

## FINAL PROJECT NARRATIVE REPORT

You will need to refer to your Project Application Form and the Agreement with WACC. Please answer the questions as fully and concisely as possible to help us learn about your completed project. The report should not exceed 15 pages, excluding appendices. Please return the report with any supporting documents and materials to WACC. We welcome stories about how individuals benefitted from the project, with photos. We also welcome case studies. Please place stories and case studies, if any, in an appendix.

### 1. GENERAL INFORMATION

<b>1.1 Project Title:</b> (as in the Agreement)	'Empower female volunteers become active in community radio in Jordan by enabling content in Arabic.'
<b>1.2 Project Reference Number:</b> (as in the Agreement)	2004
<b>1.3 Full Name of Organisation:</b>	Community Media Network
<b>1.4 Country:</b>	Jordan
<b>1.5 Full Postal Address:</b>	P.O.Box 20513 (11118)
<b>1.6 Physical Address:</b>	142 Arar Street (Wadi Saqra), Amman
<b>1.7 Contact Person:</b>	Philip Madanat
<b>1.8 Telephone:</b>	++962-6-4645487 Cellular: ++962(0)799999405
<b>1.9 Fax:</b>	++962-6-4630238
<b>1.10 E-mail:</b>	<a href="mailto:philip@ammannet.net">philip@ammannet.net</a>
<b>1.11 Website:</b>	www.ammannet.net & www.aghwar.fm
<b>1.12 Period the project was implemented:</b> (from month/year to month/year)	January 2013-December 2013

### 2. OUTCOMES AND IMPACT

<b>2.1 What was the project's long-term goal?</b>	
Well vested community media practice in Jordan with increased women participation in it.	
<b>2.2 What was the project's immediate purpose and to what extent was it achieved?</b>	
Jordan Valley area empowered with a media platform and vociferous local women pioneering improvement of their own status.	
<b>2.3 To what extent were the expected outcomes and outputs achieved?</b>	
Expected outcomes and indicators	Achieved outcomes (disaggregated by sex)
1. Fifteen staff and volunteers competent to involve and capacitate	1. Eleven trained staff and volunteers (9f/2m) mobilized five new female volunteers and trained

<p>other volunteers in community radio as a primary tool to attain their basic rights and improve their local community which lacks its own local radio.</p> <p>Expected outputs and indicators</p> <ol style="list-style-type: none"> <li>1. Fifteen staff and volunteers becoming competent to involve and capacitate other volunteers in CR.</li> <li>2. Staff and volunteers are more interactive with fellow practitioners.</li> </ol>	<p>them on CR, in addition to training two municipality staff (1f/1m) on writing press release and news for radio.</p> <ol style="list-style-type: none"> <li>2. Editor participated in Aswatona regional conference (Cairo/ Feb. 2013), exposed her radio's case and viewed experience of other CRs in the region.</li> <li>3. Interactive programs and reports induced change into several community issues, mainly transportation and environmental.</li> </ol> <p>Achieved outputs (disaggregated by sex, if applicable)</p> <ol style="list-style-type: none"> <li>1. A cadre of ten (9f/1m) show improved content and commitment to work.</li> <li>2. New volunteers cover northern and southern Jordan Valley regions.</li> <li>3. Municipality more empowered to send news to radio.</li> <li>4. Local community and cadre interactive on fb <a href="https://www.facebook.com/voiceOfTheJordanValley">https://www.facebook.com/voiceOfTheJordanValley</a></li> <li>5. Volunteers to participate in Aswatona regional conference slated for Feb. 2014 in Amman.</li> <li>6. CMN discussing transfer of radio ownership to a local NGO.</li> </ol>
<p>2.4 What other observations did you make? Please mention anything that may illustrate the benefits arising from the project.</p>	
<p>2.5 If you observed any unintended positive outcomes arising from the project, please describe.</p>	
<p>Volunteers, mostly impoverished breadwinners, managed to economically sustain their families out of income generated from producing reports and programs following the training, which adds more to the local community welcoming the involvement of women in work.</p>	
<p>2.6 If you observed any negative outcomes arising from the project, please describe.</p> <p>Diffusion of the videos online has been less than expected, probably due to a relatively weak Internet access in the region.</p>	
<p>2.7 Did you observe any long-term impact (positive or negative) in the wider context that might be related to the project interventions?</p> <p>The first ever community radio guidebook being produced in Arabic in Jordan throughout this small project.</p>	
<p>2.8 What methods did you use for assessing outcomes and impact?</p> <p>Prior to the training, CMN conducted an assessment visit to the volunteers (all female) of Sawt Al-Aghwar, part of its Aswatona project in Deir Allah town in Jordan Valley. Interviews</p>	

