

Bridging the gap : Youth and Broadcasters in Arab countries

A Focus Group Survey in
Morocco, Algeria, Tunisia,
Lebanon, Jordan and
Palestine



While youth lack trust in broadcasters, they are nonetheless willing to cooperate with them if issues concerning young people were to take up more space in traditional media, the survey “Bridging the gap”, a cornerstone for the Shabab Live project, found.

While many recent studies show that youth are turning away from broadcasters and prefer web or social media, few look in detail at the reasons behind this disconnection or provide recommendations for the way forward. This survey tries to fill that gap, to allow for informed choices, and to indicate the most important issues to be addressed by Shabab Live in the future.

“
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don’t ask.

A participant in Tunisia

334 young people aged between 15 and 30 years from six countries were interviewed for the study. They not only expressed their concerns and criticism, but also suggested topics of interest to young people and what an ideal program would look like in their opinion. Although youth overwhelmingly agree that their preferred platform is social media, the study showed that they continue to follow broadcasters’ content via TV and radio, or through these broadcasters’ online presence. But they do criticize the content of traditional media and many feel that they lack credibility and content that is important to young people. “They play a role in making youth stupid (...) they focus on music and sports”, a participant in a focus group in Morocco stated. Others said they did not feel that they have a place on TV or radio. “They know we will criticize them or say opinions they don’t agree with, so they don’t ask”, a participant from Tunisia said.

The survey was conducted for Shabab Live by Arab World for Research and Development (AWRAD) with the financial assistance of the European Union and the support of the Federal Foreign Office.

More information and full report of the survey on:
www.shabablive.com/en/bridging-the-gap-youth-and-broadcasters-in-arab-countries



Disclaimer

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of the consortium partners of Shabab Live and do not necessarily reflect the views of the European Union.

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Giving youth a voice through the media

www.shabablive.com

A joint project of



Akademie



Funded by the
European Union



Supported by



Federal Foreign Office

What is Shabab Live?

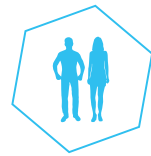
Shabab Live is a program empowering youth in the Middle East and North Africa: Young people speak up, and media will transmit their voices to a wider public. Shabab Live aims to spark more plural debates, where the voices of youth are truly represented. It supports young people in developing their media skills and getting their message out to the public, ensures visibility on TV and radio, and encourages formats from youth for youth.



Why Shabab Live?

Young women and men count for a huge part of the population in the MENA Region - they make up about one third of it, or around 105 Million people in total. Yet issues important to youth are often left out of public discourse and rarely discussed in broadcasters' programmes; educational or informational programmes tailored to their needs remain few.

Shabab Live supports



Young people (15-30 years old)

- in developing their media skills
- in producing media content
- in co-creating youth formats for TV/Radio



NGOs

- in helping youth develop their media skills and produce their own content
- in fostering exchange between youth and broadcasters



Broadcasters (TV and Radio)

- in developing and disseminating new youth formats
- in opening up their programs for more young voices and youth content

Target countries

Six countries are involved in the Shabab Live project in Middle East and North Africa.



Morocco



Algeria



Tunisia



Lebanon



Jordan



Palestine

How to get there?

• Identifying youth needs and expectations

Survey

For the project Shabab Live, Arab World for Research and Development (AWRAD) conducted a survey on perceptions and expectations of young people from the MENA region towards their broadcasters. It aims to contribute to a better understanding of how youth relate to broadcasters, how they engage with them, and how they are represented in radio and TV, as well as what kind of topics and formats young people would like to find there.

• Selecting 18 projects giving youth a voice through the media

Call for projects

NGOs and broadcasters are asked to apply and propose media projects in line with the overall aim of Shabab Live.

• Supporting NGOs and Broadcasters to open up spaces for youth voices and media content

Training and consulting

DW Akademie, together with its partners Al Khatt and AL-JANA, will conduct consulting and training activities for the selected projects.

• Building bridges and exchange platforms between broadcasters and civil society groups

Platforms and events

Joint events and workshops will allow all participants - NGO staff, trainers, media managers and young people - to meet, exchange experiences, and strengthen mutual understanding and collaboration in order to increase youth participation in society.

Who is behind Shabab Live?

Shabab Live is a joint project of DW Akademie, the Tunisian NGO Al Khatt and the Lebanese NGO AL-JANA. It is funded by the European Union and supported by Germany's Federal Foreign Office



DW Akademie - Germany

DW Akademie is Germany's leading organization for international media development. We believe that independent media and responsible journalism are essential worldwide. Given Germany's history, we believe that people should be able to freely express their views and have access to independent sources of information. We consider this to be an important prerequisite for peace and democracy. Together with our partners, we play a leading role in the development of free media systems, creating access to information and setting standards for education and independent journalism.

www.dw.com/en/dw-akademie/s-8120

- DW Akademie is the lead coordinator of Shabab Live and will provide training and coaching for the selected broadcasters' projects - one per target country.



Al Khatt - Tunisia

Al Khatt is a Tunisian media NGO founded in 2013 by a team of journalists, developers, and graphic designers. Its mission is to devolve information and reshape journalism. The organization aims to be a professional hub for new journalism and a place for debate and critical reflection on the journalism future.

www.alkhatt.org

- Al Khatt is in charge of the regional coordination of the activities taking place in Morocco, Algeria and Tunisia and will provide training and coaching to the NGO's projects selected in those three countries.



AL-JANA - Lebanon

The Arab Resource Center for Popular Arts (ARCPA), commonly known as AL-JANA, was established in 1990 as a local NGO registered in Lebanon. ARCPA works with marginalized communities through documenting their enriching experiences and creative contributions and building on them, while at the same time enhancing the capacity of youth towards conflict transformation, active learning, and creative expression.

www.janacenter.org

- AL-JANA is in charge of the regional coordination of the activities taking place in Jordan, Lebanon and Palestine and will provide training and coaching to the NGO's projects selected in those three countries.

Shabab Live in numbers



2 million €

grant opportunities from 100.000-125.000 € for NGOs and Broadcasters



18 Projects

will receive funding and training



6 Target Countries



36 Months

project duration (from April 2018 to March 2021)