



USAID
FROM THE AMERICAN PEOPLE



Independent Media Program in the West Bank and Gaza
Quarterly Report
October – December 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 fifth quarter of *Aswatona: Independent Media Program in the West Bank and Gaza*, Internews Network successfully continued the two year project by accomplishing the following:

- Internews Network trained six member television stations of Sada Network (Oct 25-26) in the West Bank, which included eight editors. The training was on improving editing techniques, production, and electronic sharing of joint productions.
- Internews Network trained two partner radio stations in Gaza, reaching a total of fifteen journalists - Alwan Radio Oct 21-24 and Dec 12-17 / Gaza FM Oct 28-Nov 1 and Dec 23-26 - one radio partner station, Amwaj in Ramallah with six journalists Dec 7-9 and 14-16, and one radio partner, Al Khalil in Hebron, with six journalists Dec 8-10 and 24-26. The trainings at all four radio stations were on writing, reading, and moderating for radio, production of mini-features, and field interviewing. A total of 27 journalists were trained on these topics.
- Internews Network conducted in-house trainings at television stations focusing specifically on editing, moderating, and adopting field work camera techniques for:
 - 1) Gama TV – 27-29 Oct
Number of journalists: five
 - 2) AlFajr AlJadeed TV - 31 Oct – 2 Nov
Number of journalists: seven
 - 3) Baladna TV - 4-5 Nov
Number of journalists: seven
 - 4) Al Roa'ah TV - 2-8 Nov
Number of journalists: fiveA total of 24 media professionals received training on these topics.
- Internews Network worked towards the activation of a broadcast media association with an initial meeting to reactivate the association. Thirty-two of the 40 eligible stations participated in appointing an executive steering committee to review the by-laws and status of the Syndicate, call for elections, and then, when it was discovered that the old association was not licensed, to create a new coalition with new by-laws and to apply for a license. A total of 32 station owners participated.
- One additional subgrant agreement contract was signed on 1 Oct by Khalil Radio as part of the small grants program.
- The total number of program productions funded by *Aswatona* was 17, and the total number of episodes produced in this quarter was 335. The number of partner stations receiving grants in this quarter was nine.
- Mentoring on organizational development, marketing for station owners, and the in-house trainings have been conducted during this quarter. *Aswatona* staff have been assisting in

marketing and sales strategies for the programs funded by the project, as well as assisting in strengthening the organizational and management structures of the stations.

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 by Objective

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

In order to meet this objective, *Aswatona*'s local media partners have had to work on re-connecting with the communities and attracting and maintaining listeners and viewers. Thus, training on presentation and technique in reporting both for television and radio was conducted.

1.1ci - Radio Training in Gaza with Alwan and Gaza FM radios

Workshop topic: Radio Writing and Elocution October 21-25 and Oct 28- Nov 1, 2007

Aswatona contracted Mr. Mustafa Elnabeeh, an expert in radio programming, radio language, presentation and other skills needed for radio work, to run the in-house training for radio stations on the above mentioned skills, the training was scheduled to take place in September. However, when Internews contacted the station they preferred it to be after Ramadan as they were busy because of Ramadan's special programs.



The training material was prepared by Mr. Mustafa prior to the training, and the agenda was set according to the material prepared. The training material was printed and filed, and the copies were distributed to the trainees during the first day of training.

The training lasted for four days at each station, and a fifth day was included to complete some training topics that were conducted by Mustafa voluntarily. The trainees were keen and sincere in their will to learn and receive training. However, they lack the knowledge and experience in many aspects due to their random selection and lack of specialization. In addition, other obstacles included the limited facilities and lack of previous training for the media in Gaza.



The participants and stations' administrations were satisfied and gave the training high marks in the evaluation. The trainer was excellent and did a good job in explaining, setting examples, and engaging the participants in practical exercises. Participation and interaction was very high and both trainings ended with radio productions that are available in the Ramallah and Gaza Offices.

1.1ci - Radio Training in the West Bank with Amwaj Radio in Ramallah and Al-Khalil Radio in Hebron

Workshop topic: Radio Program Format, Delivery, Language and Voice
Dec 8-10 and 14-16 2007

Trainer Aref Salim worked with the stations on program format, planning, and the language used. He started with both stations by listening to recorded and live programs. It was clear that at both stations there was no real planning for the morning programs, no field reports, and an overall lack of professionalism.

The trainer explained the need for pre-planning for the program and the need for cooperation among the staff on the form and the context of the broadcasted material. He also gave the trainees illustration on the radio style presentation, such as preparing the texts, presenters' duties and responsibilities, tone and the difference between print and radio journalism. He then focused on the different formats of radio programs, including direct interviews, dialogue, studio talk shows, documentaries, and radio reports. He discussed some examples of what the radio broadcasts should be and provided critique on existing programming and exercises on the specific issues addressed. Mr. Salim also worked with the trainees on language use, tune, style, and ways to attract audience.