<p>and written tests revealed that all volunteers are weak in writing news in terms of form, news-worthiness, posing relevant questions in news, and how to convert proposals of suggested issues to radio and written reports for the Internet.</p> <p>During this training period, CMN trainers conducted two visits to assess the training, in addition to a final evaluation based on content analysis to some of the news and reports produced by selected volunteers according to the following criteria:  Objectivity, fairness and impartiality  Counter opinion (balance)  Original content  Existence of personal opinion and preconceived stance  Promotion or publicity to certain entity/people (independence)  Responsibility towards community (relevance to local community)  Definition of sources  Clarity in language and editing</p> <p>As for the training done by trainee Mamdouh Enaim, CMN conducted a post training evaluation to each trainee according to the following criteria: Objectivity, fairness and impartiality, balance, original content, avoidance of personal opinion, independence, relevance, definition of sources, and clarity of language. Assessment shows some progress in each measure except in language and editing, probably due to a weak educational upbringing in this impoverished area. The first practical test to their skills following the training was the municipal elections held in August 2013, when the team of trainees together with the radio director and the project coordinator visited some 20 poll stations and stayed alert until results were published the next morning.</p>
<p>2.9 Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.</p> <p>Eleven trained staff and volunteers (9f/2m) mobilized five new female volunteers and trained them on CR, in addition to training two municipality staff (1f/1m) on writing press release and news for radio.  As for the trainers (3m), this project has also been a good experience in training remote areas, let alone indirect benefit to the local community at large.</p>
<p>2.10 What is the likelihood that the project outcomes will be sustained over the medium and long term? Please explain.</p> <p>All depends on the broadcast license being given to the local NGO and project sustainability onwards.</p>
<p>2.11 What has been the most important change brought about by the project and what is the key evidence for this change?</p> <ul style="list-style-type: none"> <li>- The local media scenery in a conservative milieu being run by empowered female volunteers, some invited to join other media outlets in Jordan and the region.</li> <li>- Community radio content available to the public.</li> <li>- The word “community radio” resonates more in Jordan.</li> </ul>

### 3. ACTIVITIES

3.1 Please provide a summary of the major activities carried out in comparison with those planned. In the case of significant changes, please explain the reasons. If

