



**An Initiative for Open and Pluralistic Media
In Five Arabic-Speaking Countries**

**Quarterly Programmatic Report
April – June 2005**

Under Leader Award No. GEG-A-00-01-00005-00

Submitted by Pact on behalf of
Internews Network

As indicated in the corresponding quarterly financial report, the total amount expensed under this sub-award to date is \$1,497,345.33. These figures accurately represent amounts reported to Pact for the period ending June 30, 2005.

I. Executive Summary

During this quarter of *An Initiative for Open and Pluralistic Media in Five Arabic-Speaking Countries*, Internews Network's accomplishments included the following:

Training activities

- Training 16 Moroccan journalism students on web design and online journalism
- Training 22 Algerian journalists on basic journalism skills
- Training 18 Algerian journalists on Internet and online journalism skills
- Training 12 Tunisian journalists on online journalism and web development
- Conducting a seminar for approximately 50 Tunisian journalists on online journalism skills, web development, and online journalism ethics
- Training 22 Bahraini journalism students on newspaper design for the University of Bahrain's student newspaper
- Training 16 Lebanese journalists from Northern Lebanon on journalism skills to cover the Lebanese parliamentary elections
- Training 18 Lebanese journalists from Southern Lebanon on journalism skills to cover the Lebanese parliamentary elections
- Training 15 journalists, three from each of the five participating countries—Morocco, Algeria, Tunisia, Bahrain, and Lebanon—on journalism skills to cover elections

Additional Accomplishments

- Conducting local Media Monitoring before, during, and after the Lebanese parliamentary elections that took place in May and June 2005
- Completing and printing two curricula on Internet Skills (beginner and intermediate level) to be used by journalists and media professionals
- Completing and printing a curriculum on Basic Journalism Skills in both English and Arabic
- Completing the Lebanon component of the business study
- Completing and printing the media law study covering the five participating countries: Morocco, Algeria, Tunisia, Bahrain, and Lebanon.
- Completing the translation from Arabic to English of the media law study
- Completing the project evaluation

II. Background

Reform of the mass media is a necessary component in the development of Middle Eastern society. The strengthening of civil society in any region requires pluralistic media open to the outside world. The success of satellite television and regional media provide important opportunities for media reform.

Through the Initiative for Open and Pluralistic Media, Internews has launched a one-year, sub-regional and country specific, pilot project of media capacity building and support activities in five different but representative countries in the region: Algeria, Bahrain, Lebanon, Morocco, and Tunisia. From an office in Beirut, Lebanon, Internews and its partners are implementing a set of programs tailored to the specific needs of each pilot country.

Project activities encompass three main components:

- Enhancement of professional, business and internet skills through the training of journalists and media managers in internationally accepted standards of journalism, the business of the news business, and Internet skills.
- Promotion of an enabling legal environment supportive of journalists and conducive to pluralistic and diverse media through media law assessments conducted in each of the seven countries and the training of lawyers in Bahrain, Lebanon, and Morocco to serve as advocates for media law reform.
- Evaluation of the media environment through the regular monitoring of newspapers, magazines, and other media in each country.

III. Key Results this Period

Key Result #1 – Web Design and Online Journalism Workshop in Morocco

Partnering with the Higher Institute of Information and Communication (ISIC) directed by Ms. Latifa Akharbach and located in Rabat, Internews implemented a workshop on online journalism and web design. The workshop took place from April 11-15 where 16 third year Arabic-speaking students participated. Nine of the participants were female, seven were male. The trainers were Mr. Naoufel Daou, a Lebanese journalist leading *Annahar* Newspaper's online edition, and Elie Habib, a Lebanese IT and web design expert and trainer. Both trainers spoke Arabic and French, which facilitated discussion with the Moroccan students.

The content was designed to meet the needs of developing journalism students' Internet skills, of introducing them to online journalism, and of providing them with the basic skills and tools to build their own websites. The main area of discussions included an overview of online journalism, style, terminology, photojournalism, and website construction. By the end of the workshop, students were able to construct and design websites independently.

(Please refer to Attachment A for workshop schedule, press releases, list of participants, CVs of trainers, and workshop photos.)

