



**USAID**  
FROM THE AMERICAN PEOPLE



## **Independent Media Program in the West Bank and Gaza**

### **Quarterly Report**

**July – September 2007**

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 fourth quarter of *Aswatona: Independent Media Program in the West Bank and Gaza*, Internews Network successfully continued the two year project by accomplishing a variety of tasks. At its core, Internews provided continued direction, support, and advice for TV and radio stations, including the one new networking effort – SADA TV Network – to improve production capabilities, marketing, and joint programming. The quarter also saw in-house training for radio on writing, reading, and moderating for radio, production of mini-features, and field interviewing; in-house training for television on covering local issues, storyboard creation, research, and producing the story with field work; and in-house television station specific training on editing, moderating, and camera techniques. There was an extremely well-received internship in Egypt for nine journalists. Finally, nine production grants were signed for thirteen new TV productions and four new radio productions, during the quarter. Internews also explored the activation of a broadcast media association.

## II. 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, and skill-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 and community outreach to their.



*Aswatona: Independent Media Program in the West Bank and Gaza* runs from 24 October 2006 through 21 September 2008 with a sub-grant of \$3,884,026.

### III. Key Results This Quarter

#### Key Result One: On-site Mentoring and Assistance Continues

Using the information from the assessments, the business planning workshops, and the reports from the in-house trainers, the *Aswatona* team continued to meet with station owners, managers, and staff to provide suggestions and guidance on moving forward. The team discussed the individual target audiences of each station with a few of the owners in an effort to help them in determining their market niche as well as the areas in which gaps appear. With the draft results of the sample survey, the staff was able to determine the strengths and weaknesses of the stations and how to make recommendations on outreach, programming possibilities, and increasing audience share. Meetings were held with the following stations: 1) Gama TV in Nablus; 2) Wattan TV in Ramallah; 3) Al-Rou'ah TV in Bethlehem; 4) Baladna TV in Qalqilya; 5) Al Fajr al Jadid in Tulkarim; and, 6) Khalil Radio in Hebron. Several stations remain to be visited for this discussion. Below are three examples of the preliminary results that were given to the six stations on specific audience share:

#### 1) Gama TV - Nablus

Beside Palestine TV, what local TV do you watch most?	Why do you watch local TV stations?				
	The shows it broadcasts	Coverage of local issues	Entertainment programs	Clarity of its picture and broadcasting	SMS messages
<b>Gama TV</b>	45%	36%	14%	5%	

Gama TV's target audience is evenly split between male and female and in economic status. The primary audience lives in the city and is aged 18-24. Gama holds 5% of the market share for the north West Bank, which includes Nablus, Tulkarim, Jenin, Tubas, Salfit, and Qalqilya governorates (pop.1,009,346 – PCBS 2006).

#### 2) Wattan TV - Ramallah

Beside Palestine TV, what local TV do you watch most?	Why do you watch local TV stations?				
	The shows it broadcasts	Coverage of local issues	Entertainment programs	Clarity of its picture and broadcasting	SMS messages
<b>Wattan TV</b>	34%	46%	19%	10%	

In the Middle West Bank, which consists of the governorates of Ramallah and Jericho as well as the East Jerusalem area, Wattan TV is by far the most watched station with 29% of the viewing audience. Wattan's primary viewing audience is female, aged 18-24, living in the villages of the Middle West Bank. (pop.761,231 – PCBS 2006)

#### 3) Khalil Radio - Hebron

Beside Palestine TV, what local TV do you watch most?	Why do you watch local TV stations?				
	The shows it broadcasts	Coverage of local issues	Entertainment programs	Clarity of its picture and broadcasting	SMS messages
<b>Khalil Radio</b>	10%	15%	5%	13%	

Al-Khalil has 11% of the listening audience in the south West Bank, which consists of the governorates of Hebron and Bethlehem (pop. 746,470 – PCBS 2006). The primary audience is male, age 25-44 from the city (with the camps following closely behind), equally above and below the poverty line. They listen for the coverage of local issues.

### Key Result Two: In-house training for radio

After the open workshop in Ramallah in mid-June, trainer Abdulrahman Othman started his activities with *Aswatona* project on in-house training for radio production according to the schedule designed by the *Aswatona* team in coordination with the various radio stations. These started in late June with seven radio stations and continued into July in Bethlehem, Hebron, and Jericho. The original hope was that Gaza could be included in July, but it was eventually removed from the schedule.

The *Aswatona* project contracted Abdelrahman Othman, a renowned expert in radio programming with 25 years of experience, specializing in language, presentation and other skills needed for successful radio broadcasting. In working with the individual stations' staff, Othman reviewed the importance of maintaining objectivity, especially in such unstable and volatile situations. In order to maximize the potential for objective reporting, Othman claimed, it is imperative that the journalist has strong communication skills, media experience, a degree of transparency, confidence, and a solid educational background. He also emphasized the imperative of effectively utilizing time allotted with a guest, whether from a political background or an eyewitness to an event, through short and pointed questions that are relevant. In order to do so, it is necessary to prepare beforehand and to be experienced enough to be able to steer the conversation.

### Radio Bethlehem 2000- Bethlehem (1 July):

At Radio Bethlehem 2000, the number of attendees was the highest out of all the radio stations up to that point. This radio station also maintains an advantage in terms of equipment, studios, and size of the station premises. The sound engineers spent a lot of time with Othman to discuss many details in broadcasting. The team prepared two stories, but there was not enough time to work the interviews and produce the stories in one day because the training fell on a Sunday, so Othman returned the following evening to help produce the stories. During the broadcast, they listened to the programs and held discussions about them. The trainer also spent extra time with the news broadcaster and worked with her on formulating, editing, and reading the news. Moreover, Othman worked closely with the Manager and Owner of the station and suggested that the news should be broadcasted from the early morning and not at 10am, and that they should create a weekly feature that last for ten minutes only. He also noted that it was important to rebroadcast some of the programs, while working to improve other programs, such as the content of the station's weekly cultural and social program. After completing the two stories within two to three days, they presented the story about betrayal and cheating, which was made the theme subject of the program. Radio Bethlehem 2000 received many phone calls during the program, so they decided to create a new episode of the program that will be directed to youth. The completed story will provide the platform on which the new program will be based.

Radio Bethlehem 2000 participants:

*Program Presenters:*

1. Raneem Housh.
2. Sarah Tabash.
3. Karmen Ghatas.
4. Saeed Zarzar.
5. Inas Abdeen.
6. Maha Yousef.

*Sound Engineers:*

7. Farah Kassees.
8. Saad Ibraheem.



Radio Isis - Bethlehem (2-3 July):

The in-house training, conducted at Radio Isis by Othman, was the most disappointing of the series of trainings. The owner of the radio station missed most of the training because he was busy preparing for his own wedding. Further, there was only one journalist and two broadcasters, who did not come across as very qualified, and the sound engineer was absent on the second day. This station didn't have any schedule, and it only had a morning program whose presenter lacked experience, resulting in a very weak program. Radio Isis maintains an extra studio for recording and producing, but it was used for commercials only. This station needs a sound engineer and reporters who are able to write and present programs. Despite all the difficulties, the small group managed to accomplish a story about marriage and the emigration of young men, while being trained on reading the texts in the proper way.

Radio Isis participants:

*Program Presenters:*

1. Shumooa Ghareeb, engineering
2. Carol Nissan.
3. Jihan Misleh.
4. Marlin Alhiweh.
5. Khader Jockman, sound engineering trainee

Radio Minbar Al-Horyah - Hebron (4-5 July):

The in-house training conducted at Radio Minbar Al-Horyah got off to a difficult start, but improved by the end of the two days. The radio station owner misunderstood the purpose of the training, and believed that it would cover production, so only sound engineers attended the course, and no journalists. Three of the participants were trainees from the universities and had never worked in radios before, but three of the female participants were employed in the past in radio as sound engineers. The group managed to control the sound and the direction in general, and the participants went to the streets to produce a story about the factories and workshops that are placed between houses in the city. This way, the sound engineers had the chance to learn how to use the recorders and microphone, and they were also trained on how to conduct

interviews. In general, the group was very receptive to the new ideas presented to them about field work.

The second day was better. A number of journalists and broadcasters attended, which allowed for practical exercises and training on writing scripts, reading scripts, and speaking freely in the studio. The first team worked on the story about industrial workshops in residential areas. In the afternoon, everyone listened to the program and discussed both its positive and negative points. Othman also spoke with the owner about some new ideas and adjustments to the programs. One of the changes that came about following the discussion was that Radio Minbar Al-Horyah began to present the news on the top of each hour. This began the day after the training.

Minbar Al-Horyah participants:

*Program Presenters:*

1. Nariman Mreesh.
2. Taghreed Alswety
3. Mahmoud Iqneeby
4. Saad Alshyookhy
5. Kholoud Alqwasmy
6. Naaima Alwrasneh

*Sound Engineers:*

7. Amani Aljoobeh
8. Mirvat Taha
9. Mohanad Alshareef
10. Adi Hijazi
11. Alaa Ragheb
12. Dyaa' Awawdeh



Mawal Radio – Bethlehem (6 July):

Having reviewed the programs of Mawal Radio two days prior to the training, Othman spoke with the radio director, who immediately implemented a few of the recommended changes. In addition to a receptive director, there are also two distinguished journalists working in Mawal radio plus a new young journalist who has a solid cultural background.

During the training, the group completed a number of exercises after finishing the theoretical part of the training and the team managed to accomplish a story about the parking problem in Bethlehem. After the training, the journalists used the interviews that had been conducted by the team to present a program that included interviews with officials, and it received phone calls from participants and taxi drivers that were listening to the program. They also had training about speaking freely during live broadcast programs. As an exercise, each participant had to talk for one minute and a half about any subject of their choice, and then the trainees listened to the recordings and discussed the results.

In general, the brief training in this radio station was successful because there seemed to have been a deep desire within the staff members to learn, which happened in many other radio stations as well.

Radio Mawal participants:

*Program Presenters:*

1. Ameera Hanania
2. Angie Saba
3. Rawan Abo Sroor
4. Ghaydaa Qameesah
5. Noor Hazboun
6. Nancy Attallah

*Sound Engineers:*

7. Yousef Hanthal
8. Osamah Qameesah



Radio Marah – Hebron (8 July):

One of the most successful of Othman’s trainings was at Radio Marah. The team was very strong and serious. They also have a sound cultural background, which is something that wasn’t noticed in the other radio stations. Despite the short period, the trainer and participants managed to cover a lot of ground and accomplish many tasks. Based on the training, the team managed to produce a story about the shoe industry in Hebron. Along with the production, the team also received training on preparing, editing, and reading news bulletins. Additionally, a long and very productive discussion was held with the sound engineers about different details of their work.

Marah Radio participants:

*Program Presenters:*

1. Samar Aldibs
2. Ryaad Khamees
3. Hamsa Balout
4. Adel Ghareeb
5. Malek –Ahmad—Walaa--- presenters of children’s programs

*Sound Engineer:*

6. Moutasem Daana

Al Khalil Radio – Hebron (9 July):

One of the least successful of Othman’s trainings was at Al-Khalil radio, where the station’s working team was too busy with other matters at the station to participate, and the owner had to leave early with the other staff members. Othman listened to some of the live on-air

programming of the radio station, and then sat with the presenters to critique the details of their program. The participants of this training did not manage to finish a story because they had to leave the radio station early.

