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Independent Media Program in the West Bank and Gaza
Quarterly Report
January – March 2009

Associate Award Number: 294-A-00-06-00208-00
Under Leader Award No. GEG-A-00-01-00005-00

Submitted by Pact on behalf of Internews Network, Inc.

I. Executive Summary

During the tenth quarter of *Aswatona: Independent Media Program in the West Bank and Gaza*, Internews Network conducted several in-house trainings, including those that had been postponed from December: training on education and informational spot production and training on reporting on conflict. The beginning of the quarter witnessed the continued violence in Gaza that resulted in mass demonstrations in the West Bank, leading Aswatona staff to temporarily shift the work with partner stations towards more “positive” media in the West Bank and broadcasting humanitarian information into Gaza.

The deliverables for this period as outlined in the last report are below:

Activity	Activities of This Quarter	#s	Planned	Actual
1.1a	Open workshops – media and community on issues of democracy, governance, role of the media	6 partner TVs And 4 partner radios	January and February Topic became the Kullona Gaza Campaign	Delayed until April
1.1b	open workshops on reporting on specific issues/topics	14 TV journalists and 22 radio journalists	January	February
1.1ci	In house radio technical training	8 journalists/ 2 stations	December	January
1.2	Production Support	3 contracts completed 4 in process	January & February	March for three
2.1a	in-house training for radio in West Bank and Gaza on field work, covering local events, and human interest stories		February	Delayed until April
2.1b	in-house training for TV in the West Bank on field work, covering local events, and human interest stories	8 Wattan TV staff	January & March	January but March delayed until May
2.1c	Specialized training in conflict reporting interviewing, fieldwork	28 journalists	February	March
2.1d	Content terminology and writing		March	Incorporated into the conflict reporting
2.3a	Focus groups with media owners/managers on the Media Environment to explore issues of law, ethics, standards, professionalism, and interactions with each other and with government	10 station owners/managers	January and March	January March delayed until April
2.3b	Focus groups for licensing and other regulatory issues		February	Continued delay

Background

The goal of *Aswatona: Independent Media Program in the West Bank and Gaza* is to enhance the role of local independent broadcast media in their local communities by strengthening reporting, enhancing business sustainability, and improving program production related to issues of local policies, good governance, civil society, and the aspects of democratic culture in the West Bank and Gaza.

The three main components are:

- 1) Strengthening the local media by creating self-sustaining business models; enhancing reporting and production capabilities; skills-building on investigative and issue-specific journalism; and re-connecting the media outlets with their local communities by reporting on and working with local civil society organizations (CSOs) on field reporting.
- 2) Strengthening the knowledge base and awareness of the media and CSOs regarding each other's work, as well as strengthening the legal and regulatory sector that govern the media, and strengthening the networking and informal association of the media sector in order to professionalize the field.
- 3) Funding innovative program productions combined with training to build more cooperative, responsive and professional production capabilities, and implementing a small grants program focused on CSOs' communications and work with the media as well as community outreach.



Aswatona: Independent Media Program in the West Bank and Gaza runs from 24 October 2006 through 30 July 2009 with a sub-grant of \$3,884,026.

II. Objectives

Objective 1: Improved citizen awareness of and involvement in community-level democracy and governance issues.

In order to meet this objective, *Aswatona*'s local media partners continue to work on re-connecting with the communities through field reporting and local news as well as attracting and maintaining listeners and viewers with quality programming.

1.1a – Open Workshops – media and community on issues of democracy, good governance, and the role of media

Although it was not a workshop in the traditional sense, the local media became actively engaged in the issues of governance and the important role of the media, especially in times of crisis. The opening weeks of January witnessed increased violence in Gaza and the active engagement of *Aswatona* staff in mobilizing the partner stations, specifically NUR radio Network, Sada TV Network, Wattan TV, and PNN, the electronic news agency.



