

GAZA HUMANITARIAN INFORMATION SERVICE (HIS)



EMERGENCY RESPONSE TO OCT 26, 2014

YouTube /user/jossormagaza @jossormagaza f /jossormagaza

About the Gaza HIS: Jossor ma'Gaza

Jossor ma'Gaza ('Bridges with Gaza') is a daily live 1-hour humanitarian radio program providing useful, actionable news-you-can-use, featuring interviews with humanitarian officials and soliciting listener feedback through on-air interviews and SMS. *Jossor ma'Gaza* is broadcast from Sunday to Thursday on the Voice of Palestine, *Alwan* Radio and on the *Jossor* Network radio stations from 12h10-13h00, and repeated from 17h00-18h00 and 22h00- 23h00. Timely updates regarding aid and rehabilitation efforts continue to be broadcast throughout the day via regular VoP programming as aid efforts and events unfold.

Activities

1 Radio program, mentoring of journalists and audience feedback

Production & broadcast of Jossor ma'Gaza



A daily 1-hour humanitarian radio program including breaking humanitarian updates and messages throughout the day. *Jossor ma'Gaza* is produced by a team of journalists, announcers and producers from the Voice of Palestine (VoP), 10 correspondents inside Gaza, *Alwan* Radio and 7 radio stations belonging to the *Jossor* Network (www.jossor.org).

Training & mentoring in humanitarian reporting

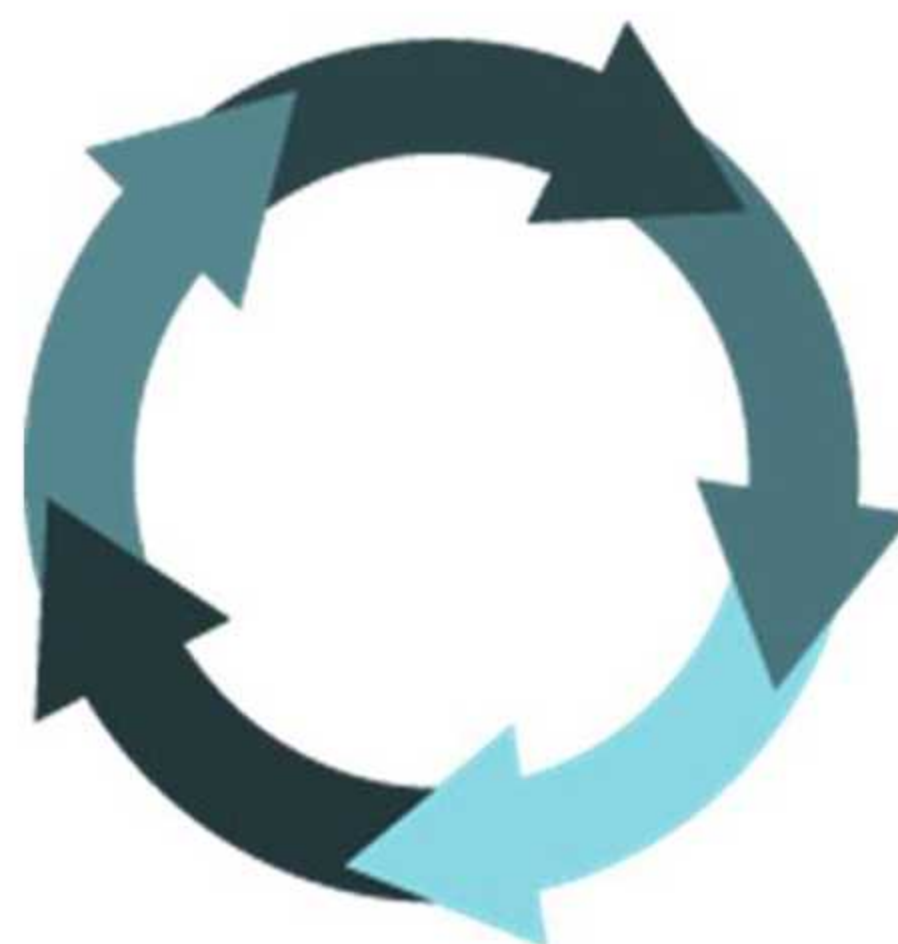


One international and one national humanitarian liaisons work with journalists to ensure the transmission of reliable, timely and useful information to the population of Gaza. A senior trainer works with VoP journalists in the West Bank and Gaza on continuously improving the production quality of humanitarian programming.

SMS Feedback mechanism



In partnership with *Souktel* (www.souktel.org), a Ramallah-based mobile tech company, Internews has set up a SMS audience feedback platform to support sharing of comments, suggestions, questions and concerns: listeners text in to **37790** for Jawwal and **6440** for Wataniya.



Social Media 2-way communication channels



Jossor ma'Gaza shares information via

- Facebook, mainly in Arabic, targeting the young population in Gaza;
- Twitter, mainly in English, targeting the international community; and
- YouTube where audio files are posted online for people to download or listen to.

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Liaison with humanitarian responders to support on Coordination for Communications with Communities (CwC).



Through two full-time Humanitarian Liaisons Officers (HLOs), Internews coordinates with the humanitarian community to support dissemination of vital humanitarian information. The HLOs also share with the agencies feedback obtained through the daily humanitarian radio program, the SMS feedback platform, audience research and social media.