Khalil Radio participants:

*Program Presenters:*

1. Razan Qwaasme
2. Sabreen Alarab
3. Nareeman ALsherief
4. Ahmad Abo Sawalha.
5. Waleed Hashlamoon
6. Hashem Salhab

*Sound Engineers:*

7. Tamer Alkraky
8. Samer Alfakhouy
9. Shadi Shawer



Radio Al-Qamar – Jericho (10-11 July):

The training held at Radio Al-Qamar by Othman was successful despite the technical human difficulties of the station. This radio's broadcast is barely heard in Jericho itself because of some technical problems, which they believe to be caused by the high temperature. Many of the participants in the session were junior staff that lack experience in terms of working in a radio station, and the worst lack of capacity that the radio suffers from is the sound engineering. During the time the trainer was with the station, not one sound engineer showed up although there are three that work there.

Despite the generally good spirit among the staff, there were many mistakes in everything, and there was no one capable of writing even a few sentences. Therefore, the trainer worked on many things, including writing and reading scripts, how to use the microphone correctly, and mainly lips movement and breathing while using the microphone. The participants chose to write a story about the stock market, because at that time it seemed that all people in Jericho were busy with this issue. However, they did not finish the story. This station is the only one in the Jericho Valley and needs support on all levels.



Al-Qamar Radio participants:

*Program Presenters:*

1. Amarny Rayan
2. Adi Alqutub
3. Shahd Satryeh, Kids program
4. Ruba Mohamed Abu Khashan
5. Leena Mohamed Brahme
6. Suha Alqutub

Throughout the course of the in-house radio trainings conducted by Othman, it was noticed that all radio stations are generally weak in formulating and delivering the news. Because of the importance of the news in the West Bank, the trainer spent additional time with the presenters of the news bulletin in each radio station in order to train them on how to prepare, edit, and read the news. He also suggested increasing the number of news bulletins, even in a summary form such as headlines. Moreover, the trainer spent extra time on the issues with the sound engineering. He explained to the engineers and staff responsible for mixing, the strong and weak points in their work, and then tried to show them the places where they made mistakes.

All in all, the stations that received the in-house training were pleased with the hands-on experience and the specific focus and attention given to the staff. All asked for additional training by Internews, including the same trainer, if possible. Othman deemed this necessary, but with fewer, more focused stations.

### *In-house Radio Training and Workshop in Gaza*

Due to the deteriorating security situation, long discussions took place between the Gaza and Ramallah team regarding the training that had been scheduled with Abdelrahman Othman, and in the end it was decided that the training would be held with independent operational stations in Gaza. Preparation was done for the in-house training on radio production techniques and journalistic skills with the assistance of Mr. Abdel Rahman Othman, who was not allowed to go to Gaza but, by telephone, worked with the Gaza staff and the local trainer, Shawqi Al-Farra to develop the training content, including goals and materials.

On Sunday, July 22<sup>nd</sup> the Internews Network's *Aswatona* project in the Gaza Strip hosted three local radio stations, Gaza FM, Alerada, and Alwan, for a training primarily focusing on the importance of effective field reporting, story development and interviewing techniques. Such workshops are imperative for the stations, as the increasingly difficult political and media environment in Gaza has left little room for objective, non-biased, and non-factional news outlets. Experienced radio journalist Shawqi Al Farra committed to leading the trainings, which included 11 participants from the aforementioned stations.



The *Aswatona* Project coordinator in Gaza, Hazem Ali, noted, “In Gaza radio stations are weak financially, professionally, and in terms of equipment. Such trainings allow us to strengthen such an important sector of the local media”.



Beginning Monday, July 23<sup>rd</sup> the second phase of the training, which was founded upon the practical

application of the topics covered at the workshop at the stations themselves, was initiated at Alwan Radio. It was decided that additional, in-house training would enhance the overall impact of the program and would allow Al Farah to meet the unique and specific needs of each station. Safaa Mohammed of Alwan Radio station concurred, stating, "The trainer was able to correct many mistakes in our daily production that I was not even aware of and we hope he can come back soon". Dedicating 2 days to each of the three stations, the trainer then conducted his tailored workshops at Alerada Radio on Wednesday, July 25<sup>th</sup>, and finally at Gaza FM on Sunday, July 29<sup>th</sup>.

Alwan Radio produced a field report called "Nabd El-Hayat" with the help of the trainer and it was broadcast the next day. Forsan Alerada Radio produced a program about electricity shortage and its affects on people's life, which was broadcast also the next day. The Gaza FM staff made interviews to produce a field report but ran out of time as the training had started later as per their request.

In general the participants were happy and gave positive feedback on the training. In their evaluations the participants stated that the timing and subject of the workshop and in-house work was very good. They gave *Aswatona's* staff a positive evaluation on the organization and the efforts made to support the local media. They asked *Aswatona* to arrange for more training workshops.

### *Key Result Three: In-house training for select TV stations*

During the months of July and August, 2007, a series of in-house trainings were conducted for several local television stations in the West Bank. The trainings were led by seasoned television anchor and producer Carolyn Robinson who has worked with such major news outlets as CNN and Al Jazeera International. She spent two-days with each station training the staff on creating story boards that included choosing local topics, researching the chosen issue, preparing to begin the production such as choosing interviewees, writing the questions, choosing locations for filming and selecting the shots, as well as writing the accompanying reports, and guidelines for editing the story.

Robinson was always accompanied by one or more members of *Aswatona* team as well as a translator for the training sessions in the different stations. In some stations there was a need for a cameraman and sometimes an additional camera. The main beneficiaries of the training were the seven members of SADA television network stations: Jenin Merkezi in Jenin, AlFajr AlJadid in Tulkarim, Gama TV in Nablus, Baladna TV in Qalqilya, AlNour TV in Jericho, Star TV in Ramallah, and Al Rou'ah TV in Bethlehem. Although not a member of the Sada Network, Wattan TV was also added to the training schedule as a grant recipient. Each station received an agenda in advance and replied with the names and positions of the station staff who would participate.

### *Professional aspect*

During her in-house and field training, Robinson started with a theoretical background on building a story board through the steps necessary to finalize a report. She began her sessions at

each station with a question to the participants: “Who are you and why are you here?” Trainees started telling their names, profession, why they were working in television, and what they hoped to gain from the training. She started the training with examples of each of the steps of building a story starting with the ideas. Then she asked each participant as individuals to propose ideas of stories to be produced. The brainstormed ideas were then discussed with everyone in order to choose the best idea that could be translated into a story using the elements of a good story that had previously been outlined. The five best ideas were prioritized in terms of their importance to the local community, relevance to social sectors, strongest “hooks” of who it affects, what is the problem, how is it solved, who benefits and who loses, etc.

Then, in groups, the selected story idea was broken down into the parts needed to make it into a production piece – i.e. background, interviews, and camera shots. Once the groups came back with the parts they felt needed to go into the story, they discussed what would be needed in order to edit the pieces of the story (or the flow of the story) into a professional, strong product for broadcast. The participants were then divided among “teams” and assigned pieces of the storyboard to execute.

The second day, Robinson accompanied the trainees in the field, directing them to the best shots, asking the follow up questions, and the relevant interviewees. Back at the station, the interviews and camera shots were reviewed with the staff so that recommendations on which ones to use in relation to the story idea were made and an outline of the work that was still needed was done. In addition, there was a general discussion of the script to be written, reviewed, and then read as a voice over or narrative. In those cases where there was enough time remaining, the story was actually edited and produced in its final form. However, the majority of times, the participants were left with a list of recommendations for the items still needing to be added. It was left for the *Aswatona* team to follow up with the stations accordingly since, with the exception of Wattan TV, the stories were produced for *Sada Filistin*, a joint program of the stations.

The Sada program is very popular among the network’s participating stations. It is a mark of professional expertise to be a station’s Sada producer/correspondent, and the staff that work on this program are extremely conscientious and serious about producing and improving their contributions to it. Participants at each station were also very keen to learn more about the experiences of their Sada colleagues in other locales. Bringing them all together for one or two days sometime soon would be an excellent bonding and reinforcing experience for all concerned

#### *Station-by-Station Review*

#### Al Rou’ah – Bethlehem (7-8 July):

This was the first station with which the trainer worked. The attendants were responsive, cooperative, and open to new ideas. Ideas were discussed and sharpened, but during implementation the trainees did not exactly follow the guidance. Although they did a story for the *Sada Filistene* program on tourism and had scheduled an interview with the Ministry of Tourism in Bethlehem, which they did not follow up. When the story aired, the Tourism Ministry called the station to thank them for the story but to ask why they did not call to ask for the Ministry's response. Station Manager Hamdi Farraj, stated that the training was very useful and helpful, but the duration was not enough, to cover all the topics. The trainees expressed their gratitude for the training and stated that it was very useful despite the short time. There was a direct impact on the report, which was broadcasted through the joint Sada program in the network. The story was on tourism in Bethlehem received call-ins, including one of from the Ministry of Tourism asking about the story and the criticism directed to the officials.



Seven staff participated in the training:

Jalal Hamad: cameraman, most senior employee with 11 years at the station

Amin Shakeri: tape engineer, another senior employee with 5 years at the station

Nader Abu Sarhan: junior cameraman, studied in Jordan

Shadi Sakri: transmission operator, 2 years experience

Iman Mothi: youth online reporter, secretary, 2 months on the job

Hassan Abu Maria: aspiring cameraman, student from Hebron, few days on the job

Aisha Za'atik: aspiring cameraman, student from Hebron, few days on the job

*General Observations:* As a result of the day of preparation before the shoot, participants (including the Station Manager) were able to see for themselves how strongly just a little bit of planning could contribute to good story development, and how much easier and less stressful it is to work this way. It seemed that they did share a genuine sense of accomplishment and enthusiasm for continuing to use these small work improvements and new professional storytelling techniques in the future. Several of them are very dedicated and show exceptional talent as well, despite the difficult conditions they face on the job and elsewhere every day.

Gama –Nablus (25-26 July):

In this station, the owner attended the sessions, but her presence, much like Star TV, affected the staff's participation. Later, they were less inhibited and proposed good story ideas. Overall, the staff is good and the training went smoothly. However, the main problem is that management is not well organized. In the end, the participants did a good job with the story and the participants were pleased with the outcome and the training.

Five staff plus the Station Manager participated in the training:

Abeer - Station Manager

Amer - photographer and editor for about one year  
 Amal - video editor for more than 9 years  
 Samah - journalism student and reporter  
 Manya - Sada network presenter and main news anchor, 7 months on the job  
 Le'eli - IT student and daughter of station manager

*General Observations:* Having the Station Manager present throughout the workshop posed some interesting pros and cons. On the one hand, she is a very sharp woman with some great ideas and good points, and she contributed a lot to the workshop in this way. On the other hand, she is also much more experienced and a lot older than the rest of the participants, which created an uncomfortably large gap at times. This was especially evident when material was presented with which she was already familiar, since she did not often just listen silently. The main problem was that the other participants became correspondingly quiet whenever the manager offered her comments, which was very often. Of course, she is their supervisor (actually also the mother of one of the reporters) and they often seemed reluctant either to contradict her, show her up, or display their own lack of knowledge in her presence.