Key Result #2 – Basic Journalism Skills Workshop for Algerian Journalists

A basic journalism skills workshop was held from April 18-20 at the new offices of El-Khabar in Hydra, Algiers. Internews was pleased to partner with El Khabar newspaper to conduct this workshop due to its significance among Algerian print media. It is the first publication to move its premises outside one of the two "Maisons de la Presse" media compounds provided by the government. It is interesting to note that El Khabar and El Watan are the only Algerian newspapers to own a private printing press. The trainers were Paris-based American David Applefield and Jordanian Rana Sabbagh. The two prominent journalists and experienced trainers were chosen for both their extensive workshop experience, as well as their ability to communicate in French.

Sections of the workshop covered a variety of topics, including news gathering skills, basics of journalism writing using the theory of the inverted pyramid, thinking outside the box, utilizing the Internet, and properly documenting sources. The workshop also fueled interesting

discussions on objectivity, freedom of expression, and journalism ethics, as well as a focus on the technical aspects of journalism.

(Please refer to Attachment B for workshop schedule, CVs of trainers, and workshop photos.)

Key Result #3 -Internet and Online Journalism Workshop for Algerian Journalists

An Internet and online journalism skills workshop was held in partnership with *Le Courrier* from April 18-20 at the recently-opened Algeria Business Center in Algiers. Ounis Zoubir, an Algerian IT expert and trainer based in Jordan, led the workshop. He has extensive regional training experience and speaks Arabic, English, and French fluently. The Algeria Business Center provided state-of-the art facilities, including new computers, high speed internet connection, and computer projectors.

The workshop provided basic information, taught Internet skills, and introduced online journalism. Specific topics covered included domains, sub-domains, internet services, and search engines.

(Please refer to Attachment C for workshop schedule, CV of trainer, workshop photos, and news coverage of the workshop.)

Key Result #4 -Internet and Online Journalism Workshop for Tunisian Journalists

World Press Freedom Day was recognized in Tunisia by Internews Network through two important events. The first event, conducted in partnership with the United States Embassy in Tunis, was a small workshop for online newspaper editors and designers. The workshop took place on May 3, World Press Freedom Day, at the United States Embassy and was led by Gary Kebbel, an American trainer who founded both USAtoday.com and Newsweek.com.

The training utilized the websites for the online newspapers represented by the trainees as a basis for discussion. In this way, the one-day training provided a valuable opportunity for individualized recommendations based on the websites of each online newspaper. Held in an intimate setting within the walls of the U.S. Embassy, the twelve participants were able to access information usually denied them within Tunisia.

(Please refer to Attachment D for CV of trainer, workshop photos, and news coverage of the workshop.)

Key Result #5 -Internet and Online Journalism Seminar for Tunisian Journalists

The second event conducted by Internews in honor of World Press Freedom Day was a seminar focusing on the Internet and online journalism for Tunisian journalists. Held on May 4, 2005 at the Sheraton Hotel in Tunis, the seminar opened with remarks from Ambassador to Tunisia, Mr. William J. Hudson. The discussion was led by online journalism expert Gary Kebbel and Tunisian Internet expert Sadok Hammami. The seminar attracted over 50 Tunisian journalists, and provided a forum where the journalists were able to openly express their views. Attendees asked questions of both the experts and their peers.

(Please refer to Attachment E for workshop photos and news coverage of the workshop.)

Key Result #6 –Newspaper Design Workshop for University of Bahrain

From May 6-15, Internews, in partnership with the University of Bahrain, held a workshop for students of Mass Communications on redesigning the University newspaper, *Voice of the University*. Ann Olson, an American journalist with over 20 years of journalism and newspaper design experience served as the trainer throughout the workshop. Through field work, photography, and the principles of design, the training taught 22 students how to reorganize the University newspaper. The work accomplished during the five-day training is particularly impressive when considering that *Voice of the University* is distributed throughout the Kingdom of Bahrain.

