

Promoting Sustainability of Independent Media  
through Research

Development Alternatives, Inc (DAI)  
Asmaa Society for Development

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## Project Description & Justification:

The Comprehensive Peace Agreement (CPA) state firmly the need for fundamental freedom. Freedom of expression and consequently press freedom are invaluable for Sudan's transitional and post transitional period. Since the signing of CPA marginal press freedom was witnessed in Khartoum-based newspapers and magazines. Most of the issued newspapers & magazines were semi-independent and they were supported by the government either financially or politically.

Regarding circulation and distribution, the only available document for newspapers circulations and distribution is The National Press Council report of 2005. The report, the first of its kind, had faced a lot of criticism. Publishers and journalists criticized the report methodology, data collecting methods, information sources and the findings as inaccurate. Some newspapers accused the council of being biased and unfair by underestimating them deliberately, while overestimating other papers. It was widely rejected by the press community, but it is still the only available document.

There is a large knowledge gap regarding the nature of current status of newspaper readership in Sudan, this research beside circulation and distribution investigate on readership of newspapers, the characteristics of newspapers readers, the way they read newspapers, either buying, renting or subscription, their favorable papers and writers, their evaluation to the situation of the papers regarding design, professionalism and content, topics discussed are they addressing public opinion or not and investigating their ideas on independent and free newspapers. This research is supposed to fill this gap.

## Objectives of the research:

- 1- Characteristics of newspapers readership in Sudan.
- 2- Identify the papers which have the highest readership and why;
- 3- Identify the most free and independent newspapers;
- 4- Identify the most popular writers/editors and the reason for their popularity;
- 5- Identify topics and themes missing from newspapers;

- 6- Identify whether newspapers justly reflect public opinion ;
- 7- Identify whether themes addressed are relevant to the papers readership;
- 8- Identify readers expectations and the problems faced by publishers, distributors, owners and journalists.

## Historical Background of the Press in Sudan

Most of Sudanese press historian agree that the real date for the emergence of the press in Sudan is 1903, When, Shahin Mekarios and Faris Nimir, the owner of Almugatam Publishing House in Egypt, came to Khartoum and published (Al-Sudan) as the first newspaper in Sudan. But the paper was not a Sudanese, since the owner, publisher, editor and targeted readers are not Sudanese. After that another foreign paper (Sudan Herald) appeared. It was published in English with Arabic supplementary named (Rayed Al Sudan). So, Sudan waited until 1918 when the first Sudanese paper (Hadarat Al Sudan) appeared through Sudanese investment and Sudanese Editor (Hussein Sheriff) to Sudanese readers.

Many political papers, literal and cultural magazines started publication by that time. Years later in 1930 the British authority introduces the first press law in Sudan to regulate mass organization and trade union's press that flooded the country. The Sudanese press played a vital role in the national movement towards independence and self determination. It was the only available platform for political parties and national figures to address Sudanese people. Most of the National movement leaders worked in part of their lives in the press or related fields.

The press in Sudan has seen different ups and downs. Like any other aspect of life it was affected by the disturbances and political unrest. The country kept swinging between civil democratic regime and military dictatorship. So the press flourished during democratic era and had bad times under the three dictatorships ( General Abboud 1958 – 1964, Marshal Nimiri 1969 – 1985, Marshal Albashier 1989 - ?). It had suffered different types of harassments and suppression under these regimes.

During General Ibrahim Abboud regime, the government imposes harsh censorship on the press. Many newspapers had been closed or ordered to seize publication for different periods. In order to control information sources more over, they published a daily

newspaper (Al Thawra) from the Ministry of Information (Labour and social Affairs at that time). When Marshal Nimiri took over (May 25, 1969) that step was not enough to his regime. The government nationalized all publishing houses, newspapers and magazines. Ownership of all press institutions was transferred to the ruling party, the Sudanese Socialist Union. All editors and senior positions were appointed by the government which provided them with editorial policies and financial support. Private ownership was not allowed until early eighties when a new press law was introduced to allow private sport, social and arts newspaper. This was the situation till the down fall of the regime through popular uprising in April 6, 1985.

Under the transitional government that succeeded Nimiri regime the door was opened widely to all different types of ownership and free press. Independent and political parties, social and sport papers were issued during the short democratic period (1985 – 1989). The country lived a rich full experience with reappearing of old newspapers , like Al Ayyam, Al Telegraph, Al Midan and Al Umma, and launching new ones like Al Khartoum, Al Siasa, Al Osbou, Al Jarida ...etc.

On June 30 1989 the new military junta took over. One of their first decrees on the first day was the closure of all newspapers. The government launched its own newspaper. Private and independent press was banned. This period had seen the biggest mass immigration of Sudanese Journalists. Most of experienced journalists fled the country to the rich Gulf States, Europe and the United States. The other phenomenon at that period was the number of Sudanese Newspapers abroad. It took the regime more than 6 years to issue the first press law. Only two newspapers were launched in 1995, but with the slow progress in the political situation and it's reflect on laws and regulations, more papers were encouraged to re-emerge.

## **Current Situation**

The media environment in still Sudan is dominated by fear and uncertainty. The official press censorship by security agents has stopped since July 2005, the date of signing the Interim Constitution. Journalists and media professional felt the change that occurred since that date, but there are still some problems to be solved as the following:

- Security forces can impose censorship at anytime, as they did during the slaughter of the journalist Mohamed Taha Mohamed Ahmed of Al Wifag newspaper (September 2006).
- They can also close any publication and arrest and detain any journalist.
- Self censorship has become a norm in the last 16 years and will not disappear easily.
- Lack of sufficient professionalism and quality training for journalists that enable them to play their role in the society.
- Restrictive regulations in the press law and other laws that govern the media in Sudan like the National Security law, The Criminal Law...etc.

The situation in South Sudan is similar though not identical.

### **There are now 17 Arabic dailies newspapers:**

**Four** are regarded as highly independent: Al Ayyam, Al Adwa, Al Sudani, Al Sahafa

**Eight** Pro government: Al Ray Alaam, Akhbar Al Youm, Alwan, Al Wifag, Akhir Lahza, Al Watan, Al Sharie Al Siasi, Al Hayat.

**Three** pro DUP factions that support close relation with the National Congress: Al-Khartoum, Al Khabar, Al Wihda

**One** pro The Popular Congress: Ray Al Shaab

**One** pro The Just Peace Forum: Al Intibaha

### **5 English dailies:**

**Two** regarded as Independent: Khartoum Monitor, Juba Post

**Two** pro factions in the SPLM/A: Citizen, Sudan Tribune

**One** pro government: Sudan Vision

### **Economic**

**One** Economic weekly: Eilaf

### **7 Sport dailies**

Goal, Soccer, Al Kora, Almushahid, Al Sada, Al Miriekh, Al Captain.