applicable, please report on specific activities for women and men respectively.											
Planned activities	Actual activities ( <i>state if they were specifically for women, for men, or for all</i> ):	Explanation of change									
1. Translate manuals by women and the disabled.	1. For all. A woman with disability translated part of the manual.	1. An already translated manual been secured									
2. Print out and disseminate a user-friendly manual	2. For all	2. No change									
3. Enable online audiovisual workshops on CR	3. For all	3. No change									
4. Conduct ten hands-on workshops	4. For both, majority women plus two disabled men	4. No change									
5. A printed manual on CR (100 copies distributed to five CRs in Jordan)	5. For all	5. Some 250 copies distributed, mostly to female volunteers									
6. A manual on CR in Arabic available online.	6. For all	6. No change									
7. A video taped workshop on CR available online	7. For all	7. Unaccomplished due to reservations by female trainees and their families									
8. Assessment to the performance of existing and new staff and volunteers by CMN and trainers	8. For all	8. No change									
<b>3.2 How did the beneficiaries react to the programme activities?</b>											
Reaction was positive, especially among female volunteers eager to undergo training in Jordan Valley and Amman; their only chance to develop calibre and earn living. However, videotaping the workshop was not possible due to social considerations.											
<b>3.3. If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries.</b>											
<b>3.4. If the project included a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or other material published.</b>											
<ul style="list-style-type: none"> <li>Production of a Manual on Community Radio:</li> </ul> <p>Instead of 100 copies as in the proposal, a total of 250 copies of <i>Anta wal Microphone</i> (You and the Microphone) were produced, printed and distributed to the following radio stations and media entities, with focus on female beneficiaries:</p> <table border="1"> <thead> <tr> <th>Entity</th> <th>Copies</th> <th>Location &amp; Personnel</th> </tr> </thead> <tbody> <tr> <td>Radio Al Balad</td> <td>50</td> <td>Amman, Jordan (including 20 copies distributed to trainees of a CMN project “empowering Zarqa women through media”)</td> </tr> <tr> <td>Radio Sawt Al-Aghwar</td> <td>25</td> <td>Deir Alla, Jordan (9f/4m volunteers &amp; staff)</td> </tr> </tbody> </table>			Entity	Copies	Location & Personnel	Radio Al Balad	50	Amman, Jordan (including 20 copies distributed to trainees of a CMN project “empowering Zarqa women through media”)	Radio Sawt Al-Aghwar	25	Deir Alla, Jordan (9f/4m volunteers & staff)
Entity	Copies	Location & Personnel									
Radio Al Balad	50	Amman, Jordan (including 20 copies distributed to trainees of a CMN project “empowering Zarqa women through media”)									
Radio Sawt Al-Aghwar	25	Deir Alla, Jordan (9f/4m volunteers & staff)									

Radio Sawt Al-Janoub	25	Ma'n, Jordan (19f/6m university volunteers)
Radio Sawt Al-Karak	25	Karak, Jordan (12f/10m university volunteers)
Radio Farahalnas	25	Amman, Jordan (48f/21m university volunteers)
Radio Irbid Al-Kubra	25	Irbid, Jordan (18f/10m volunteers & staff)
Jordan Media Institute	25	Amman, Jordan (postgraduate media students)
Radio Al-Dahriya	25	Hebron, Palestine
Radio Nisaa FM	25	Ramallah, Palestine (women's radio)

The 41 page manual (pdf version attached) has been given a 'Deposit Number' with the National Library, but kept without copyright as open source for free usage and wider benefit. It includes the following themes with practical examples:

Chapter I: What is radio?

Chapter II: Speech over the air

Chapter III: Radio news report

Chapter IV: Radio interview

Chapter V: Radio programs

Chapter VI: Professional rules for radio

Nofal Khasawneh, Director of Farahalnas Radio says "this is the first ever comprehensive and well designed guidebook in Arabic given to our staff and volunteers. I have read it from cover to cover". Hanin Bleilat, a 19 years old female volunteer with Sawt Al-Aghwar contends "I read the guidebook during my one hour (55 km) bus trip from Al Jawasreh, my village in southern Jordan Valley, up to Deir Allah. This is my chance to master radio journalism as I missed the training workshop. Most useful to me was the news story section and the news presentation skills".

- Online Audiovisual Workshops on Community Radio:

CMN produced two videos- How to Build a Dipole Antenna, and radio Signal Path, Understanding Airwaves. Both videos were produced by veteran radio engineer and activist Pete Tridish, and translated into Arabic with voiceover by Jordanian editors. CMN posted the links on aswatona.net <http://aswatona.net/?p=8995> , social media platforms, in addition to sending the links with press release to AMARC <http://www2.amarc.org/?q=node/1451>, IJNET, Aswatona member stations, International Media Action <http://us7.campaign-archive2.com/?u=a7e8858ac8d575936bea5f105&id=236250a4ff&e=1651b7074a> , and the following links:

<http://www.youtube.com/watch?v=aDFB1y0rTCA> 910 views

(How to build a dipole antenna), and <http://aswatona.net/?p=9368>

[http://www.youtube.com/watch?v=osAUvI5d\\_X4](http://www.youtube.com/watch?v=osAUvI5d_X4) 91 views

(Radio signal path), and <http://aswatona.net/?cat=18>

[https://www.facebook.com/philip.madanat?hc\\_location=stream](https://www.facebook.com/philip.madanat?hc_location=stream) 1,129 friends