1.1a - Workshop on Media Access to Information - pending

This workshop, in partnership with DAI was to have been done in November but was postponed due to the change of the COP at DAI and to the needed changes in the agenda. *Aswatona* has been in discussion with DAI and is in the planning process to hold the workshop with journalists and CSOs in late January or early February.

1.1b - Open Workshop for Journalists on issue specific topics

Two of these workshops were postponed in Year One due to political and security turmoil. In order to make up these two, one had been scheduled for December but was postponed for holidays. Four workshops are currently planned in the West Bank in February and will be done by governorates to allow for greater access by local journalists, as well as to provide practical field training.

1.2b - Grants program productions

Since the signing of the nine contracts beginning on Wednesday, September 26th and ending on October 1st, the *Aswatona* project has been engaged in the monitoring and evaluation of the six TV station and 2 Radio station subgrantees. Now entering its fourth month, the project has thus far been responsible for funding the successful production of 357 episodes of quality local programming. This figure translates to approximately 285 hours of *Aswatona*-funded innovative programming.

In order to effectively monitor the progress of the grants, the team closely follows the required monthly financial and programmatic reports submitted by the stations. In addition, the *Aswatona* team has devised a system in which the produced episodes are received, archived, and then evaluated utilizing a template that outlines various indicators of programmatic progress. The stations are contacted and visited on a regular basis and are encouraged to implement the program recommendations.

Trainers Carolyn Robinson and Davin Hutchins have also greatly contributed to the overall success of the Small Grants Program through targeting trainings that seek to improve specific aspects of the *Aswatona*-funded television programs. For example, in the three day training held at Al Rou'ah TV in Bethlehem, Hutchins instructed the staff to use varying camera techniques that give the show a more youthful and energetic feel. Earlier that month, Hutchins offered tips for maximizing station resources due to the demand of field work coverage and Robinson assisted the staff with storyboard creation to effectively utilize staff time and station resources.

Status Overview of Grants

Grant: B1561 WTV 00

Organization: Wattan TV

Programs: *Weekly Harvest, Let's Talk Frankly, People's Rights, Life Tour, We See You*

Throughout the first three months of the *Aswatona* award to the Ramallah-based Wattan TV, the station has consistently submitted accurate and insightful monthly monitoring reports, along with episodes of their five high quality and thought provoking programs.

Another success that can be attributed to the increase in quality programming is evident in the station's ability to increase the asking price for sponsorship and advertising. Wattan TV Marketing Manager Mohammed Ataya stated that the basic 30-60 second advertisement would typically run for \$10-\$40 prior to recent months. The station's current rate for similar commercials is \$50.00. Ataya noted that in the near future he intends to further increase the asking price.

The large-scale budgeting of the programs and the number of employees at Wattan TV made the budget allocations difficult to determine. Consequently, the station financial manager contacted the *Aswatona* team in hopes of re-budgeting the remainder of available funds.

The station has also encountered some obstacles in the production and broadcast of its comedy program, *We See You*. This was primarily due to the difficulty in hiring writing staff and actors. This has since been resolved, and some eight episodes have been produced over the past three weeks and will be broadcast in January. The station is aware that the contractually obligated episodes that were not produced or broadcast in the initial months of the project will be accounted for after the designated time period outlined in the subgrant.

Grant: B1561 FJTV 00

Organization: Al Fajr al Jadeed TV

Program: *Tulkarem This Week*

Along with Wattan TV, the Tulkarem-based Al Fajr Al Jadeed TV has continually submitted accurate and timely programmatic and financial reporting. Furthermore, the quality of its daily news magazine program has exceeded the expectations of the *Aswatona* staff and is indeed responsible for the station becoming number one in the Tulkarem governorate. The programs have been instrumental in attracting sponsors and advertisers, including Tulkarem's Megaland amusement park and the Palestinian Red Crescent. This increase in revenue generated is sufficient enough to the extent that the station will be able to continue production of the program following the completion of the subgrant.

In recent weeks the director of Al Fajr Al Jadeed TV has approached Wattan TV in hopes of orchestrating a program sharing contract, which would not only strengthen the program lineup of both stations, but would dramatically increase the audiences reached by the *Aswatona*-funded programs in both governorates.

Despite the aforementioned successes, the lack of equipment provision continues to be a major factor for the station. In an attempt to resolve the issue, the station purchased a basic four-channel mixer recently, and has requested that a budget reallocation be made to utilize the obligated funds for a Dell Online Editing System.

Grant: B1561 RTV 00

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

Programs: *Shebab Online, We're Back*

Both of the *Aswatona*-funded programs included in the subgrant to Bethlehem's Al Rou'ah TV had pilot episodes produced. Subsequently, the *Aswatona* team was prepared to offer suggestions to the station prior to the continuation of the production. Additionally, the station had the benefit of three days of targeted training with Davin Hutchins.

Both shows have shown an increase in the amount of field reports included, yet the lack of



equipment provision prevents them from being conducted with quality sound. *Aswatona's* internal program monitoring and evaluation of the programs also found that while the topics covered in the programs are indeed relevant and consistent with those outlined in the proposal, some work remains as to interviewing techniques and the selection of those interviewed. Overall, however, the station has demonstrated that it has a command of strong camerawork and a willingness to implement suggestions offered.