### **6 Social (Popular) papers:**

Al Dar, Fatati, Galb Al Sharie, Nabd Al Caricatere, Al Awaiel, Al Nas Wa Al Hayat

## Methodology

The research was carried in two phases:

### **Phase one:**

In our effort to trace circulation and distribution of newspapers, four surveyors were assigned to collect the data. We had used different methods to collect data from newspapers, distribution and printing houses as stated below:

- We requested official information from newspapers, by circulating small questionnaire.
- Obtain unofficial information through personal contacts.
- The printing houses and distribution companies refuse to avail the real numbers saying It's customers' secrets that should be kept confidential.

We had come to these conclusions:

- The NPC report is rejected by press community mainly because the NPC was regarded as governmental body so not independent, it favors and overestimates pro government newspaper and underestimate, deliberately others. They regard the report as biased.
- Subscription of government ministries, different armed forces, National Congress and its subsidiaries highly affect distribution of newspapers in Sudan.
- Government advertisement packs certain newspapers and gave them life.
- There are big differences between figures given by NPC report, and those given to us by newspapers editors and managers.
- We use all available information to estimate circulation figures. Here are comparison tables reflecting all these information:

**Arabic Dailies Dec. 2006**

Newspaper	NPC Figures	Newspapers own Figures	Estimated Figures
AkhbarAl Youm	32,904	-----	20,000 – 25,000 *
Al Sahafa	25,664	28,000	20,000- 25,000
Al Ray Alaam	22,733	-----	15,000 - 20,000 *
Al Khartoum	19,064	14,000	4,000 – 5,000
Al Watan	18,713	-----	10,000 -15,000
Al Ayaam	12,227	13,000	12,000 – 13,000
Alwan	9,304	-----	5,000 – 10,000 *
Al Wifag	7,260	47,000	10,000 – 15,000
Al Hayat	5,485	12,000	3,000 – 4,000 *
Al Adwaa	1,604	7,000	2,000 -3,000
Al sharie Al Siasi	1,507	12,000	1,500 – 2,000
Al Sudani	-----	-----	25,000 – 30,000
Akhir Lahza	-----	25,500	15,000 – 20,000 *
Al Intibaha	-----	11,000	5,000 – 10,000
Ray Al Shaab	-----	19,000	5,000 – 10,000
Al Wihda	-----	11,000	1,500 – 2,000
Al Khabar	-----	2,000	1,500 – 2,000

## English Papers Dec. 2006

Newspaper	NPC Figures	Newspapers own Figures	Estimated Figures
Khartoum Monitor	2,572	-----	2,000 – 3,000
Sudan Vision	2,735	3,450	3,000 – 4,000 *
Citizen	-----	5,000	2,000 – 3,000
Sudan Tribune	-----	-----	2,000 – 3,000
Juba Post	-----	-----	-----

- The remarks shown on the table reflects high government subscription.
- **Notes**
  - The NPC report does not include more than 8 papers started publication in 2006
  - Some newspapers refuse to co-operate with us and did not submit back our questionnaire papers
  - No information available about Juba Post
  - Our estimated figures based upon small market survey and some unofficial and personal contacts.

### **Stage two:**

This study was based on the estimation that Khartoum receives 90,000 daily political newspapers which amounts to 70% from daily political newspapers distributed in Sudan. A sample of 5% which amounts to 4,500 readers of newspapers in Khartoum state was targeted by this study.

A multi stage Clustor sampling techniques was followed to choose the respondents. A questionnaire was distributed to 4500 respondents in Khartoum state. The plan of the survey was stated as follows:

- 1- 1000 targeting employed citizens, 400 from government employees, 500 from the private sector employees, 100 from non-governmental organizations employees (mainly to target English papers readers), the survey will be conducted at work places between 08:00 to 3:00.
- 2- 3000 to be distributed geographically, 50% in Khartoum, 30% in Omdurman, 20% in Khartoum North (Bahri). This group will be reached at their homes, at the streets or at newspapers sales points at the evening.
- 3- 500 will target special group of seniors who were mainly retired or unemployed and historically avid readers, this group will be reached at sales point in the morning.

We start implementation by formulating the administering body we nominate two coordinators, two assistants and three supervisors to be responsible for the team.

Regarding phase two the following steps were taken:

**Questionnaire:** we take care that the questions should be simple and direct and related to the objectives of the project, and not exceeding 20 questions because it will be hard for both surveyor and respondents although we put some open questions, because we find it the only way to have more information about the alternatives of the newspapers readers. Then after that the questionnaire was designed. A pilot survey for 15 respondents was taken and automatically the questions were modified, the latest form of the questionnaire will be found in annex no. (1).

**Team of survey:** 44 surveyors mostly university students and fresh graduates were chosen. Orientation sessions were held for the team, it covers project objectives, questionnaire, the type of questions, expected answers, expected problems with the questionnaire and the respondents.

### **Activities:**

-In order to fix each group we asked the surveyors bout their preferences on which group they want to join and we register their phone numbers and preferences. We held a meeting to fix the final distribution of the team into the 3 categories mentioned earlier.

-We discussed detailed plan of distribution with supervisors and assistants by dividing each city into clusters and we listed different residential areas in each cluster and then by random selection we choose the targeted areas.

- For working places we divide it as follows: government and private then inside them we list ministries, banks universities, institutions, corporations, factories, medical facilities, education facilities, then allocation for each surveyor was made.

- Then we complete photocopying of the questionnaire and we prepare letters from Asmaa society addressing objectives of the research and appealing to the respondents to answer questionnaire and mentioning the name of the candidate who will carry the questionnaire.

- We call the team of surveyors for another meeting. Each group met with its supervisor. Their plans to monitor the work were as follows:

- They set their final detailed plan of distribution.
- After setting places to be surveyed, selection of respondents is random.
- They decided to meet daily to deliver the filled questionnaire and receive the questionnaire of the coming day.
- They agreed to discuss daily success and failure of the project and report on the progress of work by filling the form of evaluation.
- Survey for geographical area starting 3 O'clock in the evening.
- Survey for work places start 9:00 in the morning to 3:00 evening.
- Precautions were taken for ladies surveying geographical areas, each two to do the work together to avoid any unexpected actions because the work is done at the evening.

The work was carried as follows:

**Geographical areas:**

**Khartoum**

Divided to 5 areas:

1-South East Khartoum: Algerif, Ferdos, Alzhari, Soba

2-East Khartoum: Almanshia, Buri, Nasir, Alriaydh, Altaif, Garden city.

3-Central Kht. (1):Alamarat, Aldeim, alsagana, Extention 3<sup>rd</sup>.

4-Central Kht. (2):Arkwit, Alsahafat, Gabra.

5-South West: Alshagara, Abu Adam, Alkalaklat.

-Khartoum is covered by 10 surveyors, each area covered by 2 surveyors.

- Each surveyor distributed 15 questionnaires per day for 10 days.

- A total of 1500 questionnaire was covered in this area.

### **Omdurman:**

Divided as follows:

1- Althawrat, Madinat Alniel

2- Old Omdurman

3- Banat, Almorda, Almohandiseen, Alfitiyhab

4- Umbada

- 9 surveyors to cover the whole area, for 10 days.

