

SUPPORT TO MEDIA IN JORDAN



Newsletter

Mar 2018

Over the last several months, the Project has been working on the next phase of activities, including developing media and information literacy strategies with the Ministry of Education, managing the installation of new radio and TV equipment as well as rolling out the next phase of equipment procurement to new beneficiaries around the country. For more details on recent activities and upcoming events, please read on.

IN FOCUS: EU, UNESCO, and Yarmouk University celebrate World Radio Day 2018



On 25 February, the European Union, UNESCO Amman Office and Yarmouk University celebrated the 7th annual World Radio Day 2018 at the Faculty of Mass Communication in Yarmouk University. Under the patronage of H.E. Dr. Mohammad al Momani, Minister of State for Media Affairs, the event brought together over 200 guests for the official celebration focused on this year's theme of "radio and sports". The event was supported by the EU funded projects, "Support to Media in Jordan" and "Networks of Mediterranean Youth" (NET MED-Youth). Mussab Al-Laham, Jordanian footballer for Al-Ramtha SC and the Jordan National Football team

Diana Khasawneh, West Asia champion in pole vaulting, and Batoul Aranaot, founder of BOOST initiative to support sports and athletes in underprivileged areas, participated in a lively panel discussion, which was moderated by Ro'ya TV presenter Nadeem Dawahreh. The panelists discussed the role sports broadcasting can play in supporting sports and players in Jordan, as well as how radio and media in general can help to challenge stereotypes and promote gender equality in sports coverage.

"We value our partnership with the Government of Jordan and different community media stakeholders, and we look at the youth and media actors as partners for inclusive development and a vehicle for synergies among the government, civil society organizations, and local authorities." - said Mr. Ibrahim Laafia, Head of Cooperation at the European Delegation, at the event.

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What else happened?

Student volunteers receive training on radio production at Al al Bayt University's new radio station



On 8 and 10 March, 24 students at Al al Bayt University in Mafraq attended a training session on radio news and program production. The training was part of a larger capacity development support program provided to Al al Bayt University over the last two years as part of the Project. Several radio experts and consultants have been working with the university's faculty, staff and students on the basics of setting up a radio station, institutional issues such as how to form an advisory board, ensure editorial independence, and manage the station, as well as technical skills such as radio production and editing. The training was conducted by radio journalist Samia Kurdieh, and consisted of an in-class day on the basics of news and radio production concepts, and a practical session in the radio

studio where the students practiced their newly acquired technical skills.

"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.

UNESCO organizes training for Yarmouk FM volunteers on sports reporting

To mark the 7th Annual World Radio Day, UNESCO Amman Office organized a week-long sports reporting course for ten young radio staff and volunteers at Yarmouk FM. The course was supported by the EU funded projects "Networks of Mediterranean Youth" and "Support to Media in Jordan". The focus of the training was on key elements of event coverage, writing, interviewing, broadcasting, social media, and working in mixed zones and at press conferences, as well as on increasing diversity in sports reporting. Unpacking gender stereotypes was also a part of the training supervised by Jordanian journalists Rabbi Hamamsah and Khaled Qudah.



"We discussed how the media deals with gender, and how they talk about women in particular. We talked about how they as journalists would cover a female sporting event, and how they would change the stereotypical images through their reporting. Some students felt that female journalists should cover female sports events only. We tried to break that stereotype, and we talked about how as journalists, it is their professional responsibility to cover all events regardless of gender." - Rabbi Hamamsah, trainer.

UNESCO at the 2017 European Film Festival

From 23 November to 2 December 2017, the Project participated in this year's edition of the European Film Festival at the Haya Cultural Centre in Amman. Seven illustrated posters related to themes of media freedom, independence and professionalism were displayed in the main theatre hall. Posters aimed to creatively display the importance of concepts related to media freedom and pluralism, the importance of local and community radios, media and information literacy and media independence. For a full a gallery of the posters, [see here](#).

SPOTLIGHT: Journalism students benefit from new equipment and new courses



Starting this semester, students at Yarmouk University and Middle East University are registering in new courses and using brand new equipment provided by the European Union as part of the Project. The extensive revision to the entry-level journalism curricula that UNESCO has been working on with Canal France International since 2016 involves several new courses (Digital Media, Journalism Ethics, and Investigative Journalism for Radio and TV). The courses have been approved as additions to the official curricula at both universities and in total, about 1200 students will benefit each year – a

feat that has not been achieved before in Jordan. The courses were developed to address emerging industry needs and reach international standards of journalism education. In addition, the European Union contributed brand new equipment – several media labs, a new TV and radio studio and new equipment for Yarmouk FM at Yarmouk University, and new TV and radio studios and computer labs at MEU. The generous donation of equipment is part of a larger 1.5 million euro contribution by the EU to updating the equipment and capacity of local community radio stations and universities around Jordan.

Upcoming events:

April 16: Inauguration of new equipment at Middle East University

In mid-April, the Project will host an official opening of the new Media Centre at MEU, with the presence of the European Union, UNESCO and university representatives. For media queries, please contact e.bruser@unesco.org.

April 29: Inauguration of new equipment at Yarmouk University

As in MEU, new equipment provided by the European Union as part of the Project will be inaugurated at Yarmouk University, including two new computer labs, a brand new TV and radio studio, and new equipment for Yarmouk FM. For media queries, please contact e.bruser@unesco.org.

May 3: World Press Freedom Day 2018

In 2018, UNESCO will lead the 25th celebration of **World Press Freedom Day**. The main event, jointly organized by UNESCO and the Government of the Republic of Ghana, will take place in Accra, Ghana on 2 – 3 May. This year's global theme is 'Keeping Power in Check: Media, Justice and The Rule of Law', and will cover issues of media and the transparency of the political process, the independence and media literacy of the judicial system, and the accountability of state institutions towards the public.