Grant: B1561 BTV 00

Name: Baladna TV

Program: *Good Morning to our Town*

The station has consistently produced the daily program according to schedule, yet many programmatic challenges remain that may drastically improve the overall quality of the show. Not unlike the other subgrantees, Baladna TV is in dire need of two pieces of equipment it is obligated in its contract-the DV Camera and vision mixer. The *Aswatona* team is confident that their acquisition will greatly enhance the quality of *Good Morning to Our Town*.

In terms of advertising and sponsorship, the station has solidified a one month contract with the Palestinian Statistical Project to cover the expenses of the program. It has also received some support from a local NGO and some local shops. The station is eager to continue its cooperation with the *Aswatona* project, and has subsequently submitted an additional concept paper for future collaboration.

Grant: B1561 GTV 00

Organization: Gama TV

Program: *Time for Women, City Talk:*

Throughout the development of the *City Talk* program there was an ongoing debate with respect to the number of episodes that the station could feasibly produce each week. The *Aswatona* team felt that such programs, which require teams constantly in the field, would be a great strain on the resources of the station. Consequently, both parties agreed that two episodes per week is reasonable, providing that the requested equipment be utilized. Because this has not happened, the show continues to be difficult for the station to produce, though they have remained on schedule. This strain has made it nearly impossible for the second program to be produced in a timely fashion.



Gama TV has successfully gained sponsorship for both of its programs from major companies. This is a strong indicator of the durability of both of the programs. However, thus far, Gama TV has opted to run the advertisements both before and after the program, as opposed to within. Suggestions have been made to the station director that this policy be changed.

Grant: B1561 SN 00

Organization: Sada Network

Program: *Sada Filistene*

The capacity building measures of the Sada Network contract have thus far been successfully implemented, including the rental of office space near the Manara Square in Ramallah. The office currently functions as the head of the network, where the editing of the weekly program is completed.



The greatest challenge that continues to impact the overall success of the sole Sada Network program is the lack of advertising and sponsorship, though in the previous two episodes (#42 and #43) the *Aswatona* team has seen an increase, from such local sponsors as Megaland in Tulkarem. The current total of organizations and businesses supporting the program is four.

The lack of equipment is also a significant issue for the Sada Network, as there is a constant disparity between the quality of the segments contributed by each of the member stations. With the successful completion of the 16 episode program cycle, the Sada Network is hoping to begin the production of an additional program with *Aswatona* support, entitled *Sada Culture*.

Grant: B1561 ATVR 00

Organization: Amwaj TV and Radio

Program: *Kawthar & Abdelkader, Let's Swap*

Amwaj Radio has recently completed thirty episodes of the social drama program *Kawthar & Abdelkader*. In the meantime the station has been broadcasting older episodes of the show to generate some excitement and anticipation of the new season. Station director Abdelaziz Arori informed the *Aswatona* team that it intends to debut both of the new programs simultaneously and market the overhaul in their program lineup. He is confident that this will enable the station to attract new sponsors and advertisers.

Throughout December the *Aswatona* project conducted two series of trainings with renowned radio instructors Emad Al Asfar and Aref Salim at Amwaj Radio. The trainings covered such topics as developing program content, writing, and presentation, all of which are applicable to the two funded programs.

The delay in equipment provision and the production and broadcast of the two programs has led to a delay in the submission of programmatic and financial reports. The station has been encouraged to submit them to the Grants Manager to discuss the obstacles as well as how to overcome them.

Grant: B1561 RTVJF 00

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

Program: *Music Documentary*

Despite some initial concerns in determining the best candidate to serve as executive producer and trainer of the film, at the end of December and first week January the staff trainees and the trainer were in the Tulkarem governorate filming. While the first of two financial and programmatic reports have yet to be received by the *Aswatona* team, the financial authority of the film, Al Rouah director Hamdi Farraj, contacted the Grants Manager and said that they will be submitted in early January.

Grant: B1561 KR 00

Organization: Radio Khalil

Program: *Gheir Shekel, Zeman Ajayeb*

The Hebron-based Khalil Radio is currently prepared to begin production of its two *Aswatona*-funded programs, *Gheir Shekel* and *Zeman Ajayeb*, yet has encountered some delays. The most prominent reason for the failure of the radio station to broadcast the contractually obligated episodes is due to the necessity of obtaining a mixer to edit the programs.

In the mean time, following the successful trainings held at Amwaj Radio in Ramallah the instructors Emad Al Asfar and Aref Salim traveled to Hebron to conduct trainings at Khalil Radio. The topics covered will not only facilitate the quality of the funded programs, but also addressed some of the weaknesses in Khalil Radio's current program lineup as well.

Conclusion

The nine subgrants have thus far effectively demonstrated an ability to proceed with the production of their new programs without the necessary equipment to enhance their quality and alleviate the strain it puts upon their staff and resources.