- The plan of this group is different from Khartoum, the nine surveyors divided into three groups to cover the first three areas mentioned above, then after that all the team cover Umbada area together.

- 900 questionnaires were distributed in the whole area.

### **Khartoum North (Bahri):**

Divided as follows:

1- Old Bahari.

2- Halfaya, Shambat, Darowshab.

3- Safia, Kober, Haj yousif.

- 6 surveyors covered this area, for 10 days.

- Total of 600 questionnaires were distributed.

### **Work Places & Special Groups:**

We decided to join the two categories employees from work places in which we should cover 1000 employees and the third category special groups or senior citizens in which

we target 500 from special groups mainly retired, as they were covered in the morning time, plus some of the retired were found in governmental places which are managing retired employees concerns. 15 surveyors were assigned to reach 1500 respondent in both categories.

Regarding the 1000 questionnaire targeting employed citizens:

- 400 from government in which we had covered: ministries, corporations, universities, health facilities, educational facilities, military forces.
- In the private sector we had covered 500 in: companies, factories, banks, schools, health facilities, universities, small workshops and owners of shops.
- Also we target 100 from non-governmental organizations in which we target those who are interested in English newspapers, we had covered UN agencies, international organizations, local NGO's.

For the special group we covered the following:

- 500 senior citizens who are mostly retired and other special groups like taxi drivers, students were targeted at Pensions Administration, social insurance, newspapers sales points inside living areas, taxi and other means of transport drivers, students.
- Detailed lists to cover each category were prepared, every day allocation is made for each surveyor to cover certain areas, and then by the end of the day a meeting was held for evaluation.

Remarks regarding survey:

- Impressions of respondents towards survey were different, some regard it as good to express themselves and express their ideas towards an important issue and they were eager to see the results of the study.
- Others were afraid that it was governmental and either they refused to fill or they fill it with fear and cautious.
- Third category had worries that survey had relation with foreign organizations also they are reluctant to fill it.
- Some were depressed and they said their ideas will mean nothing, as it will not lead to any type of change.

- A lot were depressed from political newspapers itself and they read only sports and social newspapers, so the questionnaire is not relevant for them, but some insist to fill it to fix their ideas.

The respondents reactions were different in their magnitude, some were violent others express themselves peacefully.

## **Findings & Analysis:**

### **Characteristics of Researched Group:**

#### **Age:**

The age of the researched group is mostly young, 61% age is 20 - 40, 23% is 41 - 60 and rest of the respondents 7% are over 61 and the same percentage for age less than 20 years.

#### **Gender:**

77% males, 23% females, this result needs another survey to know why women are far from newspapers readership, but I can guess most of the working women may be burdened with responsibilities, so not having enough time to read newspapers.

#### **Level of Education:**

52% graduates, 30% secondary, 11% post graduate.

#### **Profession**

31% are employees, 20% students including postgraduate students, 12% retired, 11% professionals, 11% business, around 5% for housewives, workers and unemployed.

## Frequencies

### Statistics

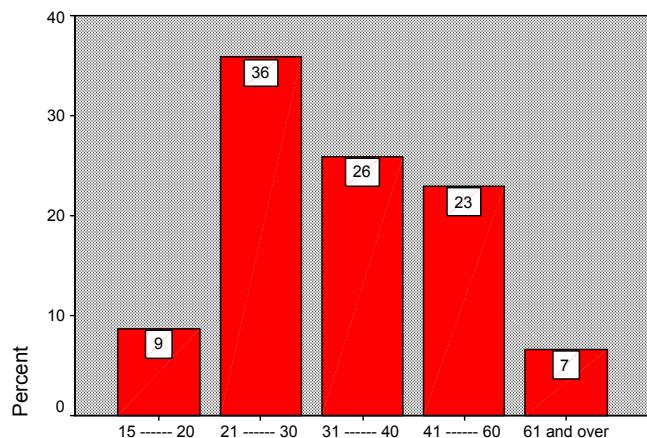
age

N	Valid	4005
	Missing	0

age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15 ----- 20	349	8.7	8.7	8.7
21 ----- 30	1436	35.9	35.9	44.6
31 ----- 40	1037	25.9	25.9	70.5
41 ----- 60	918	22.9	22.9	93.4
61 and over	265	6.6	6.6	100.0
Total	4005	100.0	100.0	

age



age

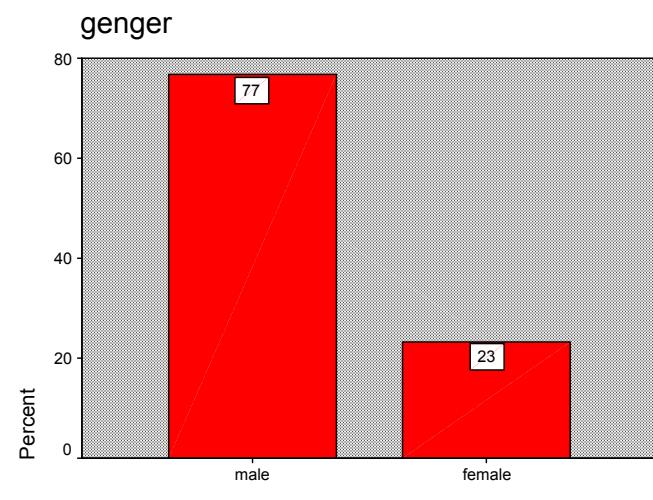
## Frequencies

### Statistics

genger	
N	Valid
	4005
	0

genger

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	3071	76.7	76.7	76.7
female	934	23.3	23.3	100.0
Total	4005	100.0	100.0	



## Frequencies

### Statistics

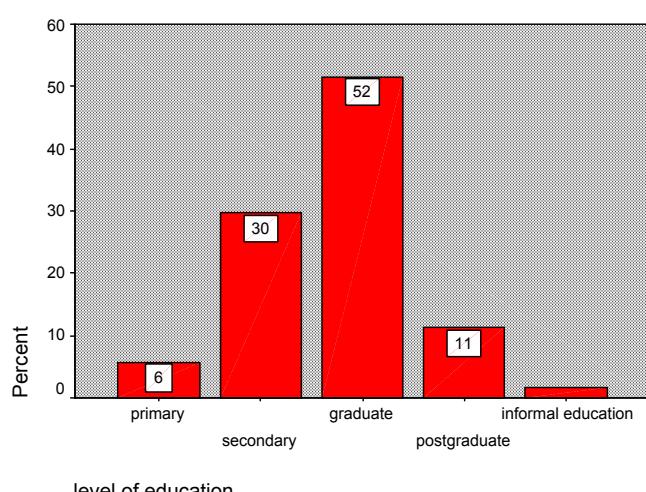
level of education

N	Valid	4005
	Missing	0

level of education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	primary	228	5.7	5.7	5.7
	secondary	1189	29.7	29.7	35.4
	graduate	2066	51.6	51.6	87.0
	postgraduate	452	11.3	11.3	98.3
	informal education	70	1.7	1.7	100.0
	Total	4005	100.0	100.0	