At the beginning of the hostilities in Gaza, Internews Network's *Aswatona* Project, immediately called on their partner stations to design a strategy for taking the lead in providing information and direction for their communities. During the first two weeks of January, the *Aswatona* project staff worked intensively with the local media to use their power to shift the growing anger in the West Bank away from the partisan politics to a more "positive and humanitarian media" approach that was geared toward directing more positive actions within their communities in addition to or as part of their regular programming. They took up the idea with gusto and called their united campaign *Kulona Gaza - We Are All Gaza*. Citizens, Civil Society Organizations, and municipalities worked together in many areas throughout the West Bank, often coordinating through the local media outlets, on the drives, donations, and collections of blood, food, clothes, and blankets for the people of Gaza.

Aswatona staff worked to develop the contacts with international humanitarian organizations working in Gaza and the stations contacted NGOs in their communities to find out what they were doing. *Aswatona* staff also suggested to the TVs that they open "windows" on their screens so that they could provide information on drives, collections, and activities and also invite citizens to send stories and videos of their activities. The radio stations were also reporting on these activities and are providing information on the



locations for drops, organizations involved in collecting and delivering to Gaza, and drives that are underway. They opened the airwaves and screens for people to share information, send video or audio reports on these drives, and send support and messages to family and friends in Gaza.

In the West Bank town of Tulkarem, the refugee camp residents used Fajr TV's "window" screen to announce that they had decided to send their share of United Nations assistance to the refugees in Gaza. The Sada Network's *Sada Filistene* collected these types of stories from their partner stations to broadcast throughout the West Bank on Friday evening. Together with PNN under the banner of UPNN, they joined the United Nations Campaign to assist Gaza.



In their regular programs, both the radio and TV stations conducted interviews with humanitarian and civil society organizations and child psychologists to help parents with their children's distress.

In the first week, the target audience was the West Bank but in speaking with the Internews staff member in Gaza, it was discovered that the three Hebron radios could still be heard in Gaza and people were tuning in to find out what was happening; two of them happened to be partner stations with Aswatona and part of UPNN.

Immediately, the Internews staff based in Ramallah mobilized UPNN to use those stations to direct information on the situation, food distribution and other assistance to the people of Gaza. Aswatona staff put them in touch with the appropriate people in the United Nations, the International Red Cross, and CHF personnel working in Gaza trying to deliver aid. They coordinated on a daily basis with several humanitarian organizations so that they could pass on accurate and timely information about goods, food, and blanket distribution hours and locations.



Through the Aswatona staff, UPNN had on-the-ground contacts with the staff of CHF, ICRC, CARE, and UNWRA to provide assistance information. They were also the first to give the news on the three-hour humanitarian cease-fire which in turn was picked up by Al-Arabiya satellite news channel as breaking news.

In the continued reporting on the humanitarian cease-fires they also gave cautions of the on-going fighting in certain locations at the beginning of the cease-fire. After the unilateral cease-fires, they continued to provide humanitarian aid assistance and also began reporting on health, safety, and trauma issues.



The response they received from their audiences, in Gaza and the West Bank was very positive. In the city of Hebron, people

stopped the staff of the three stations on the streets to tell them how much they appreciated the programming and the open airwaves to send messages to family and friends in Gaza. The people in Gaza appreciated the accurate and useful information on where they could go for assistance. Below are the results of a brief telephone survey done at the beginning of February in Gaza regarding the humanitarian information broadcast by the radio stations in Hebron and later Alwan radio in Gaza.