<https://www.facebook.com/groups/v4c.mena/> 277 members

<https://www.facebook.com/groups/131035623716254/> 47 members

(closed group)

<https://www.facebook.com/groups/304256273044109/> 28 members

(secret group)

<https://www.facebook.com/groups/radio.maan/> 1013 members

(closed group)

<https://www.facebook.com/groups/aswatona.syria/> 20 members

(closed group)

<a href="https://www.facebook.com/groups/111720155532918/">https://www.facebook.com/groups/111720155532918/</a>	7,857 members
<a href="https://www.facebook.com/groups/photographyclubofjordan/">https://www.facebook.com/groups/photographyclubofjordan/</a> (closed group)	11,346 members
<a href="https://www.facebook.com/groups/134783969926345/">https://www.facebook.com/groups/134783969926345/</a>	766 members
<a href="https://www.facebook.com/RainbowStreet?fref=ts">https://www.facebook.com/RainbowStreet?fref=ts</a> talking about this.	257,356 likes, 7,055

- Hands-on Workshops:

Following an assessment visit, CMN set up a plan to conduct a training of the trainers in Amman. Mamdouh Enaim, chief editor of the station, underwent a weeklong hands-on training in April 2013 on the following topics:

Writing for Radio - basic rules, introduction

Radio scenarios

Basics of writing radio report and story

Practical training at studio, newsroom and field practice

Work in the field and breaking news coverage (protests and sit-ins)

Recording and capturing voices from natural environment inside and outside the studio

Audio editing software and sound effects

Radio programs and radio bulletins

After the workshop, trainer Enaim conducted a six weeks long theoretical and hands-on training during April & May 2013 in Deir Alla. Ten volunteers participated, among them eight women and two disabled men. Trainee Fayeز Dayat, a blind volunteer commented "This is my chance to develop my media talents. I had applied to work with Jordan Radio & TV, but my petition was rejected because of my disability". Trainees are:

Shahinaz Shatti (f)

Majdolin Shatti (f)

Hanin Bleilat (f)

Rania Doujan (f)

Rima Dayat (f)

Rahma Kassab (f)

Raeda Jaryan (f)

Hanan Dayat (f)

Minwer Gharaghir (m)

Fayeز Gharaghir (m)

#### 4. CHANGES IN THE ORGANISATION

4.1. Please note any important changes or events that took place that directly affected the project. These can relate to management, planning, staffing, or other matters.

It was anticipated that by in 2013 CMN will be granted the broadcast license, but that did not materialize, therefore the incumbent beneficiaries could not transpose their new knowledge into a full-fledged FM radio. CMN has decided to support a local NGO to apply for the license.

#### 5. CONTEXT

5.1 Please note any important changes in the following contexts since the project began and summarise the implications for the relevance of the project.

Political:	A female MP (also radio board member) together with the head of the board of advisors met with prime minister and objected the official silence regarding the license application by CMN. Premier promised to study the case and reply back.
Social:	Women moving to a fro the local radio station, even at night, and tackling sensitive local issues which previously used to be a taboo, has become an acceptable thing.
Natural environment:	<ul style="list-style-type: none"> <li>- The road that connects the area with northern Jordan and Syria, a vital highway for transportation of agri-products was unfit for big trailers. Thanks to continuous follow up by the volunteers who were empowered by the training, a tender has been opened by government to rehabilitate the highway. The Jordan Valley area depends heavily on agriculture.</li> <li>- Al-Masharea town on northern Jordan Valley has been subject to hygiene check up visits by municipal staff to get away with mass littering and debris dump by trucks.</li> <li>-</li> </ul>
5.2 To what extent is the project still relevant in the present-day context? Please explain.	
Given the great opportunities and risks that lay ahead, this media project is a viable development scheme to build on and try to sustain. It is the only venue of hope for a group of women who has endured to become media practitioners in a conservative and impoverished community.	

## 6. YOUR ORGANISATION'S LEADERSHIP ROLE AND NETWORKING WITH OTHERS

6.1 Has the project and the support from WACC helped your organisation be in a better position to provide leadership for further initiatives of your own or of others? If so, please explain.

The producer of the two videos has been encouraged to translate same into other languages.  
This project has produced much needed and timely products and content with modest resources.

