



His Royal Highness Prince El Hassan bin Talal Visits JMI



Upon an invitation from the Jordan Media Institute and on the occasion of the 15th anniversary of His Majesty the late King Hussein's passing, Prince El Hassan said the late monarch was his inspiring teacher for decades when they worked together to serve the public interest. While recounting the beginnings and achievements of King Hussein, Prince El Hassan added that the conspiracies woven against this region represented King Hussein's biggest challenges.

At the lecture attended by HRH Princess Rym Ali, founder of JMI, several media officials as well as JMI students, Prince El Hassan said: "When we recall the late king Hussein, we recall a political phenomenon that was not done justice." Addressing students, he underlined the importance of setting priorities and learning how to manage resources, stressing the importance of institutionalized Arab action.

The Prince called for the necessity of activating the role of universities, civil society institutions and authorities to meet the requirements and the challenges of development. "You have to understand the past in order to build and plan your future", said Prince El Hassan expressing his deep disappointment at the absence of documented history which enables continuity and creativity.

HRH Prince El Hassan toured JMI's facilities, and listened to Princess Rym Ali's explanation of the goals and programmes of the institute which seeks to empower a new generation of distinguished and professional journalists, as well as develop the profession of journalism in Jordan and the region.



JMI Organizes The First Jordanian Conference on Radio



Under the patronage of HRH Princess Rym Ali, founder of the Jordan Media Institute (JMI), the “First Jordanian Conference on Radio: The Role of Radio in Development and Democracy” was held at the Dead Sea. The conference, which was organized by JMI and funded by The Norwegian Institute of Journalism, was attended by 90 journalists, academics, radio presenters and representatives of local media.

The Dean of the Jordan Media Institute, Dr. Basim Tweissi, commenced the conference with a speech introducing JMI and announcing the upcoming launch of the students’ new website “Sahafiyoun” along with another website titled “Article 15” dedicated to covering human rights violations. A site where studies on the credibility of the Jordanian media will be published in collaboration with the Democracy Empowerment Programme will also be launched. Dr. Tweissi said that the conference was held in conjunction with World Radio Day and that it came over a decade after the issuance of the first Jordanian legislation that allows the community and the private sector to own and manage mass media.

President of the Jordanian Radio Broadcasters Association, Mr. Hatem Al Kiswani joined in with an opening statement along with the Director of the Audiovisual Commission, Mr. Amjad Al Qadi who said: “The acceleration of events in the world along with speedy technical development created by globalization brought radio back as an important tool for change”.

The two-day conference had seven sessions scheduled for presenting worksheets by experts and specialists in the field. The first session titled “Jordanian Radio Stations: Practices and Standards” headed by Dr. Hussein Mahadeen, included the presentation of Ms. Majd Al Amad, Jordanian Audiovisual Commission, who talked about the landscape of Jordan’s radio stations today. She said: “Thirty two radio stations were granted licenses since 2004. Eleven of the stations are public while 21 are privately owned”. Ms. Al Amad also pointed out that the Commission is working on following up with these licensed stations to ensure credibility, high professional journalism standards, non-infringement on other licensed stations along with preserving intellectual property rights.

Mr. Hani Al Badri, who hosts Wasat Al Balad “Midtown Talk-show”, also talked about his radio experience with interactive radio programs putting Jordan among the first few Arab countries to successfully implement such a model. He said: “Radio today has an even greater role than television in influencing the audience especially through engagement. In our radio, the listener produces the program. We capitalized on the concept of citizen journalism and we are making the most out of it”.

Mr. Mahmoud Zawawi who presented a worksheet titled “Jordanian Radio Stations: Social Responsibility vs. Profitability” stressed the importance of a non-profit community radio that addresses issues and serious problems facing the Jordanian society through news cov-



erage and adequate investigative programs. Mr. Zawawi suggested a number of recommendations including fees and tax exemption for non-profit radio stations. He also suggested the need for a journalists' union, and the need for legislation regulating the radio establishment for better accountability producing a generation of professional radio journalists.

The second session, headed by Dr. Hatem Alawneh, revolved around the working environment within Jordanian radio stations. Nidal Mansour, Executive President of the Center for Defending Freedom of Journalists in Jordan, discussed the topic "Journalism, Freedom and The Role of Social Radio in Exposing Violations", leading to Mr. Mohammed Qtaishat's presentation on Jordanian media laws and regulations juxtaposing it to international standards with specific focus on the status of the Jordanian audiovisual law. On the other hand, Ms. Sawsan Zaideh presented her own worksheet on the standard of broadcast radio public service. The session was concluded with Mr. Mohammed Abu Arqoub's presentation on how to launch and develop social radio stations.