level of education



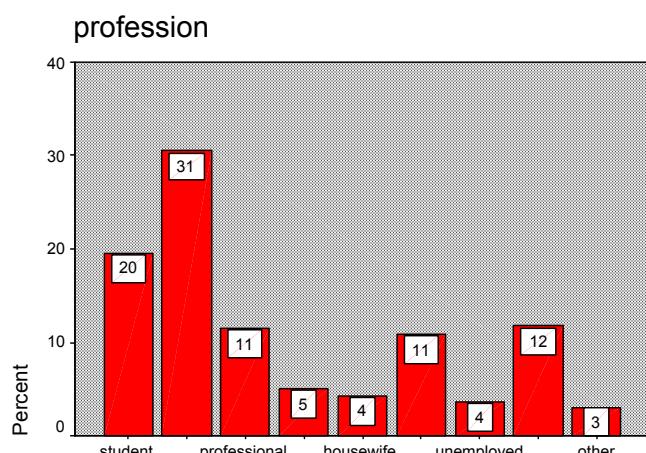
## Frequencies

profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	783	19.6	19.6	19.6
	employee	1222	30.5	30.5	50.1
	professional	460	11.5	11.5	61.5
	worker	201	5.0	5.0	66.6
	housewife	172	4.3	4.3	70.9
	business	435	10.9	10.9	81.7
	unemployed	144	3.6	3.6	85.3
	retired	471	11.8	11.8	97.1
	other	117	2.9	2.9	
	Total	4005	100.0	100.0	

Statistics

profession		
N	Valid	4005
	Missing	0



profession

## Characteristics of Newspapers Readership:

### **Type of readership:**

We asked respondents, are they regular or irregular readers? 53% are regular readers. The rest are irregular readers. We asked them why they are not regular in reading newspapers, 22% of them didn't find anything new in it, 21% explain that papers didn't reflect their interests, and 19% are incapable financially to buy them but many others justify irregularity due to other difficulties, time may be the most common reason.

We asked respondents about the way they get newspapers, 65% buy them, 19% subscription by the institutions they work on, 16% either read others newspapers or rent them.

We go deep in institution subscription, we asked the respondents who had subscription, did they get their favorable newspapers, 34% didn't get their favorite newspapers. This means that around 6% to 7 % of the total distributed newspapers in Sudan were just distributed to readers and were not favored or were not the best choice of their readers, because they were determined by the leaders or managers of the institutions.

## Frequencies

### Statistics

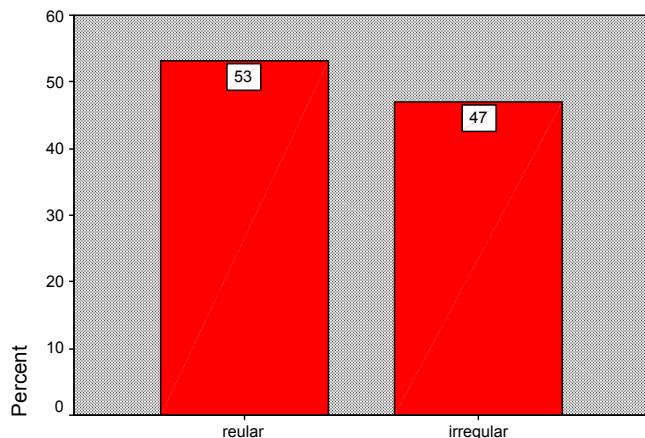
do you read newspapers

N	Valid	4005
	Missing	0

do you read newspapers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid regular	2125	53.1	53.1	53.1
irregular	1880	46.9	46.9	100.0
Total	4005	100.0	100.0	

do you read newspapers



do you read newspapers

## Descriptives

### Descriptive Statistics

	N	Range	Minimum	Maximum	Mean		Std.
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
no of newspapers that you read daily	3912	19.00	.00	19.00	2.3034	.0289	1.80915
Valid N (listwise)	3912						

## Frequencies

### Statistics

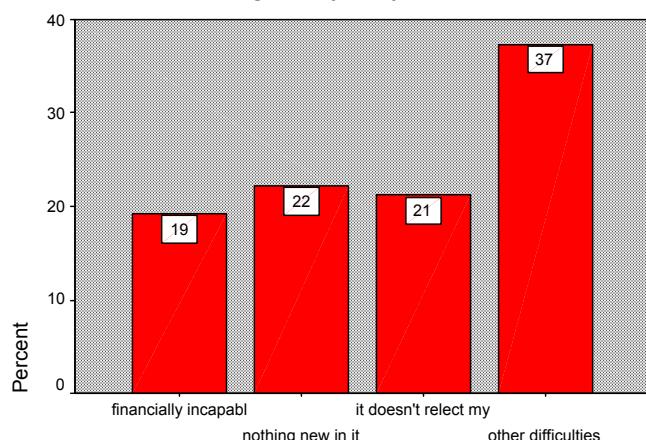
in case of irregularity why

N	Valid	1937
	Missing	0

in case of irregularity why

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	financially incapable	372	19.2	19.2	19.2
	nothing new in it	430	22.2	22.2	41.4
	it doesn't reflect my interest	411	21.2	21.2	62.6
	other difficulties	724	37.4	37.4	100.0
	Total	1937	100.0	100.0	

in case of irregularity why



in case of irregularity why

## Frequencies

### Statistics

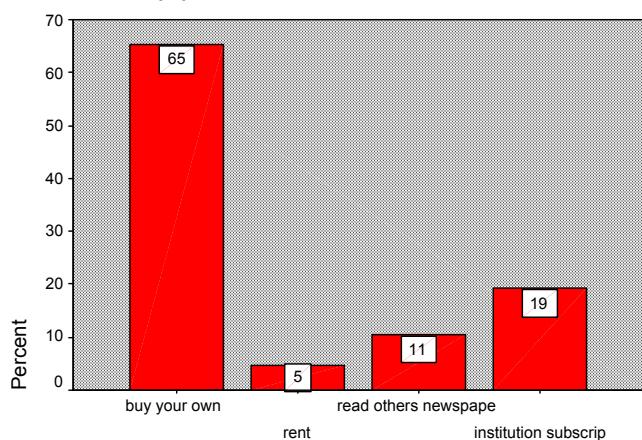
the way you read newspapers

N	Valid	4005
	Missing	0

the way you read newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	buy your own	2618	65.4	65.4	65.4
	rent	190	4.7	4.7	70.1
	read others newspapers	424	10.6	10.6	80.7
	institution subscription	773	19.3	19.3	
	Total	4005	100.0	100.0	

the way you read newspapers



the way you read newspapers

### Statistics

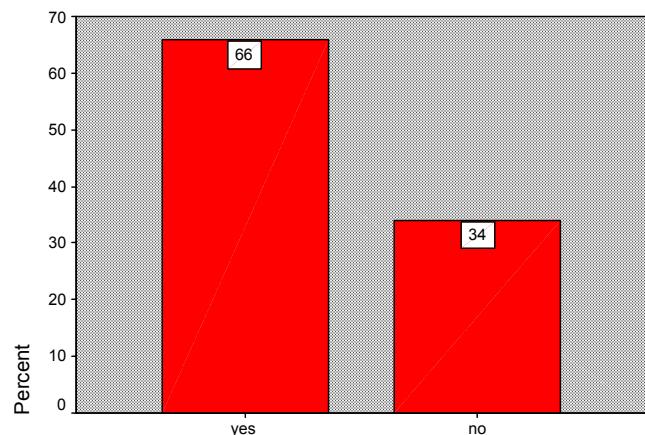
in case institution subscription did you get your favorite newspapers