The strongest reporter left early and unexpectedly on the first day to attend to her engagement duties, just when key elements of story structure were about to be presented. So the next morning, before the team left to shoot the story, she was given a general briefing, which she seemed to absorb very quickly.

AlFajr AlJadid – Tulkarim (28-29 July):

The first day, a seeming lack of seriousness and discipline to attend and learn from the training course among the administration and staff was observed. They did learn and implement some ideas on the second day, but the main problem seemed to be a lack of experience or they had been in the profession long enough to no longer have a keen interest in learning modern professional journalism.

Seven staff plus the station director participated in the training:



Dr. Rajah - director, previously a pharmacist  
 Jouad - has been in the media for 12 years at Al Fajer, previously a dentist  
 Abu Adham - part-time journalist and Arab professor  
 Maha - computer student, one month at Al-Fajer  
 Ashraf Shahin - 3 years in the media, presenter and Sada program producer  
 Abdel - journalist and presenter, also ran for public office but did not win

July – September 2007

Fadi - cameraman for almost ten years

Samir - studying law, helps to present daily shows, daughter of station manager

*General Observations:* Al Fajer Al-Jadid was almost a carbon-copy of Gama TV in Nablus in many ways: a female station manager with a family-run business based out of their home, with a daughter or two on the small staff, and the same pros and cons with having the manager's participation in the workshop were noticed. The manager's outspokenness was tempered a bit more by the fact that most of her staff was much older than the average participant at other stations in the trainings.

This group participated fully in the training sessions, but the participants seemed a bit less professional, less quick to learn and/or somewhat less serious about journalism than the other stations. However, they did rally at the end; in producing their shoot on location, they displayed some clear understanding of the story development principles presented at the workshop.

Wattan – Ramallah (30-31 July):

The largest group of participants to date turned up at Wattan TV for this feature story production workshop. Sixteen employees with a wide variety of backgrounds, from student interns with just a few days on the job to senior staff with ten years of journalism experience participated in the training. Almost all were men except for three women, who were either students or very new employees. Interaction was very good in the first session, but most of the group was unable to sharpen the ideas into a six-minute story. It seems also that the division of labor is not clear, although the human resources are very promising. There is a need for more training on story board and mainly in research field, for this good and semi-national station.

The staff that participated in the training:

Mahmoud Hrebat - cameraman/editor, news and talk shows, 3 months

Mohannad Dager - student - news/features cameraman, 1-1/2 years

Hassan Abdallah - chief news editor, 10 years on the job

Amir Hamaeel - features reporter and technical staff, just joined the station

Mohammed Abu Bakr - news reporter and editor, 1-1/2 years experience

Fares al-Malki - senior news reporter and editor, 2 years experience

Sameh Kareem - tape editor/cameraman, long format, 2 years

Ferdous - student, tape editor, new to the station

Diala Za'Arer - student, news reporter, 6 months at the station

Baha Nasser - student, cameraman, just joined station

Khalid - broadcast technician, a few years experience

Hassan Kazaz - feature program producer, 1 week on the job

Nehad Jamous - presenter/reporter, features, 2 months

Nael Rojoub - senior tape editor, 7 years



Nabeh Kehail - program producer, new  
Rami Zaitoun - cameraman, news and long-format, new to station

*General Observations:* This group was much different than the others in several ways. First of all, it was the largest group, so the amount of intimacy and direct response to participants' needs and questions was naturally lessened. Secondly, it is not a member of the Sada network, so the need to produce a weekly piece did not press as urgently on these participants as it did on those at the network stations. Thirdly, it does not suffer as much from the usual equipment/human resource problems. Fourth, it strives to cover "national" issues, and sends its reporters to cover stories around the entire West Bank, which none of the other stations so far attempt to do on a regular basis. Because of its size and relative development, the expectations were more from Wattan's participants than from the other stations, and it was anticipated that some of the standard session topics could be covered in more depth.

With all of the positive factors working in Wattan's favor, it was a surprise when it became obvious that this group was having more trouble sharpening its social issues story ideas than any of the other smaller and less developed stations, to the point that a planned shoot for the morning of the second day was cancelled - the only station where this happened. A large part of this situation was due to the fact that the senior staff - about half the participants in the workshop - were not present when the story choice was to be decided, due to a lack of clear communication about their daily on-the-job responsibilities. If they had been present, the group would probably have come up with a tangible story production plan that could have been implemented on schedule.

However, even when the story structure principles were reviewed with them the next day, the story they picked as their best choice was "the impact of poverty on the family" - more of a university thesis topic than a good starting point for a clear 5-minute feature report. It was emphasized that they would need to develop some more specific elements relevant to this idea that they could shoot, and continually pressed them to sharpen the point of the story. It seems this was finally understood a bit better but it seems likely that more reinforcement of these concepts will probably be necessary. In general, this group was very strong on developing human interest story ideas and identifying strong characters, but here is where the feature story concept usually stopped, without attempting to incorporate the profile into a larger social issue report.

In any case, it seemed much more useful for them to learn more about how to research their generally far-too-broad story ideas, and how to distill these into sharper concepts and specific elements for production, rather than to send them rather aimlessly into the street with a camera just for the sake of shooting some video. It was disappointing to drop the field work part of the training at Wattan, but in retrospect, given the circumstances, everyone benefited from the revised schedule much more than they would have if the original plan had been implemented

#### Star TV – Ramallah (20-21 August):

This station was recently moved from Jenin to Ramallah and is still small and fairly poor. It seems that the Station Manager is the sole decision maker. Overall, the staff felt that the training was very good but the station lacks relevant equipment needed to implement all of the new skills.

Five staff plus the station manager participated in the training:

Ra'ed - station manager  
Bassem - Sada producer  
Morad - cameraman  
Tahani - program coordinator  
Youssef - cameraman  
Ahmad - transmissions operator

*General Observations:* The very young staff here is chafing under the direction of the station manager, who runs everything and makes all decisions for them, while at the same time failing to oversee or supervise their work properly. When events forced an unexpected change in plans, taking the manager out of the training session and leaving most of the others behind, the workshop dynamic changed dramatically. Suddenly the participants were talking actively and suggesting very good ideas to develop. Although most of them had been very quiet during the workshop up to this point, all of the trainees started to display good signs of journalistic ability, even the transmissions operator. However, his team does need a lot more on-the-job structure, as well as a little more delegation of authority.

The other key issue at Star is a general lack of advance planning and basic work discipline. Although these two problems are evident just about everywhere at the stations visited in the West Bank, it was particularly glaring at Star in Ramallah. Vast amounts of time are spent sitting around. Equipment matters that need to be attended to wait until the pieces are about to be used before they are checked, leading to more delays and more waiting around unnecessarily. Even just a little bit of discipline by the Station Manager in looking ahead would go a long way to improve the situation at this station.

AlNour – Jericho (22-23 August):

A small but organized station, the staff is eager for training and their interaction was very satisfactory. The station suffers from lack of technical experience, such as good filming and editing. Also, the majority of the staff are either volunteers and/or part-time.

Six staff members participated in the training:

Shadi - transmissions operator, few months on the job  
Mohammed - Sada producer  
Bassem - editor, several years experience  
Ibrahim - retired professor, reporter  
Suleiman - cameraman, reporter, couple years' experience  
Nidal - reporter

*General Observations:* This station is extremely clean and neatly organized, a welcome change from several other stations visited to date. Additionally, it was a pleasure to see the very oldest participant (a retired educator) of any of



the workshops to date, and he was extremely enthusiastic and sincerely keen to learn more. This contrasts with many older participants who are often more skeptical and less receptive about the new principles presented.

This group was also more advanced in research and pre-production planning habits for their Sada stories than any other group so far. Therefore, it was a great pity that these editorial strengths were diminished by poor camera work. The cameraman is extremely keen to learn and very enthusiastic, but was quite scattered on the day of the shoot for a variety of reasons. Perhaps it was just a bad day for him, but in any case, it was still obvious that training sessions on camera skills would be a very good idea to better match the editorial side's skills with the technical team's abilities. This station has the potential to do some very good feature reports if this editorial/technical disparity can be addressed.

Baladna TV- Qalqilya (25-26 August):

Unlike Star TV, the Director is more democratic with the team, which allowed free discussion. Some staff members are very good and creative, others are rigid. The team as a whole was very responsive to the training, but they do not have the equipment necessary to produce the good stories they would like.

Six staff members plus the station manager participated in the training:

Rahid: Sada producer/correspondent, 2 years on the job

Iyad: Sada cameraman, 2 years

Mohammed: transmissions operator, 2 years

Ayoub: tape editor, 2 years

Fideh - computer operator, 2 months

Amani - presenter, one month

Hossam - station manager, 4 years

*General Observations:* The facilities at this station are not conducive to a good working environment. The studio itself is small and lightless, a cluster of small rooms at the top of a multi-story building without an elevator, with no proper kitchen or bathroom facilities. Hossam was present regularly throughout the training sessions, but listened as much as he talked and did not dominate the discussions, as was the case with other station managers who attended workshops with their staff. The trainer encountered a little more resistance and defensiveness than usual, in particular, when presenting new ideas about how to work, and observed a strong tendency to seek out just one or only a few sources for a story idea.

It was good to see two female journalists on staff in this very conservative environment. Fideh, who is very young, is quite keen to do whatever support duties are necessary, and Amani is a strong and talented presenter/reporter as well. She received some training from TAM that she said benefited her a lot. She has a very serious and emphatic demeanor that has probably developed as a result of being a working woman in this conservative community. The owner said the only reason she was able to work at Baladna is because he knew the family personally, and they were comfortable with having her work for him.

Jenin Merkezi (27-28 August):

This station is very poor in space and equipment but eager to learn. They were cooperative and very enthusiastic to explore new ideas. They had good story ideas and, at the end, created a relatively good production.



Four staff members plus the station manager participated in the training:

Fakri - Sada correspondent, shooting, editing - 2 years at station, 10 years as reporter

Suhaib - cameraman, 1 year

Abdel Latif - presenter, 10 years experience

Wa'el - editor and transmission operator, 10 years

Samir - station manager

*General Observations:* This was by far the most conservative environment in which a training workshop was held, and by far the most tense as well. No women are employed at all at the station, and some of the older male staff deferred shaking hands with the trainer, both indications of how conservative the environment was, although everyone was quite polite and seemed genuinely keen to participate in the training.

The station is severely in need of new cameras as they have the oldest and most out-of date video equipment of any station visited. However, their story ideas are very good and generally well-focused, and they worked well together as a team, both in the field and in the studio.