The coming months of the *Aswatona* project will see the submission of the reworked An NUR Network contract, which seeks funding for four additional shared programs in addition to the show outlined in the original proposal. The team is confident that the implementation of four more programs allows the grant to achieve a greater balance between the support for the capacity building *and* innovative productions of the recently formed network.

Although the first round of subgrants can be considered a success, the *Aswatona* project is eager to cooperate with additional partner stations. The Grants Manager is currently working on developing concept papers with several other local TV and Radio stations, including a news magazine program with Al Farah TV & Radio in Jenin, an agricultural program with Qalqilya TV, and an investigative reporting program with Nablus TV. Once completed, the new contracts will be submitted and awarded on a rolling basis through the duration of the *Aswatona* project. See Appendix One for the production and financial tracking charts.

1.3 - Electronic Networking of Stations for Production and Program Sharing

The training began with a two-day intensive session in Ramallah, October 25-26, to focus on improving workflow among all the Sada Filistene member stations and utilizing peer-to-peer file sharing technology such as Pando to send broadcast quality reports through ADSL connections available through local telecom carrier PalTel.

Trainer Davin 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, and Flash 9.

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.

Hutchins administered follow-up training using the training footage from Day 1 and editing techniques from Day 2 in attempts to produce a finished package, either real or mock to be sent via the internet to the various member stations and the staff of *Aswatona*.

Objective 2: Increased and improved coverage of local news, including local manifestations of broad themes such as rule of law, good governance, and corruption.

2.1b - In-House TV training field work, covering local events, and human interest stories (Oct 25-Nov 1)

Davin Hutchins worked with several partner stations on the productions being funded by *Aswatona*. At each station he worked with the staff on designing stories, field-work, interviewing and editing. With several stations, he assisted staff in designing a “look” or design for the productions.



During his time with **Gama TV**, Davin noted that the Chief Editor has exhibited initiative in finding high quality animated backgrounds to use behind presenters for a “virtual set” in a new show called Hadith Al-Medina (Talk of the Town), an Internews funded production. The station also hired a new photographer, who has advanced knowledge of camera production from working at better funded stations in the past. He pitched some very solid stories including one on Israeli settlers releasing wild pigs to destroy crops and terrorize

residents of Nablus. Hutchins believes he would make an excellent deputy producer for the show Hadith Al-Medinaan impressive level of competency shooting a story about scientific awards at Najah University and a “vox-pop” man-on-the-street report about the deployment of 500 Palestinian policemen in downtown Nablus. The female presenter and female reporter also demonstrated improved ability in taking suggestions for better writing and conversational set-ups for Hadith Al-Medina.

While **Al Fajr Al Jadeed TV** has ample equipment for news production, they may want to upgrade field lights and wireless microphones for feature production in the future. With the promised equipment from Internews delivered, expect great things from this station.

The station's photographers are advanced and generally produced consistent quality videography. Both men are also very competent and efficient video editors. The station is still in need of a new camera, which Internews has promised. This should add capacity to an already noteworthy station.

On the last day of training, Hutchins focused on specific techniques in a mock documentary-style interview with a famous oud player. The weekend show presenter also appeared a bit stiff on camera until Hutchins conducted a workshop with her and the station manager on segment producing the weekend show, pitching stories at the beginning of the week, better news writing, and teasing stories in an enticing manner at the beginning of each program.



Rou'ah TV is right up there with Al Fajr Al Jadeed and in some ways, surpasses its sister station in Tulkarem. According to Hutchins, Rou'ah TV will benefit greatly from a new video mixer and audio mixer. The camera mixer and audio mixer were inexplicably located in separate rooms and with the help of a station consultant, the trainers managed to consolidate the equipment to the control room.

The station manager is surprisingly comfortable behind the camera and being a career journalist, instinctively knows which questions to ask. The weakness in their new program, Oodna Kullna, was lack of reports or video in the program and booking the right guests. Hutchins worked with them on designing a more interesting program. He instructed the producer to strive to book two guests for each program with differing points of view and to prescreen all phone calls and put them on air in the order that they would most likely stir lively conversation. Hutchins also instructed him and the videographer to shoot B-roll footage to roll over the host and his guests. This technique was used during a show with Bethlehem's chief of police when he was discussing a car thefts and general police duties. Using video definitely broke up the monotony of talking heads.



Hutchins was most impressed with one of the younger staff members stating that she is a natural leader and sharp thinker who should be the deputy producer at the station. In the field producing Shabab Online, she knew exactly what to do, how to direct the camera man, how to direct the talent to get the soundbites she wanted, whispering in the talent's ear when the interview wasn't going far enough. She is a natural producer and should run her own station one day. Hutchins took special care to make sure she shot the elements of Shabab Online and the staff was impressed with the MTV style work, which is appropriate to the Shabab Online aesthetic.