Following the newspaper design workshop, Ms. Olson wrote a report containing recommendations for changes to be made to the University of Bahrain's newspaper. In the report, Ms. Olson states that the goal of the training was to "help students consider how to improve the newspaper design by improving content, the personality of the paper, and its attractiveness to the reader." The report outlines recommendations on redesigning the paper, which include reducing the number of columns per page, using white space for emphasis, changing the font size and style, and relying on the color red to highlight important topics, since it matches the paper's logo. Throughout the report, Ms. Olson emphasizes that any redesign of *Voice of the University* should come after a reorganization of the newspaper's staff and structure, as well as careful consideration to its deadlines and overall intentions.

In addition to conducting a successful workshop for the University of Bahrain, Internews also procured equipment for the new media center that is currently under construction. The equipment includes four digital cameras, two Mac computers, and one printer. This equipment serves as an investment for ensuring the success of the University's burgeoning media programs.

(Please refer to Attachment F for list of participants, CV of trainer, workshop photos, media center photos, news coverage of the workshop, and trainer's report.)

Key Result #7 – Workshop in Tripoli on Journalism Skills for Covering the Lebanese Parliamentary Elections

This was the first in a series of 3 workshops held on election coverage, scheduled to coincide with the Lebanese parliamentary elections taking place in May and June 2005. The workshop was held from May 16-18 in Tripoli and was intended for journalists working in the northern regions of Lebanon. Conducted in partnership with the Press Club of Lebanon, the workshop was held in Tripoli's Cultural Center. The trainers included American journalist Gordon Robison and Jordanian journalist Rana Sabbagh. Additionally, two prominent Lebanese journalists and experts on election coverage, Hiam Kuseifi from *Annahar* and Hazem Al Ameen from *Al Hayat*, served as trainers.

The trainers covered a range of topics including the role of media and journalists in covering elections, nonbiased coverage of the election and avoiding agendas, and scales of interviewing candidates. The 16 participants, representing 11 different media institutions, appreciated the location, as it was the first time regions other than Beirut were highlighted. The workshop received local attention, as the opening and closing were both attended by city representatives

and public figures. Participants praised the diversity of trainers and the methodology tools that encouraged discussion and open debate.

(Please refer to Attachment G for workshop schedule, participation list, CV of trainer, workshop photos, and news coverage of the workshop.)

Key Result #8 – Workshop in Sidon on Journalism Skills for Covering the Lebanese Parliamentary Elections

From May 20-22, in partnership with *Chou'oun Janoubiyah* magazine, Internews implemented a workshop on election coverage in Sidon, located in southern Lebanon. This was the second workshop to be held outside Beirut. Intended for Lebanese journalists working in the southern region of Lebanon, the workshop was held at the Center for Development and Dialogue. The trainers included Jordanian journalists Rana Sabbagh and Yahia Shukkeir, as well as prominent Lebanese journalists and experts on election coverage Hiam Kuseifi from *Annahar*, Saad Kiwan, and university professor Toni Attallah.

Discussions centered on administrative preparations for the elections, journalists' responsibility in helping voters understand the issues, and international standards for free and fair elections. 18 participants, representing 13 different publications, television networks, and radio stations attended the training. The workshop inspired a very positive and constructive debate between participants and trainers, especially in regards to the objective role of the journalist and corruption.

(Please refer to Attachment H for workshop schedule, participation list, CV of trainers, press release, workshop photos, and news coverage of the workshop.)

Key Result #9 – Regional Workshop in Beirut on Journalism Skills for Covering Elections

The third workshop on election coverage was held in Beirut on May 31-June 2, in partnership with *Annahar* Newspaper's Training Center. This was a regional workshop that was attended by 15 participants—three journalists from each of the five countries: Morocco, Algeria, Tunisia, Bahrain, and Lebanon. The trainers were American journalist David Applefield, Jordanian journalist and trainer Rana Sabbagh, prominent Lebanese journalist and experts on election coverage Dr. Jean Karam, the head of *Annahar* Training Center, and Joseph Khalil from *Annahar* Newspaper.

The regional workshop was scheduled to coincide with the historic Lebanese Parliamentary Elections, which were in their initial stages at the time of the workshop. Set against this political backdrop, trainers discussed the difference between regular daily news and election coverage, skills of interviewing candidates, and how to plan for the day of elections. During the workshop, participants were introduced to the media monitoring project implemented by Internews in conjunction with Statistics Lebanon. Internews received very positive feedback from both participants and trainers concerning the atmosphere that reigned during the workshop. Both Lebanese and regional participants agreed that workshops of this kind should be held more often.