#### Key Result Four: In-house technical training on editing and camera

As agreed upon in conjunction with *Aswatona* Project team, trainer Davin Hutchins took an approach of focusing primarily upon using up-to-date software, field equipment and television production techniques to bring each station up to speed with professional methods and improved workflow in anticipation of new programming initiatives being launched by *Aswatona*. Each three-day training period was conducted with the following general structure but modified based on the station's individual needs:

##### *DAY 1 - 09:30 a.m. – 11:30 a.m. Critique and Overview*

1. Along with the staff, Hutchins reviewed and critiqued recent news pieces and programs produced by staff members. This usually included two station newscasts and two Sada Filistene programs.
2. Hutchins and staff identified specific problems the station would like to improve upon and the concerns of individual staff members.
3. Hutchins previewed software and techniques to be introduced in the following days to foster a more collaborative workflow among staff members and stations. Concepts included using video from the Internet in editing projects, publishing video reports to the Internet, using the Internet to transfer of large video files to other stations. Software packages included: Adobe Premiere Pro 2.0, Adobe Premiere Pro CS3, Pando, Divx video codec, MPEG-2 Video Codec, MPEG-4 Video Codec, Flash 9

*DAY 1 - 12:30 p.m. – 5 p.m. – Field shoot*

1. Hutchins administered specific technical training on Panasonic and Sony miniDV video cameras using, when possible, an station-assigned news story or a story for Sada Filistene's weekly show. Techniques included use of: Focus, iris, shutter speed, white balance, ND filter, monitoring audio levels, onboard vs. XLR microphones, natural and camera light usage, steady movement, timing shots, economizing field production.
2. Hutchins administered specific aesthetic training for videography. Techniques included: Achieving balance in every frame, timing shots, Rule of Thirds, using your body as a flexible tripod, shooting high & low, changing locations and points of view.
3. Hutchins administered training on camera maintenance. Techniques included: Cleaning lenses & camera heads, using compressed air, using fresh tape, rotating old tapes.

*DAY 2 - 09:30 a.m. – 3:00 p.m. – Intensive Training on Adobe Premiere Pro 2.0*

1. Hutchins administered basic technical training on Adobe Premiere Pro 2.0, an affordable flexible editing solution comparable to Adobe Premiere Pro CS3, which is to be purchased by Internews for most participating stations. Basic techniques included: Building a timeline, selecting soundbites, covering soundbites with rushes, recording and layering reporter track, maintaining natural sound in a report, shooting stand-ups, selecting the best shots during video capture, building visual sequences.
2. Hutchins administered advanced technical training on Adobe Premiere Pro 2.0. Techniques included: Auto-adjusting audio, sweetening the audio, editing with music, inserting natural sound breaks, equalizing the audio, audio transitions, color correction, correcting bad shots with contrast and saturation, visual effects, blue-screen compositing, video transitions, exporting video for the Internet (Windows Media, Real Media, Quicktime, Flash), editing with still photos.

*DAY 2 - 3 p.m. – 5p.m. – Using Digital Tools and the Internet*

1. Hutchins administered advanced technical training on digital software designed to maximize use of Internet video, photography and transmission of high-quality video files between stations. Techniques included: Outputting to Windows Media, Real Media, Quicktime using Adobe Premiere Pro 2.0, Converting video files to MPEG-2, DIVX AVI and MPEG-4 using TMPEG, capturing Flash video using Real Player 11, editing with Flash, Divx vs. MPEG-4, Transmitting Files using Pando.

*DAY 3 - 09:30 a.m. – 5:00 a.m. – Application of techniques* - Hutchins administered follow up training using the footage from Day 1 and editing techniques from Day 2 in attempts to produce a finished package, either real or mock.

ASSESSMENT: WATTAN TV

*Equipment Assessment* – Despite an impressive management team and vision for the future, Wattan

Internews West Bank/Gaza  
Quarterly Programmatic Report  
July – September 2007



TV has a very organic and mismatched technical infrastructure with demonstrated little aforethought. Adobe Premiere 5.0 was installed as the primary editing computer (PC-based) for news inside the control room. The software was being used incorrectly, i.e. natural sound was completely removed from all reports because of incorrect capture of video without audio. When we tried to install an updated version of Adobe Premiere it caused a compatibility problem with their Matrox analog-digital converter. Therefore, we uninstalled the new software so Wattan's editors could continue producing daily news programs. Upgrading the news edit bay to Adobe Premiere Pro 2 must be complete but will need to be carefully managed to not jeopardize daily workflow. The other edit machine Wattan TV used was Final Cut Pro on an Apple computer. Neither editing station was connected to the Internet. Also, there was no system to exchange video files in a common folder on a network, isolating each machine.

A third HP PC was purchased during the training which was confirmed to be dedicated to news features which Malik would primarily use. No technical difficulties were encountered getting this bay installed and up to speed though we had to install it in the smoking room until a suitable room could be found. It is highly recommended that every computer have Internet connectivity and that the station upgrade to PalTel ADSL and abandon its slow satellite data service. The Panasonic and Sony video cameras were poorly maintained and were used as both studio and field cameras. Often they were left in the open which left dust and the elements to damage the cameras. Hutchins also discussed Wattan TV's vision for a companion website. Despite three months of in-house labor and web design, the site they plan to launch was functional but hard-coded in Microsoft FrontPage and exhibited rigid HTML web design circa 1999. Hutchins recommended an open source solution so that they could have a flexible web solution to expand for the future. This is not possible with the current design.

*Staff Assessment* – Of all of the stations, Wattan TV's staff had the most clearly defined roles yet everyone exhibited a confident degree of multi-tasking. Sameh is clearly a "news editor" and in spite of using an older version of the edit software incorrectly, he edits very quickly and can produce multiple reports on deadline. He also handled a multi-camera field shoot very well and set up mixing equipment quickly for a profile of Palestinian cartoonist Bahar Bukhari. Malik proved to be a slower editor but he takes the time to experiment with different effects in use for feature news reports. All the cameramen seemed to have functional knowledge of their cameras and took well to instruction. However, many exhibit lackluster attitude, objecting to staying late to complete a shoot and working a "full news day."

*Management Assessment* – Both Muamar Orabi and Mohammed Ataya seem quite confident in their vision for Wattan TV in the future and are clearly thinking ahead. They have implemented a rudimentary ad production and sales department to generate revenue. The biggest criticism of management is plans were often changed at the last minute without effective communicating between affected parties. For example, management had no plan to provide an edit bay for director Wafa Jamil's feature program; the only key to an available room was on the keychain of a staff member who was on the other side of the West Bank. The staff might have potentially wasted days of work without a quick installation of the new HP editing station. A flow chart of daily production and regular meetings are highly recommended.

Hutchins noted that from his perspective, Wattan TV appears to be one of the more promising stations and focus should be on follow up to techniques introduced, application of techniques and

new software in actual production, improved production of new shows and better workflow and management communication. The *Aswatona* team will follow up with Wattan on these recommendations.

### ASSESSMENT: GAMA TV

*Equipment Assessment* – Gama TV had a more dire equipment situation than Wattan TV. This was due in part to Israeli soldiers raiding the station and confiscating thousands of dollars in production equipment months earlier. Gama had no small camera to serve as a capture deck for their single edit station, which meant that if the single Sony video camera was being used out in the field, editing could not be conducted back at the station. This proved to be extremely inefficient. The station had one FireWire cable for digital capture of video. Even though Gama TV is to be one of the core stations to host production of the presenter segments of Sada Filistine, all but one of the studio lights were burnt out producing an unusable image for a flagship show. The main studio light was missing a wing nut and filters and thus rendered unusable. The IBM PC used for editing had minimum RAM memory (512k) for video processing and limited hard drive space. Apparently, there was no budget for fresh tapes so old field tapes were used over and over again made them unreadable by Hutchins's camera due to extreme overuse. Combined, all of these are undesirable work habits that have manifested due to neglect, not lack of funding. The single camera seemed relatively well maintained and kept in a protective bag.

*Staff Assessment* – Chief Editor Saleh had a very advanced knowledge of editing software and the Internet, including Adobe Premiere 1.5 and cursory knowledge of Avid Liquid Pro. This can be attributed, as often is the case with editors, to access to a computer at home and the ability to explore the Internet and try out new software. Station photographer Amir's footage was very rough but he clearly internalized the field instruction from the first day as his entirety of field shots markedly improved. Hutchins focused on improving communication between videographer and editor so the cameraman supplies the editor with exactly the amount of footage that is needed for a report. The trainer became very upset when some of the station's interns went to practice shooting with his equipment in Nablus' Old City and stayed 45 minutes beyond the time agreed upon. These younger staff members exhibited a very immature attitude towards media and working in general, though apologized later. In general, a more professional attitude toward daily work should be fostered.



*Management Assessment* - Hutchins' biggest criticism of GAMA TV's staff is Station Manager Abeer. While present at many meetings and interested in training, Hutchins left with the impression that there is no vision to pursue excellence in programming or motivating staff, as it is a family-run business. Very simple station management and maintenance tasks (changing light bulbs, buying new tape, assigning news stories, motivating staff) were lacking.

*Future Plans/Suggestions* - This being said, given Abeer's role as Sada Network Coordinator, it is recommended returning to Gama TV and focusing specifically on workflow and equipment maintenance with Abeer. She and other staff can be taught better station management techniques if the benefits are presented in a clear fashion. The *Aswatona* team will follow up by working with Abeer on management, delegation, and workflow issues.

#### ASSESSMENT: SADA FILISTENE (PROGRAM)

*Equipment Assessment* – As Sada Filistene is a weekly program that has to date been produced without a budget, some allowances must be made since getting a show out every week is near miraculous. Vast improvements are expected once the budget and dedicated equipment is approved. In the meantime, Producer Omar Samara and chief editor Nizar must “piggy back” on the equipment at whichever station they are producing at that week. This makes for a very uneven production look from week to week. Overall, the production values on the show were low and substandard, having nothing to do with lack of equipment but rather lack of attention. Basic aesthetic considerations were overlooked. Scripts were tirelessly long – the introduction to the first story in the show began after the three-minute mark, unheard of in most professional productions. The presenter's head consistently obstructed the graphic of the show title behind her. Pacing was lackluster and scripts dragged on and on. The production values on stories were horribly inconsistent because of the different producing capacity of member stations. Stories are sent via DVD across WB and Gaza via taxis and workflow often grinds to a halt due to Israeli checkpoints and general delays. Stories are delivered on VHS, miniDV, DVD sometimes edited but often not edited.

*Staff Assessment* – Nizar exhibited an advanced knowledge of editing and camera work comparable or exceeding Saleh's and Amir's. He took to suggestions very well and adapted them almost immediately. Once the look and feel of the show is written down on paper in a comprehensive style guide and a few good pilots are committed to tape, Nizar will soar. Presenter Mania also exhibited uncommon potential. Mania took to presenter coaching very well, walking into shots, smiling, appearing warmer and friendly, which is appropriate for a weekly round-up type of show. She also adjusted pacing and emphasis when appropriate.



*Management Assessment* – Omar has a strong background in European news production and is well-suited for the job. However, he is sometimes reluctant to take constructive criticism. He also has yet to exhibit the personality skills necessary in an assignment manager/show producer type of position. Hutchins senses a bit of “victim mentality” from Omar when it comes to producing Sada Filistene and makes the task of producing the show much harder than it has to be. He complains of producing the entire show by himself but is writing scripts and assigning stories by himself, instead of delegating to the stations. If a station does not submit an introduction script for Mania, Omar writes it. If the story comes in unedited, Omar and Nizar edit it, wasting hours of valuable time.