2.1a - In-House Radio training on field work, covering local events, and human interest stories – Gaza (12-17 Dec and 23-26 Dec)

The second training with Alwan and Gaza FM concentrated on the elements needed to produce a news story and a mini-feature. Work was done on writing and reading for radio as well as research and development of local stories. As well, a good deal of time was spent on interviewing techniques and field work. *Aswatona's* Gaza office loaned stations the field recorder for the practical exercises during the training. The training also covered techniques and skills for the talk shows, live programs, and the “With the Citizen” program based on telephone call-ins.



Adding to the skills the staff in both stations had learned earlier on presentation, tone, and language, with the new techniques, they were divided into groups to go out and do a mini-feature on a local issue. As well, they edited it into the morning show with the new revamped news segment aired on the last day of the training.

The staff of both stations found the training very useful and immediately put into practice what they had learned. Calls coming into Alwan Radio have been praising the station on its new sound and format. As a result, and based on the number of calls, they estimate their audience has grown over the last two months.

2.1a - In-House Radio training on field work, covering local events, and human interest stories – Ramallah and Hebron (Dec 7-9, Dec 8-10, Dec 14-16 and Dec 24-26)

Trainer Emad Asfour worked with Amwaj Radio and Khalil Radio on news reporting, writing and reading for radio, field-work on covering local issues, and local news bulletin design.



Asfour started each workshop with a discussion of the program cycle, each programs' content, why the program important, the target audience, the placement of the program, and the local content. They then discussed what the audience attraction might be through the programs' addressing community issues and how this can be used to increase the audience share.

He then worked with the staff on the specifics of language usage and writing news for radio. They worked on how to choose news items from a news paper and how to decide on news headlines in the news papers by concentrating on the local city news but adding certain subjects that interest of the audience like the weather, local traffic, money exchange rates, and what is happening (events and activities held by CSOs, the municipalities, schools, and cultural centers) in the community during that day.

The specific exercises were conducted with the staff of each station on finding news sources and research, as well as news editing and the content of news program development through live news coverage in addition to other sources. He focused on the importance of local news for a local radio station.

In all above aspects, Asfour presented the different approaches of developing news in local radio station. He showed them different sources of news on the internet that deal with local and international issues and worked with them to develop the criteria and priorities of news selection in a news brief and news bulletin. Each participant was given the chance to write and edit a news brief and to consult with Emad on the best way to re-edit it and then to present on the air.

2.1c - Institute mentoring, organizational development and marketing for station owners

From the beginning of the grants program, the *Aswatona* staff has been working with the stations on using the new programs to generate advertising, sponsors, and to reconnect with the community. Toward this goal of sustainability, the stations have made progress. Through the programs' field reports, the reporters are back on the streets talking to the citizens throughout the districts. Also, through the marketing of the new programs, the owners have been generating income for their stations.

At Wattan TV, with the five new programs, the station has managed to recruit a sponsor for each one of the programs that *Aswatona* is supporting. In addition, they have increased their ads from different local companies that were broadcast within the programs or before and after. When asked, the manager of Wattan said that they are satisfied with this and about the approach that *Aswatona* has used regarding the elaboration of the need to also concentrate on the marketing of the programs and the station parallel to the development of programming. They said that the marketing plan of 2008 will continue raising more ads and sponsorships for these programs that they will continue produce.

Baladna TV's "Good Morning to the Country" has had unexpected results that exceeded their expectations because of the need for a program that deals with local and community interests. This has directly affected the number of viewers and, as a result, has positively affected the marketing, income, and the ability to recruit more staff to develop the program further. They managed to get at least a full month sponsorship for the daily program from the Palestinian Statistic Project as well as an additional two weeks from another NGO. They have also sold advertising time to the local market in Qalqilya.

The training for and the development of the AlFajr AlJadeed programs "Tulkarem Today" and "Tulkarem this Week" (a recap of events) has been reflected in the quality and the content of the program regarding the covering of the local issues of the city and governorate. This, in turn, has also affected the marketing of the station, the number of ads and sponsors for the program in specific and the stations other programs in general.

This is the most successful story so far, since the effect of the program was not only on the marketing aspect but also in the increase in audience numbers and coverage area. The station

has become more popular as the source of news in the Tulkarem governorate including the many surrounding villages.

On the ads and sponsorship, the daily and weekly programs have more than one sponsor for each program with the weekly having four sponsors in addition to the many ads that run before and after the programs. According to the station owner, they have managed to increase the ads sold by the station by more than 60% since starting the new program and as a result are now covering more than 70% of the costs of program production.

