

### Israel Social TV- Annual Report 2017

The year 2017 was characterized by the growing strength of Shrinking Space: Violation of rights of minority groups and human rights organizations are part of Israeli daily reality.

In recent months, ISTV has also experienced [an attack](#) - much more intensive than last year - from several government agencies - with the goal to curtail our efforts and try to silence us.

The Minister of Communications, the Minister in charge of the National Service, the Minister of Strategic Affairs and the Minister of Finance, all four of them launched attacks against ISTV on false claims based on complaints from right-wing parties, as if we are promoting BDS, we are encouraging refusal to join the IDF and we are violating the Nakba Law .

A number of articles were published against ISTV. Here is one which we translated into English: [Minister of Communications against Social TV, Channel 20](#)

There was an attempt to deprive us from the 2017 grant we are entitled to by broadcasting on cable and satellite television, and only a legal battle produced results. We have just recently received the grant.

There is an ongoing attempt to cancel the inclusion of National Service members (currently we have four members of the National Service) and we are still in the midst of a legal battle that has not yet ended.

There is no doubt that attempts to silence us are an expression of the on growing influence and unique position of ISTV among civil society organizations in Israel.

The series of topics we dealt with this year included poverty and food insecurity, 50 years of occupation, animal rights, safety of construction workers, weakened communities, militarism in Israeli society and dozens of social struggles in various communities in Israel and in the West Bank. In the following pages we will describe those subjects in more details and bring some examples.

Despite all these challenges we, at Israel Social TV, are totally committed to make efforts to promote social change, equality and justice; to raise awareness; to expose reality to our viewers; to enrich the public discourse, using our powerful tool of video; to supply information which is overlooked by conventional media outlets which are almost totally governed by the most powerful economical entities.

Please Support us by [making a contribution](#) and becoming part of Israel Social TV's Family.

In my name and in the name of the entire staff, I wish us all a year that brings us closer to a just society with freedom and equality for all.

Sincerely,  
Ehud Shem Tov  
Founder, CEO and Editor in Chief

## 2017 Highlights

- **Construction workers:** [Moderate Injuries aren't Supervised](#). Every year, dozens of workers are killed and thousands are injured at construction sites in Israel. With only 17 inspectors supervising more than 13,000 construction sites, it is no wonder that contractors continue to save money at the expense of workers' safety.
- **Famine and Poverty in Israeli Society:** ISTV has joined the project to increase the exposure and visibility of the phenomenon of [famine and poverty in Israel](#), with an emphasis on its generators - usually the government policy.
- **Militarism in Israeli society:** This year, we emphasized the expansion of the phenomenon of refusal among secular, as well as ultra-Orthodox [young men and women](#), to enlist the army. The refuseniks turned at their own initiative and asked to declare their refusal to enlist the army through ISTV. We see it as an expression of confidence and reliability towards our organization. In addition, we produced video article which focuses on the connection between certain factions in the [ultra-Orthodox](#) community and human rights organizations and the secular refusal movement.
- **"Udna" – Return:** The preoccupation with possible models for the return of the Palestinian refugees expelled in 1948, as part of a future process of justice and reconciliation, continued to preoccupy us this year as well. Our leading article this year - [A Joint Meeting on the Ruins of Mi'ar](#) - gathers all the elements of the return: the conflict, but also the ability to see the healing through cooperation between citizens, organizations and public figures both Palestinians and Jews. At the same time, we have shown that unfortunately, [MKs identified with the peace camp](#), are still challenged by this issue.
- **50 Years of Occupation:** This year we produced a number of articles commemorating the 50th anniversary of the occupation. One of the articles - [Who Fears the Green Line](#) does not hesitate to expose the mechanisms used by the state in order to blur the Green Line as the official border of Israel. Whom does it serve? Where does lack of knowledge about this line come from?
- **Refugees and Asylum Seekers:** There is no doubt that one of the issues this year that stimulated broad social protest is the government's decision to expel asylum seekers from Southern Sudan and Eritrea. The articles ["Feel illegal": Life under the deposit law"](#) and ["Non Refoulement – Story Untold"](#), reveal the various abuse methods the government is using against the asylum seekers.
- **Voices from the Jordan Valley– Where else do you have a chance to meet them?** We produced a series of 15 videos sharing the paralyzed voices of the Palestinians from the Jordan Valley with the public: [Khulusi Haj Muhammed](#), [Yousuf Massaheed](#), [Umm-Ahmed Massaheed](#), [Fatimah Yousuf Massaheed](#), and more.
- **Coverage of a variety of struggles and social events:** Coverage of [workers' struggles](#), [struggles for animal rights](#), Recognition for Social and Peace Activists: such as [Torches for a Just and Egalitarian Israel](#) and more.
- **Evaluation:** In light of the changing technological and political realities, we have decided this year, to conduct an in-depth organizational evaluation project, which included a questionnaire for web surfers, focus groups and in-depth interviews. The process reflected the issues that we are required to improve, such as PR, marketing and branding, which we will focus on in the coming year. However, the following

findings were obtained: 78% of respondents indicated that the articles are interesting for them, 56% testified that the articles helped them to gain new knowledge, 45% testified that the articles sometimes motivate them to social action and 57% testified that the articles encouraged them to consume media in a critical manner.

- **New Search Engine in our website:** ISTV's website is constantly used by media professionals, students, researchers, academics and teachers. All our materials are free for use under a Creative Commons license. In order to improve the locations of articles from thousands of items, we created a tool for filtering and finding articles according to many sections: <https://tv.social.org.il/advanced-search>
- **Maintaining the Multi-platform Dissemination:** We continue to spread our radical, fresh, intriguing content to as many viewers as possible, including to journalists, who then re-package and broadcast our materials. Our platforms include: The ISTV website, YouTube channel, the Facebook page (over 45,000 followers), Twitter and the broadcasting of four regular tracks on cable and satellite TV on the community channel.
- **Our Financial Sources:** In its determination to maintain its independence, ISTV doesn't sell advertising space, nor do apply for support from any commercial entity. Our entire activities are financed by fundraising from private donors and foundations and by [our own strenuous independent income-generating activities](#). Our main funders for 2017: Sigrid Rausing Trust, American Friends Service Committee, British Shalom Salaam Trust, CCFD, HeksEper, Euro-Mediterranean Foundation of Support to Human Rights Defenders, Mazon and private donors. We are very grateful to all for their support. For detailed information on our sources of funding see [Financial Transparency](#) in our website.

## Towards 2018

- In light of the findings of the evaluation process we underwent in 2017, we intend to emphasize in 2018 on increasing our visibility, start public relations work as well as branding process, and increase our presence in the media and social networks.
- The content projects we have done over the past year, such as articles on poverty, militarism, construction workers, and the right of return, will continue this year, including ongoing articles and coverage of current events in the Israeli as well as the Palestinian civil society.
- In light of the tension between the 70 years since the establishment of the State of Israel and the 70th anniversary of the Palestinian Nakba, we intend to give special emphasis on the subject through a series of articles, commentaries and studio programs.
- We will hold a three-year project together with the Adam Institute, focusing on training young journalists to produce articles which will promote peace and reconciliation.
- We will strengthen ties with international organizations with whom we plan joint projects.