*Future Plans/Suggestions* – This show has amazing potential and the core team of Omar, Nizar and Mania collectively possess tremendous skills that simply need intense focus. Sada Filistene needs a major overhaul and Hutchins has been asked to work in conjuncture with the *Aswatona* staff to compose a comprehensive Style and Production Manual for the show that will be translated into Arabic. This will be sent in advance of the next round of training to all Sada Filistene stations. Some of the policies and initiatives to be implemented include:

1. Stations pitching Omar story ideas, negotiation on best stories instead of “taking what we get” approach to story selection. To, at least once a month, have a common issue topic on which each station does a story.
2. More delegation to stations in terms of providing presenter intro scripts, identification of people in reports for subtitles.
3. Sending finished video reports to Nizar’s laptop editing station via Pando which will dramatically improve cost and workflow; Nizar needs a dedicated laptop editing machine to permanently save a “show template” in Adobe Premiere and receive video reports via Pando. This way he can edit wherever there is an Internet connection, in the Sada Filistene offices or a member station.
4. Introduction scripts should highlight which stations are producing which reports and emphasizing that the show is pan-West Bank, pan-Palestinian and comes from a different location each week. Phrases like “This week we come to you from Bethlehem” should be used in show introductions and phrases like “In Ramallah, Palestinian protesters demonstrate...” to emphasize the dateline of each report.
5. Stories should be placed in the show based on news judgment and production value. A meritorious system where stations which consistently produce in the top two slots in the show rundown are given extra cash and kudos; Stations with substandard reports should be penalized and dropped from that week’s show. These policies should be enforced after stations are given a few months to comply with the new Style and Production Manual.
6. The show should have a goal of producing three “flawless” pilot programs before spring 2008 to use as a selling tool to pitch potential show sponsors to partially or fully underwrite the program, i.e. Jawwal Telecom. It is of utmost importance to transition to a self-sustaining model once the Internews start-up budget is phased out.

#### ASSESSMENT: NOUR TV

*Equipment Assessment* – Nour TV has one of the most impressive equipment outlays of all of the stations that Hutchins visited. The studio was well managed and extremely well-lit with professional lighting configurations. The editing station was a high-performance Apple computer with Final Cut Pro. All of the PC-based computers had Internet access and were configured on a joint network. All equipment and cameras were very well-maintained. All of this contributed to a higher technical vocabulary. Unfortunately, nearly all of this equipment was under-utilized because the station had

Internews West Bank/Gaza  
Quarterly Programmatic Report  
July – September 2007



stopped producing newscasts for several days and the newscasts they did produce contained almost 90% ripped-off reports from Al Jazeera or Al Arabiya.

*Staff Assessment* – Like the other editors, Omar exhibited surprisingly strong editing skills and was the first editor to correctly include natural sound in his reports. He also showed Hutchins a 20-minute documentary that correctly utilized music and video transitions appropriate for documentary production. Omar was by far the most creative editor during the training sessions. Cameraman Wael was also advanced in terms of video technique and taking to instruction; his only real shortcoming was that he did not know all of the dials and buttons on the Sony camera but these were easily covered during standard training. Wael has a great eye for a good shot and great visual story ideas. Nidam was the station presenter who Hutchins forced into a delegating role as reporter for a Sada Filistene report on the economic effects of Ramadan on the residents of Jericho. Nidam struggled greatly with news judgment and phrasing questions to elicit important information. Hutchins and translator Khalil Touma had to constantly coach her to help her mind probe the important aspects of a story.

*Management Assessment* – Nour TV had by far the worst management of any stations visited. In three days of training, the station manager showed his face for 15 minutes. All in all, both the staff of the stations and Hutchins felt the training sessions accomplished a lot in terms of giving all of the staff exposure up-to-date, industry standard methods used in Western broadcasting stations to improve workflow.

#### Key Result Five: Internship for Nine TV Journalists in Egypt

*Television Training for Palestinian Journalists  
August 30<sup>th</sup> to September 12<sup>th</sup> 2007  
ABC - Media City, Cairo, Egypt*

As part of Internews Network's *Aswatona* Project to strengthen local broadcast media, an internship in Egypt was hosted for Palestinian journalists to foster and strengthen ties to professional journalism colleagues while learning about new techniques and issues in broadcast production. Four of the strongest partner TV stations, Wattan, Gama, Fajr al-Jadeed, and Rou'ah TVs, were asked to recommend staff members for the internship with the Egyptian TV Arab Broadcast and Business Channel (ABC).



Two stations made offers and sent training agendas for the internship. For several days the team contacted Egyptian stations and discussed with them the internship. *Aswatona* expressed that it aimed to cooperate with one or more of these stations for nine television journalists from the West Bank. The requested fields of training were story board development, research and preparation, production, programming, presentation, hosting guests in the studio, and filming.

Two stations were feasibly able to host the training, Al Mehwar and Arab Business Channel. Both sent official offers to the *Aswatona* office accompanied with the training agenda and the estimated costs of the internship. After reviewing both offers and considering the resources and facilities the stations possess it was decided that ABC would be best able to accommodate the needs of the trainees.

In the end, ABC was chosen to host the group because of their capabilities as well as the subjects and issues they typically cover. Spending 12 days in the station gave the Palestinian journalists the variety of programming and breadth of training opportunities that would most benefit them and their stations. ABC's internship agenda covered every aspect of production of several different types of programs from talk shows with and without audience participation, live news and business broadcasts, to mini-features, and broadcasts from the field. ABC also put their staff, station, and equipment at the disposal of *Aswatona*'s participants so that they could learn from an active, operating station.

The team also selected ABC mainly for its agenda, capabilities, and the subjects and issues the station regularly covers. Its field reporting on hot social and political issues, along with their experienced hosts and producers, separated ABC from other potential candidates.

### Beneficiaries

*Aswatona* contacted four stations in the West Bank, Wattan, Gama, Fajr al-Jadeed, and Rou'ah TVs, and asked them to provide names of journalists to be trained in the aforementioned aspects. The candidates selected were from *Aswatona* partner stations, which will also be receiving subgrantee awards in the fields of production and capacity building.

Wattan TV, the most prominent station in Ramallah was given the option of filling three of the nine spots considering they will be receiving funds to produce five new and innovative programs in accordance with a grant from *Aswatona*. Gama TV in Nablus, Al Fajr Al Jadid in Tulkarim, and Al Rou'ah TV in Bethlehem were given two places each.

### Participants

- Dara Nazmi, presenter (Gama TV)
- Abdalkarim Odeh, editor/presenter (Al Fajr Al Jadid TV)
- Faris Malki, editor (Watan TV)
- Fardous Sharqawi, reporter (Watan TV)
- Ameen Asakhra, cameraman/video editor (Al Rou'ah TV)
- Ghassan Al Masry, presenter (Gama TV)
- Diala Zaarir, presenter (Watan TV)
- Rimah Kilaney, presenter/editor (Gama TV)
- Nader Abu Sarhan, cameraman (Al Rou'ah TV)

After reviewing the proposed agenda and conferring with the stations, it was decided that the internship would be finished before the month of Ramadan. Arrangements were made so that the entire group would be staying at the nearby Mövenpick Hotel in Cairo, which could be easily

reached the transportation ABC provided. Team member Mamoun Matar accompanied the nine journalists through Jordan on August 29th to Egypt and remained with them until the 7<sup>th</sup> of September. Team member Abdelkarim Samara then joined the trainees from the 9<sup>th</sup> until the 13<sup>th</sup> of September, and then he escorted the group back to the West Bank through Jordan.

### Internship Activities

The initial phase of the training concentrated on presenting an overview of the station's organizational structure as well as its administration. This entailed a guided tour with a chance to meet some of the station's 200 employees and an explanation of the web of relationships the station has with local institutions, businesses, and stock markets. Additionally, the participants observed the live broadcast of a news report as well as other programs being produced by ABC. The participants were later divided into three groups to ensure an ideal ratio between trainee and trainer. Furthermore, each participant was asked to create a list of specific production skills they would like to work on, thus ensuring that the trainees were able to maximize their learning experience.

Dr. Walid Al Saghir, a renowned expert in the fields of camerawork and lighting techniques, led the first few sessions of the trainings. Although his presentations focused primarily on both the theoretical and practical application of lighting, he maintained the interest of the group by continually pointing out the relevance to other aspects of production. The trainees were then encouraged to apply the lessons learned by assisting in the production of that evening's newscast.

The supervisor of the training program, Ali Said Al Ahl, was constantly present and was directly involved in virtually every aspect of the internship. This was greatly appreciated by both the *Aswatona* team and the trainees.



The following day saw trainings on the presentational aspect of news, that is, addressing such issues as reading news, voice control, body language during broadcasts, and the debate between classical versus colloquial Arabic. Dr. Esam Al Sayyad, the director of the channel, facilitated this aspect of the training.

Many of the trainees became invested in the discussion of covering business stories, currency issues, and both local and international markets. The director of the Cairo stock market and ABC business report presenter, Anwar Othman, assisted in this presentation. The trainees remarked that felt that business coverage has traditionally been very weak in the Palestinian media, and were eager to incorporate some of the lessons learned into their coverage of the local economy.

Another popular segment of the training was a discussion of how to provide the most effective coverage of sporting events. The participants were transported to Bilbis city, outside of Cairo, to witness



the ABC news coverage of the 16<sup>th</sup> festival of Arab horses. There the experts demonstrated the most professional manner of capturing the action on camera, maintaining quality sound, and interviewing key figures relating to the event.

The excitement of the training was shared by the hosts as well, who decided that over the course of three days they would have the trainees as guests on one of the daily ABC programs. The trainees, who served as representatives of the Palestinian media, answered questions live on a wide range of topics, including the state of Palestinian media, challenges they confront on a daily basis, and the progress of the training. Many of them expressed their thanks and appreciation to *Aswatona* during the interview. Each West Bank station was alerted to the broadcast time of the three interview segments and the shows were rebroadcast on the local stations.

One of the final activities of the training involved having the participants produce a small news piece from the research and development of a story all the way to the completion of its post-production. Wattan TV reporter Fardous Sharqawi filed a report on the preparation for Ramadan in Egypt, while Gama TV presenter Ghassan Al Masry decided to interview Egyptian journalists on the difficulties of investigative journalism, a problem shared by many journalists in the West Bank and Gaza. Finally, both Rimah Kilaney of Gama TV and Faris Malki of Wattan TV jointly did a piece with the head of the famous Zamalek sports club in downtown Cairo. Each of the participants was happy to bring the completed pieces home with them to air on their respective station. *Aswatona* has copies of all the pieces plus segments broadcast on ABC while the internship was underway.

### Final Ceremony

Upon completion of the training ABC hosted an on air ceremony to honor the progress and achievements of the participants. Ali Sayyed hosted the ceremony, and congratulated the nine trainees as well as Internews Network for their commitment to raising the standards of independent broadcast media in such a difficult environment. In the ceremony, trainee Ghassan Al Masri, conveyed his gratitude to the Internews: “Internews Network provided such an excellent opportunity for Palestinian journalist to get trained in an excellent station like ABC. We hope to have more events like that in the future in order to enhance the local Palestinian independent media.” Certificates of completion were handed out to each of the trainees and a plaque was presented to *Aswatona* member Abdelkarim Samara for the organization’s continued support of Palestinian media. The event was also simultaneously aired by the four TV stations in the West Bank who sent participants. A farewell party took place that night at the Mövenpick hotel with all of the participants and trainees attending.

### Trainees Comments

Each of the nine participants in the internship sent *Aswatona* and ABC their evaluation of the training program, most of which spoke very highly of the utility and practicality of the topics discussed.

