MSF, DRC & Intersos | 110 | Nile FM distributed radios to the two listening groups that relocated to Malakal town following the fighting. The team worked with partners to determine beneficiaries for the remaining radios due to security concerns in Malakal town. |
| Malakal town traders | Nile FM | 12 | As Malakal town began to slowly reestablish, Nile FM distributed to market traders as central points where the broader community could also listen to Nile FM. |
| Religious leaders | Nile FM | 30 | Malakal's Information Needs Assessment identified religious leaders as trusted information providers in the community so it was vital to include them in this distribution. |
| Farmers, teachers and volunteers in Malakal POC | War Child Canada | 90 | War Child has a small project within the PoC and requested access to radios for their beneficiaries so they would be informed of humanitarian activities. |
| TOTAL DISTRIBUTED | | 2380 | |
| Radios stolen from storage facility | | 190 | |
| GRAND TOTAL DISTRIBUTED | | 2570 | |

► Method of Distribution

The Nile FM team worked to develop distribution methods to suit each specific distribution environment in Wau Shilluk, the PoC and Malakal town. All radio distribution planning took into consideration the principles of fairness, accountability, transparency, and gender sensitivity. Beneficiaries, humanitarian personnel, and their organizations were briefed about the objectives of the radio distribution and when and where the radios would be distributed.

The team paid special attention to avoid associated risks of attack or abuse of radio recipients, and made special arrangements to ensure groups with special needs could receive the radio (e.g. pregnant and lactating women, as well as vulnerable people including the blind, elderly, and minorities). Due care was also taken to ensure the distribution did not disrupt the domestic responsibilities of women or humanitarian activities such as food and NFI distributions.

Wau Shilluk

The IMC mothers groups in Wau Shilluk meet regularly to talk and learn about related health and educational issues. To prevent alarm in the community and to reduce the risk to the members of these groups, the team made the decision to complete the radio distribution during the usual mother's group meetings. Due to the ongoing unrest in the area, the team were concerned the mothers might be targeted on their way home or the team may be targeted during delivery if it were publicly known that a distribution would take place.

Once again, Nile FM sent Shilluk team members to attend to distribution, register the recipients and demonstrate how to use the radio sets. This interaction was also used as an informal method to speak with the women to determine their priority information needs and other issues in the community. Now that the team also had contact numbers for the women, they became useful sources of information about news in Wau Shilluk that could be used in Nile FM programming. The same method was used to distribute radios to the Intersos Education Groups.

Malakal PoC

Nile FM team members all live in different parts of the POC, and had assisted in selecting beneficiaries within the area where they lived. To distribute the radios to the beneficiaries selected using the minimalist approach, the group of 10 people that would be sharing in the radio would be invited to come into the Nile FM office at a designated time. As the office was not easily accessible by all groups (the PoC had major problems with flooding during the wet season), other locations were also used at times such as the Danish Refugee Agency compound in Sector 1. This location was chosen as it is well known by the community and provides a safe and secure environment to distribute the radios.

During this session, the team would ensure the group understood that the radio is for the use of the whole group and not just the individual charged with the responsibility of looking after the radio. They would also demonstrate how to use the radio and then have the "team leader" sign for the receipt of the radio. Using this method they were about to distribute radios to approximately 10 groups a day without significantly affecting Nile FM daily activities or having to hire additional staff.

In addition, a large number of radios were distributed in conjunction with humanitarian partners. For example, IOM was allocated 450 radios to distribute to their hygiene promoters who work across the camp. These promoters are volunteers who work amongst the community to raise awareness of good health and hygiene practices. As Nile FM also distributes large amounts of up-to-date health and hygiene advice, it is important to utilize these promoters as a resource to amplify this information. The Nile FM team worked with IOM to ensure all the radios distributed were signed and accounted for, and demonstrated the use of the radio to the IOM staff. Cordaid also assisted in providing a list of elderly



Around 300 community hygiene promoters received radios in the Malakal PoC.

beneficiaries within the site that would receive radios. In conjunction with Cordaid staff, the Nile FM team identified a meeting point that would not prevent any elderly residents with mobility issues from attending the distribution point. The team then conducted house visits to any beneficiaries with mobility constraints.

To avoid problems of unfair distribution, no radios were given to community leaders to distribute. Rather, radios allocated to the general population were distributed via community groups that support vulnerable residents in the camp, such as women’s groups and groups for the elderly and disabled. Distribution for these groups was conducted at their usual meeting places, during usual meeting times. While the purpose of the distribution had been explained in advance and beneficiaries already selected, Nile FM staff used the meetings to remind the beneficiaries of their responsibilities, answer questions about the distribution process, demonstrate the use of the radio and have beneficiaries sign for the receipt of the unit.

Malakal Town

Following the February 2016 fighting and fires in the PoC, two of the Nile FM dedicated Listening Groups relocated to Malakal town. The Nile FM team organized to meet these groups at the new collective center in Malakal town to discretely distribute new radios to the members.

