

# SUPPORT TO MEDIA IN JORDAN



## Newsletter

Nov 2018

The Support to Media in Jordan team is pleased to present the results and achievements of the four-year Support to Media in Jordan project. Four years ago, with the significant partnership and financial support of the European Union as well as the recently engaged funding from the Government of Canada and the collaboration from the UN Office of Counter Terrorism (UNOCT), we embarked on an ambitious plan to improve the media landscape in Jordan. In this newsletter, we reflect on the recent activities and take stock of some of the most significant areas of impact.

All of the work could not have been possible without the committed partnership with the European Union, and the recent support of the Government of Canada and the collaboration from the UNOCT. We are also grateful for the strong partnership with the Ministry of State for Media Affairs, and the fruitful collaboration with our implementing partners and experts. The Project's Steering Committee, a unparalleled coordination mechanism enlisting representatives of state and non-state stakeholders, was instrumental in ensuring the success of the Project, allowing frank exchange of views and a robust debate at a strategic level.

While the Support to Media in Jordan project is concluding soon, UNESCO remains committed to advocating and promoting media freedom and professionalism in Jordan and will continue to build on the achievements of this project. In particular, with new support of the EU, UNESCO has started working on promoting media and information literacy in several governorates. Stay tuned for more details on this.

## IN FOCUS: Celebration of results and achievements



Held under the patronage of H.E. Jumana Ghneimat, Minister of State for Media Affairs, the event on 18 October 2018 featured testimonials from partners and beneficiaries on the results achieved and their impact in the areas of media and information literacy (MIL), professional journalism, and support to local radios. In a statement to UNESCO, H.E. thanked the European Union and the UNESCO Office for their great efforts to make the Support to Media in Jordan project a success, including many initiatives with media and academic institutions over the past four years. UNESCO also organized a photo exhibition featuring the project beneficiaries from all over Jordan.

Check out the new video on the project's results.

Check out the photo gallery from the celebration.

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Media freedom is everyone's freedom

Media independence is everyone's independence

Professional journalism makes a difference

Join us



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# What else happened?

## Equipment inaugurations at Al al Bayt University and Farah al Naas radio station



On 25 June, the EU, UNESCO and Farah al Nas hosted the official inauguration of the new equipment at the Farah al Nas Radio Station in Amman. Under the project, the EU has procured and delivered the equipment as part of a 1.5 million euro contribution to several universities and local radio stations, designed to improve the ability of beneficiaries to provide high quality media content. The event at Farah al Nas celebrated the launching of the modern equipment – which includes brand new microphones, a digital mixer, a transmitter and much more. In addition to the high tech

equipment, UNESCO and the EU have offered Farah al Nas staff training designed to support the production of good quality radio programs and raise the next generation of media leaders.

And on 8 October, the EU, UNESCO and Al al Bayt University inaugurated the new radio station at Al al Bayt University in Mafraq. The event brought together over 80 university faculty students and radio volunteers for an official ceremony launching the new radio station. The equipment provided to Al al Bayt includes a brand new studio. The contribution has allowed the university to open their first radio station, which will cover not only the University but also the community of greater Mafraq area. Since September, the radio station has been broadcasting a live morning show, an afternoon newscast, and a show focusing on youth issues.



“I came here to learn something new and I feel I can do something for the community. Our generation can be an influence for something positive for the community of Mafraq. This is an opportunity for us!” - Maha Qyam, 2nd year student and training participant.

## IPDCTalks 2018 celebrated at Yarmouk University



On 30 September, the IPDCTalks event took place focused on “Powering Sustainable Development with Access to Information” at Yarmouk University in Irbid. Within the United Nations system and across the international community, the International Programme for the Development of Communication (IPDC) is the only multilateral forum with the aim of promoting communication and media development globally. The IPDCTalks in Irbid gathered more than 200 students and academics, representatives of youth and sustainable development related organizations, the EU, UN and diplomatic representatives, Government representatives, media and other actors working towards creating inclusive and informed societies. The event was organized under the patronage of HE Jumana Ghunaimat, Minister of State for Media Affairs. Moderated by actor and broadcast presenter Ahmad Srour, the talks emphasized how a better informed citizenry can more efficiently strive to achieve sustainable development, reduce inequalities, promote employment and realize gender equality.

Watch the video from the IPDCTalks. Videos of the speakers are also available on our YouTube channel.