- Abdelkarim Odeh (Al Fajr Al Jadid) noted, “I learned how to move smoothly from one segment to another in a more professional manner, and... [the training] was a wonderful experience.”
- Dalia Zaarir (Wattan TV) stated “I learned the skills of effectively presenting a news bulletin....many thanks to Internews Network.”
- Ghassan Al Masri (Gama TV) claimed, “The whole program was well prepared and was well implemented.”
- Dara Nazmi (Gama TV) noted, “The courses were a qualitative addition to my journalistic experience.”
- Faris Malki (Wattan TV) stated, “Most importantly, we learned how different departments within the same station communicate and coordinate with each other to reach a common goal.”

Key Result Six: The Small Grants Program

Beginning Wednesday, September 26<sup>th</sup>, the *Aswatona* project hosted the subgrantee stations in the office to officially sign the small grants contracts. A total of ten contracts, representing six television stations, one joint production, one television network, and three radio stations, were prepared for signing. Nine out of the ten approved contracts were signed by the media outlets. The exception was Ajyal Radio of Ramallah that, in the end, decided not to take the grant for internal station reasons.

In addition to the aforementioned approved grants, *Aswatona* has officially submitted three contracts for approval. The first two, Nur Radio Network and Tariq Al Mahabeh Radio of Nablus, are currently in the process of approval for the first round of grants by USAID. The third and final contract for the first round, Alwan Radio, has been placed on hold due to USAID prohibiting the implementation of new projects in the Gaza Strip.

<b>Amwaj</b>	\$3,810	\$14,100	<b>\$17,910</b>
<b>Sada</b>	\$52,940	\$33,660	<b>\$86,600</b>
<b>Watan</b>	\$0	\$87,312	<b>\$87,312</b>
<b>Music Film</b>	\$19,090	\$0	<b>\$19,090</b>
<b>Gama TV Budget</b>	\$15,940	\$14,400	<b>\$30,340</b>
<b>Baladna</b>	\$10,000	\$9,600	<b>\$19,600</b>
<b>Fajr Jdid</b>	\$4,170	\$18,800	<b>\$22,970</b>
<b>Khalil Radio Station</b>	<del>\$20,600</del>	<del>\$25,000</del>	<del>\$20,745</del>
<b>Tariq Al Mahaba*</b>	\$4,125	\$14,400	<b>\$18,525</b>
<b>NLR Network*</b>	<del>\$11,420</del>	<del>\$11,800</del>	<del>\$22,370</del>
<b>Alwan</b>	\$11,070	\$11,800	<b>\$22,370</b>
<b>Total:</b>	<b>\$197,655</b>	<b>\$254,872</b>	<b>\$452,527</b>

<b>Remaining:</b>	<b>\$2,345</b>	<b>\$20,128</b>	<b>\$22,473</b>
-------------------	----------------	-----------------	-----------------

\*Pending

Following the signing of the nine contracts, the relevant banking and financial information was sent to Internews Network headquarters in Arcata, CA, along with the official wire transfer requests. The total amount of funds to be allocated in the nine projects is \$323,912.00. However, if the three pending contracts are included in the first round of grants, the total amount allocated in the thirteen contracts increases to \$452,527.00.

*Delays in Small Grant Awards*

Although the contracts were in their preparatory phase at the end of the third quarter, there were two main reasons for the delay in their finalization and eventual dispersal of the subgrantee funds.

Initially there was some degree of miscommunication between *Aswatona* and USAID in regard to the language and formatting of the contracts. Consequently, USAID encouraged *Aswatona* to provide additional information about potentially sensitive and controversial programs and episode topics, and recommended some changes in the contract language and structure prior to their resubmission.

Secondly, early on the *Aswatona* team discussed the process of procuring a vast quantity of equipment from the United States, as indicated by the 000 Geographic Code assigned to the USAID grant agreement between PACT and Internews Network. It was concluded that due to the inherent complexities of importing goods into both the West Bank and Gaza, the only reasonable method of procuring large quantities of sophisticated equipment for the Small Grants Program would be to obtain the equipment through a local vendor, Panorama Ltd. However, upon receiving the waiver it was determined that several exceptions, predominately source and origin related, remained. Thus, the *Aswatona* staff and the local vendor went through the equipment list piece by piece to determine the nationality of the company, the origin of the manufacturing, and the country from which it was shipped. The new list was compiled and resubmitted for approval via the appropriate channels.

The delay will not have a dramatic impact upon the overall aims and objectives of the Small Grants Program, but because the awards were not disbursed until midway through the Islamic holy month of Ramadan, it is unlikely that any new programs will premier before November 1<sup>st</sup>. However, this extra time will afford the media outlets an opportunity for further research and development, script writing, set design, and other pre-production activities that will ensure high quality programming. If necessary, an amendment will be made to the contracts effectively extending the duration of the subgrant and submitted to PACT and USAID.

*Aswatona Production & Equipment Contracts*

The first round of *Aswatona*'s small grants for innovative productions and capacity building measures for television and radio outlets are as follows:

**Grant:** B1561 RTV 00

**Organization:** Al Rou'ah TV (Awal TV Production)

**Title:** Provision of technical equipment and support of two productions.

**Total Value:** \$19,345.00

**Duration:** Four months upon signing of contract.

**Objective:** The Bethlehem-based television station will improve its production of two programs, *We're Back* (which raises citizen awareness of local governance issues in Bethlehem) and *Shabab Online* (which focuses on youth issues). The provision of technical equipment will increase professional quality of production.

***We're Back:*** This daily 40-minute program addresses common local issues such as traffic, police conduct, water, illegal land acquisition, aging, and bureaucracy. Improvements to the program will include the incorporation of reports from the field (including interviews with residents in the streets) and archived video clips. Studio guests will include local officials and experts, who will offer suggestions on addressing the given problem or issue. This show helps to give the population a voice in local governance issues.

***Shebab Online:*** This weekly 60-minute program targets 16- to 25-year-old males and females and features call-ins, discussions, and field reports that address issues, including relationships with family, life at university, dealing with stress; taking exams; searching for jobs; growing up Palestinian; popular music; and, the realities of marriage and parenthood. Two young presenters will host the show. A focus group of youth leaders from Bethlehem will help in the design of the set, the format of the show, and topics selection.

Equipment	Quantity	Cost
DV Cam Panasonic AG-DVX100BE	1	\$3000.00
Microphone (Neck Mic) Audio Technica AT803	2	\$400.00
Light Set-Sun Gun SWIT S-2010,8D54,7200P	1	\$470.00
Sound Mixer	1	\$825.00
Hybrid (w/earpiece) Broadcast Tools TT-1	2	\$700.00
14' Video Monitor JVC TM-H150cg	2	\$1700.00
32' Plasma Panasonic	1	\$1250.00
<b>Total Approx. Equipment Costs</b>		<b>\$8345.00</b>

**Grant:** B1561 ATVR 00

**Organization:** Amwaj TV and Radio

**Title:** Provision of technical equipment and support for revival of a once-popular radio program and production of a new radio program

**Total Value:** \$17,910

**Duration:** Four months upon signing of contract

**Objective:** The Ramallah-based Amwaj Radio and Television station will revive its once-popular radio program entitled *Kawthar & Abdelkader* (a drama that addresses social issues) and

create a new program called *Let's Swap* (that invites the general public to come up with ideas to solve local issues). The provision of technical equipment will increase professional quality of production.

***Kawthar & Abdelkader:*** This dramatic comedy addresses local social issues such as pollution, unemployment, and salaries through the humorous story of an elderly couple, their children, and a revolving cast of characters. Prior to damages incurred to the Amwaj station during 2002 Israeli military operations, the *Kawthar & Abdelkader* program enjoyed widespread popularity. The current grant will cover the production of five episodes each week for broadcast and rebroadcast daily. The program revival will help the station to reestablish key relationships with advertisers and sponsors.

Equipment	Cost
<b>Microphone: Hand Mic (3) Sennheiser E835</b>	<b>\$360.00</b>
<b>Online Editing Workstation Dell Precision TM390</b>	<b>\$1800.00</b>
<b>Digital Recorder (2) Fostex FR-2LE</b>	<b>\$1500.00</b>
<b>Mic Stands (3)</b>	<b>\$150.00</b>
<b>Total Approx. Equip. Costs</b>	<b>\$3810.00</b>

***Let's Swap:*** This innovative daily program will engage the public on issues that affect their daily lives by members of the general public hypothesize about how they would address local problems if they were a key decision maker. Sample questions include: "If you were the Minister of Transportation, how would you resolve local traffic problems, such as the lack of parking or the poor state of public transportation?" and "If you were a municipality official, how would you solve the problem of garbage in the streets?" Average citizens will be challenged to come up with solutions to common problems.

**Grant:** B1561 BTV 00

**Name:** Baladna TV

**Title:** Provision of technical equipment and support of new television program.

**Total Value:** \$19,600.00

**Duration:** Four months upon signing of contract.

**Statement of grant objective:** Baladna TV, the Qalqilya-based member of the Sada Network, will produce a morning program entitle *Sbah l Kheir Ya Baladna* (Good Morning to Our Town). The daily program will raise citizen awareness of and involvement in local activities and public issues. The provision of technical equipment will increase professional quality of production.

***Sbah l Kheir Ya Baladna:*** This 60-minute show will provide the citizens of Qalqilya with

Equipment	Quantity	Estimated Cost
<b>12 Channel Sound Mixer Soundcraft EPM</b>	<b>1</b>	<b>\$650.00</b>
<b>Microphone Sennheiser E835</b>	<b>1</b>	<b>\$120.00</b>
<b>9" Video Monitor JVC TM-A101G</b>	<b>2</b>	<b>\$1500.00</b>
<b>DV Camera Panasonic AG-DVX100BE</b>	<b>1</b>	<b>\$3000.00</b>
<b>Tripod Manfrotto 503/325</b>	<b>1</b>	<b>\$850.00</b>
<b>Portable Audio Mixer Shure FP33</b>	<b>1</b>	<b>\$1480.00</b>
<b>DVD Recorder Pioneer DVR 540</b>	<b>1</b>	<b>\$800.00</b>
<b>Hybrid Broadcast Tools TT1</b>	<b>1</b>	<b>\$350.00</b>
<b>Plasma 32'</b>	<b>1</b>	<b>\$1250.00</b>
<b>Total</b>	<b>-</b>	<b>\$10000.00</b>

local news on political, economic, and social issues, weather updates, local sports, and light-hearted entertainment each morning. Each week the program will feature an in-depth look at one of the villages around Qalqilya thus highlighting the role these villages play in the local economy. The addition of field reporting will enhance the program quality. Qalqilya does not have any other comparable programs.

**Grant:** B1561 FJTV 00

**Organization:** Al Fajr al Jadid TV

**Title:** Provision of technical equipment and support expansion of daily news program.

**Total Value:** \$22,970.00

**Duration:** Four months upon signing of contract.

**Objective:** The Tulkarem-based Al Fajr al Jadid television station and Sada Network member will increase its coverage of local news. Entitled *Tulkarem Today*, the weekly show culminates with a special Friday episode that highlights the main stories of the week. The provision of technical equipment will increase professional quality of production.

**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. Recent stories focused on challenging admission policies at Tulkarem’s Haduri University, changes in marriage trends, the impact of a severe garbage problem, the rise of medical malpractice, and the impact of the separation wall on the local economy. On Fridays, the top stories from the previous week are compiled and broadcast in a segment entitled *Tulkarem Hada Sabooah (Tulkarem This Week)*. The current grant will support expand the depth of the existing program and improve production quality.