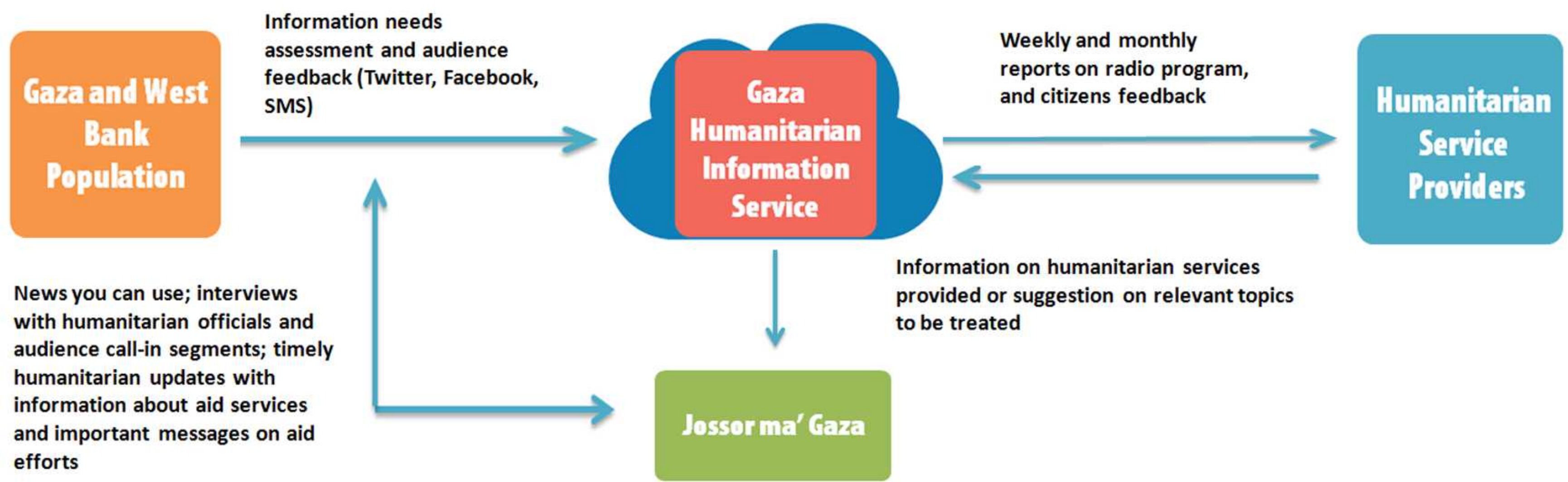
Regular Audience Research in Gaza



Audience surveys will be conducted every 2 weeks throughout the course of the 3-month program, following a broader Information Needs Assessment planned for early September. Results of the audience research serve to shape the *Jossor ma'Gaza* topic priorities and is shared with clusters and aid agencies.

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Gaza Humanitarian Information Service



Jossor ma'Gaza Radio Network

Jossor ma'Gaza reaches approximately 95% of the population in all five Gaza governorates through the Voice of Palestine, Alwan Radio and 7 radio stations from the Internews-supported Jossor Network:

- **In the Gaza Strip:** The Voice of Palestine (99.4 FM) reaches all of Gaza and is also available on a mobile app, on satellite TV through NileSat 12034, and Alwan Radio (94.5 FM). Both radios live stream on their websites.
- **In the West Bank:** The Voice of Palestine (90.7 FM) and Minbar Al Hurriya (92.7 FM, Hebron) reach approximately 60% of the Gaza Strip; Halla Radio (107.4 FM, Jerusalem); Raya (96.8 FM, Ramallah); Bethlehem 2000 (106.3 FM and 89.6 FM, Bethlehem); Tariq Al Mahaba (97.7 FM, Nablus); Nas (104.9 FM, Jenin); and Al Fajr Radio (90.4 FM, Tulkarem).



Expected Results



Communities access timely, accurate, well-targeted humanitarian information through radio and SMS and social media



Communities engage in 2-way communication with aid agencies through provision of high quality radio content, radio call-in/talk-back programs, SMS channels and contemporaneous audience research



Key media outlets improve their capacity to broadcast quality humanitarian reporting by better understanding relief operations, effectively liaising with aid agencies and managing/sharing audience feedback



Effectiveness and accountability of the humanitarian response increase, as communities improve their understanding of how to access relief services and understand aid operations, including constraints and challenges, as well as how to best communicate with aid agencies

About INTERNEWS

Internews (www.internews.org) is an international non-profit organization whose mission is to empower local media worldwide to give people the news and information they need, the ability to connect and the means to make their voices heard. Since the tsunami in 2004, Internews has been present in major humanitarian crises around the world, establishing critical links between affected populations, local media, and humanitarian agencies to provide life-saving information and set up effective 2-way communication platforms. Internews is pre-qualified to UK DFID's Rapid Response Facility (RRF), is an ECHO partner and co-founder of the Communicating with Disaster Affected Communities (CDAC) Network (www.cdacnetwork.org)

INTERNEWS in the West Bank & Gaza

Internews has been working in the West Bank and Gaza since 2006. From 2006-2010 Internews' *Aswatona* project (USAID) assisted local media outlets to cover local news and events and build journalists' professional skills. In 2008-09, Internews led the *Kullna Gaza* Humanitarian Media Effort to respond to the crisis in a joint operation between Internews' *Aswatona* project and the *Jossor* Radio and TV Network. Internews' current project, *Enhancing Palestinian Independent Media* (USAID), assists media outlets to form a network, move to digital and strengthen business strategies and journalistic standards

FOR MORE INFORMATION AND TO GET INVOLVED

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