Presentation of the
UNESCO Media Development Indicators and its application in South Sudan
1. **What role for the media in a democratic society?**

- The media makes an important contribution to the creation and sustaining of functioning democracies;

- The media has the potential to serve as a catalyst for human development;

- Free, independent and pluralistic media empower citizens with information that enables them to make informed choices and actively participate in democratic processes;

- The media can help enhance transparency and accountability, by facilitating dialogue between decision-makers and the rest of society and by exposing abuse of power;

- The media plays a crucial role in improving the public’s understanding of current or emerging issues, events, priorities, and policy pronouncements and options.
II. Why Media development Indicators?

• What conditions are necessary to take full advantage of the democratic potential of the media and enhance their contribution to development?

• What policies should be elaborated to take full advantage of the democratic potential of the media and enhance their contribution to development?

• How should media development assistance be targeted?
III. What is the content of the Media Development Indicators?

• Five principal media development categories;

• Each category is sub-divided into a number of issues;

• For each category, the context and main issues are briefly outlined;

• Under each category a range of key indicators are given;

• For each indicator, various means of verification are suggested;

• For each category, a guide to data sources available at an international level is offered.
IV. What is the scope of the Media Development Indicators research in South Sudan?

- Juba
- Malakal
- Wau
- Rumbek
- Bor
- Torit
V. Five principal media development categories

- **CATEGORY 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media:** Existence of a legal, policy and regulatory framework which protects and promotes freedom of expression and information, based on international best practice standards and developed in participation with civil society.

- **CATEGORY 2: Plurality and diversity of media, a level economic playing field and transparency of ownership:**
The state actively promotes the development of the media sector in a manner which prevents undue concentration and ensures plurality and transparency of ownership and content across public, private and community media.

- **CATEGORY 3: Media as a platform for democratic discourse:** the media, within a prevailing climate of self-regulation and respect for the journalistic profession, reflects and represents the diversity of views and interests in society, including those of marginalized groups. There is a high level of information and media literacy.

- **CATEGORY 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity:** media workers have access to professional training and development, both vocational and academic, at all stages of their career, and the media sector as a whole is both monitored and supported by professional associations and civil society organizations.

- **CATEGORY 5: Infrastructural capacity is sufficient to support independent and pluralistic media:** the media sector is characterized by high or rising levels of public access, including among marginalized groups, and efficient use of technology to gather and distribute news and information, appropriate to the local context.
VI. Preliminary findings per category

CATEGORY 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media:

- The endorsement of the Media Bills are recent and needs to be implemented with accompanying policies;
- The overall principles of the bills lay the basis for a plural media landscape where freedom of expression is respected and access to information as well as the rights and duties of all stakeholders are described;
- Articles leave sometimes space for interpretation as the implementation and monitoring are not in detail formulated.
VI. Preliminary findings per category

CATEGORY 2: plurality and diversity of media, a level economic playing field and transparency of ownership:

• The 2009 media bills show a willingness from the government to stimulate a fair competition of the media industry and national ownership in the media sector is important;

• Although there is no discrimination in the allocation of frequencies and the registration process, the government does not actively take positive measures to support community print and broadcast media;

• The media functions in a harsh economic environment and special measures are necessary to stimulate a plural and diverse media landscape.
VI. Preliminary findings per category

CATEGORY 3: media as a platform for democratic discourse:

- The government, the international donor community and civil society organizations play an important role in building the capacity of young journalists and providing quality content for radio stations can as well.

- The national private media can needs to diversify, build the trust among public and audience and become more professional.

- The national private media needs to decentralize in covering all of South Sudan and not only in Juba.
VI. Preliminary findings per category

CATEGORY 4: professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity:

• Long term training programmes are necessary in reinforcing journalism education institutions and journalism training institutions in a variety of fields including journalism ethics, foundation of journalism and media management;

• Building the capacity of the media includes capacity development of a media friendly environment, the protection of journalists and advocacy for media diversity through platforms such as the South Sudan Media Working Group;

• The South Sudanese civil society needs to better engage with the media sector to engage in the promotion of good governance.
VI. Preliminary findings per category

CATEGORY 5: infrastructural capacity is sufficient to support independent and pluralistic media:

- The infrastructure in which media houses operate in South Sudan are dramatically poor, including roads, electricity provision and access to information and communication technologies;

- The majority of people from South Sudan have access to mobile phones and to certain extent to radio, but not to newspapers, television and internet;

- There is a significant rural-urban division in terms of access to media and telecommunications.
VI. Conclusion

- The Media Development Assessment of South Sudan is being finalized and will be available in July 2013;

- The Media Development Assessment of South Sudan will be an important tool for the South Sudan Media Working Group in carrying out its work;

- The Media Development Assessment of South Sudan will also inform the implementation of the UN Plan of Action for Safety of Journalists and the issue of impunity.