Equipment	Cost
DV Camera Panasonic AG-DVX100BE	\$3000.00
Tripod Manfrotto 503/325	\$850.00
Microphone: Neck Mic Audio Technica AT803	\$200.00
Microphone: Hand Mic Sennheiser E835	\$120.00
<b>Total</b>	<b>\$4170.00</b>

**Grant:** B1561 GTV 00

**Organization:** Gama TV

**Title:** Provision of technical equipment and support for two new programs.

**Total Value:** \$30,340.00

**Duration:** Four months upon signing of contract.

**Objective:** Gama TV, based in Nablus Governorate, will produce one new program, *Women’s Issues Program* (covering local gender issues) and expand the production of the *News Program* (covering local news and current events in Nablus). The provision of technical equipment will increase professional quality of production.

**A Time for Women:** This 60 to 90-minute weekly program will address traditionally sensitive gender issues in Palestine, such as sexual harassment, divorce, and domestic violence. While the premise of each episode focuses upon issues affecting women, Gama acknowledges that in

reality, these issues relate to all members of society. The program will be aired during peak hours in the evening to attract a wide audience of both men and women. The talk show format will feature field reports, studio guests (including lawyers and doctors), and a live studio audience. The program supports a broad dialogue of gender issues in Palestinian society. The grant supports the rental of a studio to accommodate a stage and live audience.

**News Program:** This 30-minute program will increase coverage of local news in the Nablus governorate and will feature subject analysts and field reporting. Subjects may include the recent increase in the cost of bread, the destruction of crops due to contamination by a nearby sewage facility, and the value of summer camps for children. The current program will be produced twice a week, and may increase to several times a week pending additional support from advertisers and sponsors.

Equipment	Cost
<b>DV Camera Panasonic AG-DVX100BE</b>	<b>\$3000.00</b>
<b>Vision Mixer Panasonic AG-MX70P</b>	<b>\$5900.00</b>
<b>Portable Audio Mixer</b>	<b>\$900.00</b>
<b>Tripod Manfrotto 503/325</b>	<b>\$850.00</b>
<b>Microphone: Neck Mic Audio Technica AT803</b>	<b>\$200.00</b>
<b>Microphone: Hand Mic Sennheiser E835</b>	<b>\$120.00</b>
<b>Three Light Set SWIT S2010, S8D54,S7200P</b>	<b>\$470.00</b>
<b>Online Editing Workstation with Software</b>	<b>\$3000.00</b>
<b>Video Monitor 9' (2) JVC TM-A101G</b>	<b>\$1500.00</b>
<b>Total</b>	<b>\$15940.00</b>

**Grant:** B1561 RTVJF 00

**Organization:** Al Rou'ah TV and Al Fajr al Jadid TV

**Title:** Capacity building and documentary production training for joint film project.

**Total Value:** \$19,090.00

**Duration:** Four months upon signing of the contract.

**Objective:** Aswatona will assist the Bethlehem- and Tulkarem-based television stations to produce a documentary film following the lives of two rising classical Arab musicians from local communities. Through hands-on technical assistance provided by an established producer/director, both stations will increase their ability to produce professional feature stories.

**Film Concept:** This inspirational film will take an in-depth look at the rising careers of two local classical musicians who are currently experiencing an increase in popularity. The production will cover the dedication of the musicians to their art and present footage from their concerts, interviews with family members, friends, and the musicians themselves. The film will provide insight into the role of music in local culture. The film will celebrate local Palestinian heritage. Such local documentaries are rare in Palestinian television. Such documentaries will increase the level of interest in Palestinian broadcasts.

**Grant:** B1561 KR 00

**Organization:** Radio Khalil

**Grant activity title:** Provision of technical equipment and support for two new programs.

**Total Value:** \$20,745.00

**Duration:** Four months upon signing of the contract.

Equipment	Quantity/Cost
<b>DV Camera (with accessories) Panasonic AG-DVX100BE</b>	<b>2 = \$6000</b>

**Objective:** Radio Khalil will produce two new programs, *Gheir Shekel* (a social drama that addresses common issues) and *Zeman Al Ajaeyab* (a comedy that

examines changes in Palestinian society).

***Gheir Shekel:*** This weekly social drama focuses on common issues facing the community, such as rising levels of garbage and the stress of high school exams. Set in a typical community, the show features an older couple and their neighbors as the central characters as they confront different social issues. The program addresses current issues in an entertaining format.

***Zeman Al Ajayeb:*** This weekly situational comedy presents an old Palestinian man with traditional values who has mistakenly time traveled to modern times. The main character awkwardly attempts to cope with modern life. Through his bumbling interaction with modern society, the show offers a humorous take on modernity and raises questions about changes in the social values, traditions, and customs of Palestinian culture.

Equipment	Cost
<b>Professional Microphone (2) Shure KSM27</b>	<b>\$1050.00</b>
<b>Professional Headphone (5) Fostex T5</b>	<b>\$375.00</b>
<b>Computer with Sound Card Dell Precision TM 390</b>	<b>\$1800.00</b>
<b>Digital Recording Mixer Soundcraft EPM</b>	<b>\$650.00</b>
<b>Hand Held Microphone Sennheiser E 835</b>	<b>\$120.00</b>
<b>Mini Disc Recorder Fostex FR-2LE</b>	<b>\$750.00</b>
<b>Total Approx. Equipment</b>	<b>\$4745.00</b>

**Grant:** B1561 SN 00

**Organization:** Sada Network

**Grant activity title:** Provision of technical equipment and organizational capacity building, and support for one existing production

**Total Value:** \$86,600.00

**Duration:** Four months upon signing of the contract.

**Objective:** The Sada Network will improve the production quality of the *Sada Filistene*. Technical equipment will be provided to six stations so that member stations will enjoy the same level of production capability. The grant will strengthen the network itself by increasing the level of cooperation among members in sharing productions.

***Sada Filistene:*** This weekly program will feature a local news segment from each member station compiled for simultaneous broadcast on Friday evenings. Sada network is thus able to maintain a focus on local stories but will have coverage through the West Bank. In pilot episodes topics covered were traffic solutions in each governorate, local heroes, and the difficulty of traveling between cities.

Sada Network Members Equipment:

<b>Vision Mixer Panasonic AG-MX70P</b>	<b>2 = \$10800</b>
<b>Portable Audio Mixer</b>	<b>1 = \$900</b>

<b>Tripod Manfrotto 503/325</b>	<b>2 = \$1700</b>
<b>Microphone: Neck Mic Audio Technica AT803</b>	<b>5 = \$1000</b>
<b>Microphone: Hand Mic Sennheiser E835</b>	<b>3 = \$360</b>
<b>Microphone: Boom/Shoot Mic Sennheiser ME66/K6P, Lightwave Softie</b>	<b>1 = \$1470</b>
<b>Light Set-Sun Gun</b>	<b>5 = \$2500</b>
<b>Three Light Set SWIT S-2010,S-8D54,S7200P</b>	<b>2 = \$940</b>
<b>Sound Mixer Soundcraft MPM12</b>	<b>3 = \$2475</b>
<b>Online Editing Workstation with software</b>	<b>3 = \$9000</b>
<b>DVD Recorder Pioneer DVR-540</b>	<b>2 = \$1600</b>
<b>DV Recorder Panasonic DV/DV Cam Rec</b>	<b>3 = \$6600</b>
<b>Total Approx. Value Equipment</b>	<b>\$45,345</b>

**Grant:** B1561 WTV 00

**Organization:** Wattan TV

**Title:** Production of five new programs

**Total Value:** \$87,312.00

**Duration:** Four months upon signing of the contract.

**Objective:** Wattan TV will produce five new programs, entitled *Let's Talk Frankly*, *Weekly Harvest*, *Life Tour*, *People's Rights*, and *We See You*.

***Let's Talk Frankly:*** The premise for this 60-minute weekly program will be hosted by Ihab Jariry and will target youth age 18 to 25. The program will address issues including smoking, college versus work, their role in the family, and the realities of marriage/parenthood.

***Weekly Harvest:*** The show will cover recent political and social news from the week, with analysis provided by established, respected, and objective panellists. Hosted by Wattan News-Editor-in-Chief, Dr. Hassan Abdullah, the show will feature guests such as civil society activist Wafa' Abd El-Rahman, economist Hisham Awrtani, lawyer Ali Mhana, and women's activist Amal Khrish. Illustrative topics include rising unemployment, gender issues, the impact of brain-drain, and Palestinian legal culture. Viewers will participate through screened call-ins. The show will promote objective discussion on relevant issues

***Life Tour:*** This program will highlight Palestinian figures from ordinary backgrounds who have succeeded in their respective fields and contributed to their community. The weekly show will have 16 episodes in the program cycle, and will feature a wide variety of figures, such as poet Lofti Zaghlool, renowned doctor Amin El-Khatib, pioneering musician Rima Tarazi, and

businessman Mohammad Masrouji. Hosted by Omar Jayousi, the program celebrates local heroes, promotes communal pride and inspires other members of the community.

**People’s Rights:** The 60-minute weekly program will help develop a sound legal culture and strengthen the rule of law in Palestinian society by educating the public on judicial processes and presenting recent judicial decisions. Hosted by Majed Arori, the show will also feature attorneys and judges as guests. Topics may include laws regarding gun ownership and use of firearms in public, marriage and divorce, inheritance issues, and labor laws. Currently there is no such program broadcast on Palestinian television.

**We See You:** This light-hearted, weekly show will provide a forum for young comedians and actors to perform sketches and offer their unique and satirical perspectives on Palestinian society. Topics may include road construction, unemployment, mobile phone culture, and the effect of gossip. The show will be hosted by Ahmad Abu Saloum.

*Grants to be approved*

**Grant:** TBD

**Organization:** NUR Network

**Title:** Provision of technical equipment and support for one new production.

**Total Value:** \$87,220.00

**Duration:** Four months upon signing of the contract.

**Objective:** The radio network, which has member stations throughout the West Bank and Gaza, will begin production of *Ma’a Alhadath (Exposing the Event)*, which focuses on airing locally produced news stories. The provision of technical equipment will increase the quality of the production. The network will also develop its administrative capacities.

Equipment	Total
Digital Mixer (@ \$2070.00 x 7) Soundcraft LX7ii	\$14,490.00
Editing Workstation (@ \$1800.00 x 7) Dell Precision TM 390	\$12,600.00
Outside Recorder (@ \$750.00 x 7) Fostex FR-2LE	\$5,250.00
<b>Total</b>	<b>\$32,340.00</b>

**Ma’a Alhadath- Exposing the Event:** This 45-60 minute program will be produced daily by a different member station and will cover issues related to the daily life of communities in the West Bank and Gaza Strip, such as tourism, interfaith marriages, and gun control. The program will present local news to a national audience, enabling citizens of each governorate to be aware of the issues affecting people elsewhere.

**Grant:** TBD

**Organization:** Tariq Al Mahabeh Radio

**Title:** Provision of technical equipment and support of two new programs.

**Total Value:** \$18,525

**Duration:** Four months upon signing of the contract.

**Objective:** The Nablus-based Tariq Al Mahabeh will produce two new programs, *Shebab.com* (which focuses on youth issues) and *Majallah Program* (which raises citizen awareness of local governance issues in Nablus). The provision of technical equipment will increase the quality of production.