Due to the ongoing insecurity in Malakal town, and a lack of population knowledge or clear population statistics, the team decided to work with partners to distribute the remaining radios to the town's new residents. Distribution partners IOM, DRC and Intersos were asked to submit a list of leaders, organized groups, water dispatchers, food distributors, women’s groups and camp volunteers in this new community. A number of radios were also distributed directly to women who had been separated from their children during the fighting. As Nile FM was regularly providing information on air about lost children, this distribution allowed several mothers to find and reunite with their children.

In addition, traders in Malakal town were identified as heads of new radio groups. Because of the fluid security situation in town, it was imperative to ensure a small and discrete distribution of the radio sets. The team identified the traders that would receive the radios and worked with them to establish listening groups of 10 people each to share the radios. As part of the distribution exercise, the team also held group discussions in the market about challenges and issues in town. These discussions were recorded to create radio content to ensure Nile FM was reflecting the concerns of both residents inside and living outside of the PoC. The radio recipients were contacted regularly to discuss issues and to measure the effectiveness of the humanitarian activities outside of the PoC. For example, during a UNICEF polio vaccination campaign, radio owners were asked to report whether vaccinators had reached their area. The team began receiving phone calls reporting that some areas had not received a visit from UNICEF vaccinators. This information was then passed on to UNICEF for a response.

Nile FM teams also visited the MSF hospital in Malakal town and distributed radios to ensure patients were kept informed of humanitarian activities as well as had access to entertainment.

► Adaptive Programming

The dynamics in the Malakal PoC change frequently, and this affects almost all forms of humanitarian response especially radio distribution and other targeted NFI distributions. The fighting within and outside POC, the changing security dynamics, fire and other inter-ethnic conflicts have all had their impact on distribution planning and implementation.

The major challenges faced during this distribution, as well as the adaptations made by the team, can be summarized as follows:

| Challenges | Adaptions |
|--|---|
| Continued conflict and instability in the PoC caused unpredictable population shifts and affected planning. | Coordination with other agencies at all levels was maximized to address this issue and predict changing demands. While some population shifts, for example in reaction to the fighting within the site in February 2016, could not be foreseen by the planning team, better coordination with Camp Management would have made the distribution more responsive to population shifts within the camp. In anticipation of population shifts and insecurity, it is recommended that a small number of radios be kept in storage to react quickly to events of insecurity that may result in damage to the radios or greater demand for radios. |
| Some partners did not conduct needs assessments to identify beneficiaries for the radios, and accurate records were not kept to track beneficiaries. | Double counting was minimized by combining lists of beneficiaries in one excel spreadsheet and using this to cross check any instances where a community member may have been allocated a radio in the distribution more than once. While this process was successful, it was also time-consuming. Future distribution planning should take into account the time needed to both select beneficiaries and cross check to ensure accountability in the process. |
| Coordinating with clusters and NGO partners took time, and waiting for updates and reports delayed the radio distribution. | Although cluster leads are a good entry point for distributions, individual agencies are sometimes more responsive and connected to beneficiaries. For example, instead of going through the health cluster lead, IMC and IOM health promoters were asked to assist with the distribution. Also, to ensure the Wau Shilluk distribution was not delayed, Internews chose to accompany partners on the initial assessment mission, rather than waiting for the results from the mission to be communicated back before proceeding. |

| Challenges | Adaptions |
|--|--|
| Some flaws in radio design and functionality emerged after the distribution. The radios chosen did not include an SD card feature, which limited the options for providing additional content to listeners. Also, some listeners complained of weak radio signals. | Additional content (e.g. civic and health education programming) was incorporated into Nile FM on-air programming as well as delivered via static speakers located around the camp. Radios that did not receive Nile FM clearly were replaced. |
| Overall, there was a lack of written guidance on how to conduct distributions. Clear success indicators were not established at the beginning to measure the impact of the radio distribution. | To overcome this, relationships with the NFI cluster have been fostered to share experiences. Additionally Internews has acknowledged the importance of documenting experiences and methodologies through the Learning Collection so that the South Sudan team, and other projects across the world, may continue to improve radio distribution practices. |
| Lack of dedicated, trained/skilled personnel to conduct beneficiary and impact assessments, follow up on distributions, and coordinate with others. This delayed the distribution and made the process inefficient. | Hiring or assigning a dedicated Distribution Project manager will overcome many of the difficulties experienced in this radio distribution. Having one person as a key organizer and focal point will help to ensure clear communication with both the community and NGO partners. Future distributions will benefit from the Learning Collection documents and the lessons learned from previous distributions. Individual project teams could consider using these documents to provide better introductory training to staff to reduce inefficiencies in the process. |
| The team noticed that a small number of radios distributed to the population left the PoC as their owners relocated to other PoCs or parts of the country. | The team accepted this as part of the process and acknowledged that the radio could still be highly beneficial to help the families access information while on the move and in their new home. Families relocating to other PoCs where a BBTT project or another Internews Humanitarian Information Service operated were encouraged to register with that project on their arrival to ensure continued access to humanitarian information. |
| Before the distribution could begin, 190 radios were unfortunately stolen from the warehouse where they were being stored. | The radios had spent several months in a storage facility waiting for the distribution to begin. Despite the secure nature of the facility, delays in the distribution provided an opportunity for theft. It is recommended that future distributions ensure that thorough plans are in place to begin distribution as soon as possible after the delivery of the stock. |