Was the information broadcast by the stations helpful? According to governorate

	Governorate				
	North Gaza	Gaza	Rafah	Deir Al-Balah	Khan Younis
Very helpful	27%	22%	20%	28%	32%
Helpful	66%	65%	74%	66%	60%
Not helpful	6%	8%	4%	3%	8%
Not helpful at all	1%	5%	2%	3%	0%

1.1b – Open Workshop on issue specific topics

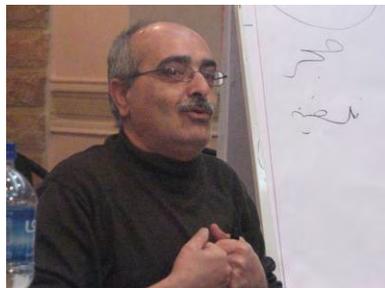
**Informational Educational and Public Service Spots Production Workshop
for Television and Radio**

11-16 February 2009

Best Eastern Hotel, Ramallah

Public Service Announcements, educational and informational spots are well known in the Western media but not commonly utilized in the West Bank media. To better serve their communities, Internews Network Aswatona decided to assist stations in building the skills needed to create such an important genre in the education of and sending information to their communities. Internews Network Aswatona contracted experienced trained Emad Asfar to assist in the implementation of two three-day trainings in mid-February – one for TV and one for radio - on the production, impact, and use of informational spots as a media tool.

Day One



The first day of the workshop was founded on defining the power of the informational spot. This was achieved through in-depth discussions of theories on message conveyance, defining target groups, and the power of image, repetitive phrasing and the use of sound, text, and music.

In the second session, Asfar covered various types of spots, including informational, educational, public service announcements, and those used for commercial purposes. The components of effective production of each type were presented and discussed by the group.

Day Two

The following day Asfar began to apply the discussions from the first day through group activities. The participants were divided into teams in which they debated the roles station staff in spot production, including background research, production, editing, and camerawork or sound effects. The groups were also challenged to put together sample informational spots on the importance of elections and on the distribution of humanitarian aid in the Gaza Strip. In another session, Asfar presented several informational spots to the group, and together they evaluated their effectiveness with specific examples from the lessons covered.



At the conclusion of the second day participants were instructed to produce their own spots on community issues, the environment, health issues, or commercials which would be reviewed on the final day. As an added incentive, the Aswatona project designed the activity as a contest, with those producing the best spots receiving a small prize. Prior to their departure they were given the following template which would serve as a guideline for the production:

- 1. Target audiences:** Whom do you want to reach with your spot? Be specific.
- 2. Objectives:** What do you want your target audiences to get from the spot?
- 3. Obstacles:** What beliefs, cultural practices, social pressure or misinformation are barriers to your audience doing that?
- 4. Benefit:** Select one benefit that the audience will gain from the spot.
- 5. Support statements:** Include the reasons the benefit outweighs the obstacles and why what you are promoting is beneficial. These statements often become the messages.
- 6. Tone:** What feeling or personality does your message have? Should it be authoritative, light, appealing to emotions?
- 7. Opportunities:** What circumstances or factors increase the likelihood of reaching your audience? What other ways might the spot be used?
- 8. Creative considerations**
Which format is best for the stations and preferred by the target audiences? Should jingles or images be used? What language and style of language should be used?

Day Three



On the final day of the training, the participants eagerly submitted their informational spots produced during the two day break. The entire group, along with Asfar, journalist/trainer Hisham Abdullah, and the entire Aswatona staff were present. Each spot was viewed, followed by a critical discussion of all of the production's elements as outlined in the template. Each spot was given a score according to the criteria by the trainees, the trainer, and the staff. Among the informational spots produced by

the participating radio and television journalists there were several that received very good reviews:

Al Fajr Al Jadeed TV (Tulkarem): This excellent spot, the winner for the television participants, focused on the dangers of vendors placing goods and products on sidewalks, thus forcing pedestrians to walk in the roads with traffic and cautioning both drivers and pedestrians to take care.

Nour TV (Jericho): The producer of this spot effectively shed light on the little known student loan programs administered by the Bank of Palestine by providing the viewer with the basic information needed to apply.

Sama Radio (Nablus): Using the simple but effective tool of the sound of water dripping from a faucet, and footsteps walking toward the faucet to turn it off, the producer of this spot effectively conveyed the importance and simplicity of water conservation.