The *Aswatona* staff is continuing to work with the other stations to use the new productions to strengthen their stations both in revenue and in market share. In addition, the staff is taking advantage of the in-house training to work with station owners and managers, one-on-one, to develop their organizational structure so that they can increase the stations' output and effectiveness. *Aswatona* uses the trainers to critique each station's staff as well as the management to better assist in providing targeted interventions. (See Appendix 2 for the breakdown of sponsors and ads for the various programs)

2.3 - Support of Development of Professional Broadcast Association

Since Internews Network launched the *Aswatona* project in October 2006, supporting cooperation among the outlets' owners and directors was part of the plan. The team followed up developments among the media sector on this issue. It was very clear that the local media lacked a strong union for either the station owners or for the journalists working in the different stations. The *Aswatona* team raised this issue with the owners, directors, and staff, during the workshops and the visits as well as in direct contacts with the active and interested individuals involved in this sector. The old Syndicate, headed by Mr. Samir Qumsiya, owner of AlMahed television station in Bethlehem, proved to be paralyzed and had achieved nothing for the member stations. This was especially evident during the attacks on the media in the spring of 2007 and of the government declaration for the stations to pay or be closed. Although demanded by the membership in February 2007, Mr. Qumsiya refused even to set a date for new elections two years after the last elections, violating the by-laws of the Syndicate. Later it was discovered that the Syndicate was never licensed by the relevant Palestinian ministries and thus, it was illegal. This fact was discovered in October when the initiative of several key station owners succeeded in regrouping the members and launched a new initiative to re-active the Syndicate. However, because the former Syndicate had no standing, a new coalition was proposed instead.

This initiative was discussed between the *Aswatona* team and active owners, namely Fathi Natour of Farah TV in Jenin, Moa'ammam Orabi of Wattan TV in Ramallah, and Tareq Jbara of Qalqilya TV in Qalqilya. *Aswatona* supported their initiative and proposed that they organize an open workshop to discuss the situation of the Syndicate. This was held in Ramallah in at the beginning of October, financed quietly by Internews, and turned out to be a very fruitful meeting. Out of the forty stations eligible, thirty-two representatives attended the meeting. The participants signed a statement to run new elections and to authorize the key initiators, headed by Fathi Natour, to take the necessary measures. The remaining eight stations signed the statement as well with the exception of Mr. Qumsiye who called unilaterally for elections. However, since

the Syndicate was never licensed, the Ministry of Interior banned Qumsiyeh from running elections for it.

Fathi Natour and the rest of the committee, consulted with the *Aswatona* team on the next step for initiating a new union but with another name. After consultations and visits in mid-October, the stations' owners agreed on the name "Coalition of Audio-Visual Media in Palestine". They also agreed to have a founding committee including nine members. The committee applied for a license for the Coalition after preparing the primary by-laws and consulting the *Aswatona* team. On the 28th of October, the "coalition" was registered in the Interior Ministry and thus the license arrangements are on the way. It was learned that the Information and Telecommunications Ministries have also agreed to give the license and it is now pending in the Interior Ministry for the final signature for the final approval. It was only delayed because of the holidays in December but by early January the coalition will be licensed.

Aswatona plans to give more support to the coalition, such as organizing open workshops by hosting foreign (American) broadcast association leaders to train the local Coalition on tasks, duties, rights and all issues related to the work of the Coalition in strengthening the media outlets, regulating the sector within the local laws, and the following the Coalition by-laws. As well, *Aswatona* is considering supporting the initiation of a lab to fix the equipment used in different stations and to help in putting together a business plan for the Coalition to survive and to sustain itself.

2.5 - Workshop on Media Law with new Association, academics, and CSOs

After the delay from Year One, due to the political crisis, the *Aswatona* team had planned to conduct this workshop in November. However, in meeting with Bir Zeit's Media Center to learn of the work that they had already done and to discuss what was being considered, they suggested that we combine efforts. They received a grant from Konrad Adenauer to do a similar workshop in March. The *Aswatona* project began discussing this and will finalize the cooperation plan in January in order to launch the workshop in March.

IV. Comparison of Planned and Actual Accomplishments

Activity	Activities of This Quarter	#s	Planned	Actual
1.1ci	Radio training on covering local stories: interview, techniques, and formats – Gaza	2 partner stations/11 journalists	December	October
1.1ci	Radio training on covering local stories: interview, techniques, and formats – West Bank	2 partner stations/11 journalists	December	December
1.2b	Selection/support of innovative story ideas	1 contract	September	October
1.2b	Selection/support of innovative story ideas - Productions		546 episodes	335 episodes
1.3	Networking of Stations –	6 partner	November	October

	electronic sharing	stations/13 journalists		
2.1b	In-House TV training field work, covering local events, and human interest stories: editing, field work, and format for productions supported by Aswatona	5 partner stations/ 27 journalists	November	November
2.1a	In-House Radio training on field work, covering local events, and human interest stories - Gaza	2 partner stations/15 journalists	December	December
2.1a	In-House Radio training on field work, covering local events, and human interest stories – Ramallah and Hebron	2 partner stations/12 journalists	December	December
2.1c	Institute mentoring and organizational development and marketing for station owners	8 partner station owners/managers	On-going	Oct-Dec
2.3	Support of Development of Professional Broadcast Association	32 media outlet owners	Periodically from Oct through Dec	October
2.5	Workshop on Media Law with new Association, academics, and CSOs		November	Delayed until March due to licensing and coordination issues
1.1a	Workshop on Media Access to information		December	Delayed until February
1.1b	Open Workshop for Journalists on issue specific topics		December	Delayed until February