► Advice & Recommendations

Given the ongoing conflict and mass displacement in the country, information needs will continue to grow. As such, Nile FM anticipates an ongoing need for radio distributions to support its objectives. Thus far, consultations with the community and listener surveys of the Malakal Listening Groups have shown an increase in the amount and quality of feedback being provided to the station and passed on to the humanitarian community. These processes have helped IDPs see themselves not just as mere recipients of aid, but as active participants in their recovery and transition to normal life.

“I regularly meet Anter Stephen [vulnerable people’s program producer of Nile FM] and tell him about our needs. In one of our listening group meetings, I raised that people affected by the fighting and elders need wheelchairs. The same day, I heard on Nile FM UNHCR and HDC respond to say they might bring some wheelchairs to the POC. I was extremely excited to have this response after only a few months.”

- 67 year old Nile FM Listening Group member

Below are key recommendations for future radio distributions:

- *Accountability:* Radio distributions are an opportunity to empower beneficiaries to influence and participate in all areas of an intervention including during planning, assessment, distribution, monitoring and evaluation phases. This should also be the case when planning future radio distributions. Increased community influence and active participation in the planning, distribution and assessment of any future radio distributions is strongly recommended. Future distribution planning could consider forming a “Radio Distribution Advisory Board” made up of community members, or allowing community members to actively monitor the process in other ways. This increased participation would ensure the community better understands the reasons behind the selection of radio and process to determine beneficiaries. This increased community ownership of the project should work to reduce any tension, or misunderstanding of the project aims. Ultimately, any work that builds greater bonds between the community and the radio station will work to benefit Nile FM in the long term.
- *Behavior change:* Nile FM is playing an important role in targeted community messaging for behavior change. Future radio distribution teams should work closely with NGO partners to engage and encourage them to take better advantage of this opportunity as well as request that partners include the contribution of Nile FM in their campaign M&E assessments. For example, future distribution teams should consider selecting radios with memory storage capability (USB or SD card). Nile FM can then work with partners to pre-load useful and actionable information that can be accessed when needed, outside broadcast times or if the IDP relocates.
- *Fairness issues:* There were instances of double counting of beneficiaries and some IDPs receiving more than one radio, while others were left out. Some of these issues were due to a small population shift from the PoC to Malakal town. This oversight caused tension in the relationship with the community and community leaders. While not all population movements can be anticipated (such as the sudden movement of the Dinka population outside of the PoC following tensions in early 2016) Internews/Nile FM should better coordinate with the community and clusters to adequately anticipate any planned relocations and movement of IDPs.

- *Coordination with NFI cluster:* To ensure adequate and fair distribution of radio sets in the future, it would be ideal to work closely with the NFI cluster at all levels. The cluster has well-developed tracking and distribution mechanisms that are largely based on IOM's DTM figures. This will ensure fair and adequate distribution based on household economic situations, gender balance and settlement patterns.
- *Impact level indicators:* Anecdotally, these radio distributions have had a significant impact on the community as well as media sector development in the country. Development of a mechanism to track the initial, medium and long-term benefits of this increased access to information in the community in relation to behavior change, social attitudes and influence on decision making more broadly would be beneficial. In tandem, there is also a need to engage and consolidate the impact indicators/longer term results of other NGOs benefiting from the services of Nile FM.

"After the fire incident, I thought I lost two of my daughters. For three nights, I was not able to sleep. I do not know what to do and I was not aware how to find them. My neighbors were listening to Nile FM and they told me that I could talk to INTERSOS [lost children desk]. I found them. I thought all radio stations talk about politics and I hate them. Now I am listening to Nile FM regularly. They don't talk politics but they talk about us."

- A mother from Sector 3, PoC

A trader in the new PoC receives a radio on behalf of his group. Traders are an integral part of the Malakal PoC, and they have formed listening groups to provide ongoing feedback to Nile FM.



About Internews

Internews is an international non-profit organization whose mission is to empower local media worldwide to give people the news and information they need, the ability to connect and the means to make their voices heard.

Internews provides communities the resources to produce local news and information with integrity and independence. With global expertise and reach, Internews trains both media professionals and citizen journalists, introduces innovative media solutions, increases coverage of vital issues and helps establish policies needed for open access to information.

Internews operates internationally, with administrative centers in California, Washington DC, and London, as well as regional hubs in Bangkok and Nairobi. Formed in 1982, Internews has worked in more than 90 countries, and currently has offices in Africa, Asia, Europe, the Middle East, Latin America and North America.

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