



**FACT SHEET**

**DEMOCRACY AND GOVERNANCE PROGRAM**  
Enhancing Palestinian Independent Media (EPIM) **PROJECT PROFILE**



*On-site consultations in Raya FM on business development.*

**Program Overview**

The Enhancing Palestinian Independent Media (EPIM) project aims to develop the institutional and professional capacity of independent media and to promote informed dialogue amongst the Palestinian public. EPIM seeks to advance the role of independent media now and in a future democratic state by strengthening and professionalizing the independent media sector.

**Goals**

- Strengthen targeted local independent television and radio networks.
- Increase the number of viewers and listeners of targeted programs broadcast by independent media networks and outlets.
- Foster sound business management practices and improve financial viability of targeted independent media networks and outlets.
- Develop a policy institution dedicated to promoting excellence in research, analysis, and advocacy within the independent media sector.

**Activities**

Building on previous USAID assistance, EPIM strengthens network systems and the capacity of Palestinian television, news, and radio networks while helping them to increase their financial sustainability. Through trainings and technical assistance, the program focuses on network business planning and management support as well as coaching and mentoring to the individual member stations. The program fosters sharing of resources, footage, programming, marketing, and advertising strategies among partner stations.

EPIM aims to enhance the quality of news and information programming utilizing a mix of technical assistance, training, internships for junior and mid-career journalists, and provision of equipment. The project is improving news rooms and news gathering, and is developing a cadre of “beat” reporters by providing journalists with specialized training in specific topics such as business and finance, rule of law and local governance, environment, and health. In addition, EPIM also provides small grants to network member stations to support and to reward outstanding media programs and to promote the innovative use of new media programming and joint productions.

EPIM is facilitating partnerships between the University of Missouri’s Journalism Department and the journalism schools at Al Quds and Hebron universities to develop new media curricula. The project is also building the capacity of Al Quds Institute for Modern Media and Hebron University Media Center to deliver high quality training of trainers programs in selected media areas, in order to better equip the new generation of journalists with new-media tools and skills.

**CHALLENGES**

- Chaotic policy and enabling environment.
- Complicated and unstable political context.
- Legislative prohibitions on providing assistance to the Palestinian Broadcasting Corporation.