V. Activities Planned for Next Quarter

Activities Planned for This Quarter

- 2.1b In-house training for TV in the West Bank
- 1.3 Association Support
- 1.1b Workshops – reporting on specific issues/topics
4 in the West Bank/ 1 in Gaza
- 1.1a Open Workshop media and community Access to Information with DAI
- 2.1f 4 new grants/contracts/partners
- 2.2c Media Management and Organizational structure
- 2.5 Media Law Seminar with Bir Zeit
- Distribute Business planning CDs/booklets

Timeline

- January
- January
- February
- February
- February
- March
- March
- January

VI. Success Stories and Recommendations

“Our program, since the training we got from the Internews and the format change we made to the programs, became the most effective program on the governorate level and all of the authority, CSOs, and even journalists coordinate with us and call us for getting the information regarding the news of the city and refer to our news in the news items of the journalists.” -- Dr. Raja Surghalee, owner of AlFajr AlJadeed, Tulkarem.

“It is a good approach to make it conditioned that each program should be developed with the marketing plan which helped us to define subjects that can bring income for each episode and that defined the targeted advertisers.” -- Hamdi Farraj, Al Rou’ah TV, Bethlehem. Other programs have been developed and produced through the skills learned during the general training workshops and specific in-house training of the staff on different aspects of TV production. The skills learned have reflected positively on the station image and the quality of programming and the audience as well.

Wattan TV stated that the benefits they have gained from *Aswatona* support the five new programs and the in-house training have been the:

- 1- development of the station internally and the experience gained in new fields of production as well as the skills gained through the training and the evaluation and follow up *Aswatona* has done
- 2- variety of programs that have added to different and unique ways the station is dealing with community issues
- 3- increase of audience interaction through the field work and outside interviewing done in the recording of the shows whose participants are coming from different sectors of society
- 4- interaction of people with the teams working in the street during recording that increased their interest to follow the station and ask about broadcasting dates of the recorded episodes

As a result, Wattan TV has noticed that their audience share has increased (measured through incoming calls and the number of inquiries about their social programs) and the marketing of the station. The production of these programs has added value to the station at the marketing level and many advertisers are approaching the station to put their advertising there.

Although their contract for the production grant has not yet been released, Alwan Radio in Gaza has been the recipient of several trainings to improve their broadcasting techniques, programming cycles, and approach to reporting local events to include field work. The staff in the *Aswatona* Gaza office has been listening to the broadcasts of both Alwan and Gaza FM to track any changes after the trainings. They report the following:

“By following the local broadcasting stations, we have noticed that the trainees’ humanitarian sense has been promoted in their addressing of certain issues. Tackling issues through promoting more tolerance inside the community and the other communities, in addition to the renouncing of terrorism in all its forms. The trainees now have the ability to discuss issues related to the three taboos "religion, sex, politics" through their programs and this observation deserves a lot of

attention because it contributes in building a strong and different media from that media we have currently have in Gaza.

If we focus on the style and performance of the presenters we can notice the following:

1- The presenters started to be more confident in controlling the presented programs to be within specific idea or subject, which means that they started to prepare for the programs in better way, so that they won't be distracted. Before, some of them used not to prepare any material for their programs and depend on their own information, so they weren't able to control the program and hence there was no central idea of the programs.

2- Changing the tone according to the information they are reporting, News, entertainment etc, that they had previously always presented in a monotonous manner.

3- There is a clear improvement in the presenters' lingual skills; and also in their usage of shorter sentences to be able to breathe comfortably while speaking.

4- More community related subjects and social affairs are now discussed in their programs and this led to more field work, more professional reporting and story writing.

5- Many skills were gained regarding dialogue and call in programs. They can now "break the ice" and make the caller or the guest talk freely and can get the information needed from the guest. They now know when to ask open or controlled questions according to the situation.

6- They learned how to divide the work into steps, and make a work team.

7- For the programs with more than one presenter, they started to be able to adapt and coordinate the tone and timing with each other and present the programs in a more homogenous shape.

Finally, we can summarize these changes through the reaction of the public. Safa'a Elhabeel from Alwan, Rima Morgan and Mahmoud Elagrami from Gaza FM all agreed that listeners have started to feel positive changes in their programs and performance as their callers have testified."

The team of *Aswatona* will continue to build on these successes and create more as the work with the stations and journalists goes on throughout Year Two. What has become clear is that, the more work that can be done in-house with the staff and station owners, the more concrete results can be seen.