Minbar Al Huriyah (Hebron): With footage of the hectic traffic that plagues the streets of Hebron and pedestrians attempting to navigate their way, this spot highlights the importance of obeying traffic laws to ensure a safe environment for all.

Workshop evaluation

Virtually all of the participants were enthusiastic about the impact of the workshop, with many asking for additional workshops on informational spots and follow up in-house trainings in which the trainer will be able to help develop specific strategies that meet the needs of the individual station. Ehab Adel Raouf of Ramallah’ Ajjal Radio noted, “After this training I feel that I am able to produce effective spots at my station, as well as to educate other station staff on how to do so”. Al Mostaqbel’s Nasser Jodeh shared his enthusiasm, stating “There was a great balance between the theoretical aspects of informational spots use and the practical application of them through group activities and the contest.”

Participant List:

Gama TV	Mohammed Darwazeh
	Dolama Masroji
Alfajer Aljaded	Ismael Balawe
	Ahmad Sourghouly
Baladan TV	Hind khresheh
	Fida’ Huntash
Alrouah TV	Mohanned Mohana
Farah TV	Ahmad Abu ALhija
	Yousef Abu Ja’as
Central TV	Wael AL-Haj
	Shadi Abu Al-Rub
Al-Nawras TV	Raghda Maqbol
Al-Nour TV	Omar Abu Awad

Wattan TV	Firas
PNN	Gerious Khalil
	Ibrahem Alhusary
Minbar Al-Huriyah	Mohanned Shareef
	Raed Al-atrash
Isis TV	Fadi Al-Ata
	Osama Hasasneh
Al-Sharq	Mazen Shahen
AL-ahlam	Eyad Aqab
Tariq Al-Mahaba	Mohammed Qamheyah
Radio Sama	Oday Yaish
	Mo'men Gory
Bethlehem 2000	Baha' Salameh
	Amer Salameh
Sawt Alghad	Fawzi Abdel Hamed
Ajyal	Ehab Abu Alhija
Amwaj	Raed Alkharouf
	Ali Mobayed
ALshabab Radio	Tariq Qdemat
	Nidal Albargouthi
	Sharef Sulaiman
Al-Mustaqbal	Hussam Alhouba
	Nasser Jodeh



1.1ci – Radio production technique and formats, writing and interviewing

After conducting in-house training on storyboard creation, interviewing techniques, producing mini-features and news packages, Aswatona received many requests to do technical training with the staff of its partner stations so that they would be able to use the equipment to its fullest in producing high quality programming. Interrupted in December and early January by the conflict in Gaza, the following series of in-house trainings marks the completion of the series of these trainings.

21-22 January 2009 Minbar al Huriya Radio, Hebron

Trainer, Emad Ghunaim spent two days working with four staff members of the radio station working on improving their editing techniques, production quality, and use of equipment. The participants included three sound engineers and one editor.

Having already completed the first day topics in December, the training started with the work between the sound engineers, the reporters in the field and the presenter in producing the programs and news packages. The morning was spent discussing the technical and theoretical aspects of production and the mixing console. They examined all of the functions, their use, the recording and broadcasting levels for analogue and digital. They then practiced maintaining sound quality with call-ins and pre-recorded vox-pox in a live broadcast. The staff also worked with the Fostex recorder to ensure that the settings and use are proper so that the out-of-studio interviews can be used immediately. They then practiced by going to the street for interviews recorded on the Fostex and downloading directly to the editing unit to create three vox-pops for broadcast.



On the final day, the trainer worked with the staff on different audio formats, explaining the differences between the PCM, MP3, and the WMA formats and how to work with each. They practiced compressing the uncompressed files of the MP3 and WMA formats for broadcast and discussed the choices of quality between analog and digital. For the broadcasting techniques they practiced sampling the frequencies and the use of

different bit rates. Finally, the staff practiced converting the material from 256K to 128K which made the quality lower, and how to convert material from 128K to 256K for a higher quality sound, while keeping in mind that the file size is bigger and adjustments have to be made in the broadcasting.