## What else happened?

### UNESCO and JHR host workshops on professional reporting on human rights gender and data journalism

UNESCO and Journalists for Human Rights (JHR) completed a series of workshops for two media outlets: Al Ghad newspaper and Annaja7 online Radio. Al Ghad received targeted mentorship on data journalism over several weeks. As for Annaja7, the training focused on professional reporting on issues related to human rights, as well as gender mainstreaming in reporting. During the sessions on human rights reporting, JHR programme manager and media trainer Mohammad Shamma, focused on two main themes: the role of media in countering violent extremism among the youth audience; and, the human-rights sensitive approach to reporting. This important initiative falls within UNESCO's mandate of encouraging diversity and freedom of expression and represents a joint initiative between two important projects: the "Support to Media in Jordan" project and the "Prevention of Violent Extremism through Youth Empowerment in Jordan, Morocco, Libya, and Tunisia" project, funded by the Government of Canada, and implemented by UNESCO and the UNCCT.



### Professors at MEU and Yarmouk University receive additional training

In September, building on the knowledge and trainings organized last year, professors and lab technicians at Yarmouk University in Irbid and Middle East University in Amman received a refresher course on mobile journalism, data visualization (data viz) and online journalism best practices that meet the current and future market needs of journalism students. The sessions were organized by UNESCO partner Thomson Reuters Foundations, and held just before the start of the new semester. Trainers and participants also brainstormed ideas on making teaching more practical, and finding relevant tools and applications that can arm students with the necessary professional skills in those domains.

# SPOTLIGHT: Media and Information Literacy



Since 2014, **Media and Information Literacy** has been a key component of the project, and one of the significant areas when the project made considerable impact. MIL recognizes the primary role of information and media in our everyday lives, empowering citizens to fully understand the functions of media and other information providers, critically evaluate content and make informed decisions. MIL has proven to be among the most effective responses to promoting tolerance, dialogue and peace and countering hate speech and online polarization.

UNESCO contributed to introduce the MIL concept and best practices in Jordan working with universities, schools and civil society organizations. In 2016, UNESCO partnered with Jordan Media Institute (JMI) and launched a plan to pilot MIL into some Jordan's public schools and raise awareness among the teachers, students and their families UNESCO and JMI have also been actively engaging decision makers in advocating for MIL and succeeded in including MIL in national efforts to prevent violent extremism. JMI and UNESCO trained 74 teachers and professors and 390 students from eight public schools and two universities. Some of the teachers and students have set up MIL clubs for students in grades 7-9. In recognition of the tremendous work that was achieved, JMI was presented with the second prize in the international GAPMIL Global MIL Award 2018 in October 2018.

In addition, UNESCO has engaged actively with the Ministry of Education on incorporating MIL into the extracurricular program. As part of this initiative, a position paper and syllabus for schools and a textbook for universities was developed. A new university course on MIL has been introduced and is being taught at Al la Bayt University in Mafraq. Earlier this summer, UNESCO selected 12 participants to attend training on MIL curricula at the sixth annual Media and Digital Literacy Academy of Beirut (MDLAB), hosted at the Institute of Media Research and Training at the Lebanese American University in Beirut.

*"I believe in the necessity of media literacy; it is not simply a luxury anymore. I have developed my MIL skills and learned about international MIL experiences, and also enjoyed the technical training included in the program." - Waleed Al Jallad, Media Counsellor and MoE spokesperson, after participating in the MDLab in June 2018.*

As for the work with civil society, UNESCO and the Media Diversity Institute (MDI) used a "training of trainers" (ToT) approach, hosting a workshop for fifteen participants from across seven civil society organizations, working to provide them with the tools and skills to teach MIL. Throughout the four days of training, participants worked to gain a greater understanding of the techniques of informal and non-formal teaching of MIL, equipping themselves to develop their own training materials. Trainer and MDI Executive Director Milica Pesic, and MDI trainer Luc Steinberg collaborated with Jordanian journalist Anoud Al Zoubi.

Recognizing the importance of critical thinking and MIL skills, Dr. Omar Razzaz, then Minister of Education and currently the Prime Minister, visited one of the schools engaged in the project in March 2017 and remarked that the MIL clubs program is extremely important for all students in Jordan. Building on the achievements of this MIL component, EU and UNESCO are will scale up work on MIL through a new partnership. This new project will expand the geographic focus to four governorates and support the integration of MIL into the extracurricular activities conducted by the Ministry of Education with a sustainable institutional approach. The project will also include more civil society organizations and continue working with local radio stations.