(Please refer to Attachment I for workshop schedule, CVs of trainers, and workshop photos.)

Key Result #10 – Media Monitoring of the Lebanese Parliamentary Elections

Internews and Statistics Lebanon began first phases of implementation of Media Monitoring of the Lebanese parliamentary elections during the month of May. The project aims to monitor print and audiovisual media before, during, and after the parliamentary elections.

Print media monitoring began on May 5 and the coverage will continue until September 1. Television monitoring commenced on the May 15 and ended on the June 27, a week after the end of the country's parliamentary elections concluded. Press monitoring extends to Lebanon's major newspapers, and includes the following: *An Nahar*, *As Safir*, *Ad Diyar*, *Al Anwar*, *Al Balad*, *Al Bayraq*, and *L'Orient Le Jour*. Television monitoring covered the evening news bulletins of all television stations in the country: *Lebanese Broadcasting Corporation International (LBC)*, *Tele Liban*, *National Broadcasting Network (NBN)*, *Future TV*, *Al Manar* and *New TV*.

Statistics Lebanon produced daily reports concerning the coverage and content of the Lebanese media outlets mentioned above. In addition to the daily reports, Statistics Lebanon also provided a comparative analytical report on a weekly basis to Internews. At the end of each month, Statistics Lebanon produced a list of topics, and rated the importance of each at the end of each month.

Internews and Statistics Lebanon worked together to make the information accessible to the general public by posting the daily and weekly reports on the Internet, creating links to the information on both websites. As evidenced by their direct inquiries, Internews is aware that the persons and organizations following this link include: Kataeb, Free Patriotic Movement, Manar TV, Amal Movement, PSP, Mustakbal, and election candidates.

By the end of the project, Statistics Lebanon will provide Internews with a final analytical report, in which it will evaluate the situation of each media outlet. This report will include rankings of the following categories: democracy, success levels, democratic role, independence level, and its potential for becoming a model for media throughout the region.

The goal of the Media Monitoring project is to shed light on the different ways mass media outlets can influence political messages, inclinations, and policies. The project also aims at studying the Lebanese media to provide a democratic example for media outlets throughout the Arab world. Internews felt that sharing this information with other organizations in the region, would help to further this goal. Internews felt that sharing this information with other organizations in the region, such as LADE and NDI, would help to further this goal.

(Please follow this link for Media Monitoring reports posted by Internews Network and Statistics Lebanon: <http://www.statisticslebanonltd.com/elections2005/>)

(Please refer to Attachment J for the weekly reports.)

Key Result #11 – Publishing of Media Law Study in Five Arabic-Speaking Countries

Internews' partner in Jordan, the Center for the Defense and Freedom of Journalists (CDFJ) finalized research on the laws affecting media in Morocco, Algeria, Tunisia, Bahrain, and Lebanon. The study was published in Arabic as a 288-page book. 1000 copies were printed and divided equally between Internews and CDFJ. Both organizations began the distribution process

by sending the book to various parties, including US missions, government officials, NGOs, research centers, educational institutions, and media establishments.

The English translation of the study was completed by CDFJ. However, the translation was not satisfactory by basic language standards. After weeks of editing by Internews, the English version of the document has been completed and will be published soon.

(Please find the Media Law Study book with the submission of this report.)

(Please find the edited translation of the Media Law Study book with the submission of this report.)

Key Result #12 – Business Studies

Internews finalized the business study consultations in Lebanon for two newspapers: *Attamadon* and *Haramoun*. The objectives behind the business studies are two fold: first, to determine how they can best benefit from Internews' presence in the region, and second, to afford the newspapers an opportunity to cultivate their independence via advanced management and business techniques. Following Internews analysis, the studies will be confidentially presented to the newspapers on the premise that Internews will remain available for consultation during the initial phase of any implementation of recommendations derived from the studies.