The third session discussed Jordanian Community Radio experiences led by Mr. Faisal Al Shboul, Head of Petra News Agency. Dr. Alawneh contributed to the discussion by relying on his own personal experience at Voice of Yarmouk radio station. Similarly, Dr. Mohammad Al Nusairat discussed the Voice of The South Radio experience along with Ms. Rawan Jayousi, who discussed what she experienced at Al Balad Radio. The interactive session concluded

with the Radio Hayat FM community radio experience.

The second day of the conference began with the fourth scheduled session led by Mr. Hatem Al Kiswany. Mr. Mazen Al Majali and Mr. Hisham Dabbagh discussed the importance of cultural sensibility and cultural awareness and its effect on radio performance for those who work in the field.

"Broadcast Radio and Change" was the last topic to be discussed at the final session whereby Lawyer Saed Karajah led the discussion with Ms. Yusur Hassan on the Role of Radio in Youth Democracy Empowerment. Dr. Hussein Mahadeen argued that social and cultural change will be technically expedited by local radios, while Dr. Majali, on the other hand, discussed the importance of highlighting and merging demographic matters into radio programs. Dr. Tweissi, who discussed Local Democracy and Radio Stations, wrapped up the session.

The two-day conference concluded by forming four discussion groups that came up with and proposed amendments along with suggested improvements to the Jordanian Senate and House of Representatives for review and possible implementation. Topics of discussion included Jordan's radio stations' needs and priorities, recommended media laws and regulations, ethical and professional code of conduct for interactive radio stations along with legal accountability for all those involved.



Conference on Corporate Governance at JMI

The Jordan Media Institute (JMI) and the AFP Foundation organized a conference titled “Reporting Economic Good Governance”. The conference was part of a consortium led by BBC Media Action implementing the EU-funded Media Neighborhood project.

The conference, which was held at JMI premises, targeted students in journalism and focused on the role of media in implementing economic good governance.

Speakers included journalists and civil society activists and university professors. Keynote speeches and panel discussions covered subjects such as the media as a watchdog for public accounts, the role of the media in implementing corporate governance and why good corporate governance is important to economic development.

Dr. Basim Tweissi, JMI’s Dean, said that this conference was a great opportunity for media and journalism students to meet distinguished experts and academics in the field of economic governance. He also stressed on the importance of maintaining a high standard of journalism and adopting correct practices including balance, objectivity, integrity and, most of all, accuracy. “Economic journalism should be a tool for public financial accountability, and should not turn into a channel for official statements, or a means for settling accounts



between political forces” he added.

Jean-Michel Duffrène, Media Neighborhood Team Leader, added: “Economic Good Governance is the theme of this student conference, but journalists, and in this case journalism students, need to understand that reporting economic good but also bad governance is an integral part of their job; it is about accountability and it is an area that goes hand in hand with investigative journalism”

Lecture on the Relationship between Islam and the West at JMI



The Jordan Media Institute hosted the Australian journalist and researcher, Waleed Aly, who presented a lecture on the relationship between Islam and the West in the Australian and Western media. During the lecture, Aly reviewed the basic concepts of covering Islamic affairs in western media, explaining that Muslims who were born and raised in western countries face significant challenges in defining their identity and the world they belong to.

Aly explained that although most journalists believe that media is about discovering and reporting the truth, his view was that media is subject to many assumptions that create what is referred to as stereotypes. He added that stereotypes linked to minorities have consequences. For example, we find that stereotypes related to the Muslim world tend to revolve around concepts like violence, authoritarianism, and lack of democracy. “We cannot change the nature of media, but we can change the participants in its creation”, added Aly, pointing to the importance of creating media conversations where stereotypes are simply irrelevant, rather than having to fight them. He also gave examples on the impact of stereotypes on the lives of Australian Muslims on both personal and professional levels, especially in light of their historical lack of interest in the field of media. In addition, Aly stressed on taking the chance to create a new culture during the current changes in the Australian landscape.

On this point, Aly noted that there are now very encouraging signs in Australia with Muslims becoming increasingly active in the process of culture making. He noted the increased presence of Muslims in news journalism, and also in entertainment as stand-up comedians. He suggested this had the potential to change the media landscape to make it more familiar with Islamic issues, and less dependent on the kind of stereotypes that currently exist. He noted that Australia provides opportunities for this kind of transformation.

Waleed Aly is a broadcaster, academic, political commentator and author. He is one of most prominent public intellectuals in Australia, and one of the most well-known Muslim voices in his country. Aly is also a lecturer in politics at Monash University, hosts a number of television and radio programmes, as well as providing political commentary on Australian Islamic affairs. His opinion pieces appear regularly in several Australian and international newspapers.



JMI Organizes Workshop on “Rights Media”



A training workshop titled “Rights Media and Human Rights Coverage” was organized by JMI in collaboration with Journalists for Human Rights (JHR), Canada’s leading media development organization, and funded by the Canadian Embassy in Amman.

