

### Israel Social TV 2019 Report

The year 2019 marks 14 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.

The Year 2019 was a year of political instability and turmoil with two national election campaigns in April and in September. In that political climate ISTV was active at promoting issues that are usually not part of the public agenda. We dealt with many of the topics related to the elections; we produced video articles about the voting patterns of Israeli migrants from FSU countries and Arab citizens. We continued to criticize the Israeli occupation, the Israeli government's abuse of asylum seekers from Africa and we were a voice for positions that are not acceptable in the public discourse.

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 in collaboration with a coalition of social organizations. We have continued our partnership with **the Adam Institute** and conducted [Peace Journalism Training Program](#) titled "Media impacting conflict transformation" for Jewish and Arabic journalists. About 120 participants have taken part in it in the last two years. This project, with the support of the **EU** combined a great deal of knowledge on issues related to conflict resolution alongside practice in producing articles.

Our long-standing partnership with **Sigrid Rausing Trust** continues and we take the opportunity to thank the Foundation for its many years of support. We also continued the partnership with **CCFD, BSST, AFSC** - many thanks and appreciation!

The impact of Social TV on the mainstream discourse can be illustrated by the fact that in recent years ISTV is under attack of numerous right-wing organizations and the right-wing government of Israel. The last sanction we suffered is of removing the civil service volunteers that we had for years.

Representation for some of the topics and articles we have produced you can read at the following pages, as well as our plans for 2020. 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.

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

### 2019 Highlights

#### **Poverty, hunger and food insecurity**

ISTV continues its cooperation with a coalition of social organizations, in this necessary and important project for Israeli society which deals with the eradication of poverty, hunger and food insecurity. The articles [A Hot Meal or Lip Service?](#), which deals with the hot meal law, and the survey about [Poverty & Cost of Living](#) we conducted before the April elections, are two of the central articles we created on the subject. [To view the full series of articles we created this year.](#)

#### **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.

#### **Peace Journalism**

ISTV together with the Adam Institute continued our unique project that deals with peace journalism. We trained dozens of journalists - Arabs and Jews, men and women and have 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 articles [Issawiya District](#) and [Partners for Hope](#) reflect the learning done during the program. Here is a taste of additional articles [created by graduates](#) of the program.

#### **Conversations from the Arab world**

A series of [interviews and conversations](#) through Internet platforms with citizens living in different countries of the Arab world. The conversations deal with aspects of life in the middle east that are less familiar to the Israeli population - from political aspects to mundane part of life, hobbies and cultural aspects . The aim of the project is to raise awareness of the common ground and create solidarity, understanding and empathy between Jews and Arabs; to create a community with the power to bring the Jewish public in Israel closer to Arabs in Israel and all around the Middle East.

#### **Do Respect**

A series of personal interviews with [veteran social peace activists](#), who tell us about the work done over the years, how this activity affected their lives and changed their point of view, as well as the successes, failures and hopes that accompany them all along.

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

We dealt with topics related to the elections, such as voting patterns of Israeli [migrants from FSU countries](#) and [Arab citizens](#). We covered the struggle of foreign workers' families [against deportation](#). We accompanied [Palestinian shepherds](#) in the Jordan Valley and documented the violence they experience from the settlers in the nearby settlements. And we gave voice to the [Transgender community's](#) protest against the daily violence and incitement.

### **Exposure and reaching audiences**

ISTV's distribution channels include broadcasting via cable and satellite television on the community channel, channel 98 and ISTV website, which serves the public, including educators, media people and other agents of change. All articles are divided into series, topics, and tags. They are transcribed in order to enable the reading of the content without direct viewing and are accessible to the hearing impaired. We produce weekly newsletter in Hebrew and a monthly newsletter in English that has over 8,000 subscribers.

In 2019 we reached a benchmark of over 55,000 followers on Facebook and YouTube. In addition, we have over 1000 Twitter and Instagram followers (those are relatively new distribution channels for ISTV). In 2019 we had close to half million viewers on YouTube, and over 700,000 viewers on Facebook watched our articles.

### **Towards 2020:**

We intend to upgrade our website to fit the new logo, slogan and concept.

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 continue with the "Conversations from the Arab World" project in order to make more Arab opinions and positions accessible to the Jewish public in Israel.

We intend to increase the volume of activity that generates financial income, by selling video services to social organizations.