In addition to completing the business study for Lebanon, work continued to complete the study in Algeria, which involves two newspapers: *El Watan* and *El Khabar*. This is expected to be finalized during the first month of the next quarter. Based on need, two Internews staff continued the work for both the Lebanon and Algeria components of the business study consultations. The work was originally assigned to Mr. Raja Rassi, the manager of the Lebanese newspaper *Al Hayat*, but he was unable to meet the deadline as he became consumed by the parliamentary elections taking place at the time. Additionally, Mr. Rassi remained unable to obtain a visa to Algeria.

(Please refer to Attachment K for Power-Point presentation of the business study for the two Lebanese newspapers.)

Key Result #13: Internet Skills and Basic Journalism Skills Curricula Publication

In its commitment to ensuring the development of lasting tools for partner organizations and journalists, Internews completed two training manuals: Internet Skills and Basic Journalism Skills Curricula. These manuals build upon the experiences of our training programs since the project's inception. After undergoing final review and editing, the two manuals were sent to print.

The Internet Skills Curriculum is printed in Arabic and covers two levels: introductory and intermediate. The Basic Journalism Skills Curriculum also covers the introductory and intermediate levels and is published in both Arabic and English.

(Please find the Internet Skills Curriculum Manual with the submission of this report.)

(Please find the Basic Skills Curriculum Manual with the submission of this report.)

Key Result#14: Completion of Project Evaluation

Professor of political studies and public administration at the American University in Beirut, Dr. Randa Antoun, finalized the independent project evaluation of this Internews project. The evaluation covers the main activities implemented by Internews. The main purpose of the evaluation was to assess the following:

- Determine whether the project's results fall within the objectives of MEPI
- Determine whether the project meets its set goals and deliverables
- Identify the points of strengths in the implemented activities
- Point out areas of weakness
- Highlight the impact of activities
- Establish a baseline for future evaluations

The external evaluator reviewed both progress towards the objectives of the current program, as well as recommendations for a potential future program. Some of the key recommendations and conclusions of the evaluation include:

- 95% of participants in the Internews program believe the program is very suitable for the demands of the media sector in which they are working.
- 56% of participants found the trainers to be "excellent" and 36% found them to be "good." Only 8 % found the trainers "average."
- Trainees appreciated that the Internews training combined theory with practice.
- Trainees felt the investigative journalism reporting techniques had the biggest impact in changing the way they approach their work.

Recommendations to improve the program include:

- Build in a transparent application process for each course.
- Expand activities to other media, including radio and television.
- Provide trainers with trainee profiles prior to each training session.
- Create a network of training for ongoing information exchange.

(Please refer to Attachment L for the full Project Evaluation.)

Key Result#15: Continued Monitoring of Lebanese Print Media

Internews staff continued monitoring the local print media. The monitoring effort focuses on selected daily newspapers with the aim of following-up on material related to media, human rights, and Arab-American relations. As the subjects and time-span of the monitoring process proved to be wider than anticipated, Internews is refining the reporting methodology in order to finalize the monitoring results in the next quarter.

IV. Comparison of Planned and Actual Accomplishments

During the period of the second quarterly report of 2005, including the period from April 1 to June 30, 2005, Internews anticipated that the following activities would occur:

- Workshop on Internet skills and web design and online journalism in Morocco
- Two workshop for Algerian journalists on basic journalism skills and internet skills
- Workshop for Tunisian journalists on internet and online journalism skills and ethics

- Workshop on newspaper design for the newspaper of the University of Bahrain
- Media Monitoring before, during, and after the Lebanese parliamentary elections
- Three training workshops in Lebanon on journalism skills to cover the elections: one for local journalists in southern Lebanon, one for local journalists in northern Lebanon, and one for journalists from the five participating countries to be held in Beirut
- Completing and printing two manuals for beginner as well as advanced Internet Skills Curricula for journalists and media professionals
- Completing and printing the Basic Journalism Skills Curriculum in English, in addition to completing and printing the Arabic translation of the same manual
- Completing the Lebanon and Algeria components of the business study consultations
- Completing and printing the media law study covering the five Arab countries: Morocco, Algeria, Tunisia, Bahrain, and Lebanon; translating and printing the English version of the same study
- Completing project evaluation

The majority of activities planned for this quarter were successfully implemented in a timely manner. Only two activities faced minor delays: the business study consultation for Algeria and the English translation of the Media Law Study.