VII. Appendix 1

Episode Tracker	October		November		December	
	Planned Episodes	Actual # Episodes	Planned Episodes	Actual # Episodes	Planned Episodes	Actual # Episodes
Wattan TV						
A) Life Tour	4	4	4	4	4	4
B) People's Rights	4	4	4	4	4	4
C) Weekly Harvest	4	4	4	4	4	4
D) Let's Talk Frankly	4	4	4	4	4	4
E) We See You	4	0	4	0	4	8
Al Fajr Al Jadid						
A) Tulkarem This Week	31	31	31	31	31	31
Al Rouah						
A) We're Back	26	26	26	26	26	26
B) Shebab Online	4	4	4	4	4	4
Baladna TV						
A) Good Morning Our Town	26	4	26	26	26	26
Gama TV						
A) City Talk	8	8	8	8	8	8
B) Time for Women	4	0	4	0	4	4
Sada Network						
A) Sada Filistene	4	4	4	4	4	4
Khalil Radio						
A) Zeman Al Ajayeb	4	0	4	0	4	4
B) Gheir Shekel	4	0	4	0	4	4
Amwaj Radio						
A) Kawthar & Abdelkader	20	10	20	10	20	10
B) Let's Swap	31	0	31	0	31	0
FILM Project						
A) Documentary	na	na	na	na	na	na
Totals	182	103	182	125	182	145

Financial Tracker

Budget	Capacity Building Subgrant Request \$200,000	Innovative Productions Subgrant Request \$275,000	Total Subgrant to Each Entity (per subgrant submission)	1st WTR	2nd WTR
Station					
Al Rou'ah	\$8,345	\$11,000	\$19,345.00	\$2,750.00	\$2,750.00
Amwaj	\$3,810	\$14,100	\$17,910	\$3,525.00	\$0.00
Sada	\$52,940	\$33,660	\$86,600	\$10,328.75	\$0.00
Watan	\$0	\$87,312	\$87,312	\$21,828.00	\$21,828.00
Music Film	\$19,090	\$0	\$19,090	\$9,545.00	\$0.00
Gama TV	\$15,940	\$14,400	\$30,340	\$3,600.00	\$3,600.00
Baladna	\$10,000	\$9,600	\$19,600	\$2,400.00	\$2,400.00
Fajr Jdid	\$4,170	\$18,800	\$22,970	\$4,700.00	\$4,700.00
Khalil Radio	\$4,745	\$16,000	\$20,745	\$4,000.00	\$0.00
Total:	\$119,040	\$204,872	\$323,912	\$62,676.75	\$35,278.00
Remaining:	\$80,960	\$70,128	\$151,088	-	-

Appendix 2

Wattan TV - Ramallah

No	Company –institution – organization	Program	Ads – sponsorships	Duration – episodes
1	Microtech	Life journey	S	4 E
2	Teacher creative center	Speak frankly	S+ ads	4 E
3	Palestinian Health relief assoc .	Weekly harvest	S +ads	16 E
4	Musawah org	Peoples right	S	16 E
5	Palestinian red crescent		ads	
6	Jordan bank		ads	
7	Dar alshifa medicine company		ads	
8	Balbul mole(supermarket)		Ads	

Baladna TV - Qaliqilya

No	Company –institution – organization	Month	Adds – sponsorships	Duration – episodes – income
1	Palestine statistics org	1 st month	S and ads	450 \$
2	Qalqilia municipality	1 st month	ads	200 \$
3	Dar alshifa medicine company	2 nd month	S +ads	550\$
4	Local adds	2 nd month	Ads	200 \$
5	Qalqyilia municipality	3 rd month	Ads	200\$
6	Local adds	3 rd month	ads	150 \$
7				
8				

Al-Rou'ah TV - Bethlehem

No	Company –institution – organization	Program	Ads – sponsorships	Duration –episodes
1	Alquds bank	Shabab online(Saturday) Odna kullana daily)	S +ads	4 months
2	Orthodox club restaurant	Shabab online Odna kullana	ads	4 months
3	Aldhaisha taxi	Shabab online Odna kullana	ads	Different durations and sponsors
4	Alsobani computer center	Shabab online Odna kullana	ads	Different durations and sponsors
5	Philadelphia stationary center	Shabab online Odna kullana	ads	Different durations and sponsors
6	Alaa phone	Shabab online Odna kullana	ads	Different durations and sponsors
7	Almasry car service	Shabab online Odna kullana	ads	Different durations and sponsors
8	Others (21 ads)	Our health	Ads +s	Different durations and sponsors
	Others (21 ads)	Agriculture and life	Ads+s	Different durations and sponsors
	Others (21 ads)	Win with us	Ads +s	Different durations and sponsors
	Others (21 ads)	The pride road	Ads +s	Different durations and sponsors
	Others (21 ads)	Freedom and law	Ads +s	Different durations and sponsors
	Others (21 ads)	Sports	Ads +s	Different durations

				and sponsors
--	--	--	--	--------------

AlFajr AlJadeed TV- Tulkarem

No	Company –institution – organization	Month	Adds – sponsorships	Duration – episodes – income
1	2 local sponsors	1 st month	S and ads	25%
2	4Local companies	1 st month	ads	40%
3	4 local sposers	2 nd month	S +ads	40%
4	7 local companies	2 nd month	Ads	60%
5	4 local sponsors	3 rd month	Sponsors and Ads	70%
6	10 local companies and cso org and associations	3 rd month	ads	60%