N	Valid	734
	Missing	0

in case institution subscription did you get your favorite newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	484	65.9	65.9	65.9
	no	250	34.1	34.1	100.0
	Total	734	100.0	100.0	

in case institution subscription did you get you



in case institution subscription did you get your favorite newspaper

## Highest Newspapers Readership in Sudan:

### **Favorable Arabic Political Newspapers:**

21% favor Al Sudani  
21% Al Ray Alaam  
13% Alsahafa  
12% Akhbar Alyoom  
9% Alayaam  
5% for each of Alwifag, Alwtan, Alwan and Akhir Lahza.

### **Favorable English Newspapers:**

75% Khartoum Monitor  
13% Sudan Vision  
13% Khartoum Tribune.

### **Favorable social newspapers:**

90% Al dar  
10% Galb Al Sharie.

### **Favorable Sports Newspapers:**

62% Goon  
17% Alcaptain  
9% Almerikh  
8% almoshahid  
and few percentage to Aalam Alnogom and Al Abtal.

### **Analysis of Favorable Political Newspapers:**

The youngest group less than 20 years favor Akbar Alyoom , the age 21-30 alrayaam, 31-40 and 41-60 favour Alsudani, 60 and over Alayaam.

## Frequencies

### Statistics

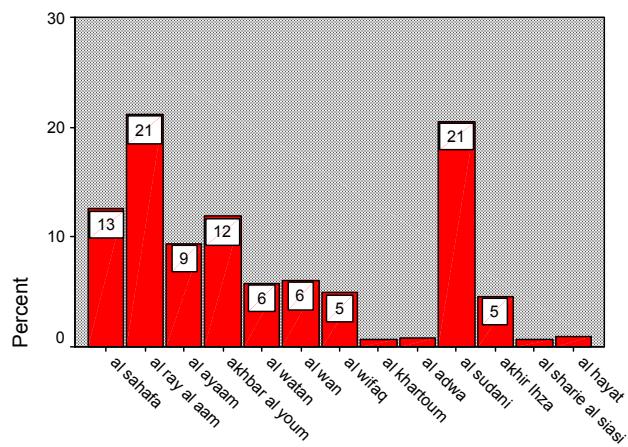
what is your favorite political newspaper

N	Valid	3492
	Missing	0

what is your favorite political newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	al sahafa	438	12.5	12.5	12.5
	al ray al aam	739	21.2	21.2	33.7
	al ayaam	329	9.4	9.4	43.1
	akhbar al youm	415	11.9	11.9	55.0
	al watan	203	5.8	5.8	60.8
	al wan	211	6.0	6.0	66.9
	al wifaq	171	4.9	4.9	71.8
	al khartoum	23	.7	.7	72.4
	al adwa	28	.8	.8	73.2
	al sudani	717	20.5	20.5	93.8
	akhir lhza	161	4.6	4.6	98.4
	al sharie al siasi	24	.7	.7	99.1
	al hayat	33	.9	.9	100.0
	Total	3492	100.0	100.0	

what is your favorite political newspaper



what is your favorite political newspaper

ما هي صحيفتك الانجليزية المفضلة what is your favorite english newspaper

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	الخرطوم مونتر	6	75.0	75.0
	سودان vision	1	12.5	87.5
	خرطوم ترفيه	1	12.5	100.0
	Total	8	100.0	100.0

ما هي صحيفتك الرياضية المفضلة what is your favorite sport newspaper

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	قون	53	61.6	61.6
	الكلبنة	15	17.4	79.1
	المريخ	8	9.3	88.4
	المشاهد	7	8.1	96.5
	عالم النجوم	2	2.3	98.8
	الابطال	1	1.2	100.0
	Total	86	100.0	100.0

### Statistics

ما هي صحيفتك الاجتماعية المفضلة what is your favorite social newspaper

N	Valid	105
	Missing	0

ما هي صحيفتك الاجتماعية المفضلة what is your favorite social newspaper

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	الدار	94	89.5	89.5
	قلب الشارع	10	9.5	99.0
	الحياة و الناس	1	1.0	100.0
	Total	105	100.0	100.0

## Most Independent or Free Newspapers:

Akhbar Alyoum retreat and Al Ayaam go steps forward. So the first ones could be ranked as:

- 1-Al Sudani
- 2-Al Ray ALaam
- 3-Al Ayaam
- 4-Alsahafa.

## Frequencies

### Statistics

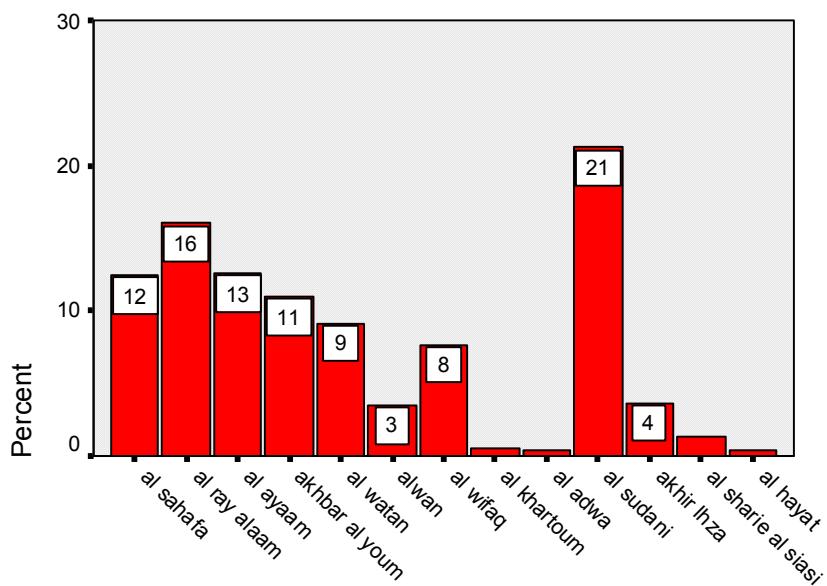
the most independent newspaper

N	Valid	2831
	Missing	0

the most independent newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	al sahafa	352	12.4	12.4	12.4
	al ray alaam	454	16.0	16.0	28.5
	al ayaam	356	12.6	12.6	41.0
	akhbar al youm	311	11.0	11.0	52.0
	al watan	259	9.1	9.1	61.2
	alwan	99	3.5	3.5	64.7
	al wifaq	218	7.7	7.7	72.4
	al khartoum	15	.5	.5	72.9
	al adwa	13	.5	.5	73.4
	al sudani	601	21.2	21.2	94.6
	akhir lhza	104	3.7	3.7	98.3
	al sharie al siasi	38	1.3	1.3	99.6
	al hayat	11	.4	.4	100.0
	Total	2831	100.0	100.0	

### the most independent newspaper



### the most independent newspaper

## Topics in newspapers:

Do Sudanese newspapers address all the issues that reflect public opinion?