Business study consultation for Algeria

The business study consultation for Algeria took longer than anticipated because the lead researcher was denied an entry visa to Algeria, and he grew busy with the Lebanese parliamentary elections. Internews immediately recruited two staff to continue the research. Currently, the Algerian business study consultation is entering its final stages. Difficulties with the researcher's ability to obtain a visa to Algeria, were exacerbated by problems with technical communications, both telephone and email, with Algeria. The survey and observations have been completed, and the study is undergoing final review. It will be finalized by the end of July.

English translation of the Media Law Study

Printing the English translation of the Media Law Study was delayed due to the unsatisfactory translation produced by the Center for the Defense and Freedom of Journalists (CDFJ). While the Arabic version was completed and printed, Internews was not pleased with the English translation conducted by Internews' partner CDFJ. The draft of the English translation underwent weeks of editing by Internews staff.

V. Activities Planned for Next Quarter

Media Law Focus/Advocacy Groups and Regional Forum

The media law study has been finalized and is currently being translated into English. As a follow-on step to this important component, Internews plans to assist in forming advocacy groups in each country. The objective of each group will eventually be to work on an awareness campaign for media laws. In order to launch their advocacy work, Internews plans to sponsor a Media Law Advocacy Forum, to be held in Beirut in August. A small team of advocates from each of the five countries will present their experiences and their ideas on how to form an advocacy group in their own countries to follow up on the media law study. They will discuss how to target key stakeholders, including policy makers, government officials, parliamentarians

and media industry professionals. A “lessons-learned” paper will be developed and printed. This meeting will be the nucleus for the formation of a network for media law reform in the region. We will also seek participation of other international organizations working in the field.

Internews will also officially present the findings of the media law study to the concerned governments with a request for input and feedback on the study findings and recommendations, thus creating an opening for a dialogue. Internews hopes and expects that the media law advocacy groups will directly engage their governments on the issues raised in the report, once they have gained confidence and skills through their partnership with Internews.

Bahraini training on elections coverage

Bahrain is being singled out for this training session in preparation for their elections. This 3-day workshop will provide the Bahrainis with the basics of such coverage. The workshop will be held in Egypt in August. We will also select 2 top Bahraini journalists to monitor and report on the Egyptian elections.

VI. Success Stories/Lessons Learned

Internews Network is proud of its accomplishments in the Middle East and North Africa region under this award. Between April and June 2005, Internews implemented and completed many programs, which, more importantly, achieved positive results. The programs’ successes are confirmed not only by the articles written in local newspapers where workshops were held, but also by the direct feedback received from participants. The following quotes provide examples of reactions to workshops conducted by Internews during this period:

Internet and Online Journalism Events in Tunis

“Everything was great. I would like to thank you for this opportunity and the presence of Internews. I found that the training responded to several of my specific questions related to my work. I was particularly interested in the business issues presented by Mr. Kebbel, and how he really pushed us to reflect upon seeing online journalism as a long-term investment.”—Mr. Nader Yamoun, journalist and IT consultant working with Institute of Press and Information Sciences (IPSI) at the University Campus in Tunisia

Workshop on Journalism Skills for Covering the Lebanese Parliamentary Elections in Tripoli

“The training was beautiful in its rich variety and participatory manner; where every one of the trainers talked about a different perspective concerning the theme of elections. Usually we miss these kinds of trainings in Tripoli which enables us to establish communication with journalists in Beirut.”—Mr. Abdullah Baroudi, reporter for *Al Bourhan*

Regional Workshop on Journalism Skills for Covering Elections in Beirut

“The training workshop was successful, and the participants were very friendly. It was very exciting that the participants originated from different Arab countries where journalism laws vary. This promoted an exchange of experiences among the participants. The trainers also contributed to the exchange of ideas through encouraging brain-storming, leading a well-rounded discussion, and communicating information in an easy-to-understand language based on concrete facts.”—Mr. Wafic Hawari, Lebanese journalist and President of *Chou’oun Janoubiyah* magazine