The 2-day workshop included several topics focusing on the importance of Rights Media in creating healthy societies, as it is an effective tool of communication between citizens and decision makers.

Ms. Rachel Pulfer, the Executive Director of JHR, provided a definition for “Rights Media”, explaining that it is a process of writing, collecting, editing, producing and distributing media that creates societal dialogue on human rights issues.

The workshop, which was attended by journalists from different media organizations, explained the relationship between citizen journalism, social media and Rights Media, looking at examples of social media covering important issues, and how it can be used to broaden the coverage of Human Rights via professional media outlets. It also addressed the potential risks of relying too heavily on social media, and the way to mitigate its effects.

On the other hand, the workshop included practical exercises and case studies’ analysis, such as causal and role analysis, and a case study on how to work and interact with non-profit organizations (NGOs) to get the necessary information and data. It further covered planning a story and designing a reporting plan, which was presented and discussed at the end of the workshop. In addition, the participants examined how citizen journalism can help in the production of Rights Media, and reviewed the difference between citizen journalism, advocacy and professional journalism.

During the conclusion of the workshop, Mr. Bruno Saccomani, the Canadian Ambassador to Jordan, delivered a speech stressing the role of training programmes in developing and building journalists’ capacities. He urged the participants to embrace this course and its goals with enthusiasm and responsibility. Mr. Saccomani also explained that in a free and fair society, we look to the media to report on human rights issues, because it has the voice and the audience. “Respect for human rights is the bedrock of a free and fair, transparent and democratic society” he added.



Workshop on Reporting Human Rights Violations



The Jordan Media Institute organized a training workshop entitled “Reporting Human Rights Violations”. This workshop came as part of the activities organised in the context of the project “Uncovering Human Rights Violations Through Media”, sponsored by the Australian Agency for International Development AusAID, and in cooperation with the Australian Embassy in Amman.

The three day workshop focused on the role of journalism and journalists in covering human rights issues, as well as developing their capabilities in this field. It also highlighted two major topics, which are foreign labour and Syrian refugees. During the workshop, the participants conducted interviews with two actual cases of the groups mentioned, developed the story features and created its framework.

When covering the legal aspects and the laws related to human rights, Saddam Abu Azzam from the National Centre for Human Rights, said that the training sessions went smoothly despite the difficult nature of human rights laws and regulations, as participants showed great interest in the subjects covered, especially those related to foreign labour and Syrian refugees. He added that this training was unique, combining journalists, students and civil society organization representatives all at the same time.

JMI Welcomes a Military Delegation

A delegation of officers from the Military Intelligence School of the Jordan Armed Forces visited JMI, and toured the facilities of the Institute including its halls, studios and library.

During the tour, the delegation was briefed about JMI and its approach in developing a new standard of journalism in Jordan and the region. JMI offers a one year Master degree in Journalism and New Media which includes field training programs in addition to specialized workshops and seminars that are in line with industry needs.

The delegation also heard a summary about JMI’s admission process, academic plan, high tech teaching methods in radio and television, cultural exchange program, graduates’ training internships and other related subjects.

At the end of the tour, the delegation met with JMI’s Master’s students and engaged in an interactive dialogue with them during which the students expressed how successful, unique and distinctive their experience was at JMI.



Alumni Testimonials



Balsait interned at CNN Arabic upon graduation and currently works there at the Dubai Bureau as a Multimedia Producer.

“I received ample insight about how journalists really work in the field and the importance of multitasking throughout my studies at JMI, and those qualities are helping me to excel in my current job. JMI helped me to believe in myself and my capabilities, and that’s something to remember for a lifetime.”

Balsait Ibrahim



Ahmad interned at Al Arabiya upon graduation and is now working as a Presenter/ Editor at Dijla TV in Amman, Jordan.

“JMI contributed a lot in polishing my skills and abilities, and reinforced them with a readiness for field work. This was accomplished with the help of professors who combined both the theoretical and practical sides of journalism education in their instruction.”

Ahmad Thahir

March Calendar

March 3rd – 6th 2014

JMI organizes a training workshop on producing visual reports of current issues in the Middle East designed for JMI Master’s students. The 4-day workshop is by funded the Norwegian Institute for Journalism.

March 25th - 27th 2014

JMI organizes the 3rd training workshop on “Reporting Human Rights Violations” in Karak, as part of “Uncovering Human Rights Violations Through Media” project, sponsored by the Australian Agency for International Development AusAID and in cooperation with the Australian Embassy in Amman.



Jordan Media Institute • معهد الإعلام الأردني

Airport Road, behind the Ministry of Foreign Affairs

Amman – Jordan

Tel: +962-6-571-3304 / 06

Email: info@jmi.edu.jo

www.jmi.edu.jo