

SUPPORT TO MEDIA *in Jordan*

Newsletter

March 2015

PROJECT LAUNCH

The "Support to Media in Jordan" project was officially launched during a ceremony at the Royal Cultural Center in Amman in October 2014.

The project is part of a broader EU initiative to support civil society and media and is implemented by the UNESCO Amman office in close coordination with the main state and non- state media institutions in Jordan.

A newsletter will be published on a quarterly basis to keep partners, stakeholders and other interested people informed about activities and progress made.



The Support to Media in Jordan Project

WHAT

The three year project aims to help Jordan's efforts in advancing the media to further increase its freedom, independence and professionalism and to strengthen democracy and the possibility for men, women and youth to express themselves and access credible information.

WHO

The project is funded by the European Union and implemented by the UNESCO Amman Office in close cooperation with the Ministry of State for Media Affairs and the media community in Jordan.

HOW

The project will be implemented in close collaboration with the media and has two phases, with the first one focusing on research and analysis of the contemporary media landscape. This will shape the structure and implementation of activities in the second phase.

ASSESSING MEDIA DEVELOPMENT in Jordan

In order to understand the contemporary Jordanian media landscape, and design activities to further improve the same, an assessment of the media situation in Jordan based on UNESCO's Media Development Indicators (MDI) is currently being carried out.

The MDI were developed with a view of providing a framework for an assessment and recommendations of how the media can best contribute to, and benefit from, good governance and democratic development.

The MDI look at five aspects of the media environment. Taken as a whole, they provide an in-depth picture of the media ecology and policy directions in order to ensure freedom of expression, pluralism and diversity of the media.

The Jordanian MDI analysis will be complemented with a comparative analysis of best Public Service Broadcasting (PSB) practices in selected EU countries and the contemporary practice in Jordan.

The MDI study in Jordan will form the basis for a review of the implementation of the Government's Action Plan for the Media Strategy, leading to a revised Action Plan agreed on by the media stakeholders. This will inform the designing of the capacity building activities in the project.



Toby Mendel, international expert for the MDI Assessment in Jordan, during the MDI Training workshop in January 2015 in Amman



The national research team: Mr. Yahia Shukkeir, Ms. May Shalabieh, Ms. Sawsan Zaideh and Ms. Dina Baslan

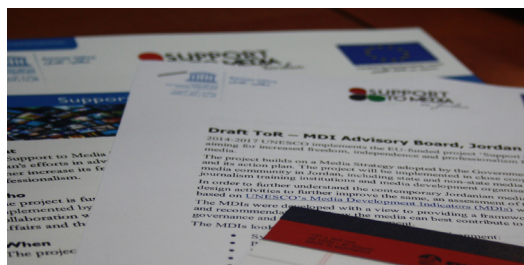
UNESCO has commissioned International Media Support (IMS) to conduct the MDI analysis for Jordan. IMS has brought together a competent research team comprising two international and four Jordanian researchers with extensive experiences in media development and research.

In addition to Tunisia, Egypt and Palestine, Jordan will be the fourth Arab country for which the MDI have been assessed. The assessment is expected to be published in July 2015.

For more information on the MDI, please see: <http://www.unesco.org/new/en/communication-and-information/intergovernmental-programmes/ipdc/initiatives/media-development-indicators-mdis/>



Advisory Board



To ensure qualitative oversight of the MDI study, UNESCO and IMS established an Advisory Board, comprising eight key Jordanian experts able to bring senior advice to the MDI research team and the study.

The Advisory Board provides input and guidance to the research team on methodology, qualitative oversight of the study, experts' input on the assessment process, and feedback on the draft assessment report and its recommendations.



First Advisory Board meeting in February 2015

Members of the board are Dr. Bassem Tweisi, Dean of the Jordan Media Institute, Dr. Marwan Muasher, vice president for studies at Carnegie Endowment for International Studies, Dr. Muhanad Al-Azzah, member of the Upper House of Parliament, George Hawatmeh, director of Awan organization, Mohammad Qtaishat, specialized lawyer, Dr. Helmi Sari, head of the social science faculty at the University of Jordan, Lina Ejelal, co-founder and Editor-in-Chief at 7iber.com, and Rana Sweis, a Jordanian freelance journalist.

NATIONAL CONSULTATIONS & EXPERT GROUPS

The Support to Media in Jordan project team is currently organizing consultation sessions across the Kingdom to establish an informed discussion on the Jordanian media landscape, media development and the preliminary findings of the MDI study.

To ensure a comprehensive approach, two sessions will take place in the north province, three in the middle province and three in the south province within the next months.

Each session will include 15-20 participants in a two-hour meeting and will host representatives from the government, state and non-state media, students, academia, CSO's, MP's, citizen journalists, etc.

In addition to the consultations, the Project Team is also arranging five thematic working groups to further inform the second phase of the project as well as the drafting process of the Media Strategy Action Plan.

UNESCO will facilitate the thematic groups in April and May, and use the inputs to draft an Action Plan that will be presented to the project's Steering Committee and the Government for their consideration. Expert groups are organized around the following themes:

1. Public Service Broadcasting
2. Self-regulation of the media, independent complaints mechanism for the media
3. Journalism education and journalism training
4. Regional broadcasters: private, public and community owned
5. Media literacy



UPCOMING EVENTS

National consultations: April - May 2015

Thematic expert groups: April - June 2015

World Press Freedom Day: 3 May 2015

PROJECT TEAM

With the completion of the inception phase, a full Project team with four members is in place. Mr. Johan Romare, Project Manager with many years of international experience in the field of media development is supported by Ms. Hanadi Gharaibeh (Project Officer), Ms. Wencke Mueller (Project Officer) and Ms. Rasha Arafeh (Administration Officer).

Contact Information

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