

Social TV - Annual Report 2018

Dear viewers and partners,

The year 2018 marks 13 years of Social TV's activity, something that could not exist without support and trust from foundations, private donors, partner organizations and a growing audience of skeptical viewers who are not satisfied with the consumption of mainstream media alone. An activity that has been stimulated in the light of the political reality in which we exist.

We started this year with the implementation of the evaluation program recommendations that you participated in. Throughout the new branding process, we turned to the wisdom of the crowd and consulted with you on the selection of slogan for Social TV. After hundreds of surfers chose "**ASK. LEARN. CHANGE.**" We consulted with you again - this time on the logo. We implemented your recommendation and shortened the organization's name to "**Hachevratit**" (Social – in Hebrew, to convey a sharp and short message that for us all issues are social).

This year we have been involved in many struggles and have established and strengthened partnerships with quite a few organizations: We have continued our relationship with **MAZON - a Jewish Response to Hunger** and produced many articles on poverty, hunger and food insecurity. We have created a new partnership with the **Adam Institute** and initiated training program for young journalists in promoting a peace building press over routine journalism that encourages separation, intimidation and hostility. We reached a peak point in the ongoing project with **Zochrot**, which deals with the right of return, and we held the first panel that took place in the Knesset (The Israeli Parliament) on the right of return of the Palestinian refugees. We produced a variety of articles that seek to challenge the widespread peace discourse, which focuses on the solution of separation as the only alternative.

The confrontation in the south of the country and in Gaza led us to a partnership with Gazan residents who photographed, interviewed and transferred materials from which we produced articles that present a different reality of life in Gaza than what is presented in the Israeli media.

We are proud of the continued support we have provided for the struggle against the expulsion of African asylum seekers. As part of this work, we produced a professional survey regarding the position of the residents of South Tel Aviv about the expulsion of asylum seekers. The findings were completely different from the claims made by the Prime Minister and his government on this matter. In addition, we created a video documenting this struggle, a video that won first place in a national competition initiated by the Community Communications Association. We have continued our partnership with **Kav LaOved** and the **WAC workers organization** on the subject of combating construction accidents.

For all these and more - you can read the following pages, as well as our plans for 2019. As part of strategic thinking and plans to grow in the coming years, we decided to add an executive to the organization alongside the editor-in-chief. We will open 2019 with two managers who will lead the organization and we expect and invite new collaborations.

So that we can continue to operate and grow, please Support us by [making a contribution](#) and becoming part of Israel Social TV's Family. In our name and in the name of the entire staff, we wish us all a year that brings us closer to a just society with freedom and equality for all.

Sincerely,

Chen Peter, Co-CEO

Ehud Shem Tov, Co-CEO & Editor-in-chief

2018 Highlights

Poverty, hunger and food insecurity

ISTV continues its cooperation with more than ten social organizations, in this necessary and important project for Israeli society which deals with the eradication of poverty, hunger and food insecurity. The articles [Poverty in Israel](#), which asks essential and basic questions regarding the reasons of poverty in Israel, and the [Deposit Law and Prostitution](#) article which describes the heavy price paid by asylum seekers as a result of the law, are two of the central articles we created on the subject. [To view the full series of articles we created this year.](#)

Construction workers

Every year, dozens of workers are killed and thousands are injured at construction sites in Israel. The data, which indicate that a quarter of the deaths in construction sites in recent years were caused by improper scaffolding or failures in their installation, led us to create the article "[The Scaffolding Omission](#)". We also created the video article "[Falling to their Deaths](#)", which gives a central voice to the families of workers killed and injured as a result of construction accidents and "[A Conflicting Interest](#)", that exposed the inherent contradiction in the building industry, which shows that the foremen are caught in an impossible situation.

Udna - The right and realization of the return of the Palestinian refugees

We continue with the "Udna" (Return - in Hebrew) project, one of our leading projects since 2015. We serve as a tailwind for the growing trend of young Palestinian citizens of Israel who view the realization of the right of return as a key component in correcting the injustice done to their families in 1948, and a necessary condition for future reconciliation between the two peoples. At this stage of the project, we are interviewing Knesset members, heads of local councils established on the ruins of Palestinian villages, experts, peace organizations and more. The project is carried out in cooperation with Zochrot, which has accumulated unique knowledge and reputation on the subject. Through the Udna Project, we are expanding the bank of Ideas for those who will be engaged in realizing the return as part of the solution to the conflict (as opposed to those who are currently insisting to manage it). We are confident that in the future the social atmosphere will change, the leadership will be replaced, and therefore there is a need to prepare the ground and expose the Israeli society to tools and ideas that can be used, once the opportunity for peace is at its doorstep. In this framework we also brought the other sides of the March of Return from the daily perspective of the [Palestinians in Gaza](#). See [all the articles](#) we prepared on the subject in 2018.

Militarism in the Israeli Society & civil disobedience movement

ISTV continues to focus on civil disobedience and recalcitrance. These articles receive hundreds of thousands of views, more [conscientious objectors](#) come to ISTV with the purpose of being interviewed regarding the process they went through until they decided to refuse to enlist to the army. Many of them are influenced - among other things - from information they learned from ISTV's video articles.

The High Court judges discussed the unequal process of granting women an exemption from drafting on the basis of freedom of conscience for religious reasons as opposed to non-religious reasons. The petition

was filed by the 'Yesh Gvul' movement together with 100 activists. In 26/06/2018 the petition [was rejected in the High Court](#) claiming that it is not attacking the law but rather the policy that was set in its wake.

Peace Journalism

This year ISTV together with the Adam Institute began a unique three-year project that deals with peace journalism. ISTV has trained dozens of journalists - Arabs and Jews, men and women - from the periphery and the center and has given them professional skills to create peace journalism. Creating awareness of the obstacles and challenges facing the written, media and internet journalism was one of the goals of this program. The article [Who Will Guard Khan al-Ahmar](#) reflects in particular the learning done during the program. The article shows the struggle of the Bedouin shepherds' families from Khan al-Ahmar. Here is a taste of additional articles [created by graduates](#) of the first course.

We did not overlook the burning social issues that arose during the year

We closely accompanied the struggle of the asylum seekers [against deportation](#) and initiated a survey that indicated that most residents of southern Tel Aviv oppose the expulsion of the refugees, contrary to the declarations of the prime minister and cabinet ministers. The elections for the local authorities gave us the opportunity to highlight an important [feminist achievement](#) in the elections for the local council in Isfiya. We investigated [What Happens to the Rape Kits?](#) And we gave voice to the complex issues that the [LGBT Seniors](#) community faces in older age.

This is just a taste of our extensive endeavors in 2018. To view all the articles we created in 2018 with English subtitles, please enter this [link](#). For all articles please enter this [link](#).

Towards 2019

- After the branding phase is done, we intend to upgrade our website to fit the new logo, slogan and concept.
- We intend to convert hundreds of our videos – mainly lectures and discussions – into audio format, so you'll be able to listen to our contents as podcasts.
- Some of the content projects we have done over the past year, such as articles on poverty and on militarism, will continue this year, including ongoing articles and coverage of current events in the Israeli as well as the Palestinian civil society.
- We will also continue the 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 our supporting community, both online and offline. We want our community to be more involved.
- We intend to develop more independent resources such as the sale of professional services and a crowd funding campaign.