Quarter of the respondents are happy, 15% say it didn't address public opinion, 60% answer to some extent, that mean they are not fully convenient about it.

## Frequencies

### Statistics

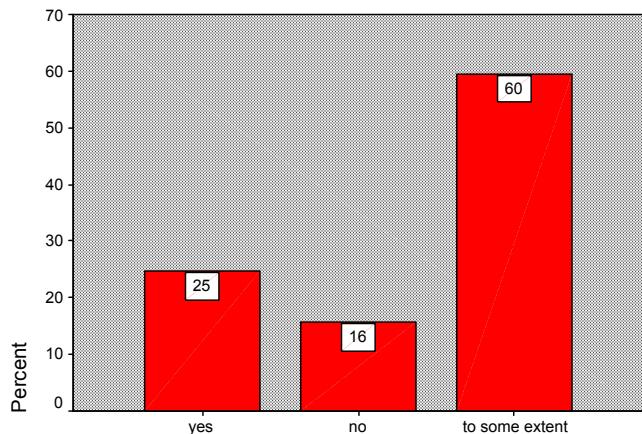
do you think sudanese newspapers address all the issues that reflect the public interest

N	Valid	4005
	Missing	0

**do you think sudanese newspapers address all the issues that reflect the public interest**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	991	24.7	24.7	24.7
	no	630	15.7	15.7	40.5
	to some extent	2384	59.5	59.5	100.0
	Total	4005	100.0	100.0	

do you think sudanese newspapers address al



do you think sudanese newspapers address all the issues that refl

Are Themes and Topics addressed in newspapers relevant to the readership in Sudan?

## Frequencies

### Statistics

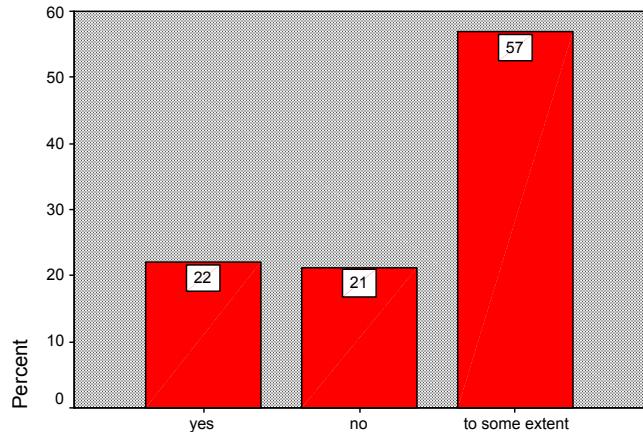
do sudanese newspapers include all topics that you need to read

N	Valid	4005
	Missing	0

do sudanese newspapers include all topics that you need to read

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	880	22.0	22.0	22.0
	no	849	21.2	21.2	43.2
	to some extent	2276	56.8	56.8	100.0
	Total	4005	100.0	100.0	

do sudanese newspapers include all topics tha



do sudanese newspapers include all topics that you need to read

## Missed Topics:

Newspapers should concentrate on people troubles, arts and culture, critical national issues, economic issues.

## Frequencies

### Statistics

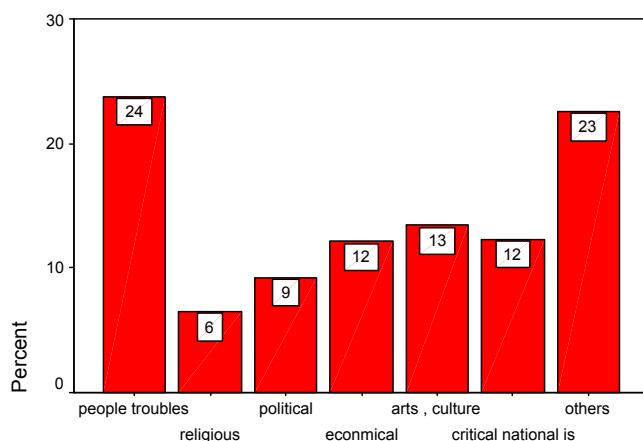
#### Topics concentrating on

N	Valid	908
	Missing	0

#### Topics cocentrating on

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	people troubles	216	23.8	23.8	23.8
	religious	59	6.5	6.5	30.3
	political	84	9.3	9.3	39.5
	economical	110	12.1	12.1	51.7
	arts , culture	122	13.4	13.4	65.1
	critical national issues	112	12.3	12.3	77.4
	others	205	22.6	22.6	100.0
	Total	908	100.0	100.0	

#### Topics cocentrating on



#### Topics cocentrating on

## **Writers Preference:**

71% have favorable writers. Half of the respondents said that they prefer those writers because they raise very important issues. 14% said their way of writing attract them. Another 14% favor those writers because they are positive, have stand and not yielding, 8% favor some writers because they think the writers share with them the same political stand.

### **Favorable Writers:**

The number of writers include daily column writers, irregular writers, writers of researches and investigation pages ..etc. The total number approached 240 .The following writers were the most preferred:

**17% Osman Mirghani**

**16% Alboni**

**12% Alsarag**

**8% Hussain Khogali**

**8% Mohamed Taha**

**6% Mahgoub Moh Salih**

**6% Amal Abaas**

**5% Ahmed Albalal**

**23% Favor the other writers**

## Frequencies

### Statistics

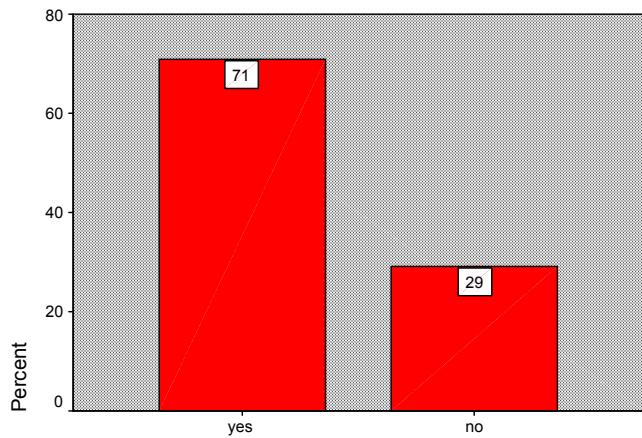
do you have favorable writers or journalists