**Shebab.com:** This weekly 60-minute production targets men and women aged 18-25, and features call-ins, discussions, and field reports that address issues including choosing a career, marriage, family, and education. *Shebab.com* will be hosted by station director Ala Badarna. The show supports a broad dialogue of socially relevant issues affecting Palestinian youth.

**Majallah Program:** This weekly 45-minute magazine program will incorporate guests with field reports and audio clips to provide comprehensive news coverage. Topics such as car theft, illegal goods on the black market, and the lack of access to potable water, will be examined. The show will be hosted by Emran Zakarna and Suha Rafars.

Equipment	Cost
Computer	\$1800.00
Editing Mixer	\$825.00
Field Recorder (2)	\$1500.00
<b>Total</b>	<b>\$4125.00</b>

**Grant:** B1561 AR 00

**Organization:** Alwan Radio

**Title:** Provision of technical equipment and support for four new productions

**Total Value:** \$22,870.00

**Duration:** Four months upon signing of contract.

**Statement of grant objective:** Seeking to reconnect with the local Gazan community, the Gaza-based Alwan Radio will produce four new productions: *Your Legal Advisor*, *Information Spots*, *Weekly Health Program*, and *Homoum Alnas*. The provision of technical equipment will increase professional quality of production.

**Your Legal Advisor:** This weekly program will increase basic understanding of the Palestinian legal system, and will focus on local issues and cases, such as honor killings, family disputes, child labor laws, and immigration law. Each 30 to 45-minute segment will feature guests including lawyers, judges, and other legal experts as well as screened call-in questions from the public. The program will help to increase public confidence in Palestinian legal institutions and awareness of personal rights.

**Informational Spots:** Each 30-second announcement will cover topics including disposal of garbage, vehicular safety, and nutrition. These daily announcements will be repeated throughout the day.

**Weekly Health Program:** Hosted by a local doctor, this weekly program will seek to raise awareness of common health issues affecting the community. Topics will include consumption of clean water, family nutrition on a limited budget, coping with stress, and treatment of common

Equipment	Cost
Hybrid (2)	\$700.00
Broadcast Tools TT-1	
Mini Disc (2)	\$1500.00
Fostex FR-2LE	
Sound Mixer	\$2070.00
Soundcraft LX7ii	
Computer	\$1800.00
Dell Precision TM 390	
UPS Alternative	\$5000.00
<b>Approx. Total Equip.</b>	<b>\$11070.00</b>

ailments such as colds and allergies. The program will include screened call-in questions from the general public. Each segment will last 30 to 45 minutes.

***Homoum Alnas (People's Issues):*** This weekly program will address common problems and issues affecting the local community, such as the role of the municipality in providing basic amenities to the public such as garbage collection, dealing with consistent power shortages, and unsafe driving conditions. The general public will participate in the discussion through screened call-ins. Each segment will run 30 to 45 minutes.

## 2<sup>nd</sup> Round of Small Grants Program

Although the contracts have only recently been signed, the *Aswatona* project has already begun receiving concept papers from interested stations, NGOs, and institutions. The subsequent round of grants will be administered in a similar logistical manner, with licenses and vetting approval required for consideration. However, unlike the first round of grants, a rolling basis will be used in awarding grants and distributing funds. This rolling basis will continue through the completion of the project. While the first round was more targeted to regaining audience, credibility, and trust within the stations' communities, the second round will challenge stations to take on the full responsibility of their role as local media.

In accordance with the project goals and objectives, it is hoped that the second round of grants will allow *Aswatona* to activate stations, NGOs, and institutions to develop techniques to foster greater capacity building as well as to conceive of new and innovative production ideas.

### *Key Result Seven: Activating an Independent Media Association*

Although this particular activity was originally planned to start in year two, events in the local environment have caused several media outlets to call for reactivating the union now. The *Aswatona* team, at the request of a few active media directors and owners, held several meetings to discuss the possibilities of activating the "private stations owners union." The key activists were Fathi Natour, Director of Farah television in Jenin, Muamar Orabi, Director of Wattan television in Ramallah and Rimah Kilani, owner of Gama television in Nablus. They asked for support to hold a meeting for stations owners and directors to discuss the situation of the local media in general and the means to revive the union. The main emphasis was on the fact that the union, which was formed ten years ago, had only had three elections, the last one three years ago in disregard of the bylaws' every two year requirement. However, since the membership had called for elections in February, the head of the union blocked any attempt to hold elections and the members feel that in doing so he paralyzed the Union. They stated that the stations have not benefited at all from the Union for the last three years.

A one-day meeting was held in Ramallah for thirty-seven station owners and directors of stations. (Because it was held during Ramadan, the meeting began in the afternoon and continued after Iftar at 6:30pm). Although the former head of the union was invited, he refrained from participating. During the meeting participants expressed their dissatisfaction of the Union's board and ask for new elections, a new policy for the board, and more transparency and accountability. After hours of debates, they agreed to authorize both Fathi Natour and Muamar

Orabi to examine the legal situation of the union and, if the Interior Ministry considers it legal, then elections will be on the 18<sup>th</sup> of October. If the Ministry does not recognize the Union, then they should create a new body according to the laws.

Fathi and Muamar contacted the Justice Ministry and the Interior Ministry. They were told that the union was never registered and thus it is an illegal body. So, the only way is to form a kind of coalition (an NGO) of the owners or representatives of the licensed private stations then it will be registered quickly. They will have additional meetings with the Interior Ministry and an attorney to discuss steps to form the coalition.

Over the next few weeks, the members are certain that an agreement with the Interior Ministry will be finalized so that another meeting will be held for those who participated in the first meeting. This will be the general assembly meeting of the new syndicate. The defacto executive committee is sure that the station owners and directors will be cooperative because, in this time of governmental reactivation, they are eager to have a strong body.

In the coming period, *Aswatona* will work with the group in developing the main goals for their new association and has been discussing with them what an association is and what it is not. The role of the new body should be coordination, setting professional and technical standards for the media, representing the media with the different ministries to discuss the media laws and environment and to negotiate the fee issue. The group is also considering forming different committees within the association to deal with various topics that affect the media outlets and environment.

#### **IV. Comparison of Planned and Actual Accomplishments**

<b>Activity</b>	<b>Activities of This Quarter</b>	<b>Planned</b>	<b>Actual</b>
Act 1.1 & 2.1	Mentoring Program for Journalists & Station Owners	Ongoing	Ongoing
Act 2.1e	Workshops on Journalism Standards, Law, and Ethics	July	Delayed
Act 1.1b	Workshops Reporting on Specific Issues	August and Sept	Delayed
Act 1.1ci & Act 2.1a & 2.1b	Training on Covering of Local Stories (Radio & TV)	July and August	July and August
Act 1.2a	Training on Interviewing, Story Creation, Production tech.	July and August	August-Sept
Act 1.1d	Training for moderators, hosts, and interviewers (radio)	August	July
Act 1.2b & 2.1f	Production and Production support	July - October	Sept & Oct
Act 1.3	Creation of Electronic sharing capabilities	August/September	Sept & October
Act 1.2a	In-house TV production training	July and August	August – Sept
Act 2.4	Media Law Seminar	September	Delayed

Act 2.2	Production of training manual and CD	July - September	Delayed
Act 2.2a	Production of Local Polling results to be shared with the stations	August - September	September
Act 2.1g	Internships in Egypt	Late Sept early Oct	September
Act 2.3	Support and Development of Professional Broadcast Association	October	September

## V. Activities Planned for Next Quarter

### Activities Planned for This Quarter

Implementation of Electronic Sharing Capabilities

Workshop for outlet owners on the current Media Environment

Completion of two publications (CD on Bsn planning and local polling on media)

Targeted grant giving

Production Technical Training

Workshop with the New Association on the Media Law and the Role of an Association

Workshop on Media Access to Information

Open Workshop for Journalists on media rights, law, and covering the local issues

### Timeline

October - November

October

October

November

November

November

December

December

\*Note: Planned activities are pending the approval of the year two workplan

## VI. Success Stories/Lessons Learned

It has been a challenging year for media in the West Bank and Gaza; attacks on outlets, injured or threatened journalists, and instability in the political and economic environment have all been present. In spite of this, many of the media outlet owners continue to try to build something better. It also provided the opportunity for honest interaction with journalists while at the same time making it difficult to schedule workshops. However, throughout this, the *Aswatona* project has remained a partner and reference point for the local media on laws, rights, production, and direction.

Because of the situation in this last quarter, the *Aswatona* team pushed each other and the stations to work harder. The in-house training in both the TV and the radio stations was greatly appreciated. Together with the trainers, the *Aswatona* team used the situation to discuss the necessity for balanced reporting; not only as good journalism but also as a matter of protection for the station and staff. It also allowed all members of a station's staff to participate, it gave the trainers the opportunity to train with the equipment used daily (as well as to evaluate the situation and real needs), and it gave *Aswatona* access to valuable information through the staff, the trainers, and as a continual witness to the progress or lack thereof in any given station. As a result of the workshops and in-house trainings, many of the stations are doing more fieldwork and reports on community issues; becoming more convinced that sustainability largely depends on the approach covering the problems and desires of the local community. There has been a

small increase in audience tuning in to watch or listen to the local media. Through the new productions and increased connection with the community, it is believed that this will continue to grow. As a result, the team believes that the project should do more of this in-house training to improve local media outreach and quality in the second year. The team will be in continued contact with the outlets to propose ideas and to give both technical and professional critiques on the programs.

Although, as mentioned above, several of the workshops with journalists were delayed due to the situation, it has become even more important to implement more workshops for journalists – in reporting events, in ethics, professional standards, and in covering official conferences. Through the workshops completed and the in-house trainings, the *Aswatona* team heard from journalists that they appreciated the workshops and wanted more. The stations were also given individual tips, assistance, and suggestions for improvement. The *Aswatona* team will increase these activities in year two.

In its efforts to reengage the local media with the local community, *Aswatona* ran into unexpected difficulties with many of the civil society organizations (CSOs); they were reluctant to engage the media, did not know how, and did not understand how to communicate with the media to ensure coverage of their work. *Aswatona* did engage, on an individual basis, to connect a few organizations with their local media. The *Aswatona* team believes it would be very useful to have a seminar with the CSOs and journalists in how to better work together as well as to systematize a weekly community event broadsheet, started informally by the *Aswatona* staff, for the media outlets.

The *Aswatona* team has also seen the effect of the business planning, sales and marketing workshops and mentoring in the manner in which the stations wrote their proposals for production grants. They linked with the new programs with their desired target audiences as well as with potential advertisers. However, it has been noted that every station needs to develop its organizational structure if it wants to grow and become more sustainable and remain independent. The team is trying to push the outlets to change the nature of assistance they are receiving from several donors or funders. Such assistance should not be seen as a kind of charity or cash to help them fill a gap. Instead, it should be based on the needs of stations specified in the business plan and fit with the direction they want to go so that it can be used as a means to achieve sustainability. In this way, such assistance does not become counterproductive in the mid-to-long run.

All told, the *Aswatona* team believes that a great deal has been accomplished in the first year, but knows that there is still much to be done. There is also a clearer understanding of both the team and the outlets of how that needs to be done going forward, especially in the dynamic situation of the political and, thus, the media environment. With a few adjustments in the work plan for year two, the *Aswatona* team believes it is on the correct track.