The trainer wrapped up the training by explaining that it is important to test, set, and calibrate the equipment, whether it is the Fostex, the sound mixer or the studio systems, before use and especially before broadcasting in order to guarantee the best production quality for the audience.



24-26 January 2009 Al Ahlam Radio, Jenin

Emad Ghunaim spent three days working with four staff

members of the radio station working on improving their editing techniques, production quality, and use of equipment. The participants included two sound engineers, one presenter, and one reporter.

The training was focused on improving the sound quality of the broadcasts both from the field and in the studio. The trainer worked with the staff on acoustical blocks, proper use of the microphones, using the equipment and software to achieve the proper sound balance and vocal dynamics in the editing process. They also reviewed the connections between the studio and the control room and the proper set up for the best sound quality for studio interviews and call-ins.



1.2 Production Support

The previous three months have seen the Aswatona project close the five successful second round subgrants, while simultaneously preparing for the implementation of an additional group of subgrants to be signed in early April.

While some delays were incurred in the previous round of subgrants, primarily due to wire transfer issues and network communication problems, all of the sub grantees completed and broadcast the supported productions as outlined in the contracts. The round included support for eight productions (two for radio, six for television), including coordination with three West Bank-wide networks.

Perhaps the most notable success of the grants program in the last reporting period was the impact of the *Kullona Gaza* campaign, which saw the combined efforts of Palestine News Network and Sada Network to assist with the dissemination of accurate information during the crucial time of the conflict in the Gaza Strip. Reports gave the citizens of Gaza information on the locations and times of aid distribution, hospital hours, and areas of heavy fighting. It strengthened the network in its work together.

Another success story of the subgrants can be found in the acceptance of the Aswatona-supported *Forgotten Chords* music documentary into the Al Jazeera International Film Festival. The film, which follows the plight of two West Bank musicians trying to make a career out of music, has received wide by audiences thus far. The film director, Rifaat Adi, will travel to Doha, along with one of the musicians from the film, to present the film to an international audience. See the News Release under the Section III.



Approved Third Round Subgrants (to be signed the first week of April)

The third round of subgrants will see continued support of the successful, Tulkarem-based Al Fajr Al Jadeed, who continues to produce their extremely popular *Tulkarem Today program*. In

addition, two new partner stations have been approved for funding, including Nablus TV, who will produce a groundbreaking investigative journalism program, and Nawras TV, who will closely follow local courts of law in their new program.

Station: Al Fajr Al Jadeed

Location: Tulkarem

Award Amount: \$28,940 (including equipment provision)

Tulkarem Today: The daily 60-minute program, broadcast at 7:30 pm, covers political, cultural, sports, economic, and social stories from the governorate and throughout the West Bank. The program was the most successful in the first round of subgrants in terms of significantly increasing public awareness of the station throughout the governorate of Tulkarem and helping to generate revenue through local sponsorship and advertising. Additionally, in *Tulkarem This Week*, the station will continue to produce and broadcast a recap of the main stories of the week with further analysis and in-depth coverage. In this round Al Fajr Al Jadeed is seeking continued support to expand its coverage of the governorate through additional news teams to include more coverage from surrounding villages. New segments will also be produced, including coverage of local and national elections and informational spots on a wide variety of issues affecting the citizens of Tulkarem. The enhanced version of *Tulkarem Today/This Week* will allow Al Fajr Al Jadeed to fully realize the potential of the program. The station will cover such considerable overhead costs related to graphic design, research, promotion, and DVDs.

Station: Nablus TV

Location: Nablus

Award Amount: \$29,320 (including equipment provision)

Consumer Interests: This innovative program seeks to shed light on issues Palestinian consumers face on a daily basis, covering all aspects of consumption and investment. Utilizing effective investigative journalism techniques, the program will comprehensively explore such issues as the illegal sale of spoiled food, educate the consumer on mobile phone plans and insurance policies, and inform the audience about the risks and benefits of investment in local markets. The target audience is the average Palestinian consumer, most likely with a low to medium income. Each week one issue will be addressed through the presentation of background information, field reports that utilize product surveying techniques, scientific analysis, and targeted camerawork. Additionally, further insight will be provided by experts in the studio.