N	Valid	4005
	Missing	0

do you have favorable writers or journalists

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	2839	70.9	70.9	70.9
no	1166	29.1	29.1	100.0
Total	4005	100.0	100.0	

do you have favorable writers or journalists



do you have favorable writers or journalists

## Frequencies

### Statistics

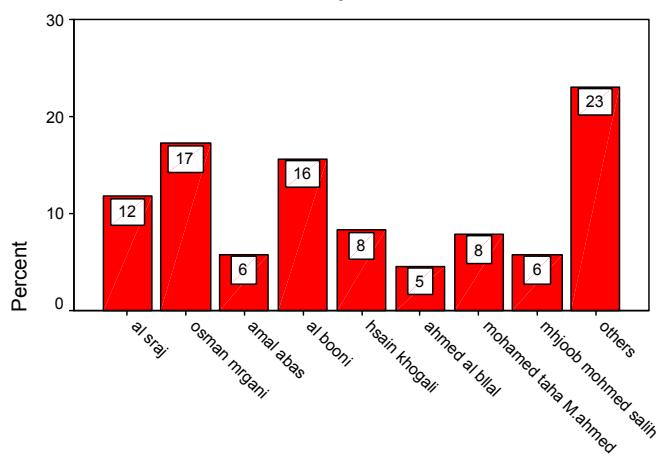
Favorable writers or journalists

N	Valid	2379
	Missing	0

Favorable writers or journalists

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	al sraj	280	11.8	11.8	11.8
	osman mrgani	410	17.2	17.2	29.0
	amal abas	137	5.8	5.8	34.8
	al booni	373	15.7	15.7	50.4
	hsain khogali	197	8.3	8.3	58.7
	ahmed al bllal	109	4.6	4.6	63.3
	mohamed taha M.ahmed	187	7.9	7.9	71.2
	mhjoob mohmed salih	137	5.8	5.8	76.9
	others	549	23.1	23.1	100.0
	Total	2379	100.0	100.0	

Favorable writers or journalists



Favorable writers or journalists

## Frequencies

### Statistics

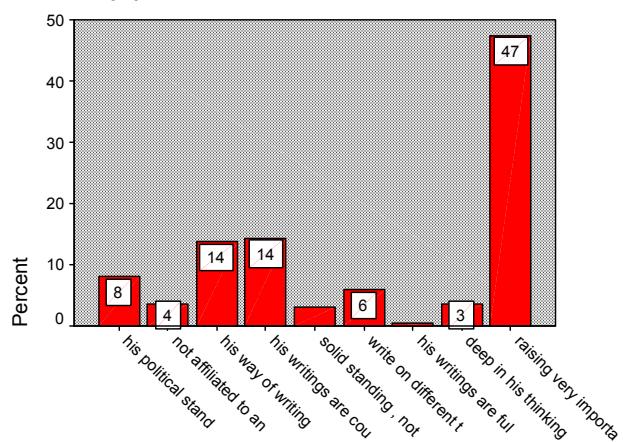
why you prefer them

N	Valid	2575
	Missing	0

why you prefer them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	his political stand is the same as yours	207	8.0	8.0	8.0
	not affiliated to any political party	91	3.5	3.5	11.6
	his way of writing	353	13.7	13.7	25.3
	his writings are courageous and daring	368	14.3	14.3	39.6
	solid standing , not soft or yielding	80	3.1	3.1	42.7
	write on different topics	151	5.9	5.9	48.5
	his writings are full of fun	15	.6	.6	49.1
	deep in his thinking and writing	90	3.5	3.5	52.6
	raising very important issues	1220	47.4	47.4	100.0
	Total	2575	100.0	100.0	

why you prefer them

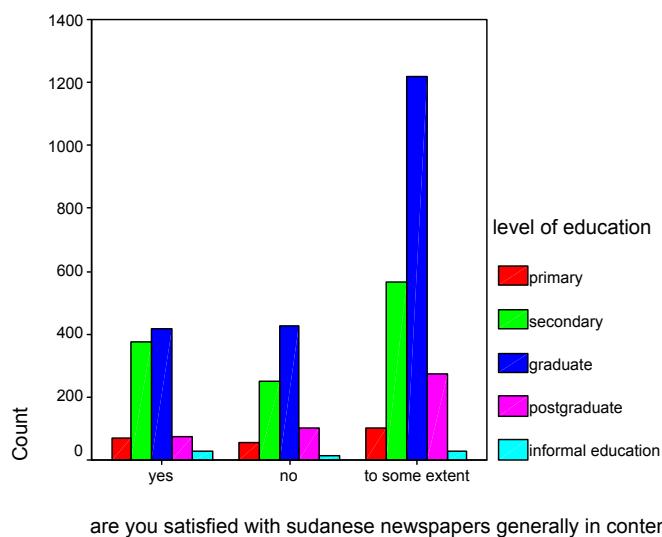


why you prefer them

## General Remarks

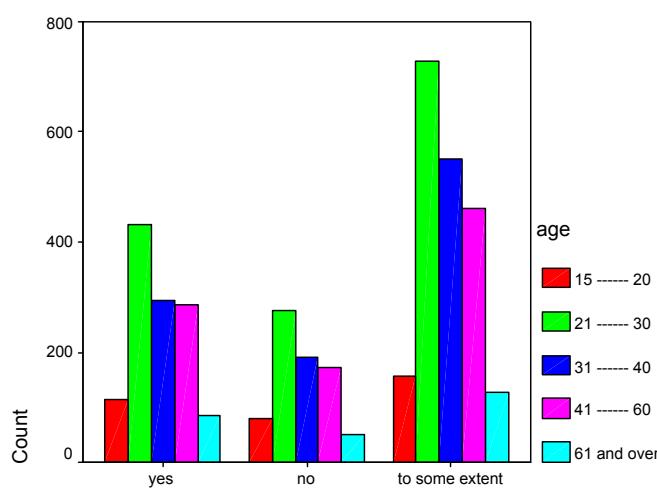
Satisfaction with newspapers regarding content, professional standards, printing and editing ranges between 24-30 %, dissatisfaction ranges between 19-24%, while those who give an in between answer ranges between 46-55%.