6.2 In what ways has your organisation articulated and shared good practices, lessons learned, and/or resource materials with other organisations working on similar or related concerns? If you have not done so, do you plan to do so? How can WACC assist?

By sending the produced manual and content to other local radios, CMN has added a brick to its efforts to forge a de facto union among community radios in Jordan.

## 7. CONCLUSIONS

7.1 What lessons and good practices have emerged from this project?

This project has been timely organized, as Sawt Al-Aghwar is pending a cabinet decision to accept or reject an FM license application by CMN, or else, the local NGO should acquire the license. Until then, an online radio station can only do little to empower local citizens with an effective media platform, but still, aghwar.fm remains the "only" independent voice for locals in this area, especially women. Radio Al-Balad and Ammannet website republishes and broadcast relevant content of Sawt Al-Aghwar for

wider diffusion and impact.

Following the training, two of the female volunteers have committed to further develop their skills and work with the radio. They underwent a month long training at CMN, to be followed by the other volunteers and staff.

The importance of the handbook lies in the fact that it is the first of its kind in Jordan, and the dearth of reference material in this budding sector. It takes time to gauge wider usage of the handbook.

The “How to build a dipole antenna” video scored 910 views on YouTube. One viewer commented “thank you; awaiting how to do a complete radio station”. The “Radio signal path” has 91 views. The US producer is enthusiastic to translate the works into other languages.

CMN views that it has made a step forward into empowering an existing online media platform in the Jordan Valley area, therefore helping local women become vociferous to improve their own status through increased participation in community media. However, accomplishing the long-term objective of a well vested community media practice is subject to the government approving the FM license, and continued efforts to improve the professional capacity of these women in an impoverished and educationally marginalized area of Jordan. Add to this the potential that lies within the volunteers to mobilize and coach new ones. Whatever input that adds to community media is a step forward.

7.2 What challenges and difficulties were encountered, and how did you address them?

Production of a Manual on Community Radio: CMN commissioned a female translator with disability to translate the manual ‘How to Do Community Radio’. UNESCO had informed CMN the manual was not available in Arabic, and an author’s consent to translate and publish not needed. At some point during the translation, CMN happened to find a printed copy of the manual in Arabic, therefore translation been cancelled. In lieu, CMN asked UNESCO to provide approval by the co-author, which UNESCO has failed to provide; therefore the whole idea of translating the UNESCO manual has been cast off, but CMN sent the pdf version to local radio stations and published on Aswatona project website (<http://aswatona.net/?cat=26> <http://aswatona.net/?cat=26> ), in addition to uploading the Arabic version of the AMARC Gender Policy for Community Radio on [http://aswatona.net/wp-content/files\\_mf/amarcgenderpolicyarabic.pdf](http://aswatona.net/wp-content/files_mf/amarcgenderpolicyarabic.pdf)  
As a substitute, CMN opted to produce a more up-to-date guidebook by three of its staff and freelance trainers, all experienced in training on community radio in Jordan and the region.

7.3 Did the project have any impact on gender equality issues?

The local community of Deir Alla knows that the only media outlet in the town is run by a predominantly female team; something unique in Jordan.

7.4 What further work needs to be carried out or follow up steps taken, if any?

Once the broadcast license is given to the local NGO, the radio team needs training on radio management so as to secure sustainability of the project. More input is also needed to forge an active network or union of community radios in Jordan.

7.5 Other comments, if any.

7.6 We would like to receive digital copies of materials produced such as manuals,



training materials, and other products to share them with others. We would also appreciate digital copies or internet links to photos, video or audio recordings produced by or about the project. Please indicate below what you are sending us.

- *Anta wal Microphone* manual (attached)
- *Sawt Al-Aghwar* trainer *Mamdouh Enaim* being trained at *Radio Al-Balad* studio in *Amman*



- *Post-training assessment* by *CMN* trainers *Mohammad Ersan* and *Hamza Saoud* at *Sawt Al-Ghwar* in *Deir Alla*



Name and position of person submitting the report.

Philip Madanat/ Project Coordinator

**Signature: Philip Odeh Madanat**

**Date: 16 February 2014**

Version June 2012