In an effort to promote the station's website, Nablus TV will be uploading episodes of the program, where they will be available in entirety to online viewers. The station is also encouraging people to be active in 'citizen journalism' by submitting reports to them that will also be available on the website.

Station: Nawras TV

Location: Hebron

Award Amount: \$23,340 (including equipment provision)

All Rise: With the recent Palestinian Authority ruling opening up the court system, Nawras TV is seeking to produce an original program that closely follows the Palestinian judiciary system, local and national cases, tribal councils, rulings, and provide the local community with analysis on how these laws and rulings affect them. Judges and lawyers will serve as guests who will provide additional insight into the cases. The program will also provide reports and coverage of the activities of local municipalities.

Through an agreement made between Nawras TV and the West Bank-wide Sada Network, the program will be broadcast by all member stations, greatly increasing its potential viewership and ability to generate funding through advertising and sponsorship.

3rd Round Subgrants Pending Approval

In addition to the three approved third round subgrants, the Aswatona project has submitted a handful of proposals to be approved in the coming week.

Objective Two: Increased and improved coverage of local news, including local manifestations of broad themes such as rule of law, good governance, and corruption

2.1b In-house training for TV in the West Bank on field work, covering local events, and human interest stories

The three-day training course targeted camera people, editors, and reporters and their work together as a team.



The trainer Firas Abdulrahman, started the training with various concepts of television production. He reviewed the relationship between the cameramen, the reporter, editor and how it should ideally work. He then went over the checklist in preparing a simple storyboard together with the shots needed for the report before going out. Firas explained how this helps the reporter in telling the story with pictures in addition to the text, the editor in putting it together, and the cameraman to know which shots are needed.

They discussed the production plan and the relationship between all staff members: the producer, director, editor and cameramen. In the news reporting for the station they discussed the approach which is currently used in the station and the team work approach that should be used. Firas suggested that they should have a daily meeting before going to the field. In this meeting the reporter or the researcher/producer needs to inform the team on the story board and the intended work – i.e., what should be filmed, the type of shoots the camera man should take and even the



angles of filming. If the sound man is available, then the equipment he should take is dependent on whether there are interviews in the report or not and the importance of capturing the natural sound in certain locations in the story. The producer must coordinate the staff and the schedule of work. At the end of the first day, they set the plan accordingly for the filming the next day.

The second day, they did a quick review, a check of the equipment, and went to the field for the story they had designed the first day. Following the storyboard and the footage needed, the team went on location and gathered footage and interviews in the different settings required for the story. At the end of the day, they logged the footage for use in creating the final story. He also went over the need to archive the material, time coding, and log sheet and how this helps the editor to do his job correctly and efficiently.

On the third day, the reporting team worked with the editor to build the final story. They worked on the play out server and multi channel video server for incoming feed (this server did work before the trainer corrected the settings.) They also made the setup for the character generator in the control room studio production with editor and created a new style for titling and subtitling during the report. Once the story was completed, Firas worked with the editor on the character generator software.



During the group discussion on the last day, Wattan staff and trainer spoke about ideas to renew or give some movement to the news, like titling and sub titling and for headlines, and the need to work on the overall story board for the news with priorities and lineup. They also discussed creating scripts with timing of reports, live interviews or correspondents from a live feed. In all, the trainees were very positive in their evaluation of the training and all found it extremely productive and useful. They agreed that the trainer provided them with the necessary tools for being more effective in their coverage.