### Satisfaction with newspapers generally in content?



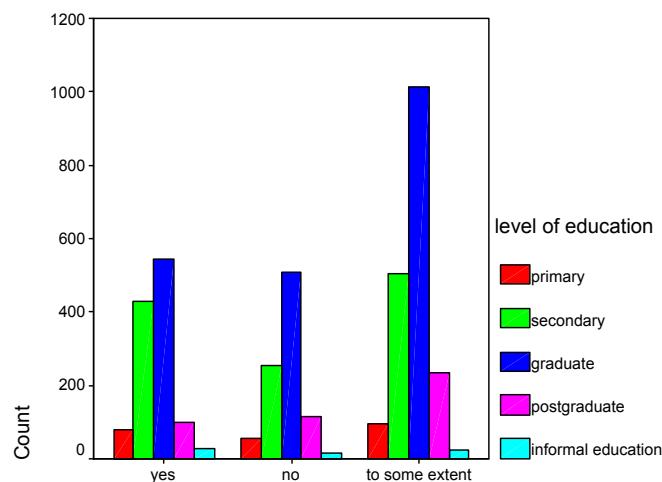
are you satisfied with sudanese newspapers generally in content

### Satisfaction with newspapers generally in profession?



are you satisfied with sudanese newspapers generally in profession

## Satisfaction with newspapers generally on printing and editing



are you satisfied with sudanese newspapers generally in printing

## Recommendations given by respondents:

- Looking for greater freedom margin and independent newspapers.
- Looking for good quality of paper, printing and design.
- Newspapers should concentrate on peace issues.
- Government should support newspapers industry.
- Prices of newspapers should be lowered.

## **Frequencies**

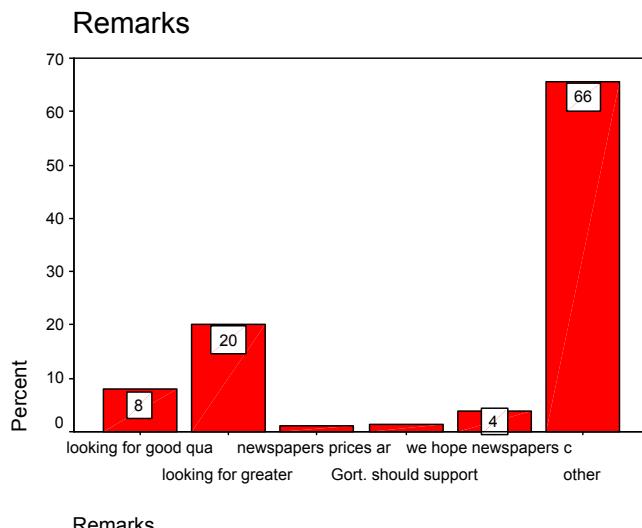
### **Statistics**

#### Remarks

N	Valid	2060
	Missing	0

#### **Remarks**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	looking for good quality of paper printing and design	163	7.9	7.9	7.9
	looking for greater freedom margin, independent newspapers	414	20.1	20.1	28.0
	newspapers prices are high	23	1.1	1.1	29.1
	Govt. should support Sudanese newspapers industry	29	1.4	1.4	30.5
	we hope newspapers concentrate on peace issues	79	3.8	3.8	34.4
	other	1352	65.6	65.6	100.0
	Total	2060	100.0	100.0	



## Problems facing Press Industry in Sudan

### 1-Poor Industry, Poor Investment

The press industry is one of the poorest industries in Sudan. Because of the unstable political situation in the country and its impact on the press, and low revenues, this field became non-attractive to serious investors. The people who invest in the press industry now either veteran journalists who do not want to quit the profession, so they establish their own newspaper with their limited resources, or adventurisms.

### 2-Lack of Infra-Structure

Sudan at large is suffering from lack of sufficient infra-structure, Electricity, Roads, Telecommunications..etc. The press industry is affected by all that beside the poor infra-structure in the industry itself.

### 3-Lack of qualified Manpower (Technician)

Sudan has seen mass migration of journalists and press and printing technicians to the wealthy Gulf States in the eighties and nineties. The newspapers succeeded in employing new waves of journalists, but it still lacks qualified technicians.

### 4-Distribution Problem

All Sudanese newspapers distribute around 300,000 copies a day. This number, by all means reflect a very low distribution record. 75% of this copies distributed in Khartoum. Because of lack of enough roads and poor distribution network most of big Sudanese cities do not receive newspapers in the next day of its publication.

## **5-Advertising**

The government is still the main economic force in Sudan, and also the main advertiser. It selects pro-government newspapers for its advertisement and deny other papers this benefit. Because of that most of newspapers are having financial problems.

## **6-Low wages**

The result of all was mentioned above low income for newspapers and low wages for journalists. That's why many journalists are fleeing the profession to other jobs.

### **Recommendations:**

In order to develop press industry in Sudan each point of the above mentioned 6 points needs many strategies to overcome it.

Beside these needed strategies big efforts have been made in the field of Media laws reform in Sudan. Article 19, International Media Support (IMS), and the Norwegian Peoples Aid (NPI) took the initiative by sponsoring the series of (Media Round Tables) that was held in Northern and Southern Sudan during 2005 and 2006, the discussion among journalists, politicians, and public opinion continues. Many workshops and seminars took place in the last months discussing media laws reform. A draft law has been prepared by a committee of media and legal expert and journalists representatives. The Information and Communication Committee of the National Assembly promised to adopt the draft law and table it to the parliament after it is widely discussed through proposed conference.

- Not to fill more than 2 forms in one house, in the working place the number of forms to be distributed in one institution not to exceed 5 questionnaires, sometimes for large working places it depends on the estimated number of employees in it and this will be negotiated between supervisor and surveyor.

## **Translation**

### **Asmaa Society for Development**

#### **Questionnaire on Readership, distribution of Sudanese newspapers**

-Age 15-20, 21-30, 31-40, 41-60, over 60

-Gender Male Female

-education Primary Secondary Graduate Postgraduate informal

-Profession student, employee, professional, worker, Housewife, Business, unemployed, retired, other.

-Do you read newspapers regular irregular

- In case of irregularity why

Financially incapable Nothing new in it it doesn't reflect my interests  
other difficulties

-No of newspapers that you read daily

Political Sports Social entertaining

-The way you read newspapers

Buy your own rent read others newspapers institution subscription

-In case institution subscription did you get your favorite newspapers?

Yes no

Explain

-What is your favorite political newspaper/newspapers?

Certain newspaper don't have

-which is the highest distributed newspaper as you think?

Certain newspaper don't know

-The most independent newspaper?

Certain newspaper don't know

-Do you think Sudanese newspapers address all the issues that reflect the public opinion?

Yes      No      To some extent

-Do Sudanese newspapers include all topics that you need to read?

Yes      No      To some extent

-If answer is no what are the topics you are missing?

Open question, After filling the questionnaire, the answers were:

- Corruption, bias and unfairness.
- arts, culture
- people troubles
- critical national issues
- newspapers not confronting
- Freedom and democracy and honesty are missing

-Do you have favorable writers or journalists?

Yes      No

-Whom are they?

1-      2-      3-

-Why you prefer them?

- His/Her political stand is the same as yours
- Not affiliated to any political party
- His/His way of writing
- His/His writings are courageous and daring
- Solid standing, not soft or yielding
- Write on different topics
- His/His writings are full of fun
- Deep in his thinking and writing
- Raising very important issues

-Are you satisfied with Sudanese newspapers generally?

Content      yes      No      To some extent

Professional standard " " "  
Printing & editing and designing " " "

Residential areas Kht oum Bahri  
Working place govt private other  
Special categories Living areas distribution shops gathering areas