2.1c Specialized training in conflict reporting interviewing, fieldwork

Reporting on Conflict Workshop

1-2, 5, 10 March 2009

Best Eastern Hotel, Ramallah

Since its inception, the Internews Network Aswatona project has sought to combat the tendency of local media to avoid coverage of conflict and politically sensitive issues in Palestine by relying upon the reports and features of international media. In order to empower the local media and reassure them that they not only have the legal right, but also a responsibility to report on potentially divisive issues in a manner that is objective, informative, and professional. In keeping with this approach, the Aswatona project, in conjunction with veteran journalists and trainers Internews West Bank/Gaza Media Freedom

Mohammed Daraghmeh and Hisham Abdullah, developed a three-day workshop that focused on giving practical and technical training that would instill a sense of confidence in local journalists to report on conflict issues. Twenty eight journalists representing broadcast media, print media, and new agencies from throughout the West Bank participated in the first ever workshop focused on this important aspect of journalism in Palestine.



Day 1: The first day was focused on covering the duties of an effective journalist. The importance of reporting the truth, as well as the various methods of ensuring the accuracy and objectivity of reports were covered. Keeping a personal distance from stories to ensure non-biased coverage, utilizing different sources, and the fundamental importance of thorough background research were stressed. The trainers also presented the participants with concrete examples from throughout the world of government and political parties attempting to intervene and influence media, as well as the poor quality reports that reflect this tendency. Afterwards, the participants were divided into groups and given copies of local newspapers. They were asked to compile a list of potential ideas to be covered in a professional manner.

Day 2: After a brief overview of the previous day's discussions, the trainers lectured on how quality reporting can have a dramatic impact on the reputation of a station, and subsequently affect its ability to earn revenue via sponsorship and advertising.

The second session focused on advising the participants in selecting topics for a report to be produced and evaluated over the final two days of the workshop. After topics were chosen, the trainees were instructed to outline the processes necessary to producing a well-researched, objective, and high-quality report.



Day 3 & 4: The two final days of the workshop focused on the review and evaluation of the reports produced by the trainees. The two trainers, accompanied by the Aswatona staff, went through each report and offered comments on the strong points as well as areas for improvement. Some of the participants had the opportunity to edit the reports and bring them back on the second day of review for additional evaluation.

Successful Reports

1) Hamsah Tayeh of Tulkarem's Al Fajr Al Jadeed TV produced a report highlighting the impact of the separation wall on a local village's access to potable water. It featured an interview with a local woman who discusses the financial sacrifices her family has made in order to purchase the water. After the piece was broadcast, local officials phoned the station to ensure them that the matter would be resolved in the near future.



2) The poor condition of a major road connecting Ramallah to Bir Zeit was the focus of Laura Sayij's report for Shebab FM Radio. In the report, one local explains how the deterioration of the road has resulted in significant damage to his car. While the local municipality has since stated its intention to repair the roads, the piece encouraged drivers to proceed slowly and cautiously in the affected areas.

3) For the purposes of following up on the 2002 deportation of Palestinian militants after the Israeli siege of the nativity church, Bahaa Salama of Bethlehem 2000 radio shed light on the failure of the Palestinian Authority to fulfill its promise of ensuring their safe return. Upon airing the report after the training, the station received several calls from both citizens and officials of Bethlehem who debated the issue live.

4) The story from Raed Alatrash of Manbar Al Hurriya Radio explored the impact of public busses stopping on the major streets of Hebron to pick up passengers. The footage depicting the frequency of accidents and an increase of traffic prompted the head of the local transportation department to call for the construction of designated areas for passengers to safely load and unload without disturbing traffic.

Workshop evaluation

Both trainers concluded that although the workshop can be considered a success, all the participants could use additional training in this crucial aspect of journalism. Based upon their remarks, the trainees shared this sentiment. Farris Farraj of Ramallah's Wattan TV noted, "the two trainers were very effective. They gave us the right tools to approach the stories, and the evaluations were very helpful. With so much information to be covered, however, we could use more time together". Additionally, Khaldoun Nassar of Manbar Al Hurriya stated, "Because this kind of training is so important we need to continue these workshops in the future".

2.3a Focus groups with media owners and managers to explore issues in the media environment



After the experience with the Kullona Gaza Campaign, the owners of the radio and TV stations discussed the success of reaching out to the community, and opening airwaves and windows on their screens for events and citizen reporting. They also realized the importance of reconnecting with Gaza and added Alwan Radio in Gaza to the United Network. In reviewing the media and the political environment, they expressed a desire to continue this in a controlled way and to integrate the Gaza radio in the Network productions. The humanitarian radio effort gave them new contacts and connections as well and they realized the value of connecting with various local and international NGOs to cover activities on a regular basis and to highlight some of the positive efforts and activities. The discussion switched to the continuing development of an overall strategy and the TVs are

exploring the idea of a network of affiliates for news coverage and adding Wattan and Nawras TVs to the work being done by the Sada Network members.

Activities Planned for Next Quarter

Activities Planned for Next Quarter	Timeline
1.1a open workshops - media and community - on issues of democracy, governance, and the role of media	April, May, and June
1.1b reporting on specific issues/topics	June
1.2 production grants	April
1.4a Media Law and Regulatory Structures	June
2.1b in-house training for TV in the West Bank on field work, covering local events, and human interest stories	May
2.1d Content terminology and writing	June
2.3a Focus groups with media owners/managers on the Media Environment to explore issues of law, ethics, standards, professionalism, and interactions with each other and with government	April and May
2.3b Focus groups for licensing and other regulatory issues	May

III. Success Stories and Recommendations

Forgotten Chords Nominated by Al Jazeera International Documentary Film Festival

The 2009 Al Jazeera Film Festival will host two special guests in April; the producer of the documentary *Forgotten Chords*, Rifat A'adi, and one of the featured musicians, Ala'a Ajalad from the West Bank city of Tulkarem. His first trip outside the country, Ala'a will be singing the title song of the film at the opening celebration of the festival. The sound track of the film, along with the description of the documentary is being listed in the program of the Festival.

Produced by the staff of Al Rou'ah TV in Bethlehem, and Al Fajr Al Jadeed in Tulkarem, under the direction of Rifat A'di and supported with a grant from the Aswatona Project of Internews Network, the film was first aired on the Sada Network member stations. The initial response was so overwhelming that they aired it three additional times. Following the local broadcast throughout the West Bank, Palestine TV contacted them to ask for permission to also air the documentary on their satellite channel. Again, the response was so positive that they ended up showing the film several times. The popularity and relevance of the film inspired the head of Palestine TV to nominate and send the film to the Al Jazeera International Film Festival.

The idea for producing this documentary about the lives of two Palestinian musicians, one who creates music and the other who sings, and their music in Palestine was inspired. The crew of both TVs worked under the direction of Rifat A'adi to document their lives and music, their dreams and goals and the obstacles they face. Although one of the musicians is famous outside Palestine, neither was well known inside except in their home towns. Through the



course of the film, the audience gets to know them, what their music means to them and experiences the two different styles of music that come together in the end to create a new musical sound.

Upon seeing the film, Al Jazeera immediately entered it into the festival where it was selected as number eleven out of the ninety-seven films submitted this year.

The festival is scheduled to take place April 13-16, 2009 in Doha, Qatar.



The Aswatona team, accompanied by the COTR, Maher Frijat, visited the Al Fajr Al Jadeed TV in Tulkarem. The visit had been planned for months but due to the situation here it had been postponed several times. Aswatona and USAID presented a certificate of achievement for the TV station on the successful development of the station, the outstanding production of the program supported by Aswatona, and the implementation of all the training knowledge and ideas at all levels of the administration and staff. In accepting the certificate of achievement, the owner

of the station, Samir Sorghouli said, “Partnership with Aswatona was the one of the main incentives for AlFajr to deepen its vision on dealing with the issues of the local community and strengthen the relations with people through producing reports that reflect the problems and provides information.”